

The Impact of Entrepreneurial Alertness on the Performance of Immigrant-owned Enterprises in South Africa

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ABSTRACT The failure to recognise and exploit market opportunities negatively impact on the performance of immigrant-owned enterprises. Opportunity identification can be enhanced by entrepreneurial alertness. The study investigated the impact of entrepreneurial alertness on the performance of immigrant-owned businesses in South Africa. The study employed the quantitative research approach. Self-administered questionnaires were used for data collection in a survey. Convenience and snowball methods were used for sampling. Scanning and search, association and connection and evaluation and judgement were used to measure entrepreneurial alertness. To measure the performance of immigrant-owned enterprises, the study used increase in sales for the last three years. Data analysis included descriptive statistics, confirmatory factor analysis and regression analysis. The Cronbach's alpha was used to measure reliability. The results indicated that all the three measures of entrepreneurial alertness have positive and significant impact on the performance of immigrant-owned enterprises.