

عنوان مقاله:

Path analysis the effects of strategic entrepreneurship dimensions on competitive advantage in Iran Construction Industry

محل انتشار:

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خلاصه مقاله:

In today's fast-paced competitive environment, firms face the need to be increasingly nimble and adaptive. Strategic entrepreneurship(SE) helps position's firms to respond to all kinds of environmental changes which firms are faced with them and then develop their competitive advantage. In this paper, we discuss SE as the means through which firms simultaneously exploit their current competitive advantages while exploring for future opportunities. Hence, a path analysis model related to strategic entrepreneurship was developed and tested which can have a significant effect on competitive advantage. It was tested with AMOS18.0 using data gathered from 7 main construction industry institutions in Iran. Findings show that the index of fitness properly estimated and all of the direct and indirect effect of entrepreneurial dimensions on managing resources, managing resources on creativity and innovation and creativity and innovation on competitive advantage were confirmed. The results may encourage top managers into implementing the concept of strategic entrepreneurship to facilitate the way to achieve more competitive advantages .also exploiting potential opportunities

کلمات کلیدی:

strategic entrepreneurship, competitive advantage, construction industry, path analysis

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