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Advancing the Entrepreneurial Orientation Construct: The Role of Passion and Perseverance

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The purpose of this study is to examine how entrepreneurial orientation (EO) is manifested in the context of born global firms. Specifically, we investigate to which extent the EO dimensions of the influential Miller/Covin&Slevin scale are present in born globals. In addition, following calls in the literature, we examine potential unrecognised dimensions of EO in born globals. Based on semi-structured, in-depth qualitative interviews with eight born global firms from New Zealand and Australia, we find that the EO dimensions of proactiveness and innovativeness are highly prevalent in born globals. In contrast to the extant literature, our results also indicate that the born global firms generally displayed a relatively low level of risk-taking. We find strong empirical support for two additional emerging dimensions of EO: passion and perseverance. Our study provides two key contributions to the area of international entrepreneurship: (1) by investigating how EO is prevalent in the context of born globals, and (2) by proposing the new dimensions of passion and perseverance. (For more information, please contact: Stephan Gerschewski, Hankuk University of Foreign Studies, Korea, South: stephange@hufs.ac.kr)