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THE ROLE OF NETWORKS ON WOMEN ENTREPRENEURSHIP IN TOURISM

This study used network theory to examine how the entrepreneurship orientation-performance nexus is intermediated by networks women led tourism firms in West Africa establish with government agencies, suppliers, and resource acquisition. **Dr Alector Ribeiro, Dr Albert Kimbu**, and colleagues provide empirical evidence to better understand the importance of external networks on firm competitive advantage.

WOMEN ENTREPRENEURSHIP ORIENTATION, NETWORKS, AND FIRM PERFORMANCE IN THE TOURISM INDUSTRY IN RESOURCE-SCARCE CONTEXTS

DR ALECTOR RIBEIRO & DR ALBERT KIMBU

Our novel theorizing and empirical analysis show that unlike most of the past studies testing the intricate entrepreneurial orientation-performance nexus, this study incorporated three intermediate variables– political ties, business ties, and network resource acquisition – to break up the direct relationship, offering different and complementary explanations for the inconsistent findings gained from previous studies. Our results demonstrate that the advantage of establishing strong political ties with government agencies, business ties with suppliers and accessing and acquiring resources from network actors are important means entrepreneurial orientation contributes to firm

performance, especially those owned/managed by women in resource scarce context. Our finding also demonstrated that in relation to women tourism entrepreneurs' resources acquisition, this study offers fine-grained insights and empirical evidence that strong ties with suppliers, politics and government agencies are the main determinants of firms' ability to leverage their networks to acquire resources in resource-scarce context. This implies that establishing strong business and political ties are critical factors in accessing resources that ultimately can lead to a competitive advantage among women entrepreneurs.



FURTHER READING:

Ribeiro, M. A., Adam, I., Kimbu, A. N., Afenyo-Agbe, E., Adeola, O., Figueroa-Domecq, C., & Jong, A. d. (2021). Women entrepreneurship orientation, networks and firm performance in the tourism industry in resource-scarce contexts. *Tourism Management*

Link: bit.ly/2RDIZAz

In relation to policy, governments and development agencies in resource-scarce countries should endorse educational and training agendas to help entrepreneurs understand how to establish higher levels of entrepreneurial orientation and cultivate stronger external network ties relevant for business survival and growth.