

Investigation of Entrepreneurial Marketing strategy in Social Enterprises in the context of Bangladesh. 'In particular, this study will examine how Social Entrepreneurs can practice EM strategy'.

Asma Parvin, PhD Student. ID:3711718

LSBU Business School, Management, Marketing and People Division



I am encouraging young people to become social entrepreneurs and contribute to the world, rather than just making money. Making money is no fun. Contributing to and changing the world is a lot more fun.

Research Background

Entrepreneurial Marketing (EM) is essential to social enterprises because it pays less attention to traditional means of marketing, usually geared towards larger firms, and allows for innovative forms of practice and principles that will allow new organizations gain a traction in the market. As Social Enterprises are typically firms that seek improvements in social, environmental and community-based businesses along with profit, the Entrepreneurial Marketing strategy often fits well, as more unconventional means of marketing are usually required for such enterprises.

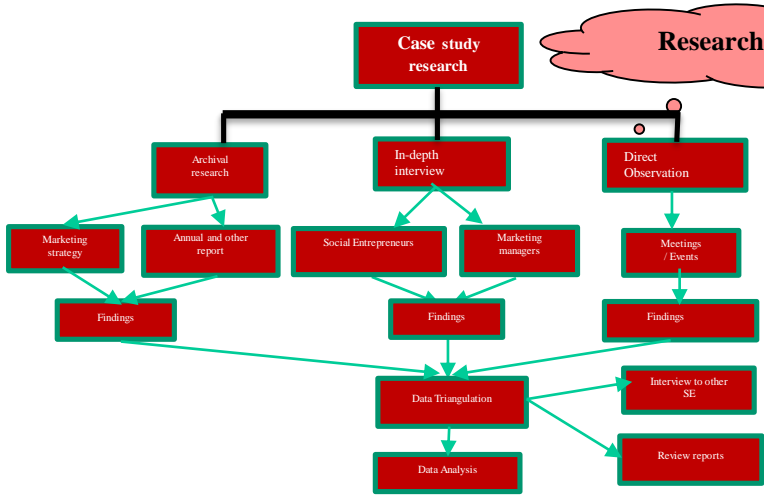
Motivation

This research will help the social enterprises to adopt the most appropriate entrepreneurial marketing strategies to gain a competitive advantage. In the same way, this research will also help the policy-makers to modify their policies and develop such strategies that can be helpful and effective for social enterprises. Furthermore, as there is not enough research has been done in this field, this research will provide scholars with new domains to conduct their research through providing them a unified theoretical perspective.

Research Aim
To investigate how entrepreneurial marketing strategy is applied in social enterprises in the context of Bangladesh

- Objectives**
1. To explore how social enterprises practice EM strategy
 2. To propose a new EM framework for SE context in emerging economy

Methodology
Qualitative method: Case studies of 8-10 SEs (SME size, service sector) & Interviews with additional SE owners/managers.



Research contribution: Proposed new EM framework for SE

