

Entrepreneurial Marketing Dimensions and Market Performance: A Study on Hotel SMEs

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Small and medium scale enterprises (SMEs) in hotel industries provide Many employment opportunities and economic growth of the country. SMEs plays a prominent role in all sectors. The study mainly focuses on the entrepreneurial marketing dimensions and market performance of hotel small and medium scale enterprises. A sample of the respondents comprises of owners or managers of Hotel SMEs in All Metropolitan areas are selected for this study. A survey research design was used to collect data from respondents through the use of questionnaire. the main objective of the study is to market performance in hotel SMEs as well as open innovation techniques in hotel SMEs by using of entrepreneurial marketing dimensions. Findings reveal that all the entrepreneurial marketing dimensions of pro-activeness, opportunity-focused, innovation-oriented, customer intensity, resource leveraging, and value creation have a positive relationship with market performance. It is therefore recommended that owners and managers of SME's should be pro-active, aggressive and innovative in design of strategies towards enhancing the market performance in their organization.

Keywords: EM Dimensions, Entrepreneurial Marketing, Hotel SMEs, Market Performance, Metropolitan Cities