

ADVANCES IN ENTREPRENEURSHIP, FIRM
EMERGENCE AND GROWTH VOLUME 22

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

EDITED BY

ANDREW C. CORBETT

Babson College, USA

PATRICK M. KREISER

University of Wyoming, USA

LOUIS D. MARINO

University of Alabama, USA

WILLIAM J. WALES

University at Albany, SUNY

**emerald
PUBLISHING**

United Kingdom - North America - Japan
India - Malaysia - China

CONTENTS

<i>List of Contributors</i>	vii
<i>Introduction</i>	ix
Chapter 1 The Future of Entrepreneurial Orientation (EO) Research <i>William J. Wales, Andrew C. Corbett, Louis D. Marino and Patrick M. Kreiser</i>	1
Chapter 2 Global Entrepreneurial Orientation (GEO): An Updated, Multidimensional View of EO <i>G. T. Lumpkin and Robert J. Pidduck</i>	17
Chapter 3 Enhancing Entrepreneurial Orientation Research: From Theorizing to Measuring <i>Birton Cowden and Jintong Tang</i>	69
Chapter 4 International Entrepreneurial Orientation Disposition: Insights into Venture Internationalization <i>Daniel R. Clark and Jeffrey G. Covin</i>	87
Chapter 5 Developing an Entrepreneurial Orientation: Capabilities and Impediments <i>Rod B. McNaughton and Rakinder S. Sembhi</i>	121
Chapter 6 The Effects of Entrepreneurial Orientation in a Digital and International Setting <i>Rico Baldegger, Pascal Wild and Patrick Schueffel</i>	145
Chapter 7 Socioemotional Wealth, Generational Involvement, and the Manifestation of Entrepreneurial Orientation within Saudi Family Firms <i>Dalal Alrubaishi, Helen Haugh, Paul Robson, Rachel Doern and William J. Wales</i>	175

Chapter 8 Bridging the Gap between Entrepreneurial Orientation and Market Opportunity: The Mediating Effect of Absorptive Capacity and Market Readiness <i>Hanieh Khodaei, Victor Scholten, Emiel Wubben and Onno Omta</i>	201
Chapter 9 Measurement of Entrepreneurial Orientation: A Systematic Critical Synthesis of the Empirical Literature <i>Joshua V. White, Sanjay Chaudhary and Vishal K. Gupta</i>	223