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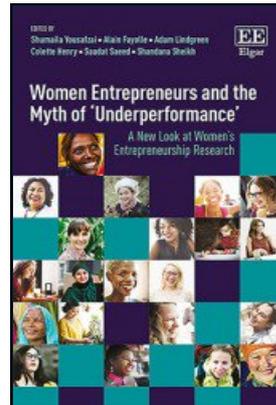


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Women Entrepreneurs and the Myth of 'Underperformance'

A New Look at Women's Entrepreneurship Research

Edited by Shumaila Yousafzai, Reader in Entrepreneurship, Cardiff Business School, Cardiff University, UK, Alain Fayolle, Professor of Entrepreneurship and Director, Entrepreneurship Research Centre, EMLYON Business School, Ecully, France, Adam Lindgreen, Professor of Marketing and Head of Department, Copenhagen Business School, Denmark and Research Associate, Gordon Institute of Business Science, University of Pretoria, South Africa, Colette Henry, Head of School of Business and Humanities, Dundalk Institute of Technology, Ireland and Adjunct Professor of Entrepreneurship, UiT–The Arctic University of Norway, Tromsø, Norway, Saadat Saeed, Associate Professor of Entrepreneurship, Durham University Business School, Durham University and Shandana Sheikh, Doctoral Researcher, Cardiff Business School, Cardiff University, UK



Taking a fresh look at how performance is defined by examining the institutional power structures and policies, eminent scholars herein explore ways to overcome constrained performance and encourage women's entrepreneurial activities through a variety of methodological approaches and geographical contexts.

'A must read for all entrepreneurship scholars because it helps us to understand and appreciate the real and many roles of women entrepreneurs, their relevance and importance to societies across the World, as well as the challenges and issues women entrepreneurs can face. An exciting and interesting read which presents us with critical questions for the future – thank you.'
– Sarah Jack, Lancaster University Management School, UK

'To date performance of businesses started and run by women has been dominated by objective, economic metrics which in comparisons of men and women, may show that women under-perform. This book argues that this perspective is one-sided and narrow with regards to understanding the entrepreneurship phenomenon. Instead, the authors take a fresh look at business performance, considering structural constraints, definitions of success and other socio-political factors that help us to understand success and value creation of women entrepreneurs, and lead us in new research directions.'
– Candida Brush, Babson College, US

'This book adds a critical perspective on "success", shattering misconceptions on underperformance of women-owned enterprises. Incorporating valuable insights on policies to overcome constrained performance and facilitate female entrepreneurs, and raising questions on the limiting concept of "entrepreneur", it represents a big step forward in the research agenda on female entrepreneurs. It is a highly relevant and recommended volume not only for all those with interest in women's entrepreneurial activity but also the general field of entrepreneurship.'
– Anne de Bruin, Massey University, New Zealand

'This edited group of contributions brings together a range of scholars to challenge myths that cloud our understanding and appreciation of female entrepreneurship. It offers insights that add to the emergent 'social turn' in entrepreneurship research. The narrow view of performance, if measured only in limited economic and financial terms, is demonstrated to neglect the vital social contributions. Importantly, the contribution to entrepreneurial scholarship is broader than female enterprising. The chapters illustrate the adaptability and flexibility of entrepreneurial practice. They show how entrepreneurs not only engage with economic, social and cultural circumstances, but how they fit into these contexts to generate a range of values.'
– Alistair R. Anderson, Robert Gordon University, UK

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