

## **ABSTRACT**

Entrepreneurship is a concept much studied in the passed years under many perspectives. Entrepreneurship research focuses on personal traits, creative opportunities and the relations between them. In theory, the owner manager with entrepreneurship tries to create or innovate continuously for the development of the enterprise. However, passed studies have paid much attention on impacts of personal traits on enterprise performance. Studies on the way the owner manager with entrepreneurship explores and exploits opportunities have not been significantly interested. The exploration and exploitation of opportunities depend upon the collection, interpretation of data, information for environment formulation and selection of responses to the environment for opportunity exploitation. The collection, interpretation of data, information and selection of responses are conducted by knowledge management orientation (KMO) and market orientation (MO) of the enterprise.

Hence, this study aims at establishing the relations among entrepreneurship of the owner manager, KMO, MO and enterprise performance as well as impacts of demographics of the owner manager on these relations.

A research model composed of relations among owner manager' s entrepreneurship, KMO, MO and enterprise performance has been designed and tested quantitatively with a sample of 314 Small-and-Medium Enterprises (SMEs) in Hochiminh City. Test results show that the model fits into the data. The entrepreneurship has positive impact on KMO, KMO accelerates MO, and MO has positive impact on performance. The owner manager educated in business administration causes these relations stronger than the ones educated in other fields. The owner manager with experiences in internal management causes no difference in the strength of these relations as compared with the ones with experiences in output management. The young owner manager creates these stronger relations than the old owner manager.

The results of the study have contribution to the explanations of the way the owner manager with entrepreneurship produces performance via KMO and MO to interpret and formulate the environment and select responses to it. The results also show that entrepreneurship of owner manager impacts on KMO and that KMO, MO have total mediation role to the relation between entrepreneurship and enterprise performance. This is a contribution of the study to the development of entrepreneurship theory. Some implications of the results to the Governmental policies for SMEs support and SMEs management have been proposed.