Small and Medium Enterprises in Transitional Economies: Challenges and Opportunities

Editors

DR. ANEET
Assistant Professor
Department of Management
GJ-IMT, Mohali, Chandigarh

and

DR. MONIKA AGGARWAL
Assistant Professor
GJ-IMT, Mohali, Chandigarh

Foreword by

PROFESSOR M. AKBAR
Indian Institute of Management
Lucknow

DEEP & DEEP PUBLICATIONS PVT. LTD.
F-159, Rajouri Garden, New Delhi - 110 027
Contents

Foreword xi
Acknowledgements xv
List of Contributors xvii

Part I
INFORMATION TECHNOLOGY

1. Kaushalesh Lal
   Small Islands and the Adoption of ICTs:
   Comparative Study of SMEs in Jamaica and Mauritius 3

2. Bhavin A. Patel and Ramesh N. Vadher
   Science and Technology Perspective of SMEs:
   Problems, Challenges, Opportunities and Suggestive Actions 21

3. Gauri Shantaram Parab and Sheenu Jain
   Technology, Innovation and E-Commerce in SMEs 34

4. Harish Kundra, Sheetal Kundra and Pooja Rani
   Technology, Innovation and E-Commerce in SMEs 48

5. Poonam Sharma and Sukhdev Singh
   Text Mining: Adding Strength to Small and Medium Size Enterprises 55

6. Rekha Goyal and Vinod Singla
   E-Business in SMEs 63

7. Veena Tewari Nandi, Amardeep and Sudipto Das
   Science and Technology: Inevitable Weapons for SMEs in India 72
8. Shishir Mishra, Himanshi Jain, Ankit Madan and Amit Srivastava  
ICT in SMEs: An Inevitable Entity  

9. Jasmine Kaur  
Wi-Fi and SMEs: Stepping Towards Impossible  

10. Preet Navdeep and Neeraj Sharma  
A Framework of IT Integration in SMEs  

Part II  
HUMAN RESOURCE MANAGEMENT  

Impact of Tacit and Explicit Knowledge Factors on Women’s Entrepreneurship Development—A Comparative Study in Small Scale Tourism Sector in Sri Lanka  

12. H.M.R.P. Herath and C.B. Wijesundara  
Level of Women Participation in SME Sector (With Special Reference to the Western Province of Sri Lanka)  

13. John Brinkman, Tomy K. Kallarakal and Jain Mathew  
Task Oriented Leadership in Indian Small Business  

14. J.K. Raju and Anuradha, V.  
Training in the SMEs: A Look at the Organizational Challenges and HR Objectives  

15. Saundarjya Borbora  
Entrepreneurship Education and SMEs  

16. Rita Reinboth Ghodpade  
Human Resource Management in SMEs—The Challenge Within  

17. Kumari Parul and Charulata Singh  
Strategic Human Resource Management in SME  

18. J.K. Raju and Raghavendra M. Subramanya  

19. Rajan Sharma and Deepti Jain  
Human Resource Management in SMEs  

20. Karminder Jit Singh and Monish Chopra  
Employability of Professionally Qualified Fresh Graduates in SMEs: Opportunities and Challenges
21. Ms. Sugandha and Ms. Omkar
    Prospects of Human Resource Outsourcing in SMEs in India 213

22. Kanwalpreet Kaur and Shah Faisal
    HRM—A Different Approach to SMEs Performance 224

Part III
MARKETING

23. Tariq Jalees and Tahir Ali
    An Empirical Approach to Study on How Consumer Evaluates “Close-Brand-Extensions” in Pakistan 231

24. K.K. Malviya and Ripudaman Gaur
    SMEs : Challenges, Opportunities and Remedies 241

25. Shivangi Dikshit, Bharat Dube and Deeksha Sharma
    SMEs and Access to Global Markets 250

26. Sandeep Randhawa and Sudershan Kumar
    Overcoming Barriers to Innovation for Indian SMEs 259

27. Shailendra S. Bisht and Archana
    First Come-First Served : Understanding Pioneering Advantage of Firms 268

Part IV
FINANCE

28. Jyoti Agarwal
    Financial Performance of SME : A Case Study of Aligarh Dugdh Utpadak Sahkari Sangh Ltd. (Parag) 279

29. S.K. Kanwar, Mukesh Chauhan and Shivani Gupta
    Small and Medium Enterprises : Financing and Access to Funds 285

Part V
ECONOMICS

30. Khalid Mehmood Iraqi
    SMEs in Pakistan : Obstacles Faced in their Growth and Problems of Public Policy 307

31. Anurika Vaish and Shveta Singh
    SMEs in a Transitional Economy like India—Lessons that can be Learnt from the German Mittelstand! 319
32. Arun Bhattacharya  
SMEs in Transitional Economies: Overcoming the Challenges 326

33. Ranjeeta Phukan  
Globalization and the SMEs Sector in the Growth of Entrepreneurship—A Special Reference to the North-East 336

34. Sandeep Shandilya, Kadambini Srivastava and Sidharth Jain  
Think Big for Small Scale Industries 348

35. Suresh Malodia and Apurva Sharma  
Value Creation for Competitiveness and Sustainability of SMEs 356

36. Prerna Dawar  
The Economic Importance of SMEs: Separating Myth from Reality 366

37. Bhavin A. Patel and Rasik D. Patel  
World Trade Organization Regime: Impact on Small and Medium Enterprises 378

38. Megha Munjal Sharma and Nidhi Arya  
Role of SMEs in India’s Economic Growth 392

39. Shammi Kumar, Kokam Kaur and Sonia Chopra  
Role of SMEs in Economic Growth of India 404

40. Sharad Gupta, Rajat Agrawal and Puneet Bhushan Sood  
Small and Medium Enterprises in India: Challenges and Constraints 418

Part VI  
CASE STUDIES

41. Kirandeep Kaur  
Roadblocks in the Way of SMEs: Case Studies 429

42. Priyanka Pathak and Maurvi Pandya  
SMEs in Agribusiness Sector: A Paradigm Shift 445

43. Naila Aaijaz and Yasmin Shaikh  
SMEs in the Inverter Manufacturing Industry in Pune 452

44. Preet Kanwal and Vatsala Sharma  
Indian Food Processing Industry—Opportunities and Challenges 467
45. Rakhi Arora and Sukhmeet Malhotra
SMEs in Transitional Economies : Challenges and
Opportunities with Special Reference to Hosiery
Industry in Ludhiana 480

46. S. Vijay Kumar, T. Shiva Kumar and A. Ravi Prakash
SMEs Producing Organic Products : Challenges and
Opportunities 490

47. Siddharth Dabholkar
SMEs in India : Challenges and Opportunities 498

48. Sukhmani and Navneet Kaur
Small Business, Big Success—Lessons to be Learnt 504

49. Suresh Narayanan
Case Study of the Micro, Small and Medium Industries
in the Ayurvedic Sector of Kerala 515

50. Himanshu Chaudhary and Vandana Sharma
Brilliance in Radiance : SMEs in Indian Gems and Jewelry 524

51. Vinita Kaura
A Big Leap : Case Study Analysis of Nirma 544

52. Parinita Malhotra and Taranpreet Walia
Small and Medium Size Enterprises in Food Industry 553

53. V.P. Nagpal, Monika Saini and Shivani Gupta
Problems Faced by Small and Medium Enterprises 566

54. Ruchi Tyagi and Tanuj Sharma
CSR Challenge or Opportunity for SMEs in Transitional
Economies 577

55. Upinder S. Dhingra and Amanjyot S. Uppal
Challenges and Opportunities for SMEs :
A Case Study of Select SMEs of Mohali 584

56. Vimal K. Aggarwal
Role of Clustering in Enhancing Competitiveness of SMEs 592

Index 600