عنوان مقاله:

Providing a Quantitative Model for Management of Entrepreneurial Marketing in the Microelectronics Industry

محل انتشار:

مجله آنالیز غیر خطی و کاربردها, دوره 11, شماره 0 (سال: 1399)

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خلاصه مقاله:

Nowadays, organizations that combine marketing and entrepreneurial activities act better in discovering and exploiting new opportunities of the market. One of the main advantages of the entrepreneurship concept in the marketing is its capability to respond to an ever-changing environment. When entrepreneurs are looking for new opportunities regarding limited resources, they must adopt an innovative approach to dealing with these uncertainties. This study aims to identify, prioritize and validate the components affecting entrepreneurship in marketing in the microelectronics industry. In this research, confirmatory factor analysis has been used to analyze the tools of study. Next, descriptive indicators of research variables (i.e. mean and standard deviation) have been reported. Then, structural equation method has been utilized in order to evaluate the causal relationships between variables. Finally, Friedman test has been applied to prioritize the research variables. The findings showed that ۲۲% of employment variance, ۳۱% of market performance variance, ۲۸% of customer orientation variance, ۴۶% of product marketing variance, ۳۴% of marketability variance and ۵۳% of entrepreneurial marketing variance can been explained by the variables of the research model. Also, the fit indices obtained for the tested model showed that the RMSEA index in the estimated model has an acceptable level with value of ۰.۰۶۴ and other fit indices such as CFI, GFI, NFI, and AGFI are equal to ۰.۹۷, ۰.۹۴, ۰.۹۵ and ۰.۹۲, respectively indicating good levels. These characteristics for goodness of fit confirm that the data of current study fits well with the factor structure of the model and hence the entrepreneurial marketing is valid and applicable in the microelectronics industry.

کلمات کلیدی:

Entrepreneurial Marketing, Microelectronics, Quantitative Model, Structural Equation Model

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