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网络嵌入、创业导向与新创企业绩效关系研究

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The relationship among network embeddedness, entrepreneurial orientation, and new firm performance

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摘要 在创业领域,新创企业成长与网络之间的关系是学术界和企业界关注的热点问题。结合网络理论和资源观,本文构建了网络嵌入、创业导向与新创企业绩效的概念模型,通过问卷调查和结构方程模型分析,结果发现网络的关系性嵌入、结构性嵌入和认知性嵌入都有利于改进新创企业绩效,但其作用程度依次降低;创业导向与创业绩效正相关,并在结构性、关系性网络嵌入与绩效之间起着中介作用,而没有中介认知性网络嵌入对创业绩效的促进作用。

关键词: [网络嵌入](#) [创业导向](#) [新创企业绩效](#)

Abstract: In the field of entrepreneurship, a relationship between network and the growth of new firm has been a hot topic attracting much attention from both academic and practical circles. Drawing from the network theory and the resource-based view of the firm, firstly, a conceptual model involving network embeddedness, entrepreneurial orientation, and entrepreneurial performance is built. By using the questionnaire and structure equation modeling, it is found that the structural embeddedness, relational embeddedness, and cognitive embeddedness of network have the positive relationship with the entrepreneurial performance, but their roles are in a descendant manner; the entrepreneurial orientation is positively correlated with the entrepreneurial performance, and has a positively mediative effect among structural network embeddedness, relational network embeddedness, and entrepreneurial performance, however, the cognitive network embeddedness does not boost entrepreneurial performance.

Keywords: [network embeddedness](#) [entrepreneurial orientation](#) [new firm performance](#)

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