

The Role of Marketing and Promotion Management in ICT Incubatee Assistance in Malaysia

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ABSTRACT

This paper examines the level of marketing and promotion management services available at Malaysian ICT incubators and its impact on incubation performance. It argues that incubatees are more likely to perform when targeted marketing and promotion management services are provided by the incubators. It adopts the mixed-method approach to solicit the opinions of six incubator managers and 118 incubatees regarding the availability of marketing and promotion management services at their respective incubators. This paper seeks to understand the impact of marketing and promotion management services on business incubation performance. The study postulates that integrating the marketing and promotion management services provided by incubators affects business incubation performance. It does this by transforming the level of services at these ICT incubators from those offered by first and second-generation incubators, which merely provide basic business start-up necessities, to more sophisticated offerings typically provided by third and fourth generation incubators.

Key Words: *marketing and promotion services, incubation services, enhanced incubation development, Malaysia, ICT incubators*

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