

BOOK REVIEW

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ABOUT THE BOOK

Fayolle A. (Ed.) (2014). Handbook of Research on Entrepreneurship. What We Know and What We Need to Know, Edward Elgar Publishing Ltd., Northampton, MA, USA, p. 433

BACKGROUND ABOUT THE BOOKS AND ITS AUTHORS

Alain Fayolle, Distinguished Professor of Entrepreneurship and Director, Entrepreneurship Research Centre, EMLYON Business School, Ecully, France. His research work is more focused into the the dynamics of entrepreneurial processes, the effect of cultural factors on organizations' entrepreneurial orientation and the evaluation of entrepreneurship education. He has published several research papers in leading entrepreneurship and education journals. He also has proven his capabilities as an editor and reviewer for French and International journals. He has also been a specialist to the OECD for the assessment of entrepreneurship strategies and practices.

SUMMARY OF THE BOOK

The book divides into four chapter's viz., Redesigning Entrepreneurship, Crossing the fields, Embedding Knowledge in (Insightful) Concepts and Domains and (Re) Exploring (New) Research. The first chapter talks about organising the entrepreneurship research and envisage the need of qualitative research tools and techniques in data gathering and analysis for better understanding the phenomenon. The chapter two discuss about the gender feminism and entrepreneurship and detail how culture influence family entrepreneurship where lot of factors are unknown to the world. The chapter three more oriented with deal with psychological and attitudinal aspects related to entrepreneurs and finally relating to significance of financial understanding. However, the final chapter is the most interesting portion of the book has given high significance to entrepreneurial research, which is into decision making perspective. Over all the book provide with collective authorship provide an insightful new perspective on the future of the study of entrepreneurship

EVALUATION OF THE BOOK

Entrepreneurial research has been in existence for long period. Nevertheless, the methods and tools of entrepreneurial research to arrive at proper inferences are not well evaluated into. The research conducted were too conventional and never experimented with application of varied research methodologies especially qualitative research methodologies. The book address such challenges with the collection of right ups from 24 highly regarded researchers, and experts in their fields, integrating 17 chapters, detailing what we already know, and what we still need to know. The book covers an understanding into current viewpoint on the future of the study of entrepreneurship. The authors in the edited book suggest redesigning research in the field – applying entrepreneurship out of the box – and to look at the history of entrepreneurship while expanding the future course for research. It further states that different domains and perspective to be integrated to rethink and understand the field of entrepreneurship. Finally, they express a desire for more continuity in research, developing knowledge around key concepts and insightful domains.

CONCLUSION

This handbook provides a better look into the entrepreneurial research, which is mainly citing on available information and what needs to be done. Several authors are part of this book in extending deeper insights on future research in Entrepreneurship. It is suggested by the book that new way of looking at entrepreneurship is need to understand the existing concepts and models to enhance the legitimacy of the area and improve the knowledge with inter-disciplinary ties. The book suggests that the current understanding on entrepreneurship as well as engaging in entrepreneurial research suffers from from the weak methodology. The handbook envisages into exploring new investigative topics integrating with rural enterprises, and giving importance to the role of entrepreneur towards rural enterprise creation. Add to this it the book has suggested the need of incubation centres to build up proper understanding about the concept of entrepreneurship. The last portion of the book keenly look in to the implicit and explicit relationship with the decision-making process. This book support one to you cut off the old ways of thinking and being and holds the budding for a newunderstanding on entrepreneurship and it is for students, experts, educational institutions and policymakers as well.