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Growth through Innovation adoption and Diffusion: A case study evidence from smes of Khyber-Pakhtunkhwa, Pakistan

Abstract

This Qualitative multiple case study research examines the impact of diffusion of Innovation in SMEs' growth in the struggling business environment of Khyber-Pakhtunkhwa, Pakistan. The research aimed at an exploration of research data and subsequent findings through an interview protocol purposively developed from extant literature and an initial pilot study of two pharmaceutical SMEs. A total of 20 interviews were conducted, guided by the semi-structured interview protocol presented to the respondents beforehand. These 20 respondents represented 08 SMEs across two industrial clusters of Khyber Pakhtunkhwa, Pakistan; the Hayatabad industrial estate, Peshawar, and the Rashkai Industrial Estate, Nowshera. The analysis of data offered findings and substantiated the research propositions that those SMEs which are structurally entrepreneurial and adopt innovation openly, yield good results in terms of their growth as against those SMEs which are inertial and un-entrepreneurial. The results also offer evidence that the role of government agencies specifically created to address the issues of small businesses is inadequate. Their role is rather creating hindrances than facilitation due to the undue delays to approve innovative concepts by these relevant agencies and ministries. The proposed framework offers empirical guidelines to contextualize entrepreneurial culture and structures in SMEs and their underlying factors under unfavorable environmental conditions

Biography:

Teaching and research have been an inspiration that fascinates me not just because of personal passion but from the perspective of students' accomplishments. Since 2007, I have been teaching at Public Sector University of good reputations and I have found that teaching is just delivering content rather it's a holistic approach towards the overall wellbeing, development, and transformation of students. My Philosophy during the entire semester is to take along those students who are not otherwise the brightest of students as evident from their previous record. I feel much fulfilled once I realize that the majority of students have got equipped with theoretical concepts and understood indigenous jargon to resolve the cases in more practical ways. Knowing students in person by interacting with them makes students more confident and motivates them towards future goals. As a sportsman and sports enthusiast, I interact with students in sporting activities. This helps develop a bond of mutual trust and social coherence. This is further complemented by responding online to their queries at the university portal, email, WhatsApp group, and social media. I have started working in the area of human resource management exploring the impact of innovation on the growth of the organization since my MS Management Sciences. However, during my Ph.D. degree, I researched Diffusion of Organizational Innovation and the Growth of SMEs: Case Study Evidence from Small and Medium Enterprises of Khyber-Pakhtunkhwa Pakistan. The sacred objective of the said research was to find answers to indigenous issues and contribute towards the uplift of the SME sector. Moreover, envisioning my future research endeavors; I am looking into the crossdisciplinary exploration of HRM and INNOVATION with organizational growth and performance.

Dr. Mohammad Daud Ali
Assistant Professor in Management
Sciences, The University of Haripur, Pakistan.

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