Marketing, Entrepreneurship and SMEs: Knowledge and Education Revisited

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Abstract: Marketing and entrepreneurship have existed as two independent, scholarly domains until recent years. In the past decade, the growing quality of entrepreneurship research has led to new contributions to marketing knowledge. And market opportunities and marketing may be the two most important elements underpinning successful business creation. This article places these developments into a broader environment and historical context, proposes research propositions to guide further research, based on a qualitative study, and suggests educational implications.