
Book Reviews

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Nicole Coviello and Helena Yli-Renko (Eds), *Handbook of Measures for International Entrepreneurship Research*, Cheltenham, UK: Edward Elgar Publishing, 2016, 656 pp.

Academic research in the interfaces of disciplines is a trend that is rapidly growing. Be it strategic entrepreneurship or behavioural economics, the number of scholars straying across subject boundaries is increasing. While some see it as adulteration of scientific hallmarks, most agree that it is a healthy development. While Joseph Schumpeter spoke about the power of combinations, I am sure he definitely did not suggest it to his own academics. Interface research, in my opinion, is one example of academics turning entrepreneurial.

The handbook under review is based on one such discipline born of interfaces—international entrepreneurship. The parent disciplines (if I may call so) include international business and entrepreneurship. While the parents are themselves young, the child is even younger. Stretching this analogy, it is also interesting to note that the parent disciplines in this case are themselves interface disciplines. This adds flavour to how disciplines advance. Hence, it becomes the responsibility of those leading the discipline (entrepreneurial academics) to review and provide direction on possible ways forward. The book addresses one aspect of one discipline—quantitative measures in international entrepreneurship.

Ask any researcher, especially doctoral students, across disciplines and you will hear woes about identifying and/or creating valid and reliable scales for measuring various aspects of phenomena. This handbook reduces this challenge for one discipline of scholars with substantial spillover effects. While scholars in international entrepreneurship will directly benefit from this volume, scholars in the areas of international business, entrepreneurship, marketing, innovation and strategy will find this immensely useful. Bringing together more than 200 reliable and valid scales is no mean task, and the editors of this volume have taken

over 4 years to make it happen. Once again, the potential of doctoral students has been explored and exploited, with ambidexterity by seasoned senior academics.

This handbook differs from traditional handbooks in a unique way. While most handbooks provide a review of a chosen field, this provides a rather comprehensive compilation of measures used in an emerging domain. The editors' introduction details the method used to arrive at the final list of more than 200 scales. The scientific approach and the care exerted by the editors are seen both in the description of the process and in the outcome. The doctoral students who contributed to the creation of this handbook seem to be rich storehouses of information themselves. I am not sure of many doctoral students who gain opportunities to go deeply into their disciplines in such a focused manner. It is a delight to know such things are possible. Research councils across the world, which fund projects in the sciences and humanities, can learn on experimental projects such as these when deciding new project grants.

The measures presented are all multi-item scales. The editors and their team have ensured that all scales included in the handbook have a theoretical/conceptual base, are an outcome of some scaling procedures, have reliability and/or validity estimates and have been used or created from the above-identified domains of interest. These strict measures seem to have been applied on a rather comprehensive base of literature (820 measures from 316 journals) and make the outcome more robust, valid and reliable in itself. The measures are grouped into eight general topic areas: individual-level influences, firm- and team-level influences, external environmental influences, relationships, networks and social capital, organisational learning, capabilities, orientations and strategy and performance and innovation outcomes. The general topic areas chosen cover a wide range that researchers use to come up with variables. It is always difficult for scholars to identify alternate aspects/measures when dealing with difficult variables. This grouping makes it easy for researchers to look at alternate aspects/scales for similar measures. For example, researchers have many scales for measuring international entrepreneurial proclivity, market orientation and innovation, amongst others.

The editors have evolved a template to present every scale. This makes it easy to use and particularly re-use the handbook. Every scale contains the following sections: construct description, source, development, sample, validity, scores, references and measure. The construct and the description sections provide the definition of the concepts for which measures are being used and also aspects of the scale itself. The most useful aspect of this handbook is that the actual scales are

provided with most of them having instructions for administering the measure too. While the samples used, validity and scores provide confidence in using the measure, it is the source(s) and references that make it more contextual for its application. They provide directions to how and what the scales have been used for. Having the source(s) of the scale development gives an opportunity for future researchers to also help in advancing the scales themselves. In this regard, the handbook is highly useful to the researchers who focus on scale development.

This handbook project resurfaces a recurring call to researchers regarding the development of constructs and measures. Responsible theoretical grounding is a must for construct and measure development. While this seems obvious, it remains one of the most challenging aspects for any reviewer to uncover. This leads us to the second observation from the editors of this volume that researchers must be more transparent in their reporting of scale development, scale purification, scale adaptation, pretests, scale anchors, validity and reliability results. As shared by the editors in their introduction, most measures in this handbook are reflective (effect) rather than formative (causal). But this only increases the responsibility of future researchers to identify more causal variables and measures to advance our understanding of phenomena.

International entrepreneurship as an area faces many challenges that cross-cultural, cross-contextual and cross-country research faces. Hence, it is important to highlight that researchers need to become familiar with the technical requirements of such studies prior to using the measures as is. It is important for researchers conducting 'international' studies to be familiar with conversations around how to create/adapt existing measures in their studies. The case in point here is entrepreneurial orientation and international entrepreneurial orientation.

This handbook is novel. It brings together in a single volume, numerous measures (multi-item scales) on topics which scholars of international entrepreneurship will find very handy. Thus, it contributes in two ways—improved use of multi-item measures in quantitative research and enhanced focus towards interface disciplines. This volume is a must-have in every department where students (postgraduate and doctoral) conduct any form of research in the areas of international entrepreneurship, international business and entrepreneurship.

Raj K. Shankar

Doctoral Candidate

Entrepreneurship Development Institute of India

Gandhinagar, Gujarat, India