**Qualitative Market Research: An International Journal**

**Call for Papers:** Qualitative Research at the Marketing/Entrepreneurship interface

**Special Issue**

A body of knowledge exists at the ‘Marketing/Entrepreneurship interface’, or as it is sometimes termed inter-changeably, ‘entrepreneurial marketing’ (Morris et al, 2002; Hills et al, 2008; 2010; Miles et al, 2015; O’Cass & Morrish, 2015). This has included special interest group events in the US and UK in addition to articles published in both Marketing and Entrepreneurship focused journals that bridge the interface between disciplines. Studies of entrepreneurial processes in organisations have not been restricted to smaller firms since issues such as opportunity recognition and exploitation, innovativeness, proactiveness and risk seeking behaviour have also occurred in larger organisations (Miles & Darroch, 2006). Nevertheless, debate has arisen in respect of the philosophical approach undertaken in certain quantitative studies that may require a qualitative approach to address how/why type issues at the interface; for example, to socially construct understanding of particular phenomena.

The guest editor welcomes rigorous qualitative contributions; in particular, empirical studies that help bridge the potential academic/practitioner divide at the Marketing/Entrepreneurship interface. Implications for practitioners will be important in this special issue. Indicative areas of interest include, but are not restricted to:

* Decision making at the marketing/entrepreneurship interface (causation versus effectuation based studies)
* Opportunity recognition and exploitation both domestically and overseas.
* Lean start-up business models
* Profit and not-for-profit business models
* Strategies of lifestyle versus growth oriented firms
* The effect of institutional conditions on entrepreneurial marketing strategies
* Micro-foundations research within multiple stakeholders
* Innovative methodologies at the marketing/entrepreneurship interface

**References**

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Miles, M., Gilmore, A. Harrigan, P., Lewis, G. & Sethna, Z. (2015). Exploring entrepreneurial marketing. *Journal of Strategic Marketing,* 23 (2), 94-111.

Morris, M. H., Schindehutte, M. & LaForge, R. W. (2002). Entrepreneurial marketing: a construct for integrating emerging entrepreneurship and marketing perspectives. *Journal of Marketing Theory & Practice,* 10 (4), 1-19.

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**Guest Editor: David Crick** is the Paul Desmarais Chair of International Entrepreneurship and Marketing at the University of Ottawa (dcrick@uottawa.ca). His current research interests involve work at the Marketing/International Entrepreneurship interface and particularly work that addresses a more effective public/private sector interaction. He is on the editorial boards of several journals and his work has been presented at various international conferences and published in journals including: the *European Journal of Marketing, International Business Review, International Marketing Review, Journal of Business Venturing, Journal of Marketing Management, Journal of Small Business and Enterprise Development, Journal of Small Business Management, Qualitative Market Research: An International Journal, and Small Business Economics*.

**Deadlines**

**It is important to note that the special issue of the journal requires submissions by November 30th, 2016.** However, the guest editor welcomes submissions before this date. The estimated publication date is the end of 2017 to allow for refereeing and revisions of submissions.

**How to submit**

Submissions are to be made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at http://mc.manuscriptcentral.com/qmr. Please indicate that the submission is for this special issue.