

ENTREPRENEURSHIP
COMMERCIALISATION AND
INNOVATION CENTRE



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of ADELAIDE

An Examination of Entrepreneurial Oriented Behaviours in the Australian Wine Industry Regional Clusters

by

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Preliminaries

Research Vocabulary and Abbreviations

Term	Abbreviation	Description
Entrepreneurial Orientation	EO	Lumpkin and Dess (1996) 's five dimensional framework for investigating firm level entrepreneurship: autonomy, innovativeness, risk taking, proactiveness and competitive aggressiveness.
Cluster Shared Resources or Shared Resources in Cluster	CSR	Including Government Support, Institutional Support, External Openness and Trusting Cooperation
Proactiveness	Pro/PRO	One of the five dimensions of EO.
Innovativeness	INNO/Inno	One of the five dimensions of EO.
Risk Taking	RT	One of the five dimensions of EO.
Competitive Aggressiveness	CA	One of the five dimensions of EO.
Autonomy	AUT/Aut	One of the five dimensions of EO.
Market Performance	MP	
Trusting Cooperation	TC	One of the four types of shared resources in clusters.
Government Support	GS	One of the four types of shared resources in clusters.
Institutional Support	INS	One of the four types of shared resources in clusters.
External Openness	ExOp	One of the four types of shared resources in clusters.
Entrepreneurial Opportunity	EOP	An entrepreneurial opportunity is viewed as perceived ends that could be achieved through entrepreneurial means in certain conditions.

Abstract

Interest in regions has gained a forefront position in the economic development policy agenda. The cluster concept is the most widely adopted tool by governments in the pursuit of regional economic development and is increasingly a focus of academia for its cultivation and nurturing of firm entrepreneurship. However, the research on the entrepreneurial oriented behaviours of firms located in clusters is scarce, especially empirically, due to conceptual, theoretical and methodological limitations. The existing limited entrepreneurship and cluster research, which has mainly focussed on the agglomeration dimension of clusters and new firm creation function of entrepreneurship, often offers conflicting research outcomes.

Drawing upon the resource based view, social network theory and entrepreneurial strategic orientation, this research offers a new and dynamic perspective to investigate the impact of clusters on entrepreneurial behaviours of firms. This research aims to address unanswered questions in the literature. First, what are the resources shared in clusters from a social network perspective and what are the relationships among those shared resources? Second, how does the dynamic entrepreneurial process contribute to the market performance of firms located in clusters? Third, do the shared resources of firms contribute to the entrepreneurial process and if so, how?

To answer these questions, this research identifies types of shared resources in clusters, investigates the entrepreneurial process of firms, and advances a theoretical model and empirical research to explain the dynamic relationships between clusters and entrepreneurial oriented behaviours at the firm level. This research uses a set of relational resources occurring in clusters, including institutional support, government support, trusting cooperation and external openness. The research adopted Entrepreneurial Orientation (EO) as a measurement of entrepreneurial oriented behaviours at the firm level. EO is defined as decision-making practices, managerial philosophies and strategic behaviours that are proactive, innovative, risk taking, competitive aggressive and autonomous in nature. Entrepreneurial opportunities consist of opportunities to make breakthrough improvements, such as introducing new products/services, entering new geographical markets and applying new raw materials.

This research used the cross-sectional data collected from the Australian wine industry to test the hypotheses. Through empirical examinations, this research finds the unique characteristics associated with individual shared resources in clusters as well as their influence paths on the entrepreneurial process. This research ends with implications for academics and policy makers and suggestions for further research.

By addressing an important topic and issue, this research evokes new thinking and perspectives in the research on entrepreneurship, clusters and the relationships between the two. It contributes to the ongoing debate on how entrepreneurial firms leverage regional cluster resources to enhance performance in the entrepreneurship and strategic management literatures. As a result, the research methodologies and outcomes of the research contribute to the theoretical building and the practical implementation of entrepreneurship theory, cluster theory and the intersections between the two.

Thesis Declaration

I declare that this thesis does not contains materials which has been accepted for the award of any other degree or diploma in any university or other tertiary institution, and, to the best of my knowledge and belief, contains no materials previously published or written by another person, except where due reference has been made in the text. In addition, I certify that no part of this work will, in the future, be sued in a submission in my name for any other degree of diploma in any university to other institution without the prior approval of the University of Adelaide and where applicable, any partner institution responsible for the joint award of this degree.

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Huanmei Li

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