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# Entrepreneurial Orientation and Organizational Performance: The Role of Managerial Traits

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## EXECUTIVE SUMMARY

*Previous research on entrepreneurship in management and marketing literature has not fully considered managerial traits in relation to entrepreneurial orientation (EO) and firm performance. This study examines how EO mediates the relationships between four managerial traits—need for achievement, tolerance of ambiguity, conformity, and individualism—and organizational performance.*

**Keywords:** Entrepreneurship, Entrepreneurial orientation, Organization performance, Managerial traits