

## Abstract

This study aims to identify the impact of strategic flexibility on entrepreneurship orientation in the manufacturing sector of small and medium-sized companies in Jordan. The study followed the descriptive analytical approach. The study population consists of Jordanian small and medium-sized companies, which are divided into commercial, industrial and service companies. The study targeted the (2365) small and medium industrial companies, while the study sample was limited to (383) industrial companies. The study arrived at many results, most importantly, the presence of a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for strategic flexibility and entrepreneurship orientation in Jordanian small and medium-sized companies. The study recommended increasing Jordanian small and medium-sized companies' attention to provide various industrial products and services from time to time, in order to meet the requirements and needs of different customers and thus attract new ones and gain superiority over the competitive SME's.

**Keywords:** Strategic flexibility, Entrepreneurship orientation, HR flexibility, market flexibility, manufacturing process flexibility, innovation, commitment to opportunities.