THE EFFECT OF INNOVATION MANAGEMENT ON SUSTAINABLE COMPETITIVE ADVANTAGE IN CONTEMPORARY ORGANIZATIONS

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ABSTRACT

Purpose: The purpose of this research is to analyse the relative importance of manufacturing SMEs’ essential dynamic capabilities, namely their creative competitive advantage, product excellence, and technology acceptability. The industry’s idea of dynamical properties provided the theoretical foundation for the study.

Theoretical framework: The theoretical basis is the literature on the impact that two forms of creative competitive advantage — consumer choice and innovative business structure — it has on product quality in the service of fostering long-term growth among micro, small, and medium-sized enterprises (SMEs). Also, it looked at the role that technology adoption may play as a moderator amongst innovative financial strength and customer satisfaction.

Design/methodology/approach: Data was gathered quantitatively. Using the use of partial least squares structural equation modelling, we studied surveying information from 245 Nigerian SMEs in the manufacturing sector.

Findings: According to the findings, indicate that consumers’ inclinations would not directly impact the quality of items; rather, the introduction of cutting-edge technology moderates the correlation among consumer tastes and superiority in the marketplace. There was a significant and positive relationship found among the corporate business model and product excellence, suggesting that the integration of new technology encouraged this link. In order to grow in a sustainable manner, small and medium-sized enterprise (SMEs) in the industrial sector, as found in this research, would profit from a rise in customer satisfaction achieved via the introduction of innovative competitive supplementary cost approaches and technical progress.

Research, Practical & Social implications: This research aimed was to investigate how SME’s long-term success is affected by factors including consumer preferences and innovative business layout (SMEs). It also looked at how the technological proliferation may affect the correlation amongst innovative capacity and customer satisfaction.

Originality/value: The study’s worth lies in the additional insights it gives into the rising innovation necessary for the profitable and sustainability of businesses of all sizes.
Keywords: market, consumer, innovation, technology, sustainable, organization, small and medium-sized enterprises (SME).

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O EFEITO DA GESTÃO DA INOVAÇÃO NA VANTAGEM COMPETITIVA SUSTENTÁVEL EM ORGANizaÇõES CONTEMPORÂNEAS

RESUMO

Objetivo: O objetivo desta investigação é analisar a importância relativa das capacidades dinâmicas essenciais das PME transformadoras, nomeadamente a sua vantagem competitiva criativa, excelência do produto e aceitabilidade tecnológica. A ideia da indústria de propriedades dinâmicas forneceu a base teórica para o estudo.

Estrutura teórica: A base teórica é a literatura sobre o impacto que duas formas de vantagem competitiva criativa — escolha do consumidor e estrutura empresarial inovadora — tem na qualidade do produto a serviço da promoção do crescimento a longo prazo entre micro, pequenas e médias empresas (PME). Além disso, observou o papel que a adoção de tecnologia pode desempenhar como moderador entre a força financeira inovadora e a satisfação do cliente.

Design/metodologia/abordagem: os dados foram coletados quantitativamente. Utilizando a modelagem de equações estruturais parciais de mínimos quadrados, estudamos informações de levantamento de 245 PME nigerianas no setor de manufatura.

Constatações: De acordo com as constatações, indicam que as inclinações dos consumidores não afetariam diretamente a qualidade dos itens; em vez disso, a introdução de tecnologia de ponta modera a correlação entre os gostos dos consumidores e a superioridade no mercado. Houve uma relação significativa e positiva entre o modelo de negócios corporativo e a excelência do produto, sugerindo que a integração de novas tecnologias incentivou essa ligação. A fim de crescer de forma sustentável, as pequenas e médias empresas (PME) do setor industrial, tal como se encontra nesta investigação, beneficiariam de um aumento da satisfação dos clientes conseguido através da introdução de abordagens inovadoras de custos suplementares competitivas e do progresso técnico.

Investigação, implicações práticas e sociais: Esta investigação teve por objetivo investigar de que forma o sucesso a longo prazo das PME é afetado por fatores como as preferências dos consumidores e a concepção inovadora das empresas (PME). Também observou como a proliferação tecnológica pode afetar a correlação entre capacidade inovadora e satisfação do cliente.

Originalidade/valor: O valor do estudo está nas percepções adicionais que ele dá sobre a inovação crescente necessária para a rentabilidade e sustentabilidade das empresas de todos os tamanhos.

Palavras-chave: mercado, consumidor, inovação, tecnologia, sustentável, organização, pequenas e médias empresas (PME).
1 INTRODUCTION
1.1 BACKGROUND

The needs of the worldwide competitive marketplace are constantly shifting, making it difficult though for innovative policy organizations or local manufacturers to stay up. Substantial fundamental changes are occurring in countries, regions, and cities all over the world as a consequence of the shift of economy from producing goods or towards entrepreneurial activities and as surges of technological development impact the stimulating environment. To properly govern the structural change and give its highest effective assistance for innovation as is practicable, it is vital to build and probably a great centers of excellence. This article aims to start a dialogue on innovation and offers a few fresh perspectives on the topic. In this paper, we propose that creative or informational communities may gain a competitive advantage by focusing on problem solving and the creation of long-term prosperity (Singh & Gaur, 2022). The ever-evolving factors that drive innovation provide the spark necessary for new laws and regulations to be introduced worldwide to unlock hitherto unrealized opportunities for growth. The unique innovation challenges of today are linked to awful situations, since creativity is generally associated with problem-solving. Problems with systemic flaws are intricate and diverse in nature, necessitating creative solutions at the societal and individual levels. Sustainable innovation are getting produced in many different fields throughout the world, including environmental business, building, mentoring techniques, strategy, and enhancements to sustainability habits, however the idea of environmentally conscious innovation has to be systematically understood (Elgarhy & Abou-Shouk 2022).

The capacity of a company to find and commercialise novel and superior methods of doing business provides it with a competitive edge known as "innovation competitive advantage" (Nimfa et al., 2020). In reality, in the current unstable environment, quality effectiveness, creativity, and creating novel products are crucial components of a sustainable competitive advantage. When it comes to small and medium-sized businesses (SMEs), which sustained development demands critical intervention, exploiting customer satisfaction for competitive advantage implies major adjustments to production processes, market trends, and corporate strategy frameworks. Hence, academic research has been conducted to learn how customer satisfaction affects a company's competitive advantage and long-term success (Vermeulen, & Witjes, 2021).
In this way, innovation enhances products excellence and contributes to long-term, successful expansion. According to Daidj (2022), technological development may have far-reaching effects on the economy, alter promising territories for governments, and provide competitive advantages to businesses. Similar to how Chen and Gayle (2022) suggested that enterprises' sharing of information may significantly affect customer satisfaction, we find that this is also the case. Hence, a company may establish a long-term estimation procedure by centering its strategies, processes, alliances, and standards on innovation's competitive advantage. Many aspects of SME business and, greater generally, the dynamic worldwide SME industry are impacted in various ways (Nimfa, & Gajere, 2022).

Evidence for the mediation influence of user acceptance between customer choice and strategic business model on customer satisfaction for sustainable development amongst SMEs is scant, as shown by the research gap in previous studies. Hence, technical planning may stand on its own, foster corporate learning and interaction, assertively introduce new products and procedures, or provide an option to scientific advance. Another major problem is that it is difficult for SMEs to construct improved customer satisfaction due to a variety of elements. And what's more, the innovation competitive advantage variable's effects on for long-term expansion in small and medium-sized businesses is underrepresented and has not been subjected to empirical testing. For this reason, empirical study on innovative competitive advantage and among manufacturing SMEs is urgently needed, especially in the setting of SMEs. As a result, researchers in Nigeria set out to examine how modern businesses may benefit from innovation management in order to maintain a competitive edge. In addition, the research looked at how technology adoption mediated the connection between innovation competitive advantage components and product quality among SMEs (Martnez-Román & Romero, 2022).

1.2 RESEARCH OBJECTIVE

The following are some of the goals that the study attempted to accomplish:

- To study innovation from the point of view of an environment
- Examine the framework of consumer preference, strategic business model, reliability of the product, and technology adaption.
Study regarding SME consumer preferences & technologies adaptation for sustainable development

To Study SME sustainable development involves a strategic business plan & technology adoption

Examining SME sustainable development involves an organizational marketing strategy and excellent products.

2 LITERATURE REVIEW

2.1 INNOVATION MANAGEMENT ON SUSTAINABLE COMPETITIVE ADVANTAGE

Certain sectors or locations seem to be the focus of innovation because of their rapid expansion and consequent need for regular structural modifications. We initially predicted that the presence of world-class educational institutions, a substantial local marketplace, a skilled labour pool, opportunities for specialisation within the workforce, inter-business cooperation, and global connection were all prerequisites for innovation. The term "innovation ecology" is used to describe a framework that fosters and facilitates new ideas and products to be developed. The Triple Helix approach to fostering economic expansion and state-sponsored technology infrastructure may have provided inspiration (Mugge et al., 2022). Many studies have examined the development of global or provincial ecosystems. The ecosystems theory emphasises the role of local and government actors in the growth of creative endeavours. The structured approach has been used to specify the difficulties and challenges of advancement at various levels, as well as the processes whereby study capabilities build knowledge. The integrated approach is enriched with purpose and cultural via the use of the ecological analogy. In order to co-create simultaneously progressive and revolutionary advantage, a community must constantly reconfigure its complimentary relationships among its constituents. Sincerely beneficial collaborations amongst people, corporations, and financial firms give rise to especially in the post systems (Nguyen, 2021).
2.2 CONSUMER PREFERENCE

Producing Small and medium-sized enterprises (SMEs) are corporate companies that operate in a highly competitive, complex, and frequently evolving marketplace driven by the needs of their customers. Hence, SMEs must put customer preferences first, giving larger businesses a significant edge in the marketplace. Examining customers' desires, which may be described as "the consumer's statement of desire on the respect to an item's qualities or future product possibilities," is crucial for conceptualizing new designs. Since customers frequently make impulse buys without fully understanding its purpose, the aesthetic appeal of an item is an extra critical factor in determining consumer loyalty in relation to just whether audience perceives the item's worth (Piveteau, & Smagghue, 2022).

2.3 STRATEGIC BUSINESS MODEL

In order to remain competitive over the long term, businesses must invest in developing the knowledge, skills, and infrastructure to explore, plan, and launch novel companies. A business idea is a description of a company and the way it operates to accomplish its goals, which may include financial success, expansion, and positive social impact. In keeping with this concept, a strategic business framework emphasizes the need of maintaining business acumen throughout the establishment and growth of a company's commercial activities. For the company's sake, this is essential. The capacity to effortlessly and economically adapt to new market tendencies is a significant source of competitive advantage or leverage that increases the environmental efficacy of businesses, especially SMEs (Teece, 2022).
2.4 RELIABILITY OF PRODUCTS

A manufacturing SME must put an emphasis on product longevity to ensure that their products attract and hold the interest of buyers throughout time. Customers' satisfaction, loyalty, and sales all directly stem from a product or service's exceptional service. In SMEs, product quality is more likely to be maintained if it consistently meets or exceeds customer expectations. Small and medium-sized enterprises (SMEs) often play an essential role as innovators who impact customers' perceptions of the quality of products. Thus, companies are the top competitors in terms of product quality, advertising, and innovation. But their current products are not unique if they provide things that are not distinguishable from those of other firms. To fuel sustained growth, small and medium-sized enterprises (SMEs) need to maintain their market dominance by consistently delivering high-quality goods and services to their customers (Terziovski, 2022).

2.5 TECHNOLOGY ADOPTION

Few small and medium-sized enterprises (SMEs) would be able to function if individuals weren't capable of easily locating and make use of useful details. A group's model of capitalism, cooperation approach, and eventually its history may all benefit from purposeful rejuvenation via adaptation, which is widely acknowledged as the foundational strategy for an institution's technological transformation. The "wave of technological" refers to the process of gradually replacing paper processes with digital ones. Absent invention, which has made needed changes not just theoretically conceivable but also economically beneficial, this shift couldn't have been conceivable. Technically inventive capabilities (TICs) are crucial for SMEs to acquire foundational abilities to improve competitive advantages (Pires, & Aisbett, 2022).
2.6 SME CONSUMER PREFERENCES & TECHNOLOGIES ADAPTATION FOR SUSTAINABLE DEVELOPMENT

There has been a surge in recent years of research on the correlation between market demand and the deployment of technology in business. Customer-firm interaction (CFI) seems to have a substantial link with a number of individual, corporate, and cultural influences, lending credence to the theory that CFI is actively used by innovative or small businesses to increase their market domination. To fully take use of their growing technology capabilities, businesses must first develop novel client segmentation strategies. Consumers across all segments of the population, profiling, and brand- or brand management segments show vastly different levels of adjustment to seemingly innovations despite widespread acceptance of those innovations at the point of purchase. On the other extreme, consumers who are open to the implementation of connected home breakthroughs are demonstrated to reap the benefits of their ability to subcontract interaction with technology, and since they are appeasing digital innovations, they wish development to match social roles and norms (Premkumar & Roberts, 2021).

2.7 SME SUSTAINABLE DEVELOPMENT INVOLVES A STRATEGIC BUSINESS PLAN & TECHNOLOGY ADOPTION

Several initiatives to probe the connection among corporate strategy and tech adoption have been suggested by previous research. During the plan implementation stage, the success of industrial SMEs is positively correlated with the degree to which they emphasize core technologies. Furthermore, the company strategy affects the strength of the correlation among corporate performance and specific technical strategies. This is because organizations with different objectives make different technical fiscal policies. Every plan to implement new technology inside of an organization must take its unique structure into account. Nevertheless, the prior research did not recognize the importance of strategic business models in explaining the adoption of technology by SMEs in the industrial sector (Rizos et al., 2022).

2.8 SME SUSTAINABLE DEVELOPMENT INVOLVES AN ORGANIZATIONAL MARKETING STRATEGY AND EXCELLENT PRODUCTS

Clients serve as the life of every business, and measuring customer satisfaction
is a critical part of any strategy for expanding the company's reach and increasing its profits. Organizational paradigmatic changes in SMEs are more reliably predicted by the market's unpredictability than by the volatility of technology. There is an increasing trend, in the highly competitive business environment of today, to develop new products or improve the worth of current ones in order to attract new consumers. In one study Scheers & Mmatli, (2022) researchers analyzed marketing strategies, tactics, and originality. According to the analyst, a business model boils down to a description of how a company creates customer value, convinces those customers to part with their money in exchange for that value, and then turns that money into profit. The degree of harmony among tactics and company paradigmatic evolution is established by the similarity among planned profiled elements and ideal character traits. Improved cohesion boosts the output of business owners with limited resources.

3 MATERIAL AND METHODOLOGY

This research looked at the innovative competitive advantage, product excellence, and technological acceptance of small and medium manufacturing businesses. The research was bolstered by the companies' dynamic nature. Statistical methods were used to compile the information. We analyzed survey data from 245 small and medium-sized Nigerian manufacturers using complete least squares hierarchical linear modeling. Environmental sustainability for small and medium-sized businesses was the focus of this study, which intended to determine the impact of client preferences and innovative company design on product quality (SMEs). It also looked at how the technological proliferation may affect the correlation between innovative capacity and customer satisfaction.

According to the research, the connection between consumer wants and product excellence is weakened by recent advances. This technological innovation bolstered interaction between the planned marketing strategy and item perfection. In light of these findings, industry. All of the survey questionnaires used in this research were from validated and reliable existing assessments of the categories. Customer preference and the strategic business model were used to quantify the innovative advantage over the competition. Three questions modified from the research of were used to assess customer choice, and three items measuring strategic business model were developed (Bouwman
et al., 2021). All concepts were evaluated on a five-point Likert scale, with 1 representing strong disagreement and 5 strong agreements.

4 RESULTS AND DISCUSSION
4.1 DEMOGRAPHIC PROFILE

Table 1 shows the demographics of the study's participants, who were either owner-managers or company managers of manufacturing SMEs, are shown in Table 1. Small and medium-sized enterprises (SMEs) made up the vast majority of responders (59.2%), followed by micro-sized enterprises (2.8%) and medium-sized SMEs (12.7%). More than 80% of SME executives were found to be under the aged of 39, suggesting that they are a member of the youngest generations. The responders were evenly split amongst men and girls. According to the participants' levels of expertise, over 62% held Master's degrees, 20% had Bachelor's degrees, and 18.4% held doctorates. All item means fell between 3.64 and 4.02 on the arithmetic scale. Hence, the survey questions were widely accepted by responders.

<table>
<thead>
<tr>
<th>Item</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>123</td>
<td>50.2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>122</td>
<td>49.8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>245</td>
<td>100</td>
</tr>
<tr>
<td>Age</td>
<td>18-23</td>
<td>29</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>24-29</td>
<td>65</td>
<td>26.5</td>
</tr>
<tr>
<td></td>
<td>30-35</td>
<td>59</td>
<td>24.1</td>
</tr>
<tr>
<td></td>
<td>36-39</td>
<td>78</td>
<td>31.8</td>
</tr>
<tr>
<td></td>
<td>40 and above</td>
<td>14</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>245</td>
<td>100</td>
</tr>
<tr>
<td>Education</td>
<td>Bachelor</td>
<td>49</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Masters</td>
<td>151</td>
<td>61.6</td>
</tr>
<tr>
<td></td>
<td>Ph.D</td>
<td>45</td>
<td>18.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>245</td>
<td>100</td>
</tr>
<tr>
<td>Size</td>
<td>Micro</td>
<td>69</td>
<td>28.2</td>
</tr>
<tr>
<td></td>
<td>Small</td>
<td>145</td>
<td>59.2</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>31</td>
<td>12.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>245</td>
<td>100</td>
</tr>
</tbody>
</table>

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4.2 MEASUREMENT MODEL ASSESSMENT

Prior to conducting the PLS-SEM analysis, the measurement model was analyzed to ensure the reliability and validity of the survey design (Centobelli et al., 2021). Table 2 depicts the validity is measured: The correlation coefficients are over the preferred threshold of 0.6. Difficulties with multicollinearity arise once the
outermost variable inflation element (VIC) parameters in studies are more than 10.

<table>
<thead>
<tr>
<th>CONSTRUCTS</th>
<th>ITEMS</th>
<th>LOADING S</th>
<th>CRONBACH’S ALPHA</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUSTOMER PREFERENCE</td>
<td>CP1</td>
<td>0.84</td>
<td>0.84</td>
<td>0.908</td>
<td>0.767</td>
</tr>
<tr>
<td></td>
<td>CP2</td>
<td>0.87</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CP3</td>
<td>0.90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRATEGIC BUSINESS MODEL</td>
<td>SBM1</td>
<td>0.83</td>
<td>0.71</td>
<td>0.841</td>
<td>0.638</td>
</tr>
<tr>
<td></td>
<td>SBM2</td>
<td>0.80</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SBM3</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECHNOLOGY ADOPTION</td>
<td>TA1</td>
<td>0.76</td>
<td>0.81</td>
<td>0.878</td>
<td>0.644</td>
</tr>
<tr>
<td></td>
<td>TA22</td>
<td>0.81</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TA33</td>
<td>0.83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TA4</td>
<td>0.78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RELIABILITY PRODUCT</td>
<td>R1</td>
<td>0.75</td>
<td>0.83</td>
<td>0.891</td>
<td>0.673</td>
</tr>
<tr>
<td></td>
<td>R22</td>
<td>0.83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>R3</td>
<td>0.88</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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Table 3: Discriminant Validity through Heterotrait-Monotrait (HTMT)

<table>
<thead>
<tr>
<th>CP</th>
<th>TA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Preference</td>
<td>-</td>
</tr>
<tr>
<td>Strategic Business Model</td>
<td>0.643</td>
</tr>
<tr>
<td>Technology Adoption</td>
<td>0.665</td>
</tr>
<tr>
<td>Reliability of Product</td>
<td>0.576</td>
</tr>
</tbody>
</table>

Source Created by author

The HTMT correlations coefficient, which measures how well a predictor discriminates between two traits, has to be just under 0.85 to be considered accurate.

Table 3 demonstrates that the study's ideas also met the convergent reliability criteria.

4.3 MEDIATION EFFECT ASSESSMENT

Table 4 displays the study findings, which reveal that the deployment of
innovation moderates the impact of consumer preferences and corporate strategy. Moreover, the interaction term was clear since the 95% intervals would never include a value of zero (Preacher & Hayes, 2022). Partial mediation is indicated by a score from 20% and 80%. The findings indicate that the technological embrace somewhat mediates the link among innovative advantages and competitiveness in the market (at 59.2% and 43.4%, respectively)

Table 4: Mediation Analysis Results

<table>
<thead>
<tr>
<th></th>
<th>Direct Effect</th>
<th>Indirect Effect</th>
<th>Total Effect</th>
<th>VAF</th>
<th>Mediation</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Customer Preference</td>
<td>0.119</td>
<td>0.173</td>
<td>0.292</td>
<td>59.2%</td>
<td>Partial mediation</td>
</tr>
<tr>
<td>Technology Adoption</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Strategic Business</td>
<td>0.219</td>
<td>0.168</td>
<td>0.387</td>
<td>43.4%</td>
<td>Partial mediation</td>
</tr>
<tr>
<td>Model Technology Adoption</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Created by author

5 DISCUSSION

This research has shed light on the importance of product quality for the long-term success of Nigeria's medium- and small-sized industrial enterprises. Technology adoption was shown to have a beneficial and statistically important influence on both the corporate fundamental marketing strategy, while increasing consumption and the strategic business model were found to have a similar effect on both. To be more precise, this means that consumer preferences have an indirect impact on merchandise excellence via technology usage, and that a planned marketing strategy has both indirect and direct impacts on customer satisfaction. According to these findings, there is a strong correlation among company expansion and technological deployment, although this correlation varies widely across enterprises and is reflective of their business strategies (Ünal et al., 2022).

Every enterprise that aspires to profitably satisfy consumer desire must begin and end with the consumer. Hence, satisfied customers are the key to a company's long-term achievement and forward motion. That's why, according to Drucker (2022), customer service should be a company's first priority. Also, a company might increase its income and profits due to the importance of client choice. One of the most important aspects of producing a product or service is learning what consumers want. After this is established, the company may work to design and produce an item which meets the needs of its target market, which can result in increased sales and the retention of current consumers.
findings of this research ran counter, who contend that most novel ideas have little bearing on giving manufactured SMEs a competitive edge. This study's data also lends credence to the flexible capacities hypothesis, which views the capacity to innovate competitively as fundamental to the survival of small and medium-sized enterprises (SMEs) (Nimfa et al., 2022).

According to Olovsson and Lundstom (2022), every entrepreneur has the ability to sense, seize, and reimagine possibilities in ways that take use of a wide range of capabilities. In furthermore, the scholars contend that the success of SME entrepreneurs may be attributed to three primary three basic elements: keeping a long-term perspective, putting the requirements of customers first, and making efficient use of available talents and facilities. Nimfa et al (2022)’s conclusion that a competitiveness in development significantly contributes to the long-term success of SMEs is supported by the results of the present investigation. The outcomes of this research might also be useful for manufacturing SME executives and owners. Executives of small and medium-sized enterprises (SMEs) are urged to create conceptual company models in order to bolster their innovative competitive edge. To ensure long-term success, they must also enhance their companies' usage of innovation to create ever-better goods.

6 CONCLUSION

In the same way that ecological environments are built up of interdependent species, specialized, diverse institutions that "depend off, aid, and converse" with one another constitute technological ecological processes. More territories, regulatory entities, laws, and restrictions all feature prominently in their background. All partners and shareholders need to work together across departments to solve this problem. It is especially important for enterprises, universities, enterprise corporate interests and other bankers, governments, and individual citizens to work together. Although both immediate and tangential effects of company's strategic approaches on item skill may be seen, the customer alternative only affects item performances when impacted by technology adoption. Innovation competitiveness and customer satisfaction were shown to have positive correlations for the sustainable growth of SMEs. So, it acknowledges that gaining a technological advantage over the competition is a great strategy that managers of industrial Organizations may utilize to boost effectiveness for sustainable growth. Increasing consumption, the first factor in innovation competitive advantage, was shown
to have little bearing on customer satisfaction but a strong positive impact on creativity acceptance. The corporate strategic model, the main facet of innovative strategic edge, has a considerable, beneficial effect on goods quality as well as technological uptake. In conclusion, consumer preferences really had no indirect impact on merchandise excellence, but automation acts as a mediator between consumer preferences and customer satisfaction. So, the study's findings suggest a strong correlation between SMEs' innovative strategic edge and customer satisfaction for long-term success (Vermeulen, & Witjes, 2021).

This study focused on manufacturing SMEs in Nigeria; future research should expand to include other kinds of SMEs, including service-based SMEs and micro firms. Given that this study only covered a small fraction of Nigeria, future research should be using more robust sampling strategies and consideration in determining to increase generalizability. The research also has the drawback of being a cross-sectional survey, which precludes any evaluation of time-varying causal relationships. In order to quantify small and medium-sized enterprise (SME) practices, the research relied heavily upon that identity of SME management. To get a more complete picture of how SMEs function, future research may want to survey a wider range of their constituents. In particular, the study of just one mediation component, adoption decision, opens the door for continued study on product development and improvement to include other mediating factors. Future studies may delve more into the partial mediator of technological competitiveness. Lastly, this study design may be tested from both emerging and developed nations, since the investigation occurred in an emerging nation. This study does not go into detail on how to implement innovation into a business's overall strategy, for example. Improvements to a company's underlying infrastructure that result from the adaptation of business strategy are also beyond the scope of this article. Potential application thus refers to the previously unexplored region of the study endeavour that has been described (Nimfa et al., 2022).
REFERENCES


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