

Construction Micro, Small, and Medium Enterprises (CMSMEs) Innovations

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Abstract: Innovation is at the core of micro, small and medium enterprises (MSMEs)/ construction micro, small, and medium enterprises (CMSMEs) world over. Be that as it may, the overwhelming sorts of innovation among enduring and effective CMSMEs, and the effects of such innovation(s) on the achievement of the CMSMEs is hazy. The purpose of this paper is to investigate the transcendent sorts of innovation among the successful construction micro, small, and medium enterprises. The examination utilized subjective research technique to exploratively decide the sorts of innovations. Recorded interviews comprised the exploration of information from 43 CMSMEs through 14 states out of the 19 states constituting northern Nigeria. While a semi-structured interview with open-ended questions was utilized to gather information through judgmental and snowballing examining procedure at stage 1 and 2 individually. Information was transcribe interpreted, open and axial codes examined and interpreted. The outcome uncover product innovation as the main type of innovation among different types of innovation and generally in charge of the accomplishment of the CMSMEs considered. The investigation improves the collection of learning regarding basic types of innovations within CMSMEs and proposes that effective CMSMEs give more consideration to product innovation to trigger their prosperity and different types of innovation. Moreover, the aftereffect of the examination proposed failing CMSMEs can endure when they focus on product innovation.

Keywords: Types of innovation, success.

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1. Introduction

Innovation is a basic factor for CMSME accomplishment within an aggressive market. Sadly, there is no distinctive articulation of the particular sorts of innovation required for CMSMEs to succeed. This remains partly a key obstacle to the achievement of numerous CMSMEs (Kuratko et al., 2014; Arundel et al., 2019). Complexity renders the assessment and evaluation of innovation in CMSMEs and construction troublesome, as innovation created through the interaction between construction companies, consultants and clients are regularly not grabbed (Orstavik et al., 2015). Albeit imaginative abilities are viewed as the turn-on which the organizations' business stands, their commitments to CMSMEs' survival are ineffectively comprehended (Yan, 2015). Aouad et al.

(2010) affirmed that there is a gap in the accumulation of learning of various types of innovation and their relationship to the accomplishment of CMSMEs.

Innovation may occur in CMSMEs remotely and additionally inside. Outside innovation involves growing new items and as well as benefits. Interior innovation may envelop new procedures, imposing structures and culture. More than 95% of enterprises in the world can be categorised as MSMEs (Heslina et al., 2016). In 2013, Nigeria had around 36,994,578 micro, small and medium enterprises (MSMEs), with 731,303 CMSMEs - about 1.99% of MSMEs in the nation (SMEDA and NBS, 2013). Be that as it may, half of CMSMEs in Nigeria are wiped out within their initial five years of presence, thusly, just about 10% of Nigerian CMSMEs endure, flourish, and develop to

successful growth. Ventures collapsing within so short a period conjecture a tremendous issue encompassing innovation (Oduyoye et al., 2013). A review consequence further shows that over 70% of CMSMEs are not inventive. This indorses further innovation challenges (Small and Medium Enterprises Development Agency of Nigeria; National Bureau of Statistics, 2013). The difficulties and improvement of CMSMEs can be survived and accomplished through innovation (Kennedy and Moore, 2003). CMSMEs need to participate in inventive exercises as a focused technique and to attempt innovation as a significant part of classified aggressiveness, survival and development (Yoon et al., 2016). The enormous number of CMSMEs in many economies gives a premise to check on different parts of their activities and development (Janeska-Iliev and Debarliev, 2015). CMSMEs are viewed as the motor of financial development; they advance even-handed improvement in Nigeria through the primary bit of leeway of the area - its work potential at the low capital expense (Ayanda and Adeyemi, 2011). By extension, it is difficult to exaggerate the significance of construction to the economy. Construction is one of the biggest businesses of work in numerous nations. Innovation is as imperative for the continued flourishing of this industry (Goodland et al., 2015). The research question subsequently is, what are the transcendent types of innovations and their effect amongst enduring and fruitful CMSMEs in Nigeria. The point of this paper is to investigate the transcendent sorts of innovations among enduring and successful construction micro, small, and medium enterprises in northern Nigeria, with the perspective on prescribing those to failing or coming up short CMSMEs.

A noteworthy contention supporting CMSMEs innovation is that more advancement produces more development which advances work creation. Though innovation is a method by which learning is changed into financial development. A typical position is that CMSMEs and a country that innovates prompts development and advancement (Colombelli et al., 2013). An astonishing case of this is understanding the innovation types that drive the development of CMSMEs in Nigeria (Dalitz, 2016). Successful firms have had the option to make a scope of various imposing, managerial or mechanical advancements or innovations to defeat their impediments (Reichstein et al., 2005). The future lies with the CMSMEs that can inventively react all the more rapidly to changes and client necessities (Burke, 2006) in light of their quick basic leadership, adaptability, and development (Gecse, 2012).

2. Review of Literature

2.1. Definition of CMSME

The term construction micro, small, and medium enterprises (CMSMEs) or micro, small, and medium enterprises (MSMEs) evokes a wide scope of ideas, from the MSME definition embraced in certain nations to the challenges in characterizing an endeavour and the measuring yardstick for outlining enterprises (Shakantu, 2012). Indeed, even with the challenges in characterizing CMSMEs over the world (Shakantu, 2012). CMSMEs are for the most part viewed as free organizations, overseen by their proprietors or part-proprietors, with a little portion of the overall industry (Burke, 2006; ACCA, 2010; Ardic et al., 2011; Dalberg, 2011). Because of the wide decent variety of independent ventures, there is no single definition for CMSMEs. Be that as it may, regular

parameters, for example, measure, representative headcount, deals, resources and turnover are utilized to characterize MSMEs/CMSMEs around the globe (Burke, 2006). Various nations utilize various criteria for recognizing CMSMEs. For instance, Egypt characterizes CMSMEs as having more than 5, and less than 50, workers and Vietnam considers CMSMEs to have somewhere in the range of 10 and 300 workers. Moreover, the World Bank characterizes CMSMEs as those undertakings with a limit of 300 workers or \$15 million in yearly income and \$15 million in resources. The Inter-American Development Bank, in the interim, portrays CMSMEs as having a limit of 100 workers and under \$3 million in income (Benzazoua et al., 2015).

In any nation, the development business is made out of thousands of firms, a large portion of which are small, medium and micro enterprises (SMMEs) as alluded to in South Africa, and micro, small, and medium enterprises (MSMEs) as alluded to in Nigeria, or small, and medium enterprises (SMEs), as alluded to in different parts of the world (Shakantu, 2012). The vital part of any administration advancement approach ought to be to advance undertakings that cultivate financial development of the country, for example, CMSMEs (Shakantu, 2012). MSMEs/CMSMEs represent a more noteworthy offer of the endeavours in many economies and utilize critical quantities of individuals. They represent formative development and advancement (Tewari et al., 2013). The performance of the MSME/ CMSMEs sector is closely associated with the performance of the nation (Chittithaworn et al., 2011).

2.2. Nigerian Definition of MSMEs/CMSMEs

The presentation of the National Policy on MSMEs tended to the issue of finding a meaning of what comprises micro, small, and medium enterprises in Nigeria. The definition embraces an order dependent on the double criteria of work and resources, barring area and structures (SMEDA and NBS, 2013). This definition comprises the working definition for this investigation. Table 1 beneath demonstrates the criteria:

Table 1. Classifications of MSMEs/CMSMEs in Nigeria.

S/N	Size Category	Employment	Assets (₦ million) (excluding land and buildings)
1	Micro enterprises	Less than 10	Less than 5
2	Small enterprises	10 to 49	5 to less than 50
3	Medium enterprises	50 to 199	50 to less than 500

Source: SMEDA and NBS (2013)

Moreover, MSMEs/CMSMEs are commonly characterized dependent on either quantitative or subjective factors. Quantitative factors are communicated as the measure of undertakings and their piece of the overall industry, and in financial terms, for example, accessible account, capital, turnover, resource esteem,

benefit, just as quantitative records like the number of workers. Be that as it may, in Nigeria, MSMEs/CMSMEs are just ordered dependent on their number of workers or representatives and all out resources, barring land (Etuk et al., 2014).

2.3. Construction Micro, Small and Medium Enterprises (CMSMEs) in Nigeria

There is an increasing developing acknowledgement of the significant role CMSMEs play in the financial improvement and economic development. They assume an urgent role through a few pathways that go past employment creation. They are development supporting areas that contribute fundamentally to improving expectations for everyday comforts, except they likewise bring capital formation and they handle driving advancement and rivalry in developing economies. Governments at all dimensions have attempted activities to advance the development and improvement of CMSMEs. The general view is that CMSMEs quicken the achievement of expansive financial goals. These incorporate poverty reduction, employment generation and wealth creation (SMEDA and NBS, 2013). In any case, poor innovation and advancement are adversely connected with the tasks of CMSMEs in Nigeria (SMEDA and NBS, 2013).

2.4. Innovation

The working meaning of innovation in this investigation: innovation is the utilization, application, or commercialisation of inventions, discoveries, creativities, new ideas, processes, products, or procedures that benefit individuals, groups, organisations, or societies. Or inventions, disclosures, creativities, new thoughts, procedures, items, or systems that advantage people, undertakings, ventures, associations, or social orders (Cefis and Marsili, 2006; Janeska-Iliev and Debarliev, 2015). Additionally, innovation and advancement can be characterized at, worldwide, national, local, firm or enterprise levels (Aouad et al., 2010). The imaginative capacity of CMSMEs is tried amid the turbulence times of new section to and exit from the market, or choppiness in the market and the economy (Cefis and Marsili, 2006; Janeska-Iliev and Debarliev, 2015). Within the recent thirty years, innovation has turned into an equivalent word for the improvement of countries, technological progress, and drivers of business achievement (David et al., n.d). Innovation isn't just the "formation of something new" however it is likewise a potential veritable panacea to CMSME issues, since issues emphasizes the absence of inventive arrangement or the requirement for imaginative reactions (Kotsemir et al., 2013). Hence, the advantages of innovation are acknowledged by completely understanding the parts of the entire innovation process, given securing information, variations, and dispersion (Aouad et al., 2010). Subsequently, the advancement of CMSMEs in every nation ought to be sought after to improve the imaginative ability and limit of CMSMEs, and to take out or lessen their constraints (Shakantu, 2012).

2.5. Success

There is no particular meaning of a successful enduring and effective growing business. In any case, rate increments in income or a portion of the overall industry are considered as progress, growth or success (Doub et al., 2005). Success or achievement is regularly compared with

the accomplishment of obviously characterized and quantifiable objectives in business, firm or all segments of human life (Komppula, 2004). Thus, business success or achievement is characterized as increments in business income or deals (Doub et al., 2005). Firm success or achievement is characterized as the development and monetary execution of a firm estimated in capacity growth, relative change in net turnover esteem development and relative change in value. As a side condition, overall revenues must be certain for an organization to be delegated fruitful or successful (Lingegård et al., 1990). For the most part business achievement is said to proceed with viability or life span (Rogoff et al., 2004).

3. Methodology

To ensure only innovative and successful CMSMEs are included in the research sample, two-stage non-probabilistic sampling was adopted, involving judgmental and snowballing sampling for stage one and two. In stage one, members were drawn by the researcher judgementally based on their innovation(s) and success in business, and the investigation working definition. While in stage two, the sample size was increased, utilizing a snowballing sampling system, where the members in stage one proposed different members who had additionally been innovative. The information utilized for the examination is fundamentally qualitative essential information, gathered from innovative CMSMEs through recorded interviews with organized open-ended inquiries, from 43 CMSMEs spreading over 14 of the 19 states of the north (see Fig. 1) undertaking various construction activities (see Fig. 2). Information obtained includes interviewees' profiles, firm profiles, and types of innovation and their impact on the firm. codes were determined and created from the interviewee's reactions and dependent on deductive codes created from literatures. Information was transcribed, open and axial coded. ATLAS.ti was utilized to code innovation types into percentage occurrence. The code occurrences were resolved and arranged, and themes were created. These themes were then exposed to analysis and interpretation.

4. Results and Discussions

The outcomes of the inventive CMSMEs studied that have endure and succeeded more than 3 to 41 years situated in the northern region of Nigeria are presented below:

4.1. CMSME Innovations

Working definitions embraced for the examination include: innovation is the successful presentation of new technologies, products, services, procedures, into the market or use (Goodland et al., 2015); innovation is the use of or commercialisation of invention, creativity, discovery or ideas (Massa and Testa, 2008). Whereas, commercialisation, specifically, is known to be a basic part of the innovation procedure and a stage in which most innovations and advancements come up short, (Aarikka-Stenroos et al., 2014). Utilizing these definitions, the results of data investigated (see Fig. 3) give the idea that the prevailing types of innovation among the CMSMEs in northern Nigeria are product innovation, management innovation and service innovation. These represent 32%, 26% and 12% of the innovation occurrences each.

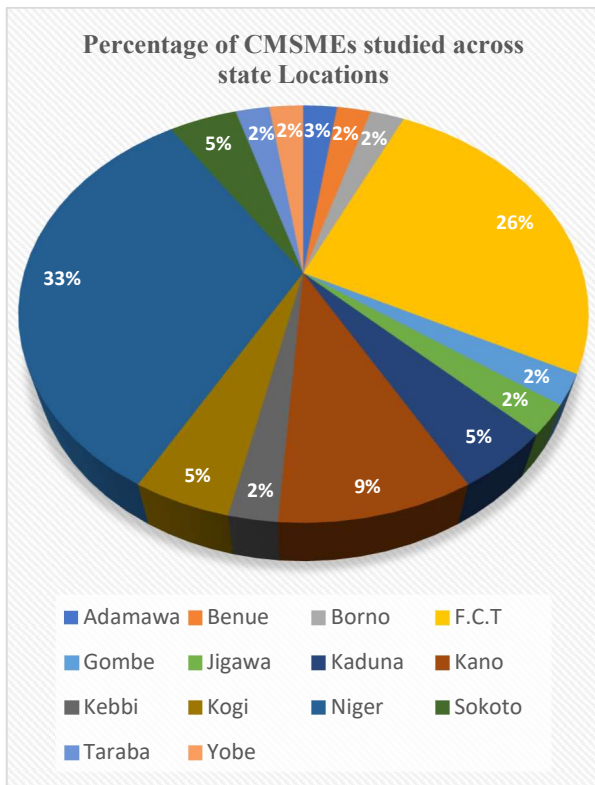


Fig. 1. Percentage of CMSMEs studied across state locations

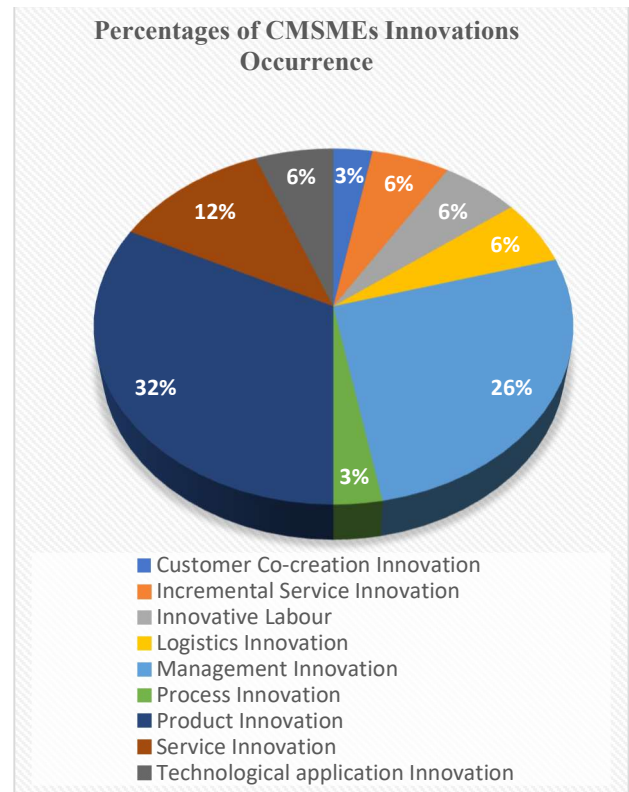


Fig. 3. Percentages of CMSMEs Innovation Occurrence

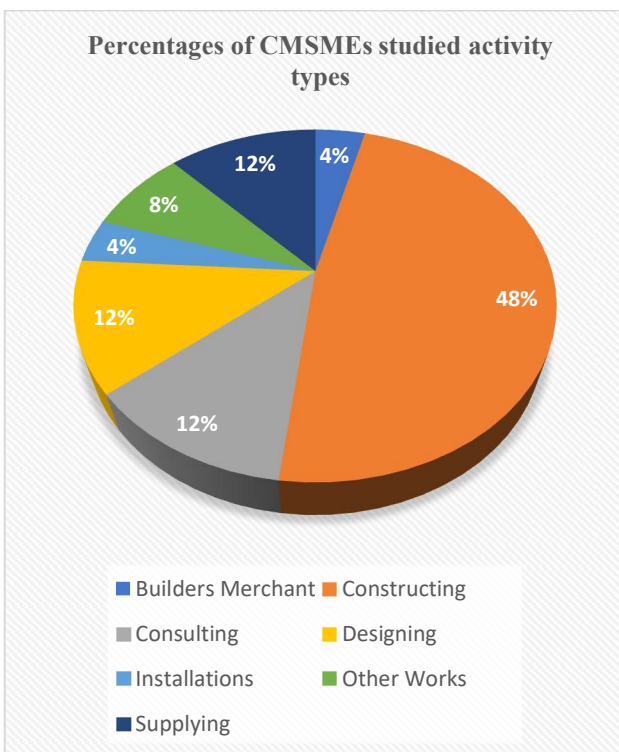


Fig. 2. Activity type of CMSMEs studied

Other innovations distinguished include technological application innovation, incremental service innovation and logistics innovation with each sort having 6% each, while client co-creation innovation and procedure innovation each have 3% of all occurrences. While all these innovations were confirmed by the firm's to have impacted on their success.

5. Discussion of Findings

Discoveries from the dissected research information uncover the accompanying types of innovations as overwhelming within the inventive CMSMEs considered situated in the Northern part of Nigeria. The CMSMEs considered had their business success periods from 3 to 41 years (see Fig. 4).

5.1. Product Innovation

Product innovation is an effectively created, presented, diffused and utilized product or item (Egmond, 2012). The outcomes from the explored information uncover product innovation as the most predominant sort of innovation within the examined CMSMEs situated in the Northern part of Nigeria. This outcome is consistent with an investigation directed by Haugbolle et al. (2015) that draws information from five contextual investigations from three unique nations: Denmark, Sweden and France. From the cases considered, the examination found the presence of product innovations in a modern lodging idea improvement firm and at Rockwool. Additionally, an examination carried out in Finland by Koukkari and Orstavik (2015) found that product innovations were clear in all the ten development organizations considered.

It has been proposed that construction production and production processes or generation methods have a lot to do with product innovation as it creates values (innovative products) along with the procedures of its creation (Orstavik, 2015). Thus, the mission for increasingly proficient products and services and the quest for upper hands through peculiarity and development have formed most CMSMEs or development organizations (Orstavik et al., 2015).

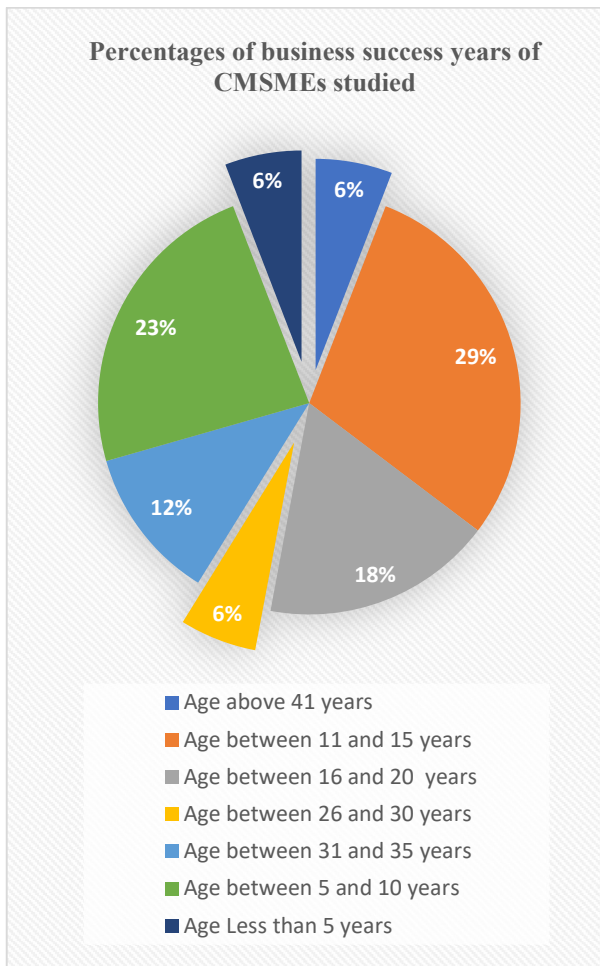


Fig. 4. Business success period of CMSMEs studied

Therefore, product innovation (creation) is commonly done in ventures whose survival relies upon offering products for which options might be accessible from a scope of different contenders (Orstavik et al., 2015). Subsequently, product innovation, described by inventively making novel qualities through waste and value decrease, becomes important aggressive situations for enterprises to endure and thrive. (Orstavik et al., 2015). Moreover, product innovations further happen in the assembling of planned construction materials and hardware creation of the built environment (Orstavik, 2015).

5.2. Management Innovation

The results demonstrate that management innovation is among the most significant kinds of innovation within the CMSMEs situated in the northern part of Nigeria. This outcome is verified by the study of Orstavik et al. (2015) in which they express that new business approaches for planning, assembling structures and materials development, are demonstrations that much imaginative critical thinking or innovations occurring within construction sector. Additionally, Haugbolle et al. (2015) found the presence of organisational innovations, which are firmly identified with the management innovation, in mechanical lodging idea improvement firms, Kitchen Solutions, Accor Hotels and at Rockwool from their cases examined.

5.3. Service Innovation

The outcome from the investigated information uncovers service and incremental service innovation or administration and steady administration development as one of the regular sorts of innovations within the examined CMSMEs, situated in the northern part of Nigeria. This result supports the findings of Egmond (2012) who hypothesized that the basic kinds of innovations in the construction business are incremental innovations or gradual advancements.

5.4. Logistics Innovation

The outcomes show the occurrence of logistics innovation among the CMSMEs situated in the Northern part of Nigeria. This outcome is in concurrence with the exploration and discoveries of Bygballe and Ingemansson (2014) which uncover that construction firms innovate comparatively often in the areas of planning and managing projects, construction process organisation and the handling of materials, workers and clients.

5.5. Technological Application Innovation

The exploration results likewise distinguish technological application innovation to be among the averagely common kind of innovation or advancement happening within the current studied CMSMEs in the northern part of Nigeria. This exploration result is additionally supported by the study of Egmond (2012), where he actuates that an extensive level of the development advancements in emerging nations involves innovations received from someplace and custom-tailored to fit the nearby necessities and conditions. Further, studies have discovered that the limit and the capacity to improve and quickly receive innovation is unequivocally connected with the effective generation and execution of a task and of business (Egmond, 2012).

5.6. Customer Co-Creation Innovation

Customer or client co-creation innovation was observed to be among the averagely existing sorts of innovations within the CMSMEs in northern Nigeria. Supporting this result is the study of Rose and Manley (2015) who contend that customers assume the main job in advancing product innovation or item advancements in the construction development business through their conduct and undertaking desires, and by embracing new products or items for their vital esteem. So also, customers are said to fill in as impetuses that encourage the dispersion of innovation or developments in the development chain (Wamelink and Heintz, 2015). Whereas in a task, the customer is a noteworthy main thrust behind innovation or advancement and at times co-Innovation (Egmond, 2012).

5.7. Process Innovation

Procedure or process innovation is an effectively created, presented, diffused and utilized procedure (Egmond, 2012). In the present examination, process innovation or advancement was observed to be among the low happening sorts of development within the considered CMSMEs in northern Nigeria. This research result is steadily consistent with the discoveries of Haugbolle et al. (2015) who draw information from five contextual analyses from three unique nations: Denmark, Sweden and France. They found the presence of process innovation in a kitchen arrangements' firm from among the construction firm cases

contemplated. Procedure or process innovation was additionally distinguished by Fransen (2013) in his examination.

6. Interpretation of Results

This area gives useful significance to the information dissected above regarding the point of this exploration as expressed. The accompanying elucidations can be contemplated from the information:

Information examined presents product innovation as the most predominant sort of innovation among the CMSMEs in northern Nigeria with a 32% event. It is accordingly construed that product innovation as a feature of and the most overwhelming sort of CMSME improvement is importantly the practical reason for logistic innovation and service innovation. While management innovation, process innovation, and technological application innovation are innovation outcomes that are associated and related to product innovation. They were also disclosed to be responsible for the CMSMEs success periods, reasons for success and their salient points of success. Therefore, the research settles that innovation impacts on the studied CMSMEs success. This implies product innovation isn't simply predominant, however, but the driver of every other type of innovation and development in the CMSMEs in northern Nigeria. It is in this way safe to prompt that innovations and developments exclusive to the northern Nigerian CMSMEs are product engaged and product determined. It in this manner pursues that CMSME exercises and achievement are depended on how creatively they give the product they offer their clients. Thus, failing and up-coming CMSMEs that divert their attention and regard for product innovation are well on the way to endure and succeed.

7. Conclusion

This research, therefore, concludes that the transcendent kind of innovations within CMSMEs in the northern part of Nigeria are product innovations, management innovations and service innovations. These innovations are said to be responsible for the CMSMEs' studied achievement periods, wellsprings of progress and have made a noteworthy commitment to their prosperity throughout the years. This finding, along these lines, suggests that failing or emerging CMSMEs could concentrate on innovations, and specifically, product innovations, management innovations and service innovations or administration ingenuity to support their odds of survival and possible achievement, since the studied CMSMEs succeeded based on these innovations. Besides, product innovation is viewed as the reasonable trigger of different types of innovation within CMSMEs studied, since different kinds of innovations are required side-effect innovation or since other types of innovations are necessitated by product innovation as uncovered by the investigation.

In any case, the researcher recognizes any variation in the research configuration, inquire strategy, inspecting procedure, the extent of information, source of information, information gathering instrument and technique for information investigation could bring about modifying the discoveries and the use of the discoveries in this exploration and consequently, limit the examination. Besides, the research is delimited to just the recognizable

proof of kinds of innovation and not the attributes and nature of individual innovation. Hence, constituting part of the research limitation.

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