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**Entrepreneurial Marketing And Networking
A Systematic Mapping Study**

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Abstract

The role Entrepreneurial Networking help entrepreneurs to gather useful information to help assess, evaluate and support their decisions on any market situation or opportunity, and help maintain awareness of market-related issues. While there are various definitions of entrepreneurial marketing and specific principles in this area that are still loose, practice tools are not adequately developed and unfortunately no unifying theory exists. The purpose of this study is to examine and analyze the available literature on the role of Networking in Entrepreneurial Marketing and to identify gaps and state of the art in research. In the search process we found 274 studies, and the result found 33 relevant studies to answer our research questions. Based on analysis of 33 papers, that SMEs are the dominant locus of research in this study. Validation research approach qualitative research method was found with the highest number in this field. There have been several systematic literature reviews on entrepreneurial marketing but not one of them has addressed the realm of networking in EM specifically. Therefore, the aim of this study is to provide a map of the existing literature to identify any research gaps for further research.

Keywords: Entrepreneurial Marketing; Entrepreneurial Networking; Systematic Mapping Study.

Introduction

The entrepreneurship study tend to concentrated on the personality traits of the entrepreneur or the neoclassical view of rational economic activity. However, there have been long critics

who have argued that both approaches are inadequate in explaining entrepreneurial behavior embedded in social network relationships (Aldrich, H & Zimmer, 1986). In the 1980s researchers such as Howard Aldrich, Sue Birley, Dorothy Leonard-Barton, and Bengt Johannisson led to studies of “entrepreneur” and “entrepreneurship” from a network perspective. Over the last decade, there has been a considerable increase in the formation of research on the role, nature and dynamics of entrepreneur’s network. The network literature approach has been recognized as a conclusive theoretical perspective and influences the entrepreneurship literature (Anderson, Dodd, & Jack, 2010; Slotte-Kock & Coviello, 2010).

According to (Hoang & Antoncic, 2003), network research in the field of entrepreneurship has been developing for about two decades. There have been many studies highlighting the importance of social networks and networking as entrepreneurial tools to contribute to the formation, development and growth of small and medium enterprises (SMEs). As such, its role has been found to help SMEs in obtaining information and direction (Carson, Cromie, McGotwan, & Hill, 1995; Mohannak, 2007; Eleanor Shaw, 2006), in their financial resources (Jenssen & Koenig, 2002; O. Jones & Jayawarna, 2010), in complementing their internal resources (Aldrich, H & Zimmer, 1986; Jarillo, 1989; Zhang, 2010), in their ability to compete (Chell & Baines, 2000; Lechner & Dowling, 2003), and in their innovative product development (Conway, 1997; Freel, 2003; Varis & Littunen, 2010).

Coviello & Cox, (2006) view entrepreneurial relationships as an important tool for acquiring resources within themselves and other resources. (Nijkamp, 2003) stipulates that an entrepreneurial "hero" can be described as a "network hero" because during the early growth period a new business can become a problem if the company only relies on internal resources and does not build external relationships.

In the context of marketing through networking aspect naturally inherent of entrepreneurial decision making where

entrepreneurs to exchange and explore ideas, knowledge, and information related to the market through business activities and their contacts. This is because entrepreneurs must come out of its physical limitations to perform business activities are directed by the market. Thus, entrepreneurs do marketing through all their normal communication activities (eg, interacting and participating in social, business and trade activities). The characteristics of network marketing are centered around individual-oriented activities. These characteristics are informal, often invisible, they are interactive, interchangeable, integrated, familiar, reactive, individualistic, and highly focused around SMEs and entrepreneurs (Audrey Gilmore & Carson, 1999).

Entrepreneurial Marketing (EM) is a concept developed between two sciences, namely marketing and entrepreneurship nearly thirty years ago. There are various definitions and specific principles in this field are still loose, practice tools were not developed sufficiently and unfortunately no unifying theory. Although it is generally accepted that entrepreneurial behavior differs in terms of the use of "traditional marketing", in fact many of them have succeeded. The lack of a unique definition keeps these research efforts fragmented and incompatible. This has resulted in very limited theoretical developments in the concept of identification, which largely underlie some other social science conceptual model developments. However, there is a strong need to develop tools, principles and theories to help business especially for SMEs and new ventures in terms of development and sustainability in an increasingly opposing and unpredictable environment (Daniela IONIȚĂ, 2012).

Therefore, to get a perspective on existing research, we provide an overview of the current literature using the systematic mapping study (SMS) method. To our knowledge, this study is the first study about the role of the networking in entrepreneurial marketing. Although, there have been few Systematic Literature Review (SLR) on Entrepreneurial Marketing (EM) (Antunes, Hélder; Lopes, João; Rodrigues, Ricardo; Alves, Helena; Paço, Arminda; Duarte, 2017;

Darajat, A., Rizal, M., & Arifianti, 2020; Yadav & Bansal, 2020), but no one has discussed specifically about the research field to determine the role of networking relations in EM.

Furthermore, at the beginning of the discussion, the researcher will present a brief explanation of the relationship between entrepreneurial marketing and networking. Meanwhile, to form a background for further research and get deeper insights into the study of the role of networking in EM, researchers used articles from the International SCOPUS electronic database to find articles that discuss networking in the EM field. For this reason, research questions as a whole, the researcher analyzes the search results relevant to the networking study in EM based on the formulation of the main questions, which include (1) RQ 1: How is the development of research topics in each country from time to time ? (2) RQ 2: What type of article and the research methods used ? (3) RQ3: Locus of research used ?

Review of Literature

Entrepreneurial Networking

Entrepreneurial Networking generally refers to what entrepreneurs do in forming and creating network ties therefore this may include a set of nurturing behaviors in the formation of ties and a collection of these behaviors can become a unique networking process, strategy, or style (Bensaou et al., 2014; Porter and Woo, 2015; Vissa, 2012). The network approach in entrepreneurship is built on social and business network theory, which includes individuals and organizations as units of analysis, the focal agent for entrepreneurial networking activities is represented by an entrepreneur, or his company (Slotte-Kock & Coviello, 2010). Dominated by an egocentric view of entrepreneurial relationships which views networking as a process of entrepreneurs or their efforts to spread outward to other actors.

It is very interesting to understand when, how and why entrepreneurs are involved in networking in because of the

advantages of social networking has been widely recognized in the entrepreneurial process that starts from the finding, creating opportunities and business growth through business legitimacy and direction of resources (Hoang & Antoncic, 2003; Stuart, T.E., Sorenson, 2007; Tasselli, Kilduff, & Menges, 2015). As a result (Hallen & Eisenhardt, 2012; Stuart, T.E., Sorenson, 2007; Vissa, B., Bhagavatula, 2012; Vissa, 2012) develop research that focuses on networking behavior and assumes entrepreneurs as active agents. Ties formation can be understood as a strategic issue that entrepreneurs should take up wisely in managing their social environment. In Table 2.1 we try to provide a brief overview of the definition, strategy and various networking actions as conceptualized in some existing literature.

Table 1 Definition, strategy and Networking action

Source	<i>Networking Action</i>	Definition
Vissa, (2012)	<i>Reaching out to new alters</i>	The extent to which entrepreneurs are actively trying to meet potential new partners to promote their business
	<i>Establishing interpersonal knowledge of alters</i>	The extent to which entrepreneurs find out more about the new people they meet
	<i>Time-based interaction pacing</i>	The extent to which the entrepreneur regulates the interaction relationship based on temporal markers
	<i>Relational embedding</i>	The extent to which entrepreneurs seek to combine social and business ties
Hallen & Eisenhardt, (2012)	<i>Network preserving</i>	The extent to which entrepreneurs strive to maintain each relationship
	<i>Casual dating</i>	Intentional informal meetings with potential candidates prior to ties formation
	<i>Timing around proof points</i>	Signal to potential ties about important third party milestones

Source	Networking Action	Definition
	<i>Scrutinizing interest</i>	The act of discerning a potential partner's actual interest in a ties
	<i>Crafting alternatives</i>	Develop multiple directions to end the ties forming process
Ebbers, (2014)	<i>Individual networking orientation</i>	Tendency to actively form ties in the hope of future professional gain
	<i>Tertius iungens orientation</i>	Tendency to facilitate the formation of ties (disconnection) between individuals when these other individuals might benefit from one another

Source : Engel, Kaandorp, & Elfring, (2017)

Entrepreneurial Marketing

Entrepreneurship is considered the newest and most developed field, while marketing is one of the oldest and most studied disciplines in business administration (Hoy, 2008). The first thing to understand what is the concept of “entrepreneurial marketing” (EM) is to begin to understand the meaning of the words “marketing” and “entrepreneurial” independently. According to (A Gilmore, 2011a) The meaning of "entrepreneurial" emphasizes the formation of process marketing activities and the overall competitive behavior of entrepreneurs. Meanwhile, "marketing" was seen as the implementation of a formal structured, carefully planned that sourced through information based on market research and the composition of the marketing mix to drive and position the products and services on a competitive basis to the market.

EM as a research field emerged in the 1980s, where many researchers began to assume and question the application of traditional marketing methods (mass media, marketing mix and quantitative marketing) carried out by entrepreneurs at that time whose tendencies were applied by organizations with adequate resource capacity to carry out these activities (Morris, Schindehutte,

& LaForge, 2002). Until now the field of marketing and entrepreneurship have been regarded as two entirely different fields and developed independently of each other (Miles, Gilmore, Harrigan, Lewis, & Sethna, 2014). Thus, the EM is a relatively new theory emerged about 40 years ago, as a meeting between the two disciplines (G E Hills, Hultman, Kraus, & Schulte, 2010a).

There are definitions of EM according to (Morris et al., 2002) “the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation.” So, on that definition we conclude idea EM is marketing which is generally do by entrepreneurs not trained marketing professionals. Entrepreneurs tend to be individuals who are oriented towards innovation compared to customers with the use of their informal networks to determine the target market in marketing their products and services (Gerald E. Hills & Hultman, 2013; Morrish, 2011; Stokes, 2000b).

The term EM is mostly described as a company's marketing process that prioritizes exploration and exploitation of opportunities in conditions of full uncertainty and tends to be in conditions of companies that have limited (Elaine Collinson & Shaw, 2001; Morris et al., 2002). EM is more likely to use the perspective of the "big picture" and focuses on creative approaches to innovation, risk management, resource utilization, and value creation. Although EM can be practiced in any type of business, regardless of size, the term is often described in a series of actions and responses that small and medium enterprises can implement (Becherer & Helms, 2016; Sigué & Biboum, 2019).

Entrepreneurial Marketing And Networking

As we mentioned earlier, entrepreneurs often tend to interact directly with their customers. As such, customers become part of the personal contact network of entrepreneurs, along with family members and associates (who may be involved in one form of business or another), business partners, and even competitors.

Personal contact networks have also been widely used by companies, such as those performed by the employees of a company that started establishing business relationships to other companies and over time this relationship extends to his company were involved in an organization's network (Daniela IONIȚĂ, 2012). Networking plays a role to gather useful information to help assess, evaluate and support their decisions on any market situation or opportunity, and help maintain awareness of market-related issues. (O'Donnell, Gilmore, Carson, & Cummins, 2002; Rocks, Gilmore, & Carson, 2005).

This is made clear by the many works of EM that produce an entrepreneur in the way of marketing through social capital that includes the utilization of the networking and opportunities. (G E Hills, Hultman, Kraus, & Schulte, 2010b; Stokes, 2000b). In developing EM theory another study (Coviello, 2006) examines the use of networking in new international ventures that start out as collaborating small businesses and rely on relationships to enter new markets. Research which states that entrepreneurs do not always use conventional marketing processes; There is a tendency on their marketing activities to adapt the situation with the relevant industry and their own network of connections in the market (Read, 2009). It is very useful to identify how companies can become more innovative in finding new opportunities. Although most of the EM literature cites the use of networks in SMEs, there are some studies that suggest the use of the network and stand-alone activity that is used by SMEs to access resources, of certain EM tactics (Mort, Weerawardena, & Liesch, 2012).

There is research on how SMEs adapt traditional marketing frameworks by managing their customer relationships, namely Customer Relationship Management (CRM). The characteristics of the implementation of CRM for SMEs, they are more likely to show flexibility and adaptability in managing customer relationships that are difficult for larger organizations to match (Harrigan et al., 2011; Stokes, 2000c). In contrast to the implementation CRM driven by a larger organization formally via software-driven, SMEs tend to

perform activities of CRM through the most fundamental thing is through personal networks and face to face interaction, it is becoming more effective by adopting technologies such as social media (Harrigan, Ramsey, & Ibbotson, 2012). The point is that SMEs do CRM instinctively, it is an inherent part of the way they do business by managing CRM for business continuity. So, although the CRM undertaken by SMEs is different from the known and applied by a larger organization, it is still difficult to say that it is less effective CRM implementation. This is evidence of an entrepreneurial way of marketing (Harrigan et al., 2011).

For approximately 15 years, the development of marketing activities of the entrepreneur has been facilitated by e-technology and new media, one of which is the emergence of social media which indirectly creates new communication channels, which can be said as "word of mouse". (Miles et al., 2014). This could be an option that minimizes costs and allows SMEs to reach a wider market or to reach a specific target market, and can be used in conjunction with other business activities (Harrigan et al., 2012, 2011). E-marketing activities enable entrepreneurs to communicate information about their products and services more widely, to answer customer questions directly and the use of social media as a marketing tool to provide online bidding (Harrigan et al., 2012, 2011; Mort et al., 2012) Entrepreneurs use E-marketing as a resource, to increase value through customer co-creation, and often create new relationships with appropriate new resources (Kasouf, Darroch, Hultman, & Miles, 2008).

Research Method

This research was conducted through a systematic mapping study method (SMS) which refers to research studies from (Couckuyt & Van Looy, 2019; Kai Petersen, Robert Feldt, Shahid Mujtaba, 2008; Smolander, 2016). It aims to look for gaps in research that will guide and suggest future research and provide a background for new research activities. In the search process stage, we illustrating the complete SMS process presented in Table 2 used in this study. Furthermore, the search string or keyword search is

made by using the strategy of (Smolander, 2016) with reference of the study (Barbosa & Alves, 2011). The first step is to list the main keywords, the second step is to analyze studies related to entrepreneurial marketing, in the next stage we add the second alternative keyword to focus more on the search process on the research theme. We conducted an online search on the SCOPUS indexed electronic database. According to (Smolander, 2016) the Boolean operator whose function is to synthesize a string into one search string, In this study we tried to use the Boolean AND or OR operators and found the relevant article results using a combination of strings ("entrepreneurial marketing" AND "network *").

Table 2 Search Process (SMS)

Definition of the research question	Scope review	All Papers
Doing a search on Scopus with the string "Entrepreneurial Marketing"	All papers	274
Removes duplication except article and journal conferences	Article and journal conferences	215
Focus on the study "Networking" Addition AND "network *"	Relevant paper	41
Reviewing papers	Inclusion categorized paper	37
A further exception for being irrelevant	Final paper	33

Source : Couckuyt & Van Looy, (2019); Kai Petersen, Robert Feldt, Shahid Mujtaba, (2008); Smolander, (2016)

The next step we select the two categories, the articles of exclusion and inclusion article which is a groove in the research process SMS by classifying relevant articles and exclude articles that

are not relevant to the research question.(Kai Petersen, Robert Feldt, Shahid Mujtaba, 2008; Smolander, 2016). In table 3, we formulated exclusion and inclusion criteria to facilitate mapping:

Table 3 Inclusion and Exclusion Criteria

Inclusion	Exclusion
1. Focus on relevant research	1. Papers that do not discuss EM and network
2. English	2. Other languages besides English
3. Only articles and scholarly journals	3. Dissertation, thesis, book section, product description, presentation, work report, trade literature, editorial notes, irrelevant literature
4. Peer reviewed papers	4. Papers that have not been peer reviewed
	5. Duplicate research

Source : Kai Petersen, Robert Feldt, Shahid Mujtaba, (2008)

In the systematic mapping process, to analyze and classify articles that have been selected based on criteria, researchers formulate three aspects for classifying articles that are found to be relevant to the research question. In the first category we classify articles based on the type of article, the second category defines the research method and in the third category based on the research locus with references from research (Wieringa, Maiden, Mead, & Rolland, 2006). Table 4 describes the three categories in the classification process in this study.

Table 4 Paper type, Research Method, Research Locus

<i>Paper Type</i>	Explanation
Validation Research	New investigative methods and not yet applied in practice. (experiment / observation)

<i>Paper Type</i>	Explanation
Evaluasi Research	The investigative method is implemented in practice and presented in the evaluation method
Solution Proposal	Solutions to problems are put forward, these proposed solutions can be new or applicable approaches and existing approaches.
Philosophical Paper	This study introduces a new perspective on something that exists using a taxonomy or conceptual framework.
<i>Methods</i>	Explanation
Qualitative Methods	Qualitative methods are presented with the Rapid Assessment Process, secondary data, ethnographic, Focus Group Discussions, In-Depth Interviews, diaries and language analysis.
Quantitative Methods	The quantitative method presents the sample design, hypothesis and testing, all of which are statistical formulations.
<i>Research Locus</i>	Explanation
Entrepreneurial firms	Companies that bring new products and services to market by providing innovations and opportunities.
Entrepreneur	Entrepreneurs are people who carry out entrepreneurial activities characterized by being clever or gifted in recognizing new products, determining new production methods, arranging operations management for new product procurement, marketing them, and regulating operating capital.
Sme	<i>Small medium enterprise (SME) or better known as UKM (Small and Medium Enterprises)</i>

<i>Paper Type</i>	Explanation
New Venture	Businesses that have just started and are just about to expand their business.
IT	Information technology is a company that includes services and products for electronic devices, and telecommunications which includes software, which can be used to create, store, transmit, translate and manipulate information in various forms.
Manufacture	Manufacturing company is a business entity that operates machinery, equipment and labor in a process medium to convert raw materials into finished goods that have a selling value.
Social Enterprise	an organization or company that uses a commercial strategy to improve financial, social and environmental well-being in order to maximize profits as well as good impacts for every element involved in its business.

Source : (Wieringa et al., 2006)

Results

The results of SMS based on research questions involving the Scopus database using the key string "entrepreneurial marketing" found 274 documents. Seeing the large number of articles, the authors limit the research on entrepreneurial marketing related to networking, so the researchers returned to search with the keyword "entrepreneurial marketing" AND network * ". The search results returned 41 documents. The next step is to read the detected articles and create a classification scheme to categorize the articles. The 41 documents, the researcher excluded 8 documents that were not relevant to the research theme, so that there were only 33 documents.

The development of research topics in each country over time?

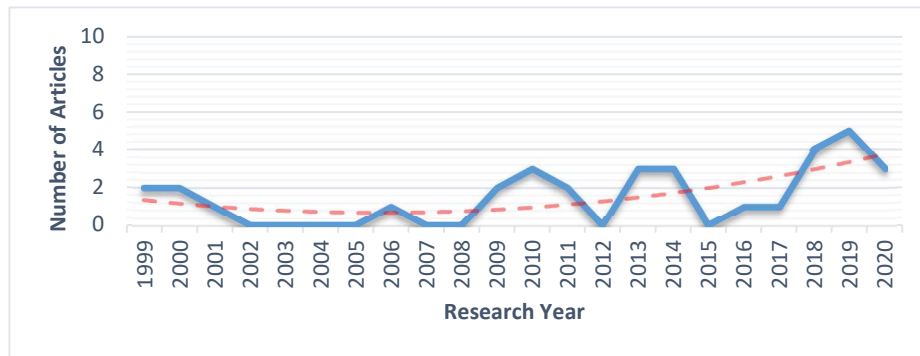


Figure 1 research trends over time

Source : Processed by Researchers (2020)

Based on the classification mapping, we find that this research has been under scrutiny from 1999. The following is a graph of research trends on entrepreneurial marketing and networking. Based on Figure 1, it can be seen that the trend of studies on EM and Networking from 1999 to 2020. The total number of articles published during that period was 33 articles. In 2003 - 2005, 2007 - 2008, 2012, and 2015, there were no articles discussing this theme, only in 2017 - 2019 the trend of publication increased. The highest number of publications was in 2019, namely 5 articles.

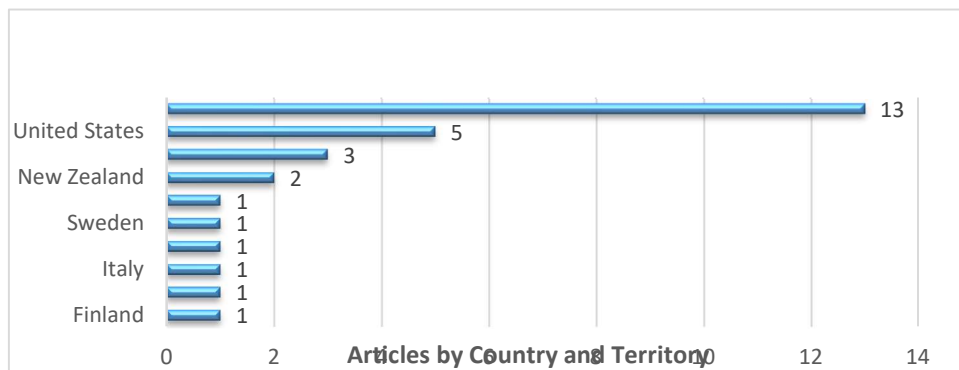


Figure 2 research trends by country

Source : Processed by Researchers (2020)

Figure 2 shows the grouping of articles based on the highest country, that it is known that Entrepreneurial Marketing and Networking research is generally dominated by researchers from the United Kingdom, which is 13 articles. Then from the United States of 5 articles, followed by the German State of 3 articles, New Zealand 2 articles, and for Australia, Sweden, Portugal, Italy, Finland, Norway, Canada, Iran, Poland produced 1 article.

What are the types of articles and research methods used?

Classification of research methods and types of research articles indicate research classifications that refer to research (Wieringa et al., 2006), where the research is categorized into four categories, namely validation research; evaluation research; solution proposals; Philosophical papers with the category of research methods used in this systematic mapping are quantitative and qualitative approaches. To provide answers to research question what types of articles and research methods used, we categorized the accumulated mapping research findings with a total of 33 findings from SCOPUS reputable journals depicted in Figure 3 for the research method and Figure 4 for the type of article.

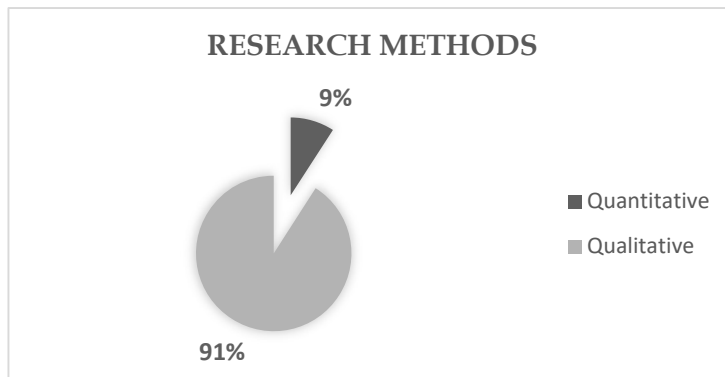


Figure 3 Research methods

Source : Processed by Researchers (2020)

Based on Figure 3, the research approach that is widely used is by using qualitative methods of 30 documents or 91%. Articles that used qualitative methods were 3 documents or 9%.

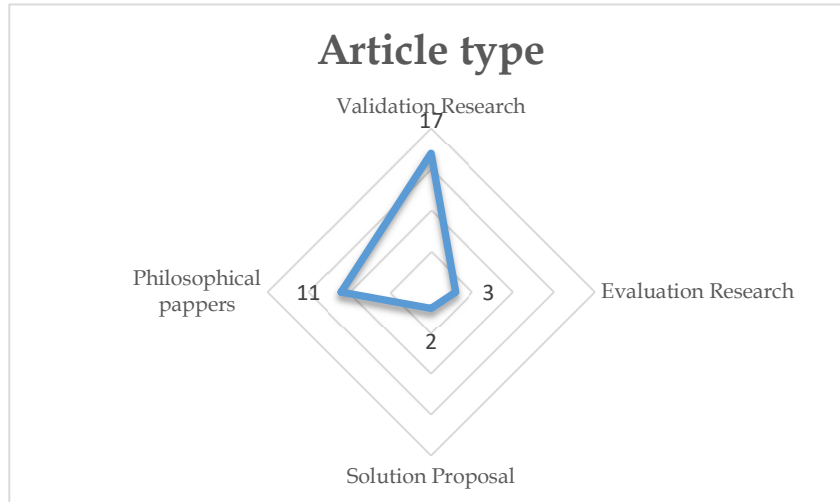


Figure 4 Article Type

Source : Processed by Researchers (2020)

Figure 4 shows the categories of paper types that refer to (Wieringa et al., 2006) and produces the most commonly used type of paper is validation research with a total of 17 (52%) studies, the next research that often uses philosophical papers is a total of 11 (33%).) research. Next is the type of article Evaluation research, amounting to 3 (9%) and the smallest type of article Solution proposal as much as 2 (6%) research.

Research locus used by entrepreneurial marketing and networking research ?

In this section, the mapping results are based on research questions. Locus of research anywhere used by Networking research in EM, many studies have been conducted by researchers,

both with more focus on entrepreneurs and even their organizations, and to see statements from (Aldrich, H & Zimmer, 1986) following the mapping results in Table 5.

Table 5 Research Locus

Research Locus	Number of articles	Author
<i>Entrepreneurial firms</i>	4	(E Shaw, 1999) (E Collinson & Shaw, 2001) (Andersson, Evers, & Gliga, 2018) (Renton & Simmonds, 2019)
<i>Entrepreneurs</i>	7	(Stokes, 2000a) (Stokes, 2000b) (Cruickshank & Rolland, 2006) (Martin, 2009) (Peltier & Scovotti, 2010) (Schmengler & Kraus, 2010) (Most, Conejo, & Cunningham, 2018)
<i>Sme</i>	12	(Mcmahon & O'Donnell, 2009) (G E Hills, Hultman, Kraus, & Schulte, 2010c) (A Gilmore, 2011b) (R Jones & Rowley, 2011)(Rosalind Jones, Suoranta, & Rowley, 2013) (Franco, Santos, Ramalho, & Nunes, 2014) (Toghraee, Rezvani, Mobaraki, & Farsi, 2018) (Bocconcelli et al., 2018) (Kubberød, Viciunaite, & Fosstenløykken, 2019) (Sigué & Biboum, 2019) (Alqahtani & Uslay, 2020) (Pakura & Rudeloff, 2019)
<i>New Venture</i>	3	(Mu, 2013) (Ehret, Kashyap, & Wirtz, 2013) (Kowalik & Danik, 2019)
<i>IT</i>	2	(Sethna, Jones, & Edwards, 2014) (Mansour & Barandas, 2017)
<i>Manufacture</i>	3	(Chaston,1999) (Simba & Ndlovu, 2014) (Jenson, Doyle, & Miles, 2020)
<i>Social Enteprise</i>	2	(Kannampuzha & Suoranta, 2016) (Ojo & Nwankwo, 2020)

Source : Processed by Researchers (2020)

Based on Table 5, it shows that the entrepreneurial marketing and networking research locus is dominated by the SME locus area in total, which is 12 articles, then entrepreneurs 7 articles, entrepreneurial firms 4 articles, new venture and manufacture 3 articles, IT and social enterprise 2 articles.

Discussion

Based on the results of mapping the role of Networking in EM based on the Scopus database by applying a systematic mapping study method that refers to research (Couckuyt & Van Looy, 2019; Kai Petersen, Robert Feldt, Shahid Mujtaba, 2008; Wieringa et al., 2006). From 33 research articles that have been systematically mapped, we conclude that:

1. The focus of research that is mostly researched is research with research locus sme 12, Entrepreneur 7, Entrepreneurial firms 4, New Venture and manufacture 3, the last 2 research is IT and social enterprise 2 articles.
2. The type of article most often used is validation research with a total of 17 articles, philosophical research 11, Evaluation paper 3, then Solution proposal 2.
3. Many research methods use qualitative research approaches (91%) and quantitative research methods (9%).
4. The countries with the most research publications on entrepreneurial marketing and networking are England with a total of 13 publications, the United States with 5 publications, and Germany with 3 publications. Research trends in 2019 5 produced 8 articles.

Conclusion

Based on the results of the mapping conducted by researchers, it is known that the role of entrepreneurial marketing and networking based on the Scopus database, the authors only found 3

articles that used a quantitative approach with the type of solution proposal article, the country of publication was still dominated by researchers from the United Kingdom while from Indonesia there were no publications yet, There is still a lack of research locus that discusses social enterprises and IT companies, this makes a research gap for further research.

This systematic mapping study has several limitations. First, based on a sample of articles selected by us according to certain criteria and only limited to one source of the Scopus journal database, while there are many other electronic databases such as Emerald, WOS, Google Scholar, and Ebsco, so we cannot cover all journal databases. In addition, we only considered peer reviewed articles, such as journals and conference papers, and we did not include any book or magazine sections in our research. In the domain of search keywords, we only apply a combination of one theme "entrepreneurial marketing" AND "network*" while there are many other synonymous terms that might get maximum results.

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