



A Study on Quality Control as Competitive Tool for Small Scale Enterprises

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ABSTRACT

The notion of quality defines quality as a function of the attributes of a product or service. For instance, a product is considered to have quality if it fulfils all the standards set by the supplier. In this understanding of quality, there is an implicit correlation between quality and expenses. The suggestion is that as the quality increases, so does the cost of the product. Quality can be defined as the degree to which a product meets the specific requirements set by the customers. Quality, in the context of analytical work, refers to the ability to deliver a product within a certain timeframe, under specific conditions, at predetermined costs, and with the requisite level of care. The conditions below specify the data that shows and relates to the quality of use and its fitness, which may vary for different applications. The systems and mode of production will be determined by the market demand. The distribution of resources within the sector must be guided by the principles of efficiency, competitiveness, and productivity. The Small-Scale Industries (SSI) play a vital part in the economic development of countries like India. They play a crucial role in advancing the country's development by generating employment, mobilising and utilising resources, generating money, and facilitating slow and progressive transformation. These industries largely symbolise a phase in the economic shift from traditional sectors to new sectors. The traditional nature of this procedure is seen in the variations found in various sectors. These enterprises possess significant promise, yet they have not made satisfactory development. Their performance is hindered by labour issues, limited supply of raw materials, paucity of finance facilities, and a shortage of machinery. Appropriate actions are required to eliminate these obstacles in the optimal functioning of SSI. Quality control (QC) refers to a series of procedures designed to guarantee that a manufactured product or provided service conforms to a specific set of quality standards or fulfils the expectations of the client or customer. Quality assurance is a comprehensive process that includes activities like design analysis and inspection to detect and prevent faults, particularly in produced items. The primary objective of the study is to assess the utility of implementing quality control management concepts and practices in small-scale companies, as well as to evaluate the extent to which it has enhanced the standing of small-scale enterprises in India.

Keywords: Small Scale industries, Quality, Management, Products and services

1. Introduction

The notion of quality defines quality as a function of the attributes of a product or service. For instance, a product is considered to have quality if it fulfils all the standards set by the supplier. In this perspective of quality, there is an implicit correlation between quality and expenses. The suggestion is that as the quality increases, so does the cost of the product. Quality can be defined as the extent to which a product meets the specific requirements set by the customers. Quality, in the context of analytical work, refers to the ability to deliver a product within a certain timeframe, under specific conditions, at predetermined costs, and with the appropriate attention to detail. The conditions below specify the data that shows and relates to the quality of use and its fitness, which may vary for different applications. The systems and mode of production will be determined by the market demand. The distribution of resources within the sector must be guided by the principles of efficiency, competitiveness, and productivity. The Small-Scale Industries (SSI) play a vital part in the economic development of countries like India. They play a crucial role in advancing the country's development by generating employment, mobilising and utilising resources, generating money, and facilitating slow and progressive transformation. These industries predominantly symbolise a phase in the economic shift from conventional sectors to contemporary sectors. The historic character of this procedure is seen in the variations found within these businesses. These firms has significant promise, yet their success has been unsatisfactory. Their performance is hindered by workforce issues, limited availability of raw materials, lack of financial facilities, and insufficient machinery. Appropriate actions are required to eliminate these obstacles in the optimal functioning of SSI. Quality control (QC) refers to a series of procedures designed to guarantee that a manufactured product or provided service complies with specific quality standards or fulfils the expectations of the client or customer. Quality assurance is a comprehensive process that includes activities like design analysis and inspection to detect and prevent faults, particularly in produced items. The primary objective of the study is to assess the efficacy of implementing quality control management principles and practices in small-scale enterprises, and to evaluate the extent to which it has enhanced the standing of such industries in India.

Objectives

- * To determine whether the people are aware about the adoption of quality controls management concept and practices in small scale industries
- * To examine the effect of quality control on the performance of the small scale industries
- * To analyse the benefits of quality control management in small scale industries..

1.1 Review of Literature

The The globalisation of markets and activities compels organisations to reassess their quality concerns and, consequently, their overall organisational significance. In order to achieve true success in the global market, organisations must dedicate themselves to enhancing efficiency and quality in a timely and collaborative manner (Dobyns and Crawford, 1994).

In recent times, the concept of client services has gained prominence in contemporary business. As a result of these developments, the administrative language is currently filled with many innovations that are used to describe the same thing, which is customer support. Some examples of these terms include consumer loyalty, client care, client interactions, and so on (Nwosu, 1996).

Recently, the importance of customer service has become increasingly prominent in contemporary company. Due to this progress, the management lexicon is currently abundant with many technologies that are utilised to explain customer service. Some of the terms mentioned include customer satisfaction, customer care, and customer interactions (Nwosu, 1996).

In order to attain exceptional customer service, the implementation of Total Quality Management (TQM) methods, along with strong management dedication and effective organisation, would offer a reliable approach to enhance quality and consequently improve the overall competitiveness of the organisation (Christopher, 1994).

Small-scale enterprises play a crucial role in creating jobs and fostering economic growth in numerous economies. The source is the Journal of Small Business and Entrepreneurship. Various governmental interventions have been made to improve the employment creation capabilities of small-scale enterprises, acknowledging their significant significance. Extended

A cross-sectional study was carried out, involving 200 small-scale firm operators who were selected via multi-stage sampling. This study investigated the impact of entrepreneurs, business, and institutional features on the growth of small-scale firms in the Sunyani municipality of Ghana, specifically focusing on the promotion of these firms as an intervention. Thelin

The research study assessed the influence of entrepreneurial traits on the operational effectiveness of small-scale manufacturing firms in Nigeria. Charantimath

This is with a view to identifying these entrepreneurial characteristics and the factors that influence their translation to optimum business performance. (CHARANTIMATH) The study concluded that the negative attributes exhibited by the respondents in most of the PEC were critical factors in the dismal performance of the small-scale manufacturing industries, which need to be developed in the entrepreneurs through training. (Khanka)

This study is aimed to investigate the impact of the entrepreneurs' characteristics on small business success at Medical Instruments Supplies Organizations in Jordan. The population is small business of Medical Instruments Supplies Organizations in Jordan-Amman. (Long) The study surveyed the owners and managers working at these organizations which consist of 66 organizations. CHARANTIMATH

The study recommends carrying out similar studies on other industries in Jordan and other countries. Data collected by developed questionnaires. Statistical techniques such as descriptive statistics, t-test, ANOVA test, correlation, multiple regressions employed to test the hypotheses. The result shows that there is an impact of the entrepreneurs' characteristics on the small business success, which indicates the small business success related to the entrepreneurs' characteristics. (CHARANTIMATH)

This study examines the effect of entrepreneurial characteristics on the performance of small and medium scale enterprises using Yaba Local Government Area (L.G.A) of Lagos state as the case study. The research design selected for this study was the survey design and data were collected through questionnaire administered on 92 entrepreneurs in various activities. CHARANTIMATH

The data collected were analyzed through the use of descriptive statistics with the aid of SPSS. The formulated hypotheses were tested through the use of simple regression. Results revealed that entrepreneurial characteristics, entrepreneurial competency and orientation and the level of education of an entrepreneur all have a significant effect on the performance of small and medium scale business in Nigeria. (Gitman et al.) It was recommended that entrepreneurs must be exposed to various sources of information, educational and specialized training programmes in entrepreneurship to expose potential and existing entrepreneurs to risk-taking strategies inherent in self-employment and wealth creation. (Long)

The dynamic role of small and medium scale enterprises (SMEs) in developing countries have been highly emphasised. These enterprises have been identified as the means through which the rapid industrialisation and other developmental goals of these countries can be realised. (Kerr et al.)

This paper explores the achievements of the Small and Medium Scale Enterprise (SME) sector in Ghana and Malawi and the role government, internal and external support institutions have played in promoting the sector. The findings will assist policy makers, development agencies and business organisations to ascertain the appropriate strategy to improve the SME sector. ([Gitman et al.](#))

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Small-scale firms are essential contributors to employment generation and growth of many economies. In recognition of their salient role, several policy interventions have been implemented to enhance job creation functions of small-scale firms. This study examined one of these interventions, that is, promotion of small-scale firms in Sunyani municipality of Ghana by analyzing the effect of entrepreneurs, firm, and institutional characteristics on the growth of small-scale firms. A cross-sectional survey was conducted involving 200 small-scale firm operators selected through multi-stage sampling. Both descriptive and inferential analytical tools were used to analyze the data. Descriptive techniques employed included means, frequencies, and cross-tabulations. ([Theelin](#))

The research study evaluated the impact of entrepreneurial characteristics on the performance of small-scale manufacturing industries in Nigeria. This is with a view to identifying these entrepreneurial characteristics and the factors that influence their translation to optimum business performance. The study concluded that the negative attributes exhibited by the respondents in most of the PEC were critical factors in the dismal performance of the small-scale manufacturing industries, which need to be developed in the entrepreneurs through training. ([Wang et al.](#))

Small-scale firms are essential contributors to employment generation and growth of many economies. In recognition of their salient role, several policy interventions have been implemented to enhance job creation functions of small-scale firms. This study examined one of these interventions, that is, promotion of small-scale firms in Sunyani municipality of Ghana by analyzing the effect of entrepreneurs, firm, and institutional characteristics on the growth of small-scale firms. A cross-sectional survey was conducted involving 200 small-scale firm operators selected through multi-stage sampling. Both descriptive and inferential analytical tools were used to analyze the data. ([Wang et al.](#))

This study examines the effect of characteristics of entrepreneur and characteristics of the firm on the business success of Small and Medium Enterprises in Bangladesh. The study is based on survey methodology through a questionnaire administered on the owners and employees of small firms. Data are analyzed using statistical package for social sciences (SPSS). Two hypotheses are proposed and tested. The characteristic of entrepreneurs is found to be a significant factor for business success of SMEs in Bangladesh. However the firm characteristics are found not to be a significant factor on the business success of SMEs in Bangladesh. The results of the analysis show that only one of the demographic factors which is duration of organization operated has a significant effect toward business success of SMEs. ([Etemad et al.](#))

Small-scale industries are playing a significant role in the overall economic development of a country like India where millions of people are unemployed or underemployed. Poverty and unemployment are the burning problems of the country today. This sector, small-scale industries, solves these two problems through providing immediate large-scale employment, with lower investments. In a country like India where capital is scarce and unemployment is widespread, growth of small-scale industries is vital in order to achieve a balanced economic growth. ([Cole et al.](#))

1.2 Methodology

The present work is grounded in empirical research. It comprises the scientific framework of investigation. The process commenced with the identification of research issues through a comprehensive examination of existing literature. The primary contribution of the study was to gather data related to the specific domain and examine the hypothesis of a causal relationship between variables. The research design employed both exploratory and experimental methodologies. The process entailed investigating the issue, conducting experiments to validate the hypothesis, and presenting the solution based on the analysis. The convenience sampling method was employed. The size of the sample was 436. Information was gathered from both primary and secondary sources. The questionnaire served as the main method for collecting primary data, while journals, reports, and newsletters were utilised as secondary sources of data. The data was examined using version 21 of the SPSS software. An analysis was conducted on demographic statistics, including gender, educational qualification, income, and occupation. Hypothesis testing was performed using correlation. The analysis was conducted using cross tabulation.

1.4 Analysis

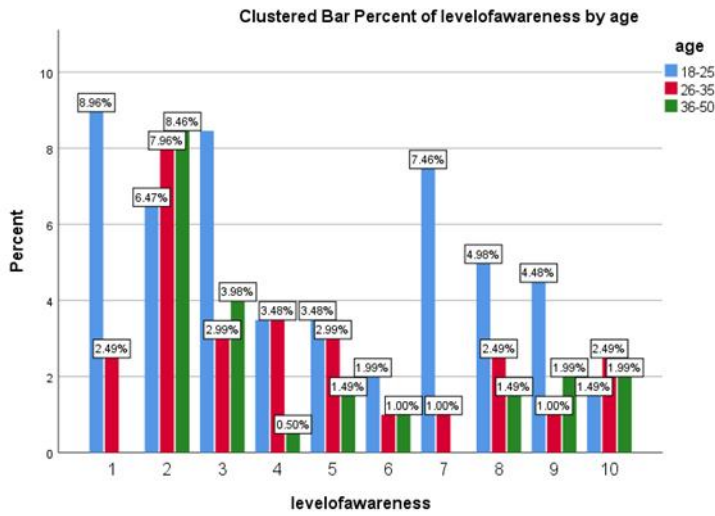


Figure 1

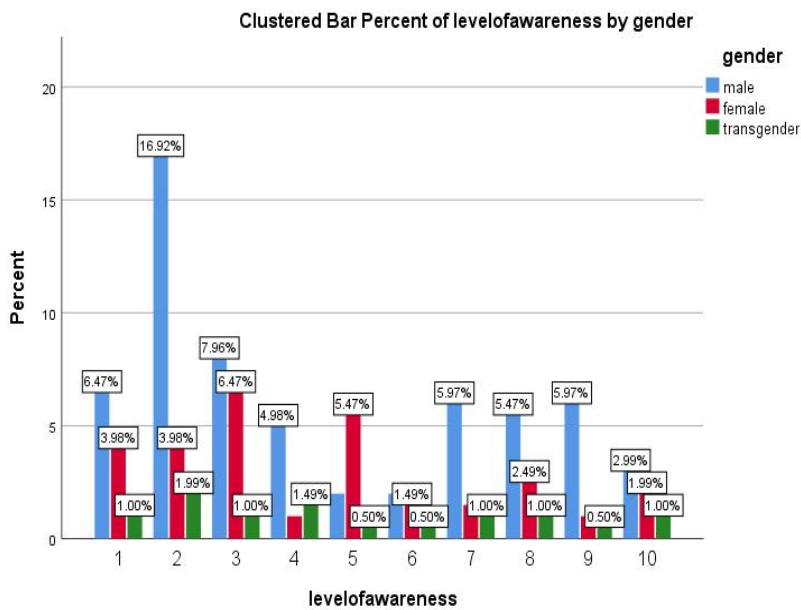
LEGEND :

The above figure shows the variability in the percentage of level of awareness with the age group of the respondents

RESULT :

It is seen that most of the people are not aware of quality control in india.and it is high in the case of 18-25.

FIGURE: 2



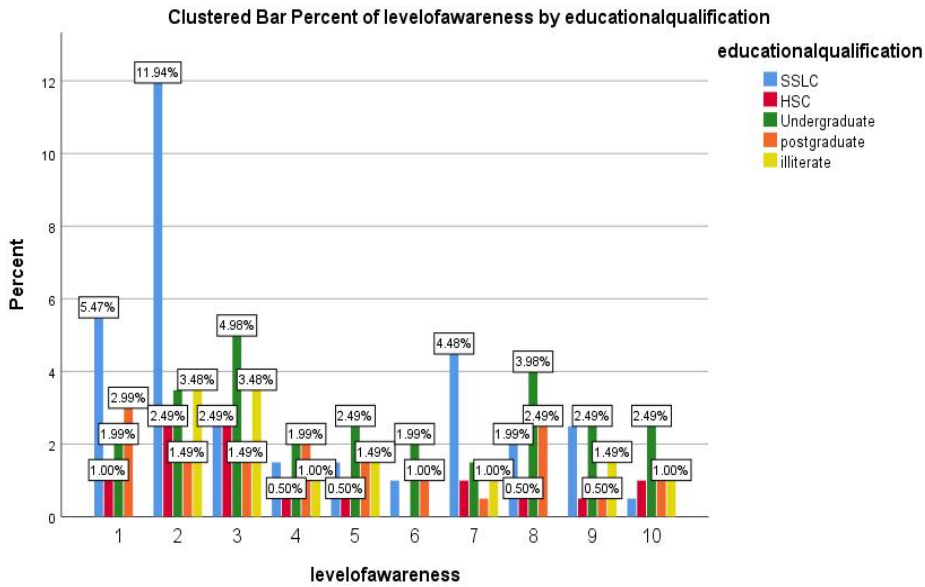
LEGEND :

The above figure shows the variability in the percentage of level of awareness with the gender of the respondents

RESULT :

It is seen that most of the people are not aware of quality control in india, and it is high in the case of male respondent

FIGURE: 3



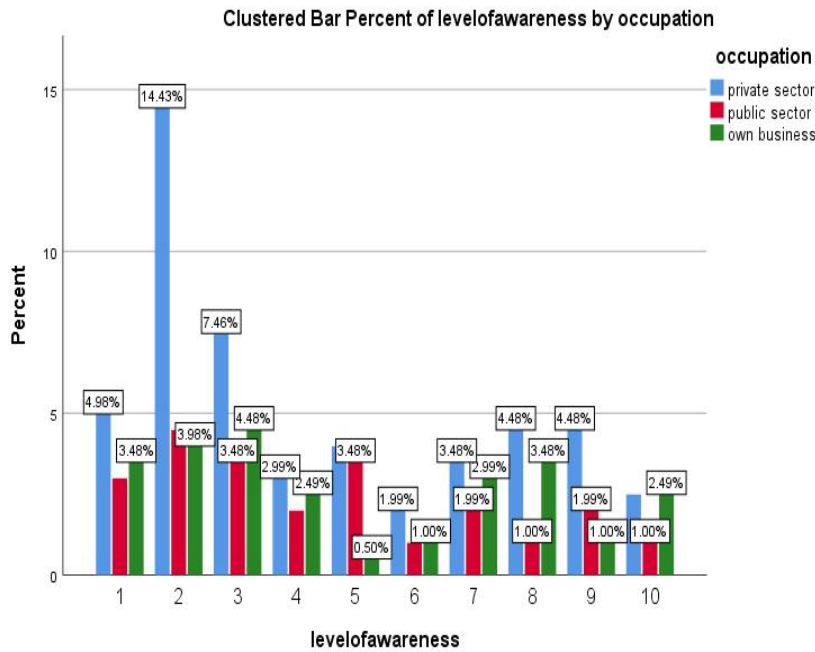
LEGEND :

The above figure shows the variability in the percentage of level of awareness with the educational qualifications of the respondents

RESULT :

It is seen that most of the people are not aware of quality control in India, and it is high in the case of SSLC respondents.

FIGURE: 4



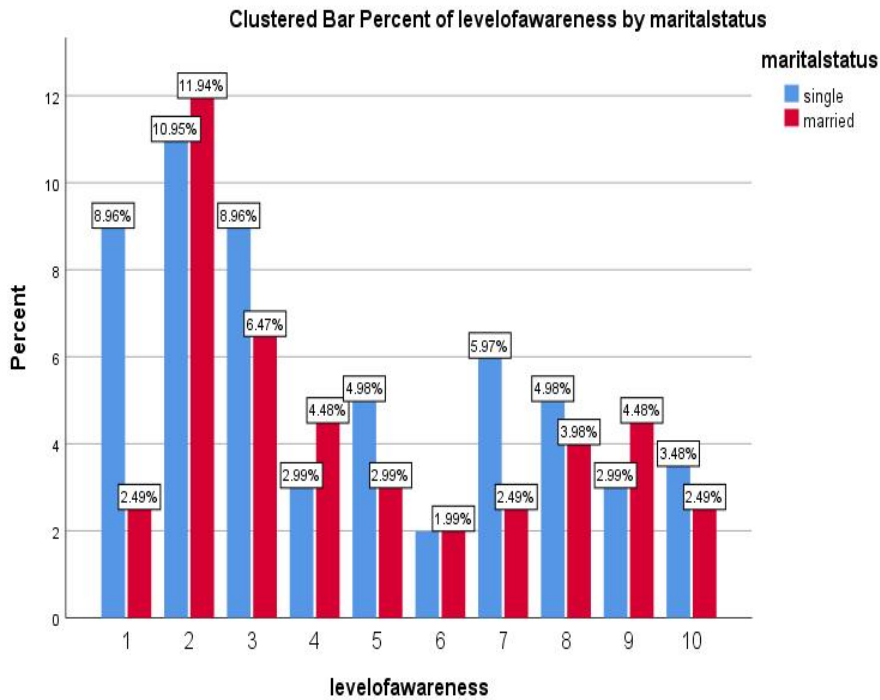
LEGEND :

The above figure shows the variability in the percentage of level of awareness with the occupation of the respondents

RESULT :

It is seen that most of the people are not aware of quality control in India, and it is high in the case of private sector respondents.

FIGURE: 5



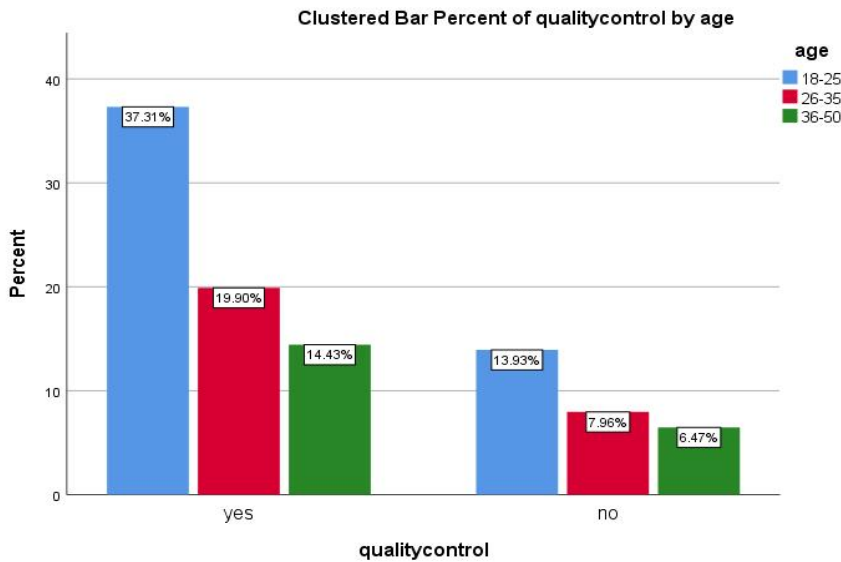
LEGEND :

The above figure shows the variability in the percentage of level of awareness with the age group of the respondents

RESULT :

It is seen that most of the people are not aware of quality control in India, and it is high in the case of unmarried people.

FIGURE: 6



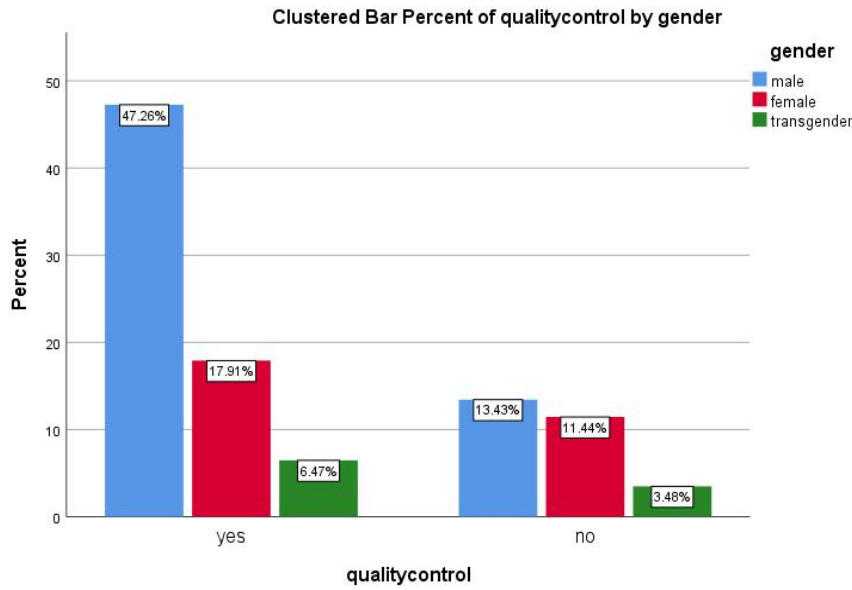
LEGEND :

The above figure shows the variability in the percentage of quality control methods are effective are not with the age group of the respondents

RESULT :

It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of 18-25.

FIGURE: 7



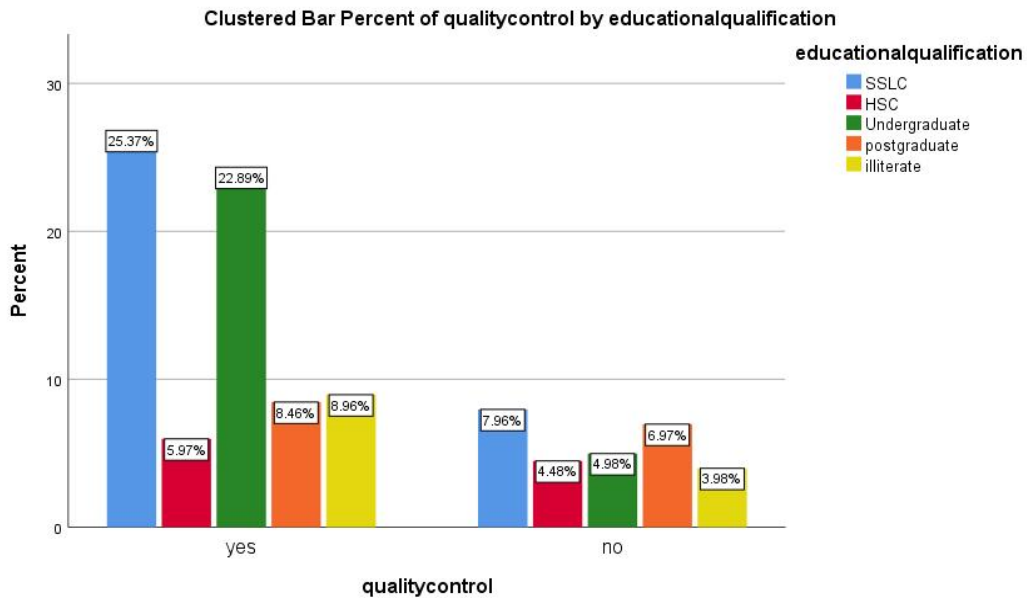
LEGEND :

The above figure shows the variability in the percentage of quality control methods are effective are not with the gender of the respondents

RESULT :

It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of male respondents.

FIGURE: 8



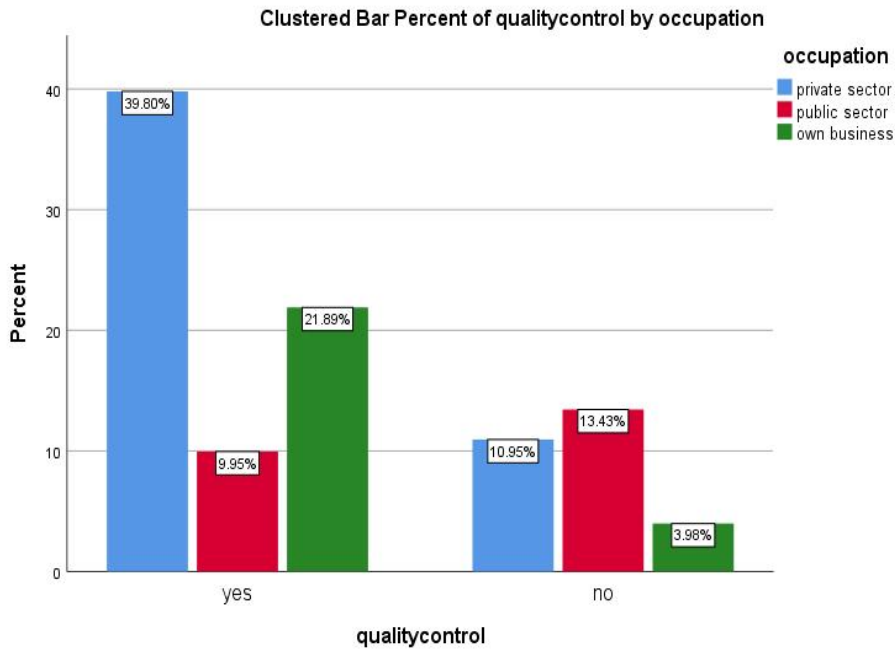
LEGEND :

The above figure shows the variability in the percentage of quality control methods are effective are not with the educational qualifications of the respondents

RESULT :

It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of SSLC respondents.

FIGURE: 9



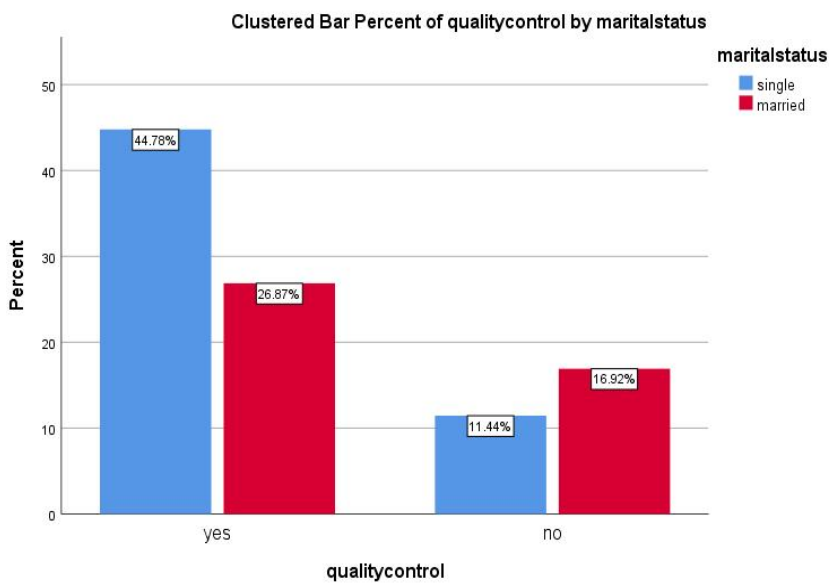
LEGEND :

The above figure shows the variability in the percentage of quality control methods are effective are not with the occupation of the respondents

RESULT :

It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of private sector respondents.

FIGURE: 10



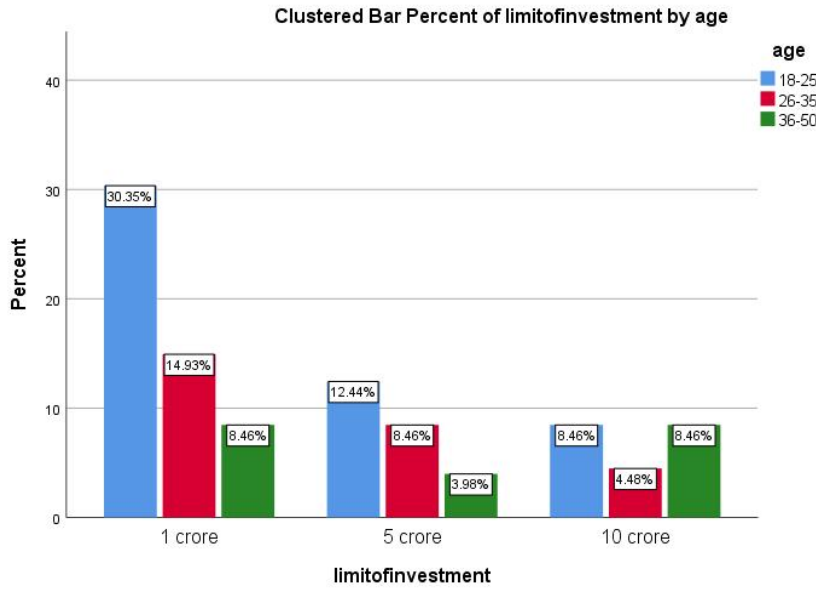
LEGEND :

The above figure shows the variability in the percentage of quality control methods are effective are not with the marital status of the respondents

RESULT :

It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of unmarried people.

FIGURE: 11



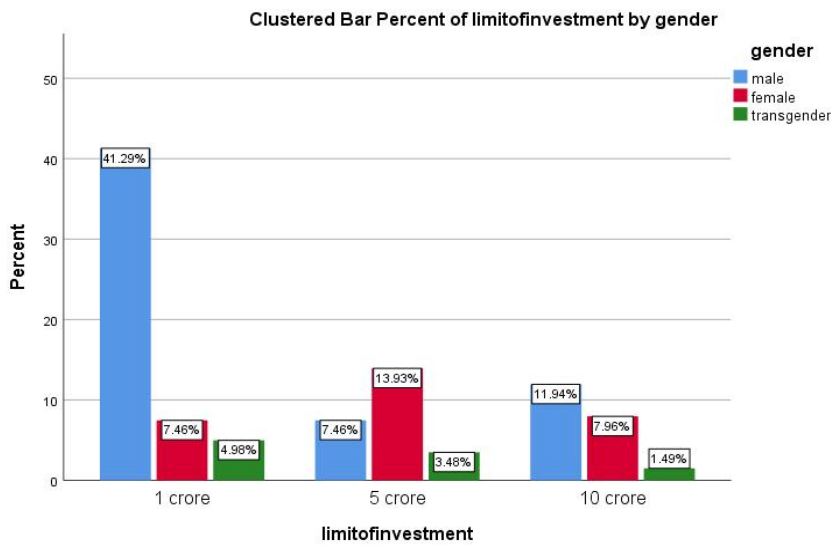
LEGEND :

The above figure shows the variability in the percentage of investment in the small scale industries with the age group of the respondents

RESULT :

It is seen that most of the people have responded that about 1crore is the maximum amount invested in the small scale industries in India and the responses are high in the case of 18-25.

FIGURE: 12



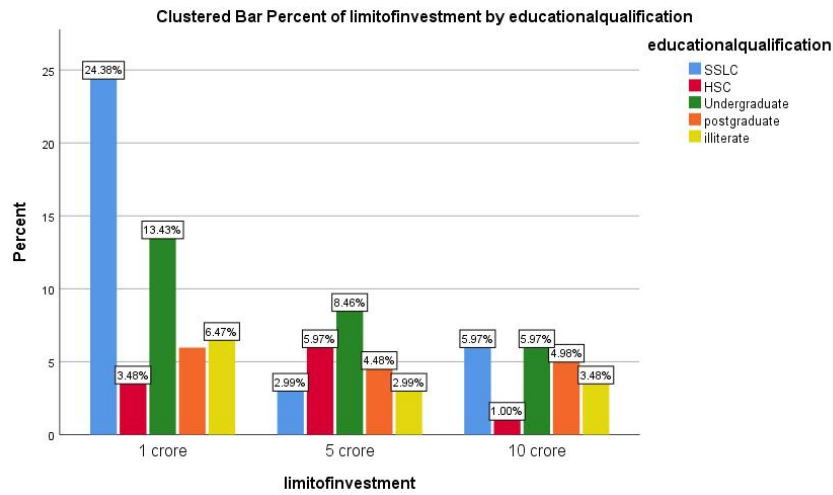
LEGEND :

The above figure shows the variability in the percentage of investment in the small scale industries with the gender of the respondents

RESULT :

It is seen that most of the people have responded that about 1crore is the maximum amount invested in the small scale industries in India and the responses are high in the case of male respondents.

FIGURE: 13



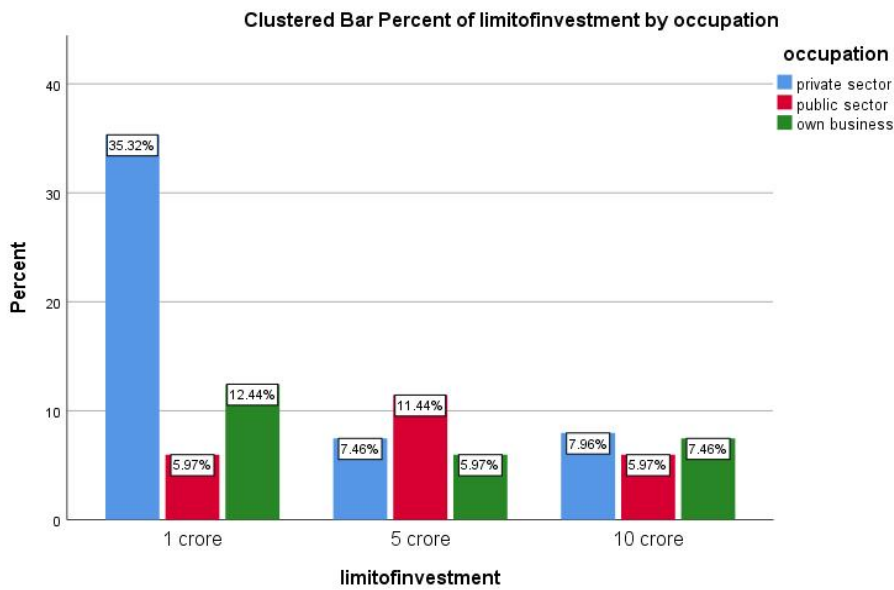
LEGEND :

The above figure shows the variability in the percentage of investment in the small scale industries with the educational qualifications of the respondents

RESULT :

It is seen that most of the people have responded that about 1crore is the maximum amount invested in the small scale industries in India and the responses are high in the case of SSLC respondents.

FIGURE: 14



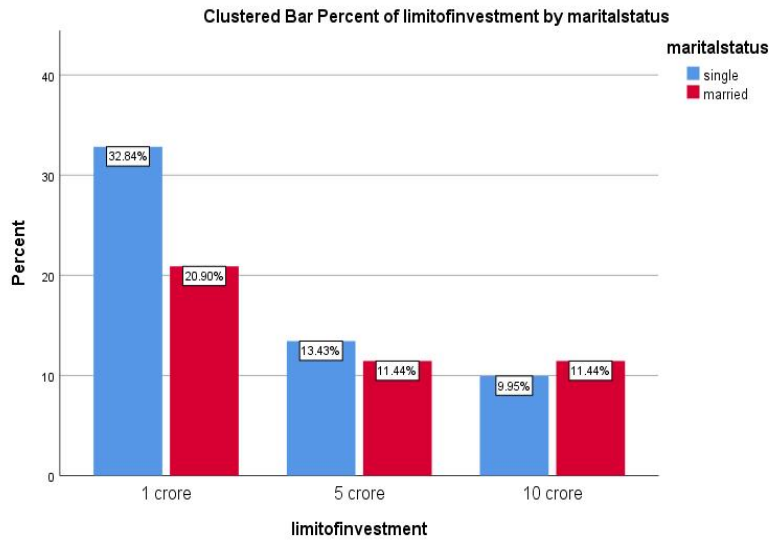
LEGEND :

The above figure shows the variability in the percentage of investment in the small scale industries with the occupation of the respondents

RESULT :

It is seen that most of the people have responded that about 1crore is the maximum amount invested in the small scale industries in India and the responses are high in the case of the private sector.

FIGURE: 15



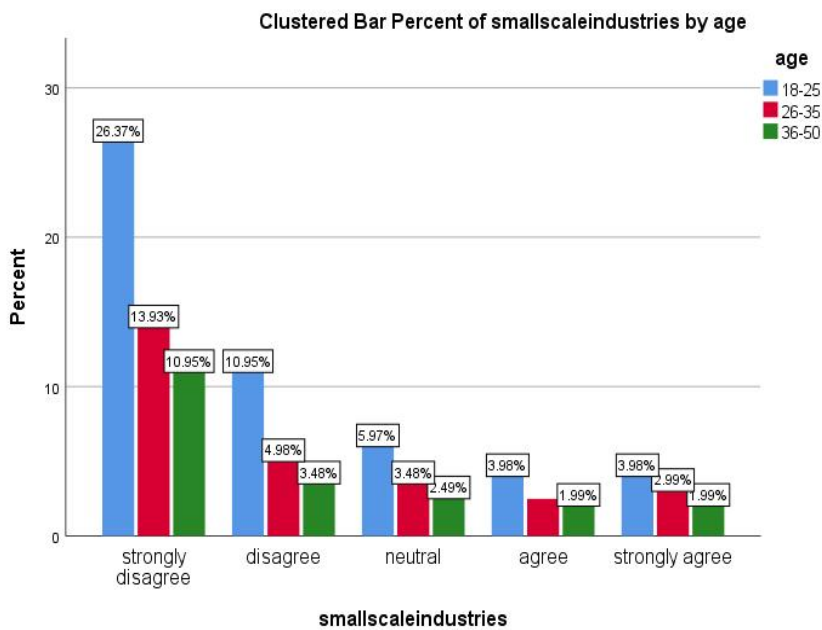
LEGEND :

The above figure shows the variability in the percentage of investment in the small scale industries with the marital status of the respondents

RESULT :

It is seen that most of the people have responded that about 1crore is the maximum amount invested in the small scale industries in India and the responses are high in the case of unmarried people.

FIGURE: 16



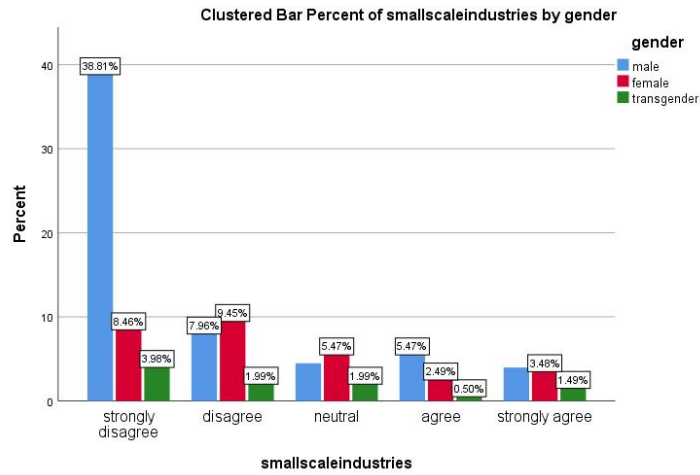
LEGEND :

The above figure shows the variability in the percentage of whether quality control management is helpful in developing the small scale industries that are not within the age group of the respondent.

RESULT :

It is seen that most of the people have responded and strongly agreed that quality control management are useful for developing small scale industries in India, and it is high in the case of 18-25.

FIGURE: 17



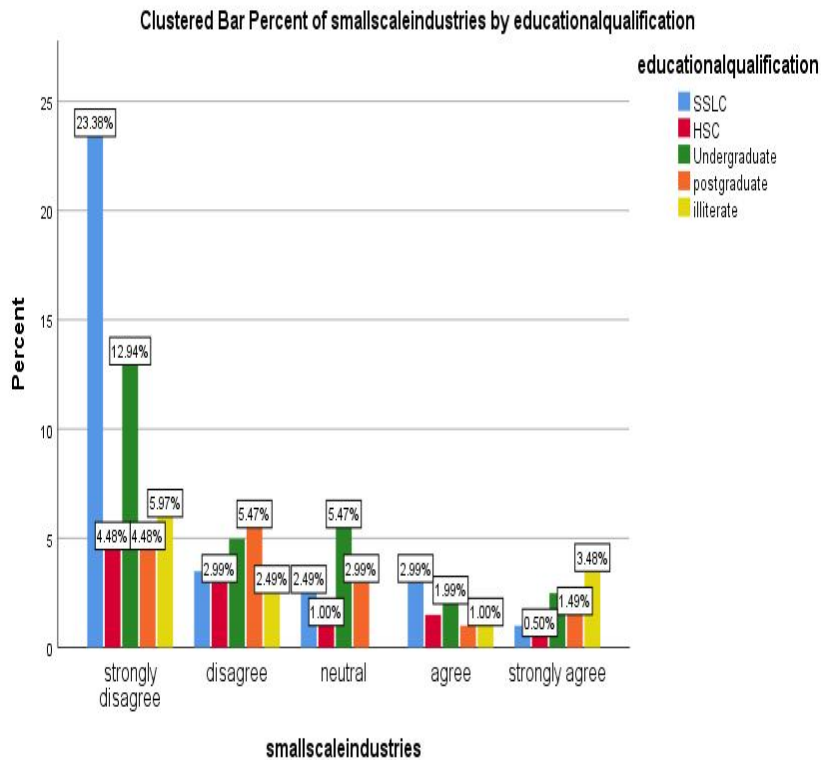
LEGEND :

The above figure shows the variability in the percentage of whether quality control management is helpful in developing the small scale industries that are not within the gender of the respondent.

RESULT :

It is seen that most of the people have responded and strongly agreed that quality control management is useful for developing small scale industries in India, and it is high in the case of male respondents.

FIGURE: 18



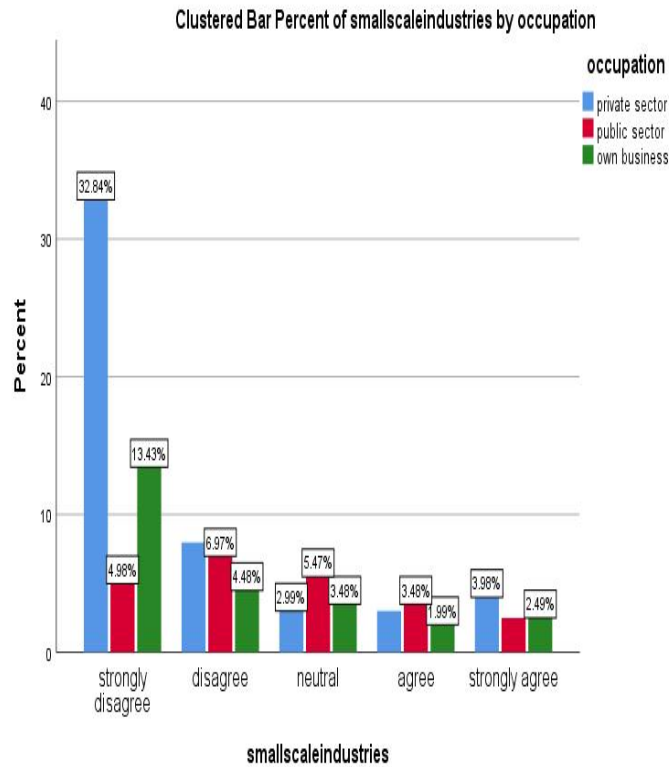
LEGEND :

The above figure shows the variability in the percentage of whether quality control management is helpful in developing the small scale industries that are not within the educational qualifications of the respondent.

RESULT :

It is seen that most of the people have responded and strongly agreed that quality control management are useful for developing small scale industries in India, and it is high in the case of SSLC respondents.

FIGURE: 19



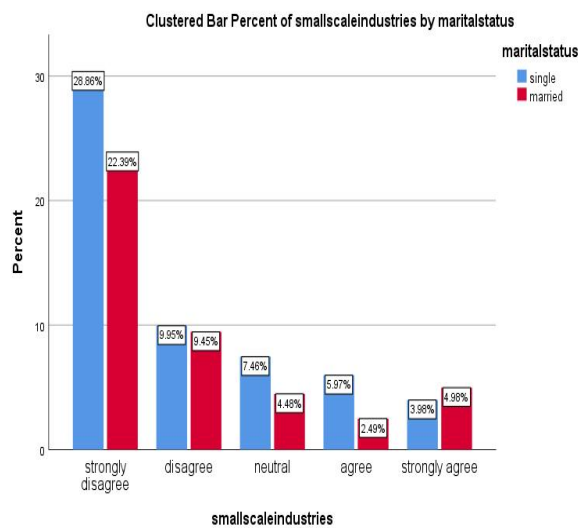
LEGEND :

The above figure shows the variability in the percentage of whether quality control management is helpful in developing the small scale industries that are not within the occupation of the respondent.

RESULT :

It is seen that most of the people have responded and strongly agreed that quality control management are useful for developing small scale industries in India, and it is high in the case of private sector respondents.

FIGURE: 20



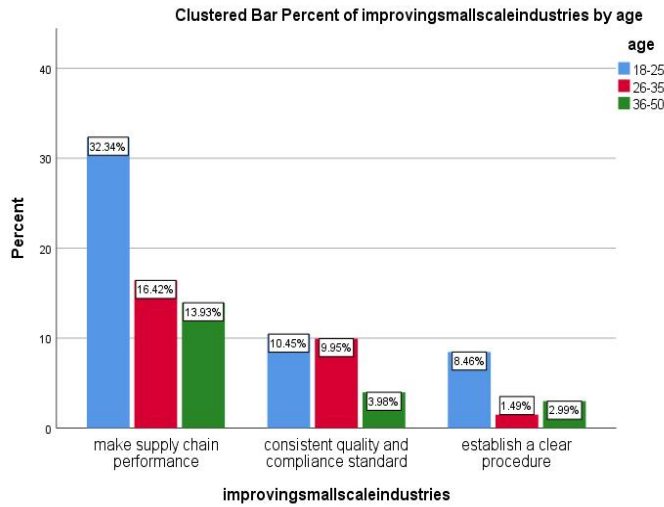
LEGEND :

The above figure shows the variability in the percentage of whether quality control management is helpful in developing the small scale industries that are not within the marital status of the respondent.

RESULT :

It is seen that most of the people have responded and strongly agreed that quality control management is useful for developing small scale industries in India, and it is high in the case of unmarried people.

FIGURE: 21



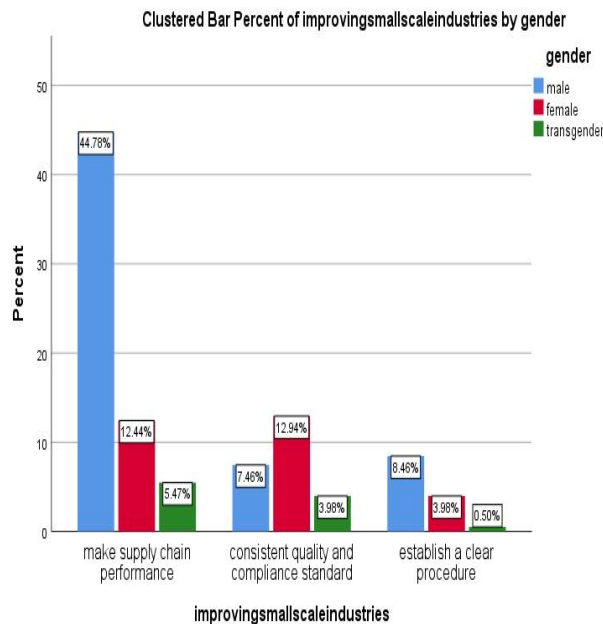
LEGEND :

The above figure shows the variability in the methods of improving the small scale industries in India varying with the age of the respondent.

RESULT :

It is seen that most of the people have responded and consider that making supply chain performance may make the small scale industries better and develop their conditions in India, the responses are high in the case of 18-25.

FIGURE: 22



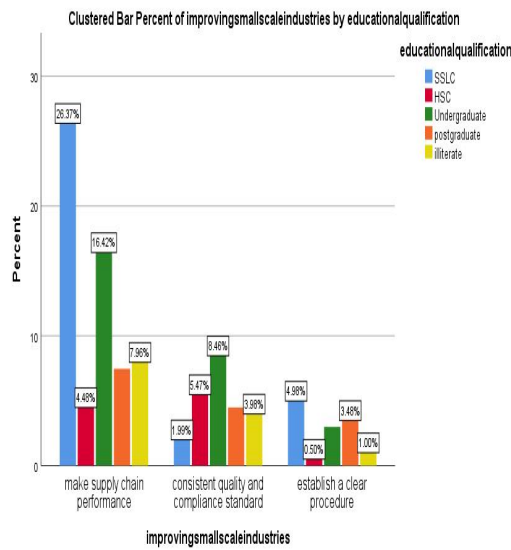
LEGEND :

The above figure shows the variability in the methods of improving the small scale industries in India varying with the gender of the respondent.

RESULT :

It is seen that most of the people have responded and consider that making supply chain performance may make the small scale industries better and develop their conditions in India, the responses are high in the case of male respondents.

FIGURE: 23



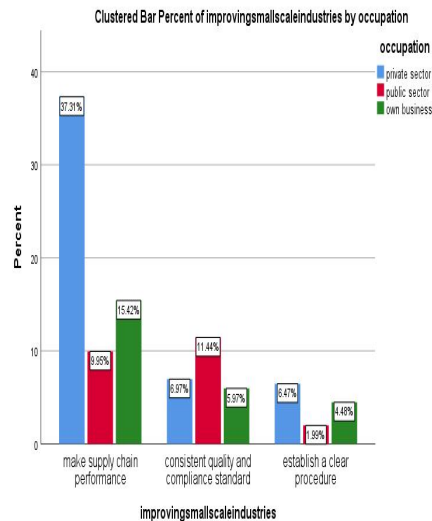
LEGEND :

The above figure shows the variability in the methods of improving the small scale industries in India varying with the educational qualifications of the respondent.

RESULT :

It is seen that most of the people have responded and consider that making supply chain performance may make the small scale industries better and develop their conditions in India, the responses are high in the case of SSLC respondents.

FIGURE: 24



LEGEND :

The above figure shows the variability in the methods of improving the small scale industries in India varying with the occupation of the respondent.

RESULT :

It is seen that most of the people have responded and consider that making supply chain performance may make the small scale industries better and develop their conditions in India, the responses are high in the case of private sector respondents.

DISCUSSION:

From figure 1-10, It is seen that most of the people are not aware of quality control in india.and it is high in the case of 18-25.It is seen that most of the people are not aware of quality control in india, and it is high in the case of male respondent.It is seen that most of the people are not aware of quality

control in India, and it is high in the case of SSLC respondents. It is seen that most of the people are not aware of quality control in India, and it is high in the case of private sector respondents. It is seen that most of the people are not aware of quality control in India, and it is high in the case of unmarried people. It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of 18-25. It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of male respondents. It is seen that most of the people are agreeing that quality control methods are effective for developing small scale industries in India, and it is high in the case of SSLC respondents, it seen that most of the respondent are agreeing that quality control management are really helpful in improving the small scale industries.

3. Discussion

Figure 1 People who are self employed and, public sector people stated that media influences a person's behaviour and traits as people find similar or attracted towards anything, it tends to change the behaviour as well as traits of a person. Figure 2 people stated that media influences a person's behaviour and traits because once people find something similar or attracted towards anything, it tends to change the behaviour as well as traits of a person. Figure 3 both male and female stated that media influences media influence a person's behaviour and traits because once people find something similar or attracted towards anything, it tend to change the behaviour as well as traits of a person. Figure 4 people of age group 21-40 people stated that media influences a person's behaviour and traits because once people finds similar or attracted towards anything, it tend to change the behaviour as well as traits of a person. The figure 5-8 shows the distribution of gender with respect to the opinion on viewers are influenced as the character appears to be similar and respondents had agreed upon the statement because only when people find similarities they tend to give more attention hence has effect upon them. In figure 9 people who belong to the private sector stated adults, public sector people stated elderly people and self employed stated adults. Figure 10 People who are at school level stated adolescents, UG and uneducated stated adults and PG stated elderly people. Because rather than children and adolescents people belong to adults and elderly category as they tend to be more attracted towards these sort of violent content. In figure 11 and 12 almost everyone both male and female, of all ages stated adults and elderly people. This may be due to the as they tend to be more attracted towards these sorts of violent content. In figure 13,14,15 and 16 almost everyone both male and female, of all ages and working in the private and public sector, or self-employed, the most common answers were aggressive behaviour and desensitisation to violence as that could be a feasible outcome of such attraction and interest. The figure 17 shows the distribution of occupation with respect to the opinion on influence on violence created by the media which has short term effects. The figure 18 shows the distribution of educational qualification with respect to the opinion on influence on violence created by media which has short term effects People have rated between 1-5 with respect to opinion on influence on violence created by media which has short term effects because it only does not lead to short effects it does have an impact which would pertain to long term. Figure 19 shows the distribution of gender with respect to the opinion on influence on violence created by media which has short term effects. The figure 20 shows the distribution of age with respect to the opinion on influence on violence created by media which has short term effects. People have rated between 6-7 with respect to opinion on influence on violence created by media which has short term effects because it only does not lead to short effects it does have an impact which would pertain to long term.

4. Conclusion

Small and medium-sized enterprises (SMEs) are experiencing continuous growth. However, there are still numerous areas that require further investigation. Quality control is a crucial issue. An essential component of quality control involves the implementation of clearly specified controls. These controls facilitate the standardisation of both manufacturing processes and responses to quality issues. By clearly assigning specific production activities to workers, the likelihood of employees engaging in tasks without sufficient training is minimised, thereby reducing the margin for error. Currently, the Quality staff is also engaged in the investigation of customer complaints, the assessment of new suppliers and materials, internal audits to ensure compliance with legislation, and the maintenance of partnerships with vendors. The majority of manufacturing plants have the capacity to generate hundreds or even thousands of goods on a daily basis. Due to the high volume of production, the quality control department is unable to inspect every individual product. This is where scientific sampling is utilised. Having proficient workers at every stage of the process is crucial. Creating high-quality goods is a collaborative endeavour that relies on the assistance of line operators, cleaning and changeover crews, and Manufacturing Management.

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