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Autore	Rajagopal Ananya
Titolo	Women Entrepreneurs in Emerging Markets : Managing Performance within Ecosystems // by Ananya Rajagopal
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Note generali	Includes index.
Nota di contenuto	1. Entrepreneurship and Human Relations -- 2. Gender Dynamics And Leadership -- 3. Women Entrepreneurs in Business -- 4. Gender, Innovations, and Ecosystems -- 5. Learning from Experience.
Sommario/riassunto	<p>This book addresses a blend of conceptual and applied discussions on women entrepreneurs with learning experience across continents... A good read for managers and researchers. —Angappa Gunasekaran, Director and Professor, School of Business Administration, Penn State Harrisburg, PA A woman with economic empowerment is, by definition, a strong woman. However, living the empowered journey is a major challenge. The author puts forth new concepts supported by the examples on women-led enterprises across developing economies, which makes this book a worth read... — Jose Balmori, Associate Dean, Business and Economics School, Universidades Anáhuac México, Mexico City This book focuses on social perspectives of women's entrepreneurship, in the context of work-life balance and crowd-based business modelling, and economic perspectives associated with quality-of-life expectations. It focuses on the convergence of business perspectives and the social values and lifestyle of women entrepreneurs. The attributes of women entrepreneurship in developing economies have been discussed with focus on new entrepreneurial trends, changing organizational design and workplace environment, frugal innovation and technology, and shifts in market behavior. The book presents a six-box strategy including learned knowledge, scope of enterprise, innovation and technology, social values, design-development, and entrepreneurial business modeling. The core argument underlies in critically examining the practical, tacit, and intuited strategies to redesign entrepreneurial business models against conventional social values of women entrepreneurs. The author analyzes positivist, constructivist, pragmatist, interpretivist, and phenomenological perspectives to explain entrepreneurial behavior of women and derive cognitive synthesis to enhance business performance, entrepreneurial mindset, and perceptual schema. Ananya Rajagopal currently holds a position of Research Professor at Universidad Anáhuac, Mexico and has been conferred recognition of National Researcher Level-I by the Government of Mexico. She has published several papers in international journals of repute and contributed research works in international conferences and edited books.</p>