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Mohammad Hoq
Contemporary Strategies
For Small And Medium
Enterprise (SME)
A Resource Base View (RBV) Approach



LAP Lambert Academic Publishing. Paperback. Condition: New. 296 pages. Dimensions: 8.7in. x 5.9in. x 0.7in. The principal purpose of this study is to investigate the relationships among organizational resources, organizational capabilities and organizational performance in the context of Small and Medium Enterprises (SMEs). It recognizes four kinds of organizational resources specifically: social capital orientation, entrepreneurial orientation, market orientation, and strategic orientation. Two kinds of organizational capability were recognized, precisely: organizational innovation and marketing capability. Moreover, it addresses the role of organizational...

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