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## **SECTORAL CHOICE AND ENTREPRENEURIAL ORIENTATION IN A COMPARATIVE STUDY OF AMERICAN AND MOROCCAN SME MANAGERS**

### **Abstract:**

This survey aims to compare the profile of American and Moroccan small and medium-sized enterprise (SME) managers and investigates how sectoral choice and entrepreneurial orientation are impacted by their differences. The study draws on existing literature on entrepreneurship and SME management, as well as data from surveys and interviews conducted with SME managers in both countries. Key differences identified include variations in education level, access to capital, and cultural values. American SME managers tend to have higher levels of education and greater access to funding, while Moroccan SME managers may face challenges in obtaining financing and may be more influenced by cultural values. These differences can impact the types of businesses that managers choose to start or manage, as well as their approach to entrepreneurship. Improving access to education and funding opportunities, promoting a culture of innovation and entrepreneurship, and supporting the growth of new sectors are few of the possible solutions to address these differences.

Outcomes of this study emphasizes important role of understanding the differences between American and Moroccan SME managers that can provide insights into how to support and encourage entrepreneurship in different contexts.

### **Keywords:**

Keywords: SMEs, managers, sectoral choice, entrepreneurial orientation, education, access to capital, cultural values, innovation, entrepreneurship.

**JEL Classification:** L26, L26