



Entrepreneurial Marketing Under Strategic Awareness

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DOI: <http://doi.org/10.37648/ijrssh.v11i02.014>

Paper Received:

18th April, 2021

Paper Accepted:

01st May, 2021

Paper Received After Correction:

03rd May, 2021

Paper Published:

05th May, 2021



How to cite the article: Mahmood Zahim Faesil, Prof Shafaa Mohamed Ali, Entrepreneurial Marketing Under Strategic Awareness, April-June 2021 Vol 11, Issue 2; 260-274 DOI: <http://doi.org/10.37648/ijrssh.v11i02.014>

ABSTRACT

The current research aims to show the relationship and the impact that strategic awareness can play in the entrepreneurial marketing of business organizations, especially production organizations, and based on the field problem, the following question was raised (Do managers in the General Company for Medicines and Medical Supplies / Samarra understand how the company employs strategic awareness for influence in pioneering marketing?) And in the light of which the importance and objectives of the research were determined, and the linkage and influence hypotheses were formulated. As the dimensions of strategic awareness play a major role in entrepreneurial marketing.

Keywords: *strategic awareness, entrepreneurial marketing, Samarra Pharmaceutical Company.*

The logo for the International Journal of Research in Social Sciences and Humanities (IJRSSH) is a large, stylized graphic. It features a central figure that resembles a person with arms raised, or a flame, rendered in shades of orange and red. This central figure is surrounded by several curved, leaf-like shapes in shades of green and blue. The entire graphic is set against a white background with a subtle circular gradient.

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INTRODUCTION

Marketing is a method or tactic to seize opportunities, that is, they do not consider marketing to be an organizational culture or a strategic process. Rather, their definition of marketing is expressed in their own personality, and the extent of their focus on the use of appropriate techniques for the way they promote to attract customers while ignoring other non-promotional aspects of marketing that It does not fulfill their goals such as product strategy, development, pricing, and distribution.

Also, most managers of organizations have a belief that their business depends on word-of-mouth marketing so that they do not need to use informal marketing techniques, but in reality, they have a strategic awareness, especially in reviewing the market, segmenting it, finding the target market, establishing direct contact with them and finally providing customer services.

The entrepreneurial marketing awareness process is an item of strategic awareness for managers to manage various activities due to the description of entrepreneurial marketing as a set of skills, the important for all individuals should be coupled with strategic awareness in accomplishing various tasks. Within the environment of heterogeneous

organizations, instead of following general and indicative advice, and this is evidenced by the experience of managers, knowledge, contacts, and abilities in the field of control within the scope of competence.

SCIENTIFIC RESEARCH METHODOLOGY

Research Problem

The topic of entrepreneurial marketing poses a great challenge for organizations, considering that the first thing they need is a strategy formulation process that contributes to building a direction for marketing work, which is considered as a tool that helps formulate marketing activities in the future.

To find out the exact features of the problem, the following questions were formulated:

- 1 .What is the level of implementation and awareness of the managers of the State Company for Medicines and Medical Supplies / Samarra for strategic awareness and entrepreneurial marketing?
- 2 .What is the impact of strategic awareness on the pioneering marketing of the General Company for Medicines and Medical Appliances / Samarra?

3. How can the managers of the State Company for Medicines and Medical Appliances / Samarra benefit from the strategic awareness to enhance and support entrepreneurial marketing?

The Objective of the Research

The research seeks to achieve a set of objectives, including the following:

- 1 .Identify the reality of strategic awareness and its dimensions in the General Company for Medicines and Medical Appliances / Samarra.
- 2 .Identify the reality of the pioneering marketing of the General Company for Medicines and Medical Appliances / Samarra, and what are its dimensions and levels.
- 3 .Measuring the correlation relationship between the dimensions of the two research variables.

Importance of Research

The importance of research can be evident through the following points:

- 1 .Contributes to the service of the General Company for Medicines and Medical Supplies / Samarra as a guide for managers in it by making them aware of

the concepts of pioneering marketing and the extent to which it can be used to enhance the concepts of strategic awareness and its dimensions.

2. Community service through what the research can provide in terms of recommendations and proposals for the General Company for Medicines and Medical Supplies / Samarra, which basically provides its services to the Iraqi market.

The Hypothetical Outline of The Research

The hypothetical outline of the research embodies the expected relationship between the dimensions of the research sample and the statement of solutions and objectives, and based on the results of the review of the literature on entrepreneurial marketing and strategic awareness, the plan aims to include the main research variable and its sub-dimensions, as well as the possibility of measuring the impact of any of the research variables individually or collectively. Figure (1) shows the hypothetical outline of the research.

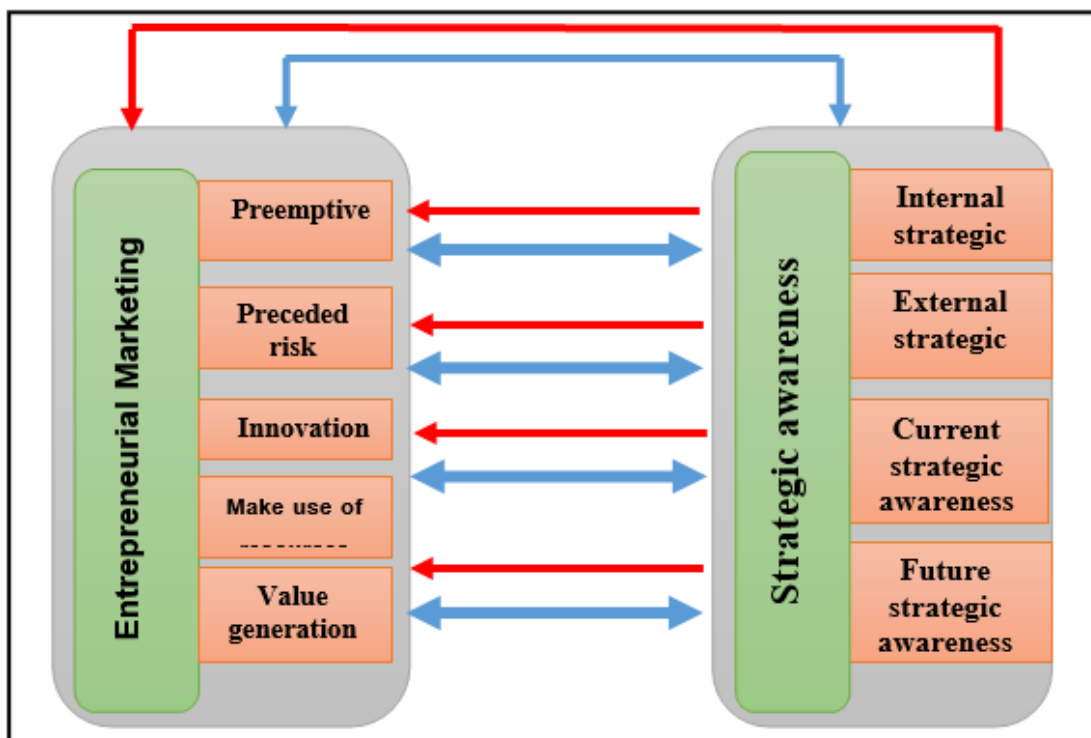


Figure (1) the hypothetical outline of the research

LITERATURE REVIEW

Entrepreneurial Marketing

(Fatoki, 2019: 1430) sees entrepreneurial marketing as a new model that integrates the principles of entrepreneurship and marketing together and describes the marketing processes of organizations seeking opportunities with limited resources in uncertain market conditions, and Mahmudul (Hoque & Bin Awing, 2019: 37) explains the relationship between the concept of Marketing and entrepreneurship and their integration in an integrative and conceptual framework based on four principles, the first principle is leadership that explains the procedures

for assessing opportunities, the second principle is the resources that generate value for customers and are formed through cooperation between various actors to increase customer value, the third principle is the procedures in which the concept takes Value Attitude The final principle is the actors, organizations, or individuals who participate in creating customer value and operating procedures.

And he adds (Kotler, 2001: 284) that the importance of orientation towards entrepreneurial marketing at the level of organizations is highlighted through the following:

- 1 .Building knowledge that enables the creation of new markets through

organizations that rely on high technology and have high growth rates.

2 .Using different strategies within the organization's development stages, as the product launch phase requires the use of marketing leadership.

3 .The work represents an integration and coordination to formulate the concept of marketing in light of the rapid change, complexity and uncertainty of future conditions, and the presence of contradictions between some elements of the environment and diminishing resources.

4. Marketing leadership is an important component of the main success factors in an organization.

Dimensions of Entrepreneurial Marketing

Entrepreneurial organizations, with a combination of anticipation, innovation and risk awareness, stimulate market growth, and act as "creative destroyers" in the sense (Schumpeter, 1934). Moreover, anticipation, innovation and risk-taking lead to the identification and exploitation of market opportunities, which can be called the core of anticipation. However,

before the organization works on the basis of an opportunity it should evaluate its potential and be consistent with the philosophy of the organization and the formation of its resources, and evaluating market opportunities is very difficult if the organization lacks resources, which can be expressed in the lack of time, money, knowledge, manpower or a combination. Among these factors, these resource limitations can restrict the proper evaluation of creative ideas (Bhatli et al., 2012: 423).

Small and medium organizations are involved in entrepreneurial marketing compared to large organizations, focusing on project size because they tend to be more flexible in decision-making (Kilenthong et al., 2016). Raideen can react quickly to changes in the environment, discover viable opportunities and capture them, and be more innovative as the smaller organizational structure of small and medium organizations allows all of their employees the opportunity to interact directly with their customers (Zainualdin et al., 2019: 416).

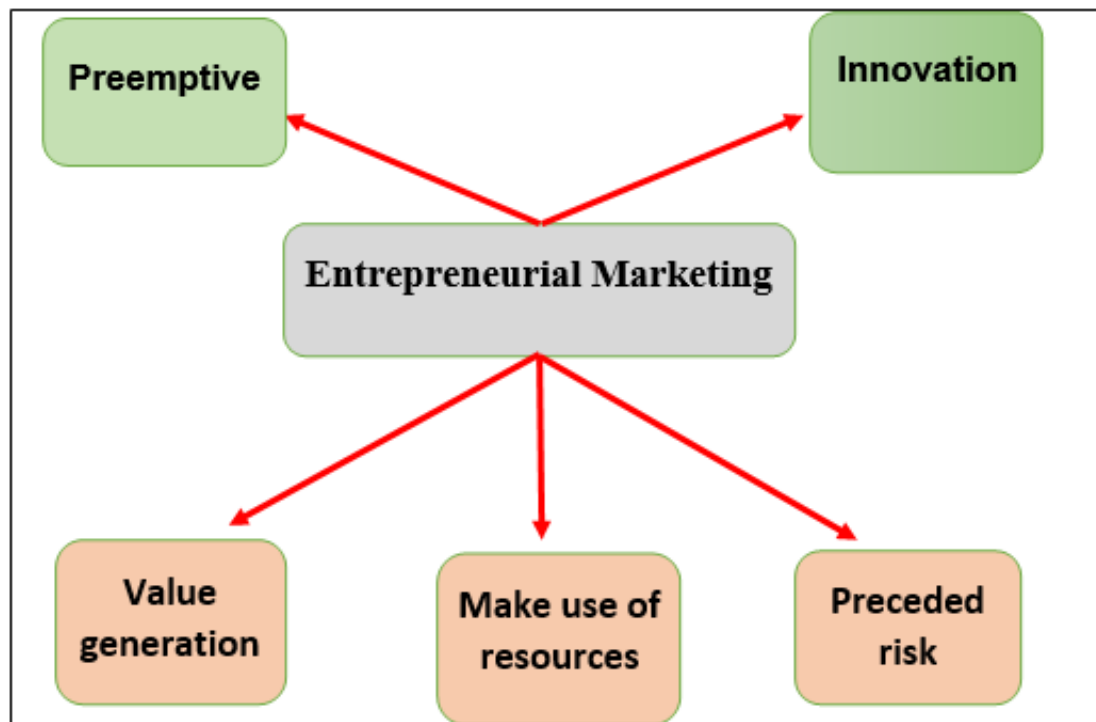


Figure (2) Dimensions of Entrepreneurial Marketing

Entrepreneurial orientation is the foundation of an entrepreneurial marketing strategy that impacts business performance. The greater the orientation of the business, the better its marketing strategy in terms of marketing leadership, good leadership, and product customization. As a result, the business will perform better (Astuti et al., 2018: 43).

Strategic Awareness

Strategic awareness refers to the degree to which individuals' perceptions are a method used in establishing a demarcation mechanism for the organization's boundaries in terms of the scope of its business and the method of

distributing its products to customer service, in relation to the organizational strategies of senior management, so the majority of research in areas of strategic awareness has focused on the extent of compatibility between senior managers. With regard to the organization's strategy or objectives, and the resulting level of performance to support expectations related to the benefits of the shared views of the organization's leadership on the importance of competitive methods in general, however, it has been found that the exact nature of these relationships varies according to the content of the means or goals identified for the dimensions of the concerned strategy, and from the implications. The implications of

strategic awareness on managers (Davis, et al. 2012,4).

(Pencarelli,et al. 2015:82) classifies strategic awareness into two dimensions (internal and external) represented by the resources that the organization possesses, based on the objectives defined by the project owner (awareness of experience and goals) and the competitive, social, political and economic characteristics that

achieve the results of strategic awareness. As for the organization, the second dimension is represented by the time dimensions (“current” and “future”) that refer to the entrepreneurs' ability to understand “where they are”, the position they currently occupy in the market, and “where they want to go and what they can go”, that is, the paths The strategy they must follow, and "how to get there" in the future, as shown in Figure (3)

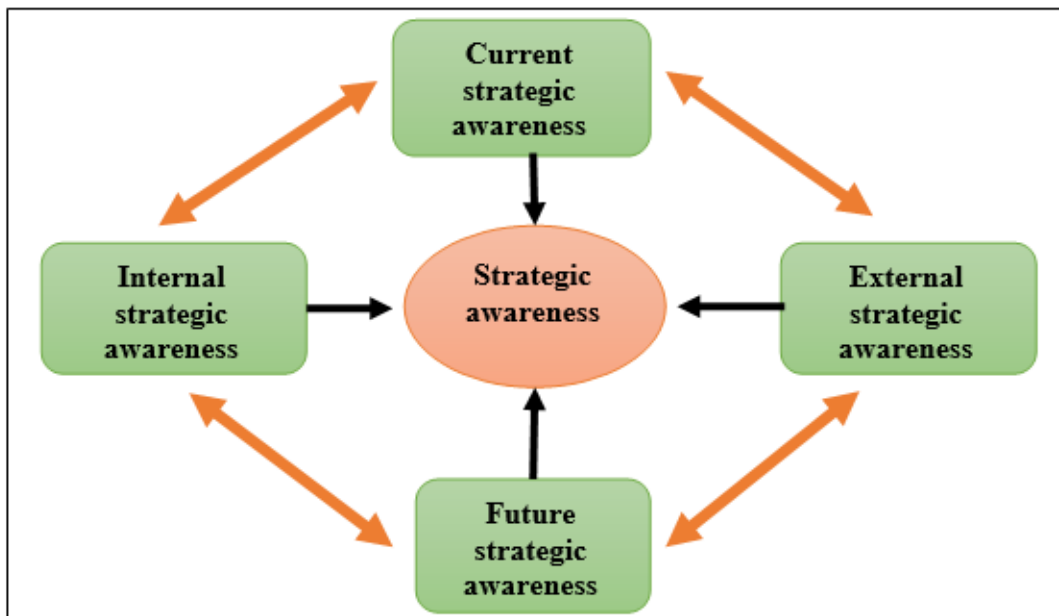


Figure (3) illustrates the dimensions of strategic awareness

Pencarelli, T., Savelli, E., & Splendiani, S.(2015)," **Strategic Awareness and Growth Strategies in Small Enterprises**", Association for Business and Economics Research (ABER)," Printed in the U.S.A, Vol(1),N (8).

(Usly & Erdogan, 2014: 54) describes conscious entrepreneurial marketing as a

process that involves awareness of and concern for social, environmental, and economic factors while passionately striving to exploit opportunities that align between production, consumption and financial performance. Since strategic awareness is an essential component of entrepreneurial marketing, the term “awareness” emphasizes the role of

strategic management. Therefore, awareness of entrepreneurial marketing depends on the organization's ability to sense, understand and research business opportunities and competitive advantage.

THE PRACTICAL SIDE

Examining the relationship between entrepreneurial marketing and strategic awareness

Strategic awareness in this research represents an independent variable, which has been measured across four dimensions

(internal strategic awareness, external strategic awareness, current strategic awareness, and future strategic awareness). Entrepreneurial marketing represents an approved variable whose dimensions are defined by five dimensions (proactive, calculated risk, innovation and benefit from Resources and value generation) Table No. (1) shows the correlation between the two variables.

Table (1) Matrix of correlation between the dimensions of the research variables

| Dimensions | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|------------|------------------------------|---------------------------|------------------------------|------------------------------|-----------------------------|----------------------------|------------|-----------------|------------|-----------------------|------------------|
| | | | External strategic awareness | Internal strategic awareness | Current strategic awareness | Future strategic awareness | Preemptive | Calculated risk | Innovation | Make use of resources | Value generation |
| 1 | External strategic awareness | Pearson Correlation | 1 | .575** | .640** | .624** | .629* | .593** | .597** | .540** | .597** |
| | | significance of parameter | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| 2 | Internal strategic awareness | Pearson Correlation | .575** | 1 | .507** | .590** | .614* | .544** | .528** | .586** | .528** |
| | | significance of parameter | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| 3 | Current strategic awareness | Pearson Correlation | .640** | .507** | 1 | .491** | .615* | .623** | .431** | .529** | .431** |
| | | significance of parameter | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| 4 | Future strategic awareness | Pearson Correlation | .624** | .590** | .491** | 1 | .552* | .528** | .597** | .469** | .597** |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |

| | | | | | | | | | | | |
|---|-----------------------|---------------------------|--------|--------|--------|--------|------------|--------|--------|--------|--------|
| 5 | Preemptive | Pearson Correlation | .629** | .614** | .615** | .552** | 1 | .639** | .597** | .522** | .597** |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 |
| 6 | Calculated risk | Pearson Correlation | .593** | .544** | .623** | .528** | .639* * | 1 | .564** | .539** | .564** |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 |
| 7 | Innovation | Pearson Correlation | .656** | .605** | .628** | .536** | .626* * | .586** | .613** | .626** | .613** |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| 8 | Make use of resources | Pearson Correlation | .540** | .586** | .529** | .469** | .522* * | .539** | .443** | 1 | .443** |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 |
| 9 | Value generation | Pearson Correlation | .597** | .528** | .431** | .597** | .597* * | .564** | 1 | .443** | 1 |
| | | significance of parameter | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |

Test hypotheses

Multiple stage gradient regression models were used in testing research hypotheses in light of what is known as structural equation modeling using the two statistical programs (SPSS 23 and 23 AMOS), by knowing the normal distribution of those data as a prerequisite for using linear regression models for the aforementioned purpose according to what is clear from the table. (2) Which shows the results of the normal distribution of the dimensions of the two variables studied in this research in light of the so-called

(Kolmogorov-Smirnov) test for testing the two hypotheses of normal distribution shown below:

Ho: the sample data are normally distributed (HO: P = 0)

H1: the sample data are not normally distributed (HO: P ≠ 0)

The test results showed the normal distribution of the research data and its variables, which are presented in Table (2)

According to the lack of significance of this test and thus the acceptance of the first hypothesis, that is, the data are normally distributed and the second

alternative hypothesis is rejected in order to reinforce that the existing data are ready to use linear regression models in testing

the research hypotheses, and Figure (4) shows the normal distribution of data after external strategic awareness.

Table (2) results of the normal distribution test for the dimensions of the research variables

| Type and parameters of the test Variables and their dimensions | Kolmogorov-Smirnov | | |
|---|----------------------------------|------------------|------------------------------|
| | Test statistics | Intangible value | The significance of the test |
| | Strategic awareness | | |
| External strategic awareness | 0.072 | .200* | Not moral |
| Internal strategic awareness | 0.080 | 0.060 | Not moral |
| Current strategic awareness | 0.081 | 0.053 | Not moral |
| Future strategic awareness | 0.077 | 0.085 | Not moral |
| | Entrepreneurial Marketing | | |
| Preemptive | 0.079 | 0.066 | Not moral |
| Calculated risk | 0.077 | 0.081 | Not moral |
| Innovation | 0.080 | 0.059 | Not moral |
| Make use of resources | 0.062 | .200* | Not moral |
| Value generation | 0.072 | .200* | Not moral |

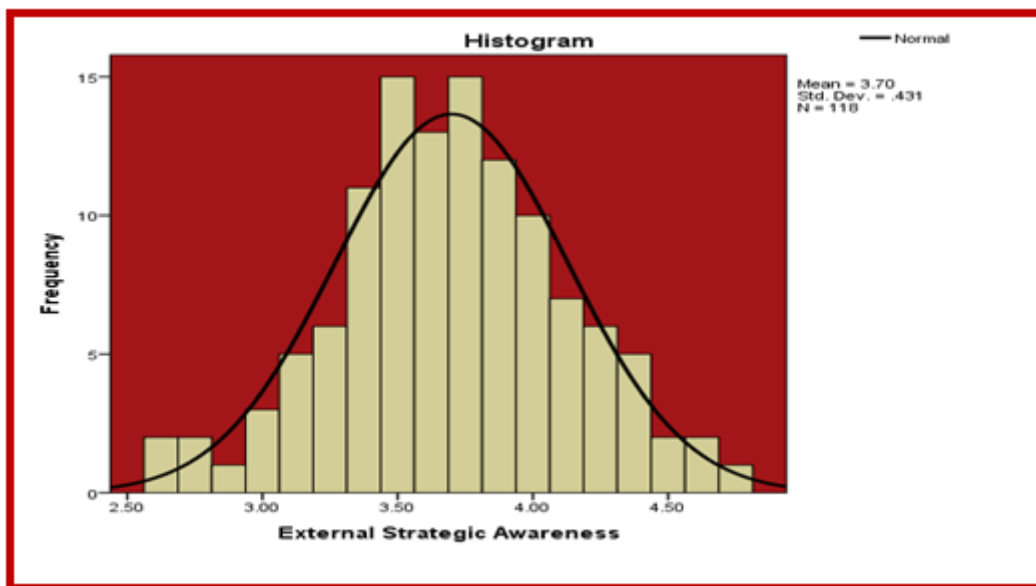


Figure (4) The normal distribution of the external strategic awareness dimension

The following is a detailed presentation of the results of the research hypothesis test:

The main hypothesis of the research:

Strategic awareness in its dimensions (external strategic awareness, internal strategic awareness, current strategic awareness, future strategic awareness) has a statistically significant influence on the dimensions of entrepreneurial marketing, and includes testing this relationship between the dimensions of strategic awareness with its dimensions and entrepreneurial marketing in its

dimensions, Sub hypotheses emanating from it as follows:

The first sub-hypothesis: The results of the test of the first sub-hypothesis shown in Table (3) demonstrated the significance of the effect of the dimensions (external strategic awareness, internal strategic awareness, current strategic awareness) of the dimensions of strategic awareness, as the current strategic awareness dimension recorded the greatest impact in the first dimension of the variable Accredited as pioneering marketing in the organization under study.

| | | | | | | |
|-------------------------------|---------|---|------|----------------|---|---|
| Statistical indicators | | | | | | |
| Hypotheses | β | T | Sig. | R ² | F | P |

| | | | | | | |
|--|-----|-------|------|-----|--------|------|
| External strategic awareness.....Proactive | .22 | 2.311 | .023 | .54 | 33.659 | .000 |
| Internal strategic awareness.....Proactive | .28 | 3.311 | .001 | | | |
| Current strategic awareness.....Proactive | .28 | 3.252 | .002 | | | |
| Future strategic awareness.....Proactive | .11 | 1.292 | .199 | | | |

DISCUSS THE RESULTS

- 1 .The management of the researched company has a high tendency to search for new markets to target, expand its market share and market its products.
- 2 .The correlation between the dimensions of strategic awareness and the dimensions of entrepreneurial marketing is positive, which indicates that Samarra Pharmaceuticals Company has an interest in research variables.
3. The impact of the two dimensions of strategic awareness (internal and current) is significant in strategic awareness. The more the researched company devotes attention to the two variables, the more positive results will be achieved in improving its work.
- 4 .Pre-emption is considered an influential dimension in strategic awareness, and that effect is evident alone without the need to be combined with the rest of the dimensions to highlight its impact.
- 5 .The current strategic awareness dimension has a great impact on the company's work in pioneering

marketing, followed by the external strategic awareness dimension, as these two dimensions have a clear impact on the entrepreneurial marketing in which the company operates.

- 6 .There is an effect of strategic awareness at the level of entrepreneurial marketing, as the more the researched company is interested in strategic awareness, the higher the level of marketing it to the entrepreneur.
- 7 .Samarra Pharmaceuticals Company must achieve a high level of its work and increase its productivity by employing individuals with diverse experiences and competencies to ensure its superiority.
8. The company should increase interest in adopting various promotional means in the market in order to reduce environmental uncertainty in its work.

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