

**EFFECTS OF ENTREPRENEURIAL INTENSITY ON FIRM PERFORMANCE OF SMEs IN THAILAND**

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**ABSTRACT**

This study aims to investigate the impacts of entrepreneurial intensity and firm performance of small- and medium-sized enterprises (SMEs) through customer response efficiency, market reaction competency, competitor learning effectiveness and business advantage. The moderating effect of competitive mindset is also examined. Entrepreneurial intensity consists of five dimensions: autonomy focus, innovative orientation, proactive capability, risk-taking competency, competitive aggressiveness mindset. The data were collected by using questionnaire from 116 SMEs in Thailand. The results indicate that entrepreneurial intensity is partially supported for the hypotheses derived from the conceptual model. Moreover, the hypothesized moderating effects of competitive mindset are not supported. Potential discussion with the research results is effectively implemented in the study. Contributions and suggestions are provided for the further research.

Keywords: *Entrepreneurial intensity; Autonomy focus; Innovative orientation; Proactive capability; Risk-taking competency; Competitive aggressiveness mindset; Customer response efficiency; Market reaction competency; Competitor learning effectiveness; Business advantage; Firm performance.*