

Innovation and Performance of Very Small Agri-Food Enterprises in Cameroon

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Abstract : Agri-food VSEs in Cameroon are facing a succession of crises, lack of security, particularly in the Far North, South West, and North West regions, the consequences of the Covid 19 crisis, and the war in Ukraine . These multiple crises have benefited the reception of the prices of the raw materials. Moreover, the exacerbation of competitive pressures is driven by the technological acceleration of productive systems in emerging countries which increase the demands imposed on the markets. The Cameroonian VSE must therefore be able to meet the new challenges of international competition, especially through innovation. The objective of this research is to contribute to the knowledge of the effects of innovation on the performance of very small agribusinesses in Cameroon. On the methodological level, the data were provided from a sample of 153 companies in the cities of Douala and Yaoundé. This research uses structural equation models with latent variables. The main results show that there is a positive and significant link between innovation and the performance of very small agri-food companies, so if it is important for entrepreneurs to encourage and practice innovation, it is also necessary to make them understand and make them like this aspect in their strategic function.

Keywords : innovation, performance, very small enterprise, agrifood

Conference Title : ICSME 2022 : International Conference on Strategic Management and Entrepreneurship

Conference Location : New York, United States

Conference Dates : October 06-07, 2022