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VIRTUAL LEADERSHIP, ENTREPRENEURIAL ORIENTATION, CREATIVITY AND PRODUCTIVITY

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The study examines the influence of virtual leadership practices on the dimensions of entrepreneurial orientation of a perceived virtual oriented organisation operating in Dubai. The study also distinguishes the impact of virtual leadership practices and entrepreneurial orientation on the dimensions of creativity and productivity. A path analysis was performed, applying AMOS. The following hypotheses were tested: H1a: The relationship between innovativeness and virtual leadership will be negative and significant. H1b: The relationship between proactiveness/competitive aggressiveness and virtual leadership will be negative and significant. H1c: The relationship between risk taking and virtual leadership will be negative and significant. H2a: The virtual leadership dimensions will be positively and significantly related to creativity. H2b: The virtual leadership dimensions will be positively and significantly related to productivity. Overall, the Hypotheses were partly supported, for some of the entrepreneurial orientation variables. Moreover, the study investigates the psychometric properties of the virtual leadership instrument.