



## **2020 CCSBE/CCPME CONFERENCE**

*Meeting Of The Minds: Advancing  
Entrepreneurship in the Global Economy*

*Rencontre avec les esprits:  
Faire progresser l'entrepreneuriat  
dans l'économie mondiale*

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### **Conference Proceedings Les actes de conférence**

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Ryerson University,  
Toronto, Canada*

## Session 2C: The Role of Entrepreneurial Networks, Partnership, and Community Connections

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Moderator: Ed Leach

### **Entrepreneurial network, orientation and performance: Evidence from small firms in Assam, India**

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#### **Abstract**

Based on the primary data collected from 224 respondents, this present study aims to find out the influence of entrepreneurial networks (EN) on firm performance with entrepreneurial orientation (EO) as the moderator variable, covering the state of Assam, India. The survey data is collected by visiting various small manufacturing firms, operating in selected districts based on the largest, moderate and low concentration of industry in the state through a structured questionnaire. In this research, multiple regression analysis is conducted for ascertaining the strength of relationship between independent and dependent variable and hierarchical regression is used to find out the moderating effects of EO on the relationship between independent and dependent variables. The findings of this empirical study suggest that entrepreneurial networks have an influence on subjective performance of small firms in Assam. More so, the statistical result indicates that entrepreneurial orientation moderated the relationship between networks and firm performance. This suggests the need to encourage entrepreneurs to engage in active networking with different actors within and outside the existing networks and especially with those who are relevant to the business. The findings are also expected to provide valuable information to researchers, policy makers and managers on the significance of both entrepreneurial networks and orientation.

**Key words:** Entrepreneurial orientation, entrepreneurial networks, subjective performance, small firms, Assam.