

عنوان مقاله:

Moderating International Environment Hostility between International Corporate Entrepreneurship and Halal Food Industry

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خلاصه مقاله:

The aim of this paper was to evaluate the impacts of International Corporate Entrepreneurship (ICE) on general performance in Halal Food Industry, with moderating part of global environmental hostility. Our data comprised of ۲۵۰ firms working in Halal Food Industry in Iran and they were studied utilizing the structural equation modeling. According to the results, the firms exploit ICE activities by accomplishing higher general performance in addition to promoting export and financial performance. The results underscore the significance of ICE for organizational achievement, both in general and in foreign markets. Also, the results suggest that the perceived nature of its environmental condition, especially hostility, will affect the link between ICE and performance fundamentally. This study explored the relationship between ICE and firm performance along with the role of hostility at the international environment in this relationship. The findings of this study help bridge the gap in the literature by assessing the impact of ICE on an organization's general performance with the hostilities at the international scale playing a moderating role in this regard. This paper makes huge contribution to the current works by exploring the connection between ICE, firm .performance, and global environmental hostility

کلمات کلیدی:

Export performance, Financial performance, International Environment Hostility, International corporate entrepreneurship

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