



Influence of Entrepreneurial Orientation on the Profitability of Real Estate Firms in South West, Nigeria

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Abstract

The study examined the effect of Entrepreneurial Orientation (EO) on the profitability of real estate firms in the South West, Nigeria. This was with a view to determine the relationship that exists between the EO- dimensions and the profitability of real estate firms. Data were collecting through questionnaire administration and analysed using both descriptive and inferential statistics. Finding of the study revealed that EO has a significant effect on profitability. The study concluded that there is a positive relationship between the EO and the profitability of real estate firms, and recommended that the utilisation of EO dimensions will lead to an improvement in the profitability of the real estate firms.

Keywords: Entrepreneurial orientation, EO- dimensions, firms performance, profitability, real estate firms