

**STRATEGIC ENTREPRENEURSHIP COMPETENCY ON OPERATIONAL INNOVATION AND FIRM
SUCCESS OF ELECTRICAL AND ELECTRONIC EXPORT BUSINESSES IN THAILAND**

Purit Pongpearchan, Mahasarakham Business School, Mahasarakham University, Thailand
Atthaphon Mumi, Mahasarakham Business School, Mahasarakham University, Thailand

[dx.doi.org/10.18374/EJM-13-4.13](https://doi.org/10.18374/EJM-13-4.13)

ABSTRACT

The study investigates the effects of strategic entrepreneurship competency on operational innovation and firm success. According to the existing literature, strategic entrepreneurship competency is an origin of operational innovation that leads to firm success. Thus, strategic entrepreneurship competency is important for a long-term survival of firms. Based on competency-based view theory and contingency theory, we postulate that strategic entrepreneurship competency create the contextual influence on operational innovation, and leading to firm success. The sample of 783 electrical and electronic export businesses in Thailand and statistics used are tested by ordinary least squared regression. In addition, response bias, validity and reliability were examined by researcher. The results reveal that strategic entrepreneurship competency has an impact on operational innovation. Furthermore, operational innovation has a positive relationship with firm success. Consequently, theoretical and managerial contributions, and suggestions for future research are presented.

Keywords: *Strategic Entrepreneurship Competency, Operational Innovation*