

THE ENTREPRENEURIAL MARKETING CONCEPT AND ACCELERATED INTERNATIONALIZATION OF NEW VENTURES. ANTECEDENTS, ELEMENTS AND OUTCOMES

Companies internationalizing shortly after establishment (the born global companies, international new ventures, INV) started to be explored in second half of 1980's. It has been noticed that they develop in a different way than traditional models of internationalization. Thanks to the globalization and growing role of niche markets even such small enterprises can nowadays obtain an important role on the global market. However, it is connected with numerous challenges, among them the marketing and management challenges due to underinvestment and long term planning processes. Taking into account those challenges and the growing role of such enterprises in the Polish and other European economies, the topic for this study has been chosen. It seems worthwhile to analyze the antecedents and consequences of application by these firms the innovative „entrepreneurial marketing” concept, and the influence of such marketing strategies on INV performance, together with accelerated internationalization paths.

The project aims at exploring the entrepreneurial marketing concept within the sphere of international entrepreneurship. The knowledge from the field of international marketing and entrepreneurship will be broadened thanks to the analysis of the entrepreneurial marketing concept and development of a model of its antecedents, characteristics and outcomes, on the basis of secondary and primary studies. The empirical research part is aimed at exploring the application of entrepreneurial marketing concept by the international new ventures originating in Poland, Czech Rep. and Finland.

Entrepreneurial marketing is defined as “the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation”. Entrepreneurial marketing's roles range from opportunity identification and concept generation to technical support and creative augmentation of the firm's resource base to support innovation. These aims can be reached, among others, thanks to the entrepreneur's ability of networking. The commonly applied marketing-mix concept combined of “4Ps” has been challenged in relation to the concept. Instead, the use of “new 4 Ps”, i.e. person, process, purpose and practices is proposed, where each of these elements is grounded in relationships and networks.

Within the project secondary and primary studies will be carried out. In the primary studies part, individual interviews with Polish, Czech and Finnish INVs will be conducted, with the main aim of operationalizing the entrepreneurial marketing concept. Moreover the marketing tools and strategies applied by INVs will be analyzed. Moreover, the CATI survey will be conducted in order to analyze the antecedents, elements and consequences of entrepreneurial marketing in INVs. The interviews will be conducted with 240 firms, both fulfilling the early internationalization criteria (120 firms) and the “gradually” internationalized exporters (120 firms), to enable further comparisons concerning different countries and internationalization paths. The results of empirical studies will enable verification of the model of marketing activity of the SME in international environment, they will also enable comparisons with previous, theoretical and empirical projects carried out abroad.