

The Relationship between Market Orientation, Human Resource Management, Adoption of Information Communication Technology, Performance of Small and Medium Enterprises and Mediating Cash Management

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Abstract : Transformation of Economic Development is aimed to transform Malaysia to become a high-income developed nation with a knowledge-based economy by 2020. To achieve this national agenda, the country needs to further strengthen its economic development, growth and well-being. Therefore, this study aspires to examine the relationship between market orientation, human resource management and adoption of information communication technology and SMEs performance and cash management as a mediator. This study will employ quantitative approaches. Questionnaires will be distributed to managers and owners in service sectors. The data collected will be analyzed using SPSS and Structural Equation Modelling. Resource Based Theory (RBT) adopts as an integral part of management literature that explains the performance of organizations through building resources and implement of their strategies.

Keywords : small medium enterprises (SMEs), market orientation, human resource management, adoption of information communication technology

Conference Title : ICEIM 2017 : International Conference on Entrepreneurship and Innovation Management

Conference Location : New York, United States

Conference Dates : June 04-05, 2017