

The Influence of Dimensions of Entrepreneurial Orientation on Growth: The Case of Windhoek, Namibia

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Abstract

The paper investigates the influence of dimensions of entrepreneurial orientation as a strategy towards SMEs' growth, with particular focus to Windhoek Namibia. Scholarship appreciates that small businesses play a vital role in the economy by contributing towards growth and employment creation. However, the challenges facing SMEs limit potential and vital role the sector plays in the economies. While there is substantial research done on influence of entrepreneurial orientation on business growth, little is known for SMEs in Namibia. Through IBM Amon v28 of SEM, inferential statistics was used to analyse the online surveyed data from 186 Windhoek SMEs. The results show that four of the five dimensions of EO have significant and positive influence on SMEs growth, with risk-taking proving insignificant owing to limitation of resources at their disposal.

Keywords: SMEs, autonomy, innovation, competitive aggressiveness, business growth, risk-taking