EDUPERNEURIAL DEATHS IN THE MANAGEMENT IN THE SUBURBAN AREAS OF NORTH INDIA : REASONS AND REMEDIES

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Abstract:

Most micro and small enterprises (MSEs) have a limited organizational structure, financial resources, technology, and management strategies. Due to these limitations, there are many risks in this industry. Understanding the aspects contributing to mortality risk among MSMEs is essential to guide entrepreneurs in developing strategic measures and help governments develop policies that support the creation of new businesses. To do this, it is necessary to know the key factors contributing to business mortality risk. The current state of business mortality in MSE? What are the factors that contribute to the risk of mortality in MSE? What is the relationship between factors that contribute to mortality risk in MSE? This research aimed to analyze the risk factors for MSE mortality and how they are related. The current situation in entrepreneurial mortality in MSE was documented, and its risk factors were identified. One hundred and six articles published from January 2000 to February 2021 were analyzed. The results showed 36 mortality risk factors and highlighted the risks associated with innovative processes, business management, and entrepreneur characteristics. This study contributes to the theoretical framework on corporate mortality and provides an agenda for future research that indicates gaps that need to be explored. Regarding managerial implications, we suggest that entrepreneurs prioritize educational initiatives, invest in education, have SMEs participate in collaborative networks to establish partnerships between stakeholders, and invest in technological tools to make companies more competitive in the market.

Keywords: business mortality; risk factors; MASS; systematic review; conceptual framework; research agenda.

. Introduction

Entrepreneurship is considered one of the main drivers of economic growth and therefore plays an essential role in national economies [1,2]. From this perspective, micro and small enterprises (MSEs) play a significant role in gross domestic product (GDP) growth, job creation, income distribution, and socio-economic development [3,4]. In addition, they promote stability and social justice for low-income populations through entrepreneurship and business formalization [5].

MSEs represent most of the total number of companies in most countries [6,7]. Due to their diversity, they are generally classified according to the number of employees, annual turnover, and total assets amount [8]. MSEs are fragile [11]. Moreover, many companies are unregulated and lack strategic and technological training to avoid corporate mortality [12,13]. Studies show that most MSEs have limited development, working capital, organizational structure, and management strategy [14].

Entrepreneurial mortality is understood as the demise of production factors, provided that no other organization is involved in the process, such as in the case of mergers and restructuring of companies [10]. There is a consensus in the literature that there is no sole factor determining the risk of corporate mortality but rather a dynamic relationship between internal and external difficulties [15,16].

Factors associated with mortality risk can be broadly divided into (a) entrepreneur, which refers to the individual's characteristics and lack of previous experience; (b) a company or business that presents problems in the management of the company, and (c) the external environment, where there are difficulties related to the economic context and other factors of a cyclical nature [11,16]. Mahamid [17] presents another classification: (a) managerial factors, (b) financial factors and (c) external factors. A systematic understanding of risk factors is important to help other entrepreneurs overcome similar problems and implement planning that reduces the risk of mortality [16]. The literature indicates that risk factors for business mortality are related to lack of inclusion in business networks [18,19], difficult access to financing and loans [20,21], and lack of technological tools [22,23]. Lack of managerial experience [24] and technical knowledge [25,26] also result in significant business mortality.

The focus of this review on understanding the dynamic relationships that influence MSE mortality was based on gaps observed in the literature. Despite the increase in studies in this area, findings lack generalizability, and several research issues remain core. Ferreira et al. [16] ensure that the level of integration between risk-related aspects is virtually inseparable. Gupta and Tripathi [24] add that this topic has potential for future studies as many factors should be analyzed to improve MSE performance and help the local economy.

Another important aspect is that entrepreneurship is a global trend; in this scenario, MSEs represent most companies worldwide [25]. Understanding the problems and challenges of MSE has gained importance at social, governmental, business, and academic levels [24,26]. Furthermore, national macroeconomic policies and government attitudes influence any endeavor's failure and success [27]. Ratto et al. [28] add the need to develop tools to reduce business mortality and create programs incorporating accumulated theoretical and empirical knowledge.

Given the above gaps, the following research questions emerged:

RQ1. What is the current state of business mortality in MSE?

RQ1a. What are the factors that contribute to the risk of mortality in MSE?

RQ2. What is the relationship between factors that contribute to mortality risk in MSE?

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The main objective of this research was to analyze the factors contributing to the risk of mortality in MSE. The specific goals were: (i) to examine the current state of business mortality in MSEs and (ii) to verify existing relationships between factors contributing to MSE mortality risk. The method of Conforta et al. was used to develop this study. [29] was performed in ten steps. A conceptual model was developed to identify relationships between factors and a future research agenda. This research has yielded theoretical and managerial contributions. First, he offered a theoretical framework for business mortality. The analysis revealed increased studies on this topic in recent years and emphasized the method of empirical statistics in most of the analyzed articles. They have contributed to identifying future research and gaps to be explored in segments of interest using methodologies that bring answers to the sector. Second, it contributed to understanding the determinants of mortality risk in MSE and their relationships. A comprehensive literature review revealed thirty-six risk factors classified into five key dimensions. These findings contributed to entrepreneurs prioritizing improvement and training initiatives. The results showed a set of critical factors that lead to mortality risk, emphasizing risks associated with innovative processes, business management, and entrepreneur characteristics. Third, this article helps policymakers and other stakeholders working in MSEs to find knowledge to support new business creation and growth.

In terms of managerial implications, it is suggested that entrepreneurs invest in education so that their decisions are based on technical knowledge and not on intuition; for SMEs to participate in collaborative networks to create formal and informal partnerships between stakeholders; that they invest in technological tools to make MSEs more competitive in the market and that surveys are conducted to gather information on consumer needs and desires, constraints and customer habits, taking into account their complaints and comments on social networks. This study has been organized into eight sections. Section 2 describes the methodological procedures and steps that guide this systematic review. Section 3 details the results of the current literature in the field. Section 4 presents the discussion and implications of the research findings. Section 5 offers the dimensions and sub-dimensions that justify the proposed model, and Section 6 provides a conceptual model that structures the relationship between mortality risk factors in MSE. Section 7 details the future research agenda, and finally, Section 8 summarizes the findings and managerial implications.

.2. Material and Types

This part presents all the steps taken for a systematic literature review. A systematic literature review is a secondary study used to map, critically assess, consolidate and aggregate the results of relevant primary studies on a specific research question or topic [30]. As Tranfield et al. [31] confirm, a systematic review's objective is to provide findings that provide reliable and accumulated knowledge of several studies. In addition, it identifies gaps that need to be filled, leading to a comprehensive report or synthesis. This study used the review method proposed by Conforte et al. [29], structured in 10 steps. In presenting the results, a synthesis was made based on the thematic categories of corporate mortality proposed by Ferreira et al. [16] and Machado and Espinha [11].

Step 1. Definition of the research problem: what factors contribute to mortality risk in MSE?

Step 2. Objective definition: analyze factors that contribute to mortality risk in MSE.

Step 3. Primary sources. The databases used were: Web of Science, Scopus, Science Direct, and Taylor and Francis. The Web of Science was chosen because it is considered the most extensive

scientific database in the world and includes the most cited journals in their respective fields, Scopus and Taylor and Francis were selected for their academic quality and multidisciplinary information resources, and Science Direct was chosen to include the areas of applied engineering and social sciences. Initially, "business mortality" and "micro and small enterprises" were examined to verify citations in other publications. Words related to business mortality were: bankruptcy, business closure, business closure, premature mortality, failure, business interruption, and failure. For

"micro and small business" related words were: micro business, small business, small and medium-sized enterprise, SME, and SME (small and medium-sized enterprise). All terms have been added to the search.

Step 4. Keywords. The combinations listed in step 3 were considered in analyzing the paper's abstract and title. The keywords searched were: micro and small enterprise, MSE, SME, premature mortality of the enterprise, closure of the enterprise, and company bankruptcy. Example of a combination of keywords searched in databases: ('micro and small enterprise*' OR 'MSE' OR 'SME') AND ('premature* mortality* business*') AND ('business* termination*') AND ('company* audition*').

Step 5. Definition of the survey period. The observation period ranged from January 2000 to February 2021. This review began with the year 2000, as it was found that corporate mortality studies had more publications since that period, with an average of 60 articles per year. Moreover, only a limited number of studies were published from the 1960s to the 1990s, an average of 6 papers per year.

Step 6. Criteria for inclusion and exclusion of articles. After reading the title and abstract verified in step 4, the following filters were used for the selection: a) studies of critical risk factors for mortality in MASS; b) type of document for which only scientific papers were selected, and c) language of publication concerning articles in English. The exact compositions and pieces that did not address the problem of this study were excluded.

Step 7. Article qualification criteria. To verify the focus of the research, the introduction and conclusion of the papers selected in step 6 were read. The number of article citations and descriptive and explanatory studies was considered.

Step 8. Methods and tools. The technique included efforts that made the search process easier to learn and filter. A complete reading of the selected articles was done to understand better.

As a supplement to the previous steps, the Systematic Reviews and Meta-Analyses Protocol (PRISMA) (Fig. 1) was used, which aims to improve the reporting and evaluation of systematic reviews in the field so that they are complete and transparent [32]. This protocol was structured into four phases: identification, selection, eligibility, and enrollment. During the title, relevant studies were searched, resulting in 1,971 articles. A double screening was carried out during the appointment. Duplicate reports were excluded (n = 107), and titles and abstracts were analyzed, with pieces that did not show a relationship between the search terms being eliminated (n = 949). For eligibility, studies were read and interpreted. Articles that did not answer the research questions and those that did not mention risk factors or determinants of mortality were excluded, as were studies that looked at a different type of society (n = 838). It was found that although the term "micro and small business" was among the keywords, some articles appeared as results that did not include this sector.

In the last phase, 77 articles were included. Finally, the Snowball method was used, capturing 29

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pieces. This technique selected additional work from early paper references [33]. Twenty-nine articles were added to the 77 articles, totaling 106.

Steps 9 and 10. Processing and output. A table was created with 106 selected contributions (Appendix A). In the last step, a conceptual model [34–36] was created based on findings in the literature, which organized the existing relationships between the identified risk determinants.

Regarding the philosophy of scientific research, it has been verified that it is a method that, when applied in various fields, allows the researcher to generate ideas in knowledge in the context of research. Four main directions are distinguished and discussed in the philosophy of research: positivist philosophy of research, interpretivism philosophy of research, pragmatic philosophy of research, and realistic philosophy of research [37].

This study follows an interpretive research philosophy. The interpretive research philosophy says that the social world can be interpreted subjectively. The most excellent attention is to understand how people experience the social world. The interpretive research philosophy is based on the principle that the researcher plays a specific role in observing the social world. According to this philosophy, research is based on and depends on the researcher's interests. It is noteworthy that interpretative research mainly uses qualitative methods and the following data collection techniques: document study, image data analysis, observation, and interview. This research works with interpretation, creating theories where the researcher and reality mix. In this study, the interpretive approach corresponds to the need to study a phenomenon (the risk of entrepreneurial mortality) to find an answer where knowledge is not constructed. The aim of the research is a broad description of the investigated phenomenon [37].
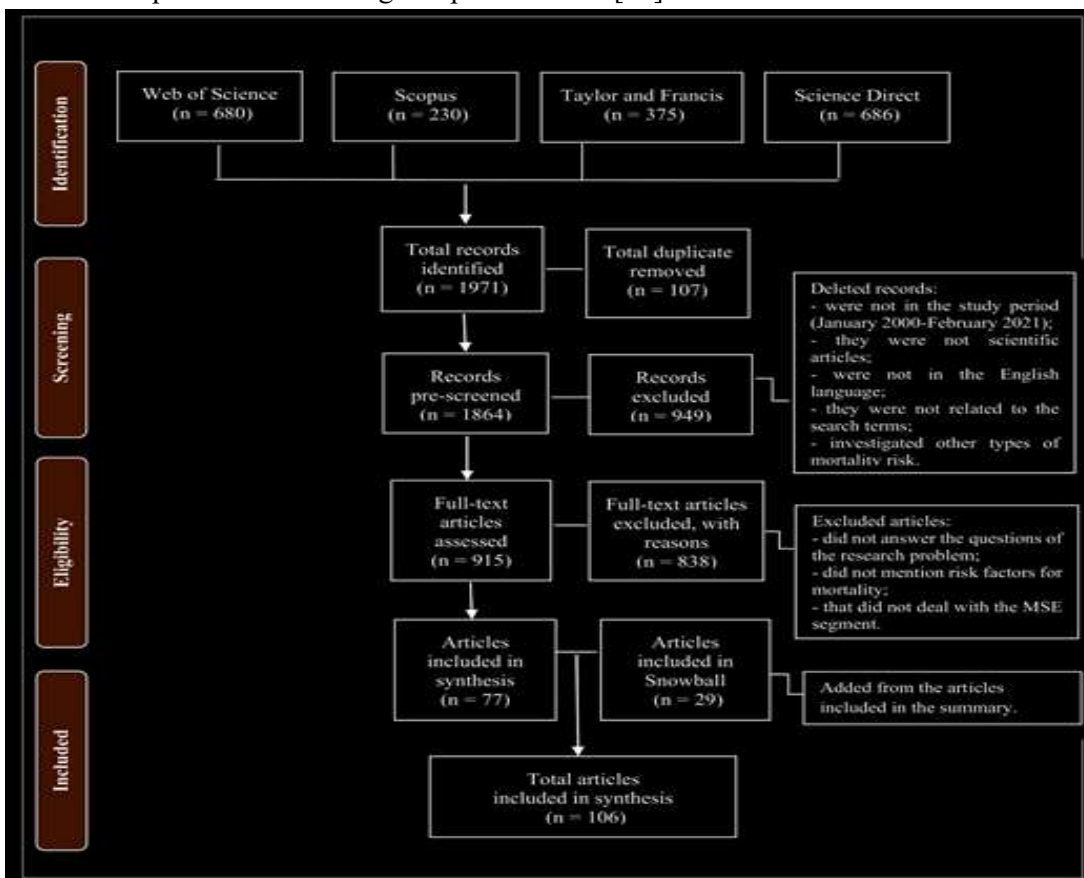

Figure 1. Steps of the PRISMA protocol for a systematic literature review.

3. Results

This section presents the results found in the 106 studies analyzed.

3.1. Descriptive analysis

The final selection of articles was explained in terms of stratification, publications by year, and country.

When using keywords, the database with the highest number of relevant studies was Science Direct (n = 686) (Figure 2). After the first and second screening, the Web of Science emerged with the most significant number of selected articles (37). In filter 1, duplicate reports in the databases were excluded; in filter 2, papers were read and analyzed (Figure 2).
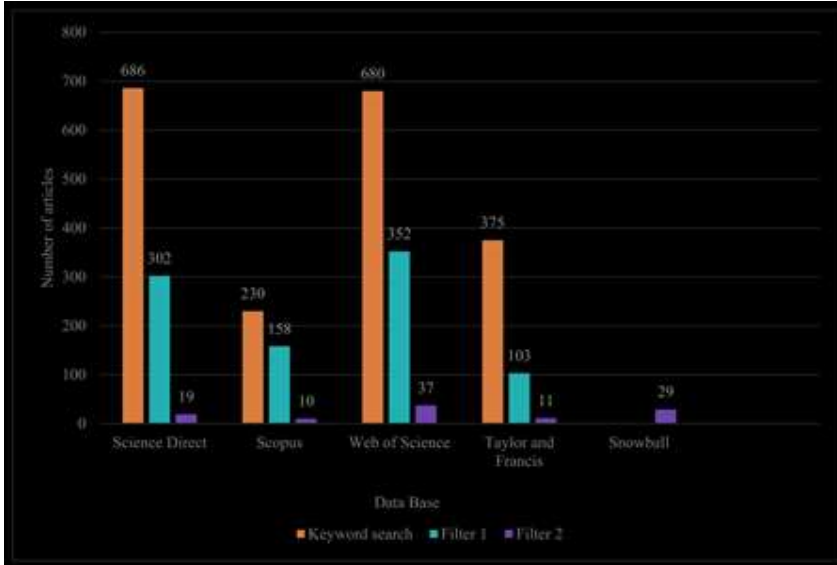

Figure 2. Several publications by database and Snowball.

The published articles have increased in the last ten years (2010–2020). Of the 106 analyzed works, 92 were published in this period (Fig. 3). The years with the highest number of researched articles were 2019 and 2020, 16 and 18, respectively.
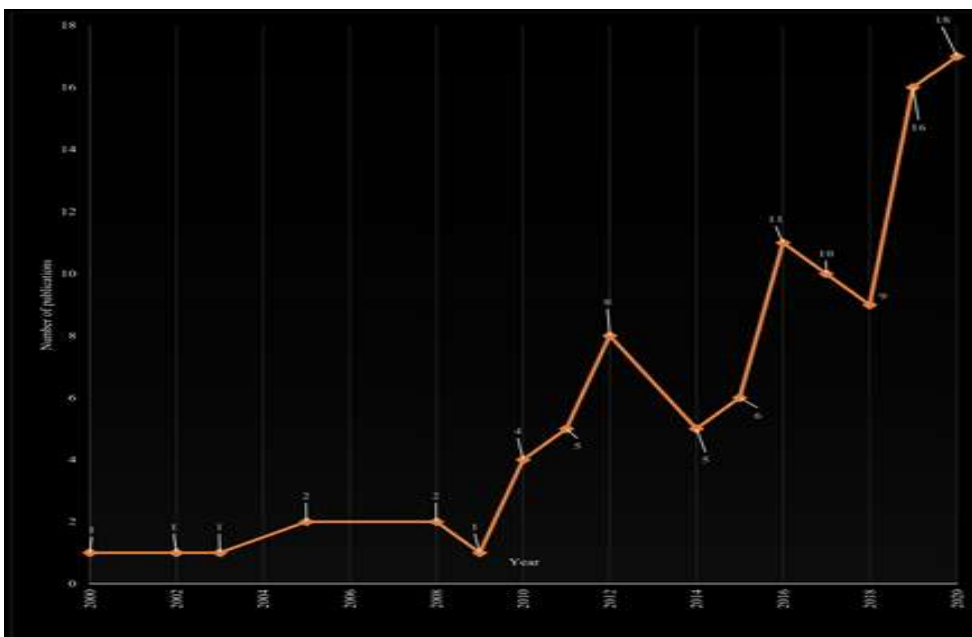

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Figure 3. Several selected publications per year.

The articles were published in 19 different countries. The countries with the highest publications were the United Kingdom, Brazil, and the Netherlands, with 39, 18, and 12, respectively. The United States followed with eight papers and India with seven. Despite its relevance, this topic has not been studied in most countries.

The selection of articles was presented in terms of general characteristics [38], the most productive journals and authors, and the most relevant keywords.

Concerning Table 1, the total number of publications (TP) increased from one in 2000 to nineteen in 2020. In 2021, there were six publications from January and February, when data collection ended. There has also been an increase in the total number of authors (AU), from three in 2000 to 55 in 2020. The number of pages in each journal (PG) increased in 2016–2020, justifying concerns about the research problem.

Table 1. General and annual characteristics of selected articles.

Year	TP	AU	PG	AU/TP	PG/TP
2000	1	3	9	3.0	9.0
2002	1	3	18	3.0	18.0
2003	1	1	11	1.0	11.0
2005	2	3	27	1.5	13.5
2008	2	3	18	1.5	9.0
2009	1	1	12	1.0	12.0
2010	4	9	64	2.3	16.0
2011	5	14	72	2.8	14.4
2012	8	21	84	2.6	10.5
2014	5	10	43	2.0	8.5
2015	6	20	85	3.3	14.2
2016	11	27	144	2.5	13.1
2017	10	25	147	2.5	14.7
2018	9	29	169	3.2	18.8
2019	14	35	183	2.5	13.1
2020	19	55	289	2.9	15.2

TP total number of publications; AU total number of authors; PG page count.

We found that research on MSE mortality risk is increasing because entrepreneurship is a global trend. It is considered a driver of economic growth [4,39,40] and contributes to job creation and innovation [2]. Therefore, MSE management has gained importance at the social, governmental, business, and academic levels [6].

The most productive periodicals were Procedia - Economics and Finance with seven publications and Procedia - Social and Behavioral Sciences with four magazines, representing 6.6% and 3.7% of the total, respectively (Table 2). Of the ten most productive journals, six were from the United Kingdom (18 publications) and two from Brazil (4).

To classify the articles according to the type of research, the division of theory-building research into analytical and empirical was used [41]. Analytical research uses deductive techniques to find results, while empirical research uses induction and empiricism to arrive at theories. Both types of research are divided into three categories. Thus, there are six types of research with different methodologies, and each aims to develop a theory.

Analytical research was divided into analytical, conceptual, analytical-mathematical, and

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statistical analysis. Different categories are distinguished by logic and mathematics to construct a theory. Conceptual research aims to introduce new concepts into existing problems where the methodology used is logical. The analytical mathematical analysis develops mathematical relationships between variables and studies the behavior of models in various situations. Analytical, statistical research integrates mathematical logic models and statistical models and provides models integrated into a single theory that will later be used for future empirical statistical tests.

Table 2. The ten most productive journals on the topic of this review.

Top 10	Journals	TP	Country	%
1	Procedia Economics and Finance	7	the Netherlands	6.6
2	Procedia-Social and Behavioral Sciences	4	United Kingdom	3.7
3	Cogent Business & Management	3	United Kingdom	2.8
4	Journal of Small Business & Entrepreneurship	3	United Kingdom	2.8
5	Journal of Small Business and Enterprise Development	3	United Kingdom	2.8
6	World Development	3	United Kingdom	2.8
7	African Journal of Business Management	2	South Africa	1.8
8	Brazilian Journal of Operations & Production Management	2	Brazil	1.8
9	Information Technology for Development	2	United Kingdom	1.8
10	Innovation & Management Review	2	Brazil	1.8

TP total number of publications, % percentage of publications in the dataset.

Empirical research was divided into empirical, experimental, case study, and statistical analysis. Empirical, experimental research examines and observes the relationship between variables to determine their effect on certain dependent variables. This subcategory is known as "field experiment." Empirical case studies, as presented here, consist of in-depth research conducted in a limited number of organizations. This method uses data to develop theory, while the conceptual approach uses inference to generate ideas. Empirical statistical research, as reviewed here, tests theoretical relationships in large samples of real businesses

with statistical analyses.

The results in Table 3 showed that the emphasized type of method was empirical statistical research in 66 articles (62.3%). The most used methods were analytical, conceptual research described in twenty articles (18.8%) and practical case study, captured in sixteen articles (15.1%). The least applicable methods were analytical, statistical research (three pieces) and empirical, experimental research (one paper), representing 2.8% and 0.9%. Empirical research included 83 articles (78.3%), and 66 of them used a statistical approach. An analytical study was present in 23 articles (21.6%), with 20 showing a conceptual approach. No paper used analytical mathematical research.

Table 3. Development of business mortality research by type of research method.

		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
empirical	experimental case													1									
	study statistical					1	1		1		1		1		1		4		4		2	1	2
						1			1		4		5		5		9		8		8		9
																					11		2
analytical	statistical																	1	1		11		
	mathematical			1		2		2		1		1		4		1		1		1		3	
	conceptual			2																			

Analytical, conceptual research studies have been devoted to exploring new concepts and developing theories about entrepreneurship [42], characteristics and skills of the entrepreneur [5,8,43,44], company characteristics, management strategies [43,45], and the influence of the external environment on MSEs [8]. The use of technologies such as the Internet of Things and e-business has been cited to improve processes [44,46,47]. Marketing practices [48], public policies [8,26], and innovations in products and functions [49] have helped in the growth of SMEs.

Machado and Espinha [11] tried to understand better why MSEs fail and proposed three risk categories: entrepreneur, society, and external environment. Abor and Quartey [4] described the characteristics, benefits, and limitations that exist for MSE.

Recent research has shown the challenges and impacts that have arisen in.

MSE during the COVID pandemic [26,50–53]. In his study, Nogueira [53], in addition to a brief analysis of the measures taken by the government, developed a proposal for emergency government assistance for the MSE segment. Akuoko et al. [26] discussed the need for regulations for informal MSEs. The final product also showed systematic review studies [40,54]. Chikweche and Bressan [40] addressed the implementation of organizational learning that addressed the complexity and dynamics of the operational environment. Donner and Escobar [54] reviewed the use of mobile technologies in MSE and detailed the discoveries and changes in internal and external processes.

Three studies were found in the analytical, statistical research that sought to integrate mathematical and statistical models into a single, larger model. Khan and Shah [55] compared trained and untrained entrepreneurs to assess the effectiveness of a business development program and the effect on entrepreneur performance. Nosratabadi [56] analyzed the loan program's impact on Iranian companies on unemployment from 2005 to 2010 based on two different causal effects assessment methods. Duda et al. [57] identified existing barriers to innovation for Polish SMEs.

In an empirical case study, in-depth research on a small number of companies was presented and developed. Studies have been conducted on the factors that determined German SMEs' decisions to adopt renewables [58], barriers to access to finance [59], management problems faced by small businesses in the Philippines [60], and in the civil construction sector in the city of Jundiaí [61]. Ratnaningtyas et al. [62] assessed entrepreneurial capacity in the fishing industry in Indonesia in three dimensions: entrepreneurial, technical, and managerial skills. Alsham et al. [63] verified what influences sustainability in firms managed by women. Alonso and Kok [18] investigated, through semi-structured interviews, how European MSE owners and managers perceive the success and future of their enterprises. Luciano and Wijayaningtyas [64] analyzed the perception of sport event owners regarding the difficulty of capital in the business. Galvão et al. [65] charted a time and resource process to understand the constraints and bottlenecks of the PET sweeper micro-society. Liberman-Yaconi et al. [13] investigated how Australian IT micro-companies make strategic decisions, and Pozo et al. [66] analyzed innovation and applied technologies in the context of a sustainable production chain of metal frame SMEs. Rascón and Velázquez [6] investigated factors that threaten the continuity of Mexican and Colombian microenterprises. Bressan and Pedrini [67] investigated sustainability-oriented innovation practices among SMEs in the tourism and hospitality industry.

Other surveys have examined the performance of organizations during and after the pandemic.

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The Amankwah-Amoah [68] study was conducted on two Asian airlines and proposed a four-step approach to rebuilding underperforming organizations. Smart et al. [69] investigated two hotels in Oklahoma, and Bartik et al. [14] analyzed how small businesses faced significant challenges during the pandemic.

Empirical, experimental research was documented in a study by Mano et al. [70], who investigated the performance of African MSE clusters. A randomized experimental study in Ghana showed that the barriers in this segment were external factors and limited commercial experience.

Empirical statistical research was conducted on large samples using statistical techniques. Studies in this category have been applied to private businesses. They have examined characteristics of companies and entrepreneurs [12,71–75], customer relationships [76], success factors [27,77,78], determinants of business survival [9,23,77– 79], factors that contributed to failure [15–17,80–82], and factors related to MSE performance [19,24,83–86]. Organizational management difficulties involving finance [21,87–92], environmental sector [93–95], quality systems [96], supply chain [97], innovation [3,98–107] and competitive strategy [7,20 , 22,95,108–115]. Some studies have verified MSE resistance rates and status during the COVID pandemic [116,117].

Techniques for data analysis were: multiple linear regression [3,7,21,24,84,89,95–97,103], factor analysis [22,74,95,97,98,102,109,111,117,118], t test [19,77,97,101,102] , correlation [24,89,97], principal component analysis [25], analysis of variance [97], descriptive statistics [15,89,104,107], SWOT analysis [77], logistic regression [92,93,101], cluster analysis [98] , structural equation modeling [86,102,109] and survival analysis [9,99] .

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