

Restructuring of MSMEs through IPR in Post COVID-19 Era-in Teachers' Perspective

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Abstract: The extensive expansion of COVID-19 impacts the whole world by creating bundle of issues. Even stronger and developed nations are also suffering from ambiguity of COVID-19. The current collapse trembles the world economic direction. In this state of affairs, India is never losing 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 lot of miseries. Although this lock down 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 paper has focus on teacher's perception in developing MSMEs through IPR by effective academia and MSMEs participation in the Post Covid-19 for economic sustainability. Both primary and secondary data are used for analysis of the research topic.

Keywords: IPR, MSMEs, Sustainability.

Introduction

Habitually, businesses focus on their growth and progress. But the dynamics business environment is making them extraneous in the market. So, business 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 ensures 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 advanced world, due 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, due to the lack of awareness among MSMEs, in fact MSMEs are forbids the yields of the intellectual property. 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.

MSMEs have been welcomed and treated as the backbone of the Indian economy which can contribute in achieving India's dream of a \$5 trillion economy by 2025. But COVID-19 spell out on MSMEs sectors and its operations and blast the dream to reach \$5 trillion economy.

The foremost hitches increase from this COVID-19 on MSMEs are as

<ul style="list-style-type: none"> ➤ MSMEs faced negative glare from labour, raw-materials supply and employee retention. ➤ Difficult to manage supply chain management. ➤ Deficiency of convenient capital (both Human and Financial resources) ➤ Back stabbing in providing or delivering quality infrastructure. ➤ Issues in Cope-up with up-gradation of technology. ➤ Hard to impression the end-users and stake holders. ➤ Scarcity of doing quality research and Innovation 	<ul style="list-style-type: none"> ➤ Difficulty of long-term sustainability and failure. ➤ Uncontrollable market condition or circumstances leads to cut-throat competition ➤ Failure in framing strategies and its implementations. ➤ Absence of trained and skilled people to raise up business in any situation. ➤ Emotional corresponding of things in compact manner and increasing negative sentiments ➤ Regional imbalances in the developmental issues.
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Review of Literature

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. (Raj Ankush Soshte , 2020)

SMEs and COVID-19 Bioresources How SMEs in Malaysia's Furniture Industry Coping With COVID-19 Pandemic? 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 (Ratansingam et.al, 2020)

Development of Sustainable Brands in the Micro, Small and Medium Enterprise (MSME) Sector in India emphasis on the role branding of Indian MSMEs needs to be in the holistic approach as the hitches of MSME branding are multi-layered and multifarious. Integrated strategies have to be developed for the Indian MSME sector firms to be sustainable in the long run, where marketing and branding would definitely be crucial issues. Author concludes the accomplishment of the paper objectives by convenient sampling was used to select 61 MSME firms and from these a total of 193 respondents were chosen for data collection. (Isita Lahiri and Monojit Banerjee, 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. (Viraj Vijay Jadhav, Ravindra Mahadeokar, 2019)

A Study on Intellectual Property Rights (IPR) For Micro, Small and Medium Enterprises in India, 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. (Nalla Bala Kalyan, 2017)

HEAD teachers managing entrepreneurship education – Empirical evidence from general education. In these 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 didn't explain entrepreneurship education activities. The results of the paper indicate a great need for the development of head teacher training for entrepreneurship education. (ElenaRuskovaara, MinnaHämäläinen, TimoPihkala, 2016)

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 in tough times.
3. To examine the relationship between academia 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: Descriptive Statistics on MSMEs

ID	Awareness	Types	Impact of COVID-19 will cause slowdown of MSMEs	Post COVID-19 needs Restructuring of MSMEs	IPR enhance the quality of product and services by MSMEs	Focus more on R& D to gain IP	Supply chain management become easy	Increase the demand	IP registration	IPR brand building will enhance the business in the market	IPR is must for MSMEs to reach global standards	Depend only on government	IPR leads to sustainable /holistic development of MSMEs	Total	
Mean	50.5	0.92	1.89	4.14	4.04	4.28	4.29	3.78	4.12	3.9	4.07	4.03	3.05	4.01	43.71
Standard Error	2.901149	0.02726599	0.031447	0.06819461	0.08277998	0.072585721	0.082014	0.078599	0.084423	0.09265991	0.072829	0.0846323	0.111351	0.083479	0.621061
Median	50.5	1	2	4	4	4	4.5	4	4	4	4	4	3	4	43
Mode	#N/A	1	2	4	4	4	5	4	4	4	4	4	2	4	42
Standard Deviation	29.01149	0.27265992	0.314466	0.68194612	0.82779981	0.725857208	0.820138	0.785988	0.844232	0.92659908	0.728288	0.846323004	1.113508	0.834787	6.210605
Sample Variance	841.6667	0.07434343	0.098889	0.46505051	0.68525253	0.526868687	0.672626	0.617778	0.712727	0.85858586	0.530404	0.716262626	1.239899	0.696869	38.57162
Kurtosis	-1.2	8.04291797	4.495564	-0.8258198	0.23856561	0.481584707	-0.36506	-0.88441	0.008342	-0.14744879	-1.08684	-0.542990115	-0.95523	2.197601	-0.62495
Skewness	8.24E-17	-3.1436334	-2.53102	-0.1823662	-0.7294878	-0.808807844	-0.81038	0.157726	-0.74642	-0.73070527	-0.10837	-0.465625434	0.25812	-1.08203	-0.08306
Range	99	1	1	2	3	3	3	3	3	3	2	3	4	4	23
Minimum	1	0	1	3	2	2	2	2	2	2	3	2	1	1	30
Maximum	100	1	2	5	5	5	5	5	5	5	5	5	5	5	53
Sum	5050	92	189	414	404	428	429	378	412	390	407	403	305	401	4371
Count	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

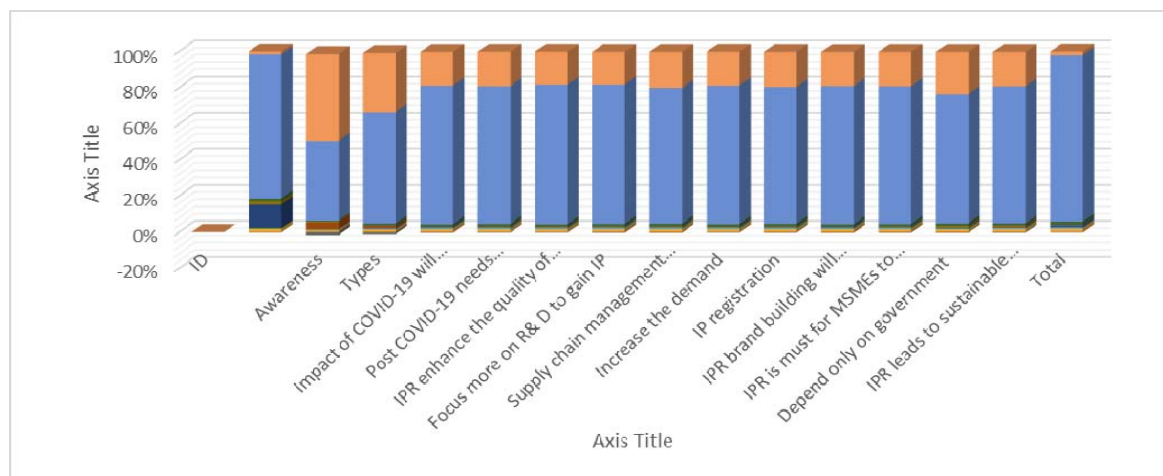


Figure 1: Bar chart on MSMEs

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	

Interpretation

1. From the above table showing that the use of IPR will give a boost to performance of the MSME sector. It is proved that the IPR will boost the performance of the MSME sector as its approximate mean value is more than 3.5. Hence, many of the respondents agree to this phenomenon.
2. From the above table showing that the post Covid-19 needs overall restructuring of MSMEs and IPR plays very vital as per the teachers' opinion. It is witnessed that the IPR create a way for MSME sector to hit the online as well as offline markets as its approximate mean value is more than 3.5, with minimum and maximum of 1 and 5 respectively and average standard deviation 2.99. Hence, many of the respondents agree to this concept.
3. The above table is evident that the IPR will be able increasing the quality of product and services which leads to enhancement of growth in MSMEs. As most of the respondents agree to this as the mean value is approximately more than 4 and the standard deviation is 0.7258.
4. The above table showing the mean value approximately more than 4 and standard deviation 0.8201 statistically prove that the Indian MSME should focus more on R and D which increase the quality and demand of the product and services of MSMEs.
5. The mean value of the supply chain management is 3.98 and standard deviation 0.7899 which clears that IPR will helps the MSMEs to get into strong supply chain management process due to its brand image. The brand image of the product and services of MSMEs will be increased by IPR is the opinion of the teachers because IPR leads to standardization the products.
6. It is clear from the above table that IPR helps the MSME sector will lead the Global market in the future as it is agreed by most of the respondents. Where mean value is more than 4.

7. The table evidently proves that IPR is very advantageous to grab market position and contribute for holistic development as this is proved statistically with the help of mean value more than 4 and standard deviation 0.83479. And even most of the respondents agree with this opinion.
8. From the above table it is evident that as the many of the respondents agree which is reflected in the approximate mean value of 3.8 proves that the IPR will create the local brand to be global brand has it acts the strategic decision for the economic sustainability.
9. Hypothesis 1 It is evident that the implementation of the IPR in the MSME has considerable impact on restructuring of MSMEs after Covid-19, performance boost, lead global market, branding and holistic development as the p value is less than 0.050. Whereas, the implementation of the IPR in the MSME has no considerable impact on increasing in exports and economic sustainability as its p value is more than that of 0.050.
10. Hypothesis 2 is also accepted. Because effective R & D and Innovation leads to get the quality output from the MSMEs.

Conclusion

"Almost half of the micro and small firms stated that the impact of COVID-19 on earnings was between 20-50 per cent," the survey said.

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 should be done by MSMEs. Enhance project completion & business potential. MSMEs decide on decide on right IP protection strategy. Here teachers mention that the collaborative training and development, awareness programs should be initiated by both academic as well MSMEs side. Focus on cluster and regional development with the participation of academic groups.

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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