

## عنوان مقاله:

SUSTAINABLE PERFORMANCE IN MANUFACTURING SMES: EXAMINING THE CONTINGENCY ROLE OF ENTREPRENEURIAL BRICOLAGE

## محل انتشار:

کنفرانس بین المللی آکادمی آسیایی مدیریت (مدیریت، نوآوری و کارآفرینی یک چالش جهانی) (سال: 1396)

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## خلاصه مقاله:

Sustainable entrepreneurship is the gamechanger to the concern on global economic, environment and social crisis. The purpose of this study is to deep dive the driving factors or relationships between entrepreneurial leadership, organisational factors, institutional factors, sustainable practices, entrepreneurial bricolage and sustainable performance via the lens of upper echelons theory (UET), resource-based view theory (RBV) and institutional theory (IT). This quantitative study will focus on the small, medium and enterprises (SMEs) manufacturing sector in Malaysia. The impact of sustainable entrepreneurship will benefit the triple bottom line (TBL) or 3Ps of quality planet, astronomical profit and prosperous people that eventually lead to high productivity growth and competitiveness of the country

## کلمات کلیدی:

Sustainability; Sustainable Entrepreneurship; Sustainable Practices, Sustainable Performance; Entrepreneurial Bricolage

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/753930>

