Network Activation as Agency in Building Marketing Channel Relationships for SMEs

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Abstract: SMEs can be particularly vulnerable in turbulent trading environments. An effective marketing orientation, aligned to sound marketing channel management, can be aids to survival. However the very nature of the SME environment, with limited resources in terms of personnel, budgets and expertise, can make it extremely difficult for these firms to carry out these vital tasks well.

This article suggests that highly effective CEOs, termed 'network activators', have the capacity to influence channel management in a positive way. The characteristics of these individuals, and the means by which they operate, are examined and reasons for their effectiveness proposed.