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Influence of SMEs' Industry Field on Performance

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Influence of SMEs' Industry Field on Performance

TREO Talk Paper

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Abstract

As an empirical study to encourage technology-based entrepreneurs, this paper reviewed the concept of success variables and competencies that could increase the likelihood of SMEs' success. To analyze the impact on entrepreneurship capabilities and to identify causal relationships, we analyzed the effects and differences on related factors.

To derive solutions that improve SME performance, we studied the following goals:

First, the causal relationship was identified by analyzing the effect of success variables on competency and business performance. Second, the effect of success variables through the mediating effect of competency on business performance was analyzed empirically. Third, the effect of competency on business performance was analyzed empirically. Fourth, the moderating effect of whether there are differences in factors affecting business performance according to six industries such as electricity / electronics, IT / SW was verified.

The results of this study will be provided to the government policymakers and government support organizations to incubating youth entrepreneurship, and even if they are founded, they will contribute to creating business results without failure by supplementing and strengthening the success variables for each industry sector.

Our research model, as shown in Figure 1, attempts to answer the following research questions. 1) To what extent are SME success variables and capabilities affecting performance? 2) If a success variable affects performance, which one has a mediating effect? 3) Does the industry sector have a moderating effect on performance, or is there a difference in the moderating effect by industry?

The study model is summarized as follows. 1) The independent variable is a success variable, consists of four sub-factors, the mediator variable is competency, consists of two sub-factors, and has one dependent variable. 2) The technical performance was empirically analyzed the causal relationship and the level of influence with potential variables. 3) Using data group analysis according to industry, the difference in performance impact was confirmed. The hypothesis verification results are shown in Figure 2.

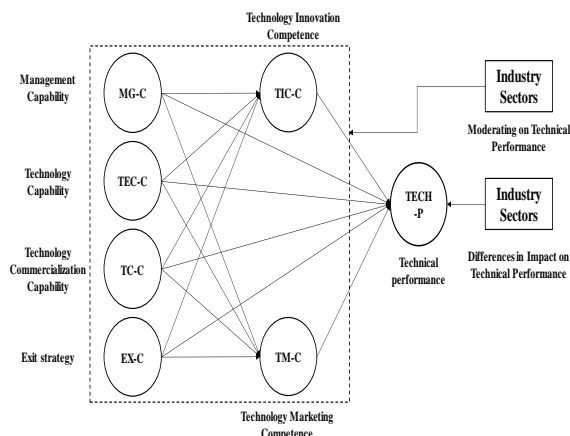


Figure 1. Final Structural Research Model

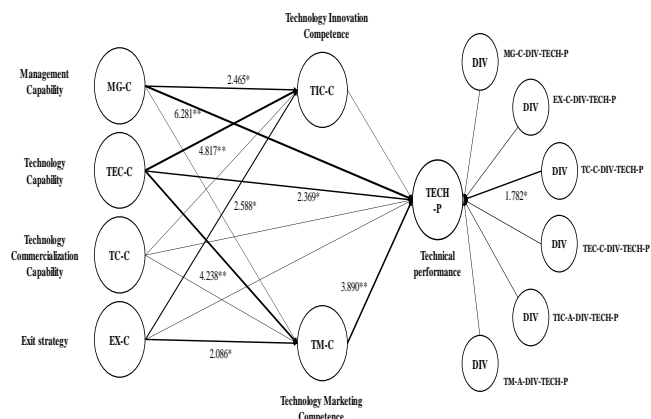


Figure 2. Hypothesis Verification Result