

Programa de Doctorado en Diseño, Fabricación y Gestión de Proyectos Industriales

The Impact of Entrepreneurial Orientation and Entrepreneurial Strategy on Sustainable Supply Chain Management and Organizational Performance

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Introduction

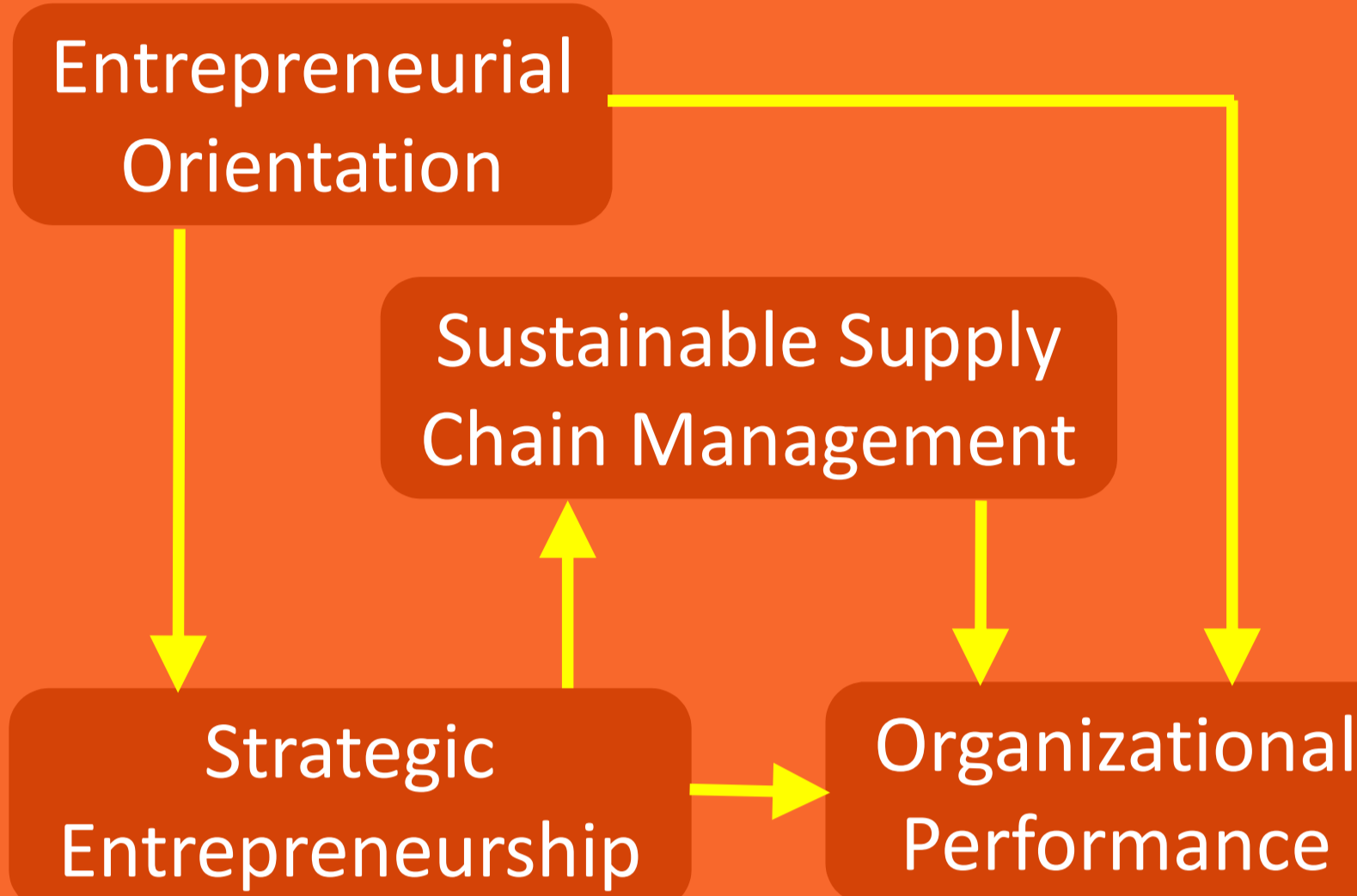
Industrialization has created significant social and environmental problems. Strategic entrepreneurship is a combination of entrepreneurial perspectives and a strategy for proceeding and doing designed actions to create wealth [1-2]. Market orientation and entrepreneurship orientation can be mentioned as internal capabilities of organizations and companies, which increase the success of organizations [3-4].

Impact Factor of the Final Model

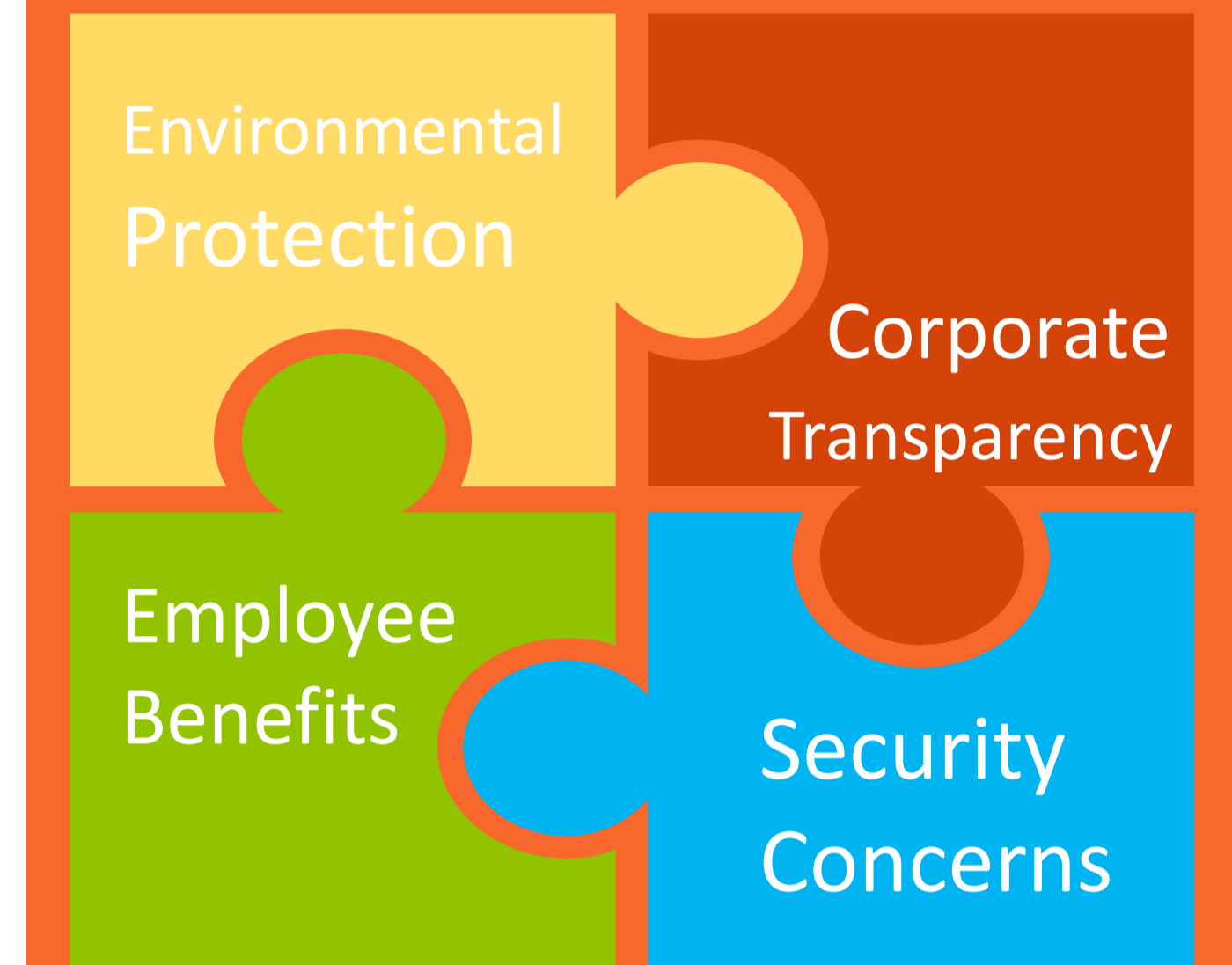
Since $(P = 0.000 < 0.01)$ and C.R. in all hypotheses is higher than the critical value (54.2), so all null hypotheses of the research are rejected, and all research hypotheses are confirmed.

			Estimate	S.E.	C.R.	P	Standardized Weights	Squared
Strategic Entrepreneurship	<---	Entrepreneurial Orientation	0.522	0.075	6.976	***	0.733	0.537
Sustainable Supply Chain Management	<---	Strategic Entrepreneurship	1.207	0.154	7.854	***	0.704	0.500
Organizational Performance	<---	Entrepreneurial Orientation	0.472	0.054	8.326	***	0.365	0.133
Organizational Performance	<---	Sustainable Supply Chain Management	0.236	0.048	4.962	***	0.341	0.116
Organizational Performance	<---	Strategic Entrepreneurship	0.659	0.137	4.801	***	0.555	0.308

Research Conceptual Framework



Problems

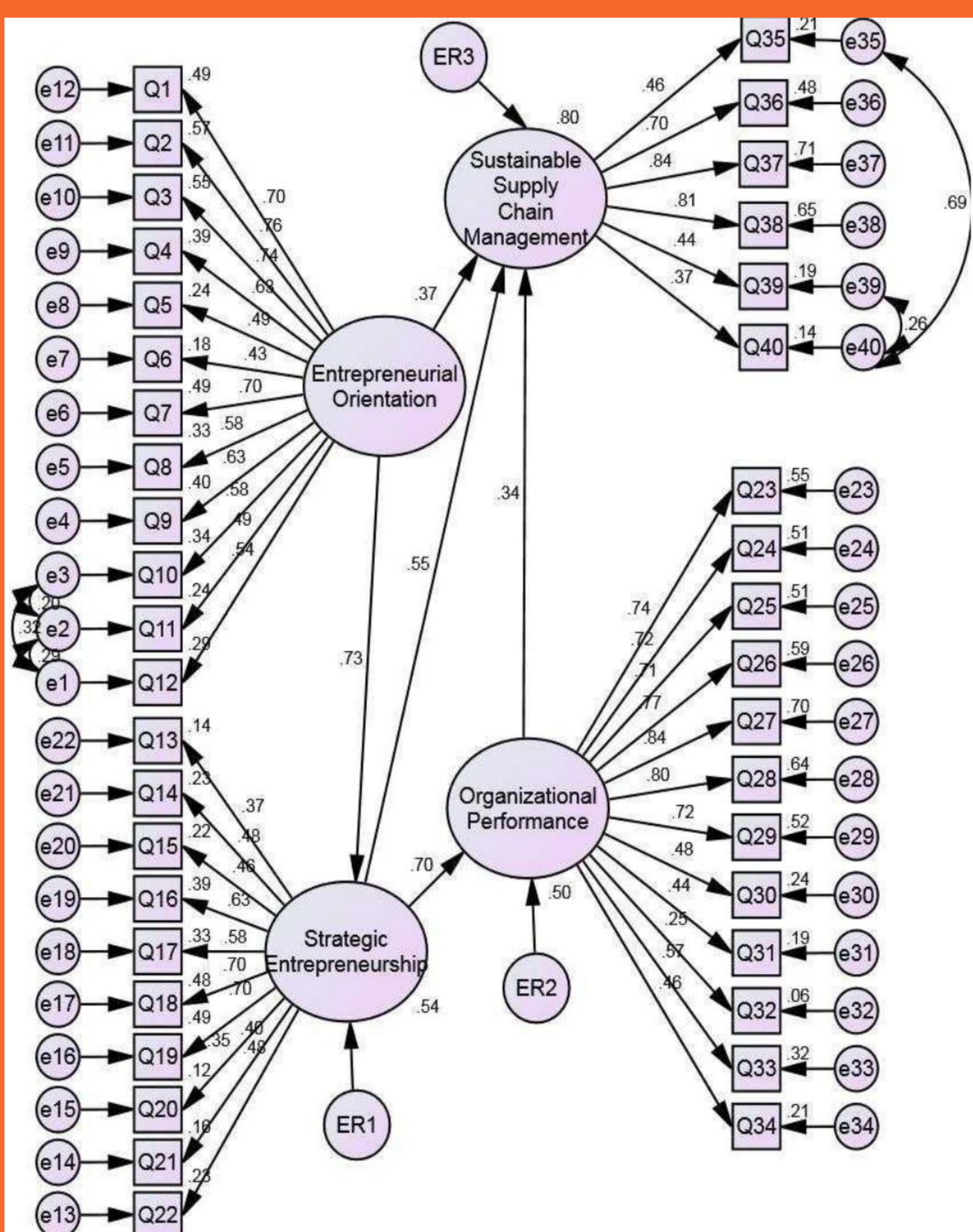


Methodology

A questionnaire was used as the tool for data collection. The questionnaire is of high reliability because the amount of Cronbach's Alpha of all variables is more than 0.7. It was used Structural Equations Modelling by Amos25 software. Table shows all the indexes used for the model. All fit indexes of the developed model are higher than 0.9, indicating the model's acceptability. The RMSEA index is less than 0.8, reflecting the proposed model's optimal fit. The model has a proper and optimal fit according to all indexes.

Index	Description	Standard level	Model fitting	Result
NFI	Bontler-Bonnet normal fit index	90% <	2.102	Optimal
RFI	Relative fit index	90% <	0.929	Optimal
IFI	Incremental fit index	90% <	0.987	Optimal
TLI	Tucker-Lewis fit index	90% <	0.963	Optimal
CFI	Comparative fit index	90% <	0.921	Optimal
GFI	Goodness of fit index	90% <	0.960	Optimal
RMSEA	Root mean square estimated error	8% >	0.078	Optimal

The Final Research Framework with Standardized Coefficients



Results and Discussions

The impact factor of entrepreneurial orientation on entrepreneurial strategy and organizational performance was 0.0537 and 0.033, respectively. The entrepreneurial strategy explains and predicts 53.7% of entrepreneurship strategy and 13.3% of organizational performance. The impact factor of entrepreneurial strategy for sustainable supply chain and organizational performance was 0.055 and 0.308, respectively. The entrepreneurial strategy explains and predicts 50% of sustainable supply chain and 30.8% of organizational performance. Having 116% impact factor, the sustainable supply chain can explain and predict 11.6% of organizational performance. Accordingly, companies must institutionalize an entrepreneurial culture within themselves.

Conclusion

Results showed that entrepreneurial orientation positively and significantly affects entrepreneurial strategy and organizational performance. Entrepreneurship strategy affects supply chain and organizational performance. This will be occurred through identifying, supporting, and fostering creative talents, developing a work culture among the organization members, such as managers and staff, creating and enhancing organizational learning, creating changes in members' values, beliefs, and assumptions. Therefore, it is suggested that different SCM dimensions can be considered in future research. The various methods can stimulate and develop natural motivation in the SME staff. Finally, trend analysis in this domain is an exciting point.

References

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