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PUBLISHING

HANDBOOK OF MEASURES FOR INTERNATIONAL ENTREPRENEURSHIP RESEARCH

Multi-Item Scales Crossing Disciplines and Contexts

Edited by **Nicole Coviello**, Wilfrid Laurier University, Canada and **Helena Yli-Renko**, University of Southern California, US

'Developing valid and reliable measures is a minefield for most doctoral students and even experienced and accomplished scholars. The top-tier publication graveyard is littered with the ghosts of manuscripts and their authors tripped by poor construct measures. Coviello and Yli-Renko provide a 'toolkit' of conceptually and empirically validated measures, their sources and from across a spectrum of disciplines and contexts to help you clear the minefield.'

– Kwaku Atuahene-Gima, Nobel International Business School, Ghana

The *Handbook of Measures for International Entrepreneurship Research* is a user-friendly collection of multi-item measures developed and used in the research of international entrepreneurship and important areas related to it: international business, entrepreneurship, marketing, strategy, and innovation.

Editors Nicole Coviello and Helena Yli-Renko carefully compiled 212 scales from over 820 possible measures using rigorous selection criteria. The scales fall into eight distinct categories:

- Individual-level influences
- Firm and team-level influences
- External environmental influences
- Relationships, networks, and social capital
- Organizational learning
- Capabilities
- Orientation and strategy
- Performance and innovation outcomes

For each scale, the book includes the following information to enable ease of use: summary, construct definition, description, source, development or adaptation procedures, sample, validity, scores, references, and scale items. This standout *Handbook* not only builds a compelling case for a more rigorous approach to research methods in international entrepreneurship research, but also explores the best practices in development, adaptation, use, and reporting of multi-item measures.

Academic researchers in international entrepreneurship, international business, entrepreneurship, marketing, strategy, and/or innovation will find this reference tool a welcome addition to their survey research practices. Policy-makers conducting research in these areas will also appreciate this book.

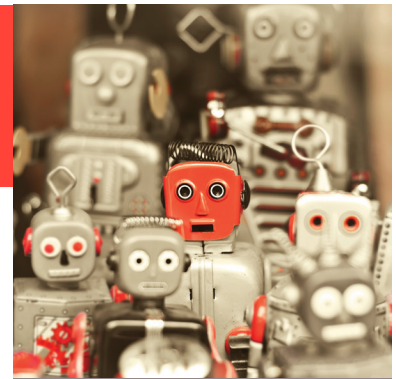
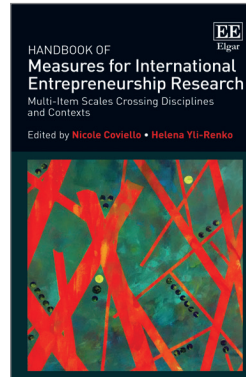
Contributors include: Y. (Ken) Chen, N. Coviello, J. Kerr, H. Mehrabi, G. Tanguay, H. Yli-Renko

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