

The Impact of Entrepreneurial Characteristics on Marketing Performance: Field Study in Jordanian Manufacturing Sector

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Abstract:

This study aims to study the impact of entrepreneurial characteristics on marketing performance in the Jordanian industrial context. This study is important due to the necessity of research concentrating on this vital subject. The study's practical value is underscored by the advice provided to industrial company management to address the identified challenges. A quantitative approach was used as a methodology of the paper. The study also focuses on managers in companies in Jordan's industrial sector. The researcher chose a suitable group of 500 managers to complete the study survey. In the end, they got back 391 usable surveys to analyze. The results of the analysis indicated the acceptance of the fact that employing literary works elements can increase branding and develop marketing strategies. It is found that entrepreneurial characteristics like self-control, self-confidence, risk tolerance, and creativity significantly impact marketing performance in Jordan's industrial sector. The study recommended that it is essential for Jordanian industrial companies to adopt the benefits of the characteristics of the entrepreneurial employee and their outcomes in building the entrepreneurial company.

Keywords:

Entrepreneurial characteristics, self-control, self-confidence, risk tolerance, creativity, marketing performance.