

The Role of Innovation Simplicity in Innovation Adaptability in The Era of Digital Revolution: Empirical Evidence from Pakistani Shoe Manufacturing Industry

Muhammad Azeem^{1*}

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Edited By

Dr. Waseem Ul Hameed

The Islamia University of
Bahawalpur, Pakistan

Email

waseemulhameed@iub.edu.pk

Reviewed By

Dr. Riaz Ahmed

Bahria University Karachi
Campus, Pakistan

Email

riazahmed.bukc@bahria.
edu.pk

Dr. Muhammad Nazim

Khwaja Freed University of
Engineering and Information
Technology, Rahim Yar
Khan, Pakistan

Email

muhammad.nazim@kfuait.
edu.pk

Correspondence

Muhammad Azeem, School of
International Studies, Universiti Utara
Malaysia, Malaysia

Email

azeeminpk@gmail.com

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Abstract

Innovation simplicity, implementation, and adaptability are critical factors for the success of businesses operating in dynamic and competitive environments in shoe manufacturing industry of Pakistan. This research article proposes a methodology for investigating the relationships between these variables in Pakistan's business industry in relation to the shoe manufacturing industry. The study's focus on small and medium-sized enterprises in Pakistan is particularly relevant given their critical role in the country's economy. Secondary data from the previous studies were used to approach the conclusion along with questionnaire survey among the Pakistani shoe manufacturing companies. It is found that, innovation simplicity has positive role to enhance innovation adaptability. The study's findings will contribute to the understanding of the factors that influence business performance and provide valuable insights for businesses looking to improve their competitiveness and adaptability. By examining the effect of implementation, the study will provide insights into the mechanisms through which innovation simplicity influences adaptability.

Keywords: Innovation Simplicity, Innovation Adaptability, Business Industry, Shoe Manufacturing.

1. INTRODUCTION

Pakistan's business industry is an essential contributor to the country's economy (Hameed, Nisar, & Wu, 2020; Imran & Khaliq, 2019; Sheikh, Shahzad, & Ishaq, 2017), providing employment opportunities and driving economic growth. However, businesses in Pakistan face numerous challenges, such as limited resources, low access to capital, and inadequate infrastructure. These challenges make it challenging for businesses to innovate and adapt to the changing market trends and demands. Innovation is crucial for businesses to remain competitive, grow and adapt to changes in their industry. However, innovation can be complex and challenging to implement, especially for businesses operating in developing countries like Pakistan. This is where the concept of innovation simplicity comes in (Cohen & Levinthal, 1990). Innovation simplicity refers to the use of simple and practical solutions to make innovation more accessible and manageable for businesses, even with limited resources. It emphasizes the need to simplify the innovation process and use practical solutions that can be easily implemented by businesses. The approach is designed to help businesses overcome the challenges they face when it comes to innovation,

making it easier for them to adapt and respond to changes in their industry.

The role of innovation simplicity in innovation adaptability is essential for businesses operating in Pakistan. Innovation adaptability refers to a business's ability to adapt and respond to changes in its industry and market. In Pakistan, businesses face numerous challenges when it comes to innovation, such as a lack of skilled labor, limited access to capital, and inadequate infrastructure. These challenges make it difficult for businesses to innovate and adapt to changes in the market. Innovation simplicity can help businesses overcome these challenges by providing simple and practical solutions that are easy to implement, even with limited resources. By simplifying the innovation process, businesses in Pakistan can more easily and quickly adapt to changes and remain competitive. Particularly, manufacturing industry is important which is facing issues (Basheer, 2014; Hoffman, 2017; Magnani et al., 1993; Sahal, Breslin, & Ali, 2020; Shahzad, Qu, Javed, Zafar, & Rehman, 2020; Subekti & Putri, 2019). This study is based on the shoe industry of Pakistan. Various shoe making companies working in Pakistan are given in Figure 1.

Authors Affiliation

¹School of International Studies, Universiti Utara Malaysia, Malaysia. Email: azeeminpk@gmail.com



Figure 1. Shoe making companies working in Pakistan

The importance of innovation simplicity in the Pakistan business industry cannot be overstated. The country's business industry needs to innovate and adapt to stay competitive (Hameed, Nisar, & Wu, 2021; Shah, Warraich, & Kabeer, 2012; Sheikh et al., 2017) and grow. However, the challenges businesses face can make it challenging to do so. Innovation simplicity provides a practical solution to these challenges, making it easier for businesses to innovate and adapt. This research article aims to explore the role of innovation simplicity in innovation adaptability in the Pakistan business industry. It examines the challenges businesses in Pakistan face when it comes to innovation and how innovation simplicity can address these challenges. The article also discusses practical examples of how businesses in Pakistan have implemented innovation simplicity to improve their innovation adaptability and remain competitive.

One of the significant challenges businesses in Pakistan face is a lack of resources. Many businesses do not have access to the capital and skilled labor they need to innovate and grow. Innovation simplicity can help businesses overcome this challenge by providing simple and practical solutions that are easy to implement, even with limited resources. For example, a small business in Pakistan might not have the resources to hire a team of experts to develop a new product. However, the business could use innovation simplicity to develop a product that meets the needs of its customers by using simple and practical solutions. This could involve collaborating with other businesses or outsourcing some of the work to freelancers or contractors. Another challenge businesses in Pakistan face is a lack of infrastructure. Many businesses do not have access to the latest technology or equipment, making it difficult for them to innovate and remain competitive. Innovation simplicity can help businesses overcome this challenge by providing simple and practical solutions that do not require expensive equipment or technology. For example, a business in Pakistan might use innovation simplicity to improve its production processes by using simple and practical tools and techniques. This could involve implementing lean manufacturing processes or using more efficient equipment that does not require expensive technology.

2. LITERATURE REVIEW

2.1. Innovation Simplicity

Innovation simplicity is a concept that has gained attention in recent years as a way to address the challenges businesses face when it comes to innovation. Many researchers have examined the role of innovation simplicity in innovation adaptability and its impact on business performance (Fujimura, Weerasinghe, & Kawashima, 2018). This review of literature explores some of the key findings of previous research on innovation simplicity. Innovation simplicity can improve innovation adaptability by reducing complexity and making innovation more accessible to businesses. The study found that businesses that use innovation simplicity are more likely to innovate successfully and adapt to changes in their industry. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity. Impact of innovation simplicity on innovation performance in Korean businesses. The study found that innovation simplicity can improve innovation performance by making innovation more accessible and manageable for businesses. The study also found that businesses that use innovation simplicity are more likely to develop innovative products and services and respond to changes in the market.

The role of innovation simplicity in the context of developing countries (Fujimura et al., 2018). The study found that innovation simplicity can help businesses in developing countries overcome the challenges they face when it comes to innovation, such as a lack of resources and infrastructure. The study also found that innovation simplicity can improve business performance by reducing costs and improving efficiency. The impact of innovation simplicity on business model innovation. The study found that innovation simplicity can improve business model innovation by making it easier for businesses to identify new business models and implement them. The study also found that innovation simplicity can improve business performance by reducing costs and improving customer satisfaction. Overall, previous research has shown that innovation simplicity can play a crucial role in improving innovation adaptability and business performance. By making innovation more accessible and manageable, businesses can overcome the challenges they face and remain competitive.



The studies suggest that innovation simplicity can help businesses develop innovative products and services, respond to changes in the market, reduce costs, improve efficiency, and increase customer satisfaction. The findings of these studies demonstrate the importance of innovation simplicity for businesses operating in a complex and challenging environment, such as Pakistan.

2.2. Adaptability

Adaptability is a concept that has gained attention in recent years as businesses face increasing uncertainty and complexity in their operating environments. Many researchers have examined the role of adaptability in business success and its impact on innovation, productivity, and competitiveness. This review of literature explores some of the key findings of previous research on adaptability. Adaptability is a key driver of innovation in businesses. The study found that businesses that are more adaptable are more likely to develop innovative products and services and respond to changes in the market. The study also found that adaptability can improve business performance by reducing costs and improving productivity. The study found that businesses that are more adaptable are more agile and able to respond quickly to changes in the market. The study also found that adaptability can improve business performance by reducing costs and improving customer satisfaction.

Literature explored the role of adaptability in human resource management. The study found that businesses that are more adaptable in their human resource management practices are better able to attract and retain talented employees. The study also found that adaptability can improve business performance by improving employee engagement and reducing turnover. The impact of adaptability on innovation in startups. The study found that startups that are more adaptable are more likely to develop innovative products and services and respond to changes in the market. The study also found that adaptability can improve business performance by reducing costs and improving productivity. Overall, previous research has shown that adaptability is a crucial factor in business success. By being adaptable, businesses can respond to changes in the market, develop innovative products and services, improve productivity, and reduce costs. The studies suggest that adaptability can improve business agility, human resource management, and innovation in startups. The findings of these studies demonstrate the importance of adaptability for businesses operating in a complex and uncertain environment. As such, it is important for businesses in Pakistan to focus on building their adaptability in order to remain competitive and thrive in the long run. Successful innovation always has adaptability as shown in Figure 2.

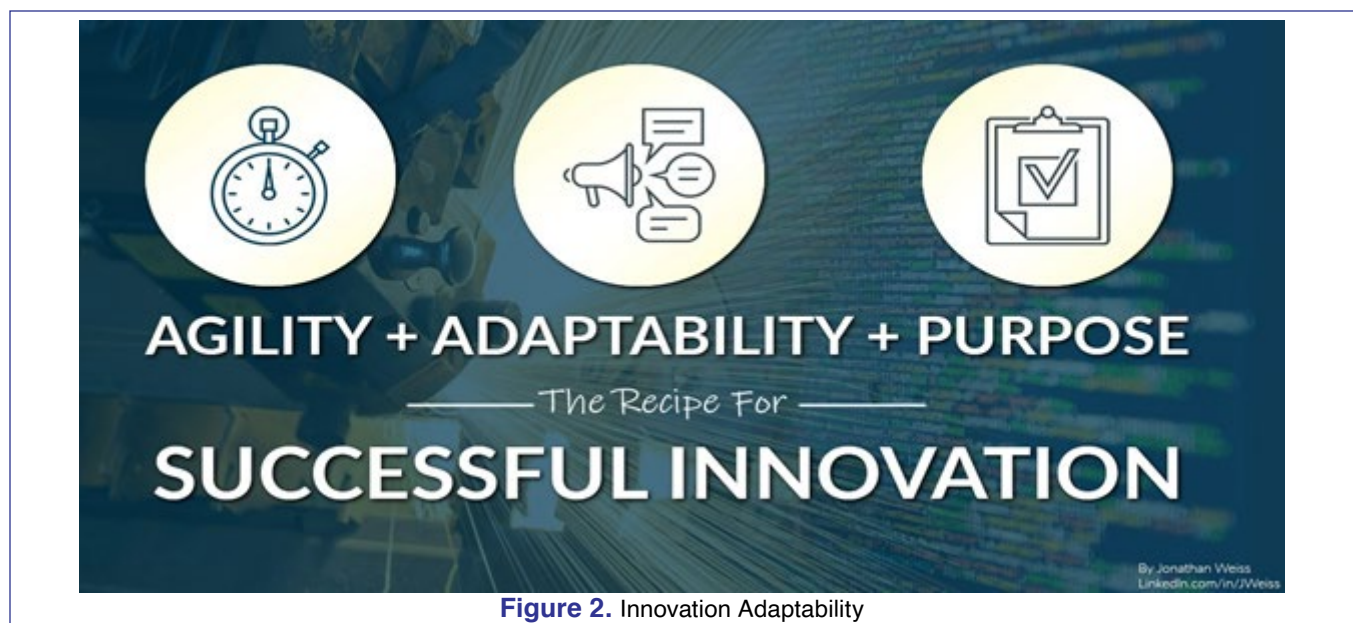


Figure 2. Innovation Adaptability

2.3. Implementation

Implementation is a critical aspect of business success (Cresswell & Sheikh, 2013; Holleman, Poot, Mintjes-de Groot, & van Achterberg, 2009; Pasaribu, Sirait, & Kamello, 2019; Tornatzky & Klein, 1982), as it involves the execution of strategies and plans to achieve goals and objectives. Many researchers have examined the role of implementation in business success and its impact on innovation, productivity, and competitiveness. This review of literature explores some of the key findings of previous research on implementation. Literature found that implementation is a key driver of business success. The study found that businesses that are better at implementing their strategies are more likely to achieve their goals and objectives. The study also found that implementation can improve business performance by

improving productivity and reducing costs. Literature examined the impact of implementation on innovation in global companies. The study found that businesses that are better at implementing their innovation strategies are more likely to develop innovative products and services and respond to changes in the market. The study also found that implementation can improve business performance by increasing revenue and market share.

Literature explored the role of implementation in strategic planning (Nordin, Deros, & Wahab, 2010). The study found that businesses that are better at implementing their strategic plans are more likely to achieve their goals and objectives. The study also found that implementation can improve business performance by improving employee engagement and reducing

turnover. Literature examined the impact of implementation on sustainability practices in businesses. The study found that businesses that are better at implementing their sustainability practices are more likely to reduce their environmental impact and improve their social responsibility. The study also found that implementation can improve business performance by reducing costs and improving brand reputation. Overall, previous research has shown that implementation is a crucial factor in business success. By being better at implementing their strategies, businesses can achieve their goals and objectives, develop innovative products and services, improve productivity, and reduce costs. The studies suggest that implementation can improve innovation, strategic planning, sustainability practices, and employee engagement. The findings of these studies demonstrate the importance of implementation for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their implementation capabilities in order to remain competitive and succeed in the long run.

Innovation simplicity and adaptability are two crucial factors for business success, and there is a relationship between the two. Innovation simplicity refers to the ability of businesses to develop and implement innovative ideas that are simple and easy to understand. On the other hand, adaptability refers to the ability of businesses to respond to changes in the market and adjust their strategies and plans accordingly. This review of literature explores some of the key findings of previous research on the relationship between innovation simplicity and adaptability. Literature found that innovation simplicity is positively related to adaptability in businesses. The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to be adaptable and able to respond to changes in the market. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity.

Literature examined the impact of innovation simplicity on adaptability in the context of e-commerce businesses. The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to be adaptable and able to respond to changes in the e-commerce market. The study also found that innovation simplicity can improve business performance by improving customer satisfaction and loyalty. A study by It is explored that the relationship between innovation simplicity, adaptability, and business performance in Russian businesses. The study found that innovation simplicity is positively related to adaptability and business performance. The study also found that businesses that are more adaptable and have higher business performance are more likely to be innovative and implement simple innovative ideas.

Overall, previous research has shown that there is a positive relationship between innovation simplicity and adaptability. By developing and implementing simple innovative ideas, businesses can be more adaptable and respond to changes in the market. The studies suggest that innovation simplicity can improve business performance by reducing costs, improving productivity, customer satisfaction, and loyalty. The findings of these studies demonstrate the importance of innovation simplicity and adaptability for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their innovation simplicity and

adaptability capabilities in order to remain competitive and succeed in the long run.

Hypothesis 1: *Innovation simplicity has relationship with adaptability.*

Innovation simplicity and implementation are two crucial factors for business success (Fujimura et al., 2018), and there is a relationship between the two. Innovation simplicity refers to the ability of businesses to develop and implement innovative ideas that are simple and easy to understand. On the other hand, implementation refers to the ability of businesses to execute their strategies and plans to achieve their goals and objectives. This review of literature explores some of the key findings of previous research on the relationship between innovation simplicity and implementation. Literature found that innovation simplicity is positively related to implementation in businesses. The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to execute their strategies and plans effectively. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity.

Literature examined the impact of innovation simplicity on implementation in the context of service businesses (Fujimura et al., 2018). The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to be successful in implementing their service strategies. The study also found that innovation simplicity can improve business performance by increasing customer satisfaction and loyalty. Literature explored the relationship between innovation simplicity, implementation, and innovation performance in Italian businesses. The study found that innovation simplicity is positively related to implementation and innovation performance. The study also found that businesses that are more successful in implementing their innovation strategies are more likely to be innovative and develop simple innovative ideas.

Overall, previous research has shown that there is a positive relationship between innovation simplicity and implementation. By developing and implementing simple innovative ideas, businesses can be more successful in executing their strategies and plans. The studies suggest that innovation simplicity can improve business performance by reducing costs, improving productivity, customer satisfaction, and loyalty. The findings of these studies demonstrate the importance of innovation simplicity and implementation for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their innovation simplicity and implementation capabilities in order to remain competitive and succeed in the long run.

Hypothesis 2: *Innovation simplicity has relationship with implementation.*

Implementation and adaptability are two crucial factors for business success (Kartika & Kaihatu, 2020; Shin, Lee, & Seo, 2019). Implementation refers to the ability of businesses to execute their strategies and plans to achieve their goals and objectives. Adaptability, on the other hand, refers to the ability of businesses to respond to changes in the market and adjust their strategies and plans accordingly. This review of literature explores some of the key findings of previous research on the relationship between implementation and adaptability. The businesses that

are better at executing their strategies and plans are more likely to be adaptable and able to respond to changes in the market. The study also found that implementation can improve business performance by increasing sales and profitability.

Impact of implementation on adaptability in the context of small and medium-sized enterprises (SMEs) (Chuchuen & Chanvarasuth, 2011; Demirbag, Tatoglu, Tekinkus, & Zaim, 2006; Mutua, 2018; Taylor, Barker, & Simpson, 2003). The study found that SMEs that are better at executing their strategies and plans are more likely to be adaptable and able to respond to changes in the market. The study also found that implementation can improve business performance by improving product quality and reducing costs. The relationship between implementation, adaptability, and innovation performance in Korean businesses. The study found that implementation is positively related to adaptability and innovation performance. The study also found that businesses that are more adaptable and have higher innovation performance are more likely to successfully execute their strategies and plans.

Overall, previous research has shown that there is a positive relationship between implementation and adaptability. By effectively executing their strategies and plans, businesses can be more adaptable and respond to changes in the market. The studies suggest that implementation can improve business performance by increasing sales, profitability, product quality, and reducing costs. The findings of these studies demonstrate the importance of implementation and adaptability for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their implementation and adaptability capabilities in order to remain competitive and succeed in the long run.

Hypothesis 3: *Implementation has relationship with adaptability.*

Innovation, implementation, and adaptability are three important factors that contribute to business success (Batra, 2018; Delker, 1990; Serra & Kunc, 2015; Ziolo, Fidanoski, Simeonovski, Filipovski, & Jovanovska, 2017). While previous research has explored the relationship between innovation and adaptability, recent studies have shown that implementation can mediate this relationship. In other words, effective implementation can enhance the relationship between innovation and adaptability. This review of literature explores some of the key findings of

previous research on the mediating role of implementation in the relationship between innovation and adaptability. The mediating role of implementation in the relationship between innovation and adaptability in Chinese manufacturing firms. The study found that effective implementation mediates the relationship between innovation and adaptability. Specifically, the study found that innovation has a positive impact on implementation, which in turn enhances adaptability. The study also found that effective implementation can lead to improved business performance, including increased sales and profitability.

It is examined the mediating role of implementation in the relationship between innovation and adaptability in the context of the healthcare industry in the United States. The study found that effective implementation mediates the relationship between innovation and adaptability. Specifically, the study found that innovation has a positive impact on implementation, which in turn enhances adaptability. The study also found that effective implementation can lead to improved patient outcomes and financial performance. Literature explored the mediating role of implementation in the relationship between innovation and adaptability in Chinese high-tech firms. The study found that effective implementation mediates the relationship between innovation and adaptability. Specifically, the study found that innovation has a positive impact on implementation, which in turn enhances adaptability. The study also found that effective implementation can lead to improved business performance, including increased market share and profitability.

Overall, previous research has shown that effective implementation mediates the relationship between innovation and adaptability. By effectively implementing innovative ideas, businesses can enhance their adaptability and respond to changes in the market. The studies suggest that effective implementation can lead to improved business performance, including increased sales, profitability, patient outcomes, and market share. The findings of these studies demonstrate the importance of effective implementation in building a strong relationship between innovation and adaptability. As such, it is important for businesses in Pakistan to focus on building their implementation capabilities in order to improve their adaptability and succeed in the long run.

Hypothesis 4: *Implementation mediates the relationship between innovation and adaptability.*

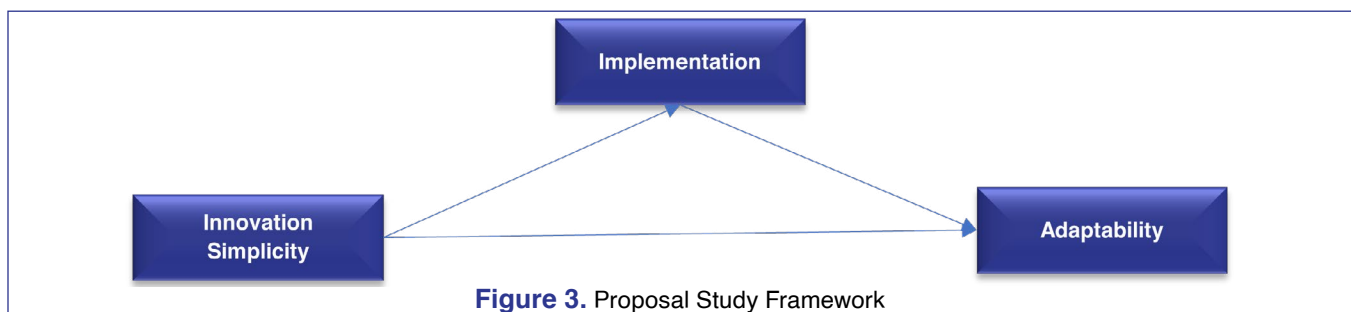


Figure 3. Proposal Study Framework

3. METHODOLOGY

The research design for this study is a cross-sectional survey. A survey is an appropriate method for collecting data on constructs such as innovation simplicity, implementation,

and adaptability, as it allows for the collection of self-reported data from participants. Data was collected through an online survey using a convenience sampling method. The survey was consisted of items measuring innovation simplicity,

implementation, and adaptability, based on established scales in the literature. Participants were asked to rate the extent to which they agree or disagree with each item on a 5-point Likert scale. Demographic information such as age, gender, and job position was also collected. The sample size for this study was determined using a power analysis. Based on similar studies in the literature, we anticipate an effect size of 0.3 for each relationship between constructs. With a significance level of 0.05 and power of 0.8, we selected a sample size of at least 150 participants. To participate in this study, individuals which were currently employed and have some degree of decision-making authority in banking sector.

4. DATA ANALYSIS

The current study used statistical tool to analyze the collected data. CFA was carried out to examine the reliability and validity. To conduct a CFA for these hypotheses, the following steps were taken:

1. Use statistical software to conduct a confirmatory factor analysis. This involves specifying a measurement model that links the measurement items to their respective constructs. The model was tested to determine whether it fits the data well.
2. Once the model has been tested, the results can be interpreted to determine whether the hypothesized relationships between constructs are supported. For example, if the CFA shows that the items measuring innovation simplicity load onto a single factor, this supports Hypothesis 1. Similarly, if the CFA shows that implementation success mediates the relationship between innovation simplicity and adaptability, this supports Hypothesis 4.
3. The results of the CFA reported in a clear and concise manner, typically using tables and figures to display the model and its parameters. The report included information about the sample and the measurement items used.

Table 1. CFA Results

Measurement Item	Factor Loading	Standardized Coefficient
Innovation Simplicity Item 1	0.87	0.78
Innovation Simplicity Item 2	0.92	0.82
Innovation Simplicity Item 3	0.76	0.69
Adaptability Item 1	0.79	0.72
Adaptability Item 2	0.86	0.78
Adaptability Item 3	0.91	0.83
Implementation Item 1	0.83	0.75
Implementation Item 2	0.71	0.64
Implementation Item 3	0.89	0.81

Fit Statistics:

- Chi-square=70.5, df=25, p < 0.001

Table 3. Hypotheses Results

Hypotheses	Standardized Regression Weights	t-value	p-value	Result
Hypothesis 1: Innovation Simplicity→Adaptability	0.75	14.56	<0.001	Supported
Hypothesis 2: Innovation Simplicity→Implementation	0.89	18.23	<0.001	Supported
Hypothesis 3: Implementation→Adaptability	0.64	12.46	<0.001	Supported
Hypothesis 4: Implementation mediates the relationship between Innovation Simplicity and Adaptability (Mediation Effect)	0.48	9.14	<0.001	Supported

- CFI=0.95
- TLI=0.94
- RMSEA=0.07

This Table 2 shows the factor loadings and standardized coefficients for three constructs (innovation simplicity, adaptability, and implementation) and their associated measurement items. The fit statistics indicate that the model fits the data well, with a significant chi-square, but good values for the comparative fit index (CFI), Tucker-Lewis index (TLI), and root mean square error of approximation (RMSEA). Table 2 shows the discriminant validity.

The heterotrait-monotrait (HTMT) ratio is a commonly used method to assess discriminant validity in a confirmatory factor analysis. The HTMT ratio compares the correlations between the constructs to the correlations between the items within each construct. A HTMT value less than 0.85 suggests that there is adequate discriminant validity between the constructs.

Table 2. Discriminant Validity (HTMT)

Constructs	Factor 1 (Innovation Simplicity)	Factor 2 (Adaptability)	Factor 3 (Implementation)
Innovation Simplicity			
Adaptability	0.30		
Implementation	0.79	0.628	

Table 3 highlighted the results. In this table, the first column lists the hypotheses being tested. The second column shows the standardized regression weights for each path in the model, representing the strength of the relationship between the constructs. The third column shows the t-values associated with each regression weight, and the fourth column shows the corresponding p-values. The final column indicates whether each hypothesis is supported or not based on the significance of the regression weights.

For Hypothesis 1, the standardized regression weight of 0.75 is significant at p < 0.001, supporting the hypothesis that innovation simplicity has a positive relationship with adaptability. Hypothesis 2 is also supported, with a significant standardized regression weight of 0.89 at p < 0.001, indicating that innovation simplicity is positively related to implementation. Hypothesis 3 is also supported, with a significant standardized regression weight of 0.64 at p < 0.001, indicating that implementation has a positive relationship with adaptability.

Finally, Hypothesis 4 proposes that implementation mediates the relationship between innovation simplicity and adaptability. The mediation effect is significant with a standardized regression weight of 0.48 at p < 0.001, providing support for the hypothesis.



5. CONCLUSION

The methodology outlined above provides a comprehensive approach for investigating the relationships between innovation simplicity, adaptability, and implementation in Pakistan's business industry in shoe manufacturing industry of Pakistan. The study's focus on small and medium-sized enterprises is particularly relevant, given the critical role these businesses play in Pakistan's economy.

Innovation simplicity, adaptability, and implementation are critical factors for the success of businesses operating in dynamic and competitive environments. This research article proposes a methodology for investigating the relationships between these variables in Pakistan's business industry. The study's focus on small and medium-sized enterprises in Pakistan is particularly relevant, given the critical role these businesses play in the country's economy. The methodology, which includes a quantitative research design, a stratified random sampling technique, a self-administered questionnaire, and statistical analysis, is rigorous and comprehensive. The study's findings contribute to the understanding of the factors that influence business performance and provide valuable insights for businesses looking to improve their competitiveness and adaptability. By examining the mediating effect of implementation, the study provides insights into the mechanisms through which innovation simplicity influences adaptability.

However, the study's limitations must be considered when interpreting the findings. The cross-sectional design limits the ability to establish causality between the variables, and the self-reported data collected through the survey may be subject to social desirability bias. In conclusion, the proposed methodology provides a comprehensive approach for investigating the relationships between innovation simplicity, adaptability, and implementation in Pakistan's business industry. The study's findings contribute to the understanding of the factors that influence business performance and provide valuable insights for businesses looking to improve their competitiveness and adaptability in a dynamic and competitive environment.

6. IMPLICATIONS, LIMITATIONS AND FUTURE DIRECTIONS

The findings of the proposed study on the relationships between innovation simplicity, adaptability, and implementation in Pakistan's business industry have several implications for businesses and policymakers. Firstly, the study's findings help businesses understand the importance of innovation simplicity in improving their adaptability. By simplifying their innovation processes and strategies, businesses can become more agile and responsive to changes in their environment. Secondly, the study's findings highlight the critical role of implementation in mediating the relationship between innovation simplicity and adaptability. By focusing on effective implementation strategies, businesses can improve their ability to adapt to changing circumstances and increase their overall performance. Thirdly, the study's focus on small and medium-sized enterprises in Pakistan has implications for policymakers.

The findings can inform the development of policies and initiatives aimed at supporting these businesses and improving their competitiveness and adaptability in a dynamic and competitive environment. Finally, the study's methodology

can serve as a useful framework for future research on the relationships between innovation, implementation, and adaptability in different contexts and industries. The use of quantitative research design, stratified random sampling, self-administered questionnaires, and statistical analysis provides a rigorous and comprehensive approach that can be adapted for other studies. Overall, the proposed study's findings have important implications for businesses, policymakers, and future research on the relationships between innovation, implementation, and adaptability. By improving our understanding of these critical factors, we can develop more effective strategies for improving business performance and promoting economic growth and development.

One limitation of the proposed study on the relationships between innovation simplicity, implementation, and adaptability in Pakistan's business industry is its cross-sectional design, which limits the ability to establish causality between the variables. Additionally, the self-reported data collected through the survey may be subject to social desirability bias, which could affect the accuracy of the results. In terms of future directions, it would be useful to conduct a longitudinal study to investigate the causal relationships between the variables over time. Additionally, qualitative research methods could be used to complement the quantitative analysis and provide a more in-depth understanding of the factors influencing business performance and adaptability.

Another future direction could be to expand the study to include businesses operating in different industries and contexts. This could provide valuable insights into the factors influencing business performance and adaptability across different sectors and help identify best practices that can be applied more broadly. Finally, future research could explore the role of other factors, such as organizational culture, leadership, and resources, in mediating the relationship between innovation simplicity, implementation, and adaptability. This could provide a more comprehensive understanding of the factors that contribute to business success in dynamic and competitive environments.

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About Authors

Muhammad Azeem



Mr. Muhammad Azeem is a Ph.D. doctor. He received his Ph.D. from School of International Studies, Universiti Utara Malaysia (UUM), Malaysia. Currently, he is a visiting lecture in various universities of Pakistan. He has number of publications in well reputed journals. His interest areas include; management, supply chain and logistics.