Behavioral Patterns: Small Firms’ Recipe for Growth

Motivation / Background
The productivity of micro and small vs medium firms:

Key Question / Hypothesis
What behavioral and managerial patterns in supply chain management affect the productivity and willingness to grow of a small firm?

Expected Contribution
Identify managerial and behavioral patterns that correlate to the productivity and growth of micro and small firms.

Quantify the identified managerial and behavioral patterns.

Establish a conceptual framework for micro and small firms to use as a foundation for supply chain management decisions.

Findings and Results
The behavioral and managerial patterns are best represented in the context of non-linear models that can account for dynamic feature interactions and moderation.

Risk taking, task delegating and goal setting are influential behavioral management patterns in predicting rates of business growth and productivity for MSEs in Latin America.

Adoption of new technologies/processes as a behavioral management pattern has insignificant predictive contribution for business growth and productivity.

Methodology

Relevant Literature

Success
Productivity and Growth
Behavioral Patterns: Risk, Goals, Delegation, Adoption of New Processes

Methodology

Visual Observation
Open-Ended Questions
Interviews, Observation & Discussion
Focus Groups
Case Study Analysis

Survey
Qualification Tree Analysis & Linear Regression

Qualitative
Company Visit
Interactive Workshop

Quantitative
CART Analysis
Logistic Regression