

Dynamic Marketing Capability in Start-up Companies: An Exploratory Investigation of the Female Entrepreneurs

Evo Sampetua Hariandja
Department of Management Business School
Universitas Pelita Harapan
Tangerang-15811, Indonesia
evo.hariandja@uph.edu

Abstract

This study aims to explore the experiences of female entrepreneurs in start-up business from dynamic marketing capability perspective. Female entrepreneurs are a growing segment of the economic development in Indonesia. This paper will focus on the dynamic marketing capability in three areas (market sensing, market learning, and market targeting and positioning) of female entrepreneurs in start-up companies that utilized a purposive sampling through in-depth interviews were conducted over a six-month period. The interview results recorded and analyzed by narrative analysis and compared and discussed with the interviewees to achieve the mutual understanding. The findings from this study will help female entrepreneurs how to develop their businesses using the capabilities of dynamic marketing and also provide suggestions about how female entrepreneurs can succeed in the business competition.

Keywords

competition, dynamic marketing capability, female entrepreneur, Indonesia, start-up business.

Biography

Evo Sampetua Hariandja is assistant professor at the Department of Management Business School Universitas Pelita Harapan. He earned Bachelor in Industrial Engineering from Institute of Technology Bandung, Masters in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and Ph.D. in Entrepreneurship and Technology Management from Institute of Technology Bandung. He has published journal and conference papers. Dr. Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of IEOM Society International, Academy of Management, British Academy of Management, Indonesian Engineers Association, SMS, and AMA.