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Providing a framework for examining the impact of entrepreneurial decisions and actions on improving entrepreneurial marketing behavior in the online business supply chain during the Covid-19

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Abstract

The Covid-19 pandemic has taken a heavy toll on all industries around the world, but that does not mean entrepreneurs have to wait for the economy to improve. But in an ever-changing, ambiguous environment, how can entrepreneurs evaluate and prioritize opportunities? The answer is that assessing how temporary the current environmental conditions are is a very difficult task, and some companies will even experience a permanent change in the way they do business. Entrepreneurial supply chain means paying attention to innovation and growth in all links of the supply chain. The role of entrepreneurs in the supply chain is not limited to the design and implementation of the chain. They quickly identify and take advantage of every opportunity in the supply chain. They see customers as a source of inspiration for designing new value propositions, and with their innovative approach they find solutions to any threat. This study provides a framework to examine the impact of entrepreneurial decisions and actions on improving entrepreneurial marketing behavior in the online business supply chain during the Covid-19 era. The present study is an applied research and in terms of nature and method is a non-experimental descriptive research. In this study, Cochran's formula was used for sampling and 385 questionnaires were distributed among specialists and experts in online businesses in the west of Tehran province. The method of data collection in this research is the use of a questionnaire as well as the use of library information and referring to the documents in scientific and valid articles and understanding and inferring from this information. The validity of the questionnaire was obtained by compiling the questions based on the theoretical foundations of the research and with the comments and approval of the professors. In order to confirm the reliability of the questionnaire, Cronbach's alpha coefficient was used. Values that are acceptable are 0.7. In order to analyze the data, SPSS22 software has been used and the mean test on the main and specific hypotheses in SPSS22 software has been calculated at a confidence level of 0.95.

Keywords: Covid-19 pandemic, entrepreneurial decisions, online businesses, supply chain, marketing behavior.

Introduction:

The outbreak of Covid-19 virus has caused serious damage to the process of operations and business supply chains, and due to its size and complexity, as well as the very high speed of events in a short time, it is very difficult to provide a model to evaluate its effects he does. The supply chain is a set of interconnected businesses that start with raw material supply companies upstream and deliver the final product at the right time and place, with quality defined by the customer and end consumer downstream. The purpose of supply chain management is planning and coordination between these companies. Given that large industrialized countries such as China, the United States, Germany, the United Kingdom, France, and Italy, which have always been known as shapers of global supply chains, are severely affected by the Covid-19 crisis, Supply to their supply chains will put businesses in different countries around the world in crisis due to the supply of raw materials and the purchase of the required technology. Small businesses in our society provide jobs and economic growth for local economies. Coffee shops, restaurants, gyms and local small businesses are all closed. Our friends and family may lose their jobs or be severely affected by this new situation. On the other hand, the internet market can be much bigger than the traditional market, and a website alone can have more visitors than the best shop in the busiest part of the city and have more sales than a normal shop. For this reason, the Internet can be a very attractive market for entrepreneurs, but Internet entrepreneurship has another difference with entrepreneurship through traditional activities. The point is that when you want to enter the Internet market, you must first have the right tools to do so. use. Contrary to popular belief, choosing the right tool for this task is by no means an easy task, and before making this choice, you should seek the advice of experienced and experienced people in this field. Today, customer orientation is not limited to the realm of business, and nonprofits and even government agencies around the world deal with the concept of the customer in some way. The key question that this article focuses on is how entrepreneurship and marketing can interact. Can an entrepreneurial organization or business succeed based on the principles and processes of traditional marketing management, or can their specific characteristics and nature lead them to adopt a new type of marketing concept? Given the importance of this issue, this study examines the impact of entrepreneurial decisions and actions on improving entrepreneurial marketing behavior in the online business supply chain during the Covid-19 era.

Problem Statement

Internet entrepreneurship has received more attention because, unlike the traditional mode, the entrepreneur does not need a lot of capital, and with very little capital, he can earn money from the Internet and start an Internet business. Startup is the most well-known form of technology entrepreneurship. Not every online business is necessarily a startup, and there is no reason for a typical business to pursue concepts and patterns such as fundraising, accelerator, rapid growth, startup accreditation, teamwork, and the like, which are specific to the technological entrepreneurial ecosystem [1]. Entrepreneurial marketing is a concept that has emerged from the common level of marketing and entrepreneurship. That is, it is the result of paying attention to the importance of two areas. The first is the role that marketing has in the field of entrepreneurship and is a vital issue for entrepreneurial businesses. The second is the role that entrepreneurship can play in the field of marketing, ie the discussion of innovation and new and creative methods in the field of marketing that is the subject of entrepreneurship [2]. According to the Forbes Institute, nearly 43 million people have lost their jobs worldwide following the outbreak of the Covid-19 virus, but you may be interested to know that crises can be the best time to start new businesses based on innovative ideas. Topics such as internet marketing or digital marketing, web and mobile technical development infrastructure are common to both, and the scope and type of implementation is quite clear [3]. You do not need to follow all the topics related to entrepreneurship to create an internet business. Developments in the labor market have led to the demise of some traditional businesses, and it is the leading entrepreneurs who can take advantage of this opportunity with a new move, which can include product innovation or can repair the problem. On the other hand, coming up with a specific and creative idea with a linear business perspective is not the way. Many companies and organizations during these years tried to turn an idea into a product by relying on their administrative and organizational resources, but they did not succeed because the way they do their work is not entrepreneurial [4]. Given that the Covid-19 virus, with all the losses it has caused to various areas, including business, has led to the unemployment of large numbers of workers, it has also created opportunities for some businesses to reconsider. Have themselves and be prepared for the future so that they can adapt to any difficult situation we are in now. Although the goal of entrepreneurship is not only job creation, but given that entrepreneurs are always looking to create ideas and added

value in production, they can make a significant contribution to production and services [3]. In a way, the category of entrepreneurial ecosystem can be considered in environmental and entrepreneurial research. However, it should be noted that the introduction of the concept of ecosystem in the field of entrepreneurship is accompanied by the development of theoretical foundations and fundamental approaches that differentiate the entrepreneurial system from research in the entrepreneurial environment [5]. With the spread of the Covid-19 virus, the world is facing a challenge that many, including the Secretary-General of the United Nations, consider to be much larger and more influential than World War II [6]. On the one hand, every economy has vulnerabilities in the face of crisis-making shocks such as sanctions, earthquakes and coups, and on the other hand, countries' resilience to these crises shows their ability to withstand, adapt and modernize after the crisis. Therefore, it should be said that Covid-19 created a good opportunity for some jobs, such as online businesses that sell their products online, and in a way, it can be said that this period caused this category of jobs [7]. Be strengthened. The decision-making process of entrepreneurs in any society is influenced by the context and business environment of that society. Currently, the country's business environment is facing special conditions and is struggling with various problems [8]. The lack of local models in the decision-making process of Iranian entrepreneurs to create high-tech businesses in the field and business environment of Iran and the uncertainty arising from this environment, indicates a significant research need in the country. So the question is, to what extent do the decisions and actions of entrepreneurs affect the improvement of entrepreneurial marketing behavior in online businesses during the Covid-19 era? It is also important to answer the question of who identifies entrepreneurial opportunities; And how and with what decisions do they exploit those opportunities to create online businesses during the Covid-19 era? Therefore, since the entrepreneurial decision-making behavior of managers plays an important role in innovation and creativity, in this study we examine the impact of entrepreneurial decisions and actions on improving entrepreneurial marketing behavior in online businesses during the Covid-19 era.

Necessity of research

Entrepreneurial supply chain means paying attention to innovation and growth in all links of the supply chain. Tendency to innovation, tendency to activism (as opposed to passivity), characteristics of risk-taking in the design and implementation of the supply chain,

communication capital and the ability to coordinate between supply chain actors are the characteristics of this approach to the usual supply chain [4]. The role of entrepreneurs in the supply chain is not limited to the design and implementation of the chain. They quickly identify and take advantage of every opportunity in the supply chain. They see customers as a source of inspiration for designing new value propositions, and with their innovative approach they find solutions to any threat [6]. Customers connect customers to suppliers. For them, creativity and innovation in all aspects of the supply chain from sales, smart pricing, customer identification and segmentation, supply channels, customer relations, stakeholders and business partners, key activities, transportation and distribution, and chain alignment [7]. Supply is the source of value and new revenue streams for businesses by developing new products and services. Reducing consumer demand along with changing the type of demand are among the most important consequences of the outbreak of Covid-19 in the world. Covid-19 has not only reduced demand, but also made changes in consumer demand prioritization, so that many people around the world have prioritized the products they need due to the income gap [9]. And make their efforts conditional on meeting more urgent needs. Obviously, an entrepreneur cannot walk on this new economic road with the same shoes as before. Covid-19 has changed past approaches and even set new trends that entrepreneurs and economic actors will have no choice but to come to terms with [10]. The suggestion is that businesses, regardless of the type of activity they have, re-evaluate their strategies and find their way by recognizing the new road that Covid-19 has drawn. Several months after the outbreak of the virus, the world's economic institutions and organizations have almost reached a relative understanding of the trends in line with Covid-19 [11]. In any case, human beings will find a solution in the face of economic hardships, and in the case of the current crisis, we will certainly see opportunities. Technology startups are highly associated with knowledge-based institutions [12]. A proper entrepreneurial ecosystem promotes research and development companies and institutes, as well as research and innovation companies and institutes, and greatly contributes to the applied orientation of research work in universities and research institutes. At the same time, the ecosystem serves as a model and encourages students and researchers to implement their innovative ideas in the form of a new startup company. Entrepreneurs startups change the values of a community and create a new mindset to create a knowledge-based and creative community [13]. These startups, whose population is growing day by day, are well aware that they are responsible for the development of their

business. Covid-19 has provided us with a great opportunity to address the root causes of business and entrepreneurship problems, lest criticism without offering a solution lead us to deny it. From an entrepreneurial perspective, the Covid-19 challenge, along with the damage it has done, has created the greatest national and historical opportunity for us Iranians to create and strengthen a sense of empathy and friendliness to take a fresh look at the phenomena of collective life [14]. This phenomenon proved to us that we are all human beings in the same ship and that we are influenced and influenced by them, and without judging ourselves and others, we must work together to solve national and international problems and have a systemic and global perspective [15]. With regard to the Covid-19 virus and its consequences on entrepreneurship and business, one can make categories such as criticism and denial, news of negative and worrying events and happenings, commenting on what happened, worries and negative emotions from these events. Published news comparative problems and provided appropriate and practical solutions to them. Therefore, in this study, we examine the impact of entrepreneurial decisions and actions on improving entrepreneurial marketing behavior in online businesses during the Covid-19 era.

Research Hypotheses

1. Self-sufficiency influences entrepreneurial decisions.
2. Reasonable reasons influence the decisions of the entrepreneur.
3. Entrepreneurial decisions affect the actions of the entrepreneur.
4. Entrepreneurial marketing behavior influences entrepreneurial actions.

The method, target population and sample:

The statistical population in this study includes experts in online businesses in the west of Tehran province. In this study, due to the fact that the data are qualitative, formulas that are suitable for qualitative data are used to calculate the sample size. In this way, we define the sample size under the influence of success ratio (p) and also due to the infinity of the statistical community, the formula for calculating the sample size is:

$$n = \frac{Z_{\alpha/2}^2 p_0(1-p_0)}{\varepsilon^2} \quad (1)$$

In this study, researcher has set the alpha level a priori at .05, plans to use a proportional variable, has set the level of acceptable error at 5%, and has estimated the standard deviation

of the scale as .5. Cochran's sample size formula for categorical data and an example of its use is presented here along with explanations as to how these decisions were made.

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16 \quad (2)$$

Where $Z_{\alpha/2}$ = value for selected alpha level of .025 in each tail = 1.96.

(The alpha level of .05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error).

Where (p)(q) = estimate of variance = .25.

(Maximum possible proportion (.5) *1-Maximum possible proportion (.5) produces maximum possible sample size).

Where ε = acceptable margin of error for proportion being estimated = .1

(Error researcher is willing to except).

According to the formula at least 97 samples are needed. Therefore, 100 questionnaires were sent between experts and were collected.

Analysis of information

The statistical sample in this research includes experts based on questionnaires with complete and usable answers. 28% of these experts have a master's degree, 17% have Ph.D. degrees and 55% have a bachelor's degree. 67% of these experts are male and 33% are female.

We used SPSS 19.0 to analyze the data. In following the results of test hypotheses are offered:

Testing Hypothesis H1. Self-sufficiency influences entrepreneurial decisions.

The results of SPSS are shown below:

Table 1. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H1	385	.7393	.23462	.01234

Table 2. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	6.742	384	.000	.15892	.1119	.1827

Testing Hypothesis H2. Reasonable reasons influence the decisions of the entrepreneur.

The results of SPSS are shown below:

Table. 3. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H2	385	.6022	.23532	.02389

Table. 4. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	5.276	384	.000	.10216	.0547	.1496

Testing Hypothesis H3. Entrepreneurial decisions affect the actions of the entrepreneur.

The results of SPSS are shown below:

Table. 5. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H3	385	.7242	.31351	.03183

Table. 6. One-Sample Test

	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H3	6.044	384	.000	.22423	.1610	.2874

Testing Hypothesis H4. Entrepreneurial marketing behavior influences entrepreneurial actions.

The results of SPSS are shown below:

Table. 7. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H4	385	.6582	.29733	.02984

Table. 8. One-Sample Test

	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H4	5.893	384	.000	.2159	.1768	.2934

From experts' point of view, entrepreneurial marketing behavior affects entrepreneurial actions. In Iran, we have more entrepreneurship teachers and promoters than entrepreneurs, the reason for this is the rapid spread of the Internet and Internet entrepreneurship, media advertising, increasing unemployment of professionals and the high capacity of universities to attract students. It is not easy to identify and distinguish a group that is always trying to benefit from the interest of the people, however, by spending time and accuracy in the product of training, it is possible to distinguish credible sources from motivational preachers and be on the right path to entrepreneurship. Provided that we really need the concepts of entrepreneurship and understand its differences and similarities with business. Since every disease and illness is a sign of a living being (like the dead who do not get sick), this is a reason for the need for solutions by conscious people in a dynamic and creative society; Our living, dynamic, dear and loving country Iran, with its conscious and patriotic children, deserves the best solutions and the best measures. Therefore, it is necessary to generously and wisely present our solutions to the society and the government, and to create the abundance and diversity of solutions and approaches in the country; Because we are not a poor and penniless country, our governmental and national spiritual and material resources allow us to solve any kind of problem of any size and level, but without a doubt the precondition for this is our empathy and support in observing the above points and accompanying The government and the leaders of the country's health, business and entrepreneurship in providing effective solutions include reform, corrective action and preventive action. Therefore, it seems that the development of entrepreneurship and the promotion of entrepreneurial culture in Iran is a serious economic and social necessity.

Conclusions

Entrepreneurship is a topic that has occupied the minds of many researchers and policymakers. Given the key role of entrepreneurial businesses in economic growth and development, many studies have been conducted in the field of entrepreneurship and entrepreneurial firms, the main focus of these studies is on companies that have been relatively successful in this direction. Researchers are trying to figure out what factors have contributed to the success of such companies. While traditional marketing sees the customer as the focal point of all marketing activities and the amount of supply to the market in proportion to the needs of the target market, entrepreneurial marketing also sees the

entrepreneur as a key player in marketing processes. The opposite is true of businesses that are simply going to offer the same well-known product to a customer on the Internet through a newer channel called the Internet. For this reason, there is no need for the structures and principles that are discussed in entrepreneurship. The Covid-19 Outbreak The world is facing a challenge that many, including the United Nations Secretary-General, consider much larger and more influential than World War II. On the one hand, every economy has vulnerabilities in the face of crisis-making shocks such as sanctions, earthquakes and coups, and on the other hand, countries' resilience to these crises shows their ability to withstand, adapt and modernize after the crisis. Therefore, it should be said that Covid-19 created a good opportunity for some jobs, such as online businesses that sell their products online, and in a way, it can be said that this period caused this category of jobs. Be strengthened.

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