About the editors

Shumaila Yousafzai is Associate Professor at Nazarbayev University, Kazakhstan where she teaches entrepreneurship, marketing and consumer behavior. After her undergraduate studies in Physics and Mathematics (University of Balochistan), and an MSc in Electronic Commerce (Coventry University, UK), she finished her PG Diploma in Research Methods from Cardiff University. Shumaila received her doctoral degree in 2005 from Cardiff University. In her research, Shumaila focuses mainly on topics linked to contextual embeddedness of entrepreneurship, firm performance, institutional theory and entrepreneurial orientation. She has published articles in various international journals, such as *Entrepreneurship Theory and Practice*, *Journal of Small Business Management*, *Industrial Marketing Management*, *Technovation*, *Journal of Business Ethics*, *Psychology & Marketing*, *Journal of Applied Social Psychology*, and *Computers in Human Behavior*. She has co-edited a special issue on women's entrepreneurship for *Entrepreneurship & Regional Development* and six edited volumes on entrepreneurship with Edward Elgar Publishing and Routledge.

Colette Henry is Head of Department of Business Studies at Dundalk Institute of Technology, Ireland, and Adjunct Professor – Department of Business Strategy & Innovation – at Griffith University, Queensland, Australia. Her previous roles include Adjunct Professor at UiT – The Arctic University of Norway; Norbrook Professor of Business & Enterprise at the Royal Veterinary College, London; President of the Institute for Small Business & Entrepreneurship, UK, and Head of School of Business & Humanities, DkIT. She chairs the *Global Women's Entrepreneurship Research Network* (Global WEP) and is Founder and Editor in Chief of the *International Journal of Gender and Entrepreneurship*. She has published on entrepreneurship education, gender, the creative industries and veterinary/rural business, with over 50 journal articles and 14 books. Colette also hosted the Royal Irish Academy's 'Rural Conversations Workshop' in Dundalk in 2019. In 2015 she received the Diana International Research Project Trailblazer Award, and in 2017 received the Sten K Johnson European Entrepreneurship Education Award from Lund University, Sweden. Colette is a fellow of the Royal Society, the Higher Education Academy, the Academy of Social Sciences, and the Institute for Small Business & Entrepreneurship.

Monique Boddington is Associate Faculty at Cambridge Judge Business School, and Deputy Director of the MSt in Entrepreneurship. Monique's research includes the study of strategy formation in early stage ventures, pivoting, gender and diversity, and the use of sociological approaches to broaden our understanding of entrepreneurial activity. Monique leads the EVER project, which is a longitudinal qualitative

study of early stage ventures which aims to understand the strategic decision-making of early ventures and how teams pivot over time. Monique has a PhD from the University of Cambridge and her thesis focused on applying philosophy to archaeology to look at the nature of knowledge creation of the past. Previously, she worked on multiple EU-funded projects focused on understanding the impact of entrepreneurial education.

Shandana Sheikh received her Doctorate in Entrepreneurship from Cardiff Business School, Cardiff University. Her research particularly focuses on women entrepreneurship and value creation that accrues within it. Besides, Shandana is interested in disabled entrepreneurship and transgender entrepreneurship, particularly in the context of developing economies. Prior to her Doctoral studies, Shandana received her MBA in Marketing from Lahore School of Economics, Pakistan and an MSc in Marketing and Strategy from Warwick Business School, University of Warwick, UK.

Alain Fayolle is Professor of Entrepreneurship at CREA – Center for Innovation and Entrepreneurship Activities, University of Cagliari, Italy. He has been Distinguished Professor and the Director of the Entrepreneurship Research Centre at emlyon business school, France. Alain has published forty-five books and over two hundred articles. In 2013, Alain Fayolle received the 2013 European Entrepreneurship Education Award and was elected Chair of the AOM Entrepreneurship Division for the 2016–2017 academic year. In 2015, he was awarded the Wilford L. White Fellow by ICSB.