



- ...will, with the Commission's assistance, develop a conceptual framework for valuing ecosystem services, promoting their integration in accounting systems at EU and national levels by 2020
- ...will build on the Mapping and Assessment of the state of Ecosystems and of their Services (MAES Working group)
- ...should achieve a significant and measurable improvement in the conservation status of forest species and habitats by fully implementing EU nature legislation
- ...will implement the Strategic Plan for Biodiversity 2011-2020 and reach its Aichi targets

Strategic Orientations Of Small European Businebes

**Susana C. Santos,António
Caetano,Craig Mitchell,Hans
Landström,Alain Fayolle**



Strategic Orientations Of Small European Businebes:

Strategic Orientations of Small European Businesses Ingolf Bamberger, STRATOS Group, 1990 **The Internationalization of Small to Medium Enterprises** Rik Donckels, Antti Haahti, Graham Hall, 2002-09-26 The Internationalization of Small to Medium Enterprises uses information from annual surveys of companies in Europe during the period spanning the formation of a single European market It addresses issues affecting small businesses such as marketing entrepreneurship export strategies and the single market on an international basis The book also contains detailed case studies of individual countries including The Netherlands Finland Switzerland and the UK Handbook of Research on the Strategic Management of Family Businesses Palma-Ruiz, Jesús Manuel, Barros-Contreras, Ismael, Gnan, Luca, 2020-01-10 The literature on family business has developed significantly over the last years However efforts remain to summarize and systematize the main aspects that affect the behavior of this type of company In this regard the topic of strategic management has been developed In this sense it is especially important to recognize how the family decisively influences the behavior of the company and also to identify how the existence of the company affects family dynamics Those who manage family businesses whether family or not must reconcile both perspectives business and family in the definition of strategic objectives allowing sustainability and continuity in this type of organization The Handbook of Research on the Strategic Management of Family Businesses provides emerging research that covers how strategic management in the family business has been developed and identifies the objectives that sustain this strategic behavior the main areas of analysis family and business the definition of strategies and their implementation Also the authors of this book review the different scenarios for family firms and propose strategies to tackle the challenges and seize the possibilities to grow in a competitive and dynamic environment Featuring coverage on a broad range of topics such as human capital organizational leadership and knowledge creation this book is ideally designed for family firms managers advisors consultants policymakers business professionals executives entrepreneurs researchers academicians and students **Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics** Saiz-Alvarez, Jose Manuel, 2019-04-26 Technological advances in the realm of business have attributed to the global interest of using digital innovations to increase consumer traffic Utilizing these new techniques can increase the profitability of business industries and consumer analytic information for future reference The Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics is a collection of research on social entrepreneurship as a critical element of economic growth with a look at the evolutionary aspects of digital technologies on the industry While highlighting topics including social media microfinance and consumer behavior this book is ideally designed for marketers managers professionals academics and graduate level students concerned about the fields of economics sociology education politics and digital technology innovation **The Palgrave Handbook of Heterogeneity among Family Firms** Esra Memili, Clay Dibrell, 2018-09-05 This handbook is the

definitive source of research on the differences among family firms It provides a timely and thorough investigation of the variant strategies and behaviors undertaken by family firms today taking a closer look at different configurations of family involvement and how they influence outcomes and success While studies on differences between family and non family firms are deeply rooted in the literature this handbook uniquely examines the family firm heterogeneity research to date and the inner firm governance financial and non financial objectives and strategies such as innovation competitive dynamics internationalization and human resources management The handbook pulls together the work of the most prominent names in family business from around the world separating itself from the competition both in content and geographical scope Future research directions provided in each chapter will spark further interdisciplinary scholarly work and will be enlightening for researchers educators and practitioners who are currently limited to the narrow and exclusive literature and advance the burgeoning research on this important topic

European Yearbook 1996 J. -P Chauvet,1998-12-01 The European Yearbook promotes the scientific study of nineteen European supranational organisations including the Organisation for Economic Co operation and Development OECD Each volume contains a detailed survey of the history structure and yearly activities of each organisation and an up to date chart providing a clear overview of the member states of each organisation In addition a number of articles on topics of general interest are included in each volume A general index by subject and name and a cumulative index of all the articles which have appeared in the Yearbook are included in every volume and provide direct access to the Yearbook s subject matter Each volume contains a comprehensive bibliography covering the year s relevant publications This is an indispensable work of reference for anyone dealing with the European institutions

16th European Conference on Management, Leadership and Governance Dr Paul Griffiths,2020-10-26 These proceedings represent the work of contributors to the 16th European Conference on Management Leadership and Governance ECMLG 2020 hosted by ACI and EM Normandie Business School Oxford UK UK on 26 27th October 2020 The Conference Chair Dr Paul Griffiths EM Normandie Business School Metis Lab Oxford UK

Analysis of Senior Management Teams that Have Demonstrated a Proclivity for Growth David Thomas,2010-04-20 This book is a PhD thesis that is highly relevant to anyone involved in management It identifies and analyses in depth the key constructs of leadership teamwork and enterprise that are vital for a successful growth business The focus is on leadership enterprise and the make up of senior management teams but the research outcomes can equally be applied to any management team environment such as committees working groups panels or administrative bodies Critically an unsuitable leader will almost guarantee failure so having the ability to recognise leaders that are capable of delivering success is crucial This book is invaluable for those people who need to understand how leadership teamwork and enterprise interact to create dynamic and highly successful management teams

A Theory of Local Entrepreneurship in the Knowledge Economy Pierre-André Julien,2008-01-01 The principal audience for this book seems to be deliberately and most certainly an academic one that said those practitioners

from a business management or central local government support agency background might also find the text a useful resource. Intrinsically those employed teaching and researching within the fields of entrepreneurship or regional economic development will find this publication an invaluable and indispensable reference tool. After an excellent cohesive and informative introductory chapter which places the book firmly in the field of regional entrepreneurship theory development, the reader is effortlessly prepared for the intellectually challenging read ahead. This book is well laid out and it is easy for the reader to pick up the thread of the argument even after a lay off. The endnotes after each chapter are useful and comprehensive, adding richness to the text through the additional information. The bibliography is as comprehensive as it is exhaustive. Professor Julien has given us a book that presents both an interesting and alternative perspective to the field of entrepreneurial cross disciplinary research. Paul J Ferri, *International Journal of Entrepreneurial Behaviour and Research*. It is my view that this book gives a very important contribution for the understanding of development of local entrepreneurship through its cross disciplinary approach. I see the book is especially interesting from an entrepreneurship and a regional development perspective. This book should inspire research that takes a more holistic approach using different levels of analysis and applies it to economic development at a local territorial level when studying entrepreneurship. Einar Lier Madsen, *International Small Business Journal*. The reader who is interested in entrepreneurship and or regional development will find this book a welcome contribution to the field. Rainer Harms, *Entrepreneurship and Innovation*. For too long researchers have regarded local dynamism as the result of the actions of certain entrepreneurs. If this were the case how could we explain the simultaneous presence of winning, stagnating or declining areas with very similar socioeconomic profiles within the same region? Departing from this restrictive and somewhat inadequate approach, Pierre Andr Julien considers entrepreneurship as a collective behaviour specifically related to the dynamism of the milieu in which it develops. The author introduces a complex innovative theory of local entrepreneurship demonstrating that the emergence of new ventures and the development of existing enterprises cannot be understood without taking into account certain factors: locale, social capital, networking and entrepreneurial culture within a given area are all crucial to entrepreneurial growth. Expanding upon this theory, the book demonstrates how entrepreneurship can be fostered in order to support collective development. Various forms of partnership among socioeconomic actors are then analysed to highlight the social conventions and entrepreneurial culture that connect and intensify the energies at the root of local dynamism. This highly original book represents a departure from entrepreneurship literature that is largely limited to the study of entrepreneurs' behaviour. Its dynamic presentation of holistic theory will prove an extremely absorbing read for those with an academic or professional interest in business and management, entrepreneurship and regional development.

International Bibliography of the Social Sciences British Library of Political and Economic Science, 1992. The IBSS is the essential tool for librarians, university departments, research institutions and any public or private institution whose work requires access to up to date and comprehensive knowledge of

the social sciences *ECMLG 2021 17th European Conference on Management, Leadership and Governance* Professor Frank Bezzina ,Professor Vincent Cassar,2021-11-08 **The Routledge Companion to European Business** Gabriele Suder,Monica Riviere,Johan Lindeque,2018-07-20 International Business is a well established research field in which regionalisation has recently gained significant prominence Europe comprises marketplaces characterised by unique patterns of highly advanced economic integration No other marketplace in the world has progressed to the same levels of harmonisation across sovereign countries and economies European Business is a subject in its own right with its own research momentum Contemporary research evidences that firms view Europe as a challenging mostly yet not entirely mature market location Yet this location often seen from a multi country perspective is subject to complexities revealing strategic corporate strengths and weaknesses Theory concepts and models known from International Business hence often vary in their applicability and relevance in this business environment This comprehensive reference volume brings together a global team of contributors to analyse and overview the key issues themes and phenomena that affect business in Europe With interdisciplinary perspectives the book covers crucial themes that any European Business research needs to acknowledge including business cultures and identity entrepreneurship and innovation M A and institutional trends European HRM migration climate change issues Brexit and more The selection of authors from 17 countries worldwide reflects the international scope of this research field and its agenda A unique resource this book provides an essential guide to researchers research students and scholars of business and the social sciences as well as the informed business community *Cultural and Technological Influences on Global Business* Christiansen, Bryan,Turkina, Ekaterina,Williams, Nigel,2013-04-30 Technology is a key driver behind the effects of contemporary globalization on business and other organizations worldwide Understanding this phenomena in connection with the impact of cultural variations can help improve business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for unexpected developments in global markets Cultural and Technological Influences on Global Business is a leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and technologies on the global business sector This reference source is beneficial for professionals researchers and practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm The Charismatic Principle in Social Life Luigino Bruni,Barbara Sena,2012-12-20 Max Weber laid the foundations for the meaning of charisma in modern secular usage This new volume argues for the importance of the charismatic principle in history economics and society This volume brings together a number of contributors at the cross section between economics theology sociology and politics in order to set a research agenda for the following issues What does it means to have a charism How does it work in society How might one distinguish a charism from a talent Are charism s given only to special people or are they also present in ordinary people Is a charism necessarily associated with religion or is it as we submit

possible to imagine charisms at work within a secular perspective Which are the principle perspectives of the role of charisms in social history How have the charisms of noted personalities e g Benedict Francis Gandhi changed economic and social history What insights might be drawn from civil charisms such as the cooperative movement non profit organizations social economy and values based organizations This book seeks to answer these questions through the employment of an interdisciplinary perspective which examines the theme of the charismatic principle in social life in different fields of application

Optimal Management Strategies in Small and Medium Enterprises Vemić, Milan B.,2017-01-18

Business sustainability is becoming increasingly difficult amongst the demands of today s markets By implementing new and dynamic practices organizations can optimize their day to day operations and improve competitive advantage Optimal Management Strategies in Small and Medium Enterprises is a key source on the latest innovations in enhancing all main management functions such as working capital and marketing and examines how to implement sustainable business management practices Featuring extensive coverage across a range of relevant perspectives and topics such as human resources development market orientation and knowledge management this book is ideally designed for business managers professionals graduate students and researchers working in the field of smaller scale business development initiatives

The Emergence of Entrepreneurial Behaviour Susana C. Santos,António Caetano,Craig Mitchell,Hans Landström,Alain Fayolle,2017-02-24 In recent years entrepreneurship has become one of the most popular fields of research in management studies As the subject has broadened increasing attention has been paid to the behavioural aspects of different practices to identify and pursue entrepreneurial opportunities This timely book analyses three key strands of contemporary research into entrepreneurial behaviour intention education and orientation It offers novel insights that can be applied to foster entrepreneurial activities in different settings

Entrepreneurial Strategies for Value Creation in

Times of Uncertainty Wojciech Dyduch,2024-01-01 Entrepreneurial re orientation in the face of crisis Is it worth modifying entrepreneurial strategy Abstract PURPOSE This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation EO risk taking innovativeness and proactiveness Additionally it identified which types of reactions modifications in strategies lead to the most favorable changes in firm performance The external environment was determined based on the market situation that resulted from the emergence of the COVID 19 pandemic METHODOLOGY This is quantitative research The study utilized data from 126 small printing businesses operating throughout Poland Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and performance during three periods the pre crisis period the initial phase of the crisis the full lockdown period and the second phase of the crisis the period of easing the restrictions The identification of the behavior types was carried out using cluster analysis FINDINGS The results of the research led to the conclusion that with a

change in market conditions companies significantly change their levels of EO In particular the surveyed companies reduced their levels of EO during the outbreak of the COVID 19 pandemic At the same time this decrease was mainly due to significant decreases in risk taking The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness Moreover the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti crisis support measures for businesses Additionally it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies In particular it was shown that the lowest decline in performance during the initial phase of crisis could be observed in passive enterprises i e those that did not modify their entrepreneurial strategies did not alter their levels of individual dimensions of EO The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO

IMPLICATIONS The research results provided insights for entrepreneurs in strategic management Specifically they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm s performance when market conditions change

ORIGINALITY AND VALUE The study contributes to the literature concerning reactions to changes in market conditions This innovative approach considers dynamics where the changes themselves are variables In particular this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation Furthermore it provides an answer to how firm performance evolved regarding various reaction types using the example of the printing industry

Keywords entrepreneurial orientation crisis management strategies strategy adaptation strategy modification business strategy risk taking innovativeness proactiveness crisis COVID 19 external environment small businesses firm performance cluster analysis entrepreneurial behavior

Redefining rural entrepreneurship The impact of business ecosystems on the success of rural businesses in Extremadura Spain

Abstract

PURPOSE Regarding the growth of public policies fostering rural entrepreneurship the primary objectives of this work involve examining the concept of rural entrepreneurship identifying key aspects that differentiate it from non rural entrepreneurship and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures To achieve these goals the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem s impact

METHODOLOGY After a review of the previous academic literature the characteristics of rural entrepreneurship have been delimited distinguishing it from non rural The research results have been obtained using a questionnaire after a descriptive analysis of the sample and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26

FINDINGS This article explores the factors that contribute to rural entrepreneurship challenging the notion that geographic location is the sole defining characteristic Through the conducted

investigation it has been determined that a company's classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities. Other aspects such as a strong connection with the local community or the ability to create value are also essential in defining a rural enterprise. Additionally, it examines how business ecosystems can foster the growth and success of rural entrepreneurship.

IMPLICATIONS This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas. It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments. This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship. It's important to acknowledge that rural entrepreneurship requires specific resources that may not currently be available in business ecosystems. To increase the number of viable rural businesses, new resources tailored to rural entrepreneurship must be created, leveraging the area's endogenous resources and growth models.

ORIGINALITY AND VALUE This study examines the distinctive attributes of rural entrepreneurship with a deliberate departure from exclusive emphasis on geographical location or primary economic sector. Drawing upon empirical research conducted among a cohort of rural enterprises, the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses. Instead, a profound connection to and a heightened sense of belonging within the rural milieu emerge as pivotal determinants. Furthermore, rural entrepreneurship emerges as a promising avenue for the development of the region, offering substantial growth prospects. The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity. This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas.

Keywords entrepreneurship, rural entrepreneurship, business ecosystems, rural business success, entrepreneurial ecosystem, rural development, strategies, endogenous development, rural ventures, geographic location, impact, local community engagement, policy implementation for rural areas, value creation, embeddedness.

Making of intrapreneurial managers Investigating unethical behavior, risk taking, and decision making speed as antecedents.

Abstract PURPOSE The entrepreneurship ethics nexus draws considerable interest from researchers and practitioners with little resolution. Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers' attitudes toward unethical behavior and their subsequent entrepreneurial intention. EI in an emerging economy context. Given the complex and multifaceted interplay between unethical behavior and EI, we extend our investigation by including decision making speed and attitude toward risk to explain the relationship further. We take a granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences they pose on subsequent behavioral intentions.

METHODOLOGY Primary data were collected from 214 Kosovan managers employed in companies from different industries. Hypothesized relationships were tested by conducting hierarchical regression analyses.

FINDINGS Our results indicate that managers with higher EI are not necessarily

unethical overall We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher entrepreneurial intentions Focusing on dimensions of unethical behavior we find that managers who favor bribery are more entrepreneurially inclined Furthermore we find that managers who are quick decision makers and risk takers express higher EI IMPLICATIONS Theoretically we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship contemplating that they are pervasive across contexts We provide important practical implications for managers especially in the corporate entrepreneurship and training context Managers are encouraged to foster an entrepreneurial friendly environment that abides by ethical standards Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs ORIGINALITY AND VALUE This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non western context Keywords entrepreneurial intention unethical behavior bribery risk taking decision making speed intrapreneurial managers entrepreneurship ethics nexus hierarchic regression analysis corporate entrepreneurship theory of planned behavior ethical standards entrepreneurship Entrepreneurial agility and organizational performance of IT firms A mediated moderation model Abstract PURPOSE The Information and Communication Technology ICT sector is playing an important role in the growth of the world s economy However limited knowledge exists concerning the underlying mechanisms and boundary spanning conditions under which entrepreneurial agility EA affects the organizational performance OP of IT firms This study draws on the Dynamic Capability Theory DCT to examine the effect of entrepreneurial agility EA on the organizational performance OP of Italian IT firms with the mediating role of open innovation OI and the moderating role of environmental dynamism ED METHODOLOGY Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software FINDINGS The results revealed that EA directly and indirectly influences OP of IT firms Moreover the mediation analysis unveils that OI plays a complementary partial mediation role in the EA OP nexus Finally ED moderates this focal relationship such that in the presence of high environmental dynamism the relationship between EA and OP gets stronger compared to low environmental dynamism IMPLICATIONS The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and opportunities swiftly by building a culture of innovation through the adoption of OI strategies inbound outbound and coupled to tap into the broader range of expertise and resources in the business environment To improve the link between OI and OP managers should prioritize building relationships with external

partners such as customers suppliers and academic institutions IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers ORIGINALITY AND VALUE The study's value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA OP and ED as a boundary spanning condition that moderates the focal relationship This research highlights the interplay between EA OI ED and OP using the DCT as a theoretical foundation It is the first to examine such interrelationships in the IT sector In addition the study provides new insight for researchers focusing on the information technology IT sector Keywords entrepreneurial agility organizational performance IT firms dynamic capability theory open innovation environmental dynamism mediated moderation model structural equation modeling information and communication technology sector innovation management Decoding startup failures in Indian startups Insights from Interpretive Structural Modeling and Cross Impact Matrix Multiplication Applied to Classification Abstract PURPOSE Start ups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress However their vulnerability to failure continues to pose a persistent and significant obstacle In light of this the study intends to ascertain the various elements responsible for the elevated incidence of start up failures and examine their contextual associations It further aims to establish the hierarchical structure and identify the crucial factors of start up failure METHODOLOGY The paper uses the Interpretive Structural Modeling ISM approach to determine the structural hierarchy and interconnections among the causes of start up failures identified through the comprehensive analysis of existing literature and experts opinions MICMAC Cross Impact Matrix Multiplication Applied to Classification analysis is also being utilized to categorize these identified failure causes into autonomous independent dependent and linking factors by their driving and dependency powers FINDINGS A structural framework depicting the interrelationships among the factors has been derived showing the failure factor poor market positioning factor at the highest level and the lack of entrepreneurial efficiency at the lowest level of the model The results also revealed that lack of entrepreneurial efficiency poor management and external environmental issues are the most significant independent factors upon which all other failure factors rely It also categorizes poor market positioning as the dependent factor signifying its passive role in the failure of start ups IMPLICATIONS As previous literature has discussed the various factors responsible for the failure of start ups in isolation the current study fills out the gap in the literature by establishing linkages among those factors The study's insights emphasize the value of effective management teams and entrepreneurial skills in averting start up failures It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and their teams Furthermore the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation team dynamics and financial management to enhance the start up environment These initiatives may encompass entrepreneurship training financial assistance and

mentorship through the Start up India Program Bharat Fund platform etc ORIGINALITY AND VALUE Previous studies on entrepreneurial failure are based on AHP Analytical Hierarchical Process content analysis and quality management methodologies This is potentially the first study using the ISM MICMAC approach that explores the complex world of start up failures in India and illustrates the relative influence and interdependence of various failure factors of start ups through a hierarchical model Keywords start ups failure factors start up failures Interpretive Structural Modeling ISM Cross Impact Matrix Multiplication Applied to Classification MICMAC entrepreneurial efficiency market positioning management competency external environmental issues failure prevention strategies Indian entrepreneurship skill development The effectiveness of agile leadership in practice A comprehensive meta analysis of empirical studies on organizational outcomes Abstract PURPOSE The COVID 19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast changing environment making agile leadership a prominent business trend Agile leadership improves innovation efficiency employee performance and team effectiveness However there is limited research on agile leadership s effects on organizational outcomes Thus this study provides a meta analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational employee customer financial and social environments METHODOLOGY The study has two phases the first phase performs bibliometric literature analysis and the second phase performs meta analysis In the bibliometric literature analysis 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar and their type of publication year of publication countries involved in agile leadership research keywords involved and their association are examined For the meta analysis 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies along with their standard regression coefficients and correlation coefficients that represent the relationship between agile leadership or agile leaders and that of other factors were extracted and examined FINDINGS The study found that there was a significant rise in publications on agile leadership after 2020 and Turkey the United States and Indonesia were involved more than other countries Moreover agile leadership is studied more in terms of operational outcomes and employee outcomes The results of the meta analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust 0.93 organizational performance 0.90 organizational effectiveness 0.89 individual career success 0.89 and innovation management 0.81 Thus it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes Agile leadership characteristics such as digital innovation trust competency result orientation and wisdom are significant for organizational growth team collaboration team effectiveness and organizational innovation IMPLICATIONS Identifying agile leadership concepts helps assess the progress of empirical research improve leadership theories and models and identify potential growth opportunities The success of agile leadership depends on factors like a company s culture industry and size and this can be studied further Furthermore organizations may need to adjust their

strategies on customer service financial management and investment so that they better reflect the values of agile leadership

ORIGINALITY AND VALUE This study classifies numerous different research models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study In addition this study identifies potential problem areas that need to be fixed and as a result it makes a contribution to the research on agile leadership

Keywords agile leadership organizational outcomes operational outcome employee outcome interpersonal trust leadership practice organizational performance meta analysis digital transformation innovation management employee performance interpersonal trust team effectiveness COVID 19 strategic flexibility Relationship between entrepreneurial orientation innovative co branding partnership and business performance

Abstract

PURPOSE This study aimed to determine the relationship between entrepreneurial orientation EO innovative co branding partnership and business performance EO was analyzed through five dimensions innovativeness proactiveness risk taking competitive aggressiveness and autonomy

METHODOLOGY As part of the first phase of brand management research the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire 280 responses were obtained of which 266 questionnaires were qualified for further calculations Incomplete questionnaires were eliminated Hypotheses were formulated regarding the positive impact of the five dimensions of EO innovation proactivity risk taking competitive aggressiveness and autonomy on business performance and innovative co branding partnership and the positive impact of innovative co branding partnership on business performance Structural equation modeling using partial least squares PLS SEM was applied to support the conceptual framework and proposed hypotheses The calculations were performed in Smart PLS version 4 0 9 5

FINDINGS The results indicate that three EO dimensions innovativeness proactiveness and competitive aggressiveness influence business performance There was no effect of risk taking and autonomy on business performance In addition three EO dimensions innovativeness competitive aggressiveness and autonomy influence innovative co branding partnership No effect of risk taking and proactivity was found on innovative co branding partnership This means that two EO dimensions innovativeness and competitive aggressiveness positively influence innovative co branding partnership and business performance Furthermore innovative co branding partnership was proven to influence business performance

IMPLICATIONS for theory and practice The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions The practical implications relate to recommendations for managers Managers should make efforts to increase innovation market activity and competitiveness of the market offer It is necessary to monitor the actions taken in the context of their impact on selected market consumer product and brand performance In addition managers should analyze the possibilities of undertaking cooperation of this nature to increase business performance

ORIGINALITY AND VALUE This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co branding Compared to previous studies it has an advantage in research by

introducing the issue of innovative co branding which can be used for the development of new business activities In addition this study focuses on several areas of business performance including product brand consumer and financial performance Keywords entrepreneurial orientation innovativeness proactiveness risk taking competitive aggressiveness autonomy innovative co branding partnership business performance Structural Equation Modeling SEM brand management market performance

Handbook of Research on Strategic Management in Small and Medium Enterprises Todorov, Kiril, Smallbone, David, 2014-04-30 As the global economy continues to develop and new entrepreneurs take advantage of emerging markets the small business sector plays a greater role of economic development in the international arena The Handbook of Research on Strategic Management in Small and Medium Enterprises contributes new research to the current array of literature on small business management under diverse geographic economic and socio cultural conditions By exploring existing theories in tandem with fresh viewpoints this book will serve as a valuable reference to students lecturers researchers entrepreneurs and policy makers investigating the use of strategic management in various scenarios and situations

Key Success Factors of SME Internationalisation Noémie Dominguez, Ulrike Mayrhofer, 2018-08-22 This collective book offers a cross country perspective on the internationalisation of small and medium sized enterprises SMEs Scholars from prestigious institutions in Europe North America Australia and China provide new insights on how SMEs develop and perform their international activities

Handbook of Research in Entrepreneurship Education: A general perspective Alain Fayolle, 2007-01-01 This authoritative and comprehensive Handbook showcases the nature and benefits of a new wave in entrepreneurship education emerging as a result of revised academic programs developed to reflect new forms of entrepreneurship The new paradigm of entrepreneurship education is explored whilst traditional schooling in the field becomes the subject of reflection and revision Distinctive material on the specific content of entrepreneurship education is also provided

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Table of Contents Strategic Orientations Of Small European Businebes

1. Understanding the eBook Strategic Orientations Of Small European Businebes
 - The Rise of Digital Reading Strategic Orientations Of Small European Businebes
 - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Orientations Of Small European Businebes
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Strategic Orientations Of Small European Businebes
 - User-Friendly Interface
4. Exploring eBook Recommendations from Strategic Orientations Of Small European Businebes
 - Personalized Recommendations
 - Strategic Orientations Of Small European Businebes User Reviews and Ratings
 - Strategic Orientations Of Small European Businebes and Bestseller Lists
5. Accessing Strategic Orientations Of Small European Businebes Free and Paid eBooks
 - Strategic Orientations Of Small European Businebes Public Domain eBooks
 - Strategic Orientations Of Small European Businebes eBook Subscription Services
 - Strategic Orientations Of Small European Businebes Budget-Friendly Options
6. Navigating Strategic Orientations Of Small European Businebes eBook Formats

- ePub, PDF, MOBI, and More
- Strategic Orientations Of Small European Businebes Compatibility with Devices
- Strategic Orientations Of Small European Businebes Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Strategic Orientations Of Small European Businebes
 - Highlighting and Note-Taking Strategic Orientations Of Small European Businebes
 - Interactive Elements Strategic Orientations Of Small European Businebes
- 8. Staying Engaged with Strategic Orientations Of Small European Businebes
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Strategic Orientations Of Small European Businebes
- 9. Balancing eBooks and Physical Books Strategic Orientations Of Small European Businebes
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Strategic Orientations Of Small European Businebes
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Strategic Orientations Of Small European Businebes
 - Setting Reading Goals Strategic Orientations Of Small European Businebes
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategic Orientations Of Small European Businebes
 - Fact-Checking eBook Content of Strategic Orientations Of Small European Businebes
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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




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