

**Exploring the Synergy of the Relationship between Entrepreneurial Orientation,
Organizational Culture, and Service Innovation Performance: A Bibliometric Study**

ANDRÉS SHUM LEÓN
TECNOLÓGICO DE COSTA RICA

LINDA JESSICA DE MONTREUIL CARMONA
UNIVERSIDADE REGIONAL DE BLUMENAU (FURB)

Exploring the Synergy of the Relationship between Entrepreneurial Orientation, Organizational Culture, and Service Innovation Performance: A Bibliometric Study

Introdução

In the current context of volatility, uncertainty, complexity, and digital transformation, organizational agility in the service sector relies on a dynamic combination of factors, including entrepreneurial orientation, organizational culture, and service innovation performance.

Problema de Pesquisa e Objetivo

This paper aims to analyze the published academic landscape on the relationship between entrepreneurial orientation, organizational culture, and service innovation performance, as well as to identify key trends and opportunities for future research in this field.

Fundamentação Teórica

Entrepreneurial orientation, defined by the dimensions of innovativeness, proactiveness, risk-taking, competitive aggressiveness, and autonomy (Lumpkin & Dess, 1996), is influenced by organizational culture and can facilitate both innovation and organizational adaptability (Cameron & Quinn, 2006; Schein, 1985). Service innovation performance reflects a company's ability to develop and offer innovative services (Gallouj & Weinstein, 1997). These constructs are essential for organizational agility in changing environments (Verhoef et al., 2021).

Discussão

The bibliometric analysis reveals a high concentration of citations among key authors such as Covin, Miller, Lumpkin, and Zahra. The lexicographic analysis identified four main clusters: organizational innovation, research methodology, organizational culture, and its context and strategy. Few studies consider autonomy and competitive aggressiveness, crucial for the service sector (Gregory et al., 2023). Aligning business strategy with big data analytics enhances personalization and efficiency (Akter et al., 2016; Alkhatib & Valeri, 2024).

Conclusão

This study highlights the importance of the interaction between entrepreneurial orientation, organizational culture, and service innovation performance for competitiveness in the service sector. An adaptable culture and proactive entrepreneurial orientation are essential for driving innovation. Recommended strategies include training programs in innovation, adopting emerging technologies, strategic alliances, and agile methodologies. These strategies enhance organizational performance and customer satisfaction in a dynamic global environment, enabling companies to adapt to market dynamics.

Referências Bibliográficas

Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21(1), 135-172. Toivonen, M., & Tuominen, T. (2009). Emergence of innovations in services. *The Service Industries Journal*, 29(7), 887-902. Verhoef, P., et al. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889-901. Wales, W., et al. (2023). Entrepreneurial orientation as a theory of new value creation. *The Journal of Technology Transfer*, 48, 323-346.