

ENTREPRENEURIAL ORIENTATION AND PRODUCT INNOVATION IN MEXICAN SMALL BUSINESS

Lizeth Itziguery Solano Romo

Autonomous University of Aguascalientes

MEXICO

lisolano@correo.uaa.mx

Gonzalo Maldonado Guzman

Autonomous University of Aguascalientes

MEXICO

gmaldona@correo.uaa.mx

Sandra Yesenia Pinzon Castro

Autonomous University of Aguascalientes

MEXICO

sypinzon@correo.uaa.mx

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ABSTRACT

Entrepreneurial orientation has become an increasingly popular topic that is receiving more attention from researchers and scholars. It is also more common in published investigations in current literature but it is not often to find published theoretical or empirical researches that relate entrepreneurial orientation with the innovation of products in the environment of small and medium-sized enterprises (SMEs). This is why it is important to carry out investigations that analyze the effects that the entrepreneurial orientation creates in the innovation activities of products of SMEs. Therefore, SMEs have to adopt and implement entrepreneurial orientation as part of their everyday activities in order to have more opportunities to increase their level of innovation in products. Thus, the main goal of this research is to analyze the existing relation between entrepreneurial orientation and the abilities of products innovation.

Keywords: *Entrepreneurial orientation, product innovation, small business.*

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