

Entrepreneurial Behaviour Series

Entrepreneurial Behaviour

Unveiling the
Cognitive and
Emotional
Aspects of
Entrepreneurship

edited by

Andrea Caputo

Massimiliano M. Pellegrini

Entrepreneurial Behaviour

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Entrepreneurial Behaviour: Unveiling the Cognitive and Emotional Aspects of Entrepreneurship

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To our families and friends, the best entrepreneurial ecosystem we could have.

Andrea Caputo and Massimiliano M. Pellegrini

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Foreword

The book seeks to establish a framework to investigate how entrepreneurship, entrepreneurial and innovative behaviors cope with the challenges of making choices using several lenses and perspectives. Different chapters integrate into this framework the cognitive, psychological (emotions, passions, and trust), and behavioral processes (negotiations and conflicts) that individuals or entrepreneurial organizations develop when framing their choices. I feel the book succeeded in that effort. The book answers some crucial questions: which cognitive and psychological processes do entrepreneurs and entrepreneurial organizations adopt when framing their choices? In addition to this, which behavioral processes should be developed in order to foster these shared cognitive and emotional meanings?

Traditionally, entrepreneurs and entrepreneurial organizations survive because of their particular cognitive and emotional comprehension of the fit between their business ideas, organization variables, and contingent dimensions. From an entrepreneurial perspective, this cognitive and emotional fit relies on the concept of organizations as social systems, where meanings emerge from the social interactions of individuals.

Three elements characterize a decision-making process: the final choice within several options, the presence of parallel processes that make it simpler than alternatives and the presence of a goal in the decision maker's mental activity when reaching a final decision.

While in entrepreneurial choices the role of the entrepreneur and entrepreneurial organization receives increasing academic attention, the ways in which they make these choices is still a process worthy of investigation. In articulating and refining the specific relationships involved, the book tries to frame the entrepreneurial choices regarding their influences on entrepreneurs' and entrepreneurial organizations' peculiarities, alternatives, and desired results. The main issue linked to the desired results is that, as both individual-centered non-economic and economic goals coexist in entrepreneurial organizations; these organizations may face an idiosyncratic issue in terms of economic maximization and individual satisfaction, given the interplay between the entrepreneur and entrepreneurial system. Thus, the book proposes some answers to a general call for a deeper investigation of all processes and desired results related to entrepreneurial choices. Accordingly, it strives to open up the 'black box' by outlining the entrepreneurial choices made by entrepreneurs and entrepreneurial organizations.

Enjoy the reading!
Prof. Luca Gnan

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About the Editors

Andrea Caputo, PhD, is a Reader in Strategy & Entrepreneurship at the Lincoln International Business School (UK) and a Visiting Professor of International Strategic Management at the University of Trento (Italy). He received his PhD in Management from the University of Rome “Tor Vergata” in 2013. Previously, he was an Assistant Professor at Princess Sumaya University. He has also held visiting positions at several universities, like University of Queensland, George Washington University, University of Seville, Alicante, Pisa, Malta, Macerata and Naples Parthenope. His main research expertise is related to entrepreneurship, strategic management, innovation, negotiation, and decision-making. He has authored more than 450 international publications, including *Human Resources Management Journal*, *Journal of Business Research*, *International Journal of Entrepreneurial Behaviours & Research*, *International Journal of Entrepreneurship & Small Business*, and *Business Process Management Journal*. He is an editor of the book series “Entrepreneurial Behaviour” for Emerald, and the co-chair of the track Entrepreneurial Behaviour and Decision-Making at EURAM.

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