

Relationship between Entrepreneurial Orientation and Small and Medium Enterprises Growth in Bauchi Metropolis, Nigeria

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Abstract : The main purpose of this research is to examine the relationship between entrepreneurial orientation (innovativeness, risk-taking propensity, and proactiveness) and SME's growth in Bauchi metropolis. The study is quantitative in nature using a cross-sectional survey. The population of the study was 364 SMEs. Using simple random sampling, 183 questionnaires were personally distributed, out of which 165 (90%) were found valid for the analysis. Kregcie and Morgan (1970) table was used to determine the sample size. Pearson correlation was used to test the hypotheses. The analysis was conducted with the aid of IBM Statistical Package for Social Sciences (SPSS) version 20. The results established that innovativeness, risk-taking propensity, and proactiveness have significant positive relationship with SME's growth. It is therefore recommended that SMEs' owners/managers should change their attitude by changing their product and mode of operation in line with customer demand, being proactive ahead of other competitors in trying a better way of doing things, and taking calculated risks in anticipation of high return in order for their businesses to survive and grow.

Keywords : SMEs growth, innovativeness, risk-taking propensity, proactiveness

Conference Title : ICMFE 2020 : International Conference on Management, Finance and Entrepreneurship

Conference Location : London, United Kingdom

Conference Dates : February 13-14, 2020