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| <ul style="list-style-type: none"> Home Welcoming Message Archive Call For Papers Manuscript Preparation Submission Info Reviewer Recruitment <hr style="border-top: 1px dashed black;"/> <ul style="list-style-type: none"> FPTT Website UTeM Website | <p style="text-align: center;">The Journal of Technology Management and Technopreneurship (JTMT)</p> <p>The Journal of Technology Management and Technopreneurship (JTMT) (e-ISSN 2289-8158) is a refereed journal published once a year by Faculty of Technology Management and Technopreneurship, UTeM. The first issue of <i>JTMT</i> will be launched in December 2012. This twice yearly publication will be in June and December. The primary purpose of the <i>Journal of Technology Management and Technopreneurship (JTMT)</i> is to publish scholarly research articles in the fields of technology management and technopreneurship. As the official journal of the Faculty of Technology Management and Technopreneurship (FPTT), Universiti Teknikal Malaysia Melaka (UTeM) the <i>JTMT</i> is recognized as a primary instrument for projecting and supporting the goals and objectives of this university, which include scholarly research and the free exchange of ideas. <i>JTMT</i> is a journal with an international coverage aims to become a leader in the field of technology management and small business research. <i>JTMT</i> is currently in the process of ISI approval.</p> <p>Editorial Correspondence should be addressed to:</p> <p style="margin-left: 20px;">Journal Secretariat Journal of Technology Management and Technopreneurship Faculty of Technology Management and Technopreneurship Universiti Teknikal Malaysia Melaka Hang Tuah Jaya 76109 Durian Tunggal Melaka, MALAYSIA</p> <p style="margin-left: 20px;">Phone Number: +606 – 283 3049 +606 – 283 3049 Fax: +606 -283 3131 E-mail: jtmt@utem.edu.my</p> |
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THE EFFECTIVENESS OF GOVERNMENT-SUPPORT PROGRAMMES TOWARD BUSINESS GROWTH

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ABSTRACT

Recognizing the important role played by Small and Medium-Sized Enterprises (SMEs) in the nation's economic activities, the Government has introduced several assistance programmes and incentives called government-support programmes (GSPs) which consists of financial and credit assistance, marketing and market research, technical and training assistance, extension and advisory services, and infrastructure supports. The GSPs aimed at preparing sustainable growth for SMEs. However, the contribution of GSPs toward business growth in SMEs firms is still questionable. GSPs are seen as lacking and not delivering enough towards developing and strengthening local SMEs. Therefore, the aim of this research is to identify the contribution of GSPs toward business growth among SMEs in Malacca. The aim was achieved through exploring, analyzing and examining the relationship of three dimensions of GSPs namely financial assistance, training assistance and marketing assistance and their importance toward business growth. The research methodology applied for this research is quantitative approach and research design chosen is descriptive study. A sample of 118 respondents of SME's firm was surveyed using a structured questionnaire as an instrument. The findings of this research show that GSPs have a positive impact toward business growth among SMEs in Malacca. Furthermore, from the results also show that marketing assistance is the most important toward business growth compared to the others two dimensions of GSPs. This research provides some insight into the SME support agencies in order to exploit their potential and thus to increase the effectiveness of the relevant Government-Support Programmes. For policy makers and ministries, the results can be used as the reference in formulating policies or support programmes to help SMEs gain better access to global markets, technology and finance as well as to improve their management capabilities.

KEYWORDS: *Small and Medium-Sized Enterprises (SMEs), Government-Support Programmes (GSPs), financial, marketing*