

Technopreneurial Attitude in the Zimbabwean Food-processing Sector

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ABSTRACT Technopreneurship can be seen as a system, policy, strategy, process or an individual or group attitude. Although it might be assumed that technopreneurial attitude leads to technopreneurial behaviour, this is not always the case. The paper is based on research conducted on technopreneurship as an attitude in the Zimbabwean food-processing sector. The objectives of the study were to determine the attitude of food processors towards technopreneurship, the feasibility of technopreneurship in light of the attitude and the relationship between professional specialisation and technopreneurial attitude, as well as professional specialisation and the feasibility of technopreneurship. The research adopted a survey approach to gather, analyse and interpret quantitative data. The results indicated that companies in the food-processing sector have a positive attitude towards technopreneurship and the feasibility of technopreneurship in the sector. However, it was concluded that the positive attitude does not automatically lead to technopreneurial behaviour because of intervening variable.