

Developing Business Opportunities for Psychological Deprived Communities Leadership

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Abstract:

In almost all national economies, small and medium-sized enterprises (SMEs) play an important position as core drivers of economic development. There have been concerted attempts to enhance their longevity and ultimate development, focusing on academics, politicians and governments alike. There is a serious challenge to sustainability, and both policy-makers and people in business have to work together. The danger to survival is real, and the condition will be out of hand unless the concerned parties take intensive effort. The research thus aimed to explore the impact on SMEs' survival in the market abilities (innovation, teamwork, networking and risk-taking). The following aims drove the research objective: defining the role of entrepreneurs' creativity, teamwork, networking and risk-taking skills in the sustainability of small and medium-sized businesses. The research discussed recent events, and the literature review clarified this. The literature review examined the connection of each of the different market skills with the impact on the worldwide survival of SMEs. The research has therefore selected a descriptive style for analysis. The results showed that the market abilities of SME owners (entrepreneurs) have a strong and important influence on the survival of SMEs (innovation skills, organizational ability, networking and risk-taking skills). This study, therefore, advises that managerial SMEs can implement creative skills to boost their longevity, strengthen leadership skills as key to corporate sustainability and success, ensure they use networking skills to achieve competitive advantages and grow their customer base and follow measured risk-taking strategies therein.

Keywords: Innovation, Risk Taking, Success, Leadership, Entrepreneurship, Psychological Deprived Communities

Introduction

As the key motors of economic growth, small and medium-sized businesses play a major role in nearly all national economies. The study belief has been that SMEs and creation have been closely and favourably linked since Schumpeter's early work. SMEs can have a high failure rate within their first three years of service (Zulfiqar, U., et al., 2020). There is also an emphasis on attempts to enhance SMEs' viability and subsequent creation through academics, policy-makers, and governments. Many small and medium-sized businesses have trouble with sustainability. Abdullah et al. (2010) argued that small and medium-sized companies need to improve their entrepreneurship expertise in today's competitive and quickly evolving organizational environments (Al Shraah, A., et al., 2021). You believe that business ability plays an important role in ensuring the longevity and success of a business (N.T.M. El-Dabe, et al., 2017).

SMEs encompass several businesses providing products and services involving shared or corporate management, family enterprises and partnerships. SMEs are present in various shapes and proportions in today's diverse market setting and may have near partnerships with other firms. Sometimes, these partnerships cannot differentiate between a small business and a larger business. Scale adjectives are added to SMEs, and economists identify them according to basic quantitative indices (Al-Shqairat, Z. I., et al., 2020). One of the most common factors for differentiating between small and big companies is the number of workers. In a small, medium-sized company, the regulatory term reflects numbers of workers, revenues and/or revenue. The European Commission recognizes this as its key criterion. The Ukrainian employment

ranges are officially categorized as small and micro-enterprises (one to 9 workers), small businesses (one to 49 workers), and medium businesses (50 to 99 persons). In this situation, the phrase 'work' does not mean partly or completely offset positions. This does not automatically refer to the actual number of workers working, whether paying in full or part. This research is only restricted to businesses with less than 100 staff.

Theoretical Review

One approach that can support or perpetuate research is a theoretical analysis. A theory aims at explaining, predicting and analyzing anomalies and often checking or broadening established knowledge within specified limits. A theoretical context presents the research, which explains when the topic of study emerged. The existing ideas, including their words, interpretations, and references to the relevant scientific literature, shall be included in a theoretical context. The theoretical framework indicates an appreciation of the ideas applicable to previous studies. Subjective but often important personal principles and an understanding of the significance of the study and of what roles to carry out the research and how to apply it was emphasized by Aghion (2015) in identifying philosophy and the mechanisms to be chosen by a researcher. Without a theoretical sense, the significance and interpretation of the analysis are unclear. This develops the guiding philosophy for study construction and promotion and provides the framework for evaluating the research's scientific, methodological, and practical approaches. The theoretical framework consists of the theory chosen by the scholar to analyze a topic and the concepts, meanings and conclusions guiding

the theory (Demir, M., Rjoub, H., & Yesiltas, M. (2021).

Theory of Innovation in Psychological: Schumpeter's Theory

Any plans are said to take effect, but it is not easy to find innovative alternatives. A thorough analysis is important in a given business area and perseverance in finding a new path. Ideas would, of course, be implemented because it isn't an easy process. But as a daunting challenge, it would be unfortunate to construct the whole building on a low base. The coherence of the idea of the organization is important (Almomani, R. Z. Q., et al., 2019). The versatility of the commodity being produced and expanded relies on whether the business can successfully manage rivalry or compete for viability and survival. Zhengdong (2011) reported that Schumpeter's theory of 1934 remains the most generally accepted theory of invention. This creativity philosophy highlights the advantages of investment and the incentives to produce innovative development creating demand that will improve (and alter) the rotating sales flow. In purely unequal situations, the gains from mechanisms of market domination are forced to nil. A rise in sales over 'normal' costs can be induced by improved customer power in delivery and markets in this traditional pricing and quantification (Li, H. S., et al., 2021).

New financial transactions are emerging, new forms of sustainable value addition are being generated, and earnings are being undermined. Developments in this field must be understood as a destructive and not as a smooth, 'creative destruction process. Creative disruption encourages developers to reject conventional paradigms and find solutions (Safi, A., et al., 2021). Based on wage stagnation, the firms accountable have a job loss, i.e., late (Abu-Rumman, A. (2021). New areas of development practices are being created, and revenues are raised.

Companies may be interested in internal innovation to introduce or produce new products or services (Li, M., et al., 2021). They may also rejuvenate themselves by inventive and modifying internal processes, systems or skills (Odugbesan, J. A., et al., 2021). They may define and adjust various strategic roles in developed markets. Innovative criteria often require unique, innovative ideas, which also require a high standard of experience, from which the particular field and industry depends (Alshawabkeh, R., et al., 2020).

For this analysis, this research is essential since viability depends on the business's survival. The profit principle for Schumpeter's innovation represents the position of monopolies of corporations with direct business advantages (Mishra, Shivam Kumar & Gupta, Ravi Kumar (2021). This traditional approach to the Schumpeter theory demonstrates, in the sense of the mainstream method of market-based research, that financial analysis mostly focuses on its role in economic commerce, primarily by the exchange. In placing a temporary lock on some industrial markets (products) and materials (processes), leading innovators generate big innovation incomes, typically connected to higher export prices and decreased deliveries or costs.

Theory of Leadership in Psychological: Path-Goal Theory

Turyakira (2015) has defined leadership as an individual's skill and capability to influence certain individuals in the same entity (Osama M. Abo-Seida, et al., 2020). The capacity has to evaluate, assess and agree with what may be done and how it can be achieved (Gupta, Ravi Kumar. (2019). Thomas (2010) defined management as a process that affects several people in order to achieve a common aim (Rjoub, H., Iloka, C. B., & Venugopal, V. (2022). These concepts recommend several elements central to leadership, including leadership is

a method; leadership includes influencing people; leadership is in a group; leadership means achieving a mission and Participants and adherents debate certain goals (Zafar, S.Z., et al., 2021). The belief that leadership is not just a limited number of people at birth characterizes leadership as a process. Leadership is a process that is defined as trade between leaders and representatives. As a method, leadership ensures that their followers are motivated positively or negatively (Abu-Rumman, A., et al., 2021). Thomas (2010) emphasized that management is not a one-way series but a two-fold cooperation experience between leaders and followers (Ahmed, Z., et al., 2021). The leader controls his/her fans, not vice versa. Everyone, not only those born with leadership as a mechanism, is allowed. More precisely, leadership is not exclusive to any one member of an influential formal group (Abu-Rumman, A. (2018).

Taneja (2014) notes that the direction model focuses on a management and conduct leadership style. Staff are more able to mimic their work atmosphere to meet the aims of corporate change. The leader determines the goal explicitly; sets the path for the goal; stops obstacles where possible; and provides political, moral or other help. Its mission is to empower, motivate and represent employees to become active company owners. The trajectory model is a theory that can be used as a framework for leaders to understand and pick such tasks and offer a consistent guide to everyday operating goals and strategies in line with their workers' wishes and the work climate.

The theory of the goal route offers the notion that rewards have a large part to play in the partnership between the manager, the subordinate and the subordinate's overall results. With two simple proposals, Kochadai (2012) established the path-goal concept. First, '[a] strategic function of the leader is to strengthen subordinate people's

psychological conditions and help them excel or accomplish their work'. In other terms, leaders should be mindful of the steps taken to communicate expectations and goals and boost the happiness of their subordinates through external solutions. Secondly, Kochadai (2012) claimed that the motivational purpose could be reached through consistent acts of the leader. The path-goal theory describes four conducts that promote individual participation (Gupta, Ravi Kumar. (2018). The four styles of management have been focused on three subordinate attitudes, the satisfaction of subordinates, the expectation of subordinates and the anticipation of subordinates' positive performance (Abu-Rumman, A., et al., 2021).

The Direction Target style offers a framework for subordinates and is a checklist, a participatory requirement and an achievement-oriented guideline, according to Klyver (2011). It clarifies the priorities and gives clear recommendations for meeting the necessary targets according to the requirements for achievement and organizations. The manager, focused on performance, establishes aggressive expectations; expects subordinate standards; constantly strives to increase efficiency; and ensures subordinates are accountable, make efforts, and achieve main objectives. The caring leader works responsively and creates an atmosphere where subordinates' performance is valued. However, before making a final decision, the participatory leader has the right to render a final judgment on compromise practices such as seeking input from subordinates. Th

This theory is essential for this study since a small company expands and develops. The members' action is consistent with the employee's incentive to enhance productivity. The acts and behaviour of the leader will affect followers, become a model for role models and offer specific guidance

and guidelines to achieve a survival objective. The role of understanding the management theory is to analyze the path subordinates would pursue to achieve the defined objectives. Subordinate members are empowered to meet these goals if representatives define expectations clearly, clarify how these priorities will be accomplished, minimize obstacles to achieving them and enable them to accomplish their objectives (O. M. Abo-Seida, et al., 2021).

Conceptual Framework

Barbosa (2016) defined the analytical framework as a brief description of the understudied phenomenon alongside a schematic or visual representation of the principal variables of the research. Conceptual frameworks are maps or graphs showing the correlation of the independent variables. The market skills examined include the independent parameters that influence Kenya's SMEs' survival.

Innovation Competency and SME Success

SMEs who do not apply engineering skills in a competitive market cannot and would struggle long-term. The increased losses in market share from adoption allow SMEs with continuous innovation to be more prone to sustainability. The best way to survive is creativity. The prevailing perception is that organizational creativity and performance are tied directly to ACCA (2010). In order to gain a sustainable competitive edge, corporations develop imitable assets. This is because helping firms favourably boosts efficiency, faster growth, more jobs and higher wages. A good small to medium-sized business wants both innovation and development simultaneously. When contrasted with non-innovative businesses, innovative small firms have dramatically improved their sales and growth speeds.

According to Ali et al. (2015), innovation positively affects earnings. SMEs can profit from introducing an innovation plan since innovation allows entrepreneurs to lease by temporary monopoly development. Because small firms will be running quicker, monopoly rents can be offered over longer periods than larger firms. Developing innovative technologies, services, approaches or market models targeted to appropriate niches is an important opportunity for SMEs to vary from competitors. SMEs are benefited from this because the consumer's recognition of the individuality of innovation continues to enjoy the rewards of the high brand loyalty and low price responsiveness of the sector. SMEs are particularly involved in filling enticing niches for artistic products since they are smaller.

Any study has nevertheless suggested that innovation would not impact the survival of businesses. This impact concentrates primarily on the organization's activities to pursue innovations that need additional financial and technological production and support for users. Further research also implies that the positive effects of innovation on survival may be significant, but since then, innovation has not benefited the company. However, further evidence confirms the direct positive correlation between innovation and progress, although there is still no connection between innovation and survival. A detailed review of these results is also required on how organizations' research activities contribute to their sustainability. These strategic advantages allow SMEs to negotiate efficiently with established firms much more than their smaller rivals. By selling innovative products, small entrepreneurs may conquer uncertainty on the market. Innovations will also produce new demands, promoting accelerated growth. The position of the business within the company is enhanced as the latest innovative small and

medium-sized companies manage to detect significant obstacles that impede competitiveness and creativity that lead to sustainable excess returns.

Leadership Competency and SME Success

Productive management is seen as a significant engine in management and a competitive strategic advantage to improve operational effectiveness. Transactional leadership benefits SMEs by linking duties with benefits and ensuring that staff are willing to execute their tasks. Visionary leaders create an optimistic vision for a potential world through metaphorical principles and application, form the perspective with direct experience and establish a vision commitment. Visionary leadership may include harmony, engagement, trust, motivation and ultimately progress in contemporary organizational environments (Osama M. Abo-Seida, et al., 2020).

Corporate leaders play an important role in defining workplace standards and inspiring workers to compete and coordinate corporate actions. Dola (2015) concluded that a long-term approach reflects on the leadership influence if those companies pursue effective means to help them overtake others. The leadership style and team performance have been examined in depth from this leading perspective. Some researched the strategic leadership role to consider using management styles and decisions to strengthen small to medium-sized businesses. Intangible assets of companies mixing personnel, systems and organizational performance, such as leadership, culture, knowledge and morals, are increasingly used as essential considerations. Considering corporate social responsibility, the core position of leadership for project execution and growth within and through organizations has been identified. The leader is diverse and

thorough, and many leadership qualities and skills have been established. Corporate social accountability is important for corporations. Members whose companies have seen positive shifts in company layout and focus in the literature D'Amato (2009) have a high degree of leadership styles, ability, and skills.

The only factor which decides their destiny is the essence of their leadership skills. However, previous studies indicated that leaders should carry out initiatives asking for changes in the direction of expertise of the company, offering the requisite guidance. The leadership styles that conform with the 'reasonable' leaders are trust, imagination, personality, passion, sense of humour and future vision, according to D'Amato et al. (2009). Today's leaders' challenge is to work in a dynamic, conflicting world and balance different stakeholders' principles, wishes, and demands (Agarwal, Akshata, Gupta, Ravi Kumar. (2021). Ebbers (2014) have argued that management is required for market growth, profitability and performance. Their appetite for strong leadership and achievement continues to develop as companies grow. Management is a preferred talent, and it's well rewarded for people with this skill. They say that leadership and the performance of SMEs are strongly related.

Networking Competency and SME Success

Networking is a critical element in raising efficiency for small and medium-sized businesses. Networking allows small enterprises to engage in marketing, providing opportunities to communicate with various markets and to render social capital better linked. Networking is a place to develop and strengthen marketing capabilities for SME owners and managers. This implies that networking among SMEs in clusters, strategic alliances and company agreements has become a competitive

weapon. Silva (20012) stated that both formal and informal networks and SMEs appear to be linked to networking. Participants closely and almost entirely participating are members of a cohesive network. Dola (2015) argued that networking socially allows businesses to take risks to lift company aspirations. Enterprises may also create networks to capture information, ideas and advice. Specifically, SME owners may obtain R&D (including research and development) outsourced to big firms. They may also create cooperative R&D companies.

Companies shall be limited to resources, sell some parts of the supply chain, and contend against comparable assets of other economic actors. Interior relations are essential in the growth and exploration of market opportunities, as economic operations are incorporated into larger networks between organizations. Networks are important to search for gaps, inventions, and skills in planning the new company. Potential spouses are also reluctant, if not their durability, to jeopardize their reputation, savings or other riches. Embedded partnerships with partners, enhanced by reciprocity and confidence, as defined using their capital commitment, facilitate the launch. Networks offer intelligence opportunities, making locating a social capital company. Third-party interactions also offer additional help when they reveal that successful entrepreneurs cooperate in the sense of business and regulators, as seen by a favourable perception of prospects for SMEs. Dola (2015) observed a favourable impact on SME growth on corporate networks.

Risk-taking Competency and SME Success

Over the last decade, the financial conditions for world economic development and wealth, despite methodological threats, have produced an excellent era. In addition,

a new source of increasing volatility emerges from the integrated global business climate, including structural financial challenges, higher prices, rapid supply chain growth, and continued development, the World Economic Forum 2008 Survey says. Risk management was

The reliability of decision making is usually known by design rather than by chance. One factor is that entrepreneurs feel they can take advantage of and prosper from this challenge. The most powerful SMEs in every industry and age share this function. Employers do not rely on aversion to danger, nor are they hunting for threats. Many might consider these businesses and others' accomplishments to be excellent. However, they can say why they have been successful, and it has led to a particular common product or service which is never repeated. With the result that creative products and potential consumers have grown, productive businesses will return to the well time and again. They need a risk management system to do this, which gives them a competitive advantage.

Critique of Existing Literature

In Spain, the impact of business expertise on SMEs was investigated in Sanchez (2012). The study showed the strategic scope and organizational capability were important factors, particularly for small and medium-sized business enterprise companies. This research, though, centred on a large number of employees in the area of services. A feasible growth will be to select small and medium-sized companies to find demand holes. The additional analysis examined the role of business skills in Tanzania's SME development. The report achieved market performance by proper management decisions such as flexibility and fast change adaptability, proactive preparation, and opportunities. In Indonesia, Esteve et al. (2008) addressed the role of company property and experience in SMEs'

performance in the sector. Although it was feasible to verify the proposed model empirically, certain disadvantages have been involved. SMEs in the Malang area of Indonesia were the subject of the study. More studies should then be performed to produce wider outcomes through other sectors. Secondly, this analysis does not consider the ethnic profiles of SME owners; further research could also assess business strengths, focused on gender differences such as comparison between men's and women's industry achievements and their corporate abilities.

In the area of entrepreneurial skill and SME productivity in Italy, Edoaka. (2015) carried out a study. However, the study was based on small and medium-sized Italian construction firms. Duplicate research may be carried out in all developing nations. Ng and Kee (2013) have researched the influence of market skills on SME performance in Malaysia controlled by organizational culture. The study showed that SMEs should do well with strong entrepreneurial skills at local and foreign levels. The areas of expertise include lifelong learning of knowledge, skills and strengths. SMEs can foster a business-friendly community through business learning. SMEs can have guidance on market valuation growth prospects. However, the study recognized that its list of capabilities is not comprehensive. Several essential factors for performance – such as SME leadership, innovation, identity and integrity, should be further evaluated. ACCA (2010) in Sri Lanka has been researching the capabilities in entrepreneurship and the entrepreneurship of tea processing firms. The findings indicated that the business capabilities of the owner or manager are closely related to consumer focus and measurements. Sri Lanka, however, is a limited, non-generalized tea field. Further scientific research can give insight into how

owners and management's entrepreneurship skills might affect the business course.

Sampling Frame, Techniques and Sample Size

A survey frame is the list of all population categories from which a sample is drawn. The sample size is the sample collection of all sample units of the population. This sample is taken from the initial or unit material. The process of sampling is the sorting of a sample. The methods used to get samples from a population normally make it possible to estimate the culture. This analysis utilized a random sampling method. SMEs is first categorized into businesses and providers of production, storage and distributing. A sample is a selected subset of the population concerned. The sample size is chosen primarily to decide if the required results in Annexes A and B are included in a representative survey. A significant factor to which an investigation is taken from a community is the sample size of an empirical study. The study is determined in this equation by population size proportions. The most commonly used stage is 0.05 and takes on certain importance, typically from 0.01 to 0.1. N (N = 268,100 in this study) is the survey amount, and e is the degree of significance (0.05). 400 people obtained the questionnaire in this sample, and only 123 respondents answered.

Data collection is a systematic tool for gathering and analyzing variables that allow answers to particular questions and interpretation of findings. Data processing systems are devices for data treatment. The purpose of any data set is to acquire evidence of accuracy that leads to a robust analysis of the data and an appealing and accurate answer to questions. Data collection methods are diverse, and the financial expectations, time and resources are substantially different. It can involve polls, workshops, experiments, studies, assessments and inquiries. Using a

questionnaire, this analysis collected the requisite data. A data collection tool is a questionnaire that specifically asks for the information sent. It contains a collection of meanings and unstructured problems on a Likert scale. Collecting accurate quantitative data profits from closed questions, whilst open-ended questions allow respondents to react to questions and give detailed responses. Questionnaires for this analysis have been chosen because they can be done quickly and comfortably and do not require time.

Data Collection Procedure

The system of data collection shows how to approach respondents to gather data. This approach is critical for properly collecting data. It guarantees the reliability and specificity of the results obtained and potential evaluations' correctness based on the findings' statements. In certain cases, this approach includes a basis for assessment and is intended to evolve. This study described the respondents from trading SMEs with stratified random samples. Both interviewees were first grouped with the sector (production, wholesale or retail exchange). Instead, the corresponding number in each field would be random. Framework surveys were circulated to the respondents for immediate replies; nevertheless, the questionnaires were left to complete the response and retrieved later if the respondents were reluctant or disturbed.

Research Testing

The research is a systematic statement of how independent and dependent variables should be related. It is research that analysis proves or denies the findings. This research created theories to help or confirm the analysis. This is either a clear research theory considered highly plausible in light of the evidence. The theories should be transparent, accurate, testable, recorded, narrow, and consistent with significant data collection. Hypotheses are tested

The analysis aimed to test the independent variables of each participant (Innovation, communication abilities, networking ability and risk-taking capacity) against the dependent variable (SME's survival in) using a linear retrieval model (typically referred to as α) at the 0.05 meaning level, which was taken p-value from the variable, as compared with the half significance of the individual As to the sum and the dependent variables, a multi-recital test was used at 0.05 and a p-value equal to half the significance was taken out of it to decide whether the null research was to be discarded. In order to refute the null research (or theories that there was a connection between the tested variables), the investigator attempted to determine that the observable evidence did not fit the null hypotheses. Since the empirical theories were unclear, they were discarded when the p-value was less than or equal to half the sum defined (p-value $\alpha/2$).

Multiple Regression Analysis

The dependent variable (success of SMEs) was regressed against the four variables: entrepreneurial competencies: innovation competency, leadership competency, networking competency, and risk-taking competency. The research model was derived from the theoretical framework. The relationship among the variables was depicted as below:

- $Y_s = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$, where
- Y_s = survival of SMES
- β_0 = constant (coefficient of intercept)
- X_1 = innovation competency
- X_2 = leadership competency
- X_3 = networking competency
- X_4 = risk-taking competency
- $1... \beta_4$ = regression coefficient of the four variables.

Analysis of variance (ANOVA) was used to test the significance of the overall model at a 0.05 level of significance.

Regression Analysis

The regression analysis presented in Table 4.1 aimed to test the relationship between the dependent and independent variables based on a significance level of 5%. If the results showed a significance level below 5%, H0 would be rejected, H1 accepted, and vice versa. All independent variables showed a significant relationship, with significance levels below 5%. For example, innovations (0.039), risk (0.041), leadership (0.030) and networking (0.031) had a direct relationship with financial performance. Based on the below table, the following equation could be executed.

Financial performance = 0.025 + 0.039 (innovations) + 0.041 (risk) + 0.030 (leadership) + 0.031 (networking). This indicated that:

- for every one unit increase in innovations, the financial performance of SMEs was affected by 3.9%
- for every one unit increase in risk, the financial performance of SMEs was affected by 4.1%
- for every one unit increase in leadership, the financial performance of SMEs was affected by 3%
- for every one unit increase in networking, the financial performance of SMEs was affected by 3.1%.

Regression Analysis

Table 1: Regression Analysis

Model Summary				
Model	R	R ²	Adjusted R ²	Std Error of the Estimate
1	.488 ^a	.446	.417	.02414
a. Predictors: (constant), networking, risk, innovations, leadership				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.022	4	.007	12.047	.000 ^b
	Residual	.051	91	.001		
	Total	.081	95			

a. Dependent variable: financial performance

b. Predictors: (constant), networking, risk, innovations, leadership

Coefficients					
Model		Unstandardized Coeff.		Standardized Coeff. T	Sig.
		B	Std. Error		
1	(Constant)	.027	.011	2.429	.025
	Innovations	.289	.121	.081	.039
	Risk	.282	.128	.198	.041

Leadership	.274	.105	.080	2.609	.030
Networking	.340	.091	.377	3.738	.031

a. Dependent variable: financial performance

It is thus possible to test the following assumptions:

- SME performance does not seem to be linked to innovative competence, according to statistics (rejected).
- Statistical data suggests a link between the ability to innovate and the success of small and medium-sized enterprises (SMEs) (accepted).
- Leadership competence and small and medium-sized enterprises (SMEs) are not statistically linked (rejected).
- Statistics show a link between leadership ability and the performance of small and medium-sized businesses (SME) (accepted).
- SMEs' performance in the global marketplace is not correlated with their ability to network, according to statistical data (rejected).
- Statistics show a link between networking skills and SMEs' performance in the global marketplace (accepted).
- No statistical evidence exists to support a link between risk-taking ability and the performance of small and medium-sized enterprises (SMEs) (rejected).
- Statistical data suggests that risk-taking competence and the success of small and medium-sized enterprises (SMEs) are linked (accepted) (table 1).

Summary of Research Findings

Innovation Competency and Survival of SMEs

This paper aimed to evaluate the effects of creativity on the growth of Ukrainian SMEs. Most of the interviewees have generated fresh concepts twice a year. Most respondents used mobile banking applications to include their businesses with various digital technologies. Many small and medium-sized businesses have developed technology applications such as Internet marketing, SMS banking and automation. Despite the rebranding, several businesses have already been marketed once. Good ties between creativity skills and the performance of SMEs have been seen in inferential statistics in this report. Innovation was often considered crucial to improving a business's potential to increase and succeed by innovative goods, procedures, and markets.

Leadership Competency and Survival of SMEs

The second purpose of the research was to investigate the impact on the progress of SMEs in entrepreneurship leadership skills. The study found that most SMEs had several leadership qualities, including the moving outcomes, contact with employees and employee morale (winning and promoting their wellbeing). The investigation also found that several organizations already have their preferred communication type of phones and emails. For the positive performance of their workers, the bulk of participants paid at least once. At least three leadership training sessions, each is attending a leadership school. The findings revealed that leadership skills strongly influenced the performance of these SMEs. Moreover, most respondents said that path, role modelling and total control and order was effective in their respective businesses. These findings are consistent with Pasmore

(2009), who stated that the leadership skills of companies provide corporations with the potential for improved and extended solutions and shared performance amongst employees.

Networking Competency and Survival of SMEs

The third research aimed to examine the effects on the survival of SMEs in networking abilities. The findings revealed that several participants served with other joint suppliers, confronted former clients and listed several streams of income for the intent of networking. The results have revealed that at least three social variables engaged in the plurality of respondents. Most participants became prepared for oversight, while some spent their time on recreation. Moreover, the findings showed that most participants engaged in important social network activities in conferences, lectures, exhibitions and focus groups. WhatsApp has been used more extensively on the social network platform selected by the study. Overall, the findings suggest that network competencies have a substantial and beneficial impact on the survival of small enterprises based on inferential statistics. Consumer performance in the digital world depends on the efficacy of the networking processes and the establishment of better opportunities.

Risk-taking Competency and Survival of SMEs

The research fourth aimed to establish risk effects on the sustainability of small and medium-sized businesses. The findings revealed that most respondents believed that judgments, risk assessment, proper analysis of risks and calculated measures affected the business's life. The study revealed that most respondents took no major risks to help the current position of their business. In addition, most participants have completed a risk appraisal for their business. The inferential statistics indicate that risk-taking

competencies in the sustainability of small companies have a positive and important effect. These findings concluded that risk-taking is a key element for small businesses which seek to transition their industries into new areas in some sectors and product lines.

Success of SMEs

The study examines SMEs' survival based on the respondents' views. In terms of respondents' working years, most respondents were in service for at least three years, but their figures have declined over time. Moreover, the results revealed that most respondents intended to shut down their company in the short run due to numerous reasons, including a reduction in profit margins, a shortage of capacity, a dedication to doing other things and a concentration on other businesses. In general, this study has shown that the performance of small and medium-sized businesses depends significantly on business awareness. Many small companies have used diversity, mergers and procurement to return their core sustainability methods to their market time and development plans and investment benefit.

Practical Contribution for Chosen Variables

Innovation Competency

This study recommends that small and medium-sized companies leverage innovation capabilities to improve their management success. By designing new product ranges and incorporating novel ideas, SMEs are more effective and increase their performance. SMEs should be competing in emerging industries and encouraging the ingenuity of their workers to boost efficiency and survival.

Leadership Competency

This research also suggests that owners of SMEs, in line with the review results,

improve their leadership skills as the main aspect of an organization's effectiveness and sustainability. As presidents, the owners should adopt direct contact strategies to foster cooperation and sometimes assign assignments, ideally by technical communication networks, to the workers as a training tool. As founders, managers in small companies can ensure that they direct workers by example. In addition, this study proposes that administrators of small- and medium-sized businesses ensure that consistent, sustainable plans are developed through a mutual purpose. These things may be attained if leaders strive to improve their leadership skills effectively according to their organizational priorities.

Networking Competency

This report recommends that businesses utilize networking to gain competitive benefits and extend their network marketing customer base. Enterprises may take advantage or drive for new economic markets through alliances, business sales and capital sharing with other entrepreneurs. The results suggest that the organization stays resilient and improves its performance chances as networking is commonly used as a strategic tool. If an SME owner has a network with someone, the network would not be a company touch but would be treated as a friend.

Risk-taking Competency

This research further proposes that SMEs use indicators of tactical movements to enforce risk control strategies and take close note of the available opportunities for optimizing the possibility of landings since architecture and chance render the efficacy of risk-taking greater. Therefore, reactive behaviour and secure routes can be taken, and customer administrators should not be vulnerable to unexpected threats.

Entrepreneurial Competency

SMEs can be considered efficient with diversification, fusions and acquisitions, and income reversal. In general, company skills have an important positive influence on the survival of SMEs. This paper reminds SME owners of their business skills to learn or improve these skills through seminars, workshops and group meetings. A regulatory authority, such as the MSCA, must force registration for SMEs and should include continued growth points via unique workshops to improve the survival of small and medium-sized enterprises and annual renewal of trade licenses that are bound to some minimum continuing points of professional development. To ensure that an education culture is maintained in small and small industries, regulations can enable small and medium-sized companies to participate in these preparations by improving their entrepreneurial skills.

Conclusion

This research was carried out on the grounds of entrepreneurial ability and the sustainability of SMEs. The study was restricted to small and medium-sized firms, with the smallest and medium-sized businesses providing an industrial structure. Related analysis in a remote district may be done, and the outcomes of studies contrasted. Four business talents involved the experience of creativity, teamwork, networking and risk-taking skills. Many additional entrepreneurial abilities, such as experience and managerial skills, can also be studied to examine how they affect small to medium-sized businesses. This research focuses on the survival of small companies and is primarily how small and medium-sized firms better thrive and support themselves. Similar research may be conducted into how entrepreneurship affects other aspects, like leadership and productivity, equally essential for SMEs. The review of this study indicates that the performance of SMEs is closely connected to the expertise of business people. Further

review may involve other factors, such as government policy interventions, versatility in the financing, venue, track record keeping, marketing experience, and economic conditions, that could promote micro-SMEs' sustainability.

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