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## 创业导向、网络能力对国际化绩效的影响研究

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The impact of entrepreneurial orientation and network capabilities on international performance

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**摘要** 近几十年来,创业导向一直是创业学者们关注的焦点,且对创业导向与组织绩效之间关系及影响机制的研究也正慢慢深入。本文以我国制造业的国际化企业为例,应用基于偏最小二乘法的结构方程模型的方法研究了企业创业导向、网络能力对企业国际化绩效的影响及它们之间的关系。研究表明不仅高的创业导向对国际化绩效产生了正面影响,网络能力也是影响国际化绩效的一个重要因素,与其正相关。同时,我们发现网络能力对创业导向与国际化绩效之间的关系还有调节效应。

**关键词:** 企业管理 调节效应 结构方程模型 创业导向 网络能力

**Abstract:** In recent decades, entrepreneurial orientation has become the focus of entrepreneurship scholars. In addition, the studies on the relationship between entrepreneurial orientation and organizational performance and its influencing mechanism are slowly becoming in-depth. The influence of entrepreneurial orientation and network capabilities on international performance and the relationship between them are empirically discussed and examined through structural equation models using partial least squares method with the evidence from international manufacturing firms in China. The results show that not only a high degree of entrepreneurial orientation has a positive effect on international performance, but also network capabilities, as another important influencing factor, have a positive effect on it. Moreover, it is found that the relationship between entrepreneurial orientation and international performance would be moderated by network capabilities.

**Keywords:** enterprise management moderating effect structural equation model entrepreneurial orientation network capability

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