

Influence Of Entrepreneurial Social Capital On Enterprise Performance With Transformational Leadership Style As The Moderating Variable.

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- **Abstract:** When seeing from the perspective of social capital, entrepreneurs can transform the external critical resources into the resources required by enterprise development, so that they can become the key bridge connecting enterprises and external resources. Based on the social capital theory, in this paper, entrepreneurial social capital was divided into three dimensions, including institutional social capital, commercial social capital, and technological social capital. Then through the theoretical analysis, the theoretical model that the three dimensions of entrepreneurial social capital generate influence on enterprise performance and take the transformational leadership style as the moderator variable. On this basis, 300 valid samples were used to conduct empirical studies on the research model and research hypothesis. This paper used the SPSS25.0 to analyze the valid data. The empirical results indicated that except for commercial social capital, both institutional social capital and technological social capital had a significant correlation with enterprise performance. The research also showed that transformational leadership style positively regulated the influence of entrepreneurial institutional social capital on enterprise performance, but it did not significantly regulate the influence of commercial social capital and technological social capital on enterprise performance.
- **Keywords:** social capital, enterprise, entrepreneurial, theoretical, leadership, technological, regulate.