

## **An Empirical Examination of the Complex Relationships Between Entrepreneurial Orientation and Stakeholder Support**

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### **ABSTRACT**

This paper integrates the entrepreneurial orientation literature and stakeholder theories to explore the evolution of relationships between distinct entrepreneurial behaviors and support from stakeholders with divergent interests. Results from an empirical study in the nonprofit professional theatre industry support a multidimensional conceptualization of entrepreneurial orientation, point to tensions inherent in managing multiple stakeholder demands, and illustrate that different stakeholders support entrepreneurial behaviors in unique and somewhat unexpected ways relative to what might be expected. The findings also offer insight into the complex balancing act that managers must master in enacting entrepreneurial behaviors that result in different levels of support from distinct stakeholder markets.

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