Examining the Moderating Roles of Information Technology Capability and Customer Orientation in Relationship between Entrepreneurial Orientation and Firm Performance

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Abstract

In recent years, global attention of theory and practice to innovation and entrepreneurship has on steady increase given intense competition among firms. Furthermore, the challenges and difficulties facing industries require new businesses or provide opportunities for establishing new ventures. These trends augment importance to research on entrepreneurial orientation and its outcomes. Although previous studies have explored the relationship between entrepreneurial orientation (EO) and firm performance (FP), knowledge of the possible moderating factors influencing this relationship is still not enough. Drawing on the perspectives of resource complementarity and contingency theory, this study developed two research hypotheses that aim to explore the potential moderating influences on the EO-FP relationship. With the internet, internet of things and artificial intelligence emerging, firms cannot ignore the importance of information technology (IT) to the operations of firms, particularly for new ventures who need to cope with such technological changes. This study predicts that a firm’s IT capability (ITC) may positively moderate the EO-FP relationship. Furthermore, entrepreneurial behaviors may not be always to produce benefits if those behaviors cannot meet customers’ needs. This study also investigates the possible moderating role of customer orientation in the EO-FP relationship for new ventures. To test the two research hypotheses, this study employs questionnaire survey to collect firm-level data. The measures of the study variables were adapted from previous research. Based on the research purpose, this study chooses Taiwanese new ventures as research subjects who are drawn from a sampling frame that we built from the government open platform and FINDIT website. We will collect data via mail survey in April 2019 and conduct statistical analyses in May 2019, those analyses which include confirmatory factor analysis, descriptive statistics, reliability and validity analyses, correlation analysis, and moderated regression analysis. We will report the results of testing hypotheses in June 7 to 9 in ICT19 Vienna Conference. We expect that our research findings will have theoretical and practical contributions: (1) in theory, our study can advance theory on EO by shedding light on the moderating factors of the EO-FP relationship; (2) in practice, our findings can provide new ventures with important management implications to help them survive and grow.

Key Words: New ventures, Entrepreneur orientation, Information technology capability, Customer orientation, Firm performance

JEL Classification: M10, M13, M15, M31