

ENTREPRENEURIAL ORIENTATION, RESOURCE MANAGEMENT PRACTICES, AND INNOVATION PERFORMANCE CONSEQUENCES

Ulrich Schmelzle, School of Business and Economics, Michigan Technological University, 1400 Townsend Drive, Houghton, MI 49931, schmelzle@mtu.edu

Wendy Tate, Haslam College of Business, University of Tennessee, 315 Stokely Management Center, Knoxville, TN 37996, wendy.tate@utk.edu

ABSTRACT

Even though continuous innovation has become a strategic necessity in many markets, little is known about how organizations are employing and integrating external resources to complement their in-house R&D activities. Hence, the interplay between entrepreneurial orientation and supply chain resource management is investigated. Based on the survey responses of 247 managers, a supply chain resource orchestration model is tested and a measurement scale is validated with structural equation modeling. This research draws from innovation and supply chain management literature streams to enhance the understanding of resource management practices, their performance consequences, and implications of organizational culture on such relationships.

Keywords: Entrepreneurial orientation; supply chain resource management; resource orchestration; innovation performance