ENTREPRENEURIAL ALERTNESS, TECHNOLOGICAL INNOVATIONS, AND NEW PRODUCT AND SERVICE DEVELOPMENT: EVIDENCE FROM TWO STUDIES (SUMMARY)

Jintong Tang  
*Saint Louis University*

Patrick J. Murphy  
*DePaul University*

Raman Chadha  
*DePaul University*

Renhong Zhu  
*Zhongshan University*

---

**Recommended Citation**

Tang, Jintong; Murphy, Patrick J.; Chadha, Raman; and Zhu, Renhong (2007) "ENTREPRENEURIAL ALERTNESS, TECHNOLOGICAL INNOVATIONS, AND NEW PRODUCT AND SERVICE DEVELOPMENT: EVIDENCE FROM TWO STUDIES (SUMMARY)," *Frontiers of Entrepreneurship Research*; Vol. 27: Iss. 5, Article 11. Available at: [http://digitalknowledge.babson.edu/fer/vol27/iss5/11](http://digitalknowledge.babson.edu/fer/vol27/iss5/11)
SUMMARY

ENTREPRENEURIAL ALERTNESS, TECHNOLOGICAL INNOVATIONS, AND NEW PRODUCT AND SERVICE DEVELOPMENT: EVIDENCE FROM TWO STUDIES

Jintong Tang, Saint Louis University, USA
Patrick J. Murphy, DePaul University, USA
Raman Chadha, DePaul University, USA
Renhong Zhu, Zhongshan University, China

Principal Topic

Entrepreneurial alertness is a key factor driving the opportunity recognition process. However, models of entrepreneurial alertness remain underdeveloped because of the ambiguity and diversity of definitions and integral components. As such, there is a gap in the literature when it comes to the role alertness plays in the entrepreneurial process. To address the issue of ambiguous theoretic models, we provide a reconceptualization of alertness using social cognition theory. We define alertness as the ability to accumulate, transform, and select information related to entrepreneurial opportunities. To address the gap in the literature, we posit that entrepreneurial alertness leads to technological innovations which, in turn, promote new product and service developments in firms. We acknowledge that such innovations are distinct from new product or service developments. Thus, there is temporal disparity between the point at which innovations are introduced and the point at which new products or services are developed. We sought evidence for explaining these phenomena in two empirical studies conducted across two distinct national cultures.

Method

Study 1. This study provided evidence that alertness leads to technological innovations. We collected data from 146 responses from entrepreneurs in Guangzhou, China. Alertness was based on self-report and innovations were measured based on average investment in research and development over the past three years.

Study 2. This study confirmed and extended study 1 results. Sample data consisted of 109 entrepreneurs in the Mid-West and Southeast USA. A newly developed and validated 13-item scale of alertness was used. Innovation was measured based on number of technological innovations introduced over the past five years. New product and service developments were indexed with an objective scale reporting the number introduced and a subjective measure rating their innovativeness (radical, incremental).

Results and Implications

Results offer support that alertness leads to increased technological innovation, which leads to new product and service development. Our study offers a greater understanding of the role of alertness in the entrepreneurial process. An important implication of this research is evidence that the alertness construct generalizes across different cultures (i.e., China, USA) and industries as an antecedent of technological innovations.

CONTACT: Jintong Tang; jtang@cba.ua.edu; (T): 314-977-3850; (F): 314-977-1484; Department of Management, John Cook School of Business, Saint Louis University, 3674 Lindell Boulevard, St. Louis, MO 63108.