CONTENTS

LIST OF CONTRIBUTORS vii

INTRODUCTION ix

CONSTRUCT MEASUREMENT IN STRATEGIC MANAGEMENT RESEARCH IN AFRICA
  Moses Acquaah 1

EXPERIMENTING WITH RESOURCE STRATEGY: EXPERIMENTAL ANALYSIS AND STRATEGIC HUMAN RESOURCES MANAGEMENT RESEARCH IN AFRICA
  David B. Zoogah and Richard B. Zoogah 21

STRUCTURED BEHAVIOR ANALYSIS AS A TOOL FOR ORGANIZATIONAL BEHAVIOR RESEARCH IN SUB-SAHARAN AFRICA
  Constant D. Beugré 55

EVENT STUDY METHODOLOGY: AN OVERVIEW AND SPECIAL CONSIDERATIONS FOR AFRICAN MARKETS
  Kimberly M. Ellis and Phyllis Y. Keys 69

DYNAMIC ANALYSIS AND STRATEGY IN AFRICA MANAGEMENT
  David B. Zoogah 99

AFRICA, THE INFORMAL ECONOMY, AND THE HERMENEUTIC CIRCLE
  Grant C. Madsen, Jeffrey S. Bednar and Paul C. Godfrey 133
ENTREPRENEURIAL PROMOTION AND SUSTAINABILITY: THE COMMUNITY AS A UNIT OF ANALYSIS
   Benson Honig, Celestine Katongole and Maya Perry 167

BIBLIOGRAPHIC ANALYSIS AND STRATEGIC MANAGEMENT RESEARCH IN AFRICA
   David B. Zoogah and Julaine S. Rigg 189

THE TRUNCATED LEVY FLIGHT MODEL: A COMPARATIVE ANALYSIS OF ITS UTILITY IN MODELING THE STANDARD AND POOR’S 500 AND THE GHANA STOCK EXCHANGE
   Emmanuel Kengni Ncheuguim, Seth Appiah-Kubi and Joseph Ofori-Dankwa 215