

Article

Role of Entrepreneurial Marketing to Attain Competitive Edge Applied to Commercial Banks in El Obeid City, Sudan.

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Abstract: The study is carried out to explain the role of entrepreneurial marketing to attain a competitive edge in commercial banks in El Obeid, Sudan 2019. The study problem was represented in the main question ‘what is the impact of entrepreneurial marketing to attain a competitive edge?’ To answer the question, we identified the effect of applying entrepreneurial marketing dimensions to attain a competitive edge in the two main dimensions: cost reduction and aimed quality. For this study, we used the descriptive analytical approach and the case study method. The two main hypotheses of the study were, 1) there is a relationship between entrepreneurial marketing and a competitive edge (cost reduction), and 2) there is a relationship between entrepreneurial marketing and a competitive edge (aimed quality). A questionnaire survey was also carried out with 7 arbitrators. The reliability and validity of the questionnaire were tested with Cronbach's alpha which reached 71%. The study result from the methods and statistical analysis with SPSS shows that there is a relationship between entrepreneurial marketing and a competitive edge (cost reduction) and between entrepreneurial marketing and a competitive edge (aimed quality). Therefore, it is recommended that the bank departments pay more attention and research to address the deficiencies of cost reduction and aimed quality when applying innovative marketing dimensions. The result also supports the continuation of creating the appropriate environment for more practice of creative marketing that reduces the cost of their services.

Keywords: Entrepreneurial marketing, Innovation, Quality, Competitive edge

1. Introduction

Scholars assume that the world currently has a huge economy that is dependent on the intangible production of computer codes, content, design, and information services. Most companies operate in a world of intense competition, a continuous shift in consumers' expectations and desires, and massive technological advances. Services in this field have numerous features that contribute to the creative process. Moreover, the creativity of the service organization depends mainly on the point of view of customers or the interaction between employees and customers. Several studies have shown that creative marketing is poor in the services sector, while creative marketing is the most effective tool for success to manufacture and sell products of high quality and helps develop new markets and opportunities (Al-Zoubi, 2019). Entrepreneurial organizations can enter markets with new products, new risks, and new market opportunities by making use of elements related to this, whether it is innovation, creativity, or other elements of entrepreneurial marketing. In the current study, we have applied the most important dimensions of EM which is utilized in the concerning banks to reach the best position among competitors and to gain the profits in the significant ways.

2. Study Objectives

The study problem is formulated in the following main question: what is the role of entrepreneurial marketing (EM) to attain a competitive edge in the commercial banks in El Obeid City – Sudan 2019?

Then, the following sub-questions are generated.

- (1) Does creative marketing as an EM's dimension affect reducing costs to attain a competitive edge?
- (2) What is the impact of creative marketing to attain the aimed quality?
- (3) How can innovative marketing as an EM's dimension affect reducing costs?
- (4) Does innovative marketing lead to attain reducing the aimed quality?

(5) How does risk-taking in an EM's dimension affect reducing costs?

(6) How does risk-taking affect the aimed quality?

We seek to attain the following main objective: to identify the effect of implementing entrepreneurial marketing on attaining a competitive edge in banks operating in El-Obeid. The following sub-objectives are generated.

(1) Introducing the scientific concepts of entrepreneurial marketing and a competitive edge

(2) Clarifying the impact of innovative marketing to attain a competitive edge

(3) Studying the effect of creative marketing to attain a competitive edge

Identifying the effect of taking risks to attain a competitive edge

3. Methods

The descriptive analytical approach and the case study approach were used to describe the phenomenon under study. The questionnaire was the main tool of the study, meanwhile the study population included (241) employees working in the commercial banks located in El-Obeid. With the method, the following model and hypotheses were established,

3.1. Pre-Model

To explain the problem of the study and attain its objectives, a model needs to be built to specify the independent variable (entrepreneurial marketing) and the dependent variables (competitive edges) as illustrated in Fig. 1.

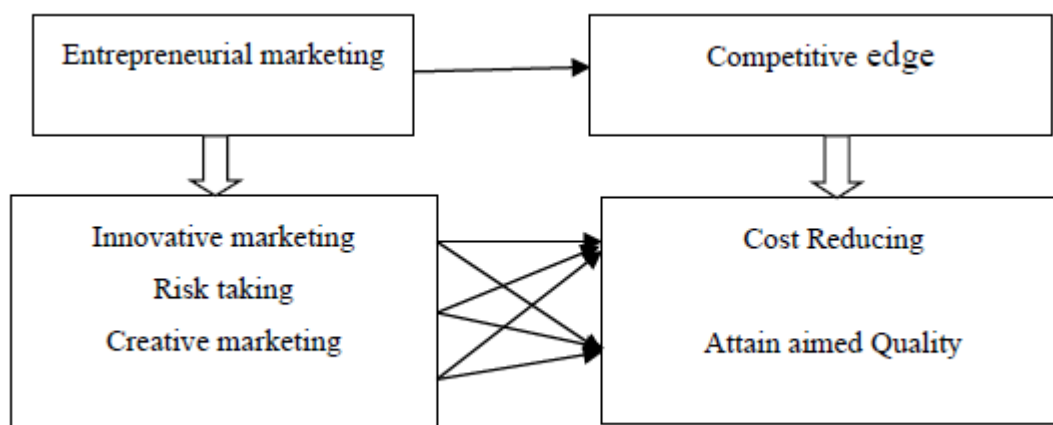


Figure 1. Pre-study model.

3.2. Hypotheses

H1: There is a relationship between entrepreneurial marketing and cost reduction. The following sub-hypotheses are divided into:

1. There is a relationship between creative marketing and cost reduction.
2. There is a relationship between innovative marketing and cost reduction.
3. There is a relationship between taking risk and cost reduction.

H2: There is a relationship between entrepreneurial marketing and attain aimed quality, and the following sub-hypotheses are branched:

1. There is a relationship between creative marketing and attain aimed quality.
2. There is a relationship between innovative marketing and attain aimed quality.

There is a relationship between taking risk and attain aimed quality.

4. Theoretical Framework

4.1. Interface between marketing and entrepreneurship

Marketing in the business sector is considered one of the oldest and most well-researched disciplines while entrepreneurship is one of the most recent and rising fields (Hoy, 2008). In the first instance, understanding the terms "entrepreneurial marketing" separately is the best way to understand the concept of marketing and entrepreneurship." Though the field of entrepreneurship has

been deeply studied and several attempts have been made to find a widely accepted concept, entrepreneurial marketing is still not generally accepted. Ramadani et al. (2014) discussed that entrepreneurship is a process of searching for creative opportunities under dangerous and hazardous circumstances by effectively and efficiently combining development factors to give profit and business growth. Therefore, entrepreneurship is not just a business function but rather a style of management, often related to proactive, risk-taking, and innovative approaches. The word entrepreneurial marketing is also associated with marketing activities in small businesses with limited capital that need to rely on creative and unfamiliar strategies (Sadiku et al., 2019).

4.2. Concept of entrepreneurial marketing

Entrepreneurial marketing is a marketing strategy that can be better suited to resource constraints and challenges in SMEs (Bachmanna et al., 2020; Alqahtani and Uslay, 2020). The organizations that choose EM as their strategy benefit from linking the underlying dimensions. These links are valuable when pursuing exploratory as well as exploitative innovation. The interlinking between the EM dimensions offers different advantages, allowing them not only to create exploitative or exploratory innovation but to rotate between these innovation types (Alqahtani and Uslay, 2020). Moreover, in marketing and entrepreneurship literature, the concept of EM has primarily been associated with the need for creativity and innovativeness in small firms (Miles et al., 2015). All EM definitions, however, have something in common; they include both marketing and entrepreneurial aspects. The definitions of EM that may be frequently found in the literature are chronologically listed in Table 1.

Table 1. Definitions of entrepreneurial marketing.

Year	Definitions	Author
2000	“EM is marketing carried out by entrepreneurs or owner-managers of entrepreneurial ventures.”	(Stokes (2000, p. 2)
2000	“Marketing of small firms growing through entrepreneurship”.	(Bjerke & Hultman (2002, p. 15)
2006	“EM is the overlapping aspects between entrepreneurship and marketing; therefore, it is the behavior shown by any individual and/or organization that attempts to establish and promote market ideas, while developing new ones in order to create value”	(Bäckbrö & Nyström (2006, p. 13)
2009	“A particular type of marketing that is innovative, risky, and proactive, focuses on opportunities and can be performed without resources currently controlled.”	(Kraus et al. (2009, p. 30)
2011	“EM is a spirit, an orientation as well as a process of passionately pursuing opportunities and launching and growing ventures that create perceived customer value through relationships by employing innovativeness, creativity, selling, market immersion, networking and flexibility.”	(Hills and Hultman (2011, p. 6)
2012	“EM is a set of processes of creating, communicating and delivering value, guided by effectual logic and used a highly uncertain business environment.”	(Ionita (2012, p. 147)
2012	“The marketing processes of firms pursuing opportunities in uncertain market circumstances often under constrained resource conditions.”	(Becherer et al. (2012, p. 7)
2016	“EM is a combination of innovative, proactive, and risk-taking activities that create, communicate, and deliver value to and by customers, entrepreneurs, marketers, their partners, and society at large.”	(Whalen et al. (2016, p. 3)

Source: (Sadiku et al. 2019).

Creative Marketing as EM's 1st dimension

Creativity is defined as doing what has never been done before and what includes understanding, invention, and investing resources. Meanwhile, researchers have shown that creative marketing is poor in the services sector, while creative marketing is the most effective tool for success to manufacture and sell products of high quality and helps develop new markets and opportunities. According to Al-Zoubi (2019), the areas of creativity are to,

- (1) Create a new opportunity to rebuild a new concept.
- (2) Create a new strategy to improve the way a new competitive edge which is attained for management.
- (3) Create a new operating process or technology by means of a new way.
- (4) Create new relations between work units.

Innovative marketing as EM's 2nd dimension

Innovative companies participate in creative processes and experiments and aim to attain a steady flow of fresh ideas that contribute to new goods, services, and/or technology that may be exploratory or enhance current offers. Moreover, innovation orientation enables companies to turn identified opportunities into innovative ideas, therefore adopting EM means for a new business as an "innovation factory" that offers superior consumer value through inventing new products and services (Thomas et al., 2020). Innovative marketing is focused on market growth and discovering new customer requirements, new opportunities to use products, a new consumer segment, and new circumstances (Šula and Banyár, 2015).

Risk-taking as EM's 3rd Dimension

Companies must face many uncertainties in decision-making, such as investments in the development of new products and services. Risk-orientated companies are committed to calculating risks. That is, if the potential outcomes promise higher returns instead they are willing to meet when they are reasonably assessed and potentially mitigated such risks, such as intensive product testing, cooperation with others, or flexible resource commitments (Thomas et al., 2020). The main definition of taking risks in marketing is "any marketing activity is concerned with the uncertainty that leads to price fluctuations and unpredictability, and the price fluctuation arises from the change in supply and demand, which is something that cannot be controlled" (Al-Bakri, 2014). Therefore, according to Al-Bakri, the management of the organization takes into account these dangers, which can be represented by business, funding, and personal risks.

Creative capabilities as EM's 4th Dimension

There are taking risks and innovative marketing on one axis, whereas creative marketing is on the other axis. Creative marketing is divided into "creative capabilities" and "creative marketing." Therefore, four basic components (dimensions) of all the terms in the scale of entrepreneurial marketing are applied. Researchers have proposed definitions of creative capabilities (Lubart et al., 2013; Napier and Nilson, 2006). The definition of creative capabilities is made up of routines and processes that improve an organization's ability for creative actions and behavior. The concept of capabilities also refers to the efficiency of the institution in coordinating its resources and putting them into productive use. Creative capabilities enable the institution to

- (1) Develop new products to meet market needs.
- (2) Apply appropriate technologies to the production process of these new products.
- (3) Develop and adopt new product and processing technologies to meet future needs.
- (4) Respond to technological developments and unexpected opportunities.

4.3. Concept of competitive edge (CE)

A competitive edge means a company benefits more in costs, technology, brand, and management than its competitors. Saranga et al. (2018) found that the potential for product development was closely linked to the competitive edges in many dimensions as a significant component of strategy in the context of the economies (Tu and Wu, 2020). A company's competitive edge is critical to its success and survival, and an organization has a competitive edge over its competitors if it receives an over-average return (Porter, 1980). This benefit lasts just if the others do not copy it and underlines the need for a business to keep ahead of the competition for strategic renovation. On the other hand, the link to the competitive edge does not mean merging two ideas, but rather it means the orientation of a new and strategic path for the organization's work that corresponds to the outlook with the available natural resources and the excessive depletion of those resources (Al-Bakri, 2014).

Cost reduction as CE's 1st dimension

This strategy aims to attain a lower cost as compared to competitors, and several motives or incentives encourage enterprises to attain the lowest cost, including the availability of economies of scale, the implications of the learning or experience curve, the existence of encouraging opportunities to reduce costs and improve efficiency, and finally, a market made up of conscious buyers. The factors that lead to lower costs in the organizations are as follows.

- (1) The savings attained by increasing the employee experience and learning curve
- (2) Less investment in resources, especially raw materials, with advanced storage systems
- (3) Adopting a distribution policy that is consistent with the privacy of the product, and preserving it and its integrity from damage
- (4) Raising the level of utilization of the available energies in the company's assets to reduce the ratio of the impact of fixed costs on the total cost per unit of production.

Aimed quality as CE's 2nd dimension

Empirical studies showed that quality positively affects purchasing intentions of consumers. Paladini (2011) understands the fact that the term 'quality' is commonly used for the considerable efforts made in the past to conceptualize it. The problem falls in the frequent use of incorrect concepts of quality. Service quality management involved highly assessment processes. An accurate evaluation of an external service aids companies to reposition themselves in the market and redirect their resources to attain service quality levels compatible with customers' needs (Fabiano et al., 2016).

4.4. Banks sector in north Kordofan State – Sudan as a case study

North Kordofan represents 9.6% of the area of Sudan with a population of more than 3 million people. The study population consists of 241 individuals working in the operating banks in El Obeid. 155 questionnaires were distributed, depending on the simple random sample method. 134 questionnaires were recovered with a recovery rate of 86%, while 21 questionnaires were not recovered.

5. Result and Discussion

5.1. Exploratory Factor Analysis

Factor analysis is based on the principal component analysis and offers extended and developed conclusions (Fávero and Belfiore, 2019). In this study, SPSS software was used for factor analysis. It helps comprehend the link between factors by combining relevant variables into representative factors. It decreases a dimension in multivariate analysis by investigating the link between correlated elements to provide the significant factors.

Table 2. Reliability coefficient for the study variables before the factor analysis.

Variable type	Factors	Variable dimensions	Cronbach's alpha
Independent variable	Risk-taking	3	0.764
	Innovative marketing	4	0.700
	Creative capabilities	3	0.706
Dependent variable	Creative marketing	3	0.629
	Costs reduction	3	0.788
	Aimed quality	3	0.679

Table 3. Exploratory factor analysis of entrepreneurial marketing (EM)

Variable dimensions	Description	Factor			
		1	2	3	4

Table 3. cont.

Risk-taking	The management of the bank adopts the results of its external environment analysis to obtain better market opportunities than its competitors.	0.855			
	The bank uses its various capabilities to contain any challenges it faces.	0.849			
	The bank considers the financing risk for pre-planned projects.	0.623			
Innovative marketing	The bank is constantly working to develop teller services that meet customers' needs.		0.791		
	The bank encourages customers to use electronic banking applications		0.746		
	The bank is constantly providing innovative marketing products and services as a service for purchasing electricity.		0.677		
	The bank facilitates electronic payment processes to distinguish it from competitors.		0.601		
Creative capability	The bank's management is not keen to take advantage of the creative capabilities of its members.			0.821	
	The bank does not allocate good sums to encourage marketing creativity for services.			0.793	
	The bank does not support the owners of new marketing ideas and proposals			0.757	
Creative marketing	The bank follows creative financing policies in providing services.			0.805	
	The bank encourages customers to use deposits and withdrawals through the creative abilities of its employees.			0.757	
	The bank is constantly using training to develop creative ideas.			0.571	
Eigenvalues		3.447	2	1.584	1.162
Variance Explained		17.099	17.006	15.059	13.862
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			0.705		
Bartlett's Test of Sphericity			462.387		
Total Variance Explained			63.026		

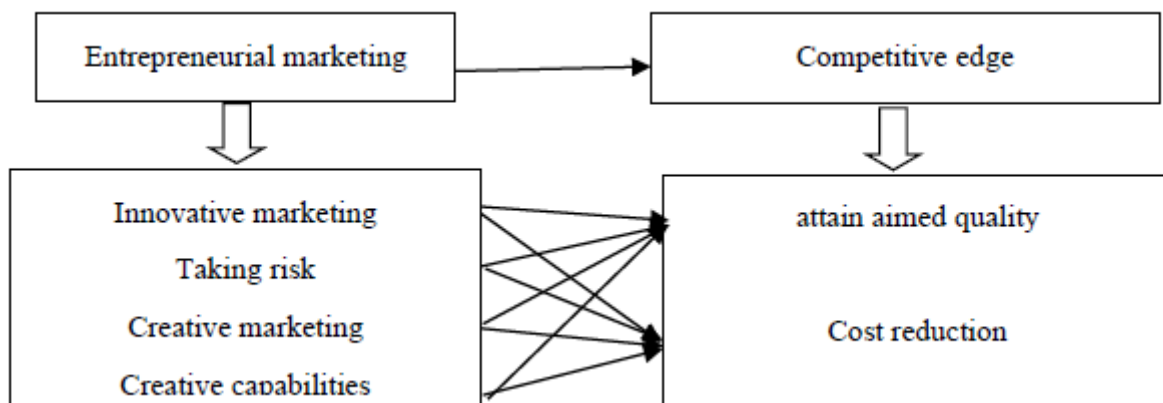
A correlation matrix was formed between the original variables in the study of the independent variable with each other, consisting of three axes of entrepreneurial marketing. 20 statements and 50 elimination points were used for taking into account the absence of crossed values (exceeding 0.5). The initial value is not less than 0.5, and the saturations are not less than 0.5. The KMO value is not less than 0.60 for the variables, and the value of the potential roots is not less than the correct one. Thus, the expressions that have intersections were omitted. In risk-taking, innovative marketing, and creative marketing, four basic components (dimensions) in the scale of entrepreneurial marketing were found. The first component is risk-taking (17.099 % of the total variance), the second component is innovative marketing (17.006 %), the third component is creative capacity (15.059 %), and the fourth component is creative marketing (13.862%). Together, these components explain 63.026 % of the total variance, which is considered significant in social research according to Hair et al. (1998). The factors were rotated by one of the orthogonal rotation methods. The analysis showed a matrix of managed factors in Table 4.

Table 4. Exploratory Factor Analysis of Competitive Edge

Variable dimensions	Description	Factor	
		1	2
Cost reduction	The bank has the power to control costs when serving specific customers.	0.867	
	The bank monitors all service expenditures to keep them down.	0.847	
	The bank is not interested in spreading the least costly principle on the services provided to customers.	0.798	
Aimed quality	The bank's management participates in quality meetings with the relevant authorities.		0.84
	Quality is not accorded much attention to the management and staff of the bank.		0.788
	The bank does not have a clear direction to work toward obtaining quality and excellence awards.		0.713
Eigenvalue		2.141	1.823
Variance Explained		35.224	30.843
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.656	
Bartlett's Test of Sphericity		192.960	
Total Variance Explained		66.067	

A correlation matrix was formed between the original variables of cost reduction and aimed quality. 8 statements and a point of elimination of 0.5 were used. Taking into account the absence of intersecting values exceeding 0.5 and the initial contributions of less than 0.5, the saturations are not less than 0,5, and the KMO is not less than 0.60. The variables that had intersections were omitted. Two main components (factors) were found: cost reduction (35.224% of the total variance) and aimed quality (30.843 %). These components explain 66.067 % of the total variance, which is considered significant in social research. The factors were rotated by one of the orthogonal rotation methods.

5.2. Modified study model

**Figure 2.** Modified study model.

After conducting the exploratory factor analysis of the study variables, the result indicated that the independent variable (entrepreneurial marketing) consists of risk-taking, innovative marketing, creative capabilities, and creative marketing, while the dependent variable (competitive edge) consists of cost reduction and aimed quality. Therefore, the model has been modified as shown in Fig. 2.

5.3. Analysis of correlations between variables

The correlation analysis was conducted on the data to find the inter-correlations between the independent and dependent variables. The more the degree of correlation is close to the correct one, the stronger correlation between the two variables, the lower the degree of correlation from the correct one, and the weaker the relationship between the two variables. The relationship may be positive or inverse, in general. The relationship is considered weak if the value of the correlation coefficient is less than 0.30, and it is considered average if the value of the correlation coefficient ranges between 0.30 and 0.70. The relationship is considered strong if the correlation coefficient is higher than 0.70.

Table 5. Correlations between the study variables

Variables	Risk-taking	Innovative marketing	Creative abilities	Creative marketing	Costs reduction	Aimed quality
Risk-taking	1					
Innovative marketing	0.332**	1				
Creative abilities	-0.069	0.041	1			
Creative Marketing	0.429**	0.262**	0.028	1		
Costs reduction	-0.119	0.109	0.345**	0.233**	1	
Aimed quality	0.381**	0.221*	0.087	0.459**	0.204*	1

The correlation between the independent variables (creative marketing and creative abilities) is 0.041, showing a weak positive correlation. Innovative marketing has a correlation coefficient of 0.262 with creative marketing, 0.109 with cost reduction, and 0.221 with aimed quality. Creative ability is weakly associated with creative marketing (0.028), cost reduction (0.345), and aimed quality (0.087). Creative marketing is correlated with risk-taking (0.429), innovative marketing (0.262), cost reduction (0.233), and aimed quality (0.459). Cost reduction is weakly associated with aimed quality (0.204).

5.4. Hypotheses test

Hypothesis (a) 'there is a relationship between entrepreneurial marketing and competitive edge' is tested with a multiple regression analysis. It was concluded that there is a relationship between entrepreneurial marketing and competitive edge in the previous result while the significance level was less than the approved significance level (0.05) in this study. The F-test indicated that the regression model has a significant correlation with an F value of 9.261 at a significance level of 0.000. It explained 20% of the changes in the competitive edge by the application of entrepreneurial marketing. That is, the more the entrepreneurial marketing is applied, the more the competitive edge. For the detailed relationship between entrepreneurial marketing and competitive edge, Table 6 indicated that there is a negative relationship between risk-taking and competitive edge (cost reduction), where the value of beta was -0.264. The level of significance is 0.004, and there is no relationship between innovative marketing and competitive edge (cost reduction) with the value of beta (0.102) and the level of significance (0.222). There is also a relationship between creative capabilities and competitive edge (cost reduction) with the value of beta (0.314) and the level of significance (0.000). There is a relationship between creative marketing and competitive edge (cost reduction) with the value of beta (0.311) and the level of significance (0.000).

Table 6. Result of analyzing the relationship between entrepreneurial marketing and the competitive edge of the dimension (cost reduction)

Independent variables	Competitive edge of the dimension (cost reduction)		
	Beta	Sig	The result

Table 6. cont.

Risk-taking	-0.264	0.040	Supported
Innovative marketing	0.102	0.222	Not supported
Creative abilities	0.314	0.000	Supported
Creative marketing	0.311	0.000	Supported
R ²	0.472a		
Adjusted R ²	0.199		
R ² Δ	0.223		
F value	9.261		

* p < 0.10, ** p < 0.05, *** p < 0

Hypothesis (b) 'a relationship between entrepreneurial marketing and competitive edge (aimed quality)' is tested, too. There is a relationship between entrepreneurial marketing and competitive edge (aimed quality), where the significance level was lower than 0.05. The F-test result indicated that the regression model has a significant correlation, as the value of F reached 11.531 at a significance level of 0.000. The explanatory portability of the regression model (R²) reached 0.24, indicating that approximately 24% of the changes in the competitive edge (attain aimed quality) were explained by the application of entrepreneurial marketing. That is, the more entrepreneurial marketing is applied, the greater the competitive edge (aimed quality). For entrepreneurial marketing and competitive edge (aimed quality), there is a significant relationship with a beta value of 0.219 and a significance level of 0.013. There was no relationship between innovative marketing and competitive edge (aimed quality), as the value of beta was 0.053 and the level of significance was 0.515. There was also no relationship between creative capabilities and competitive edge (attain aimed quality), as the value of beta (0,090) and the level of morale (0,236), and there is a relationship between creative marketing and competitive edge (aimed quality). This result is consistent with the result of Rahman. The innovation marketing and creative capabilities did not reach the approved level of significance as shown in Table 7.

Table 7. Results of analyzing the relationship between entrepreneurial marketing and the competitive edge of the dimension (attain aimed quality)

Independent Variables	Competitive edge of the dimension (aimed quality)		
	Beta	Sig	The result
Taking risk	0.219	0.013	Supported
Innovative Marketing	0.053	0.515	Not supported
Creative abilities	0.090	0.236	Not supported
Creative Marketing	0.349	0.000	Supported
R ²	0.513a		
Adjusted R ²	0.241		
R ² Δ	0.263		
F change	11.531		

* p < 0.10, ** p < 0.05, *** p < 0

In summary, the hypotheses were tested as shown in Table 8.

Table 8. Result of testing hypotheses in this study.

Study hypothesis	Status
Main hypothesis: There is a relationship between entrepreneurial marketing and cost reduction.	Partial support
It is divided into several following sub-hypotheses:	
There is a relationship between Taking risk and cost reduction.	Not supported
There is a relationship between innovative marketing and cost reduction.	Not supported
There is a relationship between creative abilities and cost reduction.	Supported
There is a relationship between creative marketing and cost reduction.	Supported
Main hypothesis: There is a relationship between entrepreneurial marketing and attain aimed quality	Partial support
It is divided into several following sub-hypotheses:	
There is a relationship between Taking risk and attain aimed quality.	Supported
There is a relationship between innovative marketing and the attain aimed quality.	Not supported
There is a relationship between creative abilities and attain aimed quality.	Not Supported
There is a relationship between creative marketing and attain aimed quality.	Supported

6. Conclusions

In this study, the dimensions of entrepreneurial marketing were discussed, based on the result of previous studies. As there was no study conducted on the banking sector in El-Obeid city regards entrepreneurial marketing, this prompted the researcher to conduct and explore the impact of entrepreneurial marketing elements on the competitive edge strategy of these banks. The study results indicated the importance of applying entrepreneurial marketing as an effective and scientific strategy to attain many competitive edges for these banks and enable them to reserve their market position.

The results showed that there was a strong relationship between the entrepreneurial marketing variables and the competitive edge in terms of the principle of cost reduction and attaining the target quality. There was no positive relationship between risk-taking and cost reduction in banks operating in El-Obeid. There was no positive relationship between innovative marketing and cost reduction at a significant level. However, there is a positive relationship between creative capabilities and cost reduction and between creative marketing and cost reduction. Risk-taking and aimed quality were also positively correlated. We found no positive relationship between innovative marketing and aimed quality and between creative capabilities and aimed quality. Creative marketing and aimed quality were correlated positively. The findings of the current study reveal that not all the dimensions of entrepreneurial marketing have a significant effect on the overall competitive edges. Thus, further research is necessary to identify the causes of this insignificant relationship. This study result suggests the necessity of conducting more research in this area and studying the other dimensions of entrepreneurial marketing, such as “customer intensity, leveraging resources and focusing on opportunities”. Applying them to financial institutions and other companies such as small and medium enterprises and large industries is also required to obtain a competitive edge considering the development of marketing in the current business environment. Even though this study has made a significant contribution in different fields, still, there is no study that may answer all the questions in any study field.

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