A conceptual model for measuring the competency level of Small and Medium-sized Enterprises (SMEs)

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ABSTRACT

Small and Medium-Sized Enterprises (SMEs) are of major importance to developing countries. SMEs are the main drivers to strengthen society in sustaining economic growth and development. Governments provide various support programs to improve their industrial power and to increase the number of enterprises in the market. The enterprises must be assessed and suitable funds should be provided to those in need, to achieve an effective support program in the most efficient way. This requires implementing an assessment methodology based on a predefined set of scientific criteria. The current literature is comprehensive enough to assess the healthiness of the enterprises concerning strategic, technologic, financial as well as intellectual competencies but on the other hand, it lacks of an assessment model. This study aims to introduce a general framework for sustaining an effective assessment methodology for SMEs to eliminate this gap. The proposed model measures five different types of competencies such as Technological Competency, Strategic Competency, Financial Competency, Intellectual Competency, R&D and Innovation Competency. These competencies are to put forth the conditions in which the enterprises are running accurately. A real-life case study is conducted to ensure the baseline of the model to be implemented. The governmental organizations may utilize the model for sustaining their support role effectively to SMEs.

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Konceptualni model za merjenje ravni usposobljenosti malih in srednje velikih podjetij (SME)

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POVZETEK

Mala in srednje velika podjetja (SME) so velikega pomena za države v razvoju. Podjetja SME so glavna gonilna sila za krepitev družbe pri ohranjanju gospodarske rasti in razvoja. Vlade zagotavljajo različne podporne programe za izboljšanje svoje industrijske moči in povečanje števila podjetij na trgu. Da bi dosegli učinkovit program podpore, je podjetja treba oceniti in tistim, ki jih potrebujejo, zagotoviti ustrezna sredstva. To zahteva izvajanje metodologije ocenjevanja, ki temelji na vnaprej določenih znanstvenih merilih. Aktualna literatura je dovolj obsežna, da lahko ocenimo uspešnost podjetij glede strateške, tehnološke, finančne in intelektualne usposobljenosti, po drugi strani pa model ocenjevanja še ne obstaja. Namen te študije je uvesti splošen okvir za ocenjevanje podjetij SME in s tem odpraviti vrzel. Predlagani model meri pet različnih vrst usposobljenosti podjetij, in sicer tehnološko, strateško, finančno in intelektualno ter usposobljenost za raziskave in razvoj ter inovacije. Kazalniki usposobljenosti pokažejo ali podjetja delujejo ustrezno. Izvedena je študija primera na realnih podatkih, ki zagotavlja izhodišče modela. Vladne organizacije lahko uporabijo model za ohranitev svoje podporne vloge za podjetja SME.

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Ključne besede:

Mala in srednje velika podjetja (SME);
Ocena usposobljenosti;
Tehnološka usposobljenost;
Strateška usposobljenost;
Finančna usposobljenost;
Intelektualna usposobljenost;
Usposobljenost za raziskave in razvoj ter inovacije;
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