

A Systematic Review of Entrepreneurial Orientation and Strategic Orientation in Small and Medium Enterprises

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Abstract

This paper aims to provide a review of the extant literature on entrepreneurial orientation and strategic orientation in small and medium enterprises (SMEs). It identifies major trends and issues and highlights gaps in the existing knowledge base on entrepreneurial orientation and strategic orientation in small and medium enterprises. Methods a systematic literature search was conducted following PRISMA protocol. Based on a systematic search of Scopus databases, a total of 31 peer-reviewed articles were included. A research agenda for further work in this area is provided within the themes of conceptual development, research contexts, and measuring and evaluating entrepreneurial orientation and strategic orientation in small and medium enterprises. The categorization of entrepreneurial orientation and strategic orientation in small and medium enterprises is conducted to understand the direction of research in this field and the emphasis on specific aspects.

Keywords

Entrepreneurship, entrepreneurial orientation, small and medium enterprises, systematic review, strategic orientation.

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