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Strategic Entrepreneurship Orientation and Innovation Performance among Registered SMEs in Rivers State, Nigeria

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Abstract

This study will examine the relationship between strategic entrepreneurship orientation and innovation performance among registered Small and Medium Enterprises (SMEs) in Rivers State, Nigeria. The study is premised on the growing importance of entrepreneurial strategic behaviours in fostering innovation and enhancing the competitiveness of SMEs in emerging economies. Specifically, the study will investigate the influence of strategic proactiveness and strategic risk-taking on creativity and critical thinking as key dimensions of innovation performance. A cross-sectional survey research design will be adopted for the study. The target population comprises 536,852 registered SMEs in Rivers State, from which a sample of 400 respondents will be selected using the Taro Yamane sampling technique. It is anticipated that approximately 386 valid responses will be obtained and utilized for analysis. Data will be collected through a structured questionnaire designed to measure the study variables. Partial Least Squares Structural Equation Modelling (PLS-SEM) will be employed to test the hypothesized relationships. The study anticipates that strategic proactiveness will positively and significantly influence creativity and critical thinking, while strategic risk-taking will also exert a positive and significant effect on these innovation outcomes. Furthermore, the findings are expected to demonstrate that SMEs that embrace proactive strategic actions and calculated risk-taking behaviours are more likely to achieve superior innovation performance. The study will also propose structured decision-making processes as a mechanism for strengthening innovation capabilities and sustaining competitive advantage. The findings are expected to contribute to entrepreneurship and innovation literature by providing empirical evidence on the role of strategic entrepreneurship orientation in enhancing innovation performance among SMEs in Nigeria and other emerging economies.

Keywords: Strategic Entrepreneurship Orientation, Strategic Proactiveness, Strategic Risk-Taking, Creativity and Critical Thinking, Innovation Performance.