



Effect of Entrepreneurial Orientation on Perceived Non-Financial Performance of Star-Rated Hotels in Uganda

Arinaitwe Mercy *

Lecturer in Leisure and Hospitality Management
Makerere University Business School, Uganda
*Corresponding Author: marinaitwe@mubs.ac.ug

Muganda Catherine

Lecturer in Management Science and Entrepreneurship
Moi University, Kenya

Rotich Dorothy

Senior Lecturer in Hotel and Hospitality Management
Moi University, Kenya

Abstract

The purpose of the study was to examine the effect of entrepreneurial orientation on perceived non-financial performance of star-rated hotels in Uganda. The study was guided by resource-based view and upper echelons theories. A positivism research philosophy and an explanatory research design with a cross-sectional approach were adopted, while a multi-stage sampling technique; stratified, simple random and purposive sampling techniques were used to collect quantitative data using survey questionnaires administered to a sample size of 53 star-rated hotels involving 265 managers out of a population of 62 star-rated hotels. Hypotheses were tested using multiple regression model. Results showed that innovativeness, pro-activeness, risk-taking, and autonomy had significant and positive effect on perceived non-financial performance of start-rated hotels in Uganda, while competitive-aggressiveness had insignificant and positive effect on perceived non-financial performance of start-rated hotels in Uganda. This study therefore provides hotel managers insight to help them evaluate the dimensions of entrepreneurial orientation in terms of perceptions of their known benefits to make informed decisions to achieve superior performance.

Keywords: Innovativeness, Pro-Activeness, Risk-Taking, Autonomy, Non-Financial Performance, Start-Rated Hotels Competitive-Aggressiveness

Suggested Citation:

Mercy, A., Catherine, M. & Dorothy, R. (2021). Effect of Entrepreneurial Orientation on Perceived Non-Financial Performance of Star-Rated Hotels in Uganda. *Journal of Business Management and Economic Research (JOBMER)*, Vol: 5, Issue: 6, 167-182.