



Entrepreneurship in Context (Routledge Studies in Entrepreneurship)

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Much research in entrepreneurship presents results as if they are universally and timelessly valid. *Entrepreneurship in Context* takes the opposite tack – it studies entrepreneurship as a context bound phenomenon. For entrepreneurship, the importance of context goes beyond gaining understanding and avoiding mistakes. The reciprocal influence exercised by the entrepreneurial venture and its corresponding context is at the very heart of the entrepreneur as an agent of change. The book addresses context in a narrow sense, i.e. a person's life situation and local, situational characteristics. It also deals with wider contexts such as social, industry, cultural, ethnic, sustainability-related, institutional, and historical contexts. The book studies the interconnectedness of all these various sub-contexts. It zooms in on the actions that entrepreneurs take to involve, engage, and influence their context and shows the changing and dynamic nature of context. It provides lessons for entrepreneurs about which contextual elements should be prioritized, engaged and sought out.

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