

STUDYING THE ROLE OF ENTREPRENEURIAL ORIENTATIONS IN IMPROVING THE PERFORMANCE AND INNOVATIVE BEHAVIORS OF EMPLOYEES

Akbar bahmani*; **Hadi Mohammadzadeh****; **Davood Shafipour*****

*Department of Management,
Payam Noor University,
Tehran, IRAN
Email id: bahmani@pnu.ac.ir

**Department of Management,
Payam Noor University,
Tehran, IRAN

***Department of Management,
Payam Noor University,
Tehran, IRAN

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ABSTRACT

Innovation is a process in which the capabilities must be renewed and strengthened, and the distribution of resources changed. one of the factors that promote innovative performance is the entrepreneurial orientation for organizations. in addition to causing innovative behaviors, entrepreneurial orientation is very important in improving the job performance of employees and ensuring a source of sustainable growth. Organizations can ensure sustainable competitive advantage by searching for suitable opportunities through innovative activities, with an entrepreneurial orientation to risk-taking, and continue to grow in this era of change. Therefore, there is a growing theoretical and practical interest in entrepreneurial orientation as a main factor to improve organizational performance and pursue growth. The current research is a review and applied research based on the purpose and a library research based on the implementation method. The method of data collection in this research is of the library type, which was collected by reading books and articles from internet sites and reliable domestic and foreign databases. To analyze the issue, the researcher first states the research problem and explains the theoretical issues, and finally sums up the opinions of thinkers regarding entrepreneurial orientation, innovative performance and job performance. The result of the research, which is the result of the study of thinkers, shows the connection between these concepts, and based on this connection, at the end, a framework for research and discussion and conclusions were presented.

KEYWORDS: *Entrepreneurial Orientation, Innovative Behavior, Job Performance.*

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