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International Entrepreneurial Orientation: Conceptual Considerations, Research Themes, Measurement Issues, and Future Research Directions

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The amount of research conducted on the topic of international entrepreneurial orientation (IEO) has grown exponentially in recent years, thus inviting an analysis of the scholarly conversations taking place. This paper is a review and commentary on how the construct of entrepreneurial orientation (EO) has been leveraged within the international entrepreneurship literature. The possible distinctiveness of the EO and IEO constructs are considered, and the major themes of IEO research are summarized. Several measurement-related issues particularly pertinent to the assessment of EO as a generalizable/universalistic phenomenon are considered. The paper concludes with the identification of research foci whose pursuit promises to advance IEO knowledge along productive paths.

Introduction

The construct and manifestations of entrepreneurial orientation (EO) have garnered considerable attention from researchers over the years, prompting a recent meta-analysis (Rauch, Wiklund, Lumpkin, & Frese, 2009), literature reviews (e.g., Edmond & Wiklund, 2010; Wales, Gupta, & Mousa, 2011), and an *Entrepreneurship Theory and Practice* special issue (Covin & Lumpkin, 2011) on the topic. Although the concept of

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