

## عنوان مقاله:

Assessing the relationship between the dimensions of entrepreneurial marketing and performance in small and medium-sized enterprises

## محل انتشار:

ششمین کنفرانس بین المللی علوم انسانی، اجتماعی و سبک زندگی (سال: 1400)

تعداد صفحات اصل مقاله: 16

## نویسنده:

,Farbod souri - American Liberty University, Iran, Tehran

## خلاصه مقاله:

Entrepreneurial marketing is a theoretical structure for creating a connection between marketing and entrepreneurship concepts that, despite its long history of introduction, has received less attention from researchers, technology companies and entrepreneurs. The concept of entrepreneurship is based on creativity and non-linear thinking and avoids accurate forecasting and planning, and this factor has made traditional marketing in today's entrepreneurial companies less efficient and effective. This issue has not been widely studied in small and medium-sized enterprises. Thus, due to the small history of studies in this field, it seems necessary and interesting to identify and develop the concept of marketing and its processes in small and medium-sized businesses. Therefore, the purpose of this study is to investigate the relationship between the dimensions of entrepreneurial marketing and performance in small and medium-sized enterprises. The data collection tool was a researcher-made questionnaire with acceptable reliability and validity, which was distributed to ۲۲۵ managers and marketing and sales staff of companies operating in the four desired industries, of which ۲۰۰ questionnaires were returned and analyzed. The seven dimensions of entrepreneurial marketing including foresight, risk-taking, innovation, emphasis on opportunity, resource utilization, customer acquisition, and value creation were examined with the performance of small and medium-sized enterprises. Findings indicate that entrepreneurial marketing or in other words the seven dimensions of entrepreneurial marketing have a significant effect on the performance of companies. In this study, the effect of variables by the respective priority are staying ahead, the Innovativeness (i.e., the willingness to innovate) and value creation, which the variable of staying ahead has the most effect and the variable of customer orientation has the least effect on the performance of companies.

## کلمات کلیدی:

Customer orientation, value creation, risk-taking, staying ahead, innovativeness

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1251161>

