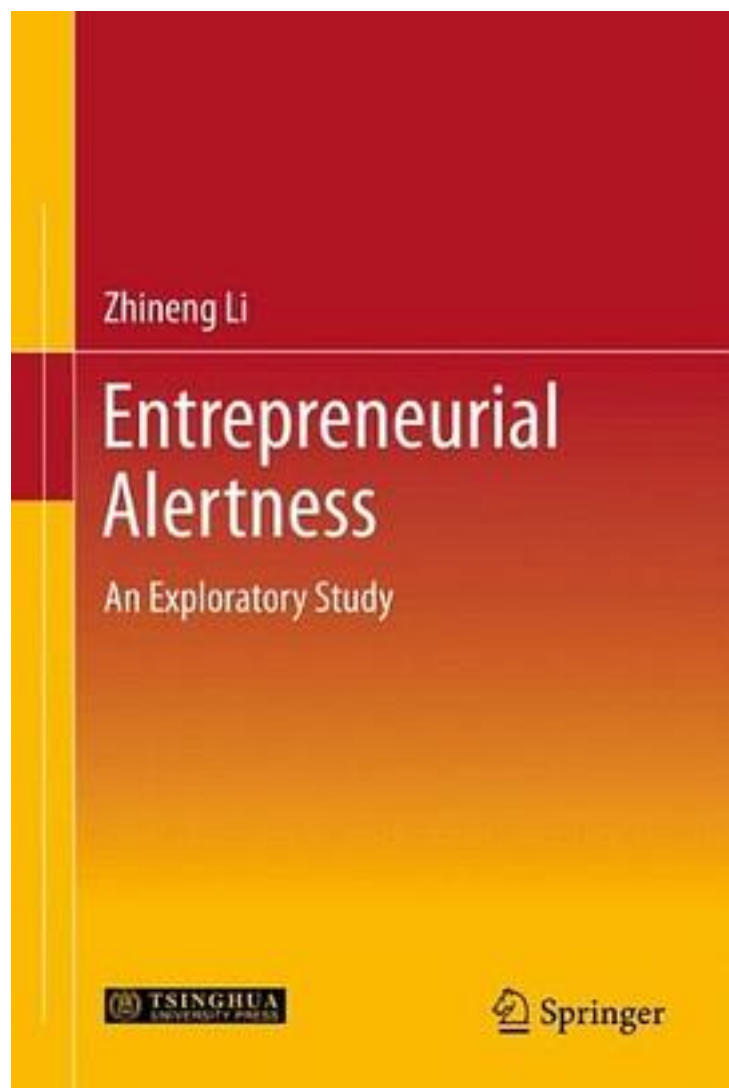


Entrepreneurial Alertness



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出版者:Springer

出版时间:2012-10

装帧:精装

isbn:9783642310973

Entrepreneurial alertness plays an important role in the processes of opportunity exploration and exploitation. A central thesis of this dissertation is that opportunity creation requires a certain transformation of an individual entrepreneur's mental schema. This study examines entrepreneurial alertness at the individual level. A comprehensive model of entrepreneurial alertness are created and tested via structural equation modeling on the basis of survey data from 1080 entrepreneurs in two coastal regions of P. R. China.

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评论

This study examines entrepreneurial alertness at the individual level. The study made two key contributions to the descriptive and normative theory of alertness. This study provides an integrative perspective on the relationships of the variables in the model.

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书评

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