

**Title:** Dataset associated with U.S. Apparel Manufacturers Survey

**Abstract:** Firms do not continue and prosper purely on their own individual endeavors, as each firm is influenced by the activities of others, and thus direct and indirect relationships shape the firm's strategic management. These relationships form the tactics by which knowledge and other strategically important resources are accessed and created. Forming and maintaining ties among members of a network have been the subject for numerous research studies in the social, economic, and business literature. Our work is framed by the resource-based view of the firm perspective along with social capital theory and its shared constructs in network theory. Prior findings suggest that networking ties are strategic actions generated for firm growth and continuance. The ties may be short-term or develop into long-term relationships. The purpose of this research is to fill some of the gaps in interorganizational networking strategy by analyzing five antecedents that have been suggested in the literature as individually associated with entrepreneurs' engagement in network ties. In this way, our work provides another research avenue for examining networking's contribution to strategic management. We hypothesized positive connections to entrepreneurs' engagement in network ties from antecedents involving the firm's knowledge absorptive capacity, business goals, entrepreneurial orientation, social interactions, and support from their environment. We tested our proposed macrolevel direct and moderating connections through an online survey of 125 U.S. apparel manufacturing firms. The apparel manufacturing sector in the U.S., as in many countries, has struggled with multiple disrupting factors contributing to the sector's decline in firm continuance. Networks, serving to build domestic and international supply chain ties, may provide one solution for adapting the firm's resources enhancing global competitiveness. Findings from OLS regression analyses support our hypothesized connections in that each of the five antecedents significantly contributed to entrepreneurs' engagement in network ties; however, when all five were collectively examined only absorptive capacity, social interaction, and business goals were significant ( $R^2 = 0.58$ ). Further examination of moderation effects found the entrepreneurs' perceptions of a supportive environment to modify both entrepreneurial orientation and business goals. The effects of a supportive environment on business goals' relationship with network ties were greater when perceptions of a supportive environment decreased, while the effects of a supportive environment on entrepreneurship orientation's relationship with network ties were greater when perceptions of a supportive environment increased. Future studies may direct attention to other industry sectors or countries for replication with larger sample sizes as we recognize the limitations to generalizability and scale refinement due to our limited sample size. Examining the five constructs sheds light on how an organization's decisions may relate to engaging in networking and provides theoretical as well as practical implications that contributes to the larger organizational system framework.

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**Data license:** CC0 (<https://creativecommons.org/share-your-work/public-domain/cc0/>)

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**Format of data files:** .csv

**Location where data were collected:** U.S.A.

**Time period during which data were collected:** 2019-07 – 2019-11

**Description:** This dataset contains responses from 97 U.S. apparel manufacturers collected via an online survey during the fall of 2019. The apparel manufacturing sector in the U.S., as in many

countries, has struggled with multiple disrupting factors contributing to the sector's decline in firm continuance. Networks, serving to build domestic and international supply chain ties, may provide one solution for adapting the firm's resources enhancing global competitiveness. The purpose of the study was to examine connections to entrepreneurs' engagement in network ties from antecedents involving the firm's knowledge absorptive capacity, business goals, entrepreneurial orientation, social interactions, and support from their environment.

To protect participant confidentiality, some variables were removed or recoded. See Qualtrics Survey – Annotated.pdf for details.

#### **File Information:**

- Data Set US Apparel Manufacturers Survey.csv – survey data
- Qualtrics Survey – Annotated.pdf – a copy of the survey, annotated with variable names and values present in the dataset
- README.pdf – this documentation file

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#### **Associated publications:**

Miller, N.J. (2022). Apparel Retail Suppliers: Entrepreneurial Manufacturers' Acquisition of Knowledge in the US Supply Chain. Presented at the *Innovations and Transformations 2022 Annual American Collegiate Retailing Conference*, March 3-6, 2022, New Orleans, LA.

Miller, N. J., Engel-Enright, C., & Brown, D. (2021). Investigating factors impacting U.S. small sized apparel manufacturers' subjective evaluation of firm performance. *International Journal of Business Management and Commerce*, 6 (2), 1-11. ISSN 2519-9056 (online), ISSN 2519-9048 (print). <http://ijbmcnet.com/images/vol6no2/1.pdf>

Miller, N. J. & Engel-Enright, C., & Brown, D. (2021). Direct and moderation effects on U.S. apparel manufacturers' engagement in network ties. *Journal of Entrepreneurship, Management, and Innovation*, 17(3), 67-113. <https://doi.org/10.7341/20211733>

Miller, N. J. & Engel-Enright, C., Hobbs, K., & Brown, D. (2022). Advancing U.S. small business apparel production: A state-level mixed-method exploration. *Journal of Fashion Marketing and Management*, 26(1), 88-106. <https://doi.org/10.1108/JFMM-07-2020-0143>

Miller, N. J. (in review). The effects of social capital and knowledge on small US firm new product development innovations. *Journal of Innovation Management*. Submitted 10/18/2021.

Miller, N. J., & Engel-Enright, C (2020). Advancing external firm knowledge and building network ties: A mixed method examination of apparel industry conditions. Presenting at the *Twenty-first International Conference on Knowledge, Culture, and Change in Organizations*. January 15-16, 2021. Auckland, New Zealand.

Miller, N. J., Engel-Enright, C., & Hobbs, K. (2020). A mixed method exploration of building network ties in the US apparel industry. Presented at the *International and Textiles and Apparel Association Conference*, Virtual Presentation, November 18-21, 2020. <https://doi.org/10.31274/itaa.11769>

Miller, N. J., Engel-Enright, C. (2019). 'An Exploration of Regional Apparel Production Industry Network Development.' Presented at the *International and Textiles and Apparel Association Conference* at Las Vegas, NV, October 24-29, 2019.

Miller, N. J., Engel-Enright, C. (2019). 'Entrepreneurial Apparel Design, Development and Production: An Embedded Socio-Economic Process.' Presented at the *International and Textiles and Apparel Association Conference* at Las Vegas, NV, October 24-29, 2019.

Miller, N. J., Engel-Enright, C., Worrell, J (2019). 'Small Community Entrepreneurial Linkages to Regional

Markets and Manufacturing.’ Presented at the *Nineteenth International Conference on Knowledge, Culture, and Change in Organizations* at Vancouver, CA, February 21-22, 2019.

Engel-Enright, C., Miller, N.J., & Worrell, J., (2017). ‘What works for small apparel manufacturing: Issues affecting Reshoring.’ Presented at *the International Textiles and Apparel Association Conference* at St. Petersburg, FL. November 14-18, 2017.

Miller, N. J., & Engel-Enright, C. (2017). ‘Exploring rural-urban apparel manufacturing supply chain connections: Two community case studies.’ Proceedings of the Global Fashion Management Conference at Vienna: Fashion, Music, and Design Management in the Networked World, July 6-9, 2017, pp. 445-449. <https://doi.org/10.15444/GFMC2017.05.08.02>