

# INDEX<sup>1</sup>

## A

- Accessibility of products, 131
- Administrative control pattern, 57
- Advertisements and communication, 29
- Affordability, 143, 153
- Ambidextrous markets, xi, xii,  
134–136, 143, 154–157, 164,  
165, 169, 174, 177
- ANOVA, 147–154
- Anthropomorphism, 30, 170
- Availability of products, 131, 141,  
146, 149, 153
- Awareness, xi, 8, 26–29, 31, 50, 53,  
138–140, 151, 154, 156, 157,  
164–166, 177

## B

- Best practices, x, 93, 105, 117, 162,  
166, 176
- Brand image, xi, 132, 133, 149, 155,  
164, 177

- Brand loyalty, xi, 132–134, 155, 164,  
170, 177
- Business performance, xii, 2, 11, 13,  
15, 16, 27, 168, 170, 175
- Business-to-business (B2B), xi, xii, 9,  
10, 28, 32–34, 52, 53, 125,  
134–136, 145, 146, 149, 155,  
165, 169, 177
- Business-to-consumers (B2C), xi, 28,  
32–34, 53, 125, 134–136, 145,  
146, 155, 169, 177

## C

- Cannon-Bard theory, 86
- Classical theories, ix, 45, 175
- Co-creation, 6, 23, 24, 47, 52,  
128–130, 148, 169
- Co-designing, x, 24, 129, 130,  
155, 176
- Co-ideation, 24, 130
- Concepts and systems theory, 22

<sup>1</sup>Note: Page numbers followed by ‘n’ refer to notes.

- Confirmatory factor analysis (CFA),  
125, 147, 149–151, 153
- Consumer acquisition, ix, 10, 15, 22,  
26–29, 51, 134–136, 154,  
163, 175
- Consumer buying behavior, ix, 22,  
29–30, 51, 53, 125, 137–138,  
154, 157, 166, 175
- Consumer-centric approach, ix, xi, xii,  
6, 7, 16, 22, 26–27, 33, 50–52,  
85, 125, 132–134, 140, 154,  
156, 157, 175, 177
- Consumer-employee relationship, x,  
127, 147, 155, 164, 176
- Consumer friendliness, 147
- Consumer segmentation, ix, x, 30–32,  
51, 138–140, 175
- Creativity, 45, 46, 175
- D**
- Decision-making, x, xi, 29, 37, 38, 50,  
57, 58, 70, 88, 104, 105, 111, 112,  
116–119, 162, 164, 166, 168, 176
- Demand-led innovation, 52, 163
- Demand stimulation, 133, 149
- Design-to-market, xii, 10, 15, 24, 129
- Disruptive innovation, 28, 32, 50,  
53, 167
- Distribution, ix–xi, 6, 8, 15, 22, 34,  
36, 51, 53, 73, 125, 126,  
145–148, 153, 157, 164, 165,  
167, 170, 175, 177
- Distribution efficiency, 146, 153
- Dyadic growth, 37, 57, 58, 88, 104,  
105, 112
- E**
- Employee attitude, 127
- Employee engagement, ix, x, 8, 12,  
15, 23, 52, 85, 93, 99, 105, 111,  
116–119, 126–128, 157, 162,  
164, 166, 167, 176
- Employee openness, x, 36, 57, 89, 93,  
117, 162, 165, 168, 176
- End-user pricing, 32, 142, 143, 157,  
166, 170
- Entrepreneurial ecosystem, viii, ix,  
3–5, 175
- Entrepreneurial equilibrium, 46, 47
- Entrepreneurship, ix, xiii, 4–7, 14, 46,  
47, 59, 105, 175
- Ethno-centric, 29, 50
- F**
- Factors of production, 46
- Family business firms (FBF),  
vii, 2, 174
- First mover advantage, 131, 155, 164
- Flexibility, x, 36, 89, 93, 117, 165,  
167, 168, 176
- G**
- GEM, 11, 12
- Global Entrepreneurship Research  
Association (GERA), 12
- Grounded theory, 24, 34, 35, 73,  
87–89
- H**
- Human resources, 2, 38, 58, 104,  
165, 167, 173, 174
- I**
- Idea generation, 6
- Individualism, 112, 116, 162
- Innovative differentiation, 46
- K**
- KMO and Bartlett, 148–153
- Knowledge-transfer, 99, 118,  
163, 166

**L**

- Latin American Perspectives, ix, 7–9  
 Leader-centered behavior, 57  
 Leadership, viii–x, xii, 2, 5, 8–10,  
 13–15, 22, 23, 35–38, 57, 58,  
 65, 68, 84–119, 124–128, 147,  
 155, 157, 162, 163, 165–168,  
 174, 175  
 Low priced brands, 137

**M**

- Macro-level determinants, 5  
 Market competitiveness, vii, viii, xi, xii,  
 3, 14–16, 24, 34, 37, 47, 51, 70,  
 130, 155, 157, 162, 164,  
 166–170, 177  
 Marketing strategies, vii–ix, xii, 2, 4,  
 6–7, 9, 10, 13, 14, 16, 22,  
 24–34, 46, 47, 50–52, 99, 118,  
 124, 130–132, 156, 162, 163,  
 168, 169, 174–176  
 Market oriented, 12, 14, 15, 162  
 Me-too-feeling, xi, 30, 53, 137,  
 138, 151, 156, 157, 165, 166,  
 169, 177  
 Minimum viable segment (MVS), x–  
 xii, 9, 11, 15, 24, 26, 31, 34,  
 50–53, 73, 86, 125, 126,  
 130–132, 138–141, 146, 147,  
 149, 151, 154–157, 164, 166,  
 167, 169, 174, 176, 177  
 Mixed methods research (MMR), xii,  
 58, 59, 61, 175

**N**

- Neo-classical theories, 46  
 New products, x, 7, 26, 33, 46, 53,  
 99, 131, 132, 141–143, 152,  
 163, 175  
 Niche marketing of products, 131

**O**

- Organizational design, vii, ix, x, xii, 3,  
 5, 10, 13, 15, 16, 22–24, 47, 51,  
 52, 58, 61, 68, 70, 124–130, 154,  
 155, 157, 166, 168, 174, 175  
 Organizational growth, xii, 14, 35, 37,  
 57, 58, 88, 89, 98, 99, 104, 105,  
 111, 117, 119, 165  
 Organizational performance, x, 7, 10,  
 16, 23, 24, 37, 38, 52, 57–58,  
 61, 70, 85, 89, 93, 112, 116,  
 117, 124, 126, 128–130, 148,  
 157, 162, 164–167, 176

**P**

- Performance, ix, x, xii, 2, 5, 7, 9–11,  
 13, 14, 22–24, 26, 36–38, 47,  
 52, 53, 57–59, 61, 70, 85, 89,  
 93, 99, 105, 112, 116–119, 124,  
 162–169, 174, 176  
 Pre-test, 67  
 Price-quality relationship, xi, 33, 51,  
 143–145, 153, 154, 156–157,  
 170, 177  
 Pricing, ix–xi, 15, 22, 27, 32, 33, 50,  
 51, 53, 73, 125, 140–146, 153,  
 155–157, 166, 170, 175–177  
 Psychodynamics, 27–30, 50, 53,  
 137–139, 154, 156, 157, 166, 170  
 Pull effect, 28, 29  
 Purchase intentions, 28, 66, 137, 139

**Q**

- Qualitative, ix, x, 34–38, 57–59,  
 61–70, 73, 84–89, 167,  
 175, 176  
 Quality assurance criteria, 66  
 Quantitative, ix, x, 51–53, 58, 59,  
 61, 65–67, 70–72, 124, 167,  
 175, 176

**R**

Referrals, 28, 29, 31, 51, 60, 66, 67, 135, 136, 149, 156, 165, 170  
 Repeat buying, xi, 27, 67, 132–134, 149, 154, 155, 157, 164, 177  
 Resource Based View (RBV), 23, 168  
 Resource management, xi, 9, 23, 38, 128, 157, 165, 174  
 RFID, 34  
 Risk management, 7

**S**

Sampling, 59–61, 64, 65, 67, 84, 86, 87, 89, 93, 98, 104, 111, 116, 124, 167, 168  
 Schumpeterian Endogenous Growth model, 36  
 Segmentation, targeting, and positioning (STP), 155  
 Serviceability, 11, 15, 27, 32, 34, 50, 51, 53, 145–147, 157, 175, 177  
 6W's, 65  
 Small and medium enterprises (SME), viii, xiii, 3  
 Small business, 2, 173  
 Social value and lifestyle (SVALS), 85  
 Socio-spatial, 4  
 Start-up Enterprise (SUE), vii–xii, 1–11, 21, 22, 26, 30, 35–37, 46, 47, 50, 51, 59, 61, 65, 67, 68, 84, 85, 88, 93, 99, 104, 105,

111, 116–118, 124, 130, 131, 133, 134, 142, 144, 153, 155, 156, 162–170, 174–177

**T**

3L paradigm, 8, 14, 176  
 Total variance explained (TVE), 147–154  
 Transaction-based approach, ix, x, xii, 16, 22, 26, 32, 50, 51, 53, 141–143, 157, 166, 170, 175  
 Transitional leadership, 36, 88, 93, 98

**U**

User generated contents (UGC), 166

**V**

Value added performance, 129, 130, 155, 164  
 Value for money, 30, 31, 33, 53, 67, 137, 139, 140, 151, 154, 156, 166, 169  
 VRINE, 23, 23n1

**W**

Word of mouth (WoM), xi, 29, 137, 151, 156, 165, 177  
 Workplace environment, 70, 93, 117, 162, 166