

## **ROLE OF INNOVATION AND TECHNOLOGY ADOPTION IN SHAPING THE GROWTH OF SMALL-SCALE INDUSTRIES**

**Karnika Tyagi<sup>1</sup> & Dr Akhil Kumar Mittal<sup>2</sup>**

<sup>1</sup>Research Scholar, SSV College, Hapur, India

<sup>2</sup>Associate Professor-Commerce, SSV College, Hapur, India

### **ABSTRACT**

*The rapid advancement of innovation and technology has dramatically transformed industries of all sizes, including small-scale industries (SSIs). This paper explores the critical role of technological innovation and its adoption in shaping the growth trajectories of SSIs. Through an analysis of key technologies such as automation, artificial intelligence, digital platforms, and Industry 4.0 principles, the paper highlights how small-scale industries can enhance their operational efficiency, reduce costs, and access new markets. The study also delves into the challenges faced by SSIs, such as financial constraints, skill shortages, and infrastructural limitations, which can hinder the adoption of cutting-edge technologies. Moreover, the research emphasizes the role of government policies and support systems in enabling SSIs to leverage technological advancements for sustainable growth. The findings suggest that the integration of technology not only boosts productivity but also facilitates innovation, enabling SSIs to remain competitive in the global market. Ultimately, this paper underscores the transformative potential of technology adoption as a driving force behind the resilience and expansion of small-scale industries in the evolving business landscape.*

**KEYWORDS:** Innovation, Technology Adoption, Small-Scale Industries, Industry 4.0, Automation, Artificial Intelligence, Digital Platforms, Operational Efficiency, Competitiveness, Sustainable Growth

---

### **Article History**

**Received: 14 Jun 2023 | Revised: 15 Jun 2023 | Accepted: 18 Jun 2023**

---