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Does Entrepreneurial Marketing Impacts Business Sustainability?

New Evidence from Small and Medium-Sized Enterprises in Egypt

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Abstract

Due to the dynamic nature of the marketing environment and the competition among small and medium-sized businesses, traditional marketing techniques are not enough to gain a competitive advantage and achieve business sustainability with the rapid emergence and evolution of new technologies and the increasing complexity of the market are creating a challenge for the traditional marketing strategies of small and medium-sized enterprises. In response with Egypt's Vision 2030 and with Sustainable Development Goals (SDG's), one of the most important factors that small and medium enterprises need to consider is Entrepreneurial Marketing. The concept of Entrepreneurial Marketing has been coined to provide businesses with a new approach to marketing. It involves using innovative and creative ideas to create value for their customers. The Purpose of this research is to examine the impact of Entrepreneurial Marketing practices (Customer Intensity, Proactiveness, Innovativeness, Value Creation, Competitor Orientation, Risk Taking and Marketing Mix) on Business Sustainability in Small and Medium Enterprises operating in Egypt. A structured questionnaire was distributed on a sample of 257 owners who are supposed to be owned a small and medium business in different sectors. The results suggest that there is significant positive effect of Entrepreneurial Marketing on Business Sustainability. Simultaneously, the moderating role of Government Support is significant on the relationship between Entrepreneurial Marketing and Business Sustainability. This research should support the owners of small and medium enterprises in Egypt to design an entrepreneurial marketing strategy to maintain an effective performance and sustainable Business. The contribution of this research to the literature by being one of the rising empirical studies addressing the role of entrepreneurial marketing on business Sustainability for small and medium sized enterprises operating in Egypt. This research will tackle the role of entrepreneurial marketing practices (Customer Intensity, Proactiveness, Innovativeness, Value Creation, Competitor Orientation, Risk Taking and Marketing Mix) in applying the entrepreneurial Marketing Strategy on Small and Medium sized enterprises in Egypt. The findings of the research will help scholars and practitioners get insight into the entrepreneurial marketing role on the business sustainability and the role of government support in small and medium sized enterprises in Egypt.

Keywords: Entrepreneurial Marketing, Business Sustainability, Small and Medium enterprises, Government Support, Egypt.

1. Introduction

The rapid emergence and growth of small and medium-sized enterprises has been regarded as the key to achieving sustainable development in emerging markets. They are also the most effective way to promote the socio-economic development of these regions. The competitive and sustainable performance of small and medium-sized enterprises will continue, and this is dependent on the policies and strategies that are geared toward their success. The main reason for selecting small and medium sized business in Egypt is the perception of entrepreneurship in Egypt is high. Moreover, the Egyptian government is focused on the development of the small and medium-sized enterprises sector. Its efforts are also aimed at enhancing the role of the formal sector in the country. The strategy was launched in early 2018. It aimed to improve the regulatory and legislative environment, establish incentives for the informal sector, and reduce administrative burdens. The objective of the national strategy was to encourage the growth of small and medium-sized enterprises. This strategy is aimed at facilitating the growth of small and medium-sized enterprises and increasing their access to various forms of financing. It is also expected to contribute to Egypt's economic diversification and improve the competitiveness of the country's economy. It is additionally expected to play a significant role in supporting Egypt's Vision 2030. This is according to the information and support center in Egypt. (2021)

Entrepreneurial Marketing is a thriving field that is constantly evolving due to the multiple factors that affect its development. g (Ferreira et al., 2019; Gilmore et al., 2013) Through Entrepreneurial Marketing, small and medium-sized enterprises can create sustainable businesses by understanding their customers' needs and developing effective marketing strategies. This approach helps them connect with their potential customers. Small and medium-sized enterprises are vital in an emerging market because they play a leading role in the development of new technologies and in the reduction of poverty. They are also able to generate wealth and improve the quality of life for their customers by contributing to the development of local economies. According to (Perez-Luno et al.,2016) many small and medium-sized enterprises are not able to develop their capabilities efficiently due to the lack of resources. Through entrepreneurial marketing, small and medium-sized enterprises can transform their current needs into valuable products. The characteristics of successful firms are similar. These include having a strong customer intensity, Innovativeness, proactiveness, value creation, Risk taking and also, Competitor Orientation.

The concept of sustainability is a vital part of an organization's operations and strategy. It involves taking into account the various aspects of the environment, social and economic benefits, and preservation of the natural resources. To achieve sustainable development, an organization should pay attention to the balance between these three elements. In addition to being able to meet current needs, sustainable performance also requires that the company takes into account the social and environmental changes that are happening in the world. (danarahmant, 2020)

According to (Sapta,2021) sustainable performance requires organizations to meet their current needs while also considering the needs of the future. This concept is linked to the innovation and customer engagement that are required to deal with the environmental and social changes that are affecting society. The goal of a sustainable organization is to meet the expectations of its customers and other stakeholders while also taking into account the environment and social aspects of its operations. This can be achieved through the effective management of its employees and the application of appropriate changes.

Therefore, organizations should consider adopting entrepreneurial marketing to improve their competitive advantage. Through entrepreneurial marketing, small and medium-sized enterprises can quickly adapt to the changes in the market by developing new and valuable products. This type of marketing can also help companies develop their capabilities and improve their competitive advantage. The development of effective marketing policies is also a vital component of any entrepreneur's success.

In uncertain economic times, the principles of entrepreneurialism can help boost the growth of small and medium-sized enterprises. many companies operating as small and medium-sized enterprises are proactive in their efforts to create wealth and develop their operations for the benefit of their communities. They are also expected to contribute to the growth of their local economies by taking advantage of their various marketing tools (Cho and Lee, 2018).

Despite the numerous academic research that have established a connection between marketing and entrepreneurship, some investigations have demonstrated that marketing is unrelated to entrepreneurship. Because the former has always been considered an entrepreneurial function. For instance, since the former has long been regarded as an entrepreneurial function, it cannot be considered a link between the two. A study conducted by a longitudinal researcher revealed that marketing is very important to

entrepreneurial activities. (Webb et al.,2011) found no relationship between entrepreneurship and marketing. A review of literature suggests that there is a lack of consensus regarding the link between entrepreneurship and marketing. On the other hand, another study discovered that marketing is crucial to entrepreneurial endeavors. Although many studies have examined the effects of various dimensions on Business Sustainability, there is a lack of empirical research on the concept of entrepreneurial marketing. This is because the benefits of this type of marketing are well known, but previous studies have not fully explained the process (Alqahtani and Uslay, 2020; Crick et al., 2020; Sadiku-Dushi et al., 2019) Based on the literature review, this research aims to establish an empirical link between Entrepreneurial Marketing and the business Sustainability, especially in the context of small and medium-sized enterprises. With investigating the role of Government support as a moderator on the relationship between Entrepreneurial Marketing and Business Sustainability.

2. Literature Review

2.1 Entrepreneurial Marketing and Business Sustainability

The concept of entrepreneurial marketing is highly consistent with the resource-based view theory and the resource advantage theory. Medium and small-sized enterprises often have limited resources and therefore utilize Entrepreneurial Marketing to develop and leverage theirs. This strategy can help them improve their performance and attract more investors. (Ahmadi and O’Cass, 2016). Moreover, the concept of dynamic capabilities states that the resources can be used in combination with one another. This allows entrepreneurs to create conceptual models that are geared toward their business environment. According to Entrepreneurial Marketing researchers, entrepreneurs are responsible for identifying and exploiting the opportunities that are available to them in their adaptive businesses. (Becherer et al., 2012; Hills and Hultman, 2013; Jones et al., 2014; Miles et al., 2016; Whalen and Akaka, 2016). Furthermore, according to (Crick et al., 2018) asserted that the responsibility of entrepreneurs to seize the opportunities that are available to them in the adaptive business environment. This implementation helps them make informed decisions regarding their business's strategies and practices. They also tend to focus on minimizing their losses instead of increasing their potential gains. Entrepreneurial Marketing education is highly needed to enhance a person's skills and knowledge to start or expand a business. It allows them to work under an entrepreneur or establish their own business. Through experiential learning, they can also improve their communication skills and judgment. (Gilmore et al., 2018)

The concept of entrepreneurial marketing has been studied extensively in order to understand the link between entrepreneurship and marketing. It focuses on the innovation and change that occur within the field of marketing. The concept of entrepreneurial marketing is typically associated with modern practices in small businesses that lack the resources to fully develop their own marketing strategies. This is because they need to rely on creative approaches to maintain and grow their businesses. In addition, it is commonly used by entrepreneurs to create visionary marketing programs. Moreover, it helps businesses develop their competitive advantage and value for their customers (Ismail and Zainol, 2018). the concept of entrepreneurial marketing is a combination of entrepreneurship and marketing. It is hard to define exactly what this term means in terms of both fields due to the complexity of the relationship between them. Despite the lack of consensus on the concept of entrepreneurial marketing, many experts agree that studies are needed to establish a proper definition. (Sadiku-Dushi et al., 2019) Different views and definitions of Entrepreneurial Marketing have been presented by different authors in the past few years (Becherer et al., 2012; Hills and Hultman, 2011; Kraus et al., 2009; Whalen et al., 2016), The most frequently used definition of Entrepreneurial Marketing. "Proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation." Despite the widespread attention that Entrepreneurial marketing dimensions has received there is still controversy regarding its dimensions. In 2015, Kilenthong and colleagues noted that there were seven dimensions. Morris et al. (2002), Buccieri et al. (2021), Eggers et al. (2020) and Sadiku-Dushi et al. (2019). Morris et al. (2002) conceptualized the dimensions of entrepreneurial marketing in proactiveness, innovativeness, customer intensity, risk management, value creation and competitor orientation.

According (Bachmann et al., 2021) stated that proactiveness means in the entrepreneurial marketing firms to adopt proactive strategies when it comes to their operations. They do not consider the external environment as a given factor when it comes to their operations. Instead, they focus on the opportunities that are available to them. The innovativeness is a vital part of entrepreneurial marketing. It allows firms to seek new ways to achieve their goals. (Landstrtom et al., 2015).

Through the use of social media, entrepreneurial marketing can help boost brand awareness and improve the purchase intentions of consumers (Lee and Watkins, 2016). It can also help businesses navigate through unpredictable

markets. Although it was initially viewed as a cost-effective marketing tool, it has since been shown that it can be used by both small and medium-sized enterprises. The concept of entrepreneurial marketing has also expanded from its original narrow view to include a more inclusive approach (Alqahtani and Uslay, 2020; Sadiku-Dushi et al., 2019). Moreover, (Sadiku-Dushi,2019) stated that many small and medium-sized enterprises (SMEs) are not able to effectively utilize traditional marketing techniques due to the dynamic nature of the markets. They urged entrepreneurs to consider new strategies and approaches. Entrepreneurship is a more comprehensive concept than traditional marketing. It emphasizes the use of creative tactics, risk management, and the creation of value.

According to Lockshin and Beverland, 2004 entrepreneurial marketing is a type of action that is taken to fulfill the needs of small businesses. It involves taking into account the various factors that affect the development and operation of a business, such as the availability of resources, the continuous innovation, and the risk taking. Moreover, (Lockshin and Beverland,2004) revealed that entrepreneurial marketing is a type of action that is taken to fulfill the needs of small businesses. It involves taking into account the various factors that affect the development and operation of a business, such as the availability of resources, the continuous innovation, and the risk taking. Furthermore, (Lambe and Hunt,2000) declared that the theoretical foundations of entrepreneurial marketing are based on the resource-advantage theory, which is applicable to both conventional and unconventional approaches. Due to the increasing complexity of the market and the emergence of new strategies and methods, effective marketing programs can help a company develop new resources and increase its output. This can be done through the combination of multiple resources in new ways. According to (Schumpeter,2003) successful entrepreneurship involves identifying the right strategies and methods to create a new product or service that will meet the needs of customers. This can help companies gain a competitive advantage in their target markets and improve their customer satisfaction. Consequently, Entrepreneurship provides companies with the necessary resources to effectively compete in their target markets. It allows them to adapt to new trends and respond to the competition in the right manner. Maurer and Becherer,1997 stated that entrepreneurial marketing can be more successful when a company experiences environmental change and has limited resources. They also noted that firms that plan on improving their operations usually pay attention to the various components of the marketing strategy.

According to Franco et al.,2014 entrepreneurial marketing is a type of activity that can be established through networking. It can also be carried out through the development of marketing strategies and the use of entrepreneurs' marketing management skills.

The rapid emergence and evolution of new business models and the increasing pressure to improve the performance of organizations have resulted in a shift toward a more sustainable mindset. This new approach to thinking can help organizations meet the challenges of continuous innovation and improve their competitive advantage. To effectively compete in today's world, businesses need to understand how they can collaborate, innovate, and excel in order to maintain their competitive edge and business continuity. The concept of business independence refers to the ability to perform a job properly and correctly in line with one's self-given capabilities. Entrepreneurial skills are those that are acquired through the use of knowledge and attitudes that are added to one's previous state. (Nurlina, 2009). The concept of sustainable performance is linked to the integration of social and environmental concerns into the activities of organizations. Three indicators of this concept are economic, social, and environmental. These factors contribute to the development of a win-win solution that addresses various sustainability challenges. Niroumand, Shahin, Naghsh, & Peikari, 2020; Paulraj, 2011).

In 2012, Markard, Truffer, and Raven stated that implementing sustainable practices and initiatives can help companies reduce their environmental impact. Furthermore, the increasing number of regulations and the complexity of the task, organizations are being urged to align their economic performance with the social and environmental elements of their operations. This is why it is important that they adopt effective strategies and procedures to meet the requirements of sustainable development. According to (Iqbal,2020) sustainable performance measures are designed to help organizations achieve their goals. In 2006, Wagner and Schaltegger argued that sustainable performance involves the various aspects of an organization's operations and environment. This concept allows for more flexibility in how an organization is managed. For instance, it can consider the needs of its end-users and customers when it comes to developing its sustainable performance. Moreover, (Burawat,2019) declared that sustainable performance involves the use of resources, promoting ecological initiatives, reducing carbon footprints, and adding value to all stakeholders. It also requires long-term management development and systemic thinking.

In terms of literature, various dimensions of entrepreneurial marketing have been measured. Reference to above discussion, the following hypothesis is presented:

H1: There is Significant Relationship between Entrepreneurial Marketing and Business Sustainability.

2.3 Entrepreneurial Marketing Dimensions

The seven dimensions of entrepreneurial marketing can be used to measure and validate the effectiveness of this type of organizational orientation. These include customer intensity, innovation, risk taking, resource leveraging, and proactiveness. (Morris,2002) brief overview of each of these dimensions are explained below.

2.3.1 Customer Intensity

The concept of customer intensity is a vital component of entrepreneurial marketing. It refers to the ability of an organization to provide its customers with the necessary support to maintain their relationships and improve their brand experience. (Hisrich, Ramadani,2018) Customer intensity is a concept conceptualized by (Jones and Rowley,2011) to provide a superior customer experience. It involves using innovative methods to meet the needs and expectations of their customers. (Essoussi and Spence,2010) stated that entrepreneurs should be aware of their company's general image and be able to meet the expectations of their customers. (Jones and Rowley ,2011) also advised them to train their employees to be more customer oriented. Moreover, Customer intensity has been regarded as a key marketing pillar, and previous studies have indicated that it can positively affect a firm's performance. In addition, (Theodosiou et al.,2012) conducted a study on the entrepreneurial marketing dimensions and found that customer intensity significantly boosts a company's performance. Consequently, the following hypothesis is proposed according to the above discussion.

H1-a: Customer Intensity is positively related to Entrepreneurial Marketing

2.3.2 Value Creation

Value has been regarded as the main objective of many organizations when it comes to attracting and retaining their customers. This concept is very effective in helping them achieve competitive advantage and attract more customers. (Babin, James,2010) According to (Morris et al.,2002) marketing practitioners can identify the unexploited value sources and form the best

combinations to create the desired customer value. Furthermore, Prahalad and Hamel,1993 also stated that creating customer value involves identifying new sources of value and being able to deliver the best possible value to consumers. In line with this, (Sharma,2016) stated that entrepreneurs should focus on using technology to support their customers in a more contemporary manner. Marketing managers should also develop effective strategies to provide their customers with better services and products. (Sheehan, Bruni-Bossio,2015) Moreover, according to (Stringfellow et al.,2004) it is important that organizations regularly interact with their customers through various media channels. This method can help them identify what their customers value and provide them with the best possible service. Therefore, the following hypothesis is suggested.

H1.b: Value Creation is positively related to Entrepreneurial Marketing

2.3.3 Innovativeness

(Lumpkin, Dess,2001) asserted that the ability to create new products and services is referred to as innovation. It enables companies to enter new markets. It involves conducting experiments and developing new ideas. Moreover, (Marcati et al.,2008) declared that successful Marketing entrepreneurs tend to build their capabilities by encouraging their employees to develop new ideas and by being open to new experiences. They also believe that adopting new technology early in a firm's development is a key to its competitive advantage. Believing that innovation can help them gain a competitive advantage, entrepreneurs tend to build their own innovation capabilities and encourage their employees to be creative. They also believe that adopting new technology earlier than others can help them secure a competitive advantage. (De Massis et al.,2018). Since a company has limited resources to meet the standards of its industry, it can utilize innovative marketing techniques to address this issue. This approach can stimulate the creativity of its employees and improve the flow of information. It can also help boost idea exchange and encourage the development of new ideas. In addition, proactiveness, which is a component of entrepreneurial marketing, can have a positive impact on a firm's competitive advantage. (Kocak et al,2017). also found that innovativeness has a strong relationship with a firm's innovation performance. Therefore, the following hypothesis is presented:

H1.c: Innovativeness is positively related to Entrepreneurial Marketing

2.3.4 Proactiveness

The concept of proactiveness has been widely used to describe the ability to influence the environment of a company. From an entrepreneurship perspective, it refers to the actions that a company takes to improve its external environment.

(Al Mamun and Fazal,2018) declared that in entrepreneurship, the concept of proactiveness is expressed through the actions of a company to minimize its external environment. This can be achieved by taking aggressive steps to surpass its competitors. For instance, by offering new products and services, a company can anticipate the needs of its customers. In addition, Companies that have proactive orientations tend to benefit from their first-mover advantage, have better service offerings, and are more likely to follow price-skimming strategies. Past studies have indicated that proactive behavior can positively affect a firm's performance. Consequently, the following hypothesis is proposed:

H1.d: Proactiveness is positively related to Entrepreneurial Marketing.

2.3.5 Risk Taking

Risk is assumed when a corporation relies on its resources to function in uncertain conditions. Risk-taking is often regarded as high for large firms and low for small and medium-sized businesses. Entrepreneurship entails taking risks and devising solutions to mitigate the risks' impact on the business. (Teece et al.,2016). Despite the risks associated with market breaking, many entrepreneurs consider it a less risky strategy to pursue. According to DiVito and Miozzo,2020 firms often face risks when they try to find new opportunities. According to (Basco et al.,2020) the risks that companies face can be seen in their operations. They noted that the decisions that firms make regarding their resources and offerings can lead to various risks. Furthermore, entrepreneurial marketing is often associated with significant risk-taking. This suggests that firms should take the necessary steps to identify and manage these risks. Prior studies have shown that taking risks can improve the performance of their organizations. (Khedhaouria et al.,2020) accordingly, the following hypothesis is suggested:

H1.e: Risk Taking is positively related to Entrepreneurial Marketing

2.3.6 Competitor orientation

The concept of competitive orientation refers to an organization's culture that considers the various strengths and weaknesses of its rivals. (Newman et al., 2016). This strategy helps firms identify areas of their operations where they can improve and compete against their competitors. In addition to being able to analyze the competitive environment, firms also benefit from the information they gather by developing new strategies and implementing new offerings (Bamfo & Kraa, 2019). Moreover, (Frambàch et al., 2003) declared that competitive orientation can help promote a firm's sustainability by sharing information about its competitors. This strategy can help them gain a deeper understanding of their plans and strategies, which can help them provide value to their customers and increase their competitive advantage. The importance of this process is that it allows them to monitor their competitors' activities and identify areas where they can improve. In addition, (Danso et al., 2017; Hilman & Kaliappen, 2014) claimed that the importance of having a competitive orientation is acknowledged by many companies as it allows them to monitor their competitors and improve their competitive advantage. This can also help them provide value to their customers. SMEs tend to adopt a competitor-focused approach in order to make the competitive environment more efficient. Furthermore, (O'Donnell et al., 2002) reasoned that knowledge about other firms can help a company achieve a competitive advantage. However, they noted that failure to recognize rivals can negatively affect a company's performance. This is because the lack of recognition can lead to the establishment of an imbalance between the networks and competencies of competing SMEs. Additionally, (O'Dwyer & Gilmore, 2019) argued that Through competitor identification, an organization can assess its key capabilities and resources in a competitive environment. This helps them develop effective marketing strategies and improve their competitive positioning. In addition to marketing differentiation, competitive positioning also involves factors such as the quality of their products and services, their cost control, and their leadership. Consequently, the following hypothesis is Proposed:

H1.f: Competitor Orientation is positively related to Entrepreneurial Marketing

2.3.7 Marketing Mix

(Duffett et al., 2020) declared that the effectiveness of marketing tools is examined in order to understand their impact on the competitiveness of small and medium-sized enterprises (SMEs). In another study, Amin,2021 examined the effects of price strategies, promotion, and product marketing on the business performance of SMEs. The results of the study revealed that these strategies can help improve the quality of products and increase the sales price besides the various marketing strategies that were used by small and medium-sized enterprises (SMEs) had a positive impact on their performance and their sustainability. They were able to create optimal price strategies and increase the quality of their products. Moreover, (Idris,2021) also examined the effects of the marketing mix on the performance of the companies. And suggested that to increase the performance and sustainability for your organization it's highly recommended to create marketing strategy bases on the combination of the marketing mix and the 4C's (consumer, cost, convenience, and communications) Similarly, the links between performance and marketing mix were confirmed by Mac-Kingsley and Pokubo (2019). The authors noted the need for more sectoral differentiation in future studies. Moreover, according to a study by (Hu et al.,2021) customer loyalty is also related to a company's performance. The study revealed that promotions, product, and price can have a positive impact on satisfaction among small and medium-sized enterprises.in line with this, (Strakova et al., 2021) found that the factors that influence customer satisfaction, such as price, promotion, and place, are very important for small and medium-sized enterprises (SMEs). They were able to show that the products, promotions, and price of these entities significantly affect the satisfaction of their customers. Which will impact positively the performance and business sustainability. Subsequently, the following hypothesis is Suggested:

H1.g: Marketing Mix is positively related to Entrepreneurial Marketing

2.4 The Role of Egyptian Government in the Small and Medium Enterprises.

Small and medium enterprises are considered one of the economic sectors that attract great attention by all countries of the world and international and regional organizations and bodies in light of global economic changes and transformations, due to their pivotal role in improving productivity,

generating and increasing income, employing semi-skilled and unskilled labor, innovation and technological progress, Where small projects represent the backbone of the economies of many countries, including Egypt, as it is a dynamic force for achieving economic development, in which a large part of the population works in the presence of about 5.2 million small and medium projects. Seven years ago, Egypt launched the mechanism of work and development within the small enterprise sector, as it is the pillar of economic growth and the engine of development and industrial progress. In this context, Prime Minister, affirmed that small and medium enterprises occupy the forefront of the Egyptian state's agenda, with their pivotal role in developing and advancing production in various fields, during the opening of the Egyptian Stock Exchange trading session. To announce the comprehensive plan for structuring and developing the Small and Medium Enterprises Stock Exchange. From this standpoint, we present an analysis of the various efforts that Egypt has taken in the field of supporting the economic role of small and medium enterprises, since the beginning of President El-Sisi's tenure to date. (RCSS,2021)

The number of small and micro projects in Egypt: Egypt is one of the largest Arab countries in terms of the number and density of small and medium enterprises operating in it, as the number of these projects is about 2.45 million, with about 39 thousand projects added annually, and about 85% of these projects are classified as They are micro-enterprises, while 14% of them are small enterprises, and only about 2% are medium enterprises, according to 2019 statistics, while these percentages were different in previous years, as the percentage of micro-enterprises reached about 97% of the total operating enterprises, followed by small enterprises with a percentage 3%, with a sharp decline for medium-sized projects.

Small, micro and medium enterprises contribute about 80% of the GDP in Egypt, and according to statistics issued by (the Central Bank of Egypt,2021) the manufacturing industries are directed to by the largest proportion of small and medium enterprises by 51% of them, followed by companies operating in the field of wholesale and retail trade by 40%. And the rest of the small and medium-sized companies distributed in the tourism sector, construction and building, health, agriculture and others.

On February 28, 2017, the Central Bank of Egypt issued a new bulletin amending the definition of micro, small and medium enterprises and other amendments on the same subject. The Central Bank also adopted the “**Nile Pioneers**” initiative, in partnership with Nile University, for a period of five

years, through which the Central Bank provides business development services to small and medium-sized companies in their various stages, from idea to growth, in addition to encouraging young people to adopt an entrepreneurial culture and build successful projects. Through this initiative, the Central Bank aims to spread the culture of entrepreneurship and knowledge related to it to support youth. In addition, “**ROWAD 2030**” project of the Ministry of Planning and Economic Development, the One Million Entrepreneurs Campaign, launched by the ministry and aims to qualify one million Egyptian entrepreneurs from all age groups and different cultural backgrounds who are interested in the field of entrepreneurship by 2030. The platform provides a large package of topics online in Arabic, English and sign language. And in three different qualifying stages, in order to reach the development of the basic skills required to qualify entrepreneurs.

Since President El-Sisi assumed office, the Egyptian government has made a lot of efforts to enhance the economic role of small and medium enterprises, and to raise the degree of their contribution to the gross domestic product. This comes within the framework of the government’s interest in setting up a national program for the development of medium, small, and micro enterprises and creating the necessary climate to encourage them and work to spread and encourage the culture of entrepreneurship, research, creativity and innovation. The results of the Projects Authority’s work during the period from June 1, 2014 to September 30, 2020 showed that total financing was pumped during this period amounting to 31.1 billion pounds out of a total financing of 53.8 billion pounds, including loans to finance small and micro projects. With a total financing of 28.8 billion pounds, which represents 60% of the total financing amounting to 47.6 billion pounds, it also financed 1,321,783 projects, and provided 1,936,103 job opportunities, in addition to grants with a total financing of 2.3 billion pounds, which It represents 37% of the total funding amounting to 6.2 billion pounds for infrastructure projects, community development and training for these projects. (RCSS,2021)

One of the most important projects that the government is working on is the establishment of an online platform for small and medium-sized enterprises. This project is being carried out through a collaboration between the E-Finance financial institutions operating company and the small and medium enterprises. The goal of the small Business platforms is to provide a comprehensive view of the various initiatives and programs that are aimed at supporting the development of small and micro enterprises. It also allows entrepreneurs and investors to easily find the necessary information and resources to start or expand their operations.

Through the platform, the services of small enterprises can be accessed by individuals and organizations from different countries. It also provides them with the necessary information and guidance to help them develop their businesses.

The platform assists entrepreneurs in preparing business plans, carrying out feasibility studies, and securing necessary financing tools. It also offers educational resources on how to start, develop, and implement projects related to small and medium enterprises. The platform's development work includes the addition of new services, such as trade exchange services, sub-pages for non-banking and banking organizations, and an electronic market that connects agencies and suppliers. It also offers investors new opportunities in the private and public sectors, which can benefit from the growing number of small and medium-sized enterprises.

H2: The moderating role of Government Support on the Relationship Between Entrepreneurial Marketing and Business Sustainability.

The proposed Research model is show in Figure (1)

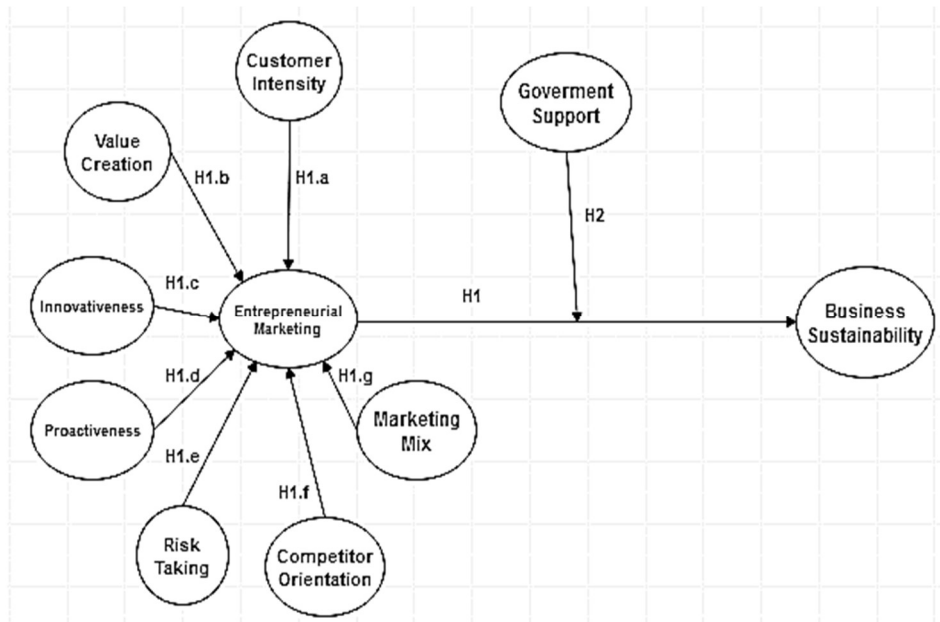


Figure 1: Research Conceptual Model

3. Research Methodology

3.1 Data Collection & Sample Design

Quantitative data was obtained from 257 small and medium enterprises randomly selected from the Central Bank of Egypt report for small and medium enterprises operating in Egypt. Small, micro, and medium enterprises contribute about 80% of the GDP in Egypt, and according to statistics issued by the Central Bank of Egypt, 2021. Egypt is a major player in the Middle East economy and has made considerable efforts in undertaking entrepreneurial activities to enhance its economic development.

Demographic Variable and category		Frequency	Percentage
Gender	Male	114	44.4%
	Female	143	55.6%
Age	20 – 29	245	95.3%
	30 – 39	11	4.3%
	40 – 49	1	0.4%
Number of people employed	Less than 10	208	80.9%
	More than 50	49	19.1%
Length of running business	Less than a year	100	38.9%
	1-2 years	72	28%
	3-4 years	64	24.9%
	5-6 years	3	1.2%
Ownership status	Over 7 years	18	7%
	Sole proprietorship	82	31.9%
	Partnership	96	37.4%
	Joint venture	4	1.6%
	Others	75	29.2%

Table 1: Respondent's Profile

Table 1 shows the various characteristics of the respondents, which provide an indication of their diversity. According to the descriptive analysis, 44.4 percent of them are men, while 55.6 percent are women. The majority of the respondents are in their 20 to 29 years old age group. The statistics showed that over 80 percent of the respondents were in the employ of fewer than ten workers. 19.1 percent were over 50, and 28 percent were in business for over three years. Some businesses have been operating for up to two years, while others have been in business longer than that. The percentage of respondents who owned a business through a sole proprietorship, partnership, or joint

venture was 31.9 percent. Also, 29.2 percent owned another type of business entity.

This research aimed to collect data through a questionnaire that was designed using Google forms. The advantages of this method were its low cost and shorter time frame. Out of the 300 questionnaires that were distributed, only 257 were used after screening them. The constructs used in this study were derived from prior research. Some of them were modified to reflect the study's context. All constructs measured by five-point Likert Scale in which 1= Strongly disagree and 5= strongly agree.

Dependent Variable. The dependent variable is Business Sustainability. The BS scale was adapted from Karkoulian et al. (2016) and Labuschagne et al. (2005), define business sustainability as the process of “adopting business strategies and activities that meet the current needs of the enterprise and its stakeholders while protecting, sustaining, and enhancing the human and natural resources that will be required in the future.” However, although sustainability is a multi-dimensional concept, studies by Karkoulian et al. (2016) and Imran et al. (2019) suggest that it can be measured through a comprehensive approach that focuses on principles and practices related to sustainability. Consequently, the goal of this research was to analyze and modify five items of literature related to small business sustainability.

Independent Variable. The independent variable is Entrepreneurial Marketing. The Entrepreneurial Marketing scale was reformed from Becherer et al. (2008) This scale includes seven dimensions with a total of 28 items

Moderating variable. The government's support is moderating the variable that influences the level of activity. It can be measured by the number of indicators that reveal the level of assistance that the government provides in various forms of training. These include financial training, marketing, and sales training, and competition control for small and medium-sized enterprises. This scale was adapted from (Sarma, Septiani, and Nanere,2022) with total of 8 items. Table no. 2 shows the measurement statements for each variable and the sources.

Pilot study was conducted and involved 30 participants, tested the reliability and validity of the three variables' measurement. It was also conducted to make sure that the questions are easy to understand and that the statements are clear and easy to interpret. Feedback from the respondents helped to modify the questionnaire, and some of the questions were removed.

Variables	Measurement Items	Source
Entrepreneurial Marketing	Innovativeness	Becherer et al. (2008)
	“We constantly introduce new and upgrade existing products”	
	“We encourage experimental and creativity in all our marketing activities.”	
	“We keep researching to attain the highest quality products and services to keep abreast with modern trends in the global market.”	
	“We make sure our quality approaches supersede those of our competitors”	
	“We have a strong emphasis on research and development and stimulate entrepreneurial marketing practices.”	
	Customer Intensity	
	“Our customer relationship management is done with a view of driving growth in our market share.”	
	“Our customer satisfaction strategies and approaches are regularly evaluated to make sure they are result oriented.”	
	“We regularly find out from our customers how they may be satisfied just as we also strike a balance between their wishes and the firms ‘objectives.”	
	“We insist on offering both quality products and services that are capable of satisfying their customers.”	
Entrepreneurial Marketing	“We take a long-term view to the formation of customer relationships and our investment in training and other resources to support CRM-related initiatives have been extensive.”	
	Proactiveness	
	“We constantly monitor trends, identify future needs of customer value, and forecast demand conditions.”	
	“We continuously engage in market orientation to monitor competitor’s behavior as well as customers behavior.”	
	“We continuously monitor changes in the industry we operate and explore opportunities within.”	

	“We continuously monitor changes as regards the regulatory environment in the industry we operate and explore opportunities within.”	Becherer et al. (2008)
	“We adopt a robust approach to scan the internal and external environment with variety of scanning tools.”	
	Competitor Orientation	
	“We always aspire to do better than our competitors. “	
	“Quality products clearly differentiate our products/service from competitors.”	
	“We always strategize to dominate the market today and, in the future, to maximize future profit.”	
	Risk Taking	
	“I will only implement plans if I know that they will work.”	
	“I value an orderly and risk-reducing management process much more than using leadership initiatives for change.”	
	“My management style is to “play it safe.”	
Entrepreneurial Marketing	Value Creation	Becherer et al. (2008)
	“We constantly think of possibilities to discover new sources of value for all our diverse stakeholders.”	
	“To ensure successful superior performance, we carry out business activities that tend to cooperate with our suppliers, customers, competitors and staff.”	
	“Our business is systematically conducted to accelerate firm growth through the growth of positive relationships with our stakeholders.”	
	“The philosophy of improved performance lies in part on the exploitation of our future competitive advantages by changing the game to benefits the business and our customers.”	
“Our stakeholders and Investors derive outstanding value from our organization as a result of our holistic approach to entrepreneurial marketing.”		

	Marketing Mix	
	“Our promotion strategy helps increase sales.”	
	“We use social media to promote our business.”	
	“We offer quality products/services to meet customer need/demand”	
	“We use customer-oriented delivery channels to service clients.”	
	“Our pricing strategies are market and customer friendly.”	
Government Support	“ level of frequency the government organizes marketing and sales training.”	(Sarma, Septiani, and Nanere,2022)
	“The level of frequency the government organizes product production/processing training.”	
	“The level of frequency the government organizes financial training.”	
	“Frequency level for equipment assistance from the government.”	
	“Frequency level of facility (market) for small businesses by the government.”	
	“The level of frequency of competition control among the SMEs by the government.”	
	“The level of frequency control of competition between SMEs with large businesses by the government.”	
	“The level of government frequency in providing easy licensing procedures for small and medium enterprises.”	
Business Sustainability	“My firm involves in improving the community in the non-business environment.”	Karkoulian et al. (2016) and Imran et al. (2019)
	“Sustainability is important to my firm.”	
	“My firm has a sustainability plan (economic, environmental, and social)”	
	“My firm has a sustainability manager/officer.”	
	“My firm treats employees fairly such as involvement, reward, respect, participation in decision making“	

Table.2 Measurement Instruments

4. Results

The first aspect of the evaluation of the Critical Factor Analysis (CFA) is the factor loadings. In 2014, a study conducted by Kumar and Charles stated that the threshold for the assessment of these factors is 0.6. Based on the table 2, it can be assumed that all of the items in this study have greater than 0.6. The findings of this study support the idea that the indicators have sufficient discriminant validity and convergent properties.

In addition, the accepted value for Cronbach Alpha should exceed 0.70, which is the same as that of the Alpha specified by Leung, Nkhoma, and John in 2013.

The Cronbach's Alpha of Government Support Measurement, Innovativeness, Customer Intensity, Proactiveness, Value Creation, Marketing Mix Decisions, Competitor Orientation, Risk Taking and Business sustainability was computed to be 0.949, 0.940, 0.933, 0.905, 0.923, 0.945, 0.933, 0.772 and 0.887 respectively. The results of the composite reliability test indicate that the research has an acceptable rate of reliability. The other constructs included in the evaluation were 0.957, 0.954 and 0.949, respectively. These results show that all of the constructs are reliable. The threshold for the reliability of the various constructs is 0.957 and 0.958, respectively.

The AVE is used to test the validity of various constructs. According to Kramberger's, 2016 study, the AVE for latent constructs has to be at least 0.5 to consider them statistically valid. The AVE of Government Support Measurement, Innovativeness, Customer Intensity, Proactiveness, Value Creation, Marketing Mix Decisions, Competitor Orientation, Risk Taking and Business sustainability was computed to be 0.737, 0.805, 0.790, 0.728, 0.765, 0.821, 0.882, 0.692 and 0.699 respectively. Therefore, the convergent validity of all the constructs has been fulfilled. The results for both the reliability and validity have been presented in the Table 2.

Table 2: Construct Reliability and Validity Measures

Construct	Indicator	Factor Loading	AVE	CR	Cronbach's Alpha
Government Support Measurement	GS1	0.879	0.737	0.957	0.949
	GS2	0.803			
	GS3	0.864			
	GS4	0.824			
	GS5	0.902			
	GS6	0.889			
	GS7	0.852			
	GS8	0.852			
Innovativeness	IN1	0.867	0.805	0.954	0.940
	IN2	0.933			
	IN3	0.901			
	IN4	0.882			
	IN5	0.902			
Customer Intensity	CI1	0.826	0.790	0.949	0.933
	CI2	0.887			
	CI3	0.812			
	CI4	0.803			
	CI5	0.807			
Proactiveness	PR1	0.791	0.728	0.930	0.905
	PR2	0.786			
	PR3	0.892			
	PR4	0.861			
	PR5	0.926			
Value Creation	VC1	0.874	0.765	0.942	0.923
	VC2	0.909			
	VC3	0.901			
	VC4	0.837			
	VC5	0.848			
Marketing Mix Decisions	MMD1	0.921	0.821	0.958	0.945
	MMD2	0.943			
	MMD3	0.860			
	MMD4	0.928			
	MMD5	0.877			
Competitor Orientation	CO1	0.813	0.882	0.957	0.933
	CO2	0.862			
	CO3	0.852			

Risk Taking	RT1	0.901	0.692	0.869	0.772
	RT2	0.891			
	RT3	0.686			
Business sustainability	BS1	0.599	0.699	0.919	0.887
	BS2	0.842			
	BS3	0.912			
	BS4	0.897			
	BS5	0.889			

The most common method used to determine the validity of the quantitative analysis of the CFA is the cross loadings and the HTMT. This study was conducted using these two methods. (Fornell & Larcker, 1981 and Chin, 1998). The square root of the various variable's coefficients compared to the correlation of the other constructs shows that the discriminant value of the variable is satisfactory.

Table 3: Discriminant Validity of Construct (Fornell & Larcker Criterion)

	BS	CI	CO	GSM	INN	MMD	PR	RT	VC
BS	0.836								
CI	0.815	0.889							
CO	0.718	0.794	0.939						
GSM	0.608	0.517	0.498	0.859					
INN	0.717	0.700	0.683	0.589	0.897				
MMD	0.803	0.862	0.905	0.450	0.679	0.906			
PR	0.810	0.817	0.737	0.658	0.755	0.724	0.853		
RT	0.808	0.692	0.643	0.693	0.522	0.678	0.659	0.832	
VC	0.825	0.839	0.805	0.511	0.666	0.831	0.819	0.745	0.874

In a study conducted by Zheng et al. in 2019, they noted that the HTMT ratio's threshold value is less than 0.85. On the other hand, it is acceptable to maintain a value below 0.9 in accordance with the liberal criteria. Table 4 shows that none of the HTMT ratio's values exceeds 0.9. But the highest one, at 0.892, is still lower than the standard. Because of this, the model is regarded as valid.

Table 4: Discriminant Validity (Heterotrait & Monotrait Ratio (HTMT))

	BS	CI	CO	GSM	INN	MMD	PR	RT	VC
BS									
CI	0.880								
CO	0.781	0.848							
GSM	0.668	0.540	0.528						
INN	0.797	0.744	0.725	0.619					
MMD	0.868	0.817	0.862	0.470	0.713				
PR	0.802	0.886	0.803	0.710	0.817	0.782			
RT	0.872	0.810	0.745	0.835	0.614	0.777	0.790		
VC	0.801	0.801	0.866	0.540	0.711	0.887	0.892	0.870	

4.1 Structure Model Assessment

The R-square is a statistical measure of the explanatory power of various latent variables. It is used to analyze the structural relevance of the model. In the case of Business sustainability, the explained variance was 79.4%, which reduced to 78.9% after the adjustment. Similarly, the explained variance for entrepreneurial marketing behavior was 100%, which was the adjustment. In 1998, Chin noted that a value of Q² that exceeds zero indicates that there is a predictive power. The results of the analysis show that the Q-square values are all over zero.

Table 5: Testing Quality of the Model

Variables	R Square	R Square Adjusted	Q Square
Business sustainability	0.794	0.792	0.548
Entrepreneurial Marketing	1.000	1.000	0.614

The structural model's next step was to be analyzed through the use of PLS-SEM in Smart PLS 3.2.9. The path coefficients were examined, and a procedure was then carried out to determine the significance of the connection. The first model analyzed the independent and dependent variable's relationship, while the second one introduced a moderated variable for stress.

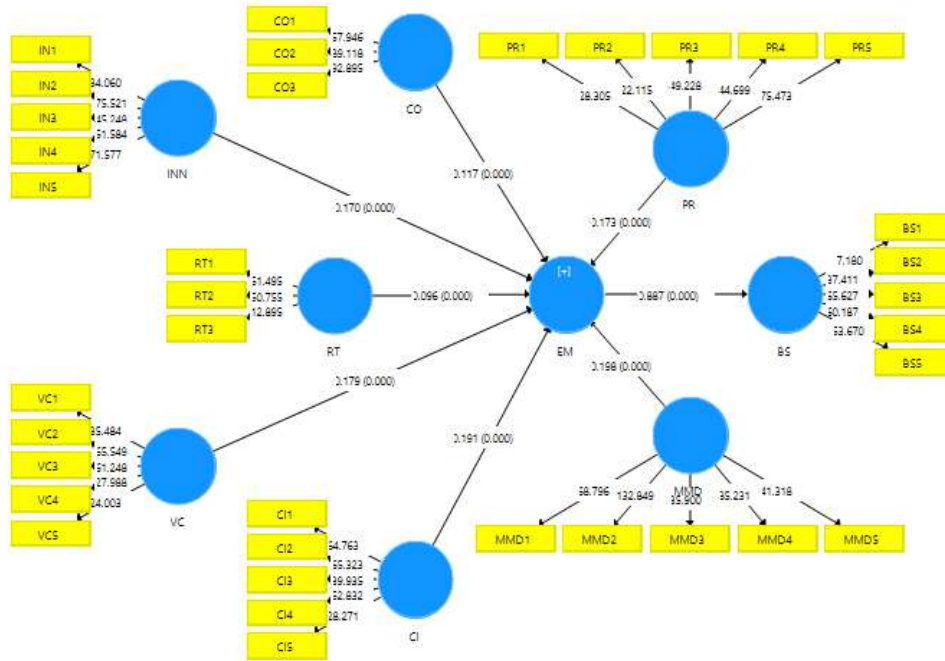


Figure 1: PLS-SEM Bootstrapping Direct Relationship

The t-statistics and path coefficient were estimated using a re-sample of 500. They were validated by using the structural and measurement models as the basis for their analysis. The analysis, as shown in table 6 , confirmed that entrepreneurial marketing ($\beta = 0.887$, t-value= 39.761, $p < 0.05$) has positive and significant effects on business sustainability; therefore, H_1 is accepted. Moreover, the effect of innovativeness on entrepreneurial marketing is positive and significant ($\beta = 0.170$, t-value = 25.574, $p < 0.05$); hence, $H_{1.a}$ is accepted. Furthermore, the results revealed that customer intensity ($\beta = 0.191$, t-value = 31.027, $p < 0.05$) has positive affected on entrepreneurial marketing; consequently, $H_{1.b}$ is supported. The statistical analysis also indicated that proactiveness ($\beta = 0.173$, t-value = 36.595; $p < 0.05$) is positive associated with entrepreneurial marketing, and value creation ($\beta = 0.179$, t-value = 29.841, $p > 0.05$) has an in significant positive effect on entrepreneurial marketing; thus, $H_{1.c}$ and $H_{1.d}$ are supported. Finally, the results confirmed the hypothesis, which stated that risk taking ($\beta = 0.096$, t-value = 17.436, $p \leq 0.05$) had a positive effect on

entrepreneurial marketing, competitor orientation ($\beta = 0.117$, t-value = 23.820, $p \leq 0.05$) had a positive effect on entrepreneurial marketing and marketing mix decisions ($\beta = 0.198$, t-value = 31.165, $p \leq 0.05$) had a positive effect on entrepreneurial marketing; therefore, $H_{1,e}$, $H_{1,f}$ and $H_{1,g}$ are supported.

Table 6: Results of Hypotheses Testing (Direct Relationship)

Hypotheses	Original Sample	Sample Mean	Stand Error	T-Statistics	P-Value	Decision
$H_1: EM \rightarrow BS$	0.887	0.889	0.022	39.761	0.000	significant
$H_{1.1}: IN \rightarrow EM$	0.170	0.170	0.007	25.574	0.000	significant
$H_{1.2}: CI \rightarrow EM$	0.191	0.191	0.006	31.027	0.000	significant
$H_{1.3}: PR \rightarrow EM$	0.173	0.172	0.005	36.595	0.000	significant
$H_{1.4}: VC \rightarrow EM$	0.179	0.179	0.006	29.841	0.000	significant
$H_{1.5}: RT \rightarrow EM$	0.096	0.096	0.005	17.436	0.000	significant
$H_{1.6}: CO \rightarrow EM$	0.117	0.116	0.005	23.820	0.000	significant
$H_{1.7}: MMD \rightarrow EM$	0.198	0.199	0.006	31.165	0.000	significant

The inclusion of the stress in model 2's framework resulted in the use of the 5,000 sub-sample results to multiply paths a and b. The t-value was then computed by taking into account the standard error of paths A and B.

Figure 4 shows the PLS bootstrapping for the proposed model in this study.

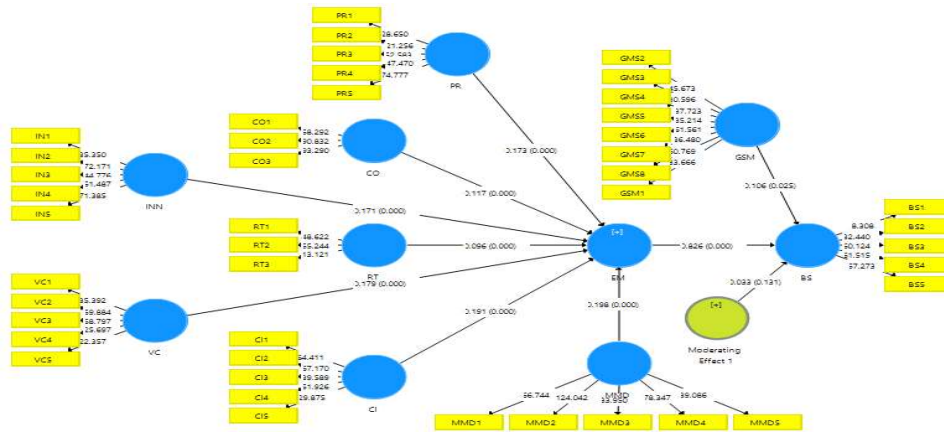


Figure 4: PLS-SEM Bootstrapping moderation

The t-statistics and path coefficient were estimated using a re-sample of 500. They were validated by using the structural and measurement models as the basis for their analysis. The analysis, as shown in table 7.

Table 7: Results of Hypotheses Testing (Moderation Test)

Hypotheses	Original Sample	Sample Mean	Stand Error	T-Statistics	P-Value	Decision
$H_{1.1}: EM \rightarrow BS$	0.826	0.824	0.034	24.504	0.000	significant
$H_{1.1.1}: IN \rightarrow EM$	0.171	0.171	0.006	26.353	0.000	significant
$H_{1.2}: CI \rightarrow EM$	0.191	0.191	0.006	29.938	0.000	significant
$H_{1.3}: PR \rightarrow EM$	0.173	0.173	0.005	35.442	0.000	significant
$H_{1.4}: VC \rightarrow EM$	0.179	0.178	0.006	29.856	0.000	significant
$H_{1.5}: RT \rightarrow EM$	0.096	0.096	0.006	17.003	0.000	significant
$H_{1.6}: CO \rightarrow EM$	0.117	0.117	0.005	23.636	0.000	significant
$H_{1.7}: MMD \rightarrow EM$	0.198	0.199	0.006	31.597	0.000	significant
$H_2: GSM \rightarrow BS$	0.106	0.111	0.047	2.247	0.025	significant

confirmed that entrepreneurial marketing ($\beta = 0.826$, t-value = 24.504, $p < 0.05$) has positive and significant effects on business sustainability; therefore, H_1 is accepted. Moreover, the effect of innovativeness on entrepreneurial marketing is positive and significant ($\beta = 0.171$, t-value = 26.353, $p < 0.05$); hence, $H_{1.a}$ is accepted. Furthermore, the results revealed that customer intensity ($\beta = 0.191$, t-value = 29.938, $p < 0.05$) has positive affected on entrepreneurial marketing; consequently, $H_{1.b}$ is supported. The statistical analysis also indicated that proactiveness ($\beta = 0.173$, t-value = 35.442; $p < 0.05$) is positive associated with entrepreneurial marketing, and value creation ($\beta = 0.179$, t-value = 29.856, $p > 0.05$) has an in significant positive effect on entrepreneurial marketing; thus, $H_{1.c}$ and $H_{1.d}$ are supported. The results confirmed the hypothesis, which stated that risk taking ($\beta = 0.096$, t-value = 17.436, $p \leq 0.05$) had a positive effect on entrepreneurial marketing, competitor orientation ($\beta = 0.117$, t-value = 23.636, $p \leq 0.05$) had a positive effect on entrepreneurial marketing and marketing mix decisions ($\beta = 0.198$, t-value = 31.597, $p \leq 0.05$) had a positive effect on entrepreneurial marketing; therefore, $H_{1.e}$, $H_{1.f}$ and $H_{1.g}$ are supported. Finally, the moderator (GSM) effect on business sustainability is positive and significant ($\beta = 0.106$, t-value = 2.247, $p < 0.05$); hence, H_2 is accepted.

5. Discussion

The objective of this research is to examine the relationship between entrepreneurial marketing and business sustainability on small and medium sized enterprises operating in Egypt. and investigate the moderating effect of Government support on the relationship between Entrepreneurial Marketing and Business Sustainability. The research findings declared that Entrepreneurial marketing has significant effect on Business Sustainability. The focus of previous studies of entrepreneurial marketing was on developing a conceptual understanding of the concept and examining its impact on organizational performance. Although studies on the subject are rarely conducted, most of them were focused on small and medium-sized enterprises in developing countries. Accordingly, this research contributed uniquely to entrepreneurial marketing literature review by linking the entrepreneurial marketing with the business sustainability. Also, clarified how entrepreneurship applications in Marketing of small and medium enterprises can enhance the business sustainability. In addition, the results of the research revealed that entrepreneurial marketing can help small and medium-sized enterprises improve their sales and profitability. It also showed

that they can take various advantages that small and medium enterprises can achieve by using entrepreneurial Marketing. Some of these include being able to capitalize on opportunities and develop effective strategies, being closer to their customers, and leveraging their resources, being aware of the competitors and to best utilize the marketing mix in and This strategy can additionally enhance their efficiency and growth. Due to the rapid changes in the market and the increasing level of uncertainty that small and medium-sized enterprises face, it can be challenging for them to maintain their operations. Therefore, they need to adopt effective strategies to capitalize on the opportunities that are available to them.

6. Managerial Implications

This research provides practical and managerial implications. It shows that Entrepreneurial Marketing is a modern marketing tool that can help small and medium enterprises improve their competitiveness. It also highlights the advantages of shifting resources toward this type of marketing. Small business owners learning how to improve their sustainability by engaging in entrepreneurial marketing, small business owners will be able to realize the importance of this discipline and develop a deeper understanding of how it can help them improve their environmental impact. Some of the practices that can be used to improve their sustainability include being proactive, taking risks, and recognizing opportunities, and recognizing your competitors and develop innovative strategies and improve their customer value. In a highly volatile environment by fostering entrepreneurial marketing. With the rapid emergence and evolution of new technologies and the continuously changing customer preferences are some of the factors that have prompted small and medium enterprises to rethink their approach to business sustainability. Therefore, it is important that they develop an entrepreneurial marketing strategy that enables them to identify and capitalize on opportunities that are available to them. A good action plan should also help in identifying the needs of their customers. It should additionally help them build a competitive advantage by understanding the various factors that affect their customers' needs.

7. Conclusion

Entrepreneurial Marketing is a non-traditional approach that allows small and medium business owners to efficiently market their business. This research adds to the literature by testing the relationship between the sustainability of Egyptian small and medium enterprises and the

entrepreneurial Marketing practices. It has been revealed that the government support can be a moderator variable that influence the relationship between entrepreneurial marketing and business sustainability. The results of this research revealed that government support has a significant effect on the relationship between entrepreneurial marketing and business sustainability of Egyptian Small and Medium sized enterprises. It has been concluded that developing and maintaining effective entrepreneurial marketing practices is necessary to improve small and medium enterprises sustainability. The results of this study could be used to further investigate the effects of entrepreneurial Marketing practices on small and medium enterprises operating in different environments.

8. Recommendations

Small and medium business owners to effectively address the needs and desires of customers, they need to adopt effective strategies and methods. This can be done through regular communication and listening to their suggestions and opinions. Dealing with them honestly and effectively is important to maintain a positive relationship with them.

To ensure that its operations are sustainable, small, and medium business owners should provide the employees with the necessary materials and human energy to support its social and environmental goals. It also supports development projects that are aimed at preserving the environment. It additionally monitors and manages environmental change to take advantage of opportunities and improve the efficiency of its operations.

Conducting marketing research is essential to identify and capitalize on available opportunities. To effectively manage risks, small and medium business owners must first understand them and identify them so that they can be managed in a proactive manner. To ensure that their goals are achieved,

they should additionally pay attention to the social dimension of the organization by developing a sustainable strategy.

Apart from being able to provide the best possible service, small and medium business owners also need to adopt new ideas and keep up with the changes in the environment and connect its activities with commitment to social responsibility and its continuous efforts to address the various social issues that affect the lives of its customers.

9. Limitation and Future Research

Although this research provides a framework for assessing the effects of various practices of entrepreneurial marketing on business sustainability. it does not provide a comprehensive analysis of the multiple factors that affect the entrepreneurial marketing of a large organization. Future research should also extend to examine the framework in combination with other constructs to measure the effects of different factors on an organization's entrepreneurial marketing. Due to the complexity and uncertainty in today's environment, future studies may focus on the role of environmental factors as they can have a significant impact on the business activities. This research is focused on the small and medium enterprises operating in Egypt. cultural variability can also affect the behavior of small and medium enterprises. This research should expand its scope to replicate the previous results in different industries. The finding of this research revealed that government support has a significant impact on the relationship between Entrepreneurial Marketing and Business Sustainability. Therefore, the future studies should take into considerations the various factors that affect the relationship between entrepreneurial marketing and business sustainability. Consequently, Further research is needed to analyze the relationship between entrepreneurial marketing and business sustainability through different variables and to test if it would change.

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List of Abbreviation

Sustainable Development Goals	SDG's
Government Support Measurement	GS
Innovativeness	IN
Customer Intensity	CI
Proactiveness	PR
Value Creation	VC
Marketing Mix Decisions	MMD
Competitor Orientation	CO
Risk Taking	RT
Business sustainability	BS