

TO IDENTIFY PERFORMANCE MEASUREMENT PRIORITIES AND ASSOCIATED DECISION-MAKING SCENARIOS IN THE SME

ANDREW LYNCH*

Enterprise Performance Research Group,
University of Limerick
Email: Andrew.lynch@ul.ie

CÁTHÁL WILSON

Enterprise Performance Research Group,
University of Limerick
Email: Cathal.Wilson@ul.ie

* Corresponding Author

Abstract

The purpose of this paper is to outline a framework, whereby academic and small to medium sized enterprise owner-managers can interact and learn more from each other in an environment of mutual collaboration. This paper outlines a methodology, which identifies a set of critical performance measures, common to SMEs, and thus allows the marketing function to be put in context within the overall organisational priorities. Decision-making scenarios, it can be argued are the only practical means by which one can influence or achieve a performance measure target. The outlined methodology also identifies the decision scenarios, which are significant to each of these critical performance measures and their relative impact on marketing performance measures.

Keywords: Methodology, Small and Medium Enterprise (SME), Performance Measures, Decision-making scenarios, Marketing Priority.