

The Causal and Effectual entrepreneurship and its influence on Entrepreneurial Marketing dimensions

Although the literature has explored the association between entrepreneurship and entrepreneurial marketing, the impact of the four dimensions and five principles of causal and effectual behavior on the seven dimensions of entrepreneurial marketing is unknown. This gap is particularly evident in female entrepreneurship, which remains unexplored. This study seeks to investigate how the four causal entrepreneurship factors and five effectual entrepreneurship principles affect the seven dimensions of female entrepreneurial marketing. This study employs a qualitative strategy using an integrated, multiple case study. Eight Brazilian women entrepreneurs participated in the in-depth study. The contributions of this study are threefold. First, both causal and effectual behaviors impact the dimensions of EM, suggesting the importance of addressing both in understanding EM. Second, this study explores which dimensions of causal behavior and which principles of effectual behavior most impact each of the seven dimensions of EM, shedding light on theoretical-empirical associations that have not yet been explored. Third, we suggest future research agendas with opportunities for further investigation.

Keywords: Developing country, Entrepreneurial Marketing, Small businesses.