Entrepreneurship: The Process of Challenging Conventions

Ian Chaston
University of Plymouth

Abstract: Fundamental to the concept of the Marketing-Entrepreneurship Interface is the role of the marketer in (a) managing the linkage between the external market and the internal processes for supporting the delivery of products or services and (b) determining when an entrepreneurial response could heighten customer satisfaction. In order to fulfill this latter role, however, the marketer clearly needs to understand what is entrepreneurship and the question exists of whether current definitions are either appropriate and/or understood by marketers. The other issue is how does one develop the entrepreneurial skills of marketers, the majority of whom have been schooled in a classicist, strategic marketing management approach to fulfilling their task role?