

EURAM
2010



10th

19th-22nd May, Rome

Back to the Future

Tor Vergata University, Rome, ITALY

39. TRACK : Entrepreneurial Marketing

Track Chair:

Prof. Dr. Sascha Kraus

University of Liechtenstein Institute of Entrepreneurship, e-mail:

sascha.kraus@hochschule.li

Co-track Chairs:

Prof. Morgan Miles, Professor of Marketing, Georgia Southern University

Dr. Michele O'Dwyer, lecturer in entrepreneurship and marketing, University of Limerick, Ireland

Organizational coordinator:

Prof. Dr. Sascha Kraus

University of Liechtenstein Institute of Entrepreneurship, e-mail:

sascha.kraus@hochschule.li

Abstract:

Entrepreneurial marketing focuses on the intersection between two academic disciplines, Entrepreneurship and Marketing. Empirical evidence suggests that a significant relationship exists between an enterprise's marketing and entrepreneurial orientations, both being responsible for corporate success. A notable proportion of academic work on this topic has focused on the role of marketing in SMEs, although some scholars have also addressed the application of entrepreneurial marketing regardless of whether the enterprise it is a large, established, new or young venture. Successful entrepreneurs undertake marketing in unconventional ways; relying on interactive marketing methods often communicated through word-of-mouth rather than the traditional marketing mix. In monitoring the marketplace they use informal networks rather than formalised market research, and generally adopt more entrepreneurial approaches to marketing activities. Research findings on the interrelation between marketing and entrepreneurship are extremely fragmented so far; with no integrated analysis or comprehensive theory.

Areas of interest include:

- Novel, innovative, risk-taking and proactive ways of marketing in new or established enterprises (such as buzz marketing, guerrilla marketing, viral marketing, internet marketing, public relations etc.)
- Marketing for start-ups and new ventures

- Strategic marketing (strategy, planning etc.) in start-ups and new ventures
- Entrepreneurial pricing
- Entrepreneurial advertising
- (Pre-)Start-up and New Venture marketing
- Relationship marketing in SMEs
- Leveraging limited marketing recourses

We welcome empirical papers and qualitative collaborations on any issues related to the general theme of Entrepreneurial Marketing. Papers are invited from a wide variety of academic researchers, spanning differing disciplines within entrepreneurship and marketing scholarship. These themes are not exhaustive and any studypaper which fit the encompassing theme will be considered.