

Conference Abstract

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Teaching Innovation and Entrepreneurship through Frameworks

Alex Maritz and Ravi Bhat, School of Management and Entrepreneurship, Unitec
amaritz@unitec.ac.nz / rbhat@unitec.ac.nz

The teaching of innovation and entrepreneurship has grown dramatically over the past decade, with dependence on many other disciplines for content. Innovation and entrepreneurship content has however more recently emerged within the field of entrepreneurship itself. Synergising across business and management disciplines; this study integrates a frameworks approach to teaching innovation and entrepreneurship. Towards the sustainability of innovative and entrepreneurial ventures, a conceptual entrepreneurial marketing planning framework is proposed. The conceptual framework is primarily an integration of related entrepreneurial and management disciplines (Morris *et al*: 2001; Brooksbank: 1999; Kotler: 2000; Bolton & Thompson: 2003). Core themes of the entrepreneurial marketing framework include entrepreneurial character themes (Bolton & Thompson: 2004), entrepreneurial orientation (Maritz: 2005) and entrepreneurial process (Kuratka & Hodgetts: 2004).

Methodology includes analysis of primary data conducted in the Global Entrepreneurship Monitor (GEM); particular relevance to a filter question regarding entrepreneurs who have made use of marketing plans in the creation and development of new ventures. A population survey of 2002 adult New Zealanders was conducted in September 2004 to measure the entrepreneurial behaviour and attitudes of the working age population. The primary author is an executive member of GEM New Zealand. The opportunity to develop an innovation and entrepreneurial marketing framework is based on the findings of this research. The final stage is the development of the conceptual framework, lending on exploratory and secondary data in related disciplines.

The conceptual entrepreneurial marketing framework has seven distinct sections, inclusive of the venture sustainability objective. Whilst the section titles may closely align with that of contemporary marketing planning, the content within each section lends itself to the creation and development of ventures. The framework proceeds with an evaluation of entrepreneurial orientation and entrepreneurial character themes. Marketing strategy integrates a strategic service vision, a sustainability need identified from GEM research. The culmination is the evaluation of a harvest/exist strategy, most often excluded from contemporary marketing planning.

The conceptual framework is to be applied as course material in the marketing course of the Unitec New Zealand's Master of Business Innovation and Entrepreneurship post-graduate degree. Thereafter, the framework will be implemented across various new start up ventures, and evaluated for applicability and affect. Based upon this pilot study and evaluation, the framework will be made available to all entrepreneurs.