



## Contemporary Strategies for Small and Medium Enterprise (Sme)

By Mohammad Hoq

LAP Lambert Academic Publishing. Paperback. Condition: New. 296 pages. Dimensions: 8.7in. x 5.9in. x 0.7in.The principal purpose of this study is to investigate the relationships among organizational resources, organizational capabilities and organizational performance in the context of Small and Medium Enterprises (SMEs). It recognizes four kinds of organizational resources specifically: social capital orientation, entrepreneurial orientation, market orientation, and strategic orientation. Two kinds of organizational capability were recognized, precisely: organizational innovation and marketing capability. Moreover, it addresses the role of organizational capability as the mediator between the association of organizational resources and organizational performance. This study formulates theoretical, methodological and managerial contributions, especially in recognizing the noteworthy organizational resources that effect organizational capability and their impact on performance as well as research design and the measurement of constructs. In succinct, it offers constructive indicators to SME owners or managers on the significance of organizational resources and organizational capability in developing the performance of their respective organization. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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