

Research-Based Advice for Businesses: Our 10 Best-Read Articles

Jon Eckhardt (University of Wisconsin-Madison)
Catherine Buday (EIX)

KEYWORDS: Entrepreneurship, Starting a small business, Early stage startups.

The mission of EIX is to provide the soundest advice to help entrepreneurs, investors, and their companies improve their success rates. One important source of advice is based on research: rigorous studies that analyze what truly works.

Over the past several years EIX has partnered with scholarly entrepreneurship journals where researchers publish high-quality research on entrepreneurship. These lengthy papers undergo a rigorous peer review process before publication. We take this original research and distill it into practical takeaways. We have formal partnerships with three journals: Strategic Entrepreneurship Journal, the Journal of Business Venturing, and Entrepreneurship Theory in Practice. Independently of these partnerships, many individual authors who've published their scholarly articles have collaborated with us to bring their insights to a wider audience.

Below are the 10 most-read research translations in EIX published since 2021.

Entrepreneurs Need an Agile Mindset and Agile Slack (<https://eiexchange.com/content/entrepreneurs-need-an-agile-mindset-and-agile-slack>)

(Published Oct. 18, 2023)

By Yoel Asseraf, Ruppin Academic Center, Israel

Companies must view change as a strategic opportunity -- and set aside enough resources to seize those opportunities quickly.

192,030

All-Time Views

Is a Recession a Good Time to Start a Business?

(<https://eiexchange.com/content/Is-a-recession-a-good-time-to-start-a-business?search=Is%20a%20recession>)

Published September 26, 2022

By Siri Terjesen, Norwegian School of Economics and Business Administration

Like Microsoft and Southwest Airlines, ventures started in recessionary times that survive may end up with strengths that give them advantages over other companies born in easier times.

95,910

All-Time Views

“Home Field Advantage” Works in Business as Well as Baseball

(<https://eiexchange.com/content/259-home-field-advantage-works-in-business-as-well-a>)

Published June 20, 2017

By Olav Sorenson, UCLA Anderson School of Management

and Michael S. Dahl, Aalborg University Business School

Entrepreneurs who think they need to move to hotbeds of innovation shouldn't be too hasty to pack their bags.

77,331

All-Time Views

Studying Entrepreneurship With Mixed Methods



<https://eiexchange.com/content/Studying-entrepreneurship-with-mixed-methods>

Published October 1, 2020

By Ludvig Levasseur, Indian Institute of Management

For the best insights, researchers need to dive deeply into the numbers and analysis – but they also need to talk with everyday business owners.

49,694 All-Time Views

[Field of Dreams: Exploration of Entrepreneurial Possibilities](https://eiexchange.com/content/field-of-dreams-exploration-of-entrepreneurial-possibilities) (<https://eiexchange.com/content/field-of-dreams-exploration-of-entrepreneurial-possibilities>)

Published January 20, 2022

By Michael Lounsbury and Tim Hannigan, University of Alberta School of Business

The nanotechnology field began with science fiction stories. Ideas for innovation often come from wispy dreams that somehow coalesce into experimentation, discovery, opportunity, and marketable products.

46,900 All-Time Views

[When Can Fintech Do the Most Good?](https://eiexchange.com/content/when-can-fintech-do-the-most-good) (<https://eiexchange.com/content/when-can-fintech-do-the-most-good>)

Published September 14, 2023

By Arzi Abdi, NUS Business School

and Siddarth Natarajan, NTU Singapore

Many have predicted that mobile money and other fintech will replace traditional banks in impoverished countries. However, research showed that socially marginalized people need both.

39,718 All-Time Views

[Simple Rules Can Power Up Your Global Strategy](https://eiexchange.com/content/simple-rules-can-power-up-your-global-strategy) (<https://eiexchange.com/content/simple-rules-can-power-up-your-global-strategy>)

Published September 5, 2023

By Yoel Asseraf, Ruppin Academic Center, Israel

As Lego, Unilever, and Apple have shown, a simple but memorable strategy statement can create a common mindset, regardless of cultural and language differences.

39,613 All-Time Views

[What Matters More for Entrepreneurs: Book Smarts or Street Smarts?](https://eiexchange.com/content/what-matters-more-for-entrepreneurs-book-smarts-or-street-smarts) (<https://eiexchange.com/content/what-matters-more-for-entrepreneurs-book-smarts-or-street-smarts>)

Published January 9, 2023

By Regan Stevenson, Psychology of Entrepreneurship Researcher

and Jared Allen, Texas Tech University

In environments with high levels of uncertainty, research showed that emotionally intelligent people were far more likely to be successful.

31,527 All-Time Views

[Measuring Your Social Impact: What the Research Says](https://eiexchange.com/content/Measuring-your-social-impact-what-the-research-says) (<https://eiexchange.com/content/Measuring-your-social-impact-what-the-research-says>)

Published January 19, 2022

By Hans Rawhouser, University of Nevada

Michael Cummings, University of Arkansas,

and Scott Newbert, Baruch College

Businesses are adopting policies to improve the environment, social justice and other worthy causes. But how do we measure the results?

29,419 All-Time Views

[Startup Employees Take a Hit Financially](https://eiexchange.com/content/startup-employees-take-a-hit-financially) (<https://eiexchange.com/content/startup-employees-take-a-hit-financially>)

Published March 24, 2021

By M. Diane Burton, Cornell University

Rodrigo Canales, Boston University

Michael S. Dahl, Aalborg University Business School

and Olav Sorenson, UCLA Anderson School of Management

Research suggests that, unfortunately, most startup employees earn less -- both at the time of hiring and in the long run -- than their peers at traditional firms.

24,678

All-Time Views

If you are an author, please consider us as an outlet for your important work on entrepreneurship.