Quiet Revolution or Enigma? Marketing, Entrepreneurship and Complexity

Peter Fraser
University of Hertfordshire

Abstract: This paper has emerged out of recent and continuing empirical work carried out as part of a doctoral proposal to consider creativity, identity and survival in the micro-business in general and, more specifically, the one-person-business (OPE). Inevitably therefore issues at the core of marketing and entrepreneurship are prominent. Some perspectives from Complexity Science are appealed to in an effort to understand better some of the behavioural patterns encountered in this sector and in the research for this thesis. I will consider what if any insights, applications and further avenues in the study of marketing and entrepreneurship are suggested by reassessing SMEs, micro businesses and One Person Businesses (OPBs) and interpreting their behaviours in terms of agency within a Complex Adaptive System (CAS).