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### 公司创业精神对创业绩效的影响路径——基于珠三角公司的实证研究

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## The impact path of corporate entrepreneurship on entrepreneurial performance An empirical study based on the companies located in Pearl River Delta

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**摘要** 虽然很多学者相信机会识别和资源整合在公司创业精神和绩效之间起了中介作用,但了解“如何发生作用”的知识却十分缺乏。基于235家珠三角公司实证研究并辅以案例分析,得出如下结论:(1)渐进式公司创业精神对机会识别和资源整合的促进作用,在成长型市场和东方文化的情境下影响强度更大;(2)激进式公司创业精神对机会识别和资源整合的促进作用,在成熟与竞争市场和西方文化的情境下影响强度更大。研究结论丰富了公司创业精神和绩效关系的相关理论,对公司创业实践,尤其是中国公司施行创业精神的实践具有指导意义。

**关键词:** [公司创业精神](#) [机会识别](#) [资源整合](#) [创业绩效](#)

**Abstract:** It is widely recognized that both opportunity identification and resource integration act as the mediator between corporate entrepreneurship and entrepreneurial performance; however only few research has been devoted to how it functions. Based on an empirical study of 235 companies in the Pearl River Delta with case analysis, the conclusions are made as follows: (1) the incremental corporate entrepreneurship plays an important role in boosting opportunity identification and resource integration. With the background of eastern culture and growth-typed markets, the impact is more significant. (2) The radical corporate entrepreneurship has greater impact on opportunity identification and resource integration, with mature and competitive markets and the background of western culture, the impact is more significant. The conclusions enrich the relevant theories on the relationship between corporate entrepreneurship and entrepreneurial performance. It is instructive to entrepreneurial practice, especially to the practice of corporate entrepreneurship in Chinese companies.

**Keywords:** [corporate entrepreneurship](#) [opportunity identification](#) [resource integration](#) [entrepreneurial performance](#)

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