

The Role of Marketing Knowledge Management in Encouraging Small Entrepreneurial Enterprises in (Exploratory Study in the City of Amman). Jordan

DR:Ali Falah al-zoubi¹ Dr. Awatif Younis²

1. Associate Prof of marketing. Arab Amman University, Amman –Jordan

2. Assistant professor, Technical Institute / Mosul

Abstract.

The research aims to study the correlation and impact between marketing knowledge management six its elements (the diagnosis and the acquisition and generation and storage and the development, distribution and application of marketing knowledge, small and medium-sized entrepreneurial ventures, as the problem represented the extent of the impact of marketing knowledge management in the promotion of small and medium entrepreneurship, it has been used questionnaire form as a tool to collect data, have been distributed (100) form the pioneering entrepreneurs, who were randomly selected , as represented hypothesis main research the existence of correlation and impact morale among marketing knowledge management and the promotion of entrepreneurship in the projects under discussion, as the data using a program analysis (SPSS) were used a number of statistical methods to validate the hypotheses, including the correlation coefficient (Pearson) as well as regression analysis, The results are identical to the research hypotheses, as showing a correlation relationships and the impact of significant statistical significance for all marketing knowledge management axes and variable small and medium entrepreneurship the study found a number of findings and recommendations, which will hopefully benefit the stakeholders in this area.

Keywords: Knowledge management, marketing knowledge management, entrepreneurship, Amman .

Introduction.

The business environment at the regional and international levels characterized by intense competitive and changes rapidly and complexity, as well as difficult to predict what might happen in a short period of time, which in turn poses great difficulties and great challenges for business organizations in general and small and medium of entrepreneurial attitudes in particular, which are desperately the need for the human element, which is the main source of business performance and the implementation of various tasks efficiently and effectively, which requires the owners of these projects and working with them to go about marketing knowledge and focus on the acquisition, generation, storage and access to the departments efficiently in order to be applied on the ground on the overall activities and functions of the pilot projects for the goal of achieving entrepreneurship in all its dimensions and implications.

General framework of the research (research methodology)

Research problem .Which is following the problem that is experienced by small and medium business entrepreneurs are the low efficiency and effectiveness levels in the conduct and management of their projects due to the large shortage in obtaining marketing knowledge and how to manage them and apply them down to achieve success and excellence in the realization of the market.

Research questions .In the context of the research problem was reached following questions :

- Is the surveyed enterprises possess a clear vision of all aspects of the impact that marketing knowledge management in strengthening the management and performance?
- The extent to which marketing knowledge management contribute to the promotion of small and medium entrepreneurship?
- What kind of relationship of every marketing knowledge management and entrepreneurship variable variables?
- What kind of the impact of every marketing knowledge management and entrepreneurship variable variables?

Research importance .It came the importance of research of the following :

- Because marketing knowledge management is a contemporary approach followed by pilot projects for the development of its activities and enhance its performance, which requires the owners and management of these projects paced urged to find new features make it a viable, competition and sustainability in the business world today. Considering pilot projects that there is a strong correlation between the applications of marketing knowledge management and enhances its leadership and creativity.
- The importance of search is being input appropriate to deal with the entrepreneurial business environment and that it represents a serious attempt to provide a conceptual framework linking the marketing of

knowledge management and its impact in promoting entrepreneurship .

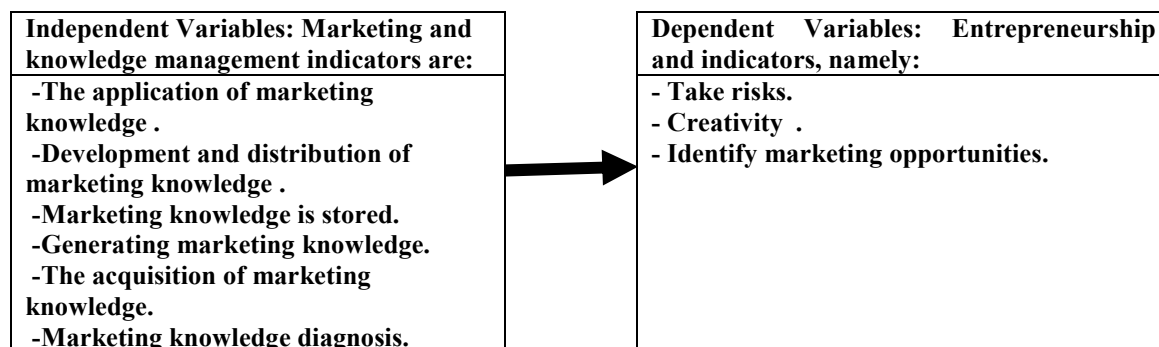
- Provide a framework includes the scientific bases that can be researched projects departments based on them to strengthen their activities and their performance and their products offered to the market, as well as the importance of research of the following :
- High lighting the role of marketing knowledge management in all its operations in the promotion of entrepreneurship down to mark the features of the problem, as well as the proposed recommendations .
- Supplement researched data and information for marketing and knowledge management projects that contribute to the possibility of promotion .
- Supplement the local and Arab libraries modest contribution of research added to previous studies and researches .

Research objectives. The research seeks to identify and diagnose the influential relationship between marketing and knowledge management between the promotions of entrepreneurship by focusing on :

- Provide a conceptual framework and a field of research sample for the marketing of knowledge management and its impact in promoting entrepreneurship.
- Identify the nature of the relationship between marketing knowledge management and entrepreneurship and between sub and medium-sized variables .
- Identify the nature of the moral influence of the variables of marketing knowledge management and reflected in these processes in the promotion of entrepreneurship .

Variables and research form .Require systematic treatment of the problem of the research in the light of its theoretical framework and content field design Default model includes independent and dependent variables, as promised marketing knowledge management (independent dimension), which affects the promotion of entrepreneurship (the) dimension, as the default form refers to the logical relationship between these two dimensions as in the following figure.

Figure(1) study model



Source: (Authors, 2016)

Research hypothesis.

The formulation of hypothesis in terms of the problem and the model study as follows:

The first hypothesis: There was a significant correlation between knowledge management and marketing between the promotions of entrepreneurship relationship.

The second hypothesis: There are significant effect for the management of marketing knowledge in promoting entrepreneurship.

The third hypothesis: Contrasting the moral influence of the marketing operations of knowledge management in promoting the pilot project level.

Research method.

- **Research Methodology :** Find adopted descriptive and analytical approach.
- **Description questionnaire:** Adopted in the collection of preliminary data on the questionnaire as to assist in the preparation and build a practical framework for research, while relied on specialized books and research as data secondary in order to build a theoretical framework for research, and then been thinking about designing a questionnaire covering paragraphs of the content of the basic concepts and sub to search where they were relying on a scale of Likert scale pentagram and all the paragraphs of the questionnaire.
- **Society and the research sample:** Based on the active role played by small and medium enterprises in the national economy movement, because of the impact reflected in the marketing knowledge management to promote entrepreneurship, our choice for the business sector, small and medium enterprises represented by

various pilot projects operating in the city of Amman was a society of research .

- **The research sample:** The use of random sampling method instead of the comprehensive inventory method, because of this method provided the time and effort, which distributed the questionnaire form on (100) members of the pilot projects and their assistants and staff working with the owners and re-ones (80) form only subjected to statistical analysis.
- **Statistical methods:** And it has hired researcher to scale Ready (SPSS ver 13) to complete the required in order to test hypotheses and validated and find relationships between variables and the effect of statistical analysis through the following :
 - The use of simple and multiple correlation coefficient does not find correlations between the dimensions of search marketing knowledge management for small and medium-sized entrepreneurial ventures .
 - Using simple linear regression and multiple analysis in order to identify the influential relationship between variables, as well as the statistical significance of the relationship between the dimensions of the search.
 - Analysis of variance was used to measure the force of impact between the dimensions of searching through the test (F) .

The theoretical framework of the research

1. the marketing knowledge management.

- **The concept of knowledge.** Custom Dictionary (Oxford, 1994) knowledge (Knowledge) as (understanding the process through practice, experience and observation, or through the study as defined by the(Koenig, Michal, ED,2012,p43) , and it means the individual cognitive ability possessed in his mind in some way and then come back to it whenever the need arises). While he sees (the concept of knowledge focuses on the management of information stored in a systematic and efficient). There are those who know that they (the outcome of the experience and expertise of theoretical and practical information that are related to the character of human cultural, scientific and floor) . (Koenig, Michal, ED,2012 ,p67)
- **The concept of knowledge management.** I knew that they (the efforts of the directors for the purpose of obtaining the knowledge, organization and construction of the head of the organization's capital of information and knowledge resources which are called "intellectual capital", which is owned by the organization) (Daft, 2011,p257). Also it is known as (technologies, tools and human resources used for the collection, management and dissemination of investment knowledge within an organization) (Davis, Michael C.,2009,p17), also known as (understanding the conscious and intelligent of the culture of the organization and the ability to use application down to the state of the change in the organization) (Konening , 2009,p24).
- **The concept of marketing knowledge management:** Knowledge management is the marketing of the key components that underpin the pilot projects aimed at achieving innovation and excellence in entrepreneurship. Therefore, it refers to knowledge management as marketing (processes that help organizations to acquire knowledge of marketing and development, generation and testing, organization, dissemination and use and transfer of important experiences and information that a group owned by the organization that are necessary for various administrative activities such as making decisions and solving problems, strategic planning, etc.) (Ali Zoubi, 2016,p54),He pointed out another researcher that (knowledge of marketing management begin to get the marketing knowledge from internal and external sources and categorized and evaluated, storage and access to and benefit from) (Davis, 1998,13), confirmed last that knowledge of marketing management (including the diagnosis and the acquisition of generating and storing knowledge marketing, as well as develop and distribute then applied down to improve performance in organizations) (Alian, 2008.195).
- **Marketing knowledge management elements.** Researchers believe that knowledge of marketing management can be framed and defined according to the following order :
 - 1 .Diagnosis knowledge of marketing:** It is the definition of the marketing process knowledge and innovation down to the development and formulation of a general framework within the organization small and medium leading the project .(Ali Zoubi, 2016,p54)
 - 2 .Acquire knowledge of marketing:** The process of obtaining marketing knowledge from all sources both inside and outside the organization small and medium leading the project include .(Davis, Michael C., 2009, p123)
 - 3 .Knowledge generation marketing** Here are the creative process in the knowledge include marketing through applied in the field down to innovation where an investigation to get to the new knowledge-added and mechanisms of contemporary .(Don Harvey, Donald Brown, 2010, p87)

4 .Storage marketing knowledge Means the cumulative sequential storage of knowledge of marketing and organizational process and work on classified, categorized, and coded down to keep them through the capture and then work to retrieve it when needed. (Ali Alzoubi, 2016, p54)

5 .develop knowledge of marketing and distribution This process includes increasing the growth of the capabilities of knowledge workers and marketing skills and competencies, as well as knowledge of marketing distribution efficiently and effectively process to include both types (explicit and implicit) within the organization small and medium leading the project . (Pickle Hal B & Abrahamson, Roycy L, 2010, p90).

6 .Application of knowledge of marketing: This process involves activities and practices related to experimenting with marketing knowledge to the organization and functions of the project leading down to be applied effectively in order to improve performance in general . (Daft, R, L, 2011, p121).

2. Entrepreneurship.

- **The concept of Entrepreneurship:** Entrepreneurship Academy began as a field in the jet at the beginning of the seventeenth century by the (Richard Kintelon), and entered into the economic activities in the early twentieth century, (Hitt et al, 2002,20). it has been identified Entrepreneurship as the (establishment of a new thing of value, and the allocation of time and money needed for the project and assume the risks associated with and receive the equivalent produced, and it is dynamic to secure the wealth accumulation process, but it should add the pioneering its value through the allocation of resources and skills required) (Kuratko, 2001, 129). Also it is known as (the process that is used by which an individual or group of individuals organized effort and means to pursue opportunities to secure the value and growth of the project Attraction with the wants and needs through innovation, Innovations and uniqueness) (Al-Najjar, Al-Ali, 2006.29), and there are those defined as (properties and behaviors related to polls a job, planning, organization and take the risk and creativity in his administration, and enjoy this so-called qualities of Entrepreneurship or Gazette (Entrepreneur). (Jeffrey Timmons, 2008, p172).In this regard, the researchers identified a Entrepreneurship qualities through seven destinations include these views (the creation of wealth, the creation of the project, the creation of innovation, create change, employment creation, create value and create growth. (Suaad Bernouti, 2005, p22).
- **Entrepreneur concept:** knew Entrepreneur started that (the person who brings the resources and labor, resources and other assets by, to make the value is greater than ever before, as it is the person who will be pleased to secure wealth for others to find ways to benefit from the resources, reduce waste, and produce jobs for others, or is it that regulates and implements opportunities) (Al-Najjar, Al-Ali, from 2006.30 to 31). As leadership also knew that he (the person who can distinguish the opportunities and grasped, while others cannot afford it, as well as the person who possesses the rare and properties available for the rest of the people) (Marwa Ahmed and Nasim Barham ,2009,p87). Finally he knew pioneering he (the person who has the qualities of taking initiative and regulates the mechanisms of economic and social requirements, as well as the acceptance of failure and bear the risk due to the success of his business or his failure, and he has the ability to request personnel, equipment, and makes them something of value) (Histrich et al, 2005,10).
- **The concept of small and medium enterprises :**Small projects and so-called small and medium-sized businesses are defined as (an economic activity that is owned and operated independently by a single individual or group of individuals for the purpose to make profits, and produces useful goods or services to the community (Jeffrey Timmons ,2008,p174). In another definition of small and medium-sized project that (organization hosted by the people in order to profit through the exercise of an economic activity, and sell something others find it useful they pay a price for him, as characterized by continuity and has a legal existence and the number of workers is limited, which is a member of any owners individual company are company run by owners It consists of an economic project and is one of Variety in production, dominated by personal relationships among employees, and works locally and from one nationality and a small capital, (Ali Alzoubi, 2016,p54)
- **Characteristics and advantages of leadership:** Leadership is ambitious person studiously with determination and enthusiasm High always trying to creativity and innovation, and has a strong rush to completion and to seize and maximize the opportunities for interaction with the conditions of uncertainty and risk tolerance, and accept the fear of failure, and enjoy the benefits of profit and wealth creation, growth and the adoption of new values, and add new services and improvements on the product, or any other advantages pleases him and satisfy his co-workers, and marked his project from the rest of the other projects in the same field.
- **Projects (business) Entrepreneurial:** Can be classified entrepreneurship and individual initiatives into three types as follows: (Bilal Alsakarneh ,2011,p34).

1. Business innovative research: This type requires a great deal of creativity and the ability to see the

requirements and trends of work before they become clear to others .

2. **Developed innovative business ideas, information and technology available:** as the initiator employing cutting-edge technology for specialized work in various other areas, strong leadership The Association between small and work.

3. **Ownership of innovative business:** This is the kind of less types of creativity and leadership .(Ali Al-Zoubi, 2016, p54).

Practical analytical framework to search.

In order to identify the nature of the relationship and impact between knowledge of marketing management through six axes (independent dimension), which affects the promotion of small and medium-sized entrepreneurial ventures (slave) dimension, devoted this axis to verify the validity of the search form in the reality on the ground, representing owners of small and medium enterprises in the Amman.

First, Analysis of correlations between the independent dimension and the six elements of the dimension:

Which indicates the first major premise (there were no significant correlations between knowledge management, marketing and promotion of small and medium entrepreneurship), as it turns out the results of simple correlation analysis between knowledge of marketing management and the promotion of small and medium entrepreneurship to the existence of a significant relationship positive between them, as it was the result of the overall link (0.745), suggesting the presence of fit between knowledge management marketing hubs and strengthening small and medium entrepreneurship, as shown in the table (2) .

table (2) Simple correlations between marketing knowledge management elements and promote entrepreneurship

Independent dimension	Knowledge of marketing management						Overall index
	Diagnosis of marketing knowledge	Gain knowledge of marketing	Knowledge generation marketing	Store marketing knowledge	The development and distribution of knowledge marketing	Application of knowledge of marketing	
dependent dimension							
Promotion of small and medium entrepreneurship	0.582*	0.589*	0.475*	0.619*	0.491*	0.513*	0.745*

P ≤ 0,05 N = 80

It is clear from the table (2) that there was a significant correlation between marketing knowledge management hubs relationship together and between the promotion of small and medium entrepreneurship, as ranged correlation coefficient between (0.491 to 0.619) and this relationship in the abstract level (0.05) and indicate this relationship to that the more interested in the project small or medium-management knowledge of marketing, the more reinforced the leading small and medium enterprises, and thus accept the first hypothesis key to the effect: (there was a significant correlation between post-marketing knowledge management (independent dimension) and the promotion of small and medium entrepreneurship (independent dimension)).

Second, Impact analysis relationships between the independent dimension of the six axes and dimension. Where the second hypothesis main indicate that (there is a significant effect of knowledge management marketing (independent dimension) in the promotion of small and medium entrepreneurship (the) dimension. It is systematic treatment of hypotheses have been in the first completion of correlations between research variables, it was in a second analysis of the impact relations between variables, so as to determine the degree of the impact of the knowledge of marketing management (combined) in the promotion of small and medium entrepreneurship and are as follows: there is a significant effect of knowledge management marketing (combined) in the promotion of small and medium entrepreneurship, as this axis shall disclose the nature of the influence received on the premise main the second, which provides for the existence of a significant effect of knowledge management marketing. marketing knowledge management indicate the table (3) own regression analysis that the value of the coefficient of determination (R²) was (0.579) that is (57.9%) of the unexplained differences in strengthening the leadership of small and medium enterprises belonging to knowledge management marketing effect, and returns the remainder (42.1%) to Random variables can not be controlled, and it is included in the regression model, originally, an indication value (F) calculated the (17,230) which is greater than the scheduled value of \$ (2,449) and when the degree of freedom (1.38) and the level of significance (P ≤ 0, 05 *) and analyzes (B) and in terms of (t) calculated (4299) which is greater than the value of the scheduled

amount (1.684) show that there is a significant effect of knowledge management marketing leadership in promoting small and medium enterprises.

Table (3) Model influential relationship between knowledge management marketing analysis (combined) in the promotion of entrepreneurship

Promotion of small and medium entrepreneurship			
Independent dimension	F	B	R2
dependent dimension			
Knowledge of marketing management	17.230	0.560 (4.299)	0.579

$P \leq 0,05$ N = 80 * (calculated t) df = (1,38)

In this second hypothesis that the main effect (there is a significant effect of knowledge management marketing leadership in promoting small and medium enterprises) are accepted .

Third: the analysis of the level of influence of the post-contrast. Where The third hypothesis suggests that the main effect (the effect varies the level of knowledge of marketing management leadership in promoting small and medium enterprises), and as can be seen from the table (4) private and analyzed variation of the model significantly on according to the value of (F) the calculated amount (17,230) compared to the scheduled value of \$ (2,549) and in the abstract level ($P \leq 0,05$ *), but the explanatory for this medium model the ability to according to the value ($R^2 = 0.317$), as this indicator suggests that the ability of the independent variables (combined) and knowledge of the management of marketing explain the changes to strengthen the leadership of small and medium enterprises about (31.7%) and (68.3%) of the changes failed to clarify the current model while terms of knowledge of marketing management .

Table (4) analysis of variance model the impact of knowledge management marketing (Combined) in the promotion of pioneering projects

Model	Sum of Squares	dif	Means squares	F	Sig
Regression	5.788	1	5.788	17,230	0000
Residual	12.122	38	0.310		
Total	18.064	39			

$R^2 = 0,317$ R^2 (adj) = 0,309 $P \leq 0,05$ *

According to the results of analysis of variance accept the research hypothesis mentioned above, but the general form and acceptance of the hypothesis requires research to identify factors that contributed to the better in the moral model, so it was used gradual regression analysis and keep track of partial regression coefficients (Beta), we find that the most important factors in terms of contributing to the impact of the strengthening of leadership for small and medium enterprises process (store marketing knowledge) and the least important process (development and distribution of knowledge marketing), as well as, we find that the value of (t) calculated for all these factors were significant when the level of $R \leq 0,05$.

Table (5) the relative importance of knowledge management marketing According to the results of the gradual regression analysis

Model	Range	Beta	Exam(t)	Sig
Knowledge of marketing Storage	(X4)	0.471	4.016	0.000
Diagnosis of marketing knowledge	(X1)	0.354	4.022	0.000
Gain knowledge of marketing	(X2)	0.274	4.009	0.000
Application of knowledge of marketing	(X6)	0.224	3.895	0.000
Knowledge generation marketing	(X3)	0.071	3.810	0.000
Develop knowledge of marketing and distribution	(X5)	0.033	2.777	0.000

$P \leq 0,05$ N = 80*

Based on the foregoing and in light of the results of the gradual regression analysis above accept third major hypothesis, which refers to the contrast level of the moral influence of knowledge management marketing leadership in promoting small and medium enterprises.

CONCLUSIONS AND RECOMMENDATIONS.

CONCLUSIONS. The impact of what emerged from the indicators in the research was reached the following conclusions :

1-Most researchers agree that the marketing knowledge with all its implications and its operations are based on a broad base of data, information and knowledge that is gained from the surrounding environment in order to build and invented and developed down to be applied in all walks of life, particularly in the management and operation

of businesses of all kinds projects down to the strengthening and development of.

2-characterized set of leadership characteristics and behaviors and actions that relate to what to take off work through the planning, organization and carry risks, as well as creativity in the tasks and activities related to the achievement of project objectives performance .

3 .The results of the correlation analysis to the existence of a positive relationship between the independent moral dimension (knowledge of marketing management) collectively and individually in promoting leadership of the projects, which indicates the presence of a good fit between the knowledge management marketing and promoting leading projects .

4 .The results of the regression analysis to the existence of a significant effect of knowledge management marketing (combined) in the promotion of entrepreneurship, which confirms a significant influence between research variables .

5 .The results of analysis of variance to that there is a disparity in the level of impact of each of knowledge management marketing in strengthening the leadership of the projects, but the general model requires research to identify factors that contributed to the better in the moral model, and through the use of progressive regression analysis in order to choose the best factors that have contributed to achieving this.

6 .evident from the table (5) of the relative importance of knowledge management marketing on according to the results of the gradual regression analysis that the process (storage knowledge marketing) ranked first among the operations mentioned being considered the main reference for the owners of pilot projects in the storage and retrieval of data and information required for the conduct of their activities.

7 .occupied diagnosis knowledge of marketing and acquisition process and application ranked second, third and fourth respectively, and this confirms the importance of these processes in the administration and management of the activities and functions of the projects under discussion .

8 .The process of developing the knowledge of marketing and distribution have ranked last fact that this process requires a full comprehension and understanding of the knowledge of marketing by the owners of small and medium enterprises to carry out development and developed and distributed efficiently and effectively .

RECOMMENDATIONS.

1 .We recommend pioneering entrepreneurs need to take care and focus on marketing knowledge with all its implications and operations management down to develop their projects and what they can of the sustainability of their projects in the market .

2 .the possibility of adopting the concepts and principles and foundations of entrepreneurship in the entrepreneurship sector and work to be activated by the owners and the owners of these projects down to achieve sustainable development goals .

3 .should be on small and medium enterprise owners to adopt modern methods and techniques and what they can accomplish their tasks quickly and accurately and efficiently .

4 .emphasis on small and medium enterprise owners need to involve working with them qualifying sessions in order to gain more knowledge down to achieve excellence in the management of their projects .

5 .Although the store of knowledge marketing process has been ranked first, but we recommend entrepreneurship owners need to activate the application of knowledge of marketing first on the overall activities and tasks of the process of their projects .

References.

1. Ali ALZoubi (2016) Entrepreneurship - 21st century industry, University Book House, U.A.E.
2. Ali ALZoubi (2016) a leader in the small and medium business organizations - the entrance to an integrated application, University Book House, U.A.E.
3. Bilal Alsakarneh (2011) leadership and business management organizations, 2nd Floor, Dar march for printing and publishing, Amman - Jordan.
4. Suaad Bernouti (2005) Management Projects Small (Dimensions Leadership) I1, house Wael Publishing, Amman - Jordan.
5. Faiz Najar And Abdul Sattar Ali (2009) Leadership And management Business Small , I2, house Hamed Publishing , Amman -Jordan.
6. Jeffrey Timmons (2008) Entrepreneurship, 2nd Floor, Tim Bauer International Company for Publishing and Distribution, United Arab Emirates.,
7. Marwa Ahmed and Nasim Barham (2009) the leadership and management of small enterprises, Al-Quds Open University Press, Jerusalem .
8. Dale. G. Meyer(2000) Entrepreneurship as strategy. sage publications, Inc, Uk.
9. Hall, R., and S. Woodward (2009), "The Burden of the Non divers able Risk of Entrepreneurship," American Economic Review, Vol. 99, No. 6, pp. 87-95.
10. Kuratko, D. (2006), "A Tribute to 50 years of Excellence in Entrepreneurship and Small Business," Journal

of Small Business Management, Vol. 44, No. 3, PP. 483-492.

11. Pickle Hal B & Abrahamson, Roycy L (2010) Small Business Management (5th ed) New York: John Wiley and sons.

12. D.Histrich, Michael p.Peters. (2002) Entrepreneurship 5th edition, McGraw Hill Higher Robort Education, P232.

13. Don Harvey, Donald R.Brown (2010) An Experiential Approach To Organization Development. 6th Edition .prentice Hall. New Jersey, P9.

14. Daft, R, L,(2011) "Organization Theory & Design", 2nd, West pub; Francisco.

15. Davis, Michael C.(2009) "knowledge management. Information strategy"; Ej, Vol 25, Issue 5.

16. Koenig, Michal, ED(2012) "Education for knowledge management", Is & use Vol. 32 issue 4.