

# Exploring the Influence of Entrepreneurial Marketing on Business Performance: Based on Spontaneous Order

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## Abstract

In today's dynamic and uncertain business landscape, it is crucial to identify the key factors and criteria that enhance performance and develop growth strategies. However, the application of the concept of spontaneous order or self-organization in management and business, particularly from a marketing perspective, remains relatively unexplored. This research aims to examine the correlation between innovative and entrepreneurial marketing and business performance using the spontaneous order model framework. Through a comprehensive review of existing theories and employing descriptive analysis, this study bridges the gap in current literature by providing a thorough understanding of the research variables and addressing the lack of theoretical investigations in this field. The main objectives of this study are to identify the main conclusions regarding innovative and entrepreneurial marketing's impact on business performance within the context of the spontaneous order model framework.

## Keywords

Entrepreneurial Marketing, Business Performance, Spontaneous Order

## 1. Introduction

In the contemporary era, the presence of businesses that can fulfill their obligations with superior performance is widely recognized as a crucial means of attaining progress and development within a country. An organization comprises individuals who are dedicated to specific goals, thereby establishing an autonomous identity for the business. By leveraging the available resources within

the organization, they strive to achieve favorable outcomes, ultimately leading to effectiveness, performance, and the acquisition of a sustainable competitive advantage (Awadh & Saad, 2013). The realization of effectiveness and higher performance is contingent upon the presence of imaginative and motivated knowledge workers within the organization, who possess the capacity to solve problems and self-manage in the workplace. In fact, effectiveness and higher performance are considered indispensable and pivotal factors for fostering competitiveness within the organization.

On the other hand, in the current business environment characterized by increased chaos and competition, entrepreneurs and managers face the need to adapt traditional management principles and incorporate new innovative ideas and actions, such as creative and entrepreneurial marketing. Creative and entrepreneurial marketing is an emerging and promising field of research that combines two crucial areas of business management. It can be seen as a new paradigm that integrates essential aspects of marketing and entrepreneurship, transforming marketing into a process utilized by companies for entrepreneurial endeavors (Alqahtani & Uslay, 2020).

Creative and entrepreneurial marketing has garnered significant attention from academics. Several existing studies have demonstrated the positive impact of entrepreneurial marketing on business performance. However, most of these studies have been theoretical and historical in nature. Morris et al. (Morris et al., 2002) identified the richness of research opportunities within this relatively new field. Additionally, Toghraee et al. (Toghraee et al., 2017) conducted an extensive review of entrepreneurial marketing literature and highlighted the substantial heterogeneity of approaches across studies, indicating the challenges associated with the intersection of marketing and entrepreneurship (Sadiku-Dushi et al., 2019).

On the other hand, due to the increasing complexity and turbulence of the business environment, companies have been compelled to seek out tools and strategies that enable organizational self-organization. Self-organization is a process whereby the internal organization of a system becomes more complex and evolves without external guidance or management. Many natural systems are organized according to their own internal processes and laws, which become structured and systematic. Self-organization is a process in which order emerges from the mutual effects between the parts of a system without primary order (Mivehchi & Edalatian Shahryari, 2018).

Therefore, in this descriptive research, we aim to investigate entrepreneurial marketing and business performance based on the spontaneous order or self-organization model by reviewing the literature related to each of the concepts and variables. Given the importance of this subject and the lack of theoretical studies in this field, we will define and explain each of the research variables.

## **2. Literature Review**

### **2.1. Entrepreneurial Marketing**

Entrepreneurial marketing is a dynamic approach that combines the fundamen-

tal principles of marketing and entrepreneurship. Its primary focus is not only on serving existing markets but also on creating new markets by directing and guiding customers. This leads to increased visibility of companies and competitors in the target markets. With the emergence of entrepreneurial marketing, competition within industries has become more intense and fierce. In such an environment, the ability to predict outcomes becomes challenging, as the landscape is characterized by fluid borders and increased risk-taking. This necessitates a shift in management mindsets away from traditional principles towards embracing change and fostering a new organizational structure (Khakzadian et al., 2019).

In today's business landscape, marketing plays a crucial role across all organizational units. It is a vital function utilized by managers and entrepreneurs to make informed decisions. American Marketing Association defines marketing as a comprehensive set of activities including planning, promotion, distribution, pricing, and delivering desired products or services to customers. It is an ongoing process that aims to create exchanges and achieve both individual and organizational goals. Entrepreneurial marketing involves identifying opportunities that stimulate economic growth. It leverages creativity, sales techniques, networking, innovation, risk-taking, and resource utilization to enhance business performance and foster innovation (Hoque & Awang, 2019).

Entrepreneurial marketing is a dynamic and evolving field that requires a combination of skills, including strategic thinking, creativity, adaptability, and an entrepreneurial mindset. By adopting an entrepreneurial marketing approach, companies can stay competitive in an ever-changing marketplace and seize new opportunities for growth and success. Different definitions of entrepreneurial marketing are discussed in the research conducted by Nora Sadiku-Dushi et al. (Sadiku-Dushi et al., 2019). These definitions provide various perspectives on the concept, as follows:

- Entrepreneurial marketing can be defined as the marketing activities undertaken by entrepreneurs or owner-managers of entrepreneurial ventures. It involves the identification and active pursuit of opportunities to acquire and retain profitable customers (Stokes, 2000).
- Entrepreneurial marketing involves employing innovative approaches to risk management, resource leverage, and value creation (Morris et al., 2002).
- Entrepreneurial marketing refers to the marketing practices employed in small, growing companies, emphasizing the application of entrepreneurial principles (Bjerke & Hultman, 2004).
- Entrepreneurial marketing can be described as the convergence of entrepreneurship and marketing. It encompasses the behaviors exhibited by individuals or organizations who strive to generate and promote innovative ideas while creating value in the market (Backbro & Nystrom, 2006).
- Entrepreneurial marketing is a distinct form of marketing that revolves around active risk-taking, innovation, and seizing opportunities, even in the absence of currently controlled resources (Kraus et al., 2009).

- Entrepreneurial marketing is not simply a concept, but rather a spirit, an orientation, and a dynamic process. It encompasses the enthusiastic pursuit of opportunities and the establishment and growth of ventures that aim to create perceived customer value through relationship-building, innovation, creativity, market immersion, networking, and flexibility (Hills & Hultman, 2011).
- Entrepreneurial marketing can be defined as a collection of processes that involve creating effective communication and delivering value. It operates within the framework of dynamic and highly uncertain business environments, guided by effective logic (Ionita, 2012).
- Entrepreneurial marketing encompasses the marketing processes utilized by companies that actively seek opportunities in uncertain market conditions, often navigating with limited resources (Becherer et al., 2012).
- Entrepreneurial marketing involves proactive and risk-taking innovative activities with the aim of creating value for customers, entrepreneurs, marketers, their partners, and society as a whole. It encompasses effective communication strategies that effectively convey and deliver this value (Whalen et al., 2016).

In their research, Morris et al. (Morris et al., 2002) identified seven dimensions of entrepreneurial marketing. These dimensions encompass pioneering, which involves identifying new opportunities; risk-taking, which reflects the ability to tolerate uncertainty; innovativeness, which entails exploring novel ideas; opportunism, which focuses on capitalizing on created opportunities; adding value, which allows for gaining a competitive advantage through available resources; customer orientation, which emphasizes addressing customer needs; and leveraging, which involves utilizing both tangible and intangible resources to achieve performance goals (Mohabbat Talab & Rezvani, 2017).

## 2.2. Business Performance

Business performance is a fundamental concept in management as it serves as a basis for numerous managerial tasks. In today's highly competitive environment, organizations can only achieve their goals if they attain superior performance. Considering the development and diversity of products in organizations, as well as the intense competition among them, organizations must undergo transformation. The ultimate success and, at times, survival of organizations depend on their ability to utilize existing capabilities and discover new opportunities to gain a competitive advantage. According to researchers, performance stands as one of the most significant constructs discussed in management research, serving as a vital measure of success in organizations. Business performance is integral to the concept of effectiveness, which centers on the external goals of organizations and their stakeholder groups. It is worth noting that past empirical studies indicate that performance is a multidimensional construct that should be evaluated using multiple criteria (Moradi et al., 2014). According to Fernández et al. (Fernández et al., 2014), performance is a multidimensional construct that can be evaluated

based on different factors and perspectives. One important consideration is whether the evaluation focuses on the results achieved or the behaviors exhibited.

Different viewpoints exist regarding the definition of performance. Some argue that performance should solely be seen as a record of achieved results. From an individual standpoint, performance represents a person's accomplishments. Conversely, others, such as Kane, believe that performance should be regarded as something separate from the goal, encompassing the actions and behaviors exhibited. Bernadine and colleagues suggest that performance should be defined in terms of work results, as these are strongly associated with the organization's strategic goals, customer satisfaction, and economic success. They view performance as encompassing the behavior of individuals, groups, and organizations in their work. On the other hand, Camp Bell argues that performance is behavior itself and should be distinguished from results, as systemic factors can distort outcomes if performance is solely tied to results. By considering performance as a holistic construct that encompasses both behavior and results, a more comprehensive understanding can be obtained (Fernández et al., 2014).

Business performance refers to the extent to which a company achieves its objectives and acquires the capabilities necessary for achieving its business goals. It serves as an indicator of how effectively a business fulfills its intended goals. Business performance is measured through various components, including customer satisfaction, employee satisfaction, organizational effectiveness, financial outcomes, market growth, sales performance, revenue growth, market share, and profit after tax deduction. These factors provide insights into the level of success or failure a company experiences during its operations (Bakytgul et al., 2019).

Nabipour Afrozi et al. (Nabipour Afrozi et al., 2019) highlight that business performance consists of two main components. Firstly, efficiency refers to how effectively an organization utilizes its resources to produce services or products. It involves achieving the desired output by optimizing resource allocation. Secondly, effectiveness pertains to the extent to which the organization accomplishes its goals. The researchers also emphasize that business performance relies on the ability and agility of a company to adapt to the evolving business and market environments, which encompass factors such as customers, competitors, and other influential forces that shape business dynamics. Effective management, sound marketing strategies, and solid financial planning are crucial for achieving good business performance. The perspective of achieving financial goals set by the company is an essential aspect under consideration.

Productivity, which relates to the accomplishments of business activities in meeting customer needs and increasing employee productivity, is another factor affecting business performance. Market-related aspects, such as progress in product sales, market position, and market share, are also fundamental indicators of business performance. Furthermore, the researchers assert that entrepreneurial marketing directly and indirectly impacts business performance. Entrepreneurial marketing is often regarded as an intangible resource closely associated with scientific and experiential knowledge. It plays a significant role in

driving the performance of companies, contributing to their success (Nabipour Afrozi et al., 2019).

### 2.3. Spontaneous Order

The concepts of complexity and spontaneous order find applications in various disciplines, including social studies, economics, and technology. The term “spontaneous order” or “self-organization” is used with different meanings across different fields. It is employed in psychology (Cole & Kvavilashvili, 2021), cybernetics, thermodynamics, biology, mathematics, computer science, and more. In these diverse domains, the general understanding is that self-organization refers to a phenomenon where a system forms an internal structure and organizes itself without external forces. This process involves interactions among numerous complex and non-linear components at local levels, leading to the emergence of patterns and behaviors at the system-wide level (Safarsabzevar et al., 2018).

Self-organization can be understood as a natural process in which the internal organization of a system evolves toward increased complexity without the need for external guidance or management actions. Natural systems possess their own underlying processes and laws that lead to structured and systematic arrangements. Through self-organization, a form of order emerges from the interconnectedness and mutual influences among the components of a system, even without any initial or predefined order in place (Edalatian Shahryari, 2019).

Self-organization is considered an anti-chaos force, as it allows previously unorganized systems to establish themselves and strengthen at higher levels of order. It stems from internal principles and rules within the system. This phenomenon can be seen as a semi-evolutionary adaptive force that propels systems towards increased complexity and order following the failure and collapse of previous, lower-order structures (Puranam, 2021). In managing change, leaders and managers play a crucial role. They are responsible for selecting the appropriate organizational structure after a change occurs. They view the organization as a flexible machine capable of adapting its plans as needed. New leaders should embrace openness to instability and even foster instability themselves. This openness and instability can pave the way for the emergence of new behavioral patterns within the system (Khosravipour & Savari, 2018).

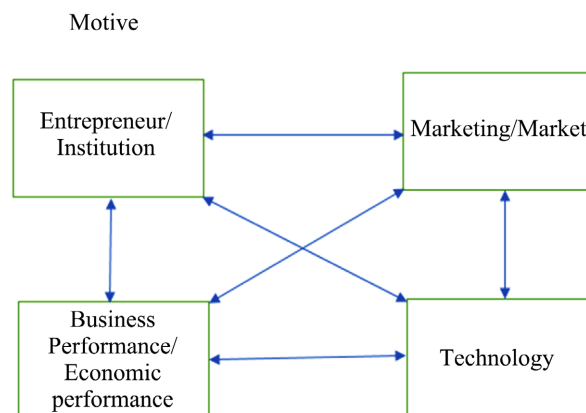
The social and political interpretation of the concept of spontaneous order or self-organization has been illuminated by the work of Christian Fuchs (Fuchs, 2006), particularly in demonstrating how social movements can self-organize. He outlines that social movements are manifestations of the civil society system, distinct from the political system that creates and enacts laws. These social movements respond to political and social events, leading to the emergence of new issues, methods, identities, structures, and forms of organization that incite changes in various issues and demands. Described as self-organizing systems, social movements possess an internal logic that emerges spontaneously. They are not closed entities, but open systems that interact with their environments, exchanging resources and showcasing dynamism. They consist of a communicative

network of groups rather than a single entity.

According to Fuchs, social movements are self-organizing, cooperative networks that synergize emerging qualities and systems. He asserts that it is the scientist's responsibility to examine these movements, critique dominant societal structures, and discover new potential for truly liberating movements. This approach demonstrates how different perceptions and definitions of issues can prompt diverse interpretations. Further, the potential of self-organization expands from a dialectical interpretation to one based on plurality and pluralism. It also offers an understanding of systems. This perspective of spontaneous order provides new potential for perceiving planning as a multi-dimensional and relational process, as explained by [Boonstra & Balance \(2011\)](#).

#### 2.4. The Role of Creative and Entrepreneurial Marketing on Business Performance Based on the Spontaneous Order Model (Figure 1)

Creative and entrepreneurial marketing plays a crucial role in businesses. It offers several benefits such as enhancing leadership, leveraging superior customer knowledge, distinguishing the company's brand, delivering value to customers, increasing competitiveness, improving profitability and fostering customer loyalty. Factors shaping entrepreneurial marketing fall into two categories: internal and external. Internal factors include aspects such as Horizontal Structure, culture, Design of control systems, Design of control systems, responsiveness to results, Difficulties in financial investment, development of human resource management systems, endorsement of creative solutions, acceptance of change, the authority of the employees, a balance of individualism and collectivism, mastery of modern technologies, market orientation, focus on entrepreneurship and prioritization of communication and marketing capabilities. On the other hand, external factors include supply and demand diversity, the bargaining power of buyers and sellers, substitution ability, competitive pressures, the pace of technological change, economic conditions fluctuations, regulatory policies, financial crises, and changes in law and government ([Allahdadi, 2018](#)).



**Figure 1.** Entrepreneurial marketing on business performance based on the spontaneous order model.

Implementing creative and entrepreneurial marketing in a business can bring advantages like growth orientation, opportunity focus, customer centrality, value creation through networks, informal market analysis, proximity to the market, and customer gratification. Entrepreneurial marketers excel in resourcefully leveraging resources through creative strategies. Given the high level of uncertainty in the current market, traditional marketing efforts are often insufficient in boosting company performance. In contrast, entrepreneurial marketing has been shown to have the potential to enhance business performance (Fatoki, 2019).

### **2.5. The Impact of Entrepreneur and Entrepreneur's Company on Economic Performance**

Entrepreneurship, a process that involves identifying, assessing, and exploiting opportunities that take shape in the form of starting and managing new businesses with the intent of offering new goods or services, plays a pivotal role in economic growth and performance. It contributes significantly to a nation's Gross Domestic Product, employment generation, job creation, and innovation, especially within the realm of small and medium enterprises (Saeidi & Chavoshinezhad, 2019).

For a country to realize economic development, it's crucial to experience both economic growth and fundamental shifts in the economy's structure. Entrepreneurs play an essential role in coordinating these transformations and establishing new avenues for economic activity and job creation. As such, the development of entrepreneurship has emerged as a foundational objective, being recognized as one of the most effective strategies to tackle societal challenges like recession, inflation, unemployment, and poverty and to advance social and economic justice (Burnett, 2000).

### **2.6. The Impact of the Market, Institutions and Laws on the Entrepreneur**

The environment that influences the economy also impacts the dynamics of entrepreneurship within each country. This environment is defined by the interdependencies between economic development and institutions, affecting other aspects such as governance quality, access to capital and other resources, and entrepreneurs' perceptions. Institutions are foundational determinants of economic behavior and transactions, having direct and indirect effects on the supply and demand of entrepreneurs.

In this economic setup, beliefs shape institutions, which in turn lead to policy formation and results. This framework simplifies understanding why some countries exhibit more innovation and entrepreneurship, consequently leading to their economic development. Institutions and the motivational structures that arise from them play a significant role in a country's development or lack thereof. If the established institutions and laws encourage production and innovation, they will facilitate the path of development (Padash, 2008). Understanding



the relationship between economic development, entrepreneurship, and institutions is crucial for two reasons. Firstly, the international development community has realized that a universal approach is no longer effective. Secondly, the economic importance of the entrepreneur and entrepreneurship policies has greatly expanded in recent years. Given these reasons, it's clear that public policies should be tailored according to entrepreneurship dynamics, economic development, local institutional conditions, and context-oriented variables (Acs & Stenholm, 2008).

### **2.7. The Impact of Technology on the Economic Performance of Business**

Technology has induced profound changes in recent decades, impacting all aspects of human life. Although the degree of effectiveness and the benefits derived from this phenomenon vary across different sectors, its influence is indisputable. Various sectors such as health, security, environment, business, and regional development gain from technological advancements, particularly since many of these interactions are two-way. Among all sectors, the most significant applications of technology are realized in the field of economy. The influence of technology on the economy can be observed through various channels. Prominently, it facilitates and enhances the business environment, streamlining commercial activities. The former generally pertains to economic interactions within the country, while the latter accentuates the framework and mechanism guiding the national economy's interaction with the international environment (Wakelin & Shadrach, 2001).

### **2.8. The Impact of Technology on Entrepreneurship**

The advancements that have occurred in the field of technology in recent years, culminating in the information age, have brought about significant transformations in societies and cultures. These developments are largely attributed to the efforts of many individuals, including entrepreneurs. Entrepreneurs understand the conditions of the information age and, through their initiative, recognize and address the necessities of this era. In fact, the emergence of the information age itself is a manifestation of entrepreneurship. The Internet, the largest and strongest communication network in the world, serves as a clear example of entrepreneurial achievement. Historically, entrepreneurs have been able to identify a need, subsequently addressing it in a way that sparked a worldwide revolution and created a platform for others to explore entrepreneurial endeavors (Sarfarazi et al., 2020).

The field of entrepreneurship has already begun to reap the benefits of technology, which include increased speed and accuracy, reduction in the physical volume of information storage systems, transparency in processes, the feasibility of remote working, and cost reductions. Since its inception, information technology has held an indisputable role in the global economy due to its substantial impact on various aspects of businesses. Today, entrepreneurs are heavily reliant

on the platform provided by technology and have greatly benefited from it. In essence, technology serves as a driving force for the development of entrepreneurship and economic growth (Ghasemzadeh & Salatin, 2019).

In conclusion, according to Wakelin & Shadrach (Wakelin & Shadrach, 2001), the impact assessment of appropriate and innovative technologies on enterprise development refers to evaluating the effects of these technologies on the growth, efficiency, and competitiveness of businesses. These technologies encompass a wide range of tools, systems, and processes that are designed to enhance productivity, streamline operations, and drive innovation within organizations.

Appropriate and innovative technologies can contribute to improved business performance in several ways:

- Increased efficiency: Implementing technologies such as automation, data analytics, and cloud computing can streamline business processes, reduce manual work, and improve operational efficiency. This leads to cost savings, faster turnaround times, and higher productivity.
- Enhanced communication and collaboration: Technologies like video conferencing, project management software, and collaborative platforms enable seamless communication and collaboration among team members, regardless of their physical location. This improves coordination, knowledge sharing, and teamwork, ultimately leading to better business outcomes.
- Improved customer experience: Innovative technologies allow businesses to better understand customer needs, preferences, and behavior. This enables personalized marketing, targeted advertising, and tailored customer experiences, leading to increased customer satisfaction and loyalty.
- Accelerated innovation: Adopting innovative technologies can facilitate the development of new products, services, and business models. Technologies such as 3D printing, artificial intelligence, and virtual reality can enable rapid prototyping, predictive analytics, and immersive customer experiences, fostering innovation and differentiation in the market.
- Expanded market reach: Digital technologies, including e-commerce platforms, social media, and online advertising, provide businesses with access to a global market. This allows them to reach a wider customer base, expand their sales channels, and explore new business opportunities.

Overall, appropriate and innovative technologies have the potential to significantly impact enterprise development by improving efficiency, fostering collaboration, enhancing the customer experience, driving innovation, and expanding market reach.

### 3. Methods

The method used to select and track relevant papers involved a comprehensive literature search using online databases, academic journals, and relevant books. The search terms included “entrepreneurial marketing,” “spontaneous order,” “self-organization,” and “business performance.” The search was conducted in

databases such as Google Scholar, JSTOR, and EBSCOhost. Additionally, citation chaining was employed to identify additional relevant sources from the reference lists of the initially retrieved articles. The sorting process involved reviewing the abstracts and full texts of the retrieved articles to determine their relevance to the research topic. Only articles that directly addressed the correlation between entrepreneurial marketing, spontaneous order, and business performance were included in the literature review. The final selection of sources was based on their quality, relevance, and contribution to the research objectives.

#### **4. Implementation of Entrepreneurial Marketing Strategies Based on the Concept of Spontaneous Order in XYZ Tech Solutions**

The implementation of entrepreneurial marketing strategies based on the concept of spontaneous order has proven to be highly effective for XYZ Tech Solutions. By embracing customer-centricity, fostering collaborative innovation, leveraging social media, adopting an agile and iterative approach, and forming strategic alliances, XYZ Tech Solutions has experienced significant improvements in its business performance. Firstly, their customer acquisition rates have increased steadily as a result of their customer-centric approach and innovative software solutions. By understanding their customers' needs and preferences through extensive market research and active dialogue, XYZ Tech Solutions has been able to develop solutions that truly address customer pain points. Secondly, the company has achieved higher customer satisfaction rates by actively listening to customer feedback and continuously improving its offerings. This has led to increased customer loyalty and positive word-of-mouth referrals, further enhancing their reputation in the market. Thirdly, XYZ Tech Solutions has successfully established a strong brand reputation through its social media engagement and thought leadership initiatives. By creating valuable content, sharing industry insights, and actively participating in relevant online communities, they have positioned themselves as trusted and innovative providers of software solutions.

Moreover, their agile and iterative approach has allowed them to quickly adapt to market changes and customer feedback. By releasing minimum viable products (MVPs) and gathering user feedback, they have been able to continuously improve their offerings and respond rapidly to customer needs. This has enabled them to stay ahead of the competition and achieve accelerated growth rates. Lastly, by forming strategic alliances with complementary businesses, XYZ Tech Solutions has expanded its reach and gained access to new markets. These alliances have not only provided opportunities for knowledge-sharing and cross-promotion but have also contributed to their overall entrepreneurial marketing efforts.

Overall, the application of entrepreneurial marketing strategies based on the concept of spontaneous order has empowered XYZ Tech Solutions to overcome challenges, differentiate itself in the market, and achieve sustainable business

performance. Through their customer-centricity, collaborative innovation, social media leverage, agile and iterative approach, and strategic alliances, they have successfully positioned themselves as a leading provider of innovative software solutions for small and medium-sized businesses.

## 5. Conclusions

As indicated, the occurrence of self-organization within processes is on the rise, this phenomenon becomes apparent through the delegation of certain managerial responsibilities to executives. As a consequence, process design itself becomes more intricate, imposing new challenges on modeling methodologies. Consequently, it becomes imperative to provide employees with training not only as process operators but also as managers. This promotes the identification of inconsistencies, the formulation of corrective measures, and the evaluation of effectiveness and efficiency, placing the responsibility for process management in the hands of those who execute the work.

In the present business landscape, the majority of businesses and organizations seek to foster change, transformation, and innovation in their processes and structures. Therefore, in light of the business context, actively seeks new approaches in this domain, including creative and entrepreneurial marketing. Such endeavors necessitate adjustments in attitudes, knowledge, approaches, procedures, marketing strategies, and anticipated outcomes. Organizations are compelled to adapt, whether directly or indirectly, to the perpetual changes they inherently face, in order to sustain their operations.

Leadership theories rooted in complexity are dedicated to identifying and developing strategies and behaviors that foster learning, creativity, and adaptability within organizational contexts. These theories recognize the oscillatory pattern of change and transformation in systems, shifting between states of chaos and order. At the core of this dynamic lies the presence of special structures that provide the necessary freedom for the system to imaginatively reconstruct new internal arrangements, optimizing the orchestration of its constituent parts and elements.

Thereby, organizations persevere through the changes they continuously experience, often necessitating direct or indirect adaptation. Complexity-based leadership theories focus on identifying and cultivating strategies and behaviors that foster creativity, learning, and adaptability within organizational contexts. By embracing the established theories of change and transformation in systems, it becomes evident that the process alternates between states of chaos and order, dynamically operating through the utilization of specialized structures that enable the system's imaginative recovery of new internal arrangements for the harmonious arrangement of its inherent components and elements.

## Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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