

## DAFTAR PUSTAKA

- Abdulrab, M., Al-Mamary, Y.H.S., Alwaheeb, M.A., Alshammari, N.G.M., Balhareth, H. and Al-Shammari, S.A. (2021), "Mediating role of strategic orientations in the relationship between entrepreneurial orientation and performance of saudi smes", *Brazilian Journal of Operations and Production Management*, Vol. 18 No. 4. <https://doi.org/10.14488/BJOPM.2021.029>
- Abolarinwa, S.I., Asogwa, C.I. and Ezenwakwelu, C.A. (2020), "Economic effects of growth strategies on the performance of quoted manufacturing firms in Nigeria", *International Journal of Business Performance Management*, Vol. 21 No. 3, pp. 363-383. <https://doi.org/10.1504/IJBPM.2020.108325>
- Abu-Rumman, A., Al Shraah, A., Al-Madi, F. and Alfalah, T. (2021), "Entrepreneurial networks, entrepreneurial orientation, and performance of small and medium enterprises: are dynamic capabilities the missing link?", *Journal of Innovation and Entrepreneurship*, Vol. 10 No. 1. <https://doi.org/10.1186/s13731-021-00170-8>
- Adams, J., Khan, H.T. and Raeside, R. (2014), *Research methods for business and social science students (2nd edition)*, SAGE Publications, India.
- Adiwijaya, K., Wahyuni, S., Gayatri, G. and Mussry, J.S. (2020), "Does Marketing Ambidexterity Boost Marketing Performance? Empirical Evidence in Indonesia's Consumer Goods", *Journal of Global Marketing*, Vol. 33 No. 4, pp. 266-288. <https://doi.org/10.1080/08911762.2019.1696438>
- Adomako, S. (2018), "The Moderating Effects of Adaptive and Intellectual Resource Capabilities on The Relationship between Entrepreneurial Orientation and Financial Performance", *International Journal of Innovation Management*, Vol. 22 No. 3. <https://doi.org/10.1142/S1363919618500263>
- Ahmad, N.H., Rahman, S.A., Rajendran, N.L.K.A. and Halim, H.A. (2020), "Sustainable entrepreneurship practices in Malaysian manufacturing SMEs: the role of individual, organisational and institutional factors", *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 16 No. 2, pp. 153-171.
- Al Mamun, A., Kumar, N., Ibrahim, M.D. and Bin, M.N.H.S. (2017), "Validating the measurement of entrepreneurial orientation", *Economics & Sociology*, Vol. 10 No. 4, pp. 51-66.
- Albab, U., Widayanto, E. and Sibarani, K. (2023), "Pengawasan Pelaksanaan Kemitraan UMKM dan Usaha Besar: Perbandingan Pengaturan di Indonesia dan Malaysia", *Jurnal Persaingan Usaha*, Vol. Vol. 3, No. 1.
- Ali, G.A., Hilman, H. and Gorondutse, A.H. (2020), "Effect of entrepreneurial orientation, market orientation and total quality management on performance: Evidence from Saudi SMEs", *Benchmarking*, Vol. 27 No. 4, pp. 1503-1531. <https://doi.org/10.1108/BIJ-08-2019-0391>
- Alkasim, S.B., Hilman, H., Bohari, M., Abdullah, S.S., Sallehuddin, M.R., Fathilah, R. and Yunus, N.K.Y. (2017), "The impact of market penetration strategy and market development strategy on the competitive advantage of manufacturing based SMEs", *International Journal of Economic Research*, Vol. 14 No. 19, pp. 73-84.
- Alkasim, S.B., Hilman, H., Bohari, A.M.B., Abdullah, S.S. and Sallehddin, M.R. (2018), "The mediating effect of cost leadership on the relationship between market

- penetration, market development, and firm performance", *Journal of Business and Retail Management Research*, Vol. 12 No. 3, pp. 190-200.  
<https://doi.org/10.24052/jbrmr/v12is03/art-17>
- Allmendinger, M.P. and Berger, E.S.C. (2020), "Selecting corporate firms for collaborative innovation: Entrepreneurial decision making in asymmetric partnerships", *International Journal of Innovation Management*, Vol. 24 No. 1.  
<https://doi.org/10.1142/S1363919620500036>
- Alrubaiee, L., Al Zuobi, H. and Abu-Alwafa, R. (2013), "Exploring the Relationship between Quality Orientation, New Services Development and Organizational Performance", *American Academic Scholarly Research Journal*, Vol. 5 No. 3 special issue, p. 315.
- Alshahrani, M.A. and Salam, M.A. (2024), "Entrepreneurial orientation and SMEs performance in an emerging economy: the mediating role of absorptive capacity", *Journal of Research in Marketing and Entrepreneurship*, Vol. 26 No. 1, pp. 1-24. <https://doi.org/10.1108/JRME-07-2022-0090>
- Altinay, L. and Brookes, M. (2012), "Factors influencing relationship development in franchise partnerships", *Journal of Services Marketing*, Vol. 26 No. 4, pp. 278-292. <https://doi.org/10.1108/08876041211237578>
- Anderson, B.S., Kreiser, P.M., Kuratko, D.F., Hornsby, J.S. and Eshima, Y. (2015), "Reconceptualizing entrepreneurial orientation", *Strategic management journal*, Vol. 36 No. 10, pp. 1579-1596.
- Ansoff, H.I. (1957), "Strategies for diversification", *Harvard Business Review*, Vol. 35 No. 5, pp. 113-124.
- Ayandibu, A.O. and Houghton, J. (2017), "External forces affecting Small businesses in South Africa: A case study", *Journal of Business and Retail Management Research*, Vol. 11 No. 2.
- Backhaus, K., Erichson, B., Gensler, S., Weiber, R. and Weiber, T. (2023), *Multivariate Analysis: An Application-Oriented Introduction*, Springer Gabler, Wiesbaden.
- Barney, J. (1991), "Firm Resources and Sustained Competitive Advantage", *Journal of Management*, Vol. 17 No. 1, pp. 99-120.  
<https://doi.org/10.1177/014920639101700108>
- Barney, J.B. (1995), "Looking inside for competitive advantage", *Academy of Management Perspectives*, Vol. 9 No. 4, pp. 49-61.
- Baron, R.M. and Kenny, D.A. (1986), "The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations", *Journal of personality and social psychology*, Vol. 51 No. 6, p. 1173.
- Basu, S. (2014), "Product market strategies and innovation types: finding the fit!", *Strategic Direction*, Vol. 30 No. 3, pp. 28-31. <https://doi.org/10.1108/SD-09-2013-0064>
- Beliaeva, T., Shirokova, G., Wales, W. and Gafforova, E. (2020), "Benefiting from economic crisis? Strategic orientation effects, trade-offs, and configurations with resource availability on SME performance", *International Entrepreneurship and Management Journal*, Vol. 16 No. 1, pp. 165-194.  
<https://doi.org/10.1007/s11365-018-0499-2>
- Bhat, D.A.R. and Sharma, V. (2021), "Enabling service innovation and firm performance: the role of co-creation and technological innovation in the

- hospitality industry", *Technology Analysis & Strategic Management*, pp. 1-13.  
<https://doi.org/10.1080/09537325.2021.1919614>
- Bocken, N.M.P., Fil, A. and Prabhu, J. (2016), "Scaling up social businesses in developing markets", *Journal of Cleaner Production*, Vol. 139, pp. 295-308.  
<https://doi.org/10.1016/j.jclepro.2016.08.045>
- Brouthers, K.D., Nakos, G. and Dimitratos, P. (2015), "SME Entrepreneurial Orientation, International Performance, and the Moderating Role of Strategic Alliances", *Entrepreneurship: Theory and Practice*, Vol. 39 No. 5, pp. 1161-1187. <https://doi.org/10.1111/etap.12101>
- Bucktowar, R., Kocak, A. and Padachi, K. (2015), "Entrepreneurial Orientation, Market Orientation and Networking: Impact on Innovation and Firm Performance", *Journal of Developmental Entrepreneurship*, Vol. 20 No. 4.  
<https://doi.org/10.1142/S1084946715500247>
- Budiati, Y., Untoro, W., Wahyudi, L. and Harsono, M. (2022), "The mediating effect of strategy on entrepreneurial orientation and performance", *Journal of Research in Marketing and Entrepreneurship*, Vol. 24 No. 1, pp. 1-22.  
<https://doi.org/10.1108/JRME-05-2020-0048>
- Bulut, C. (2017), "Quality Orientation and Innovative Performance", *Coimbra Business School*, Vol. 3 No. 1.
- Byukusenge, E., Munene, J.C. and Orobia, L.A. (2021), "Managerial competencies and business performance: innovation as a mediator in Rwandan SMEs", *International Journal of Law and Management*, Vol. 63 No. 5, pp. 445-463.  
<https://doi.org/10.1108/IJLMA-09-2017-0217>
- Cannavale, C., Nadali, I.Z. and Esemplio, A. (2020), "Entrepreneurial orientation and firm performance in a sanctioned economy – does the CEO play a role?", *Journal of Small Business and Enterprise Development*, Vol. 27 No. 6, pp. 1005-1027. <https://doi.org/http://dx.doi.org/10.1108/JSBED-11-2019-0366>
- Cannavale, C., Esemplio, A. and Ferretti, M. (2021), "Up- and down- alliances: A systematic literature review", *International Business Review*, Vol. 30 No. 5.  
<https://doi.org/10.1016/j.ibusrev.2021.101813>
- Chandra, A., Paul, J. and Chavan, M. (2020), "Internationalization barriers of SMEs from developing countries: a review and research agenda", *International Journal of Entrepreneurial Behaviour and Research*, Vol. 26 No. 6, pp. 1281-1310.  
<https://doi.org/10.1108/IJEER-03-2020-0167>
- Charoensukmongkol, P. (2016), "The interconnections between bribery, political network, government supports, and their consequences on export performance of small and medium enterprises in Thailand", *Journal of International Entrepreneurship*, Vol. 14 No. 2, pp. 259-276. <https://doi.org/10.1007/s10843-016-0164-1>
- Charupongsopon, W. and Puriwat, W. (2017), "The influence of entrepreneurial orientation and family business's resources and capabilities on Marketing performances", *European Research Studies Journal*, Vol. 20 No. 2, pp. 150-163.  
<https://doi.org/10.35808/ersj/634>
- Chen, H. and Chen, T.-J. (2002), "Asymmetric strategic alliances: A network view", *Journal of Business Research*, Vol. 55 No. 12, pp. 1007-1013.  
[https://doi.org/https://doi.org/10.1016/S0148-2963\(02\)00284-9](https://doi.org/https://doi.org/10.1016/S0148-2963(02)00284-9)
- Cherbib, J., Chebbi, H., Yahiaoui, D., Thrassou, A. and Sakka, G. (2021), "Digital technologies and learning within asymmetric alliances: The role of collaborative

- context", *Journal of Business Research*, Vol. 125, pp. 214-226.  
<https://doi.org/https://doi.org/10.1016/j.jbusres.2020.11.064>
- Civelek, M. (2021), "The Mediating Role of SMEs' Performance in the Relationship between Entrepreneurial Orientation and Access to Finance", *BAR - Brazilian Administration Review*, Vol. 18 No. 4. <https://doi.org/10.1590/1807-7692BAR2021210045>
- Cleff, T. (2019), *Applied Statistics and Multivariate Data Analysis for Business and Economics: A Modern Approach Using SPSS, Stata, and Excel*, Springer International Publishing, Switzerland.
- Collier, J.E. (2020), *Applied structural equation modeling using AMOS: Basic to advanced techniques*, Routledge, New York and London.
- Covin, J.G. and Slevin, D.P. (1989), "Strategic management of small firms in hostile and benign environments", *Strategic Management Journal*, Vol. 10 No. 1, pp. 75-87.  
<https://doi.org/10.1002/smj.4250100107>
- Covin, J.G. and Slevin, D.P. (1991), "A conceptual model of entrepreneurship as firm behavior", *Entrepreneurship Theory and Practice*, Vol. 16 No. 1, pp. 7-26.
- Danso, A., Adomako, S., Damoah, J.O. and Uddin, M. (2016), "Risk-taking Propensity, Managerial Network Ties and Firm Performance in an Emerging Economy", *Journal of Entrepreneurship*, Vol. 25 No. 2, pp. 155-183.  
<https://doi.org/10.1177/0971355716650367>
- Davis, P. and Love, P. (2011), "Alliance contracting: Adding value through relationship development", *Engineering, Construction and Architectural Management*, Vol. 18 No. 5, pp. 444-461. <https://doi.org/10.1108/09699981111165167>
- de Almeida, J.M.G., Gohr, C.F., Morioka, S.N. and Medeiros da Nóbrega, B. (2021), "Towards an integrative framework of collaborative capabilities for sustainability: A systematic review and research agenda", *Journal of Cleaner Production*, Vol. 279, p. 123789.  
<https://doi.org/https://doi.org/10.1016/j.jclepro.2020.123789>
- Degener, P., Maurer, I. and Bort, S. (2018), "Alliance Portfolio Diversity and Innovation: The Interplay of Portfolio Coordination Capability and Proactive Partner Selection Capability", *Journal of Management Studies*, Vol. 55 No. 8, pp. 1386-1422. <https://doi.org/10.1111/joms.12396>
- Della Corte, V., Aria, M., Del Gaudio, G., Barney, J.B., Cobanoglu, C. and Sepe, F. (2021), "The relevance of relational capabilities in collaborative decisions", *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 12, pp. 4391-4417. <https://doi.org/10.1108/IJCHM-01-2021-0037>
- Denis, D.J. (2021), *Applied Univariate, Bivariate, and Multivariate Statistics: Understanding Statistics for Social and Natural Scientists, With Applications in SPSS and R*, John Wiley & Sons, New Jersey.
- Derfus, P.J., Maggitti, P.G., Grimm, C.M. and Smith, K.G. (2008), "The Red Queen effect: Competitive actions and firm performance", *Academy of Management Journal*, Vol. 51 No. 1, pp. 61-80.
- Dess, G.G. and Lumpkin, G.T. (2005), "The role of entrepreneurial orientation in stimulating effective corporate entrepreneurship", *Academy of Management Perspectives*, Vol. 19 No. 1, pp. 147-156.
- Deszczyński, B. (2021), "Theoretical Foundations of the Relationship Management Mid-Range Theory", *Firm Competitive Advantage Through Relationship*

- Management: A Theory for Successful Sustainable Growth*, Springer International Publishing, Cham, pp. 21-65.
- Edeh, J.N., Obodoechi, D.N. and Ramos-Hidalgo, E. (2020), "Effects of innovation strategies on export performance: New empirical evidence from developing market firms", *Technological Forecasting and Social Change*, Vol. 158. <https://doi.org/10.1016/j.techfore.2020.120167>
- Eliason, P.J., Heebsh, B., McDevitt, R.C. and Roberts, J.W. (2019), "How Acquisitions Affect Firm Behavior and Performance: Evidence from the Dialysis Industry", *The Quarterly Journal of Economics*, Vol. 135 No. 1, pp. 221-267. <https://doi.org/10.1093/qje/qjz034>
- Falahat, M., Soto-Acosta, P. and Ramayah, T. (2021), "Analysing the importance of international knowledge, orientation, networking and commitment as entrepreneurial culture and market orientation in gaining competitive advantage and international performance", *International Marketing Review*, Vol. 39 No. 3, pp. 463-481. <https://doi.org/10.1108/IMR-02-2021-0053>
- Falkner, E.M. and Hiebl, M.R.W. (2015), "Risk management in SMEs: a systematic review of available evidence", *The Journal of Risk Finance*, Vol. 16 No. 2, pp. 122-144. <https://doi.org/10.1108/jrf-06-2014-0079>
- Fan, M., Qalati, S.A., Khan, M.A.S., Shah, S.M.M., Ramzan, M. and Khan, R.S. (2021), "Effects of entrepreneurial orientation on social media adoption and SME performance: The moderating role of innovation capabilities", *PloS one*, Vol. 16 No. 4, p. 0247320.
- Ferdinand, A. (2014), "Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen".
- Fithri, P., Games, D., Lina, E.C. and Hidayat, R. (2020), "Factors influencing SME innovation in local government: The case of SMEs in Nagari", *International Journal of Management*, Vol. 11 No. 4, pp. 221-231. <https://doi.org/10.34218/IJM.11.4.2020.023>
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50. <https://doi.org/10.1177/002224378101800104>
- Galbreath, J., Lucianetti, L., Thomas, B. and Tisch, D. (2020), "Entrepreneurial orientation and firm performance in Italian firms: The moderating role of competitive strategy", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 26 No. 4, pp. 629-646. <https://doi.org/http://dx.doi.org/10.1108/IJEER-07-2019-0457>
- Giraldi, L., Ceccacci, S., Bevilacqua, M. and Mengoni, M. (2018), "Quality assessment of business-to-business (B2B) relationships between SMES: A qualitative approach based on the relational capability conception", *Journal of Industrial Integration and Management*, Vol. 3 No. 2. <https://doi.org/10.1142/S2424862218500082>
- Górska-Warsewicz, H. (2024), "Relationship between entrepreneurial orientation, innovative co-branding partnership, and business performance", *Journal of Entrepreneurship, Management and Innovation*, Vol. 20 No. 2, pp. 139-159. <https://doi.org/10.7341/20242027>
- Grimmer, L., Miles, M.P., Byrom, J. and Grimmer, M. (2017), "The impact of resources and strategic orientation on small retail firm performance", *Journal of Small Business Management*, Vol. 55, pp. 7-26.

- Gupta, A.K. and Gupta, N. (2019), "Innovation and Culture as a Dynamic Capability for Firm Performance: A Study from Emerging Markets", *Global Journal of Flexible Systems Management*, Vol. 20 No. 4, pp. 323-336.  
<https://doi.org/10.1007/s40171-019-00218-5>
- Gupta, R. (2019), "Entrepreneurship Orientation (EO), Resources, and Small Firm Growth: Evidence from India", *International Journal of Business Economics*, Vol. 18 No. 1.
- Gupta, V.K., Niranjana, S. and Markin, E. (2020), "Entrepreneurial orientation and firm performance: the mediating role of generative and acquisitive learning through customer relationships", *Review of Managerial Science*, Vol. 14 No. 5, pp. 1123-1147. <https://doi.org/10.1007/s11846-019-00327-6>
- Hair Jr, J.F., Hult, G.T., Ringle, C.M. and Sarstedt, M. (2017), *A primer on partial least squares structural equation modeling (PLS-SEM)*, Sage publications.
- Hair Jr, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2019), *Multivariate Data Analysis*, Cengage Learning EMEA, Hampshire.
- Hakala, H. (2011), "Strategic orientations in management literature: Three approaches to understanding the interaction between market, technology, entrepreneurial and learning orientations", *International Journal of Management Reviews*, Vol. 13 No. 2, pp. 199-217.
- Hanaysha, J.R. (2020), "Innovation Capabilities and Authentic Leadership: Do They Really Matter to Firm Performance?", *Journal of Asia-Pacific Business*, Vol. 21 No. 4, pp. 271-290. <https://doi.org/10.1080/10599231.2020.1824523>
- Hao, B. and Feng, Y. (2018), "Leveraging learning forces in asymmetric alliances: Small firms' perceived power imbalance in driving exploration and exploitation", *Technovation*, Vol. 78, pp. 27-39.  
<https://doi.org/https://doi.org/10.1016/j.technovation.2018.07.005>
- Hayes, A.F. (2009), "Beyond Baron and Kenny: Statistical mediation analysis in the new millennium", *Communication monographs*, Vol. 76 No. 4, pp. 408-420.
- Heine, I., Schmitt, R. and Beaujean, P. (2016), "Critical incidents of quality orientation in lower and middle management", *TQM Journal*, Vol. 28 No. 5, pp. 734-744.  
<https://doi.org/10.1108/TQM-11-2015-0137>
- Henaó-García, E.A., Lozada, N. and Arias-Pérez, J. (2020), "Direct effects of knowledge management practices on organizational performance", *Business Information Review*, Vol. 37 No. 1, pp. 30-37. <https://doi.org/10.1177/0266382120909073>
- Henttonen, K., Hurmelinna-Laukkanen, P. and Blomqvist, K. (2020), "Between trust and control in interorganizational collaboration – rethinking formal and informal governance in R&D alliances", *VINE Journal of Information and Knowledge Management Systems*, Vol. 50 No. 2, pp. 247-269.  
<https://doi.org/10.1108/VJIKMS-02-2019-0027>
- Hernández-Perlines, F., Covin, J.G. and Ribeiro-Soriano, D.E. (2021), "Entrepreneurial orientation, concern for socioemotional wealth preservation, and family firm performance", *Journal of Business Research*, Vol. 126, pp. 197-208.  
<https://doi.org/10.1016/j.jbusres.2020.12.050>
- Hoang, C.L. and Bui Thanh, T. (2021), "Market orientation, corporate social responsibility, and firm performance: The moderating role of relationship marketing orientation", *Cogent Business and Management*, Vol. 8 No. 1.  
<https://doi.org/10.1080/23311975.2021.1926212>

- Hodgon, V.M. and Hoque, M.E. (2017), "The growth strategies of a global pharmaceutical company: A case study of Aspen Pharmacare Holdings Limited", *Problems and Perspectives in Management*, Vol. 15 No. 1, pp. 248-259. [https://doi.org/10.21511/ppm.15\(1-1\).2017.12](https://doi.org/10.21511/ppm.15(1-1).2017.12)
- Hoelter, J.W. (1983), "The Analysis of Covariance Structures: Goodness-of-Fit Indices", *Sociological Methods & Research*, Vol. 11 No. 3, pp. 325-344. <https://doi.org/10.1177/0049124183011003003>
- Hoque, I. and Rana, M.B. (2020), "Buyer-supplier relationships from the perspective of working environment and organisational performance: review and research agenda", *Management Review Quarterly*, Vol. 70 No. 1, pp. 1-50. <https://doi.org/10.1007/s11301-019-00159-4>
- Hughes-Morgan, M. and Yao, B.E. (2016), "Rent Appropriation in Strategic Alliances: A Study of Technical Alliances in Pharmaceutical Industry", *Long Range Planning*, Vol. 49 No. 2, pp. 186-195. <https://doi.org/10.1016/j.lrp.2015.12.016>
- Hunt, S.D. and Morgan, R.M. (1995), "The Comparative Advantage Theory of Competition", *Journal of Marketing* Vol. 57 No. April 1995, pp. 1-15. <https://doi.org/10.1177/00222429950590>
- Hunt, S.D. and Morgan, R.M. (1996), "The resource-advantage theory of competition: dynamics, path dependencies, and evolutionary dimensions", *Journal of marketing*, Vol. 60 No. 4, pp. 107-114.
- Hunt, S.D. (1997), "Resource-Advantage Theory: An Evolutionary Theory of Competitive Firm Behavior?", *Journal of Economic Issues*, Vol. 31 No. 1, pp. 59-78. <https://doi.org/10.1080/00213624.1997.11505891>
- Hunt, S.D., Lambe, C.J. and Wittmann, C.M. (2002), "A Theory and Model of Business Alliance Success", *Journal of Relationship Marketing*, Vol. 1 No. 1, pp. 17-35. [https://doi.org/10.1300/J366v01n01\\_03](https://doi.org/10.1300/J366v01n01_03)
- Hunt, S.D. and Madhavaram, S. (2012), "Managerial action and resource-advantage theory: Conceptual frameworks emanating from a positive theory of competition", *Journal of Business and Industrial Marketing*, Vol. 27 No. 7, pp. 582-591. <https://doi.org/10.1108/08858621211257356>
- Hussain, S., Khattak, J., Rizwan, A. and Latif, M.A. (2013), "ANSOFF matrix, environment, and growth-an interactive triangle", *Management Administrative Sciences Review*, Vol. 2 No. 2, pp. 196-206.
- Iftikhar, A., Purvis, L. and Giannoccaro, I. (2021), "A meta-analytical review of antecedents and outcomes of firm resilience", *Journal of Business Research*, Vol. 135, pp. 408-425. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.06.048>
- Ighomereho, S.O., Afolabi, S.T., Agada, S.A. and Ojo, A.A. (2022), "Market and entrepreneurial orientations as predictors of small and medium enterprises' performance in the COVID-19 era", *Innovative Marketing*, Vol. 18 No. 2, pp. 161-173. [https://doi.org/10.21511/im.18\(2\).2022.14](https://doi.org/10.21511/im.18(2).2022.14)
- Inigo, E.A., Ritala, P. and Albareda, L. (2020), "Networking for sustainability: Alliance capabilities and sustainability-oriented innovation", *Industrial Marketing Management*, Vol. 89, pp. 550-565. <https://doi.org/10.1016/j.indmarman.2019.06.010>
- Isa, N.F., Annuar, S.N.S., Gisip, I.A. and Lajuni, N. (2020), "Factors influencing online purchase intention of millennials and gen z consumers", *Journal of Applied Structural Equation Modeling*, Vol. 4 No. 2, pp. 21-43. [https://doi.org/10.47263/jasem.4\(2\)03](https://doi.org/10.47263/jasem.4(2)03)

- Isichei, E.E., Emmanuel Agbaeze, K. and Odiba, M.O. (2020), "Entrepreneurial orientation and performance in SMEs: The mediating role of structural infrastructure capability", *International Journal of Emerging Markets*, Vol. 15 No. 6, pp. 1219-1241. <https://doi.org/10.1108/IJOEM-08-2019-0671>
- Išoralté, M. (2009), "Importance of strategic alliances in company's activity", *Intellectual Economics*, Vol. 1 No. 5, pp. 39-46.
- Jaaffar, A.R., Baharom, N., Zaini, A.F.A. and Ahmed, S. (2017), "The interaction effect of entrepreneurial orientation on the relationship between innovation and SME performance", *International Journal of Economic Research*, Vol. 14 No. 19, pp. 371-380.
- Jiang, F. and Jiang, X. (2019), "The Contingent Value of Resource Complementarity for Alliance Performance: Evidence from Chinese Manufacturing Firms", *IEEE Transactions on Engineering Management*, Vol. 66 No. 3, pp. 354-367. <https://doi.org/10.1109/TEM.2018.2823762>
- Jiang, X., Liu, H., Fey, C. and Jiang, F. (2018), "Entrepreneurial orientation, network resource acquisition, and firm performance: A network approach", *Journal of Business Research*, Vol. 87, pp. 46-57. <https://doi.org/10.1016/j.jbusres.2018.02.021>
- Jugend, D., Jabbour, C.J.C., Alves Scaliza, J.A., Rocha, R.S., Junior, J.A.G., Latan, H. and Salgado, M.H. (2018), "Relationships among open innovation, innovative performance, government support and firm size: Comparing Brazilian firms embracing different levels of radicalism in innovation", *Technovation*, Vol. 74-75, pp. 54-65. <https://doi.org/10.1016/j.technovation.2018.02.004>
- Kafetzopoulos, D. (2020), "Organizational ambidexterity: antecedents, performance and environmental uncertainty", *Business Process Management Journal*, Vol. 27 No. 3, pp. 922-940. <https://doi.org/10.1108/BPMJ-06-2020-0300>
- Kafetzopoulos, D., Vouzas, F. and Skalkos, D. (2020), "Developing and validating an innovation drivers' measurement instrument in the agri-food sector", *British Food Journal*, Vol. 122 No. 4, pp. 1199-1214. <https://doi.org/10.1108/BFJ-09-2019-0721>
- Kafetzopoulos, D., Gotzamani, K. and Vouzas, F. (2021), "Management innovation, drivers and outcomes: The moderating role of organisational size", *International Journal of Innovation Management*, Vol. 25 No. 2. <https://doi.org/10.1142/S1363919621500213>
- Kalinic, I. and Brouters, K.D. (2022), "Entrepreneurial orientation, export channel selection, and export performance of SMEs", *International Business Review*, Vol. 31 No. 1. <https://doi.org/10.1016/j.ibusrev.2021.101901>
- Karanja, E., Grant, D. and Zaveri, J.S. (2021), "CIO reporting structure and firm strategic orientation – a content analysis approach", *Journal of Systems and Information Technology*, Vol. 23 No. 1, pp. 20-52. <https://doi.org/10.1108/JSIT-02-2020-0022>
- Khalid, S. (2020), "Explorative and exploitative strategies and export performance", *Journal of Research in Marketing and Entrepreneurship*, Vol. 22 No. 1, pp. 21-36. <https://doi.org/10.1108/JRME-01-2018-0004>
- Khan, B.A. and Naeem, H. (2018), "The impact of strategic quality orientation on innovation capabilities and sustainable business growth: Empirical evidence from the service sector of Pakistan", *International Journal of Quality and Reliability*

- Management*, Vol. 35 No. 8, pp. 1568-1598. <https://doi.org/10.1108/IJQRM-07-2017-0126>
- Khan, I., Ming, J., Ali, M. and Zhang, Z. (2020), "Influence of government supports on small and medium enterprises development: Case study of Swat Valley", *Journal of Small Business Management*, pp. 1-32. <https://doi.org/10.1080/00472778.2020.1767487>
- Khan, R.U., Salamzadeh, Y., Kawamorita, H. and Rethi, G. (2021), "Entrepreneurial Orientation and Small and Medium-sized Enterprises' Performance; Does 'Access to Finance' Moderate the Relation in Emerging Economies?", *Vision*, Vol. 25 No. 1, pp. 88-102. <https://doi.org/10.1177/0972262920954604>
- Khattak, M.S. and Ullah, R. (2021), "The role of entrepreneurial orientation in tangible and intangible resource acquisition and new venture growth", *Managerial Decision Economics*, Vol. 42 No. 6, pp. 1619-1637.
- Kiyabo, K. and Isaga, N. (2020), "Entrepreneurial orientation, competitive advantage, and SMEs' performance: application of firm growth and personal wealth measures", *Journal of Innovation and Entrepreneurship*, Vol. 9 No. 1. <https://doi.org/10.1186/s13731-020-00123-7>
- Kohtamäki, M., Rabetino, R. and Möller, K. (2018), "Alliance capabilities: A systematic review and future research directions", *Industrial Marketing Management*, Vol. 68, pp. 188-201. <https://doi.org/10.1016/j.indmarman.2017.10.014>
- Kolbe, D., Frasquet, M. and Calderon, H. (2021), "The role of market orientation and innovation capability in export performance of small- and medium-sized enterprises: a Latin American perspective", *Multinational Business Review*. <https://doi.org/10.1108/MBR-10-2020-0202>
- Krasniqi, T., Krasniqi, B.A., Kryeziu, L., Lajqi, S., Ismajli, M. and Bytyçi, D. (2024), "ENTREPRENEURIAL ORIENTATION, NETWORKING AND FIRM GROWTH: EVIDENCE FROM A TRANSITION ECONOMY", *Economic Thought and Practice*, Vol. 33 No. 2, pp. 351-376. <https://doi.org/10.17818/EMIP/2024/2.1>
- Kreiser, P.M. (2011), "Entrepreneurial orientation and organizational learning: The impact of network range and network closure", *Entrepreneurship Theory and Practice*, Vol. 35 No. 5, pp. 1025-1050.
- Kurniawan, R., Budiastuti, D., Hamsal, M. and Kosasih, W. (2020), "The impact of balanced agile project management on firm performance: the mediating role of market orientation and strategic agility", *Review of International Business and Strategy*, Vol. 30 No. 4, pp. 457-490. <https://doi.org/10.1108/RIBS-03-2020-0022>
- Kurniawan, R., Manurung, A.H., Hamsal, M. and Kosasih, W. (2021), "Orchestrating internal and external resources to achieve agility and performance: the centrality of market orientation", *Benchmarking*, Vol. 28 No. 2, pp. 517-555. <https://doi.org/10.1108/BIJ-05-2020-0229>
- Lambe, C.J., Spekman, R.E. and Hunt, S.D. (2002), "Alliance competence, resources, and alliance success: Conceptualization, measurement, and initial test", *Journal of the Academy of Marketing Science*, Vol. 30 No. 2, pp. 141-158. <https://doi.org/10.1177/03079459994399>
- Laukkanen, T., Nagy, G., Hirvonen, S., Reijonen, H. and Pasanen, M. (2013), "The effect of strategic orientations on business performance in SMEs: A multigroup

- analysis comparing Hungary and Finland", *International Marketing Review*, Vol. 30 No. 6, pp. 510-535. <https://doi.org/10.1108/IMR-09-2011-0230>
- Leavy, P. (2022), *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*, Guilford Publications, New York.
- Leischnig, A. and Geigenmüller, A. (2020), "Examining alliance management capabilities in university-industry collaboration", *Journal of Technology Transfer*, Vol. 45 No. 1, pp. 9-30. <https://doi.org/10.1007/s10961-018-9671-7>
- Leitner, K.H. (2014), "Strategy formation in the innovation and market domain: emergent or deliberate?", *Journal of Strategy and Management*, Vol. 7 No. 4, pp. 354-375. <https://doi.org/10.1108/JSMA-02-2014-0015>
- Li, L., Jiang, F., Pei, Y. and Jiang, N. (2017), "Entrepreneurial orientation and strategic alliance success: The contingency role of relational factors", *Journal of Business Research*, Vol. 72, pp. 46-56. <https://doi.org/10.1016/j.jbusres.2016.11.011>
- Lis, A.M. and Žemgulienė, J. (2020), "Organisational competence vs transferability of knowledge in cluster organisations and technology parks", *Engineering Management in Production and Services*, Vol. 12 No. 2, pp. 83-98. <https://doi.org/10.2478/emj-2020-0013>
- Liu, C.-L. and Lui, S. (2020), "Comparing the impact of alliance-learning activities on alliance performance across small and large firms", *Knowledge Management Research & Practice*, Vol. 18 No. 2, pp. 188-198. <https://doi.org/10.1080/14778238.2019.1673674>
- Liu, Y. and Wang, M. (2022), "Entrepreneurial orientation, new product development and firm performance: the moderating role of legitimacy in Chinese high-tech SMEs", *European Journal of Innovation Management*, Vol. 25 No. 1, pp. 130-149. <https://doi.org/10.1108/EJIM-05-2020-0204>
- Lopez, C., Pizzo, A.D., Gupta, K., Kennedy, H. and Funk, D.C. (2021), "Corporate growth strategies in an era of digitalization: A network analysis of the national basketball association's 2K league sponsors", *Journal of Business Research*, Vol. 133, pp. 208-217. <https://doi.org/10.1016/j.jbusres.2021.04.068>
- Lumpkin, G.T. and Dess, G.G. (1996), "Clarifying the entrepreneurial orientation construct and linking it to performance", *Academy of Management Review*, Vol. 21 No. 1, pp. 135-172. <https://doi.org/10.5465/AMR.1996.9602161568>
- Maaodhah, A., Singh, H., Mohammed, Z., Bin, A., Iwuchukwu, E. and Sciences, S. (2021), "The Impact of Market Orientation and Entrepreneurial Orientation on Firm Performance of Wholesale and Retailer SMES in Malaysia", *International Journal of Academic Research in Business*, Vol. 11, pp. 2222-6990.
- Macedo, I.M., Liao, M.N. and Pinho, J.C. (2017), "Modeling Quality Orientation and Organisational Performance in Public Healthcare Organisations", *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer Nature pp. 281-284.
- Madhavaram, S. and Hunt, S.D. (2008), "The service-dominant logic and a hierarchy of operant resources: developing masterful operant resources and implications for marketing strategy", *Journal of the Academy of Marketing Science*, Vol. 36 No. 1, pp. 67-82. <https://doi.org/10.1007/s11747-007-0063-z>
- Madhavaram, S. and Hunt, S.D. (2017), "Customizing business-to-business (B2B) professional services: The role of intellectual capital and internal social capital",

- Journal of Business Research*, Vol. 74, pp. 38-46.  
<https://doi.org/https://doi.org/10.1016/j.jbusres.2017.01.007>
- Malhotra, N., Nunan, D. and Birks, D. (2017), *Marketing research: An applied approach*, Pearson Education Limited, Harlow.
- Marquardt, K., Olaru, M. and Ceausu, I. (2017), "Study on the development of quality measurements models for steering business services in relation to customer satisfaction", *Amfiteatru Economic Journal*, Vol. 19 No. 44, pp. 95-109.
- Masrurul, M.M. (2012), "An overview of strategic alliance: competitive advantages in alliance constellations", *Advances in Management*, Vol. 5, p. 12.
- Massaro, M., Handley, K., Bagnoli, C. and Dumay, J. (2016), "Knowledge management in small and medium enterprises: a structured literature review", *Journal of Knowledge Management*, Vol. 20 No. 2, pp. 258-291.  
<https://doi.org/10.1108/JKM-08-2015-0320>
- Miles, M.P., Russell, G.R. and Arnold, D.R. (1995), "The quality orientation: an emerging business philosophy", *Review of Business-Saint Johns University*, Vol. 17, pp. 7-15.
- Miller, D.J. (1983), "The Correlates of Entrepreneurship in Three Types of Firms", *Management Science*, Vol. 29, pp. 770-791.
- Milovanović, B.M., Bubaš, Z. and Mikić, M. (2021), "Entrepreneurial Orientation, Strategic Networking, and Croatian SMEs Performance: A Configurational Approach", *Business Systems Research*, Vol. 12 No. 2, pp. 236-252.  
<https://doi.org/10.2478/bsrj-2021-0030>
- Min, S. and Kim, J. (2022), "Effect of opportunity seizing capability on new market development and small and medium-sized enterprise performance: Role of environmental uncertainty in the IT industry", *Asia Pacific Management Review*, Vol. 27 No. 2, pp. 69-79. <https://doi.org/10.1016/j.apmr.2021.05.004>
- Mintzberg, H. (1973), "Strategy-Making in Three Modes", *California Management Review*, Vol. 16 No. 2, pp. 44-53. <https://doi.org/10.2307/41164491>
- Moon, S.M. and Huh, M.G. (2019), "Strategic alliances and new product development in high-tech ventures: The moderating role of alliance type and alliance capability", *Journal of Applied Business Research*, Vol. 35 No. 1, pp. 17-28.  
<https://doi.org/10.19030/jabr.v35i1.10294>
- Morgan, R.M. and Hunt, S. (1999), "Relationship-based competitive advantage: The role of relationship marketing in marketing strategy", *Journal of Business Research*, Vol. 46 No. 3, pp. 281-290. [https://doi.org/10.1016/S0148-2963\(98\)00035-6](https://doi.org/10.1016/S0148-2963(98)00035-6)
- Mulyana, M. and Hendar, H. (2020), "Market and entrepreneurial orientation on business performance: role of networks innovation agility", *Journal of Small Business and Entrepreneurship*. <https://doi.org/10.1080/08276331.2020.1855025>
- Muthoka, R., Kilika, J., Muathe, S.J.J.o.B. and Sciences, M. (2022), "What Sustains Performance in A Strategic Alliance? The Role of Level of Collaboration", Vol. 10 No. 3, pp. 113-123.
- Nagayoshi, S. (2015), "Ontological level business process change for growth strategy execution", *Journal of Management Information and Decision Sciences*, Vol. 18 No. 2, pp. 31-54.
- Nakku, V.B., Agbola, F.W., Miles, M.P. and Mahmood, A. (2020), "The interrelationship between SME government support programs, entrepreneurial orientation, and performance: A developing economy perspective", *Journal of*

- Small Business Management*, Vol. 58 No. 1, pp. 2-31.  
<https://doi.org/10.1080/00472778.2019.1659671>
- Neneh, B.N. (2018), "Customer orientation and SME performance: the role of networking ties", *African Journal of Economic and Management Studies*, Vol. 9 No. 2, pp. 178-196. <https://doi.org/10.1108/AJEMS-03-2017-0043>
- Ngo, Q.H. (2021), "Does strategic alignment matter when smes adopt entrepreneurial orientation? An empirical examination in Vietnam", *Uncertain Supply Chain Management*, Vol. 9 No. 3, pp. 577-584.  
<https://doi.org/10.5267/j.uscm.2021.6.003>
- Nguyen, T., Verreyne, M.-L., Steen, J. and Torres de Oliveira, R. (2023), "Government support versus international knowledge: Investigating innovations from emerging-market small and medium enterprises", *Journal of Business Research*, Vol. 154, p. 113305.  
<https://doi.org/https://doi.org/10.1016/j.jbusres.2022.113305>
- Nofiani, D., Indarti, N., Lukito-Budi, A.S. and Manik, H.F.G.G. (2021), "The dynamics between balanced and combined ambidextrous strategies: a paradoxical affair about the effect of entrepreneurial orientation on SMEs' performance", *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-09-2020-0331>
- Nurprabowo, A. and Meilani, M.M. (2023), *Kajian Strategis Seri Energi Hijau: Sektor Formal Investasi UMKM Memperkuat Pilar Ketahanan Ekonomi Nasional*, Kementerian Investasi/BKPM, Jakarta.
- O'Dwyer, M. and Gilmore, A. (2018), "Value and alliance capability and the formation of strategic alliances in SMEs: The impact of customer orientation and resource optimisation", *Journal of Business Research*, Vol. 87, pp. 58-68.  
<https://doi.org/10.1016/j.jbusres.2018.02.020>
- O'Neill, P., Sohal, A. and Teng, C.W. (2016), "Quality management approaches and their impact on firms' financial performance - An Australian study", *International Journal of Production Economics*, Vol. 171, pp. 381-393.  
<https://doi.org/10.1016/j.ijpe.2015.07.015>
- Onwe, C.C., Ogbo, A. and Ameh, A.A. (2020), "Entrepreneurial orientation and small firm performance: The moderating role of environmental hostility", *Entrepreneurial Business and Economics Review*, Vol. 8 No. 4, pp. 67-84.
- Ozdemir, S., Kandemir, D. and Eng, T.Y. (2017), "The role of horizontal and vertical new product alliances in responsive and proactive market orientations and performance of industrial manufacturing firms", *Industrial Marketing Management*, Vol. 64, pp. 25-35.  
<https://doi.org/10.1016/j.indmarman.2017.03.006>
- Patel, P.C., Kohtamäki, M., Parida, V. and Wincent, J. (2015), "Entrepreneurial orientation-as-experimentation and firm performance: The enabling role of absorptive capacity", *Strategic Management Journal*, Vol. 36 No. 11, pp. 1739-1749.
- Pearce Ii, J.A., Fritz, D.A. and Davis, P.S. (2010), "Entrepreneurial orientation and the performance of religious congregations as predicted by rational choice theory", *Entrepreneurship: Theory and Practice*, Vol. 34 No. 1, pp. 219-248.  
<https://doi.org/10.1111/j.1540-6520.2009.00315.x>
- Pereira, V., Patnaik, S., Roohanifar, M. and Baliga, R. (2020), "Unravelling processes of alliance capability development: longitudinal processual insights from an

- emerging country multinational enterprise", *Management Decision*, Vol. 59 No. 6, pp. 1562-1581. <https://doi.org/10.1108/MD-06-2019-0689>
- Pett, T.L., Francis, J. and Wolff, J.A. (2019), "The interplay of strategic orientations and their influence on sme performanc", *Journal of Small Business Strategy*, Vol. 29 No. 3, pp. 46-59.
- Piispanen, V.-V., Paloniemi, K., Simonen, J.J.I.J.o.E. and Business, S. (2017), "Entrepreneurs' business skills and growth orientation in business development", Vol. 32 No. 4, pp. 515-536.
- Preacher, K.J. and Hayes, A.F. (2004), "SPSS and SAS procedures for estimating indirect effects in simple mediation models", *Behavior research methods, instruments, & computers*, Vol. 36, pp. 717-731.
- Presutti, M. and Odorici, V. (2019), "Linking entrepreneurial and market orientation to the SME's performance growth: the moderating role of entrepreneurial experience and networks", *International Entrepreneurship and Management Journal*, Vol. 15 No. 3, pp. 697-720. <https://doi.org/10.1007/s11365-018-0533-4>
- Pulka, B.M., Ramli, A. and Mohamad, A. (2021), "Entrepreneurial competencies, entrepreneurial orientation, entrepreneurial network, government business support and SMEs performance. The moderating role of the external environment", *Journal of Small Business and Enterprise Development*, Vol. 28 No. 4, pp. 586-618. <https://doi.org/10.1108/JSBED-12-2018-0390>
- Puspaningrum, A. (2019), "The role of business size, business duration, credit facilities and business legalities on SMEs' growth", *European Journal of Research and Reflection in Management Sciences*, Vol. 7 No. 3.
- Putra, Y.P., Kesuma, D. and Wijaya, E. (2023), "Implementasi dan Kendala dalam Proses Perizinan Berusaha Terintegrasi secara Elektronik Berbasis Risiko", *SELISIK*, Vol. Vol. 9, No. 2.
- Qalati, S.A., Ostic, D., Shuibin, G. and Mingyue, F. (2022), "A mediated-moderated model for social media adoption and small and medium-sized enterprise performance in emerging countries", *Managerial and Decision Economics*, Vol. 43 No. 3, pp. 846-861. <https://doi.org/10.1002/mde.3422>
- Rachmawati, E., Suliyanto and Suroso, A. (2020), "Direct and indirect effect of entrepreneurial orientation, family involvement and gender on family business performance", *Journal of Family Business Management*. <https://doi.org/10.1108/JFBM-07-2020-0064>
- Rafiki, A., Nasution, M.D.T.P., Rossanty, Y. and Sari, P.B. (2023), "Organizational learning, entrepreneurial orientation and personal values towards SMEs' growth in Indonesia", *Journal of Science and Technology Policy Management*, Vol. 14 No. 1, pp. 181-212. <https://doi.org/10.1108/JSTPM-03-2020-0059>
- Rahman, M., Uddin, M. and Lodorfos, G. (2017), "Barriers to enter in foreign markets: evidence from SMEs in emerging market", *International Marketing Review*, Vol. 34 No. 1, pp. 68-86. <https://doi.org/10.1108/IMR-10-2014-0322>
- Riegler, M., Burton, A.M., Scholz, M. and de Melo, K. (2023), "Why companies team up for sustainable development: Antecedents of company engagement in business partnerships for sustainability", *Business Strategy and the Environment*, Vol. 32 No. 7, pp. 4767-4781. <https://doi.org/10.1002/bse.3392>
- Robson, M.J., Katsikeas, C.S., Schlegelmilch, B.B. and Pramböck, B. (2019), "Alliance capabilities, interpartner attributes, and performance outcomes in international

- strategic alliances", *Journal of World Business*, Vol. 54 No. 2, pp. 137-153.  
<https://doi.org/10.1016/j.jwb.2018.12.004>
- Sahi, G.K., Gupta, M.C. and Cheng, T.C.E. (2020), "The effects of strategic orientation on operational ambidexterity: A study of indian SMEs in the industry 4.0 era", *International Journal of Production Economics*, Vol. 220.  
<https://doi.org/10.1016/j.ijpe.2019.05.014>
- Saleh, A.M. and Athari, S.A. (2023), "Examining the Impact of Entrepreneurial Orientation on New Venture Performance in the Emerging Economy of Lebanon: A Moderated Mediation Analysis", *Sustainability (Switzerland)*, Vol. 15 No. 15.  
<https://doi.org/10.3390/su151511982>
- Samant, S. and Kim, J. (2021), "Determinants of common benefits and private benefits in innovation alliances", *Managerial and Decision Economics*, Vol. 42 No. 2, pp. 294-307. <https://doi.org/10.1002/mde.3235>
- Santra, I.K., Widiyantara, I.M. and Prayustika, P.A. (2019), "Optimizing capabilities in utilizing resources flexibility to improve the performance of hospitality small and medium-sized enterprises", *Quality - Access to Success*, Vol. 20 No. 173, pp. 68-71.
- Sarkar, M.B., Echambadi, R. and Harrison, J.S. (2001), "Alliance entrepreneurship and firm market performance", *Strategic Management Journal*, Vol. 22 No. 6/7, pp. 701-711.
- Sayal, A. and Banerjee, S. (2022), "Factors influence performance of B2B SMEs of emerging economies: view of owner-manager", *Journal of Research in Marketing and Entrepreneurship*, Vol. 24 No. 1, pp. 112-140.  
<https://doi.org/10.1108/JRME-06-2020-0082>
- Sekaran, U. and Bougie, R. (2019), *Research Methods for Business: A Skill Building Approach*, John Wiley & Sons Ltd., West Sussex.
- Seo, R. (2020), "Entrepreneurial collaboration for R&D alliance performance: a role of social capital configuration", *International Journal of Entrepreneurial Behaviour and Research*, Vol. 26 No. 6, pp. 1357-1378. <https://doi.org/10.1108/IJEER-01-2020-0023>
- Sethi, R. (2000), "New product quality and product development teams", *Journal of Marketing*, Vol. 64 No. 2, pp. 1-14. <https://doi.org/10.1509/jmkg.64.2.1.17999>
- Shaher, A.T.H.Q. and Ali, K.A.M. (2020), "The effect of entrepreneurial orientation and knowledge management on innovation performance: The mediation role of market orientation", *Management Science Letters*, Vol. 10 No. 15, pp. 3723-3734. <https://doi.org/10.5267/j.msl.2020.6.020>
- Shakeri, R. and Radfar, R. (2017), "Antecedents of strategic alliances performance in biopharmaceutical industry: A comprehensive model", *Technological Forecasting and Social Change*, Vol. 122, pp. 289-302.  
<https://doi.org/10.1016/j.techfore.2016.01.003>
- Shehu, A.M. and Mahmood, R. (2015), "The moderating role of business environment in the relationship between entrepreneurial orientation and business performance among Nigerian SMEs", *Jurnal Pengurusan*, Vol. 43, pp. 119-128.
- Singh, R., Baird, A. and Mathiassen, L. (2018), "Collaboration risk management in IT-enabled asymmetric partnerships: Evidence from telestroke networks", *Information and Organization*, Vol. 28 No. 4, pp. 170-191.  
<https://doi.org/10.1016/j.infoandorg.2018.10.001>

- Sittimalakorn, W. and Hart, S. (2004), "Market orientation versus quality orientation: Sources of superior business performance", *Journal of Strategic Marketing*, Vol. 12 No. 4, pp. 243-253. <https://doi.org/10.1080/0965254042000308066>
- Sobel, M.E. (1982), "Asymptotic confidence intervals for indirect effects in structural equation models", *Sociological methodology*, Vol. 13, pp. 290-312.
- Soimah, N. and Wahyuni, R.S. (2022), "Sosialisasi Kemitraan Usaha Skala Besar Dan UMKM di Kabupaten Bulungan", *Jurnal Inovasi Pengabdian Masyarakat*, Vol. 1 No. 1, pp. 26-30.
- Sreejesh, S., Mohapatra, S. and Anusree, M. (2014), *Business research methods: An applied orientation*, Springer International Publishing, New York and London.
- Sukaatmadja, I.P.G., Yasa, N.N.K., Santika, I.W., Rahanatha, G.B., Rahmayanti, P.L.D. and Muna, N. (2023), "The role of international networking to mediate internet technology capabilities and international entrepreneurship orientation to export performance", *Uncertain Supply Chain Management*, Vol. 11 No. 2, pp. 601-612. <https://doi.org/10.5267/j.uscm.2023.2.004>
- Susanto, P., Hoque, M.E., Shah, N.U., Candra, A.H., Hashim, N.M.H.N. and Abdullah, N.L. (2023), "Entrepreneurial orientation and performance of SMEs: the roles of marketing capabilities and social media usage", *Journal of Entrepreneurship in Emerging Economies*, Vol. 15 No. 2, pp. 379-403. <https://doi.org/10.1108/JEEE-03-2021-0090>
- Tabachnick, B.G. and Fidell, L.S. (2019), *Using Multivariate Statistics*, Pearson Education, New York.
- Thakkar, J.J. (2020), *Introduction to structural equation modelling*, Springer Nature Singapore Pte Ltd, Singapore.
- Tijani, A.A., Osagie, R.O. and Afolabi, B. (2021), "Effect of strategic alliance and partnership on the survival of MSMEs post COVID-19 pandemic", *Ekonomicko-Manazerske Spektrum*, Vol. 15 No. 2, pp. 126-37.
- Ullah, F., Degong, M., Anwar, M., Hussain, S. and Ullah, R. (2021), "Supportive tactics for innovative and sustainability performance in emerging SMEs", *Financial Innovation*, Vol. 7 No. 1, pp. 1-31.
- Vafaei-Zadeh, A., Hanifah, H., Foroughi, B. and Salamzadeh, Y. (2019), "Knowledge leakage, an Achilles' heel of knowledge sharing", *Eurasian Business Review*, Vol. 9 No. 4, pp. 445-461. <https://doi.org/10.1007/s40821-019-00128-7>
- Vaitoonkiat, E. and Charoensukmongkol, P. (2020), "Interaction effect of entrepreneurial orientation and stakeholder orientation on the business performance of firms in the steel fabrication industry in Thailand", *Journal of Entrepreneurship in Emerging Economies*, Vol. 12 No. 4, pp. 453-473. <https://doi.org/10.1108/JEEE-05-2019-0072>
- Vanags, A., Ābeltiņa, A. and Zvirgzdiņa, R. (2018), "Partnership strategy model for small and medium enterprises", *Problems and Perspectives in Management*, Vol. 16 No. 1, pp. 336-347.
- Venkatraman, N. and Ramanujam, V. (1986), "Measurement of business performance in strategy research: A comparison of approaches", *Academy of Management Review*, Vol. 11 No. 4, pp. 801-814.
- Verhoef, P.C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N. and Haenlein, M. (2021), "Digital transformation: A multidisciplinary reflection and research agenda", *Journal of Business Research*, Vol. 122, pp. 889-901. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.09.022>

- Vij, S. and Bedi, H.S. (2012), "Relationship between entrepreneurial orientation and business performance: A review of literature", *The IUP Journal of Business Strategy*, Vol. 9 No. 3, pp. 17-31.
- Voss, Z.G., Voss, G.B. and Moorman, C. (2005), "An empirical examination of the complex relationships between entrepreneurial orientation and stakeholder support", *European Journal of Marketing*, Vol. 39 No. 9-10, pp. 1132-1150. <https://doi.org/10.1108/03090560510610761>
- Wang, X., Lee, S. and Park, S.W. (2020), "The effect of entrepreneurial orientation, social network, and resource acquisition on firm performance in Chinese SMEs: The mediating effect of resource acquisition", *Global Business and Finance Review*, Vol. 25 No. 3, pp. 1-18. <https://doi.org/10.17549/gbfr.2020.25.3.1>
- Wang, Y. and Rajagopalan, N. (2015), "Alliance Capabilities: Review and Research Agenda", *Journal of Management*, Vol. 41 No. 1, pp. 236-260. <https://doi.org/10.1177/0149206314557157>
- Wang, Y.J., Capon, N., Wang, V.L. and Guo, C. (2018), "Building industrial brand equity on resource advantage", *Industrial Marketing Management*, Vol. 72, pp. 4-16. <https://doi.org/10.1016/j.indmarman.2017.11.009>
- Wasiuzzaman, S. (2019), "Resource sharing in interfirm alliances between SMEs and large firms and SME access to finance", *Management Research Review*, Vol. 42 No. 12, pp. 1375-1399. <https://doi.org/10.1108/MRR-10-2018-0369>
- Wiklund, J. (1999), "The sustainability of the entrepreneurial orientation—performance relationship", *Entrepreneurship theory and practice*, Vol. 24 No. 1, pp. 37-48.
- Wittmann, C.M., Hunt, S.D. and Arnett, D.B. (2009), "Explaining alliance success: Competences, resources, relational factors, and resource-advantage theory", *Industrial Marketing Management*, Vol. 38 No. 7, pp. 743-756. <https://doi.org/10.1016/j.indmarman.2008.02.007>
- Yadav, S.K., Tripathi, V. and Goel, G. (2019), "Modelling strategic orientation dimensions and performance of small and medium enterprises: An application of interpretative structural modelling", *Journal of Modelling in Management*, Vol. 14 No. 3, pp. 754-772. <https://doi.org/10.1108/JM2-08-2018-0116>
- Yang, Q., Liu, Y. and Li, Y. (2019), "How do an alliance firm's strategic orientations drive its knowledge acquisition? Evidence from Sino-foreign alliance partnership", *Journal of Business and Industrial Marketing*, Vol. 34 No. 2, pp. 505-517. <https://doi.org/10.1108/JBIM-05-2018-0158>
- Yin, M. (2020), *Entrepreneurial orientation and new venture resource acquisition: why context matters*.
- Yu, B., Xu, H. and Dong, F. (2019), "Vertical vs. Horizontal: How Strategic Alliance Type Influence Firm Performance?", Vol. 11 No. 23, p. 6594.
- Yu, Y. and Huo, B. (2019), "The impact of relational capital on supplier quality integration and operational performance", *Total Quality Management and Business Excellence*, Vol. 30 No. 11-12, pp. 1282-1301. <https://doi.org/10.1080/14783363.2017.1366265>
- Zahoor, N. and Lew, Y.K. (2022), "Sustaining superior international performance: Strategic orientations and dynamic capability of environmentally concerned small- and medium-sized enterprises", *Business Strategy and the Environment*, Vol. 31 No. 3, pp. 1002-1017. <https://doi.org/10.1002/bse.2931>

- Zamberi Ahmad, S. and Rahim Abu Bakar, A. (2018), "Emirates Dates: a case of growth strategy dilemma", *Emerald Emerging Markets Case Studies*, Vol. 8 No. 3, pp. 1-14. <https://doi.org/10.1108/EEMCS-08-2017-0220>
- Zhao, X., Lynch Jr, J.G. and Chen, Q. (2010), "Reconsidering Baron and Kenny: Myths and truths about mediation analysis", *Journal of consumer research*, Vol. 37 No. 2, pp. 197-206.
- Ziggers, G.W. and Henseler, J. (2009), "Inter-firm network capability: How it affects buyer-supplier performance", *British Food Journal*, Vol. 111 No. 8, pp. 794-810. <https://doi.org/10.1108/00070700910980928>
- Zoogah, D.B. and Peng, M.W. (2011), "What determines the performance of strategic alliance managers? Two lens model studies", *Asia Pacific Journal of Management*, Vol. 28 No. 3, pp. 483-508. <https://doi.org/10.1007/s10490-009-9187-7>

