

Integration of entrepreneurship and marketing research in modern business

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Abstract. Modern business involves running operations in line with contemporary changes and adapting accordingly. This study emphasised the importance of customer perspectives and needs, focusing on growth and sustainability amid competition. This article examined the role and impact of two key factors in business modernisation: entrepreneurship and market research. The research aimed to enhance understanding of modern business, the factors contributing to its evolution, and the significance of management and market research in benefiting companies. The application and importance of these two concepts in business promotion were explored. A survey was conducted both online and manually through Google Forms, employing a quantitative methodology. Data were collected from various demographic groups within the Kurdistan Region, covering different administrative positions and age groups ranging from under 25 to over 45. A total of 155 valid responses were obtained through simple random sampling. The data were analysed using the Statistical Package for the Social Sciences and examined through correlation and regression models. The findings indicated that both entrepreneurship and market research to be positively impact business. This suggested that Kurdish people recognise these two concepts as essential to business success. The research contributed novel insights in terms of topic focus and concept organisation, distinguishing it from previous studies and incorporating up-to-date information. Comparative analysis based on regional or economic indicators can provide a deeper understanding of how cultural and economic factors influence regional development and economic conditions

Keywords: business development; business organisation; market analysis; entrepreneurial development; regression

Introduction

Since the 1970s, business activity has grown dramatically. In the modern world, business plays a vital role across a wide range of industries, from small enterprises

to large corporations, impacting economic growth, development, and society as a whole. Trade has driven an increase in products, services, capital, ideas, and skilled

Suggested Citation:

Saeed, S.A., Abas, S.R., & Abdulkarim, N.B. (2024). Integration of entrepreneurship and marketing research in modern business. *Economic Forum*, 14(4), 22-31. doi: 10.62763/ef/4.2024.22.



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professionals globally, all with the aim of generating profit or driving societal change. Conversely, business is the coordinated effort of individuals to manufacture and provide goods and services to meet societal needs. A broad definition of business encompasses both for-profit and notforprofit organisations, such as hospitals, schools, and charities, as well as profit-driven businesses like corporations and banks. Enterprises operate across diverse sectors, including manufacturing, retail, finance, media, entertainment, transportation, and banking, as noted by D. Needle & J. Burns (2019) and N. Rollings (2021).

Businesses must adapt to their ever-changing environment to remain competitive. This requires many businesses and organisations to abandon outdated models and adopt new approaches. The business environment is often more important than the business itself. Traditional businesses cannot simply transform into modern businesses; they must implement varied management strategies to compete successfully in the marketplace. A business enters a complex environment, when it seeks to integrate into the contemporary economic landscape. According to M. Saunila (2016) and B. Kumar & A. Sharma (2022), modern business involved adapting to the current environment and implementing strategies for modernisation. These strategies included having a clear vision, adopting cutting-edge technologies, innovating, and reaching new customers through advanced competitive techniques.

Researcher S.A. Saeed (2017) noted that the modern world undergoes constant transitions, forcing institutions and corporations to meet ongoing performance demands, while simultaneously reducing costs and competing with emerging technologies. Entrepreneurship is a fundamental aspect of corporate organisations and a defining characteristic of modern business. D. Diandra & A. Azmy (2020) emphasised that if managerial expertise and entrepreneurial abilities were applied effectively to change and knowledge acquisition, it indicated that the firm was operating successfully. Although businesses constantly search for opportunities, the current business environment has made this even more pressing. Entrepreneurship serves as a means of discovering new prospects and markets, driving innovation within enterprises. L.E. Boone *et al.* (2019) pointed out that to capitalise on opportunities through creative thinking, modern business leaders must continuously identify gaps within their industry and the broader market.

S.A. Saeed & K.G. Aziz (2021) highlighted that organisational performance, alongside advancements in innovation, improved, when organisations adopted extensive technological implementation and demonstrated leadership in technical innovation. Entrepreneurship was a vital aspect of the business world. Businesses that encourage entrepreneurship were regarded as robust and proactive in driving change within their industry. However, the innovation process involved inherent risks

and challenges. Thus, prudent entrepreneurs must have a plan in place to manage these risks effectively to prevent their business from failing instead of generating profit (Diandra & Azmy, 2020).

When conducted effectively, market research can significantly enhance business processes. Given the competitive nature of the business environment, every effort must be made to maximise business advantages. Conducting market research is among the most crucial aspects of business strategy, as it enables a deeper understanding of consumer behaviour. Without market research, businesses cannot operate effectively. Market research connects customers, buyers, and the general public with businesses by providing information that helps identify challenges and opportunities in marketing, develop and refine marketing strategies, and assess market performance. N.K. Malhotra *et al.* (2020) emphasised that customer needs were more easily met, and relationships with them were more effectively developed, when market research was employed to identify market shifts and the latest profitable consumer demands. It also helped identify opportunities to make more strategic decisions that enhance a company's competitive edge. This research aimed to establish the relationship between modern business practices, the techniques implemented, and the efficiency of business procedures in achieving the desired outcomes. One of the most important aspects of corporate success is entrepreneurship, which also drives innovation and cost control. It is an essential factor in helping modern organisations survive and thrive, particularly in a technologically advanced global environment. When executed efficiently, market research can assist businesses in understanding consumer demand and enhancing self-promotion, further reinforcing its necessity in business strategy. Consequently, a firm's performance depends on the interconnected roles of marketing research and entrepreneurship.

The study aimed to explore the potential for integrating marketing research into decision-making to enhance productivity in modern businesses. The hypotheses of the study were: H1 – entrepreneurship has a significant positive impact on modern business; H2 – marketing research has a significant positive impact on modern business; H3 – entrepreneurship and marketing research together have a significant positive impact on modern business.

Literature Review

Business is fundamental to both economic expansion and transformation. Apart from generating revenue and engaging in buying and selling, it creates employment, produces goods, and provides services. As a result, modernising and adapting to contemporary circumstances is crucial. In its modern form, businesses operate within an increasingly complex environment. Numerous elements, including market research and entrepreneurship, influence modern business. This study examined

the significance and influence of these two concepts on business, as well as the application of scholars' findings regarding the relevance of these connections and the potential effects that each may have.

Technological advancements and globalisation have transformed the world into a closely connected global community, marked by significant growth in international trade and competition. Participation in the global economy poses many substantial challenges for organisations and industries worldwide. Entrepreneurship, a powerful economic force throughout history, empowers individuals to identify opportunities in situations that others perceive as insurmountable barriers. It serves as a major driver of transformation across various societal sectors and is widely recognised as a key indicator of business success and resilience (Pahuja & Sanjeev, 2015).

Entrepreneurship was interpreted in multiple ways, with some considering it a strategy for establishing a prosperous enterprise, while others regard it as a means of enhancing one's skills and mindset. However, the primary objective of entrepreneurship was to provide employment opportunities and foster economic expansion (Hessels & Naudé, 2018). According to W.J. Chang & M. Wyszomirski (2015), successful entrepreneurship required human resources, such as skilled employees and teams, alongside a combination of technical skills, including task execution to ensure quality and efficiency in production, management skills for overseeing public works, effective leadership and management capabilities, strategic planning, decision-making, and resource allocation. The discipline of entrepreneurship operated independently of other fields of study, while also contributing to various disciplines.

Every company has a unique vision and mission and employs various strategies to accomplish these objectives. Documentation is an integral aspect of business operations and a fundamental component of corporate life. Entrepreneurship is a hallmark of a thriving business, demonstrating proactive management and continuous efforts towards improvement. It is an essential element of the business world that contributes to corporate success. H. Barot (2015) noted that success stems from entrepreneurship and that establishing a new company required individuals to adopt a new way of thinking. Despite varying perspectives, entrepreneurship was generally defined in a singular manner.

Marketing research, first introduced in 1879, has evolved significantly since then. It originally focused on sampling, data collection, and analytical methodologies, aimed at measuring marketing phenomena and consumer attributes. The 1970s and 1980s marked the "golden age of consumer research", characterised by the rise of scientific methods and computing power. In the late 1990s and early 2000s, researchers became increasingly sought after for data interpretation and strategy creation. Modern consumers exert significant influence over business strategies, and as A. Zielińska (2016) and

J. Velilla (2018) have noted, businesses must continuously analyse customer preferences and traits to shape brand and product development. Market research played a crucial role in identifying marketing opportunities, generating strategic actions, evaluating performance, and understanding the marketing process. P. Zaborek (2015) pointed out that it served as a bridge between marketers, consumers, customers, and the public, facilitating data definition, planning, supervision, performance evaluation, and result communication. Additionally, it is a systematic process that identifies and defines marketing opportunities and challenges, monitors and assesses marketing performance and activities, and reports findings and their implications to management. The author also noted that marketing research comprises multiple interrelated and sequential phases, including defining a research topic, designing a research methodology, collecting, analysing, and interpreting data, and presenting a final report to decisionmakers.

According to S. Al-Fairuz (2021), marketing managers benefit from the ability to precisely identify and define marketing opportunities and challenges, understand markets and customers, develop competitive marketing plans and activities, and track marketing performance. Identifying competitors was essential across various business processes, depending on the type of organisation. These processes included acquiring supplies for products, marketing, product design, and conducting market research for new products or markets (Virtanen, 2022). Following this, businesses should compare their objectives, strategies, strengths, and weaknesses with those of competitors. They must also ensure that rivals do not gain a competitive advantage or capture market share (Hollensen, 2020).

The information gathered from market research can be applied in decision-making and may be conducted by the company's market research department or an external organisation. Marketing research assists organisations in introducing new products, determining which features to offer, and identifying the distribution, advertising, and pricing strategies that best support the product. The market mechanism for resource allocation integrates supply and demand, facilitated by marketing research. This helps businesses identify market opportunities and risks that may not be immediately apparent, as noted by P. Zaborek (2015).

Many people associate the term "business" with earning money or purchasing and selling goods and services. The term was broad and encompassed various business ventures. In addition to producing goods and services that people use, businesses also provide employment. While some companies manufacture tangible products, others offer services. A country's economy was driven by business, as it provided, how the standard of living improves. Commercial activity was fundamentally based on transactions between buyers and sellers (Boone *et al.*, 2019).

The literature review highlighted the importance of entrepreneurship and marketing research in business success. Entrepreneurship mitigates risks and fosters innovation, enabling modern businesses to survive and expand in the global technological era. Marketing research helps businesses analyse and respond to customer demand, ensuring strategic planning and execution. Both entrepreneurship and marketing research are essential for modern business success.

Materials and Methods

The approach used in this study involved conducting design research to determine the independent variables (entrepreneurship and marketing research) and dependent variable (modern business). A study of the impact of entrepreneurship and marketing research on the private sector was conducted in the Kurdistan region of Iraq. To ensure accurate research results and evaluate the hypotheses of this study, two data collection methods were used. The first approach involved reviewing academic articles and books by other researchers focused on the same topic. The second approach employed a structured questionnaire, which was identified as the most suitable tool to achieve the study's objectives. The collected data were then analysed using statistical software (SPSS). This study explored the importance of integrating entrepreneurship and marketing research in modern businesses for growth and success. Successful businesses can meet customer demands, adapt to change, and grow faster. However, a lack of trust and understanding among business owners hinders their effective implementation. The research focused on

residents of the Kurdistan region aged 18 to 50, including company employees and managers, as well as individuals in related sectors.

The target population comprised employees of modern businesses in the Kurdistan region. This study was not limited to a single business or organisation; these employees were not restricted to a particular management level. The sampling method was random, and the selection was based on employee accessibility across various roles. The research model, along with the defined research hypotheses, was presented in Figure 1.

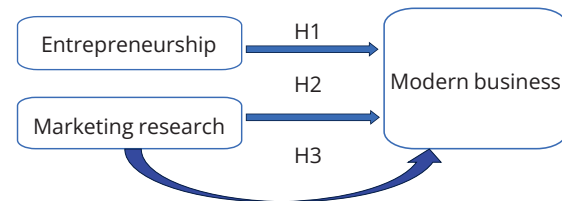


Figure 1. Research model

Source: developed by the authors

To achieve the objectives of the study and collect the data, the researcher designed a questionnaire. This consisted of a set of written questions that the staff of organisations were required to answer. The questionnaire included 21 statements categorised into four areas: entrepreneurship, marketing research, integration of entrepreneurial strategies, innovation, and market research in modern business, along with demographic information about the sample members (i.e. gender, age, level of education, and position) as shown in Table 1.

Table 1. Structure and number of Google Form questions

| Number | Field | Number of statements |
|--------|--------------------------------|----------------------|
| 1 | Entrepreneurship | 7 |
| 2 | Marketing research | 7 |
| 3 | Integration in modern business | 7 |
| 4 | Total | 21 |

Source: developed by the authors

To obtain fundamental data from the participants, an organised questionnaire was used. The survey aimed to examine the role of entrepreneurship and marketing

research in modern business, as well as gather demographic information from respondents, through 21 statements. It also employed random sampling (Table 2).

Table 2. Google Form response scale

| Level | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--------|----------------|-------|---------|----------|-------------------|
| Points | 5 | 4 | 3 | 2 | 1 |

Source: developed by the authors

For the entrepreneurship section, responses were measured using a 5-point Likert rating scale, ranging from "strongly agree" (5) to "strongly disagree" (1). Higher scores indicated positive outcomes for subordinates, while lower scores reflected adverse consequences. The study was conducted following the standards set out in The Declaration of Helsinki (2013).

Results and Discussion

The results were obtained through a questionnaire, which enabled the collection of data via Google Forms, both physically and online. SPSS analysis was used to process the responses, which were organised into five tables to allow readers to easily understand the results and summarise the findings. Through these tables, the

data were analysed to comprehend the impact of entrepreneurship and market research on modern business. The questionnaire was initially expected to receive approximately 170 responses. However, due to concerns about the reliability of certain answers and instances of uncertainty, the final dataset was reduced to 155 valid responses.

The findings were also supported by similar research conducted by other scholars to examine the role of marketing research, entrepreneurship, and modern business success. It was found that firms must adapt to their changing environment, highlighting the importance of marketing research and entrepreneurship.

Furthermore, performance measurement for innovation competence played a significant role in fostering innovation and business success in SMEs. The competitor analysis method, a crucial aspect of business strategy, was closely linked to marketing research and its function in identifying market opportunities and risks. By integrating these areas, this study provided insights into how marketing and entrepreneurship research affect current business performance and the role of these factors in achieving sustainable company growth and enhanced competitiveness. Table 3 presented the descriptive data of the participants in this research, categorised based on demographic questions.

Table 3. Descriptive statistics for demographic question

| Variable | Category | No. | % |
|--------------------|-----------------|-----|------|
| Gender | Male | 74 | 47.7 |
| | Female | 81 | 52.3 |
| Age | Bellow 25 | 69 | 44.5 |
| | 25-35 | 69 | 44.5 |
| | 36-45 | 14 | 0.9 |
| | More than 45 | 3 | 1.9 |
| Level of education | Below diploma | 13 | 8.4 |
| | Diploma | 31 | 20.0 |
| | Bachelor's | 106 | 68.4 |
| | Master's degree | 4 | 2.6 |
| | Doctorate | 1 | 0.6 |
| Position | Employee | 116 | 74.8 |
| | Manager | 33 | 21.3 |
| | General manager | 6 | 3.9 |

Source: developed by the authors

In Table 3, the frequencies and proportions of responses were presented based on gender, age, level of education, and position. Regarding gender, the table showed that the majority of the participants had a relatively similar distribution, with female participants accounting for 57.3% and male participants for 47.7%. Additionally, the results indicated that 44.5% of the participants were aged below 25, while an equal proportion (44.5%) were aged 25-35. The age group 36-45 constituted 0.9% of the participants, while those aged over 45 accounted

for 1.9% of the total. It was also evident that 68.4% of the participants held a bachelor's degree. Following this, 20% of participants held a diploma, 2.6% had a master's degree, 8.4% had below-diploma qualifications, and 0.6% had a doctorate. Furthermore, 74.8% of the participants held employee positions in organisations or modern businesses, while 21.3% were managers, and 3.9% were general managers. Table 4 presented the values of Cronbach's Alpha coefficient, which were calculated to assess the internal consistency of the measurement.

Table 4. Reliability of measurements for all variables

| | Entrepreneurship | Marketing research | All independent variable | Modern business | Independent variable and dependent variable |
|---------------------|------------------|--------------------|--------------------------|-----------------|---|
| Number of questions | 7 | 7 | 14 | 7 | 21 |
| Cronbach's Alpha | .724 | .640 | .788 | .827 | .864 |

Source: developed by the authors

Cronbach's Alpha coefficients for the study variables were presented in Table 4. These values indicate how internally consistent the items are, essentially revealing the extent to which a set of items was related. The factors examined included entrepreneurship, marketing research, all independent variables, and modern

business. The Cronbach's Alpha coefficients for marketing research and entrepreneurship were 0.640 and 0.724, respectively. The items used to measure modern business demonstrated very high reliability, as evidenced by a Cronbach's Alpha coefficient of 0.827. The total set of 21 items exhibited a high level of reliability

in measuring marketing research, modern business, and entrepreneurship, as the overall Cronbach's Alpha value was 0.864. The findings, summarised in Table 5,

revealed a positive correlation between the variables, with marketing research and entrepreneurship showing a correlation coefficient of 0.260.

Table 5. Correlation matrix between independent variables (entrepreneurship, marketing research) and dependent variable (modern business)

| Correlations | | | |
|--------------------|------------------|--------------------|-----------------|
| | Entrepreneurship | Marketing research | Modern business |
| Entrepreneurship | 1 | .545** | .519** |
| Marketing research | .545** | 1 | .573** |
| Modern business | .519** | .573** | 1 |

Note: **. – correlation is significant at the 0.01 level (2-tailed)

Source: developed by the authors

The correlation coefficient, which ranged from 0.519 to 0.573, indicated an indication that entrepreneurship and modern business success were positively related. This means that as the level of entrepreneurship increases, the success of modern business organisations also increases proportionally. Greater organisational effectiveness was also associated with the use of efficient marketing research methods, highlighting the importance of understanding customer needs and making informed business decisions. The relationship between marketing

research and entrepreneurship in enhancing company success was demonstrated by the statistical likelihood that firms engaging in entrepreneurial activities also conduct marketing research. All correlations had $p < 0.01$, demonstrating the reliability of the relationships between the variables examined. Table 6 summarised the results of Pearson's correlation coefficient tests, which indicated that the relationship between the dependent variable (modern business) and the independent variable (entrepreneurship) were moderately positive.

Table 6. Simple regression between the independent variable (entrepreneurship) and the dependent variable (modern business)

| | Coefficients | | | Model summary | | ANOVA | |
|------------------|--------------|-------|---------|-------------------|----------|--------|-------------------|
| | B | T | P-value | R | R-square | F | P-value |
| (Constant) | 1.929 | 6.991 | .000 | .519 ^a | .270 | 54.549 | .000 ^b |
| Entrepreneurship | .541 | 7.520 | .000 | | | | |

Source: developed by the authors

When examining the role of entrepreneurship in modern business, it is essential to understand its predictive potential. Table 6 also included the ANOVA results, which assess the extent to which the explanatory variable (entrepreneurship) accounts for variations in the response variable (modern business). Based on the findings, the model was deemed appropriate, with $F = 54.549$ and $p = 0.000$. Table 6 presented the results of the estimated of the constant, slope, calculated t-value, and coefficient of determination (R-square). The regression coefficient (B) for entrepreneurship was .541, meaning that a one-unit increase in entrepreneurship

would lead to a .541 unit increase in modern business. This coefficient explained the proportion of variation in the dependent variable that can be attributed to the independent variable and was equal to the square of the multiple correlation coefficient. The R-square value (0.270) indicated that entrepreneurship accounts for 27% of the variation in modern business, while the remaining 73% can be attributed to other factors. The findings in Table 7 further demonstrated a moderately positive relationship between the dependent variable (modern business) and the independent variable (marketing research), as indicated by Pearson's correlation results.

Table 7. Simple regression between the independent variable (marketing research) and dependent variable (modern business)

| | Coefficients | | | Model summary | | ANOVA | |
|--------------------|--------------|-------|---------|-------------------|----------|--------|-------------------|
| | B | T | P-value | R | R-square | F | P-value |
| (Constant) | 1.696 | 6.356 | .000 | .573 ^a | .329 | 74.981 | .000 ^b |
| Marketing research | .620 | 8.659 | .000 | | | | |

Source: developed by the authors

This study should focus on understanding key aspects such as the predictive criteria and the impact of marketing research on modern business. Table 8 also in-

cluded the ANOVA results, which assessed the adequacy of the explanatory variable – marketing research – in explaining the response variable, modern business. The

findings indicated that the model was appropriate, as the F-value was 74.981, with a corresponding p-value of 0.000. The constant value was 32, while the slope value was 0.4, indicating that the slope of the line of best fit was 0.4. The t-value was 2.66, and the coefficient of determination was 0.219, rounded to 0.22 (R-square). The regression coefficient (B) for the marketing research variable was 0.620, meaning that each unit increase in marketing research corresponded to a .620 increase in modern business. R-square represented denoted the

percentage of the independent variable's effect on the dependent variable and was defined as the coefficient of determination in this study. According to the Rsquare value (.329), 32.9% of the variation in entrepreneurship was associated with modern business, while the remaining variation was attributed to other factors. The results in Table 8 demonstrated that all independent variables had a relatively high level of significance concerning the dependent variable, with a Pearson correlation coefficient of .624.

Table 8. Multiple regression between independent variables (entrepreneurship, marketing research) and the dependent variable (modern business)

| | Coefficients | | | Model summary | | ANOVA | |
|--------------------|--------------|-------|----------|-------------------|----------|--------|-------------------|
| | B | T | P- value | R | R-square | F | P-value |
| (Constant) | 1.172 | 4.061 | .000 | .624 ^a | .390 | 48.571 | .000 ^b |
| Entrepreneurship | .307 | 3.899 | .000 | | | | |
| Marketing research | .446 | 5.469 | .000 | | | | |

Source: developed by the authors

To illustrate the overall predictive potential and impact of entrepreneurship and marketing on modern business, it was imperative to understand the meaning of these concepts and their interrelationship. Table 8 also presented the ANOVA results, which assessed the fitness of the proposed model using two independent variables – entrepreneurship and marketing research – and the dependent variable, modern business. At the 95% confidence level, the null hypothesis was rejected, indicating that the model was appropriate; the F-value was 48.571, and the p-value was 0.000. The constant and slope values were contained in the first column of Table 8, while the t-value and R-square appeared in the second column. The findings indicated that entrepreneurship had a significant effect, with a regression

coefficient (B) of 0.307, suggesting that each unit increase in entrepreneurship resulted in a 0.307 increase in modern business, particularly through contemporary social media. Similarly, the regression coefficient (B) for marketing research was 0.446, meaning that an increase in marketing research was associated with a 0.446-unit increase in modern business, facilitated by current marketing research strategies. The coefficient of determination (R^2) showed that, collectively, entrepreneurship and marketing research accounted for 39% of the variance in modern businesses. The remaining variation was attributed to other external factors. Table 9 summarised the hypothesis test results, including the standardised beta coefficient and t-value at a significance level of 0.05.

Table 9. Hypothesis test results

| No. | Hypothesis | Beta coefficient | t-value | Results |
|-----|--|------------------|---------|---------|
| H1 | Entrepreneurship and modern business | .307 | 3.899 | Accept |
| H2 | Marketing research and modern business | .446 | 5.469 | Accept |
| H3 | Entrepreneurship and marketing research on modern business | 0.624 | 7.123 | Accept |

Source: developed by the authors

The data validated the theoretical basis that entrepreneurship (H1), marketing research capabilities (H2) and their combined influence (H3) contribute to positive outcomes in modern business. The results of the regression analysis demonstrated that entrepreneurship enhances modern business performance, as the regression coefficient (B) was 0.541. D. Diandra & A. Azmy (2020) supported these findings, showing that entrepreneurial initiatives drive enterprise adaptation and innovation within organisational structures.

X. Lu & J. Wang (2024) highlighted that innovation is crucial for businesses seeking new opportunities and sustainable development. It was important to note that businesses that implement innovations were more likely

to attract interest from stakeholders; they also capitalised on environmental changes and work to further their development and, ultimately, their survival in the marketplace. Innovative actions reshaped the competitive landscape, enabling organisations to recognise the opportunities that arise from advancement (Szuper & Wołoszyn, 2020).

The results indicated that marketing research positively influences business profitability, with a regression coefficient (B) of 0.620. These findings were supported by N.K. Malhotra *et al.* (2020), established that marketing research serves the dual purpose of understanding client needs and facilitating informed business decisions. According to P. Zaborek (2015), organisations can

identify market opportunities and threats through marketing research, demonstrating that well-conducted research enhances corporate competitiveness. Modern organisations experience a significant impact from the combination of entrepreneurship and marketing research, as evidenced by a Pearson correlation value of 0.624. Higher corporate effectiveness arose from the strategic integration of these domains. According to A. Ali *et al.* (2020), market-driven entrepreneurship leveraged marketing and entrepreneurial approaches to seize profitable opportunities. Sustained growth and competitive advantage depend on this essential integration. The study confirmed findings that align with existing literature on the crucial role of marketing and entrepreneurial research in modern companies. F. Haines (2017) argued that entrepreneurship has a lasting transformative impact across economic and social sectors. Product development and market strategy formulation rely heavily on marketing research, according to both L. Melander (2020) and S. Hollensen (2020).

Organisations operate in a volatile and unpredictable environment as they undergo modernisation. It was critical to understand their nature and, accordingly, implement comprehensive strategies that incorporate dynamic developments. Modern businesses must respond swiftly to environmental changes, particularly in light of intense competition and rising consumer expectations (Piekarczyk, 2016). The modern corporate world was highly complex. Technological advancements, competitive pressures, and growing customer awareness have compelled businesses to operate differently than in the past. It was essential for companies to consider trends and environmental changes in their strategic planning. H. Cengiz (2020) emphasised that companies that closely monitor their external environment were better equipped to identify opportunities and risks. By doing so, they can develop strategic responses to capitalise on opportunities and mitigate risks.

Competition was inevitable in the corporate world, particularly given the highly competitive nature of modern business. It was essential to monitor consumer trends and anticipate potential changes to respond effectively. Businesses must also manage changes within the corporate environment. In modern dynamic business landscape, organisations must adapt rapidly, while maintaining a strong workforce. Managers must be adaptable, offering flexible working hours and locations. As noted by L.E. Boone *et al.* (2019), flexibility and mobility represented the largest demographic shifts in the workforce. To succeed, leaders must possess vision, market insight, critical thinking skills, and data analysis capabilities. Additionally, businesses must consider social issues and their responsibilities to investors, consumers, employees, and society.

T. Baker & F. Welter (2018) highlighted that, given the significance of entrepreneurship in the modern world, academics have sought to expand and deepen their

understanding of the field. First and foremost, entrepreneurship was recognised as a fundamental strategy for reducing unemployment and increasing the number of entrepreneurs establishing new businesses. Because entrepreneurs develop and compete, they contribute to a nation's economic environment and help reduce unemployment in many countries. Given the importance of entrepreneurship, researchers have focused on this phenomenon and examined the factors that influence an individual's decision to become an entrepreneur (SendraPons *et al.*, 2021). A. Ali *et al.* (2020) explained that market-driven entrepreneurship integrated both marketing and entrepreneurial principles, focusing on market opportunities. Y.H. Al-Mamary & M. Alshallaqi (2022) stated that entrepreneurship involved taking risks, managing uncertainty and instability, and prioritising financial gains. O.J. Nwokebuife *et al.* (2021) noted that many individuals struggle to become successful entrepreneurs due to the inherent risks associated with the sector. Innovation is crucial for effective management processes, as it enables organisations to adapt and progress. Sustainable innovation is vital for industrial success and long-term growth. It supports the development of new strategies to enhance existing products or services, ensuring businesses' long-term viability and performance. Innovations are distinct from other concepts and can provide both short- and long-term benefits to a company. The principles of creativity involve generating and applying ideas, transforming them into specific organisational components such as products or processes.

Conclusions

The study confirmed the enhanced and beneficial role of entrepreneurship and marketing research in modern business success. The findings demonstrated that both factors are essential for the development and effectiveness of contemporary organisations. One of the most critical areas in business was entrepreneurship, as it enabled companies to respond to changes in the environment and anticipate future trends. Marketing research played a crucial role in business organisations by serving multiple purposes, such as helping companies understand consumer needs and preferences, identifying market trends, and formulating effective marketing strategies to enhance customer satisfaction. The integration of entrepreneurship and marketing research led to improved business outcomes. Organisations that successfully incorporate these two elements are better positioned to achieve sustained growth and maintain a competitive advantage. Future research should examine additional factors that might influence the application of entrepreneurship and marketing research, including organisational culture, leadership, and technological advancements. Furthermore, analysing the influence of these processes across various sectors could reveal industry-specific best practices and challenges. The findings of this study aligned with previous research in

the field, demonstrating, how the combination of entrepreneurship and marketing research contributes to enhanced business performance.

Future research should further investigate areas such as corporate culture, leadership theories, and technological developments that impact the effectiveness of marketing and entrepreneurship research. Additionally, comparative studies across different

industries could help identify sector-specific challenges and best practices.

Acknowledgements

None.

Conflict of Interest

None.

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Інтеграція підприємництва та маркетингових досліджень у сучасному бізнесі

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Анотація. Сучасний бізнес передбачає ведення операцій відповідно до сучасних змін та адаптацію до них. Це дослідження підкреслило важливість урахування поглядів і потреб клієнтів, зосереджуючись на зростанні та стійкості в умовах конкуренції. У статті розглянуто роль і вплив двох ключових факторів у модернізації бізнесу: підприємництва та маркетингових досліджень. Дослідження було спрямоване на покращення розуміння сучасного бізнесу, чинників, що сприяють його розвитку, а також важливості менеджменту та маркетингових досліджень для підприємств. Було досліджено застосування та значення цих двох концепцій у просуванні бізнесу. Опитування проводилося як онлайн, так і вручну через Google Forms, використовуючи кількісний методологічний підхід. Дані були зібрані від різних демографічних груп у регіоні Курдистан, охоплюючи різні адміністративні посади та вікові категорії від 25 років і молодше до 45 років і старше. Всього було отримано 155 валідних відповідей методом простого випадкового відбору. Аналіз даних здійснювався за допомогою пакета статистичного аналізу соціальних наук із використанням кореляційних і регресійних моделей. Результати показали, що як підприємництво, так і маркетингові дослідження позитивно впливають на бізнес. Це засвідчило про те, що курдський народ визнає ці дві концепції як ключові для успіху бізнесу. Дослідження запропонувало нові висновки завдяки унікальному фокусуванню теми та організації концепцій, що відрізняє його від попередніх робіт та включає актуальну інформацію. Порівняльний аналіз на основі регіональних або економічних показників може надати глибше розуміння того, як культурні та економічні фактори впливають на регіональний розвиток та економічні умови

Ключові слова: розвиток бізнесу; організація бізнесу; аналіз ринку; розвиток підприємництва; регресійний аналіз