

## Impact of technological troubles in the direction of inexperienced enterprise practices in micro and small companies

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### Abstract

Most of those smaller corporations are fragmented, and as a result, are not able to organise themselves so as to lessen procurement expenses from massive companies or streamline the output deliver chain. The inexperienced enterprise practices are the important thing to fought with all enterprise troubles. The count number of greening is taken into consideration as an obsession for the personnel as they notion it's miles a brand new try for which they need to study a lot. This form of technique makes the outcomes at the surroundings very least. To discover the effect of generation elements in inexperienced enterprise practices in of Micro and Small companies. The effect of generation withinside the employer is inevitable even as going into greening of enterprise operations, both immediately or indirectly. It can be withinside the shape of upgradation of generation, advent of latest generation or customisation of present generation. The variables of effect of generation which include troubles of competitiveness, troubles of human assets and advertising and marketing and income troubles are excluded on this regression evaluation, as those variables are having their tolerance restriction and collinearity as 0 and are taken into consideration as does now no longer make any effect because of exalterate in enterprise enjoy of the micro and small companies. By thinking about the large utilization of the phrases which include eco-consciousness, social ethics and company social obligation amongst numerous media, it's miles now an critical standards for the Micro and small companies to expose their inexperienced enterprise practices with social consciousness and its implications ought to be splendid one for the customers.

Keyword: Competitiveness, Human assets, Sales troubles, Financial troubles and overseas alternate

### Introduction

Limited get right of entry to infrastructure which include power, water, and roads will increase operational expenses for those groups and makes them uncompetitive. Inadequate get right of entry to aid infrastructure discourages those gadgets from adopting more modern technology, wherein available. Small companies don't forget demanding situations in get right of entry to finance as certainly considered one among the largest constraints in increase. An IFC 2012 take a look at on MSME finance additionally shows that the more than one increase constraints (like the ones stated above) may be in large part connected to insufficient get right of entry to finance. Micro and small companies in large part incorporate first-technology marketers, who've had a constrained based education on aid planning, capital control and labour control. As a result, loss of managerial competence regularly indicates in bad book-retaining and a constrained information of formal economic institutions, which similarly inhibits the increase of those companies. Most of those smaller corporations are fragmented, and as a result, are not able to organise themselves so as to lessen procurement expenses from massive companies or streamline the output deliver chain. The inexperienced enterprise practices are the important thing to fought with all enterprise troubles. This has been felt with the aid of using many industrialists within side the world.

"Strength does now no longer come from bodily capacity it comes from indomitable will" – Words of Mahatma Gandhi may be taken into consideration right here because the MSEs ought to have the hobby to do the inexperienced enterprise practices with the aid of using thinking about it as a degree to enhance their enterprise performance and thereby the financial improvement.

### Research Gaps

As in keeping with the essential evaluation of the literatures and opinions with the aid of using the researcher, it's miles observed that the subsequent regions are taken into consideration as missing withinside the studies filed to date and accordingly all of them are covered as studies gap. Firstly, the inexperienced enterprise practices are analysed within side the standpoint of personnel, customers, suppliers, authorities and criminal elements. It has now no longer been elucidated control factor of view and the tasks taken with the aid of using pinnacle control. Secondly, the important thing troubles taken into consideration in maximum of the evaluation are taken outside surroundings which include criminal, elements into attention for his or her take a look at. The inner surroundings evaluation is likewise analysed with outside affairs. The inner evaluation with inner affairs and its elements aren't but explored quantitatively. Thirdly, the micro companies sectors are

beneath explored for the inexperienced enterprise practices studies to date. The intention of this gift take a look at is to fill within side the gaps recognized and stated from the literature opinions.

Harijono Djojodihardjo (2018) , in his article “Overview of inexperienced quad bubble enterprise jet aerodynamic configuration layout”, anticipated the opportunities of introducing some of visionary and pioneering thoughts and upcoming facilitating technology for a theoretical and aerodynamic layout of inexperienced enterprise jet plane to fulfill numerous necessities within side the Green angle and N + 2 Aircraft framework, and on the identical time, to fulfill the necessities of client demand, financial increase and eco-friendly upkeep. The studies layout is a synthesis of numerous plane layout methodologies has been executed via iterative optimization to reach on the conceptually designed plane with novel idea with most fulfilling overall performance within side the subsonic flight regimes. Through a meticulous attempt following the synthesized layout methodologies within side the conceptual layout phase, a conceptual layout of a quad-bubble enterprise jets with a hard and fast of specs that meet the inexperienced and N + 2 plane generation necessities and showcase promising performances is proposed and assessed inside latest plane generation improvement.

In this paper, “Turning to Sustainable Business Practices: A Macro advertising and marketing Perspective”, Mark Peterson and Matthew B. Lunde, (2016) , reviewed latest trends in advertising and marketing-associated sustainable enterprise practices (SBP) that macro advertising and marketing students have researched and debated for 4 decades. Such SBPs ought to be seemed as high quality steps closer to a destiny wherein enterprise does extra appropriate than damage in society. Using the technique of a literature evaluate, this paper highlighted the movements of marketers and corporations to put in force SBPs attributable to evaluation of the interaction among markets, advertising and marketing and society. Such evaluation is within side the culture of macro advertising and marketing scholarship. This take a look at recognized critical trends approximately an critical shift closer to adopting SBPs amongst many corporations, in addition to amongst customers – especially, in advanced international locations of the world. This take a look at cautioned that taking a macro advertising and marketing view gives students a vast lens on modern-day complicated market phenomena a good way to show powerful in higher know-how sustainability troubles.

In this take a look at, “Corporate sustainable enterprise practices and skills attraction”, Mohamad Abu Huzaifah bin Magbool et al, (2016) aimed to analyze whether or

not businesses can leverage on their sustainable enterprise practices to draw precious abilities to benefit aggressive gain over their competitors. Using factorial layout, the authors carried out an test to evaluate the beauty of an employer in step with the social identification theory, primarily based totally at the Bursa Malaysia company social obligation (CSR) framework attributes (consisting of environmental overall performance, network relation, place of business and market overall performance). The findings of the modern-day take a look at supported the perception of social identification theory, as take a look at topics had been attracted extra to businesses with excessive company sustainable enterprise (CSB) practices than businesses with low CSB practices. Specifically, findings of the modern-day take a look at discovered that task candidates have a better aim to sign up for and willingness to just accept a task provide from businesses with extra sustainable enterprise practices.

#### **Scope of the Study**

Sustainability is described in specific approaches all through industries (Jones, Hiller, Comfort, & Eastwood, 2005). Marshal and Brown (2003) gave the maximum ideal definition of sustainability as “the capacity of modern-day generations to fulfill their desires without compromising the ability of destiny generations to fulfill theirs.” Sustainability, which incorporates environmental quality and upkeep in addition to assembly the strain of emissions reductions, is swiftly turning into an critical difficulty for enterprise and additionally for public policy (Wooley, T. D., 2010). The time period sustainability is taken into consideration within side the shape of inexperienced enterprise practices on this studies. Organizations want to put in force new techniques to lessen dangerous environmental effect in their output (Lewis and Gretsakis, 2001; Sarkis, 1995, 2001). The purpose in the back of this is “consciousness of the customers approximately feasible surroundings troubles has pressured groups, authorities and each family to shop for inexperienced products” (Shultz and Holbrook, 1999). The inexperienced enterprise practices in Micro and Small companies are explored on this studies with the aid of using thinking about the subsequent important regions. The companies taken into consideration are best prepared Micro and Small companies wherein the companies are capable of be positioned with all of the enterprise features. The companies are taken into consideration for the studies best if they’re positioned in Madurai and now no longer restricted with every other region.

#### **Limitations of the Research**

No studies is escaped from the phrase of limitation. It is

ideal to make the restrictions to be regarded with the aid of using the researcher to keep away from similarly extra misperception. The following are the restrictions of the studies recognized with the aid of using the researcher: The inferences and conclusions are drawn for the prepared MSEs registered best in Madurai and now no longer to be generalized for different states. The inexperienced enterprise practices of MSEs are analysed on the premise of control angle and now no longer covered the personnel' and customers' perspectives.

### **Implication of the problem**

It is a boon to have a sustainable inexperienced enterprise surroundings with a approach of waste to wealth. Greening the surroundings is taken into consideration as a fine possibility to the surroundings to maintain itself with the aid of using the manner of having the whole lot proper and getting to know from failure. The sustainability is taken into consideration as an picture difficulty for micro and small companies to expose their futuristic view approximately their herbal wealth and its safety. The sustainability is a turnkey idea for micro and small enterprise corporations to have increase schedule as inexperienced giants with the element of performance in operations. The count number of greening is taken into consideration as an obsession for the personnel as they notion it's miles a brand new try for which they need to study a lot. This form of technique makes the outcomes at the surroundings very least. But assets can stretch best to date the brand new industrialists are recognized this possibility for higher overall performance. The critical parameters are recognized and the extent of sustainability of every and each element of the Indian society want to be concerted and amendments are encouraged in the ones parameters to enhance the inexperienced enterprise practices of micro and small companies in Madurai . Throughout this take a look at, the phrases surroundings-friendly, eco-friendly, sustainable and inexperienced is used interchangeably.

### **Objectives**

1. To recognise approximately consciousness of Micro and Small companies in the direction of inexperienced enterprise practices with unique connection with Madurai
2. To discover the desire of Micro and Small companies in the direction of inexperienced enterprise practices with unique connection with Madurai
3. To discover the effect of generation elements in inexperienced enterprise practices in of Micro and Small companies

### **Research Methodology**

The studies technique is exhibited via Research layout, pattern, survey device and gear for evaluation.

### **Research Design**

The descriptive studies layout is appropriate for this studies because it analyzes the existing surroundings as it's miles without making any manipulation within side the gift status. Descriptive studies is studies used to "describe" a situation, subject, behavior, or phenomenon. It is used to reply questions of who, what, when, wherein, and the way related to a specific studies query or problem. Descriptive research are regularly defined as research which can be worried with locating out "what is". It tries to accumulate quantifiable facts that may be used to statistically examine a target market or a specific subject.

### **Sample**

To check the hypothesis, the survey is carried out within side the prepared micro and small companies in Madurai with control factor of view of the inexperienced enterprise practices within side the employer. Totally 500 companies are taken into consideration for information series the use of stratified random sampling technique with the standards of 250 micro companies and 250 small companies.

### **Survey Instrument**

With connection with the literature evaluate and extensive take a look at on inexperienced enterprise practices, a based undisguised questionnaire has been advanced which comprising 3 elements in it. First element is conveying facts approximately the employer and its details. The 2nd one consists with organizational mindset and belief and the closing element is ready the affect of essential parameters at the inexperienced enterprise practices withinside the employer. The Pilot take a look at of the questionnaire has been executed with the aid of using taking a pattern of 10% from the pattern length of the studies (500 respondents) with the aid of using taking 25 micro companies and 25 small companies and the questionnaire has been allotted with masking letter, the respondents are requested to fill the questionnaire. The guidelines approximately the questionnaire were obtained from them and people guidelines are up to date withinside the questionnaire and finalized for similarly studies. The Questionnaire is sent to 500 companies in India and Stratified Random sampling technique is used to acquire information. The number one information are accrued via Mailed Questionnaire technique and via Enumerators.

### Period of Study

The Field paintings for information series has been carried with the aid of using the researcher for the duration from June 2021 to December 2021.

### Reliability Analysis - Internal consistency trying out

The reliability of the elements are recognized the use of inner consistency trying out wherein the alpha fee is tiers from 0.61 – 0.93. This reliability trying out imply whether or not all of the objects covered will come beneath identical set or now no longer, with constrained diploma of variability.

### Analysis Framework

The number one information accrued from the Micro and Small companies are analyzed primarily based totally at the goals of the studies. Confirmatory Factor evaluation, One manner ANOVA, Independent 't' check, Comparative Mean evaluation, Garret rating technique, percent evaluation, Multiple Regression evaluation and karlpearson correlation evaluation are used on this studies for evaluation. Impact of technological troubles in the direction of inexperienced enterprise practices in micro and small companies The effect of generation within side the employer is inevitable even as going into greening of enterprise operations, both immediately or indirectly. It can be within side the shape of up gradation of generation, advent of latest generation or customization of present generation. The micro and small companies also are stumble upon this generation effect of their enterprise sports. These affects are indexed

on the premise of enterprise capabilities within qside the employer on this studies. They are indexed below: • Issues of competitiveness • Issues of Human assets • Marketing & Sales troubles • Financial troubles • Improving inner structures • Issues of Market increase • Issues in overseas alternate The troubles of competitiveness imply the improvement of aggressive gain within side the enterprise. The HR troubles imply the information updation of personnel, labour marketplace structure, education and improvement programmes for personnel, etc. The advertising and marketing and income troubles are associated with promotional sports, salesmanship, etc. economic troubles are the investment sports of numerous inexperienced enterprise practices it associated with acquisition and alertness of funds. Improving inner structures that specialize in inner operations which include best control, manufacturing sports, uncooked substances procurement, etc. Issues of marketplace increase imply the product recognition and desire of the customers. Issues of overseas alternate are the possibilities for extra export orders.

Impact of technological troubles at the enterprise enjoy of micro and small companies

The effect of generation even as greening the enterprise sports of micro and small companies are rated the use of 5 factor score scale with five factors for terribly essential, four for essential, three for now no longer essential. 2 for does now no longer exist and one for now no longer aware. The scores are assessed the use of Multiple regression evaluation to take a look at the effect of generation at the enterprise enjoy of micro and small companies

**Table 1**

**Impact of technological issues on the business experience of micro and small enterprises**

1.a Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.278	.077	.070	1.380	

Source: Primary Data

The model summary indicated that the R square value is 0.077 with the standard error of the estimate as 1.380.					
1.b ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	78.955	4	19.739	10.371**	.000
Residual	942.123	495	1.903		
Total	1021.078	499			

Source : Primary data \*\* significant level – 1%



# International Journal of Business Management & Research

## (A Peer-Reviewed Bi-Annual Journal) ISSN: 2249-2143

The significance of the regression analysis is checked using one way Anova and it is indicated that there is a statistically significant difference existing between the impact of technology and the business experience in years of Micro and small enterprises.

1.c Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
1		B	Std. Error	Beta			
	(Constant)	3.298	.286		11.514	.000	
	Financial issues	-.119	.056	-.106	-2.108	.000	
	Improving internal systems	.276	.056	.269	4.955	.000	
	Issues of market growth	-.095	.061	-.068	-1.550	.000	
	Issues in foreign trade	.077	.055	.068	1.409	.000	

Source: Primary Data

From the coefficients, the Impact of technology on the business experience in years of micro and small enterprises is indicated using the regression equation as follows:

Regression of X on Y =  $3.298 - 0.119X_1 + 0.276X_2 + 0.095X_3 + 0.077X_4$

The term X indicates the impact of technology in micro and small enterprises. Y indicates the business experience in years of micro and small enterprises. The variables X1, X2, X3 and X4 indicate the four variables stated in the form of issues to measure the impact of technology in the micro and small enterprises listed as financial issues, improving internal systems, issues of market growth and issues in foreign trade respectively. The variables are changed with change in the total number of years of experience in business as multiples of -0.119, 0.276, 0.095 and 0.077 respectively. The constant Beta coefficient is 3.298.

1.d Excluded Variables					
Model	Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
Issues of competitiveness	.a	.	.	.	.000
Issues of human resources	.a	.	.	.	.000
Marketing & sales issues	.a	.	.	.	.000

Source: Primary Data

The variables of impact of technology such as issues of competitiveness, issues of human resources and marketing and sales issues are excluded in this regression analysis, as these variables are having their tolerance limit and collinearity as zero and are considered as does not make any impact due to change in business experience of the micro and small enterprises.

### Impact of technological issues on capital investment made in micro and small enterprises

The Multiple regression analysis is used to study the impact of technology on the capital investment made by the micro and small enterprises.

**Table 2**

### Impact of technological issues on capital investment made in micro and small enterprises

2.a Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.327a	0.107	0.099	1.217

Source: Primary Data

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The model summary indicated that the R square value is 0.107 with the standard error of the estimate as 1.217.

2.b ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.512	4	21.878	14.767**	.000
	Residual	733.390	495	1.482		
	Total	820.902	499			

Source : Primary data \*\* significant level – 1%

The significance of the regression analysis is checked using one way Anova and it is indicated that there is a statistically significant difference existing between the impact of technology and the capital investment made by the Micro and small enterprises.

2.c Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.861	.253		11.320	.000
	Financial issues	-.086	.050	-.085	-1.723	.086
	Improving internal systems	.243	.049	.264	4.939	.000
	Issues of market growth	-.060	.054	-.048	-1.117	.265
	Issues in foreign trade	.155	.049	.151	3.198	.001

Source: Primary Data

From the coefficients, the Impact of technology on the capital investment made by micro and small enterprises is indicated using the regression equation as follows:

Regression of X on Y =  $2.861 - 0.086X_1 + 0.243X_2 + 0.060X_3 + 0.155X_4$

The term X indicates the impact of technology in micro and small enterprises. Y indicates the capital investment made by micro and small enterprises. The variables X1, X2, X3 and X4 indicate the four variables stated in the form of issues to measure the impact of technology in the micro and small enterprises listed as financial issues, improving internal systems, issues of market growth and issues in foreign trade respectively. The variables are changed with change in the capital investment made in business as multiples of -0.086, 0.243, 0.060 and 0.155 respectively. The constant Beta coefficient is 2.861.

2.d Excluded Variables						
Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Issues of competitiveness	.a	.	.	.	.000
	Issues of human resources	.a	.	.	.	.000
	Marketing & sales issues	.a	.	.	.	.000

Source: Primary Data

The variables of impact of technology such as issues of competitiveness, issues of human resources and marketing and sales issues are excluded in this regression analysis, as these variables are having their tolerance limit and collinearity as zero and are considered as does not make any impact due to change in capital investment of the micro and small enterprises.

### Summary

The Impact of generation at the enterprise level in in years of micro and small companies is indicated the usage of the regression equation as follows: Regression of X on Y =  $3.298 - 0.119X_1 + 0.276X_2 + 0.095X_3 + 0.077X_4$ . The time period X suggests the effect of generation in micro and small companies. Y suggests the enterprise level in in years of micro and small companies. The variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> and X<sub>4</sub> suggest the 4 variables said within the shape of troubles to degree the effect of generation within the micro and small companies indexed as economic troubles, enhancing inner systems, troubles of marketplace increase and troubles in overseas alternate respectively. The variables are modified with trade within the general range of years of level in in enterprise as multiples of -0.119, 0.276, 0.095 and 0.077 respectively. The consistent Beta coefficient is 3.298. The Impact of generation at the capital funding made through micro and small companies is indicated the usage of the regression equation as follows: Regression of X on Y =  $2.861 - 0.086X_1 + 0.243X_2 + 0.060X_3 + 0.155X_4$ . The time period X suggests the effect of generation in micro and small companies. Y suggests the capital funding made through micro and small companies. The variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> and X<sub>4</sub> suggest the 4 variables said within the shape of troubles to degree the effect of generation within the micro and small companies indexed as economic troubles, enhancing inner systems, troubles of marketplace increase and troubles in overseas alternate respectively. The variables are modified with trade within the capital funding made in enterprise as multiples of -0.086, 0.243, 0.060 and 0.155 respectively. The consistent Beta coefficient is 2.861.

### Recommendations

By thinking about the large utilization of the phrases inclusive of eco-consciousness, social ethics and company social obligation amongst numerous media, it's far now an essential standards for the Micro and small companies to expose their inexperienced enterprise practices with social attention and its implications ought to be brilliant one for the consumers.

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