

ENTREPRENEURIAL CREATIVITY STRATEGY OF SMEs IN THAILAND

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ABSTRACT

This study examines the effect of entrepreneurial creativity strategy on product advantage and marketing performance. The antecedents of entrepreneurial creativity strategy including supplier information sharing, saturated skill accumulation, and advanced learning capacities. Moreover, the customer requirements responsiveness is proposed as a moderator that influence on relationships among entrepreneurial creativity strategy, product advantage and marketing performance. For Ordinary Least Squares (OLS) regression analysis, Data was collected via mail survey from a sample of 211 SMEs firms in Thailand. The result is indicated that supplier information sharing, saturate skill accumulation, and advanced learning capacities have a positively effect on product advantage. And, supplier information sharing and advanced learning capacities have a positively significant relationship on all dimensions of entrepreneurial creativity strategy. However, customer requirements responsiveness is not significant in a moderator role among relationships of entrepreneurial creativity strategy, product advantage, and marketing performance. Last, this study provides a discussion and perspectives of further research concerning the entrepreneurial creativity strategy on product advantage and firm performance.

Keywords: *entrepreneurial creativity strategy, creativity strategy, product advantage, marketing performance, supplier information sharing, saturated skill accumulation, advanced learning capacities, market opportunity pursuing, proactive product development, proficient ideas adaptation, customer requirements responsiveness*