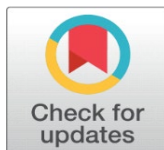
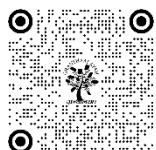


INVENTORY MANAGEMENT ECO- SYSTEMS AND WOMEN ENTREPRENEURS IN MICRO, SMALL AND MEDIUM ENTERPRISES IN JAMMU REGION, JAMMU AND KASHMIR, INDIA

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ABSTRACT

An essential and vital component of a corporate enterprise's methodical supply chain strategy is inventory. By temporarily building up an excessive amount of inventory, the majority of micro and small businesses neglect inventory management (IM). The present study examines and evaluates the role of inventory management practices by women entrepreneurs in Micro Small and Medium Enterprises (MSMEs) in Jammu Region, India. Design/methodology/approach – The study is based on qualitative and behavioral case study design. Data were gathered from 15 MSMEs owners in Jammu region. The study used purposive sampling technique with semi-structured interview to gathered information data. The NVivo software technique is used to evaluate and analyze the data. Findings – The finding of study indicate most MSMEs enterprises owners purchase their raw materials from local market with local sources; however few of them purchased their raw materials from boundaries states. They frequently adopt technologies and online media platform to manage raw materials and make payment through online method. Additionally, the survey found that MSMEs' owners are unable to purchase large quantities of raw materials because of their limited financial resources, waste, and damage, with a leading ratio of 12–15%.

Research limitations/implications – The research will positively contributes to MSMEs associations, trade association, and government to concern over inventory management. The study recommends reducing tax burden to improve to buying MSMEs raw materials and inventories and reduce taxes to promote exporting of the product.

Value/Originality – This is the primary study that focuses on the IM systems among women entrepreneurs of MSMEs in Jammu region, India.

Keywords: Inventory Management, Women Entrepreneurs, Qualitative Research, MSME Owners, Jammu Region, India

1. INTRODUCTION

The Globalization, intense competition, fast technological advancement, and dynamic changing consumer behavior have all made it extremely difficult for the retail and warehouse sectors to maintain appropriate quality and ideal inventory levels (Gupta et al., 2020). In order to effectively manage perishable goods, practitioners must monitor and control numerous aspects of warehouse management, including the analysis of enzymes, microorganisms, temperature, and humidity (Bakker et al., 2012; Gupta et al., 2020; Pérez et al., 2019). In present era researchers as well as practitioners have become more interested in challenges related to the handling and storage of perishable goods (Gupta et al., 2020; Tiwari et al., 2017). Because they have a shorter shelf life, perishable goods need careful management and storage procedures to prevent spoiling, keep them available, and guarantee that the entire company makes money (Gupta et al., 2020; Patel & Gor, 2019). Systems for managing inventories and perishable warehouses deal with a variety of products

(such as the storage of volatile liquids, fruits, vegetables, cereals, and medications). Inventory is an essential element of supply chain of business enterprises. It is used to balance the supply and demand for a specific product. Good inventory control raised sales income and helped businesses achieve a high profit margin. Micro and small enterprises tend to ignore IM by gradually accruing excessive inventory with associated cash, which makes inventory flow challenging to control (Bai and Zhong, 2008). Micro, small, and medium-sized enterprises (MSMEs) play an important role in both developed and developing countries because of their significant economic contributions (Visvanathan and Kumar, 1999). By increasing production, efficiency, and fair competition, MSMEs can play a critical role in the expansion of the national economy. If MSMEs wish to prosper in today's competitive business environment, they should concentrate on increasing their competitive edge through low-cost but high-quality product offerings in keeping with their restricted resources (Scully and Fawcett, 1994). Effective IM can help an enterprise control and reduce inventory, giving it a competitive edge over other competing businesses in the market (Sprague and Wacker, 1996). Utilization of resources and an efficient communication system can be combined to improve competitiveness by lowering costs and raising quality (Ricklavelly, 1996). According to Orobia et al. (2020), there is a substantial correlation between IM and small businesses' financial performance. Despites of inventory management challenges women taking risk and responsibility with innovative spirit to succeed (Durante et.al., 2025)

According to Orobia et al. (2020), there is a significant correlation between IM and small businesses' financial performance. SMEs can benefit from effective IM procedures to guarantee their financial stability. Karadag (2018) discovered that while the relationship between IM and financial success was comparatively less, cash management and receivables management were both highly correlated. Thus, there are discrepancies in the results about the relationship and impact of IM practices on the financial performance and business operations of SMEs. For a deeper understanding, more research on the dynamics of SMEs' IM practices is required. According to reports, MSMEs in India account for 40–50% of the total value added produced by the manufacturing sector, which is a very significant relative market share (Alauddin and Chowdhury, 2015). In India an estimation of MSMEs includes 196.65 Lakh enterprises are engaged in manufacturing sector, 0.3 lakh are in electricity sector, 436 lakh in trade and service sector (MSME report 2023-24). According to 73rd round of NSS data total 34.46 lakh enterprises are engaged in manufacturing and services sector. Over the past two years, the number of MSME businesses has increased due to the declaiming role of ready-made garments (RMG) and remittances in the Indian economy. If these businesses can effectively and properly manage themselves, their combined contribution could gain importance in the coming years.

Women's play significance role in their family as well contribution in the growth of MSMEs that can benefited to all industries leads to economic growth of country. Women entrepreneurs in various industries still less empowered and faces barriers to accessing capital, marketing or business opportunities in Indian economy (Juwairiyah et al., 2022). For this reason, it is imperative to empower MSMEs by bolstering capital, broadening market access, and providing them with legal protection (Hairunnisa, Caesar Nadia, 2022).

MSMEs can be an important source of investment from businesses and can make a significant contribution to the national economy by promoting and encouraging entrepreneurial activities. ensuring that the quick and steady expansion of these businesses may reduce poverty and create jobs. Compared to other large-scale businesses, SMEs have a low capital intensity and a high labor intensity, accounting for over 50% of industrial companies (Alauddin and Chowdhury, 2015). About 24 million individuals were employed by SMEs in the past year, making them the largest employer in terms of creating jobs (Hossain, 2021). The main way to solve SMEs' issues and prevent their operations from failing is to take into account the significance of economic growth and poverty reduction (ILO, 2010). In these situations, managing the SMEs' needs for raw materials and other inputs is the answer, which can be accomplished through appropriate IM (Baron et al., 2011). Inventory is important for SMEs, particularly in the industrial sector. It allows a business to lower expenses at first and have enough inventories to satisfy both internal and external demands for raw materials and other inputs (Rajeev, 2008). Excess inventory and a lack of input materials are the two main IM issues that MSMEs typically face. Rajeev (2008) proposed that supervisors in the industrial tool business should significantly change their rule-of-thumb approach to instant messaging. According to Rajeev (2008), managers' main issues with inventory management (IM) include using a rule-of-thumb approach, placing little emphasis on forecasting, ordering materials at random, receiving little training and development, and using computers sparingly. The owners can address these issues in the short term

by keeping safety stock and placing timely material orders, but for long-term success, inventory management procedures should be in place. Business owners can address these issues in the short term by keeping safety stock and placing timely material orders, but for long-term success, inventory management procedures are necessary. Due to their lack of professional expertise and intuition, SMEs make poor inventory management decisions that ultimately result in significant inventory investment and upkeep. According to John et al. (2015), small business owners base their inventory policies and strategies on the needs of their customers, industry standards, forecasts and estimates, and available production capacity.

In purview of limitation of literature on MSMEs/SMEs inventory management in India, this study aims to examine the IM practices in Jammu region, India. This study includes various literature based on IM practices at global level including Indian perspective. This is almost first literature to explore IM practices in Jammu region, concerning the developing state perspectives.

Since this is the first study of its kind, it is hoped that the findings would help SME regulators and stakeholders in Jammu region, India. This study, which uses a qualitative case study design, discovers that the majority of SME firm owners get raw materials from the neighborhood market. They also procure raw materials from global marketplaces. Some MSME owners deal with recycled items and gather raw materials across the nation. They occasionally manage raw commodities using digital technologies and internet media. Due to the financial crisis, MSME owners were unable to purchase a large number of raw materials, which resulted in waste and damage, resulting in a 12–15% loss ratio. The first is constructed as follows: first section provided introduction of present paper; second section provided existence literature review related to particular subjects, section three mentioned methodology, section four illustrates finding, section five narratives of entrepreneurs/MSMEs and final six sections conclude the paper.

2. LITERATURE REVIEW

In order to ensure that a suitable quantity of each item is always retained in the warehouse, inventory management is a crucial tool for making all decisions, including inventory management techniques and inventory handling methods. Inventory management is the cornerstone of the supply chain and the engine that keeps it moving, claims Wild (2017). Inventory is an essential part of SME production expenses to boost competitive advantage (Hasbullah et al., 2021). Singh and Verma (2018) emphasize supply planning, inventory and storage cost control, asset management, inventory forecasting, inventory valuation, inventory visibility, future inventory price forecasting, physical inventory, available physical space, quality control, replenishment, returns and defective goods, and demand forecasting.

According to Hasbullah and Santoso (2020), inventory plays a crucial role in manufacturing production costs. Since the company has to manage the stock, there are risks associated with inventory (Rossit et al., 2019). The changes made to production planning thus far are impacted by the risks and variances of estimates that differ from actual demand (Shao et al., 2021). The amount of inventory required to meet demand during the grace period is determined by safety stock (Godichaud and Amodio, 2019). The growth of small businesses can benefit from effective inventory management. Since well-economic activities have not yet been supported by the Vietnamese business climate and input markets, they take advantage of and acquire additional financial resources, such as borrowing, to consolidate their endogenous resources (Park et al., 2020).

Whenever it comes to importing raw materials, the suppliers too have limited resources. Accordingly, small firms are facing pressure to align supply and demand (Muchaendepi et al., 2019). A greater variety of inventory management techniques have been shown to increase organizational performance and competitiveness (Atnafu and Balda, 2018). An efficient inventory management strategy should examine the costs related to various inventory levels. To speed up a reliable sales forecast, a SME should balance the expense of efficient stock management with inventory optimization (Atrill, 2006). Numerous factors can affect the effectiveness of inventory management. These include relevant batch sizes, the seasonality of supply and demand dynamics, and the requirement to maintain buffer stock in order to handle supply unpredictability (Cachon and Olivares, 2010). To attempt to better understand the logistics solution, three main concepts were found. One of the conclusions was that the cost of material flow and inventory maintenance might be reduced by integrating logistical functions effectively (Hakansson and Persson, 2004). Another study states that the three

main elements of supply chain management are inventory management, efficient customer management, and the use of organizational resources (Singh and Kumar, 2020).

Among the challenges are the implementation of the IM rule of thumb, poor forecasting, frequent material orders, insufficient training and development, insufficient use of information technology, carelessness in purchasing, and fluctuating lead times. According to the survey, managers in the machine tool industry must significantly change the way they handle inventories. According to Karim et al. (2018), a business that relies significantly on outside warehousing services that are beyond of its control engages in dangerous inventory management when maintaining stock. The lack of specificity and excessive generality in the standard operating procedures was another finding of this investigation. Nonetheless, inadequate inventory control has a negligible impact on the business's bottom line. A company's cash flow is directly impacted by poor inventory management (Bai and Zhong, 2008). Forecasting demand and meeting customers' expectations for product availability in the market are the largest challenges to maintaining inventory at optimal levels (Coyle et al., 2003). One of the challenges in inventory management is balancing inventory supply and demand. In an ideal scenario, a company business would ideally have enough inventory and supplies to satisfy customer demands, fulfill consumer expectations while preventing revenue losses brought on by stock-outs. However, the company does not want to retain too much stock on hand because of the cost of carrying inventory (Coyle et al., 2003). Economic efficiency growth in small businesses is accelerated by increased inventory efficiency. By using the system approach to inventory management, the entire material flow process can be monitored, and the process's randomness is reduced. Material flow must be simplified and viewed as a system for a unified integration of material, financial, and information flow in order to manage the ideal inventory level. (Ivanovich and Viktorovna, 2016) Controlling shelf space is crucial for stock management and inventory control. It significantly affects stock-outs, and the number of case packs should be taken into account when allocating shelf space, along with consumer demand (Eroglu et al., 2011). Deloof (2003) asserts that shortening the inventory conversion period raises the cost of stock outs and, in turn, results in lost sales opportunities, which in turn causes poor performance. Juan and Martinez (2002) also demonstrated that managers of firms might create value by reducing inventory days in their research of 8,872 small and medium-sized businesses in Spain. In addition to lowering inventory and distribution costs and improving customer service, efficient inventory management procedures also assist organizations track products and their expiration dates, which helps them balance supply and demand (Pandey, 2004).

3. METHODOLOGY

The purpose of the study is to provide insight into Jammu region, micro small and medium-sized firms' inventory management systems. Jammu area namely (Jammu, Kathua, Samba, Udhampur) was selected to gather the required data. Since the majority of business headquarters are situated in the city center, it was chosen for this study. MSMEs are regarded as an economy's top concern among the many company categories. A qualitative case study approach was used in this study to achieve its goal. Purposive sampling was the method used in the study to choose the respondents. A qualitative case study method was used in this study to achieve its objective. Purposive sampling was the method used in the study to choose the respondents. The MSME trade fair is organized an event in Jammu 2024 to promote and support MSME operations specially women. Ten participants in the fair were interviewed by the researchers. A number of factors were taken into consideration when choosing the responders. First of all, they knew what MSME enterprises were doing. Second, they are linked to the training, oversight, and encouragement initiatives for small business owners at the town, route, and rural levels. Third, the respondents are taking part in the most recent MSME fair organized by the MSME Foundation. Lastly, they have a variety of clusters according to the price-giving categories of the MSME foundation. Table 1 below provides a brief overview of the participants' backgrounds: Since the majority of the respondents were SMEs' trainers, the researchers attained saturation with ten responses. When the point of saturation was reached, the necessary number of participants was attained; further interviews did not yield new discoveries; instead, they revealed characteristics that had already been discussed in earlier conversations (Creswell, 2006; Alam, 2021).

The researchers used semi-structured interviews as a technique for gathering data. According to Qu and Dumay (2011), a semi-structured interview is a method of gathering data in which probing and repeating questions are used to elicit comprehensive responses from interviewees. The questions are guided by particular themes and have a consistent, systematic structure. According to Miles and Huberman (1994), respondents in a specific field of study could provide a

genuine description using the semi-structured interview method. Additionally, the interview method is a preferable option because the study deals with financial problems.

Table 1: Characteristics of Entrepreneurs in Jammu Division, India

Sl	Participant	Position	Organization	Type of business	Education	Number of employees
1	Participant 1	Owner	Retail	Agro based	10 th	6
2	Participant 2	Owner	Service	Hotel and hospitality enterprises	10 th	12
3	Participant 3	Owner and SME trainer	Retail	Agro based	12 th	15
4	Participant 4	Manager	Retail & Manufacturing	Furniture	Graduation	32
5	Participant 5	Owner and SME trainer	Retail & Manufacturing	Paper & printing based	10 th	6
6	Participant 6	Owner	Service	Baking Industry	12 th	5
7	Participant 7	Owner	Service	Hotel and hospitality enterprises	12 th	14
8.	Participant 7	Owner	Retail & Manufacturing	Furniture	Graduation	15
9.	Participant 7	Owner	Service	Insurance & Banking	12 th	12
10.	Participant 7	Owner	Retail	Food Beverage	10 th	6
11.	Participant 7	Owner	Retail	Agro Based Enterprise	12 th	4
12.	Participant 7	Owner	Retail & Manufacturing	Furniture	Graduation	8

Additionally, the interview method is a preferable option because the study deals with financial problems. Following a thorough analysis of the literature in the study's pertinent field, which included various facets of management of inventory, planning, control and monitoring inventory etc., the topics of the investigation were selected.

All successful interviews were first recorded and then transcribed with consent from the participants, and a large number of memos were created to examine the information acquired. All interviews lasted 40-60 minutes apiece. Both online and offline methods were used for these interviews. Online interviews was place using a Zoom conference program. The zoom method is more convenient because it saves money, time, and makes recording easier. Furthermore, because it allows for video capture rather than audio or tape recording, this approach makes it easier to interpret the viewpoints and expressions.

The remaining interviews were conducted in-person with respondents. The interviews were recorded with the participants' permission. Interviews were presented in both video and audio formats. In order to extract many insights pertinent to the study's issue, the recorded interviews were first transcribed and then summarized. There were twelve completed interviews. The interviewees were experts in managing and operating MSME's. They have managed and operated SMEs in India's Jammu Division for four to thirty years.

The interview replies were analyzed using content analysis tools. Miles and Huberman (1994), Pope et al. (2000), Creswell (2006), and Bazeley (2009) established separate standards for data analysis that included specific actions to be

taken. First, the content analysis program NVivo 11 was used to import the collected data. Every paragraph in the transcript that discussed different facets of inventory management strategies used by SMEs in the Jammu region of India was coded and separated. A deductive technique was employed for the primary coding. Prior research was used to create a system that represents many components of inventory management procedures. A variety of operational definitions were created to facilitate the coding process.

The categories of inventory management techniques that had previously been determined were subsequently coded into tree nodes. After then, every transcript underwent a thorough examination for second-level coding. It helped classify the text answers into themes that emerged. For every major category in the study, subcategories and codes are created using the themes that are generated. By removing unnecessary data, this approach improved the utility of data management. Quotations from interview transcripts were grouped into multiple groups to produce the groups (Alam, 2021).

By using these quotes, we were able to best convey the thoughts and viewpoints of the participants. After every coding work was finished, a cross-case analysis was carried out. For every code, different inventory management practices of Indian SMEs were compared. This rigorous procedure guaranteed that the categories developed for analysis appropriately reflected the participants' perspectives and beliefs, rather than the perspective of researcher. In order to properly address the respondents' opinions in the analysis and conclusions, a researcher must be sincere and accurately represent the participants' perspectives on the topic. The analyzed data were further examined in the study's last portion to see if any relationships could be found in the data. This was beneficial for both a thorough comprehension of the topic and the code statement's meaning.

4. FINDINGS

We have created a theme from NVivo data analysis based on the study question and subquestions about the inventory management system of SMEs in the Jammu region.

4.1 Local market:

According to the responses, the majority of MSME owners (participants #1, 3, 7, 8, 9, 10, and 11) source their raw materials mostly from the local market. Though there are instances when things are in short supply, this is just for a brief length of time. We do not import; that is different. We get it from a local market. [Participants Number 1] We purchase products based on market availability and demand. A market crisis is a problem. He collects the items from people who own them. No, while the business was profitable, we had no prospect of taking it home. Nobody is giving the rest anymore. [Participants Number 1] I would respond that we get our raw materials from the local market in response to the second issue. We don't need to depend on anybody. [participant number 11]. Additionally, the owners use Facebook or other online sites to acquire raw materials. According to John et al. (2015), SME owners base their inventory strategy on available production capacity and business practices. After assembling the product from the raw materials, they have to deliver it to the showroom so that buyers can buy it. These days, my son's wife is one of the many women who sell clothing online. My son's wife now sells the things she used to purchase from big-box retailers. What will happen to these stores in this case? I don't need to go shopping when I can satisfy my needs at home. [participant number 3]. According to one responder, despite the low quality of local products, he now uses them instead of the global raw materials he once utilized from China (Beck and Demirci-Kunt, 2006). The Bashundhara Group in Jammu started manufacturing raw materials after 2019. Its quality, meanwhile, is inferior to that of other states. [Participant number 7] Another participant proposed that since their company depends on rural products, the rural entrepreneur could be able to get the raw materials. Furthermore, because they work with recycled products, some SME entrepreneurs get raw materials from within the country. Many times, we must obtain raw materials from tiny entrepreneurs in remote areas. [Participant Number 8] Raw materials were gathered from various locations to meet our needs. [Participant Number 9] It is not as convenient, but it is available in rural areas instead of towns. To acquire raw materials, we must go to far-off locations. Gathering raw minerals is therefore quite costly. [Participant Number 9]

4.2 Foreign/ Inter State Market

Since raw materials for products are scarce in North Jammu, several SME owners procure their raw materials from interstate or global markets. Furthermore, the International Organization for Standardization (ISO) and other relevant

organizations have not certified the local products, which is a requirement for customers and the government, and their quality is not up to par. Due to its inability to manufacture these raw materials, Jammu, India was forced to rely on imports. Up until 2019, I had to import all of my raw materials from overseas. The Jammu, India-based Basundhara Group began manufacturing some raw materials after 2019. But from overseas, its quality is quite poor. That also doesn't qualify as food goods because they don't provide us the food-grade certificate. However, some consumers seek out low-cost goods, therefore we must contend with their demands in the marketplace. Then, we have also employed those resources, but not always; in certain instances, we use inexpensive goods from the local market. We hardly ever used it. China and neighboring nations provide us with our raw materials. [Participant number 2]

4.3 Inventory buying decision

One of the participants showed that they were unable to make decisions about purchases quickly due to the large amount of money involved. Since they must import from other nations, companies must place large orders for raw materials. Furthermore, Several local business owners claimed that because they occasionally need a sizable number of money, they encounter comparable difficulties while obtaining raw materials. (Deloof, 2003). In the result, it has an impact on their productivity and profitability. Of course, everything is feasible if there is money, but it is important to note that Chinese raw materials cost varies according to season. winter season is the best time to buy because the goods is priced 12-15% higher.

Here, the main problem seems to be that you can't import a small amount of a product; you have to bring several containers to get something from abroad. [Participant number 2].

4.4 Goods and raw materials safety

This study indicates that participants have differing viewpoints on a wide range of raw materials and product safety. Some of the participants (participants number 2, 3, 9, 8, 11, and 12) stated that there are risk factors associated with storage of raw material and commodities. Raw materials or products from seasonal or long-term investments can occasionally experience partial losses. The partial loss ratio is between 10 and 15 percent. The participant gave a negative response when we asked if seasonal goods may be offered later. Without a doubt, papers are deemed ruined if they are unable to be produced over time. The paper's quality declines when the temper is harmed. In both hot and cold weather, the papers' quality declines. [second Participant], No. It isn't feasible. [third Participant] In fact, we have a smaller area to protect. [Second Participant] Raw materials stored for an extended period of time may become damaged. Then there is a loss of 10–15%. However, we usually do not have to endure any losses. Here, the raw ingredients are stored for a short period of time. We keep things in a different container. [Seventh Participant]. Furthermore, there are less chances for stocking the merchandise. Some of them (participants number four and ten) saw no risk in storing things over the summer and winter seasons. In terms of product safety, neither winter nor summer pose significant risks. One thing to consider is that if precipitation falls on the products, they may become damaged. [Participant Number ten]. I offer things from my business at the Kathua 2 shopping complex. I have double-story business measuring almost 60 feet in Ramban Main Market, near to broken river. [Participant number four]. I have enough supplies, so yes, I can. [Participant four].

5. DISCUSSION OF THE FINDINGS

The finding of the study stated that, the majority of MSME owners acquire their raw materials from local suppliers, countryside area, local merchants and village entrepreneurs. In actuality, SME owners create inventory plans based on industry standards and available manufacturing capability, according to John et al. (2015). The quality of raw materials is inadequate when comparing local products with those from global markets (Beck and Demircug-Kunt, 2006). It consequently affects performance, product demand, and cost management (Hasbullah et al., 2021; Shao et al., 2021). According to Momany and Alshboul (2016), social media is closely related to sales, online marketing, and brand awareness. Raw material shortages can occasionally result in exorbitant costs and profit margins (Hasbullah et al., 2021; Shao et al., 2021). When buying or maintaining inventory, they periodically ran into financial issues and liquid money (Deloof, 2003), which affected their productivity and business profit (Huynh, 2021). Additionally, MSME owners are compelled to bear losses as a result of a lack of safety management systems or procedures because of financial restrictions (Hasbullah et al., 2021; Atnafu and Balda, 2018). In order to maximize profit and enhance business operations, it is advised that SMEs adopt or have an efficient inventory management plan (Beck and Demircug-Kunt, 2006). According to Razavian et al. (2021), purchasing raw materials through a variety of financing sources can increase

supply chain profitability, enhance supply network performance in event of disruptions. Long et al. (2021) found that China's fixed asset investment is impacted unevenly by raw material costs, capital costs, and economic policy uncertainties.

6. CONCLUSION

The paper suggests that MSMEs in Jammu region, India, must be resilient in the face of a variety of business problems. This paper discusses the implications of the MSME inventory management system for trade groups, SME foundations, and the government. Firstly, government can establish an appropriate framework for MSME enterprises to purchase and gather raw materials. Secondly, the MSME foundation can create a dedicated market for MSME businesses, enabling the owners to gather raw materials and sell their goods there.

For the expansion of the MSME sector and its inventory management system, the research offers a number of recommendations to policymakers, specifically the government of Jammu & Kashmir, the MSME foundation, the association, and other interested parties (banks, organizations, and NGOs). The tax rate on SME inventory and raw material imports as well as exports should be reduced by the government. To help entrepreneurs buy raw materials and sell their goods and products, the government or "MSME Foundation" should create a special market for MSME owners. Additionally, the market ought to be separated into product and service-based segments. The study's scope is restricted to the Jammu region alone.; with participants based in Jammu is a disturbed area. Furthermore, these findings could be broadened by future studies with a combination of rural area of entrepreneurs. Some respondents are unwilling to provide interviews due to a lack of knowledge in academic research. Future research can broaden the subject field by involving owners of rural SME. The inventory management systems of various nations can be examined by researchers. Quantitative evidence could be used to support the results.

CONFLICTS OF INTEREST

None.

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