Entrepreneurial Proactiveness and Performance- The Role of Market Orientation

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Abstract: Entrepreneurship has become an important and extensively researched topic in the literature. Entrepreneurship involves the nexus of two phenomena: the presence of lucrative opportunities and the presence of enterprising individuals (Scott and Venkataraman, 2000). Traditionally researchers have defined the field solely by analysing the personal traits of the entrepreneur (e.g. psychological traits, demographic characteristics, backgrounds, pushes and pulls). This line of inquiry has been widely criticised (Gartner, 1988; Stevenson and Jarillo, 1990) and needs to be reoriented to explain the management entrepreneurial attitude. Recently Hart, Stevenson and Dial (1985) have argued the importance of the entrepreneur's capabilities and attitudes in the performance of the entrepreneurial process.