

Entrepreneurial alertness as a silent noise in new venture performance

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Introduction:

Entrepreneurship is a field that is first gaining attention and interest by researchers, policy makers, and practitioners. This interest brings with it entrepreneurial opportunities and challenges which require entrepreneurial alertness in new venture performance. Literature shows that “entrepreneurial alertness” is a major source of new venture performance (Yu & Stough, 2017; Alvarez & Barney, 2017; Chiang et al., 2018; Eckhardt & Shane, 2013; Parker, 2014 and Kirzner, 2009). In addition, an entrepreneur process begins with generating an idea that involves the entrepreneur identifying and evaluating available business opportunities. This process helps to create and grow a new entrepreneurial venture. It is, however, important to note that identification and evaluation of opportunities is a difficult task. This is due to the fact that the alertness of entrepreneurs is not given the priority it deserves during policy-making processes. Nevertheless, emerging and growing entrepreneurial ventures play an important role in fostering economic growth, job creation, and can influence the internationalization of businesses.

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