

Innovation Management and Strategies in MSME's: A Special Reference in the Karnataka State, India

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Abstract

Small Scale Industrial sector holds a distinguished place within the industrial sector in India. This is often because; the arena provides additional employment opportunities with less investment, produces qualitative merchandise to the requirements of the folks. And also, it's doable to find each in rural and concrete areas, which helps to scale back regional imbalance at the country level. And also, little Scale Industrial units are supplementing and complementing the massive and medium scale enterprises as supportive units, providing sizable amount of employment opportunities. This study is aimed at understanding micro, small and medium enterprises (MSMEs) in India. The study also analyses the economic policy implications together with the issues and prospects of MSMEs in Bangalore district of Karnataka. As per field survey results, over 70 percent of the total respondents do not know the facilities offered to them through the schemes given in the economic policy of Central and State governments. Also, SSI unit homeowners face many problems like finance, material, and promoting etc., as assembly and productivity are declining incessantly. Hence, there's a good reason to solve these issues both by the Central and State Governments.

This paper proposes new directions in researching innovation in small, little and medium sized enterprises (MSMEs) supported a method perspective

We proceed by

- (a) Reviewing advances in thought innovation analysis,*
- (b) Considering the character of studies of innovation in SMEs, and*
- (c) Outlining new directions that take into thought the abstract arguments illustrated within the previous sections.*

Keywords: Innovation; SMEs; Process; Strategic choice; Structuration

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