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## Parallel Sessions (Marketing Paradigm): Entrepreneurship plus: the impact of spiritual orientation on market orientation and marketing capabilities

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## **Entrepreneurship Plus: The impact of Spiritual Orientation on Market Orientation and Marketing Capabilities**

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### **Abstract**

This paper suggests that Islamic entrepreneurship or entrepreneurship plus is driven by spiritual orientation and manifests itself in the form of Islamic values and practices leading to a different form of output measure called Hayat Tayyiba (A clean and pure life). The frame work posited in this paper argues that the spiritual orientation is instrumental in transforming the utilitarian, resource grabbing and a fiercely competitive mindset in to a mindset that seeks the pleasure the Almighty, has a belief in more from less (Barakat) and that of cooperation and service.

Based on original Islamic literature and contemporary management literature, the framework posits that a high spiritual orientation enhances the market orientation of the individual in a way leading to a different perspective in terms of opportunity recognition, opportunity refinement, team building and resource acquisition. It further shows that a strong spiritual orientation leads to inner peace (Nafs Mutmainna), a happy and meaningful life. The spiritual orientation in this framework is considered as an intangible resource according to the resource based view. Examining the relationship between spiritual orientation and the marketing process, the framework posits that these Islamic values can be more effectively used to promote businesses that are environmentally and socially sustainable.

**Key Words:** Spiritual orientation, Market orientation, Entrepreneurial Orientation, Opportunity recognition Entrepreneurial process, Entrepreneurship Plus