

# The Impact of SMEs' Multidimensional Proximity towards Marketing Knowledge Sharing Via Coopetition: A Proposed Conceptual Model

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## **Abstract**

The most important lesson of COVID was the cooperating with competitors could be a solution to a crisis. Despite increased scholarly focus on firms' proximity, the concept's relationship with coopetition (simultaneously cooperation and competition) and its following performances remains relatively unknown. In response, this research proposed to build a conceptual model to assess the relationships between the SMEs' proximity, coopetition, and knowledge sharing specifically in marketing. According to this conceptual model, cooperative and competitive behaviours are affected by different dimensions of proximity (cognitive, organizational, social, institutional, and geographical as a moderator), and they impact knowledge sharing. Later, this conceptual model can be used as the foundation for the future theoretical quantitative investigations in different type of business clusters.

**Keywords:** *proximity; coopetition; knowledge\_Sharing*

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