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## **The Effect of Entrepreneurial Orientation towards Job Performance among Lecturers**

### **Abstract**

Education has been identified as one of the important factor in realizing the status of a developed country for Malaysia. The responsibility is even bigger for higher learning institution as the catalyst in shaping the youth as the leaders for the future. In higher learning institutions, the responsibilities of bringing excellence to their institutions are everyone's responsibility. Academics need to be proactive, innovative and willing to take certain risks in exploring opportunities for their development in the respective universities. The criteria mentioned are very much related to the dimensions of entrepreneurial orientation. However, very limited study has been made linking entrepreneurship with job performance among lecturers. As there is a significant gap in this area, this paper will study the presence of the traits of academic entrepreneurial orientation with respect to their job performance.

**Keywords Entrepreneurial Orientation, Job Performance, Lecturer, University**