



Editorial

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Editorial

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Despite of the advances being made in the field of entrepreneurial marketing (EM) over the last two and a half decades, the current state of research on EM is still unsatisfactory, research findings being very fragmented and not grounded on a commonly accepted general theory of EM (Gruber, 2004). Furthermore, many articles are only published in the form of conference proceedings, which are often only rarely accessible for other researchers and asks for a break-up of this general lack of transparency. This is what the present special issue of the *International Journal of Entrepreneurship and Innovation Management (IJEIM)* attempts.

The purpose of this special issue is accordingly to advance the rising research field of EM. The articles included try to synthesise the body of knowledge on the topic and furthermore point out promising future research directions. As a result, a more accurately drawn map of the field is being created, thereby promoting this important area of research to both entrepreneurship and marketing scholars.

We do believe that the seven articles by 15 different authors from eight countries included in this special issue provide some solid impressions of the key areas of the topic EM and build new avenues for investigation into the intersection of entrepreneurship and marketing. These articles not only attempt to synthesise the body of knowledge on EM, they furthermore point out several directions for future research. This is important because many achievements have been made in this new and promising field of research, but still more needs to be achieved in support of marketing and entrepreneurship scholars in order to further contribute to the development of both research streams. Besides, EM has gained increased acceptance also in scholarly research, being often positioned relative to innovation and product development (Teach et al., 2006). There are opportunities to contribute new knowledge that bridges across these academic silos, which in the end might also contribute to increasing career opportunities for academics with an interest in EM.

This *IJEIM* special issue is an important step toward advancing new knowledge, practices and acceptance of EM both as a marketing school of thought and as an important part of the emerging entrepreneurship discipline. It is our hope that by using EM modes of thinking, in combination with the contents of this issue, new concepts will be derived and important research priorities will be identified and pursued. We hope more special issues of other academic journals on this fresh and inspiring topic will follow.

Last, but not least, we would like to thank the regular Editor-in-Chief of *IJEIM*, Dr. M.A. Dorgham, for this wonderful opportunity to guest edit this special issue on ‘Entrepreneurial marketing – the interface between marketing and entrepreneurship’ as well as our amazing group of renowned scholars from all over the world. We are also thankful for the institutional support received from our home institutions at the time of this work, i.e., the University of Liechtenstein and Leuphana University Lueneburg, Germany.

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