

Rutgers Business Review

Special Issue Call for Papers: *Entrepreneurial Marketing and Organizational Performance*

Submission Deadline: October 15, 2024

Entrepreneurial Marketing (EM) as a subject of academic inquiry is in its fifth decade (e.g., Carson, 1999; Collinson and Shaw, 2001; Dickson and Giglierano, 1986). Efforts to date have resulted in the development of numerous definitions (e.g., Alqahtani and Uslay, 2020), frameworks (e.g., Hansen and Eggers, 2010), underlying constructs, and more recently scales for measurement (e.g., Alqahtani et al., forthcoming a; Eggers et al., 2020).

Empirical research on market orientation took off in the nineties after the dissemination of rigorously validated scales, which invigorated interest on the application and demonstrated merits of the marketing concept. However, the concept was already applied by practitioners, especially since the fifties. Empirical research on EM may be overdue a similar research renaissance. After all, entrepreneurs as well as intrapreneurs have been successfully deploying it for decades.

It is important to note that EM is not applicable to only small or medium-sized businesses. While EM was initially utilized by small businesses coping with uncertainty and limited resources (Morris et al., 2002), conceptual (e.g., Kraus et al., 2010; Miles et al., 2015) and more recently empirical work (e.g., Alqahtani et al., forthcoming a, b) have also demonstrated that EM can enhance the performance of organizations of all sizes and types (e.g., Stokes, 2002). Enhancing the entrepreneurial mindset of businesses, regardless of size, may lead to increased productivity and a more competitive stance in the global marketplace (Stevenson and Gumpert, 1987).

Aligned with the spirit of the [2024 Global Research Conference on Marketing & Entrepreneurship](#), the special issue of [Rutgers Business Review](#) on Entrepreneurial Marketing

and Organizational Performance seeks to inform and stimulate multi-disciplinary conversations related to EM between academics, and practitioners from all sectors including non-profits. The main purpose of the special issue is three-fold:

- To take stock of the scholarly progress that has been made to date and share them with practitioners in an accessible language. What are the primary insights of EM that all managers should know? What should they be doing differently with a long-term view, or starting today?
- To identify, examine, and incorporate practitioners' priorities and views to ongoing scholarly work and move the field forward together in a productive manner and high relevance.
- What are the EM topics or nuances that those who are already engaged in EM should consider? How can such concepts increase marketing's relevance and facilitate impactful actions in increasingly turbulent and complex market environments?

About Rutgers Business Review:

Rutgers Business Review (RBR) was launched in 2016 to become the preeminent scholarly publication of Rutgers Business School, New Jersey. It is indexed in SCOPUS and ranked among ABDC journals.

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Potential research questions for the SI include (also see Alqahtani and Uslay, 2022 for broader research priorities of the marketing-entrepreneurship interface):

- *How can EM drive organizational performance in an increasingly digitally-native marketplace?*
- *How does experimentation facilitate EM efficacy?*
- *What are the drivers of EM?*
- *What qualities (e.g., creativity) contribute to increasing the efficacy of EM?*
- *(How) can EM enable agility and speed to market?*
- *What are the processes through which EM drives organizational growth?*
- *How does EM relate to customer development and business model innovation?*
- *How can EM enable effective market entry and development?*
- *What role does EM play in internationalizing firms and brands?*
- *What are the most effective ways of employing EM in branding?*
- *What EM practices facilitate successful NPD?*
- *How does EM relate to different types of innovation (incremental, radical, etc.)?*
- *How does EM enhance opportunity exploration and exploitation?*
- *How do emerging technologies (e.g., AI, Blockchain, IoT, AR, VR, etc.) relate to EM?*
- *How do generative AI and machine learning influence the effectiveness of EM?*
- *What challenges and ethical considerations arise from using generative AI and machine learning in EM?*
- *How does Martech (i.e., marketing technology) impact EM practices?*
- *How do increasing uncertainty and market turbulence impact how organizations and entrepreneurs embrace marketing?*
- *What ecosystem factors influence the adoption and efficacy of EM?*
- *What situational and contextual factors enable/diminish EM efficacy?*
- *How can EM build resilience and secure survival during a crisis (e.g., COVID-19)?*
- *How different are SMEs and large firms in embracing EM and in reaping its benefits? What about B2B vs. B2C firms?*
- *How does EM empower sustainable and green marketing practices for stakeholders?*
- *How can EM be applicable to nonprofit organizations?*
- *What does the anatomy of social EM look like for value co-creation?*
- *What are the contrasts between EM and traditional marketing that practitioners should be aware of?*
- *How does entrepreneurial behavior impact the customer perception?*
- *How do DEIA (Diversity, Equity, Inclusion, and Accessibility) investments help companies promote EM?*
- *How can companies create an authentic entrepreneurship culture?*
- *What opportunities does EM offer for sustainable practices and value creation?*
- *How does EM support social projects/activist campaigns of the firms?*
- *How do cross-cultural factors impact the effectiveness of EM?*

All manuscripts will go through a double-blind review process and will be evaluated based on their scholarly merit and overall ability to advance the literature on entrepreneurial marketing and impact practice. The topics above are non-exhaustive and are offered for guidance only.

The co-editors of the RBR SI will receive manuscript submissions for the special issue from August 15 2024 till October 15 2024. The submissions will be subject to double-blind review.

Authors should follow the style guidelines of *Rutgers Business Review* which can be found at <https://rbr.business.rutgers.edu/call-for-papers>. All submissions should be emailed to rbr@business.rutgers.edu in the required format and include “EM SI” in the subject line.

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