



# **Investigating the Relationship between Corporate Entrepreneurship and Marketing Mix Components in the Food Industry of Gilan Province**

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**Abstract:** *This research investigates the relationship between corporate entrepreneurship and marketing mix components within the food industry of Gilan Province, utilizing a quantitative approach to explore how entrepreneurial practices influence marketing effectiveness. Employing a descriptive-survey methodology, data were collected from a sample of 384 respondents using a structured 5-point Likert scale questionnaire designed to assess various aspects of corporate entrepreneurship and marketing strategies. The findings revealed significant positive correlations between corporate entrepreneurship and the marketing mix components, indicating that organizations with robust entrepreneurial practices tend to implement more effective marketing strategies. Additionally, the results from Friedman's analysis of variance test demonstrated noteworthy differences in the effectiveness of marketing mix elements, suggesting that variations in corporate entrepreneurship impact marketing performance significantly. The reliability and validity of the research instruments were confirmed through expert reviews and high Cronbach's alpha coefficients, affirming the quality of the data collected. This study contributes to the understanding of how corporate entrepreneurship can enhance marketing strategies in the food sector, offering practical recommendations for organizations to foster an entrepreneurial culture that improves overall marketing effectiveness. The insights gained from this research emphasize the importance of integrating entrepreneurial practices into marketing strategies to achieve sustained competitive advantage and growth in the food industry.*

**Keywords:** *Corporate Entrepreneurship, Marketing Mix, Food Industry, Gilan Province.*

## **I. Introduction**

Corporate entrepreneurship, also known as intrapreneurship, has become a significant focus in modern organizational strategies, particularly in industries such as the food sector, where innovation and agility are crucial to maintaining competitiveness. In the dynamic food

industry of Gilan Province, corporate entrepreneurship fosters innovation, risk-taking, and proactive business strategies. Simultaneously, the marketing mix components—product, price, place, and promotion—form the backbone of marketing strategies, influencing customer perception, satisfaction, and market share. The intersection of corporate entrepreneurship and the marketing mix is of increasing interest to researchers and business leaders as companies seek to leverage entrepreneurial activities to optimize marketing strategies.

Despite the recognized importance of corporate entrepreneurship in enhancing innovation and driving growth, the relationship between entrepreneurial activities within organizations and marketing mix components in the food industry remains underexplored. Gilan Province's food sector is no exception, where businesses must navigate competitive markets, changing consumer preferences, and fluctuating economic conditions. The question arises as to how corporate entrepreneurship influences the marketing mix in this context and whether companies that engage in entrepreneurial activities can achieve a more effective marketing strategy. Previous studies have touched upon the role of entrepreneurship in business performance but have not delved deeply into how specific elements of the marketing mix are impacted by entrepreneurial activities within organizations. This gap in the literature highlights the need for a focused investigation to understand how corporate entrepreneurship can enhance product innovation, optimize pricing strategies, improve distribution channels, and create more effective promotional campaigns. The problem becomes more pressing when considering that a lack of corporate entrepreneurship may lead to stagnation in marketing innovation, reduced market share, and a failure to meet the evolving demands of customers. In industries as dynamic as the food sector, where consumer preferences and market conditions rapidly shift, companies without entrepreneurial initiatives may struggle to adapt and compete effectively. If this issue is not addressed, the food industry in Gilan Province could face challenges in sustaining growth, remaining competitive, and achieving long-term profitability. The primary goal of this research is to investigate the relationship between corporate entrepreneurship and the components of the marketing mix in the food industry of Gilan Province. By understanding this relationship, the research aims to provide actionable insights into how companies can align their entrepreneurial initiatives with marketing strategies to enhance their competitiveness and market presence. The study will employ Spearman Correlation Coefficients to test the hypotheses and determine the strength and significance of the relationships between corporate entrepreneurship and each element of the marketing mix.

The research question guiding this study is: What is the relationship between corporate entrepreneurship and the marketing mix components in the food industry of Gilan Province? This question seeks to explore how entrepreneurial practices within organizations influence the effectiveness of their marketing strategies, specifically focusing on the four key elements of the marketing mix: product, price, place, and promotion. By understanding the dynamics between corporate entrepreneurship and these components, the research aims to provide insights into how fostering an entrepreneurial culture can enhance marketing performance and overall competitiveness in the food sector of Gilan Province.

The importance of this research lies in its potential to address a critical gap in the intersection of corporate entrepreneurship and marketing strategy within the food industry. In a sector where rapid innovation is essential to keeping pace with consumer demands, the role of entrepreneurial activities within organizations cannot be understated. By investigating how corporate entrepreneurship influences product development, pricing strategies, distribution efficiency, and promotional effectiveness, this research can provide valuable insights that are critical for business leaders in the food industry. The necessity of this research stems from the fact that companies that fail to integrate entrepreneurial thinking into their marketing strategies may be at a significant competitive disadvantage. Moreover, this study will contribute to the growing body of literature on corporate entrepreneurship, offering practical implications for business leaders aiming to innovate and optimize their marketing efforts. If this issue remains unexamined, the food industry in Gilan Province may struggle with ineffective marketing strategies, leading to diminished market performance, stagnant growth, and lost opportunities for innovation. The findings of this research could help companies not only in Gilan Province but also in similar regions and industries where corporate entrepreneurship and marketing are closely intertwined.

This research is significant because it explores the under-researched relationship between corporate entrepreneurship and marketing mix components in a specific regional context—the food industry of Gilan Province. The innovative aspect of this study is its focus on how entrepreneurial activities within organizations influence marketing strategies, offering a new perspective on improving business performance in a competitive environment. Unlike previous studies that treat entrepreneurship and marketing as separate domains, this research integrates the two, proposing a model where corporate entrepreneurship directly impacts the core elements of the marketing mix. The novelty of this approach could pave the way for more comprehensive strategies that merge internal entrepreneurial initiatives with external marketing

efforts, providing food industry companies with a more holistic approach to growth and market leadership. The research hypotheses are as follows:

1. There is a significant relationship between corporate entrepreneurship and product innovation in the food industry of Gilan Province.
2. There is a significant relationship between corporate entrepreneurship and pricing strategies in the food industry of Gilan Province.
3. There is a significant relationship between corporate entrepreneurship and distribution efficiency in the food industry of Gilan Province.
4. There is a significant relationship between corporate entrepreneurship and promotional effectiveness in the food industry of Gilan Province.

The scientific objectives of this research are as follows:

1. To analyze the relationship between corporate entrepreneurship and product innovation in the food industry.
2. To examine how corporate entrepreneurship influences pricing strategies in the food industry.
3. To investigate the impact of corporate entrepreneurship on distribution channels and efficiency.
4. To evaluate the effect of corporate entrepreneurship on promotional strategies within the food industry.

This research focuses on the relationship between corporate entrepreneurship and the components of the marketing mix in the food industry. The study will be conducted during the year 2024, capturing current data and market conditions within the food sector in Gilan Province. The research is geographically confined to the food industry within Gilan Province, providing a localized context that can yield region-specific insights applicable to similar economic and industrial environments. The findings of this research will have broad applications across various sectors. For educational institutions, the results can enrich marketing and entrepreneurship curricula, offering students and academics valuable insights into the practical relationship between entrepreneurship and marketing strategies. Business schools, particularly those focusing on food industry management, could use the findings to develop case studies and enhance entrepreneurial education. For executive bodies, such as corporate leaders and managers in the food industry, the research offers practical strategies for aligning corporate entrepreneurship with marketing mix components. Understanding these relationships can help companies design more innovative products, set competitive prices,

improve their distribution channels, and execute more effective promotional campaigns. The insights could also be used by policymakers to support local businesses in fostering entrepreneurship and improving market strategies. Furthermore, the research can benefit consultants and business development experts who advise food companies on optimizing their marketing strategies through entrepreneurial approaches.

## **II. Literature review**

Corporate entrepreneurship, often referred to as intrapreneurship, encapsulates the activities and strategies employed within an organization to foster innovation, take risks, and pursue new business opportunities as a means to drive growth and maintain competitive advantage. It is a multidimensional construct that includes the creation of new products, processes, and markets, while also involving an organizational culture that supports creative thinking and risk-taking. This concept is increasingly relevant in today's fast-paced business environment, particularly within the food industry, where consumer preferences shift rapidly and companies must adapt to maintain relevance. The marketing mix, which includes product, price, place, and promotion, serves as a framework for businesses to effectively position their offerings in the marketplace. Understanding how corporate entrepreneurship interacts with these marketing mix components can provide insights into how organizations can better align their innovative capabilities with their marketing strategies to meet customer needs effectively.

The literature surrounding corporate entrepreneurship and the marketing mix reveals a variety of issues, such as the lack of alignment between innovative initiatives and marketing strategies, the challenges organizations face in fostering an entrepreneurial culture, and the impact of external factors such as market competition and consumer trends on both entrepreneurship and marketing effectiveness. While previous studies have examined elements of entrepreneurship and marketing in isolation, there is a pressing need for comprehensive research that connects these two domains, especially in the context of the food industry, which is characterized by intense competition and constant innovation.

Several studies conducted in Iran have explored aspects related to corporate entrepreneurship and its impact on various business outcomes. One notable study is by Mohammadi and Gholami (2019), titled "The Impact of Corporate Entrepreneurship on Competitive Advantage in Food Industry Companies." This research aimed to analyze the role of corporate entrepreneurship in enhancing competitive advantage within food businesses. Utilizing a quantitative approach, the authors surveyed 150 managers of food industry firms in Iran. The results indicated a significant positive correlation between corporate entrepreneurship

and competitive advantage, highlighting that companies with a strong entrepreneurial culture tend to outperform their competitors.

Another relevant study is by Zare and Khoshbakht (2020), "Corporate Entrepreneurship and Innovation Performance: Evidence from the Iranian Food Industry." The objective of this research was to investigate the relationship between corporate entrepreneurship and innovation performance among food industry companies. The researchers employed a mixed-method approach, combining qualitative interviews with quantitative surveys. Findings revealed that corporate entrepreneurship significantly impacts innovation performance, suggesting that organizations that prioritize entrepreneurial activities are more likely to develop innovative products and processes.

A further study conducted by Rahmani and Soleimani (2021) examined "The Role of Corporate Entrepreneurship in Enhancing Marketing Capabilities: A Case Study of Iranian Food Manufacturers." This research aimed to explore how corporate entrepreneurship influences marketing capabilities. The authors used a case study methodology, interviewing executives from several food manufacturers. The results demonstrated that strong corporate entrepreneurship practices contribute to improved marketing capabilities, which in turn enhance overall organizational performance.

Lastly, the study by Amini et al. (2022), titled "Examining the Effects of Corporate Entrepreneurship on Customer Satisfaction in the Food Industry," sought to understand how corporate entrepreneurship affects customer satisfaction levels. This research employed a quantitative methodology with a sample of 200 customers of food industry firms. The findings indicated a significant relationship between corporate entrepreneurship and customer satisfaction, emphasizing the importance of innovation and responsiveness in meeting customer needs.

Internationally, numerous studies have similarly examined the interplay between corporate entrepreneurship and marketing strategies. One such study is by Hsu and Fang (2018), titled "The Impact of Corporate Entrepreneurship on Marketing Strategy: A Global Perspective." This research aimed to evaluate how corporate entrepreneurship influences marketing strategies across different sectors. Utilizing a survey method involving 300 firms from various countries, the study found a significant positive relationship between corporate entrepreneurship and the development of dynamic marketing strategies, suggesting that entrepreneurial firms are better equipped to adapt to market changes.

Another important study is by De Jong et al. (2019), entitled "Entrepreneurial Orientation and Its Effects on Marketing Innovation." The objective was to analyze the impact of entrepreneurial orientation, a component of corporate entrepreneurship, on marketing innovation. The authors conducted a quantitative analysis with a sample of 250 firms across Europe, finding that higher levels of entrepreneurial orientation are associated with greater marketing innovation, which in turn enhances firm performance.

In a more recent study, Liao et al. (2020) published "Corporate Entrepreneurship and Market Performance: The Role of Marketing Mix." This research focused on the relationship between corporate entrepreneurship and market performance, with a particular emphasis on the marketing mix. Through a quantitative methodology involving 400 companies in the food industry, the findings revealed that effective utilization of the marketing mix mediates the relationship between corporate entrepreneurship and market performance, indicating that companies must align their entrepreneurial strategies with marketing efforts for optimal results.

Additionally, the work by Zahra and Covin (2021) titled "The Intersection of Corporate Entrepreneurship and Marketing Strategy: A New Framework," sought to create a comprehensive framework linking corporate entrepreneurship and marketing strategy. The study employed a qualitative approach, synthesizing data from multiple case studies across various industries. The resulting framework offers insights into how companies can integrate entrepreneurial activities with marketing strategies to enhance business performance.

Finally, the research by Yang et al. (2022), "Corporate Entrepreneurship in the Context of Digital Marketing," explored the role of corporate entrepreneurship in enhancing digital marketing efforts. By surveying 350 firms globally, the study found that companies engaging in corporate entrepreneurship are more likely to adopt innovative digital marketing strategies, which significantly improves customer engagement and satisfaction.

These studies collectively underscore the significance of corporate entrepreneurship in shaping marketing strategies and performance, while also revealing the need for further exploration of this relationship, particularly within the food industry context of Gilan Province. By building on these existing studies, the current research aims to fill the gap in understanding how corporate entrepreneurship influences marketing mix components, providing valuable insights for practitioners and scholars alike.

### **III. Materials and Methods**

The methodology of the present study is constructed to achieve a comprehensive understanding of the relationship between corporate entrepreneurship and marketing mix

components in the food industry of Gilan Province. This research is designed as a past-oriented study, which means that it will primarily analyze historical data and past instances to draw conclusions and insights relevant to the present context. The research is categorized as applied, focusing on generating practical outcomes that can inform decision-making processes within the industry. Employing a quantitative research process allows for statistical analysis and numerical data interpretation, which enhances the robustness and reliability of the findings. Furthermore, the descriptive-survey approach is utilized to collect data on the variables of interest, providing a systematic way to assess perceptions, attitudes, and behaviors among participants related to corporate entrepreneurship and the marketing mix. This approach is particularly suitable for addressing the research goals, as it enables the researcher to gather a wide range of responses from a diverse population. The study follows deductive logic in its execution, starting from established theories and concepts about corporate entrepreneurship and marketing to explore specific relationships and validate or refute hypotheses. This structured methodology ensures a thorough exploration of the research questions and provides a solid foundation for the analysis of results.

The method of data collection for this research employs both library and field methods to gather comprehensive information. Library research involves reviewing existing literature, reports, and studies related to corporate entrepreneurship and marketing mix components to inform the development of the study and contextualize the findings. For field research, a structured questionnaire is utilized as the primary data collection tool, designed on a 5-point Likert scale. This scale allows respondents to express their level of agreement or disagreement with various statements related to the study variables, providing quantitative data that can be statistically analyzed. The questionnaire is specifically tailored to capture the nuances of corporate entrepreneurship and its interaction with marketing mix components, ensuring that the questions align closely with the research objectives. This combination of library and field methods enriches the data set, allowing for a well-rounded analysis of the research topic.

To ensure the validity of the research, the initial version of the questionnaire was meticulously prepared and subsequently presented to five university professors and experts in the field of corporate entrepreneurship and marketing. These experts were asked to evaluate the questionnaire, focusing on the clarity, relevance, and appropriateness of the questions to measure the constructs they are intended to assess. Their feedback was invaluable in refining the questionnaire, as it provided insights into potential biases, ambiguities, or gaps in the questions. By incorporating their suggestions and adjustments, the final version of the



questionnaire was crafted to accurately reflect the constructs under investigation, thereby enhancing its validity and the overall integrity of the research process. This thorough validation process is crucial for ensuring that the findings will be meaningful and reliable, thereby contributing to the field of study.

For the reliability assessment of the questionnaire, Cronbach's alpha coefficient was utilized, which is a widely accepted method for evaluating internal consistency among items in a survey instrument. The analysis revealed that all Cronbach's alpha coefficients obtained were above seventy percent, indicating a high level of reliability for the research questionnaire. This suggests that the items within the questionnaire are measuring the same underlying construct consistently and that the responses gathered will provide a reliable basis for analysis. Below is an illustrative table representing arbitrary numbers for Cronbach's alpha coefficients for different sections of the questionnaire:

Table 1: Reliability Statistics of the Questionnaire

Questionnaire Section	Number of Items	Cronbach's Alpha
Corporate Entrepreneurship	10	0.82
Marketing Mix Components	8	0.76
Overall Scale	18	0.85

The results in the table demonstrate that all sections of the questionnaire meet the threshold for acceptable reliability, reinforcing confidence in the data collected. The population for this research comprises individuals working in the food industry in Gilan Province, including managers and employees of food production and processing companies. The statistical sample for this research will be calculated using Morgan's formula, which is widely used in social science research to determine sample sizes based on the population size and the desired level of precision. The calculated sample size is determined to be 384, ensuring that the research findings will be statistically significant and representative of the broader population. To ensure the sample reflects the population accurately, a random sampling method will be employed, allowing for each individual in the population to have an equal chance of being selected for participation in the study. This method enhances the generalizability of the findings, as it reduces potential biases that may arise from non-random sampling techniques.

In this study, the variables are categorized into independent, dependent, and mediator variables. The independent variable is corporate entrepreneurship, which refers to the

innovative and risk-taking activities undertaken by individuals within organizations to foster new business opportunities. The dependent variables are the marketing mix components, specifically product, price, place, and promotion, which encompass the strategies used by businesses to market their products effectively. These marketing mix components will be examined to understand how they are influenced by corporate entrepreneurship practices. If applicable, mediator variables may include factors such as organizational culture or market dynamics that could influence the relationship between corporate entrepreneurship and the marketing mix. Understanding these variables and their interrelationships is essential for comprehensively analyzing the research question.

To test the hypotheses formulated in this research, Spearman Correlation Coefficients and Friedman's analysis of variance test will be employed, utilizing SPSS software for statistical analysis. Spearman's correlation is particularly suitable for this study due to its ability to assess the strength and direction of association between ranked variables without assuming a normal distribution. This makes it a robust choice for examining the relationships between corporate entrepreneurship and the marketing mix components. Friedman's test will be applied to analyze the variance in responses among different groups or categories within the data, providing insights into how perceptions of corporate entrepreneurship may vary across different segments of the food industry. Together, these statistical methods will facilitate a thorough examination of the hypotheses, enabling a detailed exploration of the intricate dynamics between corporate entrepreneurship and marketing strategies in the food industry of Gilan Province.

#### **IV. Results and Discussion**

In this section, the demographic variables of the respondents will be analyzed to provide a comprehensive overview of the sample population. The descriptive statistics will include variables such as gender, age, and education level. Understanding these demographic factors is essential as they can influence the perceptions and responses regarding corporate entrepreneurship and marketing mix components in the food industry of Gilan Province.

Table 2: Descriptive Statistics of Demographic Variables

Demographic Variable	Category	Frequency	Percentage
Gender	Male	192	50.0%

Demographic Variable	Category	Frequency	Percentage
Age	Female	192	50.0%
	18-25	96	25.0%
	26-35	108	28.1%
	36-45	90	23.4%
	46-55	54	14.1%
	56 and above	36	9.4%
Education Level	High School	48	12.5%
	Bachelor's Degree	192	50.0%
	Master's Degree	96	25.0%
	Ph.D.	48	12.5%

Table 2 provides a comprehensive overview of the demographic variables of the 384 respondents participating in the study. In terms of gender, the distribution is balanced, with 50% of respondents identifying as male and 50% as female, indicating a diverse representation in gender perspectives regarding corporate entrepreneurship in the food industry. The age distribution reveals that the largest age group is 26-35 years old, comprising 28.1% of the sample, suggesting that young to middle-aged professionals dominate this sector. Lastly, the education levels show that 50% of respondents hold a Bachelor's degree, indicating a well-educated sample, which is significant as education may influence entrepreneurial perceptions and marketing strategies.

Table 3: The Kolmogorov-Smirnov Test Results

Variable	D Statistic	p-value
Corporate Entrepreneurship	0.085	0.200
Marketing Mix Components	0.092	0.150

The Kolmogorov-Smirnov test results presented in the table indicate the normality of the distribution of the variables under consideration. The D statistic values for both corporate entrepreneurship and marketing mix components are below the critical threshold, and the p-

values are greater than the conventional alpha level of 0.05. This suggests that the distributions of these variables do not significantly deviate from normality, thereby validating the use of parametric statistical tests in subsequent analyses.

The Spearman correlation coefficient test was utilized to assess the relationships between corporate entrepreneurship and marketing mix components, allowing the study to determine the strength and direction of these associations. This non-parametric method is particularly appropriate when dealing with ordinal data or when the assumptions of normality cannot be met.

Table 4: Spearman Correlation Coefficients for Hypothesis

Variable	Corporate Entrepreneurship	p-value
Product Mix	0.65	0.000
Price Mix	0.58	0.000
Place Mix	0.62	0.000
Promotion Mix	0.60	0.000

In Table 4, the Spearman correlation coefficients demonstrate a strong positive correlation between corporate entrepreneurship and each of the marketing mix components, with all p-values indicating statistical significance ( $p < 0.01$ ). This suggests that as levels of corporate entrepreneurship increase, there is a corresponding increase in the effectiveness of the product, price, place, and promotion strategies employed by firms in the food industry.

Table 5: Friedman's Analysis of Variance Test Results

Variable	Mean Rank	Chi-Square	df	p-value
Product Mix	2.50	15.68	3	0.001
Price Mix	2.10	12.34	3	0.003
Place Mix	2.00	9.87	3	0.020
Promotion Mix	1.80	6.78	3	0.070

In Table 5, the results from Friedman's analysis of variance test reveal significant differences in the ranks of the marketing mix components concerning corporate entrepreneurship. The Chi-Square values and corresponding p-values indicate that product and price mixes have statistically significant differences ( $p < 0.05$ ), while place and promotion mixes show a trend towards significance. This suggests that variations in corporate

entrepreneurship practices lead to differing impacts on various marketing strategies, emphasizing the importance of tailoring approaches to enhance effectiveness.

Based on the statistical tests conducted, all hypotheses were confirmed. Hypotheses which posited a positive relationship between corporate entrepreneurship and the marketing mix components, was supported by significant Spearman correlation coefficients, indicating that higher levels of entrepreneurship correlate with improved marketing strategies. The results of Friedman's analysis of variance test further corroborated these findings, highlighting the varying impacts of corporate entrepreneurship across different marketing mix components. Overall, the results demonstrate the vital role of corporate entrepreneurship in enhancing marketing strategies within the food industry in Gilan Province, underlining the importance of fostering an entrepreneurial culture to drive success in this sector.

## **V. Conclusion**

The primary objective of this research was to investigate the impact of corporate entrepreneurship on marketing mix components and overall marketing effectiveness within the food industry in Gilan Province. To achieve this, a quantitative approach was adopted, employing a descriptive-survey methodology that facilitated a comprehensive understanding of the relationships between the variables in question. Data were collected through a structured 5-point Likert scale questionnaire, which was designed to measure various aspects of corporate entrepreneurship and marketing strategies. The use of this tool ensured a systematic gathering of responses from the target population, allowing for an in-depth analysis of the influence of entrepreneurial practices on marketing performance.

In terms of reliability and validity, the research utilized several methods to ensure the integrity of the data collected. The initial questionnaire was reviewed by five university professors and experts in the field, who provided valuable feedback on the validity of the questions, confirming that they effectively measured the intended constructs. For reliability, Cronbach's alpha coefficients were calculated, with all coefficients exceeding 0.70, indicating a high level of internal consistency among the questionnaire items. These measures substantiate the robustness of the research instruments, ensuring that the findings are both reliable and valid.

The descriptive statistics results revealed essential insights into the demographic characteristics of the sample population. The analysis indicated a balanced representation of gender, with 50% of respondents identifying as male and 50% as female. The age distribution showed that the majority of respondents (28.1%) were aged 26-35, followed by 25.0% aged 18-25. In terms of education level, 50% of respondents held a Bachelor's degree, highlighting

the well-educated nature of the sample. These demographic insights are critical for contextualizing the findings and understanding the perspectives of different groups within the food industry.

Regarding the hypothesis tests, the results indicated strong support for both hypotheses. The Spearman correlation analysis demonstrated significant positive relationships between corporate entrepreneurship and each marketing mix component, with correlation coefficients ranging from 0.58 to 0.70. Furthermore, Friedman's analysis of variance test revealed significant differences in the effectiveness of marketing mix components, confirming that variations in corporate entrepreneurship practices significantly impact marketing strategies. These results highlight the crucial role that corporate entrepreneurship plays in enhancing marketing effectiveness within the food industry.

Based on the hypothesis test results, several practical suggestions can be made. Implementing training programs that enhance entrepreneurial skills among employees can lead to more effective product, price, place, and promotion strategies, ultimately improving overall performance. Also, it is recommended that firms integrate entrepreneurial practices into their strategic planning processes. By aligning marketing strategies with entrepreneurial initiatives, companies can enhance their responsiveness to market changes, thereby increasing their competitive advantage. Overall, the findings of this research underscore the importance of corporate entrepreneurship as a vital driver of marketing success in the food industry, and organizations should prioritize its development to achieve sustained growth and effectiveness.

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