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**CREATING CODE FRAME AND COMMON DIMENSIONS FOR
ENTREPRENEURIAL MARKETING CONCEPT****Abstract:**

This research was conducted to combine elements of the scattered entrepreneurial marketing (EM) concepts. The EM concepts of various researchers from the secondary sources appeared in the SSCI database since 1988 were reviewed. Seven papers selected by convenient sampling method were found. Concepts were analyzed by deductive coding, thematic analysis. Finally, there were 9 common dimensions of EM concept including innovation, niche marketing, promoting by word-of-mouth, networking, using available resources, setting affordable loss, taking opportunities, proactiveness and customer relationship at personal level. Under innovation dimension, there were four codes including creating new product form intuitive feel, innovation in every part, continuous initiative and customer centric to create value. Under niche marketing, there were two codes including positioning based on niche group then targeting later and niche in product, price, place, promotion with the support of e-technology. Under networking, there were five codes including sharing resources among network, co-create opportunities as teamwork from network connections, networking help create innovation, Informal research by listening to customers / connection and all stakeholders and knowledge sharing among network.

Keywords:

Entrepreneurial marketing, Deductive coding, Thematic analysis, Entrepreneur, Entrepreneurship, Entrepreneurial marketing code frame

JEL Classification: L26, M00, M31