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Abstract

Technological Innovation, Entrepreneurial Proactiveness and Performance: The Perspective of Female Executives †

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1. Objectives

Women have been associated with more proactive cognitive processing [1], and women with proactive personality traits are more likely to develop stronger entrepreneurial intentions [2]. Considering the (often) symbiotic association between technological innovation and entrepreneurial proactiveness, the present study aims at investigating the perceptions of female executives about the inter-relationships between technological innovation, entrepreneurial proactiveness, and company performance.

2. Methodology

A sample of 83 female executives employed in firms operating in Greece with an annual turnover of over EUR 10 million participated in this study. Entrepreneurial proactiveness (EP) was measured with three items [3], and company performance (CP) was measured with five items [4]. The respondents were also asked to indicate the level of their company's technological innovation (TI) using a single Likert-type item. The confirmatory factor analysis performed on EP and CP indicated excellent fit of the model.

3. Results

The structural equation model (Figure 1) had an excellent fit (CMIN/DF = 1.032, p = 0.418, CFI = 0.998, TLI = 0.998, RMSEA = 0.020, PCLOSE = 0.668) and showed that TI had a significant and positive effect on EP (standardized β = 0.33). Subsequently, EP had a significant and positive effect on CP (standardized β = 0.29). Based on the above information, it appears that, according to female executives' perceptions, TI has a positive effect on EP. Subsequently, as theoretically expected, EP has a positive impact on CP.

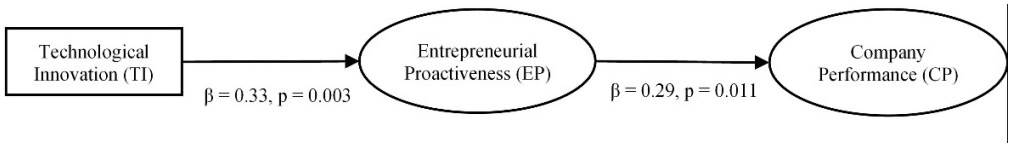

Figure 1. Structural model.

4. Implications

Apart from corroborating the existing literature about the positive impact of EP on CP [5,6], this study has several implications regarding the relationship between TI and EP.

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According to female executives' perspectives, when a company fosters TI, it encourages employees to think creatively and identify opportunities. Thus, this proactive approach to TI enables the organization to stay ahead of its competitors, adapt to the dynamic environment, exploit opportunities by anticipating future trends, and, ultimately, improve its CP.

5. Originality Value

This study's originality (value) is multifold. The specific focus on the perceptions of female executives is significant as it sheds light on a segment of the workforce that has been historically under-represented in entrepreneurial ventures [7] and corporate leadership positions [8]. Furthermore, this study's emphasis on top firms allows for insights into how TI, EP, and CP interplay in larger, established corporate settings.

6. Contributions

The present research contributes to the existing literature by filling a gap in the research related to women's perspectives on corporate entrepreneurship. It provides valuable insights into the relationship between TI, EP, and CP in the context of female executives in top firms. The positive effect of TI on EP highlights the critical role that technology plays in fostering a proactive entrepreneurial mindset within the corporate environment.

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Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The data presented in this study are available upon request from the corresponding author. The data are not publicly available because they were provided by participants solely for the purpose of the present study.

Conflicts of Interest: The authors declare no conflict of interest.

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