

# Corrigendum: Entrepreneurial marketing and SME performance: the double-edged role of affective organizational commitment

Journal of  
Research in  
Marketing and  
Entrepreneurship

277

---

It has come to the attention of the publisher that the article, Osei, F., Amoa-Gyarteng, K., Kankam-Kwarteng, C. and Wilson-Wünsch, B. (2026), "Entrepreneurial marketing and SME performance: the double-edged role of affective organizational commitment", *Journal of Research in Marketing and Entrepreneurship*, Vol. 28 Nos 1-2, pp. 63-92. <https://doi.org/10.1108/JRME-05-2025-0088>, incorrectly listed author Wilson-Wünsch's affiliation.

This has now been amended from Department of Hospitality, Tourism and Events Management, IU International University of Applied Sciences, Bad Honnef, *UK* to Department of Hospitality, Tourism and Events Management, IU International University of Applied Sciences, Bad Honnef, *Germany*.

The publisher asks that affiliation information be submitted correctly at submission and confirmed at article proofing stage.



Journal of Research in Marketing  
and Entrepreneurship  
Vol. 28 No. 3, 2026  
p. 277  
© Emerald Publishing Limited  
1471-5201  
DOI 10.1108/JRME-03-2026-0081