

Entrepreneurial Orientation and Growth of University Students' Owned Micro Enterprises in Moshi Municipality Tanzania

By

Placid Ernest Komba

Master of Business Management

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Entrepreneurial orientation is considered as an important factor towards the prevailing success of micro enterprises in Tanzania due to the fact that it acts as a source of creating new jobs, catalyst of economic growth and also an important factor in the free-market economy it also significantly impacts economic development in the influence of the market. The study aimed to assess the influence of entrepreneurial orientation towards the growth of university students owned micro enterprises in Moshi municipality in Tanzania. Cross sectional research design was used during the collection of data, while snowball sampling technique was used to get respondents in the study area, this made a total of 117 respondents (university students owned micro enterprises). The data were analysed using of statistical package for social science (SPSS) where descriptive statistics (frequency and percentage) and binary logistic regression were employed. The study found out that innovation has made micro enterprises to have an emphasis on new and innovative product/services. The findings showed that micro enterprises are pro-active in the sense that they continue to seek out new products/services and also, they initiate actions which the competitors respond to. For the case of autonomy, the study found out that micro enterprise owner has the ability to be self-directed in pursuing new opportunities but also the study found that they involve workers in taking actions outside the chain of command. The study concludes that EO has a great influence towards the growth of micro enterprise to university students. Also, the study recommends that micro enterprises owners should encourage the practice of EO dimensions in order to encourage their growth, competitive, profitability and survival.