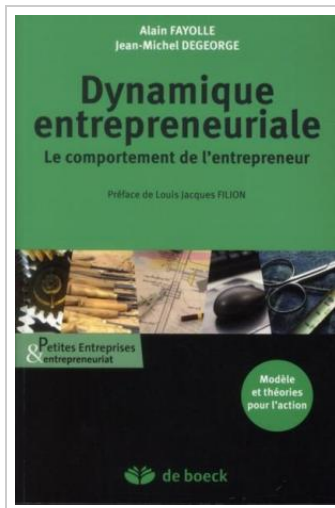




## dynamique entrepreneuriale - le comportement de l'entrepreneur

By Fayolle, Alain- Degeorge, Jean-Michel

DE BOECK SUPERIEUR, 2012. Paperback. Condition: NEUF. Pourquoi, comment et dans quelles conditions certains individus ont une intention de développer un comportement entrepreneurial et le réalisent en s'engageant activement dans une situation qu'ils contribuent largement à façonner ? Comment expliquer, par ailleurs, que d'autres individus refusent ce type de comportement alors qu'ils semblent réunir tous les facteurs pour réussir leur projet de création d'entreprise ou tout autre projet entrepreneurial ? Ces questions sont au coeur du domaine de l'entrepreneuriat et continuent de préoccuper les chercheurs et les acteurs des milieux économiques et sociaux. Pendant longtemps, l'idée simpliste et quelque peu rassurante liant le comportement entrepreneurial à des caractéristiques psychologiques telles que le besoin d'accomplissement ou la propension au risque a prévalu. Aujourd'hui, nous savons que le comportement entrepreneurial est complexe, recouvre une très grande diversité de situations et qu'il ne peut être expliqué à l'aide de modèles ou de relations simples. L'objectif principal de cet ouvrage est de présenter un modèle générique et un cadre conceptuel permettant de mieux comprendre la complexité du comportement entrepreneurial et de donner des clés et des leviers de décision et d'action aux acteurs. - Nombre de page(s) : 300 - Poids : 470g - Genre :...



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