

A Study on Innovation Management in Small and Medium Enterprises (SMEs)

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Abstract: *Innovation management is critical for the sustainability and growth of small and medium enterprises (SMEs) in today's competitive business environment. This research paper examines the various aspects of innovation management within SMEs, exploring the strategies, processes, and challenges they face in fostering innovation. It aims to provide insights into how SMEs can effectively manage innovation to enhance their competitive advantage, drive growth, and respond to market changes.*

The study reviews existing literature on innovation management, highlighting key theories and practices that have been successful in SMEs. Through a combination of qualitative and quantitative research methods, this paper identifies the factors that influence innovation management in SMEs and offers practical recommendations for business leaders. The findings are intended to help SMEs leverage innovation as a strategic tool to achieve long-term success..

Keywords: Innovation management