An Exploratory Study of Self-administrated Quick-audits as a Management Diagnostic to Assess Marketing and Entrepreneurial Orientations in Established and Startup Firms

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Abstract: This paper explores the development and application of a self-administered organizational diagnostic to assess the firm’s underlying business orientation. The research further explores the relationships between Entrepreneurial Orientation (EO), Market Orientation (MO), and Performance with high tech firms headquartered in the Silicon Valley. In this initial study of 89 respondents, we explored differences in business orientation between startups and established firms. We also examined whether the constructs and their measurements could be used to provide managerial recommendations for performance improvements. We found that the interaction between EO and MO was positively and significantly related to business performance.

Key Words: Self-administered diagnostic instrument for marketing and entrepreneurial orientations