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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EXTENDED TECHNOLOGY ACCEPTANCE MODEL AND THE IMPACT OF EXTERNAL VARIABLES IN ASSESSING CUSTOMER ADOPTION OF INTERNET BANKING SERVICES <i>LALITHA.B.S. & DR. C. S. RAMANARAYANAN</i>	1
2.	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON THE PERFORMANCE OF SMALL AND MEDIUMS SIZE ORGANISATIONS (SMEs) <i>PRAMOD KUMAR MISHRA, DR. DEVENDRA KUMAR PANDEY & DR. ANIL VASHISHT</i>	8
3.	A STUDY ON INVESTING BEHAVIOUR AND PATTERN OF COLLEGE EMPLOYED WOMEN IN BANGALORE <i>B RAMMYA & DR. BATANI RAGHAVENDRA RAO</i>	11
4.	DOES EMOTIONAL INTELLIGENCE AFFECT EMPLOYEE ENGAGEMENT? A STUDY IN THE PRIVATE HEALTH CARE INDUSTRY OF KOLKATA <i>JHILAM RUDRA DE & JAYDEEP H GOSWAMI</i>	14
5.	LITERATURE REVIEW ON JOB SATISFACTION OF ACADEMICIANS OF HIGHER EDUCATIONAL INSTITUTIONS OUTSIDE INDIA <i>MEGHA RASTOGI, DR. MANISH SRIVASTAVA & DR. CHANCHAL CHAWALA</i>	18
6.	EDUCATIONAL WELFARE SCHEMES ON SCHEDULED CASTE AND SCHEDULED TRIBES IN RURAL AREA IN THE STATE OF TAMIL NADU <i>DR. S. GANAPATHY & THANGAM ALAGARSAMY</i>	27
7.	DOES WOMEN EMPOWER THROUGH SELF HELP GROUPS? A STUDY IN RANGA REDDY DISTRICT, TELANGANA, INDIA <i>DR. Y. KRISHNA MOHAN NAIDU & M.KONDALA RAO</i>	30
8.	ASSESSING CONSUMER SATISFACTION IN E-BANKING OF BANKS IN BANGALORE CITY OF KARNATAKA STATE <i>DR. VEENA ANGADI, GATTAMRAJU SREELATHA & DR. GOPALA KRISHANA</i>	35
9.	DETERMINANTS OF GROWTH IN MICRO AND SMALL ENTERPRISES (MSEs): A CASE OF JIMMA TOWN <i>SAMSON EMIRU, KENENISA LEMIE & HAYELOM NEGA</i>	38
10.	OPTIMAL PORTFOLIO CONSTRUCTION IN SELECTED MANUFACTURING SECTORS WITH REFERENCE TO NATIONAL STOCK EXCHANGE (NSE) <i>RAMA KRISHNA MISHRA</i>	44
11.	EFFECTIVE COMMUNICATION: A NEED OF BUSINESS <i>BABALPREET KAUR</i>	49
12.	WOMEN ENTREPRENEURS IN INDIA: OPPORTUNITIES & CHALLENGES <i>PUSHPA L</i>	51
13.	A STUDY ON FINANCIAL INCLUSION IN RURAL INDIA BY REGIONAL RURAL BANKS <i>DR. BRAJABALLAV PAL</i>	54
14.	CONSUMER PERCEPTION TOWARDS AAVIN MILK AND MILK PRODUCTS IN COIMBATORE TOWN <i>DR. S. SIVARAMAN & S. MOHANRAJ</i>	59
15.	A REVIEW OF LITERATURE ON STRESS MANAGEMENT: WORK RELATED STRESS OF EMPLOYEES <i>JIKKU SUSAN KURIAN & SAI PRANATHI BHAMIDIPATI</i>	63
16.	THE IMPORTANCE OF THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN ACCOUNTING EDUCATION: A CASE STUDY IN BOTHO UNIVERSITY <i>MINI SEBASTIAN</i>	65
17.	A STUDY ON INDIVIDUAL TAX PAYERS' PERCEPTION TOWARDS e-FILING SYSTEM IN INDIA WITH SPECIAL REFERENCE TO BALLARI CITY <i>JALIHAL SHARANAPPA</i>	75
18.	CREDIT CRUNCH AND FINANCIAL CRISIS EFFECT ON CONSUMER BUYING BEHAVIOUR <i>DR. LALITA MISHRA</i>	80
19.	CONSUMER ATTITUDE TOWARDS INTERNET SERVICE PROVIDER <i>KARTHIKEYAN.B</i>	86
20.	GREEN MARKETING: CHALLENGES AND OPPORTUNITIES <i>M.SELVAMUTHU, S. PRAVEENKUMAR & A.DHIVYA</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	93

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DETERMINANTS OF GROWTH IN MICRO AND SMALL ENTERPRISES (MSEs): A CASE OF JIMMA TOWN

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ABSTRACT

The government of Ethiopia has paid due attention for the promotion and development of micro and small enterprises as they are important vehicle to enhance employment, economic growth and equity in the country. The purpose of the study is to analyze the growth determinants of MSEs growth in Jimma town. In line with the objective, the role of initial investments on the firm, location and sector in which the firm operate, marketing access and business development service as main determinants of growth of an enterprise was analyzed. The binary model which is logistic regression was used to see the effects of identified determinant on growth of MSEs using change in employment size as proxy of growth. The binary choice result shows as location different has a significant effect on the growth of MSEs with accessible/town centre growing faster than those inaccessible/out of town. In addition, the initial investment on the firm and the sector in which the MSEs operates matter a lot for the growth of these enterprises. Hence, government and non-government organizations need to take these factors in to account to accomplish better result and increase the potential contribution of MSEs to the economic growth of the country.

KEYWORDS

Jimma, determinants, employment, Ethiopia, micro and small enterprises.

BACKGROUND OF THE STUDY

According to Aharoni and Drillhon et al., (1994) MSEs exert a very strong influence on economic growth of all countries over the world. Micro and small enterprises sector is recognised as an integral component of economic development and a crucial element in the effort of lifting countries out of poverty (Wolfenson, 2007). Simen and Lara, (2009) indicated that the MSE sectors generate substantial employment and economic output in many countries. Khrystyna et al., (2010) also posited that formal MSEs employ more than one-third of the world population, contributing around 33 percent of employment in developing countries. In Ethiopia, survey conducted by the central statistics authority (CSA) in 2007 revealed that there were more than 1.3 million people that engaged in MSEs sector and this makes MSEs the second largest employment generating sector next to agriculture.

This implied MSEs play significant role in unemployment reduction, equitable income distribution and import substitution and alleviating poverty which in turn could uphold economic development of nation.

Despite the above mentioned facts, the growth of MSE faces a number of determinants that hinders its rapid growth and development, which ultimately reduce the weight of its potential contribution to the national economy. Linda Robert, (1998), Beyene, (2007) and Rakesh & Gurmeet (2008) categorize these determinants as firm initial capital, type of sector, access to finance, business location, absence of BDS, social linkages, marketing problems and absence of proper business plan due to knowledge or other reasons.

For instance, based on the study conducted by Garoma and Habte, (2012) on the micro enterprise of Addis Ababa in the urban informal sector confirmed that initial investment and location of the firm are among the determinant of the enterprise growth.

In addition, Woretaw (2010) also noted that 'external factors such as social, economic, cultural, political, legal and technologies along with, internal (personal) factors like individual attitudes, training and technical know-how are all the constraints that are challenging the success/growth of Ethiopian MSE.' The research conducted by Onugu, (2005) the growth and development depends on access to finance, firm size and environmental factors such as infrastructure, sector type and location.

Moreover, as per the information obtained from the Jimma town micro and small scale enterprises development bureau out of 6,388 enterprises registered in the town in 2003 to 2006 E.C only few MSEs graduated to the upper level making the dynamics possible and about 17.74% of them totally stop trading. The lack of significant growth of MSE development in Jimma notwithstanding, numerous government support program that have been established in the past are worrisome. Therefore, this study tries to analyze growth determinants of MSEs in Jimma town so as to enable decision makers take appropriate decision and achieve the objective of national development.

STATEMENT OF THE PROBLEM

Carrier, (1994); Mulharn, (1995) documented that MSE play a major role in the poverty reduction, employment generation as well as economic development of a country. Consequently, the entertainment of the MSE sector is closely associated with the growth of the nation. In recent years more has been said about small business growth than any other aspect of management. One of the main reasons is the contribution of expanding enterprises to economic development and unemployment reduction, which generally has attracted the attention of researchers and policy makers in many countries Bernice & Meredith (1997).

Currently, Ethiopian government consider MSEs as one of the core development strategies through which social and economic prosperities for its citizens could be brought (Femseda, 2009). Presently, it carrying out serious registration of the enterprise at national level the same is true in Jimma town. Nevertheless, the status of their growth is the basic question to be asked by the policy makers and researchers. There are many growth determinants of MSEs which in turn determine their fate in the competitive business environment. According to Beyene (2007), these determinants, include initial investment of enterprise and access to market infrastructure, business development service, marketing information. Studies show that MSEs in Ethiopia are constrained and failed to grow by location and business development service (Wasihun & Paul, 2011) unfavourable legal and regulation condition, lack of access to market, poor access to quality business infrastructure, lack of government support and lack of working capital are among many determinants (Rakesh & Gurmeet, 2008).

According to Tiruneh, (2011) in Ethiopia there are only few empirical studies that deals with the factors that affects the growth of MSEs. This indicates the need to conduct study related to the topic. Though there are studies, which directly or indirectly related to the growth determinants of MSEs, they haven't reached on similar consensus on the issues of similar concern.

Furthermore, previous studies conducted in Ethiopia focused on the regional, Zonal level and sub cities of capital city Addis Ababa-Ethiopia; whereas, the sensitivity of poverty and unemployment is experiencing in villages and towns like Jimma too. Hence, generalizing the findings in one area to other might be misleading. Therefore, it is important to investigate the determinants of growth of micro and small enterprise in Jimma town.

OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE

The overall objective of the study is to analyse determinants of the growth of micro and small enterprises at Jimma town.

SPECIFIC OBJECTIVES

The following are the specific objective of the study.

1. To assess the growth status of MSEs at Jimma town.
2. To investigate effect of access to market on the growth of MSEs.
3. To examine the effect of business location on the growth of MSE.
4. To analyse the effect of sector type on MSE growth.
5. To analyse effect of access to business development service (BDS) on the growth of MSE.
6. To analyse the effect of financial bases of the firm on the growth of MSEs.

LITERATURE REVIEW

According to Walker and Alan, (2004) small business growth can be measured by financial and non-financial criteria although the former has been given most attention in the literature. Traditional measure of business growth has been based on either employee numbers or financial performance, such as profit, turnover or return on investment. A study by Rami and Ahmed, (2007) states that the most commonly adopted definition of growth is financial growth with adequate profits. Many empirical studies have been conducted to investigate the determinant factors affecting MSE growth. But these literatures provide inconclusive results with regard to the determinants of growth for MSEs. For instance, Monk (2000) found that lack of working capital, poor market selection, and rapidly changing external market condition are the majority reasons for failure of MSE. He further argues that many MSE fail to develop an initial plan and those that plan fail to continuously adjust and use it as a benchmarking tool either because of lack of awareness of management processes and tools or because of lack of funds to outsource management skills, proper business planning. Solomon (2004) made analyse to investigate factors that determine the emergence, growth and of small-scale enterprises in Addis Ababa with a special reference to the manufacturing sector. He collected data from 147 registered MSE selected randomly. The study concluded that the extension of diversification and availability of infrastructural facilities influence employment growth at 1% and 5% significance level. The availability of own premises and the availability of workers with a vocational formal training are positively related with growth of enterprises at 10% significance level while age and start-up capital of enterprises are negatively related with growth of enterprises at 1% significance level. Workneh (2007) carried out study on MSE constraints at Kolfe Keraneo Sub-city and identify that inappropriate government intervention, shortage of initial investment, location disadvantage, lack of market and lack of display room are the major challenges that obstruct MSE growth. Gurmeet and Rakesh (2008) found that MSE in Ethiopia are constrained by marketing problem. Lack of entrepreneurial and management competency adding to low exposure, results in finding markets. Endalkachew (2008) had made a study on underlying causes of micro and small business failure in Addis Ketema Sub city and found that major causes of business failure were lack of business plans, lack of land and premises, and poor market, high rent charges and immoral pricing. There were tax burdens, arbitrary harassment and excessive regulation. Chittithaworn (2010) conducted a study on factors affecting business success of small and medium enterprises in Thailand based on data collected from 200 MSEs through questionnaire. The study analyzed the relation of eight major factors that influence the MSE business success and he found that all factors are correlated. The regression analysis revealed characteristics of owners, access to market, the way of doing business, resource and finance, and external environment are the most significant factors affecting success of MSE in Thailand. Tahir (2011) conducted a study on the title "Determinants of small and medium MSEs" in Malaysia. Based on a sample of 60 respondents of food manufacturing MSEs, he found that location in which the enterprise operates and government supports are the critical factors affecting growth of the enterprises. Mbengwa et al., (2011) conducted a study on factors that influence the growth of bank supported farming small, micro and medium enterprises (SMMES) in South Africa and found that extension support, sole proprietorship, business development support and business plan were crucial for the farming small, micro and medium enterprises (SMME) to grow and be profitable. Demis (2011) made a study on the title "Role and performance of micro and small enterprises in improving standard of household's life" at Gonder and found that lack of capital and credit, lack of production and selling space, lack of market are among the critical factors that affect the performance of MSE. Mulugeta (2011) study on the livelihoods reality of Micro and small enterprise operators in case of Lideta Sub-city, Addis Ababa and found that market related problems, as poor market linkage and poor promotional efforts, institution-related problem such as bureaucratic bottlenecks, weak institutional capacity, lack of awareness, failure to abide by policies, regulations, rules, directives, absence of training to executives, and poor monitoring and follow-up; operators-related problems as; extravagant and wasting behaviour, and lack of vision and commitment from the side of the operators; MSE related challenge including lack of selling place, weak accounting and records keeping, lack of experience, and lack of cooperation with and among the MSE and finally society related problems such as distorted attitude towards operators themselves and their products. Garoma (2012) conducted a study on determinants of micro enterprise growth in urban informal sector of Addis Ababa. He uses a multidimensional analysis of growth factors measuring growth in three indicators i.e. employment growth, sales growth and profit growth. He concluded that four factors; ethnicity, gender, location, and interaction effect of entrepreneurial orientation with social network size were the main factors that influence the success of such enterprises. He also added that education of the business owners had a positive relation with growth of employment of the enterprises. Belay (2012) made a multi-dimensional study on urban informal sector of Addis Ababa using three proxies of growth employment growth, turnover growth and profit growth. The data was collected from 286 microenterprises through both qualitative and quantitative methods of data collection and then were use a regression analysis to see the relationship between the dependent and independents of success. The study identified ethnicity, gender migration status, firm size, and location, access to market, sector type and experience, interaction effects of enterprise, interaction effects of entrepreneurial orientation with social network size and with technical and managerial training received as the factors. The study concludes that location, size, sector type and access to market were found to be the critical factors that affect the three growth indicators used in the study.

RESEARCH DESIGN AND METHODOLOGY

The study used both primary and secondary data. The primary data was collected from service, manufacturing, trade and urban farming sectors using self administered questionnaire and structured and unstructured interview questions. 372 respondents were selected from total of 5255 using Yemane (1996) determination of sample size formula.

$$n = \frac{N}{1 + N(e)^2}$$

Where

n Sample size from the total population of MSEs

N Total population MSEs = 5255

e Confidence level: 5 %

Accordingly, 36 respondents from construction, 73 from manufacturing, 95 from service, and 116 from trade 52 from urban farming were selected using proportionate sampling technique.

MODEL SPECIFICATION

Evans (1987) reports that estimates using employment size is similar to those that use sales besides growth in sales and growth in the number of workers are highly correlated. Therefore, this study measures the growth of MSEs using employment size. The growth rate of the MSEs is computed following Evans (1987) model i.e.

$$gr = \frac{\ln St' - \ln St}{Age}$$

Where $\ln St'$ is natural logarithm of current employment size, $\ln St$ is natural logarithm of initial employment size, age is the age of MSEs and gr is growth rate of the enterprises.

In the study MSEs were assumed to be either growing or not growing. Hence, the binary choice logistic regression model that assumes dichotomous dependent variable which takes either 1 or 0 value depending on Y^* is used.

$$y = \frac{1 \text{ if } Y^* > 0}{0 \text{ if } Y^* \leq 0}$$

In a qualitative response model, the probability that $Y = 1$ is given by the sign of the latent variable that is the probability that the latent variable become positive. $Pr(Y = 1) = Prob(\beta'X + \epsilon > 0) = Prob(\epsilon > -\beta'X) = Prob(\epsilon < \beta'X) = F(\beta'X)$

Finally the models were employed as follows:

$$Pr(Y = 1) = \alpha + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + \beta_4(X_4) + \beta_5(X_5) + \epsilon$$

Where α the intercept β_1 -5 is the coefficient to be estimate,

X_1 is enterprise initial finance base/Investment

X_2 is enterprise operation location

X_3 is enterprise sector of operation

X_4 is enterprise access to market

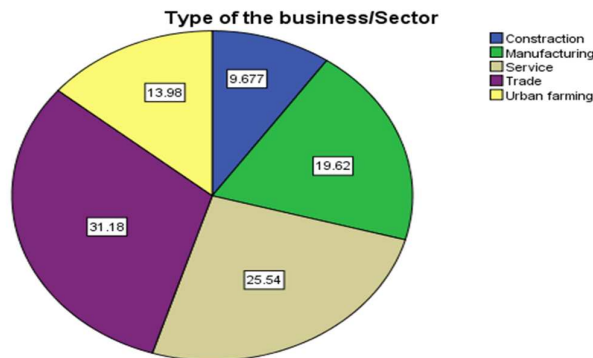
X_5 is enterprises business development service

DATA ANALYSIS AND DISCUSSION OF RESULTS

GENERAL INFORMATION ABOUT THE ENTERPRISES

Under specified figure shows the business sector in percentage distribution in Jimma town.

FIGURE 1: DISTRIBUTION OF MSEs BY TYPE OF SECTOR

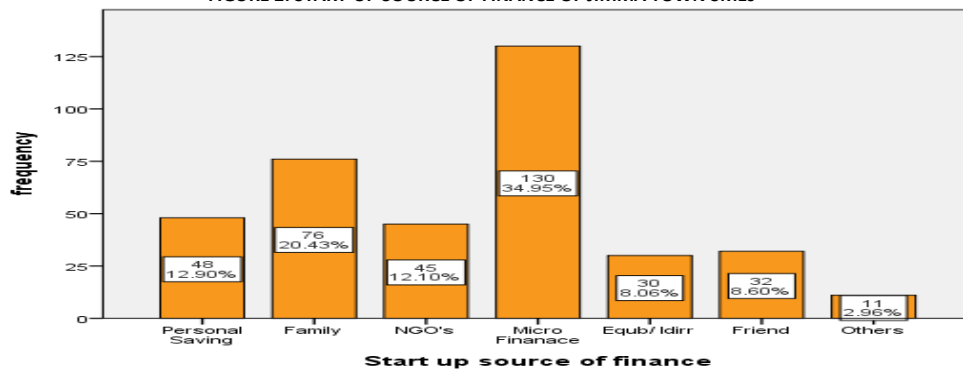


Source: Jimma town MSEs Office

As shown in fig 1 above, about (31.18%) are engaged in trade followed by service (25.54%), manufacturing (19.62%), urban farming (13.98%), and construction (9.677%).

START-UP SOURCE OF FINANCE

FIGURE 2: START-UP SOURCE OF FINANCE OF JIMMA TOWN SMEs



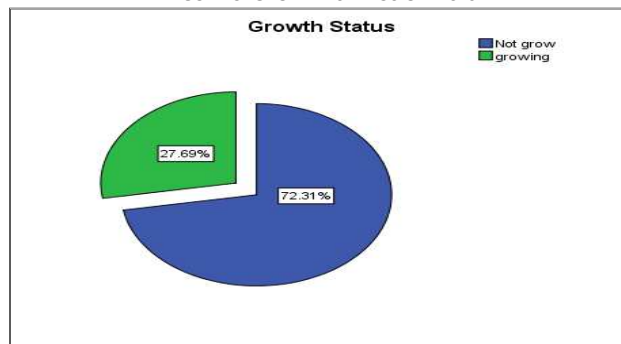
Source: Own survey computation

Figure 2 shows that SMEs source of finance. From the total sample 48(12.90%) got finance from personal saving, 76(20.43%) from their family, 45(12.10%) from non-governmental organizations, 130(34.95%) from micro finance which is the highest compared to that of the other, 30(8.06%) from equib/Idirr, 32(8.60%) from friends and the rest 11(2.96%) from others.

GROWTH STATUS OF MSEs

The dependent variable considered in this study is growth of SMEs in terms of perceived employment growth. Due to the lack reliable time serious data on growth of the fixed asset/sales which is better indicator of growth and as a result of other measures susceptible to measurement errors, the researcher use growth in terms of change in the number of worker. The growth status of SMEs in Jimm town is indicated in figure below.

FIGURE 3: GROWTH STATUS OF MSEs



Source: Own survey computation

As figure 3 shows out of the total sample 103 respondents, (27.69%) are growing and 269 respondents (72.31%) found not growing. This confirms that about three fourth of MSEs are survival type and one fourth of MSEs are growing type in Jimma town. This study in conformity with the finding of Wasihun and Paul (2010) and Gebreyesus (2007) even though the percentage is higher when compared to their studies.

PERSONAL INFORMATION OF RESPONDENTS WITH GROWTH STATUS

TABLE 1: PERSONAL INFORMATION OF THE RESPONDENT WITH ENTERPRISE GROWTH

		Growth		Chi-square (P-value)
		No Growth	Growth	
Age of Respondent	<20 Years	25	11	3.461(0.629)
	21-25 Years	105	38	
	26-30 Years	44	23	
	31-35 Years	58	16	
	36-40 Years	32	12	
	Above 40 Years	5	3	
Sex of Respondent	Male	187	86	7.452 (0.006)
	Female	82	17	
Educational Qualification level	Elementary	30	2	25.656(0.000)
	Junior Secondary School	49	7	
	Comprehensive high school	115	42	
	Diploma	59	38	
	Degree	16	14	

Source: Own survey computation

From the statistics indicated in table above it is clear that majority of the respondent are in the age bracket of 21- 35 years. This is an indication of the fact that the respondents had varied age distribution and therefore, could have given different views with regard to the determinants of growth of SMEs in Jimma town. As illustrated in the table 1, above the percentage value for employment growth does not increase with increase in employee age working in the enterprise. Even though an age group percentage value is growth indicators (employment size) the percentage score shows that there is no improvement (P>0.05). That lead to the conclusion that changes in age has no significant effect on growth of SMEs.

Table above indicated that 73 % of the respondents are male while the remaining 27 % are female. From enterprises owned by male 31.5% are growing whereas, 17.2 % of the MSEs owned by female are growing with p value (P<0.05) indicating that gender has significant effect on growth of MSEs. As illustrated in table 1, educational level profile of 372 respondents involve in the survey above the percentage value of employment growth increases with increase in educational level of the enterprise manager. All the percentage value of growth indicator (employment growth) educational level shows improvement that leads to the conclusion higher education favours the growth of MSEs in Jimma town.

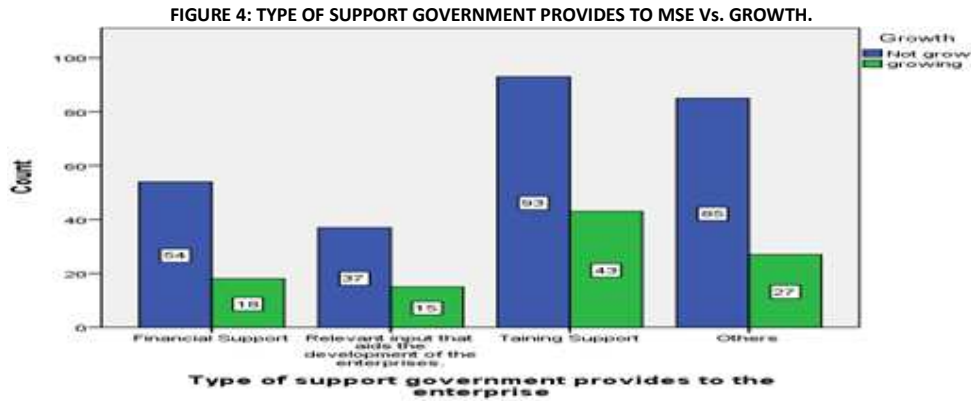
YEAR OF OPERATION OF THE FIRM vs. GROWTH

TABLE 2: YEAR OF OPERATION OF THE FIRM WITH SMEs GROWTH

Year of Operation of the Firm	Year of Operation of the firm * Growth			Chi-square(p-value)
	Growth		Total	
	Not grow	Growing		
1-3 Years	78 (72.20%)	30 (27.80%)	108 (100.00%)	106.171(<0.001)
4-6 Years	167 (84.30%)	31 (15.70%)	198 (100.00%)	
7-9 Years	3 (7.10%)	39 (92.90%)	42 (100.00%)	
10-12 Years	21 (87.50%)	3 (12.50%)	24 (100.00%)	
Total	269 (72.30%)	103 (27.70%)	372 (100.00%)	

Source: Own survey computation

Table 2 above illustrated that 27.8 % of firms within 1-3 years of operation, 15 % of those within 4-6 years, 92.90 % of those within 7-9 years and 12.5 % of those within 10-12 years of operation are growing. From this it can be concluded that there is significant association between years of operation and growth (Chi-square=21, significance level<.001).



Source: Own survey computation

Figure 4 above highlighted that only 25 % of the enterprises that got financial support from government grow. At the same time, 28.85 %, 31.62 %, and 24.11 % of those that get relevant input that aid development, training and other support respectively are growing. Though not significant, it can be said that training support from government contributes more for the growth of MSEs than others.

LOCATION Vs. GROWTH OF MSEs

The likert scale questionnaire and interview result revealed that majority of the respondents (24.7 %) strongly agree that location affects the growth of their business as it affects the accessibility to their customers.

MARKET RELATED FACTOR Vs GROWTH OF MSEs

The analysis of the questionnaire further shows that the existence of good distribution channel, the market potential of the business product promise, easiness of searching the market for produced product, owing enough knowledge to run the business, having good knowledge to handle the customer, existence of sufficient demand for the business product and having information on source of the market are the major market related factors that determine the growth of micro and small enterprises.

RESULT OF INFERENTIAL STATISTICS

This section presents the result of logistic regression output determinant of growth of MSEs in Jimma town.

TABLE 3: LOGISTIC REGRESSION RESULT ON DETERMINANTS OF GROWTH OF MSEs

	B	S.E	Wald	Df	Sig.	Exp (B)	95 % C.I.For Exp (B)	
							Lower	Upper
Mrkt Rel Gro(1)	0.582	0.35	2.765	1	0.096	1.789	0.901	3.551
BDS(1)	0.519	0.28	3.441	1	0.064	1.68	0.971	2.905
Location(1)	0.637	0.273	5.457	1	0.019	1.89	1.108	3.225
Start-up Capital			6.38	2	0.041			
Start-up Cap(10,000-50,000)	-0.239	0.34	0.494	1	0.482	0.787	0.404	1.534
Start-up Cap(>50,000)	0.936	0.422	4.932	1	0.026	2.551	1.116	5.828
Constant	-1.864	0.479	15.132	1	0	0.155		

Source: own survey computation (*5% level of significant)

The regression output revealed that market information has statistically significant effect on growth of MSEs at 10 % significance level but insignificant when viewed at % % significance level. Hence, there is good reason to reject the null hypothesis that states market information has no significant effect on growth of MSEs in Jimma town. In a similar fashion, business development service has statistically significant effect on growth of MSEs at 10 % significance level and hence, the null hypothesis was rejected indicating the fact that those MSEs that get business development service grown than those with lack of business development service.

In terms of location, businesses were classified as either accessible are or inaccessible. As far as the effect of location on growth is concerned; the result indicated that location has statistically significant effect on growth at 5 % significance level.

With regard to initial investment the output shows that (B=-0.239, D=1, P=0.482) when MSEs start their business having initial capital below birr 50,000, the p value turns to be insignificant and it becomes significant when initial capital become greater than 50,000 birr with (B=0.939, D= 1, P= 0.026) that is, enterprises that start business with capital >birr 50,000 grow 2.55 times that those with start-up capital of less than birr 50,000. This indicates that initial capital is the determinant factor affecting the growth of MSEs in Jimma town.

CONCLUSIONS

Micro and Small Scale enterprises play significant role in the economic development of nations in general and that of developing countries like Ethiopia in particular. At the same time, there are wide ranges of factors affecting the smooth operation of such enterprises. The main objective of the study therefore, is to investigate the determinants of MSEs growth in Jimma town.

The descriptive statistics indicated that only few MSEs in Jimma town were transformed to the next growth stage and majority of them remain where they initially are indicating the fact that there are constraints hindering the growth of MSEs. The finding showed that, weak entrepreneurial skills of owners/managers, lack of motivation of the owners, gender, and educational qualification as major determinants of the growth of MSEs in Jimma town.

The finding further revealed that market related factors, insufficient start-up capital, business development service, sector in which the firms involved, and location are the factors that affected the growth of MSEs in Jimma town.

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