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# 1 International Conference on Business Economics, Entrepreneurships, & Social Sciences

## Entrepreneurial Orientation Research: from Establish Perspective to New Horizons

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# Introduction

## Background

- In this competitive era, every organization competes to improve its survival performance.
- An important element in the process of economic development is the growth rate of new businesses
- One way to promote the growth of new businesses in developing countries is to provide access to financing and resources for business development
- Another effective is to offer training and education programs that focus on entrepreneurship and business management skills
- Entrepreneurial Orientation (EO) is a critical factor for new business success because it encapsulates the strategic posture of an organization, which is innovative, proactive, and willing to take risks

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# Problem Statement

## ● Entrepreneurial Orientation

- EO are essential for businesses, especially start-ups, to navigate competitive markets and achieve sustainable growth.
- EO not only influences the success of large firms in specific industries, but also plays a significant role in the performance of small businesses
- Although a comprehensive analysis of entrepreneurial orientation, from its initiation to its current state of development, has not yet been carried out, it is crucial for both researchers and practitioners to acquire a more profound comprehension of this concept.

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# Reserch Objectives

## First

Revealing the development of the concept of entrepreneurial orientation

## Second

Finding a new pattern of entrepreneurial orientation concept

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# Literature Review

01

**EO can be grouped into three dimensions (Macro, Meso, Micro)**

02

**Macro (business environment, culture, and behavior of firm )**

03

**Meso (firm performance, team attributes, and knowledge management )**

04

**Micro (risk-taking, proactiveness, and competitive aggressiveness )**

05

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# Research Method

## ● Data gathering

**Employ multiple keywords** such as entrepreneurial orientation, individual entrepreneurial orientation, entrepreneurial intent, entrepreneurial intention, firm performance, team, leadership,

## ● Sources

Searching journals published between 2007-2022 in several databases such as Google Scholar, Scopus, and World of Science

## ● Grouping articles

After reviewing and regrouping the articles, the researchers formulated a clear theme for each group, providing a comprehensive understanding of the topics under investigation.

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# Result & Discussion (1/4)

## Unveil Four Area of EO

Macro

Meso

Micro

Micro Qualitative

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# Result & Discussion (2/4)

## Definition

Study	Definition	Category	Levels
Miller (1983)	Doing risky business, which comes with an innovative attitude that is carried out proactively to beat competitors.	Process	Meso
Covin & Slevin (1989)	Strategic shape and top management to take risks, encourage innovation, and to proactively seek opportunities	Attitude	Meso
	Decision-making processes, practices, and activities, including intentions, that drive entry into new markets.	Process	Meso
Lumpkin & Dess (1996)	Process, structure, and/or behavior that can be described as aggressive, innovative, proactive, risk-taking, or autonomous.	Process	Meso
	Organizational strategic orientation which includes entrepreneurial aspects of style, methods, and practices in decision making.	Attitude	Meso
Lyon et al. (2000)	Willingness to innovate, take risks, and take independent action, as well as be proactive and aggressive beyond competitors to opportunities that exist in the market.	Attitude	Meso
	The process of devising a strategy that provides the basis for entrepreneurial decision-making and action for the organization.	Process	Meso
McKelvie (2006)	Individual attitudes towards entrepreneurial behavior, both within the company and the	Attitude	Micro



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# Result & Discussion (3/4)

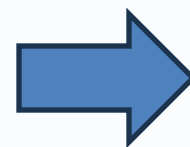
## EO development phase(Koe, 2016)



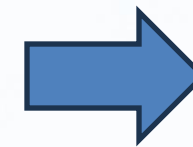
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## Result & Discussion (4/4)

- entrepreneurial orientation of the leader
- personal characteristics and proactive values ,
- recognition of opportunities,
- encouragement to be proactive,
- the need for achievement
- as well as political skills in entrepreneurship
- courage to take risks



EO



- decision-making to create a new business at an international level
- intention to become an entrepreneur
- project success
- individual performance
- new business performance
- innovative work behavior
- firm performance
- strategic learning capabilities
- commercialization of research results



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## Conclusion

- ✓ few studies used established theories as the basis for analysis in their research and developed a theoretical framework that can generate hypotheses and test them
- ✓ Studies regarding the impact on groups or teams and organizations need to be carried out further
- ✓ Entrepreneurial orientation is a crucial aspect for new business creation success.

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# Recommendation

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- ✓ Further research can be conducted by selecting articles that use only an empirical approach to improve the results can be even better.
  - ✓ This research area is still relatively new and requires additional research in the four areas discussed in this article



# Thanks

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