

ENTREPRENEURIAL ORIENTATION

ADVANCES IN ENTREPRENEURSHIP, FIRM EMERGENCE AND GROWTH

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EMERGENCE AND GROWTH VOLUME 22

**ENTREPRENEURIAL ORIENTATION:
*EPISTEMOLOGICAL, THEORETICAL,
AND EMPIRICAL PERSPECTIVES***

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INTRODUCTION

For nearly a half-decade, research on entrepreneurial orientation (EO) from pioneers in the field such as Danny Miller, Dennis Slevin, Jeff Covin, Tom Lumpkin, and Greg Dess has made an outsized impact on scholarship in both entrepreneurship and strategic management. This early foundational work has influenced hundreds of scholars and provided a foundation for thousands of journal articles, monographs, book chapters, and practitioner reports.

EO is perhaps more important today as our world seemingly becomes more uncertain by the day. The need for organizations of all types and sizes to survive and thrive in an uncertain and ambiguous environment demonstrates its practical need. Across the globe, the need to continue to understand the role of EO in today's world is clear. Both the supply and demand for an understanding of EO in 2020 and beyond is evident if you undertake a simple exercise. Search entrepreneurial orientation on Google Scholar: it will return close to a million hits!

It is with both this scholarly desire to understand and the practical need to execute, that we set out to bring together the volume you now have in your hands. Our simple goal was to convene some of the world's leading experts on EO to move the conversation forward. We believe we have achieved that goal, but ultimately you – the scholars, practitioners, and readers of this volume – will make that determination depending upon whether you see value in this book for your own work. We look forward to those future conversations with you whether they occur in person at conferences, via exchanges as authors and reviewers in journals, and/or through consultancy and practice.

Working to bring a volume together takes varied skillsets and scholarly perspectives that are generally aligned, but sometime not. As editors, we coordinated this effort, but it required the collaboration of dozens of individuals to bring this book together. Beyond editing, our role was that of coaches, facilitators, guides, provocateurs, and sometimes nags and taskmasters. During the two-year ride, each of us learned a great deal from everyone involved in the project.

Books like this do not happen without the hard work and scholarship of the authors. As such, we would like to thank the following for their persistence and dedication to excellence that comes through in each of their chapters: Dalal Alrubaishi, Rico Baldegger, Sanjay Choudhary, Jeff Covin, Birton Cowden, Daniel Clark, Rachel Doern, Vishal Gupta, Helen Haugh, Hanieh Khodaei, Tom Lumpkin, Rod McNaughton, Onno Omta, Robert Pidduck, Paul Robson, Patrick Schueffel, Rakinder Sembhi, Victor Scholten, Jintong Tang, Joshua White, Pascal Wild, and Emiel Wubben.

In addition to all of the authors, we like to thank the individuals who came together with us at the inaugural Rocky Mountain Entrepreneurship Research Conference at the University of Wyoming in January 2020. During this meeting,

there was a spirited debate about entrepreneurial orientation in general and how it might evolve to continue to help researchers understand broader issues within the entrepreneurship research canon. Thank you to Daniel Clark, Jeff Covin, Shawn Enriques, Matt Fox, Ignacio Godinez, Tom Lumpkin, Jeff McMullen, Victor Scholten, David Sprott, Joshua White, and Pascal Wild for attending the conference sessions. We would also like to thank Anne Alexander, Aaron Breck, Denny Coon, Mac Festa, David Jones, Jennifer Kreiser, Kem Krueger, Rob Mitchell, Kent Noble, Barbara Rasco, Fred Schmechel, Ed Synakowski, and Cam Wright for attending events associated with the conference.

Research, books, and conference do not happen without the generous support – financial and otherwise – of institutions and individuals. We would first like to thank our respective academic institutions – Babson College, the University of Wyoming, the University of Alabama, and the University at Albany for their support.

A special note of thanks is warranted for the numerous folks at the University of Wyoming (UW) and the UW College of Business for organizing the Rocky Mountain Entrepreneurship Research Conference. A first-class event does not happen without strong leadership and we would like to thank Dean David Sprott for the use of the amazing facilities in the UW College of Business and for providing a welcoming atmosphere. The environment afforded to us by the business school allowed us to move our work forward and ultimately polish it to what you see enclosed in this volume. We would also like to recognize the leadership we received on-site in Laramie from Patrick Kreiser, the Rile Endowed Chair of Entrepreneurship and Leadership at the UW. The conference would not have been successful without the amazing logistical support of Sena Krula, Kitty Vick, and Josie Voight from the staff of the UW College of Business.

Finally, each of the chapters in this book provides novel insights in EO that should open up new avenues of debate. We will speak more about the chapters in Chapter 1. For now, we will end by stating that we believe that the combined work of each of the authoring teams will help set the foundation for work on EO for years to come. We hope you enjoy their research!

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