



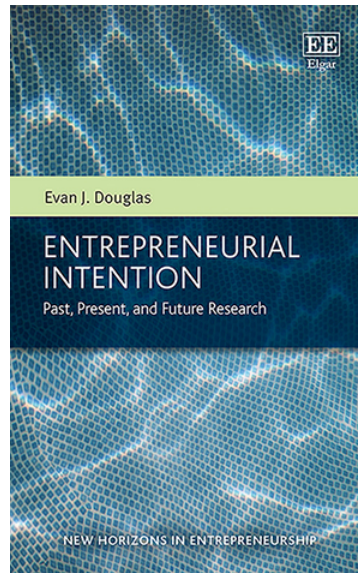
## Entrepreneurial Intention

### Past, Present, and Future Research

New Horizons in Entrepreneurship series

Evan J. Douglas, Adjunct Professor of Entrepreneurship, Australian Centre for Entrepreneurship Research, Queensland University of Technology, Brisbane, Australia

In this timely book, Evan Douglas examines the limitations of the current models of entrepreneurial motivation. He proposes an expanded general model of entrepreneurial intention, which integrates both commercial and social entrepreneurs, and explicitly examines the motivation to innovate. In this new, integrated model of entrepreneurial intention, he explores the asymmetric data relationships and interdependencies of these four motivations that operate to result in multiple equally-valid pathways to entrepreneurial action.



‘At present, we lack an overarching conceptual framework for entrepreneurial intention. Evan Douglas’s book is offering this much needed framework, notably by conceptualising entrepreneurial intention in different types of entrepreneurship (commercial, social, corporate), building an inclusive and holistic approach to entrepreneurial intention. Evan Douglas highlights the main issues for entrepreneurial intention research and suggests new avenues for the future. A much needed read for those interested in this stream of research.’  
– Alain Fayolle, EMLYON Business School, France

‘In this book, Evan Douglas takes a fresh look at entrepreneurial intentions across a range of contexts (e.g., commercial and social), liberating the concept from the stranglehold of theory of planned behaviour. The book also provides important general methodological, conceptual and practical insights valuable to any entrepreneurship scholar – insights derived from the author’s lifelong commitment to entrepreneurship scholarship.’  
– Johan Wiklund, Syracuse University, US

‘Entrepreneurial intentions are the psychological basis for entrepreneurial behaviours. In this book, Professor Douglas explains the different entrepreneurial intentions and how they lead to different forms of entrepreneurial behaviour, such as the pursuit of opportunities within an existing organisation or the creation of a new one and the pursuit of opportunities for commercial or for social reasons. This book provides new insights into the entrepreneurial mindset.’  
– Dean Shepherd, University of Notre Dame, US

2020	240 pp	Hardback	978 1 78897 522 3	<del>£80.00</del>	£72.00	<del>\$120.00</del>	\$108.00
2021	240 pp	Paperback	978 1 80088 246 1	<del>£25.95</del>	£20.76	<del>\$39.95</del>	\$31.96
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