

ABSTRACT

This study aims to build a conceptual model of a gap in the literature between entrepreneurial orientation and marketing performance with the new concept of energizing professional networks. A model with empirical testing is presented with proactive variables, risk taking and innovativeness that encourage increased marketing performance. Respondents of this study are managers or owners of Fashion SMEs in the Central Java region. A total of 500 questionnaires were distributed and 375 questionnaires were collected. Then a selection process was carried out for the returned questionnaires. The results of this selection were obtained from 375, 50 cases were damaged, did not meet the requirements because the data were incompletely filled in as many as 75 cases, so that those who met the requirements and were further processed were 250 samples. The analysis technique uses Structural Equation Modeling with AMOS. The results showed that proactive, risk taking and innovativeness had a significant effect on energizing professional networks, and *energizing professional networks* had a significant effect on marketing performance. This study also shows that *energizing professional networks* mediates the relationship between *proactive, risk taking, innovativeness* and marketing performance. Of the ten hypotheses proposed, all are accepted, so that *energizing professional networks* can be implemented to improve marketing performance and contribute to the development of dynamic marketing capabilities theory, especially in the field of fashion marketing strategy.

Keywords: *proactive, risk taking, innovativeness energizing professional networks, marketing performance.*