1. Record Nr. UNINA9910461376503321 Challenges of ethics and entrepreneurship in the global environment / **Titolo** / edited by Sherry Hoskinson, University of Arizon, Tucson, AZ, USA, Donald F. Kuratko, Kelley School of Business, Indiana University Bloomington, Bloomington, IN, USA Pubbl/distr/stampa Bingley:,: Emerald Group Publishing Limited,, 2015 **ISBN** 1-78441-949-4 Edizione [First edition.] Descrizione fisica 1 online resource (145 p.) Advances in the Study of Entrepreneurship, Innovation and Economic Collana Growth, , 1048-4736; ; volume 25 Disciplina 658.049 Soggetti **Business ethics** Entrepreneurship Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Front Cover; The Challenges of Ethics and Entrepreneurship in the Nota di contenuto Global Environment; Copyright page; Contents; List of Contributors; Introduction; References; Entrepreneurship and Existentialism: Establishing Authenticity in a Crowded Global Marketplace; Introduction; Reality and Knowledge; The Value of Literature in Creating a Business Philosophy; Existentialism; Creating Authenticity for Entrepreneurs; Conclusion; References; The Entrepreneur's Dilemma of Ethics versus Professional Acceptability with Online Reputation Management Systems: Introduction The Challenge of Online Reputation Management The New Terminology: Strategic Manipulation of Reputation Management Systems; The Entrepreneur's Ethical Dilemma; Methodology; Research Construct Framework; Survey; Pilot Study Sample Population; Results; Identity: Concealed versus Revealed; Intent: Deceive versus Inform; Impetus: Unprovoked versus Provoked: Platform: Amazon versus Yelp: Agenda: Pro-Firm versus Anti-Firm; Source: Endogenous versus Exogenous; Discussion; Final Thoughts; References; The Ethical Pitfalls and

Opportunities of Initial Public Offerings: Introduction

The IPO Process and Its ImpactDefinitions and Methodology; Results;

Discussion; Conclusion; Notes; References; The Ethics of Guerilla Behavior in Early Stage Firms; Introduction; Theoretical Foundations; The Entrepreneurial Context and the Motivation for Guerrilla Behavior; The Ethics of Guerrilla Marketing; An Integrated Assessment Matrix for Guerrilla Actions; Pizza and the Homeless; Pretending to Be a Tourist; Most Honest City in America; Conclusions and Implications; References; Questioning the Ethics of University Entrepreneurship Curriculum; Introduction

The Task of Questioning the Ethics of an Entrepreneurship CurriculumWho are the Stakeholders for an Entrepreneurship Curriculum?; What Do We Mean by the Ethics of Curriculum?; What are the Obligations to Stakeholders?; What then are the Expected Outcomes from the Different Perspectives of the Various Stakeholders and What Responsibilities D...; Navigating the Ethics of Curriculum: An Ethics Evaluation Framework: Conclusion: References: Curricular and Programmatic Innovation at the Intersection of Business Ethics and Entrepreneurship; Introduction; The Current Landscape; Results Mission AlignmentDriving Ethics and Entrepreneurship into the Curriculum; Ethics, Entrepreneurship, and Mission; Disruptive Innovation Workshop; Insights at the Intersection of Business Ethics and Entrepreneurship: Insights that Had a Primary Focus on Business Ethics: Insights that Had a Primary Focus on Entrepreneurship; Insights that Focused on Business School Structure and Processes; Insights that Focused on Market Processes and System Complexity; Conclusion; Notes: References: Appendix A: Colloquia Sessions and Literature Discussed: Applying the Lessons of Markets to Management Free-Enterprise Entrepreneurship Workshop

Sommario/riassunto

Volume 25 focuses on challenges and visions in entrepreneurship and ethics. The contributors have provided the latest perspectives on how ethics is impacted by or impacting the field. With a combination of theoretical and conceptual papers, the scholars have created a framework for the ethical challenges in today's global environment.