



Entrepreneurial cognitive factors and new product innovation in 37 countries. The moderating effects of Hofstede's cultural dimensions

By Charlene Mao

GRIN Verlag Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2015 in the subject Business economics - Company formation, Business Plans, grade: A, Tongji University (School of Economics and Management), course: Literature review, language: English, comment: A literature review from a dissertation submitted to Tongji University in conformity with the requirements for the degree of Master of Management., abstract: A literature review from a dissertation submitted to Tongji University in conformity with the requirements for the degree of Master of Management. During the previous years, numerous studies have been published around the world in order to determine the factors that could influence entrepreneurs in their new product development process. This literature review will first evaluate all the concepts linked to the principal concept of entrepreneurship. Then the cognitive factors, which could influence entrepreneurship, will be analyzed in details, and finally the environmental effects on entrepreneurial new product development will be investigated. 24 pp. Englisch.



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