The Marketing/Entrepreneurial Interface & Its Relationship With New
Product Development & Innovation in SMEs

Fiona C. Denney
Luton Business School

Abstract: This paper discusses the issue of the marketing/entrepreneurship interface in the context of a small firm. It examines evidence from one particular small firm with the unusual situation that the entrepreneur and owner is no longer the manager but still retains a full-time position within the firm. Instead the firm is managed by a person with a commercial background who approaches new product development with an ordered perspective more akin to a textbook marketing approach. The paper assesses the conflicts that arise particularly in the area of NPD and innovation when the marketing and entrepreneurship approaches clash. It also comments on the way forward for this particular firm, in the hope that it will assist other SMEs with similar problems.