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Gregory G. Dess is the Andrew R. Cecil Endowed Chair in Management at the University of Texas at Dallas. His primary research interests are in strategic management, organization-environment relationships, and knowledge management. He has published numerous articles on these subjects in both academic and practitioner-oriented journals.

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Alan B. Eisner is Professor of Management and Department Chair, Management and Management Science Department, at the Lubin School of Business, Pace University. He received his PhD in management from the Stern School of Business, New York University.

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3-2 5. In conducting a SWOT analysis, a risk for strategists is that they rely on traditional definitions of their industry and competitive environment and therefore focus too narrowly on current competitors.

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has become a hot topic of debate within the field of strategic management and has become popular areas of research ... (Lumpkin & Dess, 1996). (Lumpkin & Dess, 1996; Rauch, Wiklund, Frese, & Lumpkin, 2009). According to Lumpkin and Dess (1996), Entrepreneurial Orientation can be viewed as a set of psychological

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