

Congratulations to Dr Siti Sarah Omar for winning The Best Paper Award for the paper entitled “The Exploration of Change and Development of Network Ties Corresponding to the Tipping Points of the Firms, Multiple Cases of Small Size Food Manufacturers in Johor Malaysia” at the 13th Asian Academy of Management International Conference 2019 in Universiti Sains Malaysia & The Wembley Hotel Penang, Malaysia.

Paper Abstract:

Extant research employs stages of SMEs business development in looking at their growth. However, it is recently argued that stages perspective is no longer relevant to organization. More recent literature has conceptualised firm growth through the notion of critical problems or tipping points. This study makes significant contribution to our understanding of how entrepreneurs utilise networks within dynamic business conditions and at the tipping points of the business. Specifically, the objectives are: 1) To identify the tipping points faced by the small entrepreneurs and the roles of network ties throughout these problems. Secondly, 2) To explore the change and development of network ties in relation to the specific tipping points of the firms. This is a qualitative study involving eight cases of small-sized food manufacturing firms in the Southern region of Malaysia using an in-depth interview technique with the owner-managers. The triangulation of data has been carried out by interviewing individuals who are seen as strong and weak ties of the network. This study not only contributes to the network and growth literature which predominantly employs a quantitative approach; but also provides empirical evidence to Malaysia SMEs’ entrepreneurial network studies, hence offering recommendations for policy and practice in the field of entrepreneurial support in Malaysia and other developing countries.



