



# Agricultural Journals

AGRICULTURAL ECONOMICS

Zemědělská ekonomika

[home](#) [page](#) [about us](#) [contact](#)

[us](#)

## Table of Contents

### IN PRESS

AGRICECON  
2014

AGRICECON  
2013

AGRICECON  
2012

AGRICECON  
2011

AGRICECON  
2010

AGRICECON  
2009

AGRICECON  
2008

AGRICECON  
2007

AGRICECON

**2006**  
**AGRICECON**  
**2005**  
**AGRICECON**  
**2004**  
**AGRICECON**  
**2003**  
**AGRICECON**  
**2002**  
**AGRICECON**  
**Home**

---

**Editorial**  
**Board**

**For Authors**

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

**For**  
**Reviewers**

Guides for  
**Reviewers**

· **Reviewers  
Login**

---

**Subscription**

# **Agric. Econ. – Czech**

**Banterle A., Cavaliere  
A., Carraresi L.,  
Stranieri S.:**

**Innovativeness in food  
small business: What  
is its relationship with  
marketing?**

Agric. Econ. – Czech, 57 (2011): 474-483

Small businesses often do not have a sufficient capacity to put the appropriate R&D activities into action. Nevertheless, they are able to be innovative towards

their products, processes, distribution channels, and geographical markets. Therefore, even for small and medium-sized enterprises (SMEs), the level of innovativeness can be high. The literature shows that the firm marketing capabilities are very important for innovation in the food industry, to guarantee that innovation reflects the market needs. The purpose of this paper is to analyse the relationship between the level of firm innovativeness and different steps of the marketing management process, to understand if good marketing capabilities can affect the firm innovativeness. An interactive questionnaire available on the web was used for the data collection. The survey was conducted on 468 European SMEs. Linear Regression was run to assess the link between marketing activities and the level of firm