



# Restructuring Of Msmes Through Ipr In Post Covid-19 Era-In Teachers Perspective

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## ARTICLE INFO ABSTRACT

The extensive expansion of COVID-19 impacts the whole world by creating bundle of issues. The current slump trembles the world economic direction. In this state of affairs India is never lose the hopes in its aspirations. Whole world bowed their eyes on India. Indian economy is a mixed economy where India should focus towards holistic development. The contribution to GDP is earned from different sectors. Of course, even though agriculture is a backbone of our economy. Here we should also know that the contribution of MSMEs towards GDP and economic growth. Already MSME sector is facing miseries. Although this lockdown period has completely exposed this sector and any kick start will necessarily be fraught with a number of insurmountable problems like fund crunch, scattered and fleeting workforce, the communication barriers, supply-chain deadlock, stalling of import and export avenues and so on. This chapter is focus on teacher's perception in developing MSMEs through IPR by enhancing new skill sets of the entrepreneurs in the Post Covid-19 for economic sustainability. The study is based on primary and secondary data with relevant statistic tools results are derived.

**Key Words:** Teachers, IPR, Skills Sets, Sustainability

## Introduction:

Regularly, businesses focus on their focus for progress. But the dynamic business environment is making them extraneous in the market. So, businesses should recourse to a system of lively management by innovating on the business models rather than a single aspect of the business. Business model innovation demands neither new technologies nor creation of new markets, but cares about delivering the existing products produced by existing technologies to the existing markets, through an exceptional pattern. Henceforth, defining, innovating, and evolving new business models have become the new basis of competition. A distinguished, process, effective, and efficient business pattern which ensure developed profits and sustainability. In this background, the present chapter efforts to equip multiple global evidences and discuss the business innovation over Indian perspective.

Thousands of Micro, small and medium enterprises (MSMEs) in India are reported to be losing millions in revenues due to lack of awareness about IPRs (intellectual property rights).About 40,000 IP applications are filed in India annually and 85 per cent of these are filed by multinational corporations, leaving a sizable number filed by SMEs, but most innovations across the world are done by MSMEs. In the developed world, owing to high awareness levels, small entrepreneurs approach venture capital and private equity funds to meet the expenses incurred on cost of protection, enforcement and commercialization of IPRs. In India, the lack of awareness among small players effectively denies them the fruits of the intellectual property they create. Exporters have to register a trademark of their brand in overseas markets to prevent competitors from copying these and selling counterfeit products. Various chambers of commerce and industry are now coming forward to disseminate awareness among Indian companies about the benefits of creating intellectual property and applying for patents and IPRs.

## Review of Literature:

- **Raj Ankush Soshte (2020) A study on building awareness on intellectual property rights (IPR) for the micro, small & medium enterprises (msme) in India** the paper focused on

importance of IPR for MSMEs by using secondary data. To make MSME stronger MSMEs should be aware of IPR. Even though government has taken a lot of programmes there is gap in MSME about awareness about IPR.

- **Ratansingam et.al (2020)** Early evidences from a survey and recommendations for policy makers' analyses that MSMEs are also aware the weaker and vulnerable members should think out of the box and avoid stereo type of analysing as well as interpretation of business. After analysing primary data which contains 784 respondents and 1890 registered furniture MSMES at Malaysia almost all the respondents of the survey indicate that all the SMEs must eagerly explores towards research and innovation for sustainable development in this pandemic COVID-19 situation.
- **Viraj Vijay Jadhav, Ravindra Mahadeokar (2019)** The Fourth Industrial Revolution (I4.0) in India: Challenges & Opportunities, this paper focus towards the Role of Academia is to enhance quality of teachers and modernize learning infrastructure, Align course curricula in tandem with I4.0 requirements, with well-regulated and industry-relevant updated content, Focus more on practical, result oriented knowledge, over theoretical content, Promote a culture of research in upcoming areas like I4.0 and act as the test beds for innovation and new learning, Participate actively in the development of MOOCs (Massive Open Online Courses), Collaborate with industry players.
- **Nalla Bala Kalyan (2017)**, Researcher shares his view that is IPR is needed for MSMEs to prevent competitors from copying or closely imitating a company's products or services; create organizational identity, increase market value of the company, and access new markets. By analysing through secondary data, it demonstrates that IPR can be made more effective for MSMEs by organizing awareness and sensitization programs at different paces on regular basis.
- **Elena Ruskovaara, MinnaHämäläinen, TimoPihkala (2016)**, Head teachers managing entrepreneurship education – Empirical evidence from general education. In this paper authors mentioned that the focus is on the effects of head teachers' background characteristics on schools' entrepreneurship education activities, teachers' training in entrepreneurship education (EE) has predictive power on schools' EE activities. They also explained that demographical aspect do not explain entrepreneurship education activities. The results of the paper indicate a great need for the development of head teacher training for entrepreneurship education.

This study determines the subsequent Research questions

1. What are the skills sets required for MSMEs?
2. Is there any relationship between MSMEs and Academia?

#### Research objectives:

1. To importance of IPR for MSMEs.
2. To analyse the factors influencing sustainability of MSMEs through IPR in tough times.
3. To examine the relationship between academia, IPR and MSMEs and its impacts in future.

#### Hypothesis:

- H1: IPR influence in the growth of MSMEs and its Sustainability.
- H2: IPR makes MSMEs to reach global standards.

#### Methodology:

The study is explorative and descriptive. In order to analyse and interpret the data, data is gathered through primary source, a survey through online Google form questionnaire has been sent to teachers of various degree colleges in Bangalore counting to 100 respondents.

Purposive sampling techniques are used to collect the data. This study is descriptive and explorative. It tends to describe the teacher's perception in developing MSMEs through IPR by enhancing new skill sets of the entrepreneurs in the Post Covid-19 for economic sustainability.

**Statistical tool:** Descriptive analysis and t-Test: Two-Sample Assuming Unequal Variances

is used to know the perception of teachers on MSMEs restructuring and to interpret the data.

The study was limited to the know the Industry and academia interfere in growth of MSMEs and its sustainable development with IPR. The 17 questions of Likert scale with a five-point scale is used to collect data.

#### Data Analysis and Discussions:

It tends to describe the factors where MSMEs should focus as per the teachers for sustainability is very much clear. Here 53% of the teachers are agreed the IPR leads for sustainable development of MSMEs. Through t-Test: Two-Sample Assuming Unequal Variances. It is cleared that H1 and H2 is accepted.

**Table 1.1 Descriptive Statistics**

ID	N	Mean	Median	Standard Deviation

Awareness	100	0.92	1	0.27265992
Types	100	1.89	2	0.31446604
Impact of COVID-19 will cause slowdown of MSMEs	100	4.14	4	0.68194612
Post COVID-19 needs Restructuring of MSMEs	100	4.04	4	0.82779981
IPR enhance the quality of product and services by MSMEs	100	4.28	4	0.72585721
Focus more on R& D to gain IP	100	4.29	4.5	0.82013795
Supply chain management become easy	100	3.78	4	0.78598841
Increase the demand	100	4.12	4	0.84423176
IP registration	100	3.9	4	0.92659908
IPR brand building will enhance the business in the market for MSMEs	100	4.07	4	0.72828843
IPR is must for MSMEs to reach global standards	100	4.03	4	0.846323
Depend only on government	100	3.05	3	1.11350752
IPR leads to sustainable /holistic development of MSMEs	100	4.01	4	0.83478661

Graph 1.1

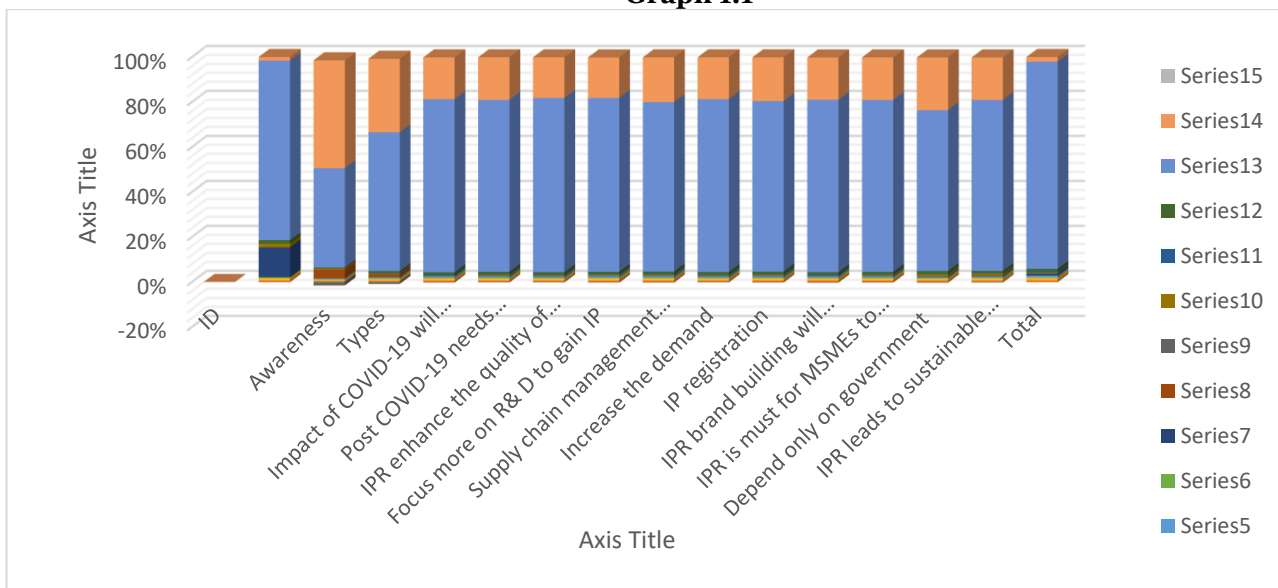


Table 1.2: t-Test: Two-Sample Assuming Unequal Variances

t-Test: Two-Sample Assuming Unequal Variances						

	<i>Awareness</i>	<i>IPR is must for MSMEs to reach global standards</i>	<i>Awareness</i>	<i>IPR brand building will enhance the business in the market for MSMEs</i>	<i>Awareness</i>	<i>IPR leads to sustainable /holistic development of MSMEs</i>
Mean	0.92	4.03	0.92	4.07	0.92	4.01
Variance	0.074343434	0.716262626	0.074343434	0.53040404	0.074343434	0.696868687
Observations	100	100	100	100	100	100
Hypothesized Mean Difference	95		95		95	
Df	119		126		120	
t Stat	-1103.400575		-1262.127624		-1116.96049	
P(T<=t) one-tail	9.3221E-241		1.3553E-260		3.5016E-243	
t Critical one-tail	1.657759285		1.657036982		1.657650899	
P(T<=t) two-tail	1.8644E-240		2.7107E-260		7.0032E-243	
t Critical two-tail	1.980099876		1.978970602		1.979930405	

Hypothesis 2: There is impact of IPR to make MSMEs to reach global standards.

<b>Model Summary</b>			
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>
1	.199a	.040	.030

The table provides a summary of the statistical model's performance. The correlation coefficient (R) is 0.199, indicating a weak positive linear relationship between the independent and dependent variables. The R Square value is 0.040, suggesting that only 4% of the variance in the dependent variable global reach standards is explained by the model. The Adjusted R Square, which adjusts for the number of predictors in the model, is slightly lower at 0.030, indicating a minimal improvement when accounting for the model's complexity. Overall, the model explains a very small portion of the variation in the Global reach standard of IPR.

<b>ANOVA<sup>a</sup></b>						
<b>Model</b>		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	<b>Regression</b>	4.312	1	4.312	4.046	.047 <sup>b</sup>
	<b>Residual</b>	104.438	98	1.066		
	<b>Total</b>	<b>108.750</b>	<b>99</b>			

The ANOVA table displays the results of an analysis of variance for a regression model. The regression sum of squares is 4.312 with 1 degree of freedom, leading to a mean square of 4.312. The residual sum of squares is 104.438 with 98 degrees of freedom, resulting in a mean square of 1.066. The F-statistic is 4.046 with a significance level (p-value) of .047, indicating that the regression model is statistically significant at the 5% level. The total sum of squares for the model is 108.750 with 99 degrees of freedom.

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	<b>(Constant)</b>	3.898	.338		11.519	.000
	<b>IPR</b>	.198	.099	.199	2.011	.047

The table presents the results of a regression analysis, specifically focusing on the influence of the independent variable IPR on a dependent variable Global reach standard. The constant term (intercept) is 3.898 with a standard error of 0.338, indicating it is highly significant with a t-value of 11.519 and a p-value of .000. The coefficient for IPR is -.198, with a standard error of 0.099, yielding a standardized coefficient (Beta) of -.199. This suggests a positive relationship between IPR and the Global reach standard, significant at the 0.05 level ( $t = 2.011, p = .047$ ).

### Hypothesis 1: There is influence of IPR in the growth of MSMEs and its Sustainability

Model Summary			
Model	R	R Square	Adjusted R Square
1	.204 <sup>a</sup>	.041	.032

The table provides a summary of the regression model's performance metrics. The "R" value of 0.204 indicates a weak positive correlation between the IPR and Growth and Sustainability. The "R Square" value of 0.041 suggests that approximately 4.1% of the variance in the Growth and Sustainability is explained by the model. The "Adjusted R Square" value of 0.032, which accounts for the number of predictors in the model, indicates a slightly lower explanatory power, adjusted for the degrees of freedom. Overall, the model explains a small portion of the variability in the data.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.081	1	5.081	4.240	.042b
	Residual	117.429	98	1.198		
	Total	122.510	99			

The table presents the results of an ANOVA test for a regression model. The "Regression" row indicates that the model explains 5.081 of the total variance with 1 degree of freedom (df), resulting in a mean square of 5.081. The F-value of 4.240 and the significance level (Sig.) of 0.042 suggest that the regression model is statistically significant at the 5% level. The "Residual" row shows the unexplained variance of 117.429 with 98 df, leading to a mean square of 1.198. The "Total" variance in the model is 122.510, combining both explained and unexplained variances.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.866	.359		7.987	.000
	IPR	.215	.105	.204	2.059	.042

The table presents the coefficients from a regression analysis. The model's constant (intercept) is 2.866 with a standard error of 0.359, and it is highly significant ( $t = 7.987, p < .001$ ). The independent variable IPR has an unstandardized coefficient (B) of 0.215, indicating that for each unit increase in IPR, the dependent variable growth and sustainability increases by 0.215 units. The standard error for IPR is 0.105, and its standardized coefficient (Beta) is 0.204, showing a moderate effect size. The t-value for IPR is 2.059, with a significance level of 0.042, indicating that IPR is a statistically significant predictor growth and sustainability at the 0.05 level.

### Interpretation and Conclusion:

Present is the period of not only the determination of the fittest but also the survival of the faster and stronger. Innovation leads to easy attainment of IPR (Patent, Copyrights, GI tag, Trademarks, Traditional Knowledge etc.,). These innovations bring the brand image in world-wide or world-wide identification of our MSMEs products and services.

- IPR enhance the competitiveness and sustainable development of MSMEs.
- Extensive research & need analysis.
- Project completion & business potential
- Decide on right IP protection strategy
- How to manage trade secrets
- IP due diligence to avoid infringement
- Support your R&D with new technology development for patenting
- Expresses the innovation potential to customers
- Increases chances of funding
- Greater valuation
- Raise money without much liquidation by licensing or monetization

- Mutual Supply of Technologies
- Training and development, awareness programs
- Sufficient availability of the credit
- Focus on cluster development.

This study is limited, with a sample size of 100 and limited to geographical location. There are also several avenues for future research. Researchers and MSMEs can take more variables to understand IPR and its status in MSMEs. A similar study can be undertaken by any other organization with more responses with different variables influencing IPR on MSMEs.

To maintain sustainability in this pandemic era by MSMEs there is need for MSMEs and Academia collaborative setup should emerge. Educational Institution and Teachers with modernize teaching and learning infrastructure enhance the quality. Teachers mentions that integrated course with deliberated and industry dynamics updated contents should be incorporated. Focus more on practical, result oriented knowledge, encourage, cultivate and promote research culture in trending areas of business. MSMEs should focus on R &D, innovation is mandatory for sustainability in any crisis.

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