

Chapter 9

Competitor Orientation Effect on Augmenting Ethiopian SME Internal Technological Processes Through Customer Insight

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ABSTRACT

The purpose of this paper is to investigate how innovation future prospects pertaining to internal Artificial Intelligence sub structured technical capabilities in SMEs located in Ethiopia are influenced by orientation of competitor and insight of a customer. The outcomes manifest a modest positive association among innovation future prospects pertaining to internal Artificial Intelligence sub structured technical capabilities and orientation of competitor, with insight of a customer acting as a partial mediating factor. This manifests that corporates that actively monitor competitors and engage with customers are better positioned to innovate and augment their Artificial Intelligence sub structured technical capabilities. The implications of these outcomes manifest the necessity for SMEs to assimilate together

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competitor and customer analyses into their strategic frameworks. By fostering a proactive approach to get know market dynamics and customer wants, corporates can enhance their Artificial Intelligence sub structured technical capabilities innovation future prospects.

INTRODUCTION

SMEs in Ethiopia have a substantial real-life barrier in this era of fast-growing Artificial Intelligence sub structured technical capabilities advancement and world market wide assimilating innovation future prospects pertaining to internal Artificial Intelligence sub structured technical capabilities that align with insight of a customer's (Perdana and Prasasti 2023). The challenges international market implication is manifested by the critical function SMEs play in economic growth, job creation, and innovation (Kamandi et al., 2021). To get know the wants and preferences of customers have become crucial for corporates international market, since it directly influences a corporates strategic advantages and sustainability (Hidayat and Idrus, 2023). In techno-innovative economies identical Ethiopia, where SMEs account for a substantial share of the international market, augmenting consumer insights to enhance technology innovation future prospects may lead to notable augmentations in productivity and market responsiveness (Panarina, 2023). Micro, small, and medium-sized enterprises are very vital for Ethiopia's economy as they provide much of the jobs and GDP. Recent studies show that SMEs make over "80%" of the Sum employment in the nation and provide about "30%" of the national GDP (Wakjira et al. 2023). The information might change, nevertheless, for certain percentages connected to the foreign market share; hence, it would be advisable to check the most recent economic reports or figures from trustworthy source (Almujaini et al. 2021).

The notion of orientation of competitor, which stresses comprehending together clients and rivals to advice strategic choices, has its roots in the literature on marketing and strategic management (Panarina, 2023). Early investigation made clear how indispensable it is for corporates to adjust to changing market conditions by examining competition behavior in addition to reaching client wants (Wakjira et al. 2023). Conferring to empirical investigation, corporates that have a modest mindset for competition are better able to innovate and acculturate to changes in the market. On the other hand, only a few investigation has been conducted on how SMEs in Ethiopia might use consumer insights to augment their technology innovation future prospects (Celikyay et al.2023).

SMEs located in Ethiopia face several real-world obstacles and a shortage of qualified workers (Yuliati, Ramadhani, and Wahyuni 2022). These real life barriers make it more difficult for SMEs to sustainable gather and underline consumer data.

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