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**“Promoter” as an Agency in Decline of “Market Orientation” Across Small Scale Enterprises in Andhra Pradesh: Study on Three Selected Districts**

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**Abstract**

The study emphasizes the exploration of the influences that “promoter” of the small‐scale unit exerts in shaping the loss of market orientation in regional perspective. The small‐scale firm‐based “inefficiencies” have been measured with aid of the factors “promoter's entrepreneurial orientation,” “faulty resource based planning,” “inefficient managerial control,” and “improper capacity utilization.” The factors were shortlisted after extensive review of the existing literature, theoretical frameworks, and the conceptual notes with regard to the phenomenon of the market orientation decline or industrial sickness across the small‐scale units. The study across promoters of 300 sick industrial units observed the incidence of the sizable and quantifiable impact of the promoter in shaping the prospects for small‐scale unit‐based survival.

**Keywords:**

Promoter's entrepreneurial orientation, Faulty resource based planning, Inefficient managerial control, Improper capacity utilization

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