Handbook of Research Methodologies and Design in Neuroentrepreneurship

Research Handbooks in Business and Management series

Edited by Mellani Day, Dean, Mary C. Boardman, Affiliate Faculty, Business and Technology Division, College of Adult and Graduate Studies, Colorado Christian University and Norris F. Krueger, Senior Research Fellow, School of Advanced Studies, University of Phoenix, US

This Handbook provides an overview of neuroscience-driven research methodologies and how those methodologies might be applied to theory-based research in the nascent field of neuroentrepreneurship. It presents the current thinking and examples of pioneering work, serves as a reference for those wishing to incorporate these methods into their own research, and provides several helpful discussions on the nature of an answerable question using neuroscience techniques. It includes concrete examples of new ways to conduct research that can shed light onto such areas as decision-making and opportunity recognition, allowing us to ask different, perhaps better, questions than ever before.

‘By bringing together neurological science with entrepreneurship studies, the editors of this book have created startling new insights, methodologies, and ultimately an important new field. This pathbreaking new book will cause scholars in both areas to rethink their traditional methods, topics and reach of their research.’

– David Audretsch, Indiana University, Bloomington, US

2017 336 pp Hardback 978 1 78536 503 4 £135.00 £121.50 $196.00 $176.40

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

www.elgaronline.com