



ENTREPRENEURIAL MARKETING IN SMALL AND MEDIUM ENTERPRISE SECTOR: CONCEPTUAL EXPLORATION

Bandara K.B.T.U.K

University of Peradeniya, Sri Lanka

Abstract

Entrepreneurial Marketing (EM) is an essential concept for today's small and medium enterprise (SME) sector as it enables the firms to be more entrepreneurial under limited resources conditions, and uncertain market circumstances. Although a number of definitions, theories and models have been developed for this novel concept, still there is no unifying theory or a definition in literature. Indeed the concept of Entrepreneurial Marketing (EM) has been developed at the interface between two distinct sciences: Marketing and Entrepreneurship and it is widely accepted that EM is a best approach for the growth and survival of SMEs. Since SME's marketing approaches are not fit with established traditional marketing theories and successful SMEs are being able to acquire a competitive advantage on their unique benefit of "smallness" and the influence of owner or operator of the business.

The purpose of this paper is to get an insight of "Entrepreneurial Marketing in small and medium enterprise sector" based on recently published literature including journal articles, conference and symposium papers, text books and relevant websites. Accordingly, this paper brief an evolution of EM concept, an analysis of the different EM definitions, overview of the conceptual models developed in the prescribed area and the conceptual exploration of entrepreneurial marketing in SME sector.

Keywords : Entrepreneurial Marketing, Entrepreneurship, Marketing, Small and medium enterprises