Marketing and entrepreneurship in SMEs: An innovative approach


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Abstract

This book brings together the disciplines of marketing and entrepreneurship and treats them as one. It examines the fundamental characteristics of each discipline and focuses on their commonalities and differences. It covers: the nature of marketing in SMEs and how it happens; the development and use of entrepreneurial marketing networks to reach better decisions; management and marketing competencies, how they relate and how to develop them, and more. MARKETING: It is for MA, MSc and MBA students on marketing and management courses and practicing entrepreneurs with a desire to examine and understand their decision-making processes.

Purpose – Small and medium enterprises (SMEs) need to use specific marketing strategies and approaches due to their limited resources and capabilities. Entrepreneurial marketing (EM) is an alternative marketing management approach under the special conditions that describe SMEs. Therefore, the purpose of this paper is to investigate whether entrepreneurial marketing (EM) has a positive and significant effect on different aspects of performance of Iranian halal food SMEs. The findings also show that production, market, and innovative performances of halal food SMEs result in their financial performance. Research limitations/implications – The study’s sample is limited to halal food SMEs of Iran.