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Strategic Orientation and Business Performance: Evidence from the IT Industry in Ukraine

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It is well known and already established that there is a positive relationship between entrepreneurial orientation and business performance of the organisation. However, not much has been found about such antecedents of the entrepreneurial orientation as human resource management practices and organisational learning mechanisms and its impact on level of EO of the organisation. Furthermore, such study was not conducted for the IT industry of Ukraine. Therefore, this research is aimed to find out whether there is a positive relationship between these variables and its case of Ukrainian IT industry, in particular.

Herewith, this poster is intended to describe research framework and logic of the research aimed to answer the following research question:

“What are the characteristics of a new model or framework that better identifies the interaction and inter-dependencies between, HRM practices, organizational learning, entrepreneurial orientation and business performance in the Ukrainian IT industry?”