

List of References

- Ali, M., & Bailur, S. (2007). The challenge of “sustainability” in ICT4D—Is bricolage the answer. *In Proceedings of the 9th International Conference on Social Implications of Computers in Developing Countries*, Sao Paulo, Brazil.
- Antonelli, C., Crespi, F., & Scellato, G. (2013). Internal and external factors in innovation persistence. *Economics of Innovation and New Technology*, 22(3), 256-280.
- Atuahene, K., & Ko, A. (2001). An empirical investigation of the effect of market orientation and entrepreneurship orientation alignment on product innovation. *Organization Science*, 12(1), 54-74.
- Austin, J. E., Stevenson, H. H., & Wei, J. (2003). Social entrepreneurship and commercial entrepreneurship: Same, different, or both? *Entrepreneurship Theory and Practice*, 30 (1), 1-22.
- Barendsen, L., & Gardner, H. (2004). Is the social entrepreneur a new type of leader? *Leader to Leader*, 34(1), 43-50.
- Bailey, A., & Ngwenyama, O. (2009). Social ties, literacy, location and the perception of economic opportunity: Factors influencing telecentre success in a development context. *Proceedings of the 42nd Hawaii International Conference on System Sciences*, Waikoloa, USA .
- Bailey, A., & Ngwenyama, O. (2013). Toward entrepreneurial behavior in underserved communities: An ethnographic decision tree model of telecenter usage. *Information Technology for Development*, 3, 1-19.
- Bar, F., Coward, C., Koepke, L., Rothschild, C., Sey, A., & Sciadas, G. (2013). The impact of public access to ICTs: Findings from a five-year, eight-country study. In *Proceedings of the Sixth International Conference on Information and Communication Technologies and Development*, Cape Town, South Africa.

- Bashir, M. S., Samah, B. A., Emby, Z., Badsar, M., Shaffril, H., & Aliyu, A. (2011). Information and communication technology development in Malaysia: Influence of competency of leaders, location, infrastructures and quality of services on telecentre success in rural communities of Malaysia. *Australian Journal of Basic and Applied Sciences*, 5(9), 1718-1728.
- Becheler, R. C., & Maurer J. G. (1999). The proactive personality disposition and entrepreneurial behaviour among small company presidents. *Journal of Small Business Management*, 37(1), 28.
- Best, M. L., & Kumar, R. (2008). Sustainability failures of rural telecenters: Challenges from the sustainable access in rural india (sari) project. *Information Technologies & International Development*, 4(4), 31-45.
- Brinckerhoff, P.C. (2000). Social Entrepreneurship: The art of mission based venture development. New York: John Wiley and Sons.
- Covin, J. G., & Slevin, D. P. (1988). The influence of organisation structure on the utility of an entrepreneurial top management style. *Journal of Management Studies*, 25(3), 217-234.
- Covin, J. G., & Slevin, D. P. (1989). Strategic management of small firms in hostile and benign environments. *Strategic Management Journal*, 10, 75-87.
- Covin, J. G., & Slevin, D. P. (1991). A conceptual model of entrepreneurship as firm behaviour. *Entrepreneurship Theory and Practice*, 16(1), 7-25.
- De clerq, D., Dimov, D., & Thongpapanl, N.T. (2013). Organisational social capital, formalization, and internal knowledge sharing in entrepreneurial orientation formation. *Entrepreneurship Theory and Practice*, 37(3), 505-537.
- Diamantopoulos, A., & Hart, S. (1993). Linking market orientation and company performance: Preliminary evidence of Kholi and Jaworski's framework. *Journal of Strategic Marketing*, 1(2), 93-121.

- Elkington, J., & Hartigan, P. (2008). *The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Changes the World*, Boston: Harvard Business Press.
- Frishammar, J., & Ake, S. (2007). The role of market orientation and entrepreneurial orientation for new product development performance in manufacturing firms. *Technology Analysis and Strategic Management*, 19(6), 765-788.
- Greenley, G. E. (1995). Market orientation and company performance: Empirical evidence from UK companies. *British Journal of Management*, 6(1), 1-13.
- Gurbuz, G., & Aykol, S. (2009). Entrepreneurial management, entrepreneurial orientation and Turkish small firm growth. *Management Research News*, 32(4), 321-336.
- Idar, R., & Mahmood, R. (2011). Entrepreneurial and marketing orientation relationship to performance: The SME perspective. *Interdisciplinary Review of Economics and Management*. 1(2), 1-8.
- Jalilian, K., Jamshidinavid, B., Ghanbary, M. (2013). The impact of entrepreneurial orientation and market orientation on the performance of industrial firms listed in Tehran stock exchange (food, chemical, pharmaceutical, automobile). *International Research Journal of Applied and Basic Sciences*, 5(5), 644-649.
- Jaworski, B. J., & Kholi, A.K. (1993). Market orientation: The construct, research propositions, and managerial implications. *The Journal of Marketing*, 3, 1-18.
- Kohli, A. K., & Jaworski, B. J. (1990). Market Orientation: Antecedents and consequences. *The Journal of Marketing*, 3, 53-70.
- Kreiser, P.M., Marino, L.D., & Weaver, K. M. (2010). Cultural influences on entrepreneurial orientation: The impact of national culture on risk taking and proactiveness in SMEs. *Entrepreneurship Theory and Practice*, 34(5), 959-983.
- Kreiser, P.M., Marino, L.D., Dickson, P., & Weaver, K. M. (2010). Assessing the psychometric properties of the entrepreneurial orientation scale: A multi-country analysis. *Entrepreneurship Theory and Practice*, 26(4), 71-94.

- Kumar, R., & Best, M. L. (2007). Social impact and diffusion of telecenter use: A study from the sustainable access in rural India project. *The Journal of Community Informatics*, 2(3), 3-5.
- Lumpkin, G.T., & Dess, G. G. (2001). Linking two dimensions of entrepreneurial orientation to firm performance. *Journal of Business Venturing*, 16(5), 429-451.
- Lumpkin, G.T., & Dess, G. G. (2001). The effect of 'Simplicity' on strategy performance relationship. *Journal of Management Studies*, 43(7), 1583-1604.
- Margolis, J. D., & Walsh, J. P. (2003). Misery loves companies: Rethinking social initiatives by business. *Administrative Science Quarterly*, 48, 268-305.
- Matear, S., Osborne, P., Garrett, t., Gray, B.J. (2002). How does market orientation contribute to service form performance? An examination of alternative mechanisms. *European Journal of Marketing*, 36(10), 1058-1075.
- Miller, D., (1983). The correlate of entrepreneurship in three types of firms. *Management Science*, 29, 770-791.
- Miller, D., & Friesen, P. H. (1982). Innovation in conservative and entrepreneurial firms: Two models of strategic momentum. *Strategic Management Journal*, 3(1), 1-25.
- Miller, D., & Friesen, P. H. (1982). Strategy making and environment: The third link. *Strategic Management Journal*, 3(1), 1-25.
- Narver, J. C., & Slater, S. F. (1990). The effect of market orientation on business profitability. *The Journal of Marketing*, 20-35.
- Norizan, A. R. (2009). Empowering the rural communities via the telecentres. *European Journal of Social Sciences*, 9(3).
- Rao, S. S. (2008). Social development in Indian rural communities: Adoption of telecentres. *International Journal of Information Management*, 28(6), 474-482.
- Santos, F. M. (2012). A positive theory of entrepreneurship. *Journal of Business Ethics*, 111(3), 335-351.

- Seelos, C., & Mair, J. (2005). Entrepreneurs in service of the poor: Models for business contributions to sustainable development. *Business Horizons*, 48(3), 241-246.
- Sen, B. A., (2010). Theory, research and practice library management & market orientation. *Library Management*, 31(4-5), 344-353.
- Shaw, E., & Carter, S. (2007). Social entrepreneurship: Theoretical antecedents and empirical analysis of entrepreneurial processes and outcomes. *Journal of Small Business and Enterprise Development*, 14(3), 418-434.
- Shirokova, G., Vega, G., & Sokolova, L. (2013). Performance of Russian SMEs: Exploration, exploitation and strategic entrepreneurship. *Critical Perspectives on International Business*, 9(2), 173-203.
- Shoham, A. (2005). Market orientation and performance: A meta-analysis. *Marketing Intelligence and Planning*, 23 (5), 435-454.
- Narver, J. C., & Slater, S. F. (1990). Market orientation and the learning organisation. *Journal of Marketing*, 59, 63-74.
- Spear, R. (2006). Social entrepreneurship: A different model. *International Journal of Social Economics*, 33 (5), 399-410.
- Todorovic, Z. W., & Ma, J. (2008). Entrepreneurial and market orientation relationship to performance: The multicultural perspective. *Journal of Enterprising Communities: People & Places in the Global Economy*, 2(1), 21-36.
- Turner, & Daniel, W. (2010). Qualitative interview design: A practical guide for novice investigators. *The Qualitative Report*, 15 (3), 754-760.
- Urban, B. (2008). Social entrepreneurship in South Africa: Delineating the construct with associated skills. *International Journal of Entrepreneurial Behaviour & Research*, 14(5).
- Venkatraman, N., & Tamanujam, V. (1986). Measurement of business performance in strategy research: A comparison of approaches. *Academy of Management Review*, 11(4), 801-814.

- Vij, S., & Bedi, H. S. (2012). Relationship between entrepreneurial orientation and business performance: A review of literature. *The IUP Journal of Business Strategy*, 9(3), 17-31.
- Vora, D., Vora J., & Polley, D., (2011). Applying entrepreneurial orientation to a medium sized firm. *International Journal of Entrepreneurial Behaviour and Research*, 18(3), 352-379.
- Wiklund, J. (1999). The sustainability of the entrepreneurial orientation: Performance relationship. *Entrepreneurship Theory and Practice*, 24, 37-48.
- Yin, R. K. (2009). *Case study research: Design and methods*. Thousand Oak: Sage Publications.
- Yin, R. K. (2014). *Case study research: Design and methods*. Thousand Oak: Sage Publications.
- Yunus, M., Jolis, A. (1998). *Banker to the Poor*. London :Aurum Press.
- Yunus, M. (2007). Creating a world without poverty: Social business and the future of capitalism. *Public Affairs*, 2(1), 21-36
- Zahra, S. A., & Dess, G. G. (2001). Entrepreneurship as a field of research: Encouraging dialogue and debate. *Academy of Management Review*, 26(1), 8-10.
- Zahra, S. A., Rawhouser, H. N., Bhawe, N., Neubaum, D. O., & Hayton, J. C. (2008). Globalisation of social entrepreneurship opportunities. *Strategic Entrepreneurship Journal*, 2(2), 117-131.
- Zhou, K.Z., Yim, C. K., & Tse, D. K. (2005). The effects of strategic orientation on technology and market based breakthrough innovations. *Journal of Marketing*, 69, 42-60.