

Effects of Entrepreneurial Marketing on the Business Sustainability Performance of SMEs: A Systematic Review

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Abstract: In Small and Medium Enterprises (SMEs) marketing processes, to enhance Firm Performance (FP) under constrained resource conditions, Entrepreneurial Marketing (EM) establishes an efficient resource for acquiring firm opportunities and performance within uncertain marketing circumstances. In numerous prevailing studies, an understanding and effectiveness of EM were exhibited. There is a lack of understanding of EM's efficiency in business sustainability performance, especially in SMEs that need to be explored in spite of the growing interest in it. Hence, EM on FP is systematically reviewed and the relationship between EM and FP is explored in this paper. In addition, various EM dimensions to explore sustainability performance are explored. In this review, most of the EM dimensions, such as Value Creation (VC), Opportunity Orientation (OO), innovativeness, proactiveness, Risk Management (RM), Proactive Orientation (PO), and Research and Development (RD) mainly focused on FP. Moreover, this review signified that the variables of EM aspects, sustainability aspects, marketing orientation, entrepreneurial orientation, and SME performance had a positive and significant relationship betwixt the EM marketing and business sustainability of SMEs. Hence, it exhibited that EM has a positive and significant impact on the firm's performance.

Keywords: EM, Competencies, Firm Performance, Entrepreneurship, EM dimensions, Entrepreneur, Small and Medium Enterprises (SMEs)

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