

SYSTEMATIC REVIEW OF ENTREPRENURIAL MARKETING

¹Muhammad Aftab, ²Abdul Aziz bin Abdullah, ³Dr. Javaria Sarwar, ⁴Asif Sanaullah,
⁵Gohar Farid, ⁶Muhammad Bilal

^{1,4}Universiti Sultan Zainal Abidin, Malaysia

²Universiti Sultan Zainal Abidin, Malaysia

³NCBA&E, Lahore, Pakistan

⁵BZU, Sahiwal Campus, Pakistan

⁶BZU, Multan, Pakistan

ABSTRACT

Marketing is considered to be one of the most critical tasks for minor plus medium-sized enterprises in terms of growth as well as development, but it is also considered to be the biggest challenge for SMEs. Shortage of possessions, expertise and expertise, it is hard for SMEs to carry out traditional marketing activities. As a result, working in an atmosphere of aggregate dynamics, turbulence and competitiveness means that entrepreneurs with innovative creative concepts and attitudes, such as Entrepreneurial Marketing, have to overcome and modify conventional marketing principles (EM). When conventional marketing does not support small and medium enterprises (SME) then here is A new area of exploration that initiated by combination of marketing and entrepreneurship is Entrepreneurial marketing. The main purpose of this essay is the notion that can be found in literature like types, dimensions of Entrepreneurial marketing and major differences b/w Entrepreneurial marketing and conventional marketing. It also give a brief view about the history of basis of different new fields and in the last it focuses on the significance of small and medium enterprise with reference to the modern standard. The main objective of this study is to provide guideline to small and medium enterprises and give suggestion to them about future research direction in the same field.

KEYWORDS: Entrepreneurial Marketing, Small and Medium Enterprises, SMEs

Introduction

Today, markets are fluctuating with implausible rapidity. With technological and globalization changes, transfer of power from manufacturer to retailer also observed, increase in prices, brand marketing acceptance, role of traditional marketing also decreasing is also observed. These rapid changes also a sign of confusion for companies for making their policies and to maintain a range of profit, in the beginning complain maintain their profit by reducing no of human power and also reduce cost. Since 1982 when the first empirical study that link marketing and entrepreneurship the interest of more researcher moved toward entrepreneurship and marketing interface (Sadiku-Dushi et al., 2019). Inside the present turbulent and aggressive surrounding conventional advertising and marketing does not longer have appropriate overall performance because they does not experience a great deal environmental changes due to this hassle of conventional advertising and marketing entrepreneurial advertising offer first rate change for small and medium companies (Rezvani & Fathollahzadeh, 2020).

Even though there are many obstacles for small and medium enterprises like lack of resources, can't consumption of mass marketing, verbal mix, guerrilla marketing, and mixed marketing communications these cannot be disregarded for development of marketing strategy various factors play important role like the economic atmosphere of business, diverse consumer benefits, and the development of fresh expertise. These days small and medium enterprises is looking for different approaches like as social networking, digital marketing, mass e-mails, E-commerce tools and many more other than traditional marketing.

There is a lot of pressure on Small and medium enterprises (SMEs) for their survival in present competitive environment to find a best way other than traditional marketing (Nwankwo & Kanyangale 2020). There is a desire for desegregation selling and management analysis through the realm of entrepreneurial selling (Hills et al., 2010) particularly within the reference to of SMEs (Sadiku-Dushi & Ramadani 2020) and promising rising entrepreneurship (Yusendra et al., 2020) and entrepreneurial marketing is most widely studied in worldwide market (Wynn & Jones 2019). SME area units are major sponsors to the event of latest merchandise and increasing current ones and promote growth (Ayandibu & Houghton 2017).

As presently discussed within current literature (Sadiku-Dushi & Ramadani 2020), the conventional view of advertising does no longer don't forget the context of entrepreneurial

compines and small and medium enterprises. Emperical studies on this place thave proven that entrepreniural marketing has high quality effect ob SME performance (Helms et al., 2012; Hamali, 2015; Mugambi & Karugu, 2017; Rashad, 2018; Sadiku-Bushi et al., 2019) marketing is the first rate feature in any commercial enterprises corporation it is far indisputable to say that SME face advertising and marketing demanding situation due to scare property of assessment to their large warring parties (Sagolsem, 2019). Marketing is on the center of any corporation due to the fact its far responsible for identifying and meeting the wants and needs of customer .in other phrase it act as a bridge between an organization and its client (Kanu, 2020).

Definition of Entrepreneurial Marketing

The definition and meaning of entrepreneurial marketing (EM) evolves over the last 2 decades. Table 1.1 indicates the definition of EM from 2000 to 2016.

Table 1: Entrepreneurial marketing definitions

Year	Definitions	Authors
2000	“EM is marketing carried out by entrepreneurs or owner-managers of entrepreneurial ventures.”	(Stokes, 2000)
2002	Proactive identification and exploitation of possibilities for acquiring and keeping profitable customer revolutionary strategies to the hazard management resources leveraging and cost creation	(Morris et al., 2002)
2004	Small firms are growing through entrepreneurship”	(Bjerke & Hultman 2004)
2006	“EM is the overlapping aspects between entrepreneurship and marketing; therefore it is the behavior shown by any individual and/or organization that attempts to establish and promote market ideas, while developing new ones in order to create value”	(Bäckbro & Nyström, 2006)
2009	“A particular type of marketing that is innovative, risky, and proactive, focuses on opportunities and can be performed without resources currently controlled.”	(Kraus, Harms et al. 2010)
2011	“EM is a spirit, an orientation as well as a process of passionately pursuing opportunities and launching and growing ventures that create perceived customer value through relationships by employing innovativeness, creativity, selling, market immersion, networking and flexibility.”	(Hills et al., 2010)
2012	“EM is a set of processes of creating,	(Ionita,

	communicating and delivering value, guided by effectual logic and used a highly uncertain business environment.”	2012)
2012	The advertising procedure of companies pursuing possibilities in unsure market place instance often below limited resources situations	(Helms et al., 2012)
2016	“EM is a combination of innovative, proactive, and risk-taking activities that create, communicate, and deliver value to and by customers, entrepreneurs, marketers, their partners, and society at large.”	(Uslay et al., 2016)

The definition of entrepreneurial marketing is focused on fresh philosophies and innovations being generated. Industrialists make a major contribution to this as they have revolutionary ideas in conjunction with novelty. They strive to recognize the desires and longings of the consumers (Awan & Hashmi 2014). For start-up companies, a wide-range of acceptance of the maximum effective business marketing activities that participate to growth and cost-effectiveness is therefore crucial (Helms et al., 2012).

The cause of this examine is to analyze the reward and demanding situation of entrepreneurial advertising in SME and to expand our knowing feel of the way entrepreneurial advertising dimensions effect the performance of SMEs. This observe offering of the records of the basis of different area, the best communal definition that is establish in literature ,the principal difference among EM and conventional advertising in addition to the principle sorts of EM and EM dimension while it is also emphasizing the significance of the new advertising and marketing paradigm and medium organizations.

Entrepreneurial Marketing Review

Concept & Need

Entrepreneurial advertising has created a possibility for the improvement of several studies stream, which therefore ended in specific perspective and definitions of EM concept. This investigation circulation has underwritten to the entrepreneurial advertising background in conflict that conventional marketing that is determined in literature may not be absolutely implemented to small and medium agencies (Kraus et al., 2012).

Entrepreneurial marketing (EM) has been seen as a marketing practice that is appropriate for companies operating in repeatedly altering environments (Hills et al., 2015). Two earlier well-defined disciplines are integrated into EM: marketing and business. The promotion activity of trivial and novel businesses is entrepreneurial marketing (Kraus et al., 2010). It is

an approach that describes marketing practices that differ from conventional marketing theories and philosophies (Morrish & Deacon 2011). EM is the "proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging, and value creation" (Morris et al., 2002).

Traditional Marketing & Entrepreneurial Marketing

There has been a developing consensus in the literature that entrepreneurial marketing appreciably differ from conventional marketing (Cheng et al., 2016). One of the earlier comparison made with the aid of (Stokes, 2000), in which he compared traditional advertising with entrepreneurial marketing in accordance with the 4 concept of marketing the idea ,method and marketplace intelligence. First at the percept of concept stage the difference among entrepreneurial and traditional marketing appear on that they have specific business orientation (Stokes, 2000; Ionita, 2012; Usley et al., 2016). Traditional marketing is defined by the customer orientation where assessment of market place needs come earlier than new merchandise or carrier improvement, whereas entrepreneurial marketers have a tendency to be a greater innovation oriented in which there begin with a concept and then an attempt to discover a market for it (Miles et al., 2015; Hisrich & Ramadani, 2018).

Second on the strategic stage traditional marketing and marketing calls for a top down techniques and a clear collection of occasion and techniques ,inclusive of segmentation, focused on, positioning to make the target marketplace (Baker, 2016; Kotler, 2019). Third stage on the percept of the techniques degree entrepreneurial marketing indicates interactive marketing strategies rather than counting on the conventional advertising blend 4Ps fashions (Stokes, 2000; Ionita, 2012; Hisrich & Ramadani, 2018). Fourth the difference among entrepreneurial marketing and conventional marketing also seems within the way they gather market records (Stokes, 2000). Traditional marketing is concerned with formalized studies and intelligence structures (Baker, 2016; Kotler, 2019).

The time period is regularly linked with marketing actions in small organizations that have confined resources and thereof need to relay upon creative and unsophisticated processes (Sadiku-Dushi et al., 2019). It is also used to explain unintended ,nonlinear and impracticable marketing activities taken via entrepreneurs (Morris et al., 2002). EM merges as two officially different discipline and has role to explain the marketing method of firm tracking possibilities in unsure market situations frequently in restrained assists (Kum & Siat, 2013). The word entrepreneurial mentions to the geranial sports and behaviors of marketer

which incorporates behaviors that is reasonable and energies the marketing techniques (Morrish & Gilmore, 2011).

Table 2: Maxims of Entrepreneurial Marketing

No	Source	Maximus
1	Sarasvanthy (2009)	EM encourages risk taking even at being cognizant of low cost
2	Hills et al. (2018)	EM excels in utilizing experience market place immersion resource and networks to attain advertising efficiency
3	Dew et al. (2009)	EM employ heuristics in decision making and engages in high speed experimental marketing enabling more flexibility iterations and pivots
4	Morris and Gilmore (2011)	EM tends to use greater bendy structures and promotes a flatter hierarchy
5	Jones and Rowely (2011)	Customer orientation in extra into EM and MO.
6	Vasilchenko and Morrish (2011)	EM adopts creative and co-creation approaches together with crowdsourcing ,crowd advert and open innovation
7	Coviello and joseph (2012)	Opportunity co creation is a completely unique dimension of EM
8	Lusch and Vargo (2014)	EM consider all stakeholders as assets integration and consequently gives balanced Interest to one of kind event in a value creation chain
9	Uslay et al. (2016)	The intersection of S.D logic and effectuation represents an extraordinary base for EM to antagonize ambiguity
10	Recent study	EM excels by leveraging networks to co-create value and opportunities for the duration of the purchaser journey inclusive of co-ideation, co-innovation co-promotion, co-distribution, co-pricing, co-maintenance and co-disposal. <ul style="list-style-type: none"> • EM promotes a holistic questioning to enhance performance

The indicators of EM evolution

The most important indicators of development and the influence of EM on the encroachment of EM are presented is specified in the Table 3 below:

Table 3: The indicators of EM

Author	Indicators	Impact
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Hills (1982)	First Conference on Marketing and Entrepreneurship Exploration (FCMEE)	The theory of Entrepreneurial Marketing was conveyed to people
Hills (1985)	First experiential study of the MEI in limits of entrepreneurship research	empirical research ware at MEI and its importance documented
Hills (1986)	Research Conference on Marketing/ Entrepreneurship AMA	Provided venue to market scholar for sharing research related to EM
Dickinson and Giglierano (1986)	Journal of Marketing	First Journal that dedicated to entrepreneurship directly
Morris and Paul (1987)	Journal of Business Venturing	Characterized an experiential study of the marketing and entrepreneurship relationship, that help to consider EM in higher academic standing by accepting from Journal of Business Offering
Carson et al. (1995)	First book of Marketing and Entrepreneurship in SMEs	Content and structure of EM courses established.
Day et al. (1999)	Journal of Research in Marketing and Entrepreneurship Wiley & Sons	This journal enhanced the recognition of EM scholarship
Lodish, Morgan, and Kallianpur (2001)	Edward Elgar Publishing	This increased the reliability of EM with reference to Wharton Business School's reputation
Bjerke and Hultman (2002)	Journal of marketing theory and practice	Guidance on content and context of EM provided
Morris, Schindehutte and LaForge (2002)	Wiley & Sons	Increased the perceptibility and creditability of work in EM and help to bound the EM hypothesis
Lodish, Morgan, and Archambeau (2007)	Journal of Management Practice	This providing strategies, implements and procedures for global enterprises startups.
Dew et al. (2009)	Journal of Small Business & Entrepreneurship	This article offered effectuation in approach that describes the idea of the businessperson in the marketplace.
Hills and Hultman (2011)	Journal of Small Business & Entrepreneurship	This paper struggled that small business marketing and entrepreneurial marketing are considered as separate research fields, however related (Pluralistic View to EM).
Bjorn and Claes (2013)	A book of Entrepreneurial Marketing' Global Perspectives' (Emerald Group Publishing Limited)	These latest publications to sustain the display of cumulative consciousness for the EM internationally.

Miles et al. (2014)	Journal of Strategic Marketing	By unindustrialized 3 schools of entrepreneurial marketing supposed this paper advances the theoretical growth of EM as concept
Nijssen (2017)	A book of Entrepreneurial marketing ‘an effectual approach’ (Taylor & Francis)	The book describes the capable tactic and explains how it use for imaginatively for marketing novel innovative yields
Hisrich and Ramadani (2018)	Edward Elgar Publishing	comprehensive and real clarification of marketing, its features and application

Entrepreneurial marketing Methodology

EM able to termed as a set of unconventional marketing methodologies. The relationship between entrepreneurial marketing and advertising accomplishments emphasizes principally on the quest for inexpensive ways of communicating by clients. Formation of the consumer base is achieved primarily by communication and advice by word of mouth (Stokes, 2000). The objective of entrepreneurial marketing is to access the customer that have no access to tv and print media and social media (Kraus et al., 2010)) via using different approaches to identify and retain them. Guerrilla, Viral, and Buzz Marketing are the best and most effective way of promotions (Kraus et al., 2010). In addition, (Hisrich & Ramadani, 2017) deliberated Ambush Advertising as a form of EMM as well. Marketing though (Frederick et al., 2010) declare that as they call it, another important entrepreneurial marketing technique is social media marketing or social network marketing that can be defined as a marketing strategy for social networks.

Technology, radical innovation, and EM “interface” (Frederick et al., 2010). For all these EM types, there is at least one thing in common; they are mainly focused on word of aperture marketing. The major five form of entrepreneurial marketing and their characteristics are described as in Table 3.

Table 4: The Form and Characteristics of EM

No	Form	Characteristics
1	‘Guerrilla marketing’	Efficient and affordable communication; cooperation and networking; resource use, energy use and thoughts.
2	‘Buzz marketing’	Information produced by consumers, circulated vocally through

		individual linkages
3	‘Viral marketing’	Self-replicating merchandising fanning out over community webs and spreading like pandemic multiplying and mutating as likeminded humans market to every different
4	‘Ambush marketing’	Planned positioning publicity messages besides advertisements on activities draw public and media interest. Developing the influence that the corporation is the overall sponsor of an occasion while it's miles without a doubt not.
5	‘Social media marketing’	Internet and technology particular. A dynamic shift in how humans are the usage of the net: developing and participating in social spaces via the net; extension of convergence marketing

Theoretical Concept

Due to the growing market uncertainty and dynamism, the theory of the results and S & D reason have developed toward deal with alternatives respectively on the way to existing business and marketing ideas (Alqahtani & Uslay, 2020). In this study, there are urge to provide theoretical concept for entrepreneurial marketing. This concept match with the Resource Base View Theory remains consistent with EM and SME performance (Hunt, 1999). The RBV theory believed that organization is a package of valuable resources as well as capabilities (Wernerfelt, 1984). In this reference our EM interpretation is significantly affected by these ideas if entrepreneurial marketing has been developed to solve similar problems. In confusion, businessmen choose to use a set of means to achieve performance (such as personalities, skills and expertise and networks) (Sarasvathy, 2001; Morris et al., 2002), the two main magnitudes of entrepreneurial marketing (Morris et al., 2002), were: entrepreneurial (proactivity, premeditated risk-taking, innovation, emphasis on opportunities, resources and leverages), and marketing dimensions (value creation and customer intensity) (Hills et al., 2008).

Entrepreneurial Marketing Dimensions

Morris et al. (2002) have demarcated seven entrepreneurial marketing dimensions, in which first four facets derive from entrepreneurial orientation literature. A fifth dimension, resource leveraging, is very stressed in guerilla marketing whereas, the two last dimensions derive from marketing orientation literature.

i. Proactiveness

Rather, they say that driving and pioneering the sector through the development of innovative goods or the provision of new technology is adding dynamics to the methods for business marketing (Morris et al., 2002; Hisrich & Ramadani, 2018). They appear to be "proactive behaviour" for decision making that will influence their atmosphere (Morris et al., 2002). They consider the environment as a limit to potential under which external factors are redefined as an option that decrease the chance of volatility and business reliance (Hisrich & Ramadani, 2018; Sadiku-Dushi et al., 2019). Proactivity provides leadership in managing a portfolio that employers strive to guide or even build the market themselves.

ii. Risk Taking

Risk-taking applies to the ability of the firm to devote considerable capital to prospects (Hisrich & Ramadani, 2018). Entrepreneurial marketing (EM) describes a particular contribution in marketing for management of the risk profile of a business as entrepreneurship is synonymous with measured risk-taking (Morris et al., 2002; Miles et al., 2015). Instead of seeking to reduce risks by relying on growing revenue in developed markets proposed by traditional marketing, business marketers seek to manage risks by handling capital in ways that can be rapidly committed or removed from ventures to increase the versatility of the enterprise (Helms et al., 2012; Hisrich & Ramadani, 2018).

iii. Innovation Orientation

Innovation performs a significant function in business and a central issue of entrepreneurial marketing (Morris et al., 2002; Gilmore et al., 2009; Miles et al., 2015). Beside the idea of entrepreneurial marketing innovation does no longer suggest creating new services or product however additionally encompasses all components of marketing activities in a firm Hisrich & Ramadani, 2018). Creativity is the idea of innovation which in turn the engine of progress (Fillis & Rentschler, 2010). It is concerned with the generation of recent ideas that tell strategic wondering and innovation is the implementation of these thoughts into exercise.

iv. Opportunity Focus

Opportunities reflect unnoticed business positions, which are sources of future sustainable benefit (Morris et al., 2002). These possibilities derive from business imperfections, where understanding of these defectiveness and the way to use it and discriminate between conventional and entrepreneurial marketing (Uslay et al., 2016). Conventional marketing relies mainly on ecological scanning practices with regard to concerns related to the recognition and detection of chances, whilst both sides are viewed as critical with

entrepreneurial marketing (Hisrich & Ramadani, 2018). While entrepreneurial marketing is basically a way of thinking and behaving motivated by possibilities and opportunities, it differs from traditional marketing when it actually yields the practice to this one origins as innovative pursuits (Morris et al., 2002).

v. Resource Leveraging

Useful resource leveraging refers to doing more with much less (Morris et al., 2002) although smaller corporations are commonly lack of assets entrepreneurial marketers are not constrained through the assets they presently have at their disposal (Crick, 2018). They develop innovative capabilities to leverage assets in numerous ways consisting of understand and use source that other are not able to understand use different firms of human resource to accomplish their personal purpose, use resource in a nontraditional manners so that it will stretch source a great deal in addition complementing one useful resource with some other to create higher mixed fee and the use of sure assets to acquire other assets Helms et al., 2012; Uslay et al., 2016).

vi. Customer Intensity

Entrepreneurial marketing emphasizes on consumer impartiality, instinctual partnerships and an interpersonal component towards the advertising activities of the business instead of stressing the customer-centricity implied by traditional marketing (Morris et al., 2002; Uslay et al., 2016). Next, innovative approaches to consumer growth, retention and growth are incorporated by entrepreneurial marketers (Helms et al., 2012). A diverse knowledge base of evolving client situations and requirements is generated by the concept of consumer intimacy. Second, entrepreneurial advertisers strive to create visceral partnerships with the consumer base of the brand, where at basic level the company interaction with consumer the customer categorizes by means of the company at a related manner (Morris et al., 2002). Third, the emotional factor of effective business activity is stressed by entrepreneurial marketing. Therefore, entrepreneurial marketing also requires the intuition of founders & competence.

vii. Value Creation

In entrepreneurial marketing the main focus is on revolutionary fee advent it believes that fee advent is prerequisite for transection and relationships (Ionita, 2012; Miles et al., 2015; Nijssen, 2017). Here the project of an entrepreneurial marketer is to find untapped resources of client price after which to create specific combos of resources to provide cost (Morris et al., 2002; Nijssen, 2017) through the use of the logic of cost creation literature purpose that entrepreneurial marketing can even lead to marketplace introduction (Gaddefors & Anderson,

2008; O'Connor & Rice, 2013) beneath the logic of fee introduction client do now not always need to realize what their needs are for cost advent to occur (Morris et al., 2002; Uslay et al., 2016).

EM & Small Medium Enterprise's

EM is the most appropriate technique for small businesses to do well Hoque and Awang Advertising is a competitive aspect of small and medium enterprises performance (Gruber, 2004; Haynes et al., 2006) entrepreneurial marketing will simultaneously address problems of limitations in terms of creativity, prospects, risk and capital as a valuable act and shift in marketing philosophy to the explicit criteria of SMEs and these operative revolutions. In the competitive business world, SMEs face specific constraints, so they are set aside from their larger, more permanent business counterparts. Therefore, (Helms et al., 2012) attempted to realize the influence of EM on SME targets and obtained that entrepreneurial marketing magnitudes have a direct and definite influence on small and medium enterprises -related presentation.

They further claimed that the use of EM in a SME may have an effect on the operator or owner, as well as on the business, on objective achievement at a personal level. (Helms et al., 2012) have disclosed in their analysis that all seven dimensions of EM have a positive effect on SME success outcomes. In every other look (Gbenga et al., 2016) the link among the overall performance of entrepreneurial marketing and small and medium enterprises within the Lagos nation of Nigeria is examined. In this report they discovered that there is a great correlation among entrepreneurial marketing techniques and small and medium enterprises achievement inside the nation of Lagos, Nigeria eventually based totally based on above empirical proof it is anticipated that entrepreneurial marketing approaches would help to get better performance in Pakistan. The European Commission has coined the term 'SME' for firms employing fewer than 250 employees (Burns, 2016).

In the literature, there is no uniform definition of SMEs available. The number of workers, amount of money spent, and annual turnover has been used regularly as the primary measuring metrics of SMEs in different countries and regions of Asia, Europe and North America. In Malaysia, with reference to SMEs Corporation (Hafeez, 2014) small and medium enterprises were identified with orientation to different departments based on annual sales business and employees that are working full time as given in Table 4;

Table 5: Identification on the Small and Medium Enterprises Worldwide

Sector	Small	Medium
<i>Malaysia</i>		
Production and production of related services including agro- and manufacturing	Sales income between Malaysian ringgit 250000 to < Malaysian ringgit 10 million OR 5to 50 Workers	Sales income between Malaysian ringgit 10 million to Rhodesian dollar 425 Million OR 51-150
Services on primary agricultural and ICT Agriculture (ICT)	Sales revenue between Malaysian ringgit 200,000 to <One million or five to 19 Workers	Sales business between Malaysian ringgit o1 million to Rhodesian dollar 405 Million OR 20to50 Workers

Identification of Small and Medium enterprises in Japan

Sector	No of employee	Invested Capital
Manufacturing, Mining, Services, Construction	1-300	Up to Jy 100 Million
Wholesale, Trading	1-100	Up to Jy 30 million
Retailing, Services, Trading	0-50	Up to Jy 10 million

Identification of Small and Medium enterprises in South Korea

Sector	No of employee	Invested Capital
Manufacturing, Mining, Services, Transportation	1-300	Up to SKW 500 million
Construction	1-200	Up to SKW 500 million
Wholesale , Trading	1-50	Up to SKW 200 million
Retail, service, Trading	0-20	Up to SKW 5 million

Identification of Small and Medium enterprises in North America and European countries

Countries	No of employee	Annual Turnover
Unites states of America.	1 to 500	Equal to Uss100 Million
Canada.	1 to 500	Equal to Cs 20 million
European union.	1 to 250110-500	N.A.
France.	TEN to 500	N.A.
Sweden.	1to200	N.A.
Denmark.	50to100	N.A.

Identification of Small and Medium enterprises in international finance corporation and

World Bank

Category	Number of employees	Investment assets	Per year turn over
Micro firm	<10	< US \$100000	< US \$100000
Small firm	10 -50	than US \$10000-300000	than US \$10000-300000
Medium firm	51-300	US \$300000-1500000	US \$300000-1500000

Identification of Small and Medium enterprises in Pakistan

Institution	Small	Medium
Small and Medium Enterprise(SME) Development Authority (SMEDA)	10-35 Workers or Productive possessions of Rupees 2-20 million	36-99 Workers or Productive possessions of Rupees. 20-40 million
Small and medium enterprises SME Bank	Total Possessions of Rupees 20million	Total Possessions of Rupees 100 million
Federal Bureau of Statistics	Less than 10 employees	N/A
Punjab Industries	Fixed assets with Rupees.10 million other than land cost	
Punjab Small Industries Corporation	Fixed investment. up to Rupees 20 million other than land and building	N/A

SMEs based on Number of Employees

Micro	Small	Medium	Large
0-19	20-100	101-500	More than 500

When it comes to their marketing efforts, SMEs will constantly face obstacles. In order to live and grow, it is debatable that there is a need for SMEs to indulge in marketing (Watson et al., 1996). Marketing problems, in particular inadequate product marketing, poor SME venue, inability to carry out market analysis, poor product or service presentation, consumer comprehension difficulties and market patterns, were found to be major challenges to the entrepreneurial marketing capacity of SMEs (Van Scheers, 2018). SMEs suffer from inadequate experience and expertise in management and marketing, and poor attempts to

advertise and sell. In addition, because of their innate and wide-ranging features, SMEs face many marketing dilemmas, including but not limited to a small consumer base, insufficient marketing practices, lack of experience and excessively and solely dependent on the entrepreneur's marketing abilities that are reactive instead of planned marketing (Stokes, 2000).

Methodology

Considering that the objective of the study is to explore awareness of entrepreneurial marketing (EM) in SMEs, a triangulated approach has been used for achieving the stated target. The prosecutor, nevertheless, conducted a detailed literature analysis on the matter under examination. The investigator has also authorized the compilation of evidence from various sources such as journal articles, textbooks, studies, conference proceedings, working papers and website documents. This analysis relies on the belief that mixing literature sources will benefit from and alleviate any deficiency in any other data collection source, and that the reasons for using a mixed method approach are based on.

Summary

The aim of this paper is to provide a review on entrepreneurial marketing (EM) as a relatively recently developed area of research. It is a comparatively recent area of study which has been developed in the convergence of the areas of marketing and entrepreneurship, given the inadequacy of traditional marketing by the SMEs. The other circumstance is that the entrepreneurial marketing (EM) has undergone various test streams, which means that it has not generally been defined. EM offers unique features that differentiate it also from mainstream ads. The most prevalent types of EM are guerrilla marketing, buzz marketing, viral marketing, ambush and social network marketing. While the EM dimension is not accepted, the seven dimensions introduced by Morris et al. in 2002 are most commonly found in literature: proactivity, perspective orientation, calculated risk-taking, ingenuity, market power, capital use and value-added production. There is a lack of agreement about the number of EM dimensions. Another fact unmitigated in experimental research is that EM has a positive effect on SME-sized enterprises' productivity. The only suitable marketing means to SME-sized enterprises that have to find alternative marketing methods to survive in today's turbulent environment due to their scarce capital. It is obvious that a great deal is being done to promote this sector and it is evident that success. However, many troubles remain in this area of study with many opportunities for research.

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