

# ***The Contribution of Entrepreneurial Orientation to the Corporate Performance: A Deeper Understanding***

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## **Abstract**

*Entrepreneurial Orientation (EO) becomes a very popular construct among entrepreneurship researchers and studying its connection with corporate performance was in the center of attention for three decades. In spite of its popularity, there is a little consistency about the EO-performance connection among empirical studies. To deal with this inconsistency, researchers introduced more comprehensive models of EO-performance relationships, which include moderator and mediator factors. Former researchers also suggested employing more complicated research methods such as multi-case studies or mixing research design to infer a deeper understanding of the EO-Performance relationship.*

*In this paper, we recruit a mix research design that incorporates survey approach and multi-case study to examine the contribution of EO to the corporate performance. To represent a more comprehensive model of EO-performance connection, the most popular previous moderators include environment dynamism and environment hostility are applied.*

*By integrating qualitative and quantitative data a more dynamic model of EO-Performance is presented that is consist of time of enabling, business and personal networks and EO. The EO transmission mechanism is added to the model as a new mechanism that explains the transmitting of EO from a more powerful supplier to a weaker company through binding contracts.*

**Keywords:** EO, Corporate Performance, EO Transmission Mechanism, Time of Enabling, and business and Personal Networks.