

Resilience of Business Models of Small and Medium Enterprises (SMEs)

Question SMEs Vs Disaster

How did small businesses recover in the aftermath of the earthquakes of 2010 and 2011 in Christchurch?

The disasters are seen disruptive which ensnare negative perceptions. To see the practicality of this argument, this research was designed

Importance SMEs in Economy

97 percent
SMEs in New Zealand economy

30 percent
Working population

26 percent
Gross Domestic Product (GDP)

Methods and Analysis Case Study

32
Cases

Christchurch, Rangiora, Kaiapoi
Areas

Semi Structured
Interviews

Grounded Theory Methods
Memoing, coding, theoretical sampling

Findings and Results

Assumptions Defied Growth

50% of the businesses in this study demonstrated the signs of improvement and betterment after six years of the series of earthquake

Approaching the disaster is uniquely different among these businesses, saw it as a point for change; change for improvement and growth

Three Themes Fuel for Resilience

Mindsets

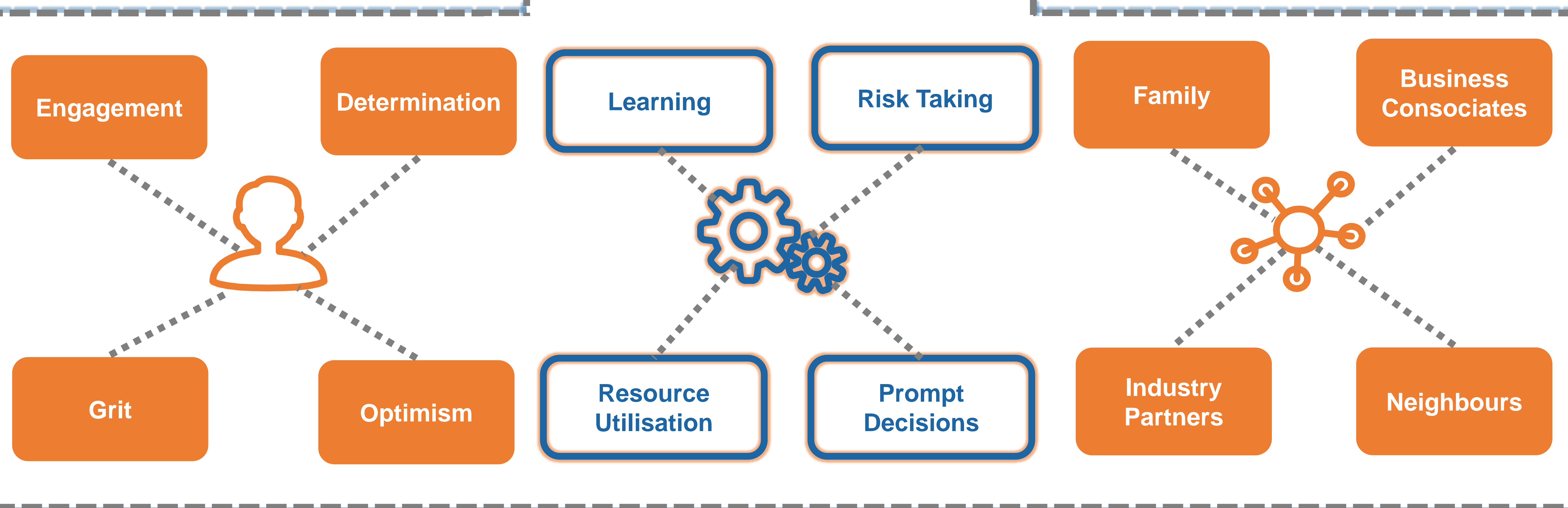
Adaptive Coping

Social Capital

Learning Survival Stories

Survival stories helped to understand the context, circumstances and the new environment

Personal attributes of business owners were the determinants of business performance in the recovery from the aftermath of the earthquakes



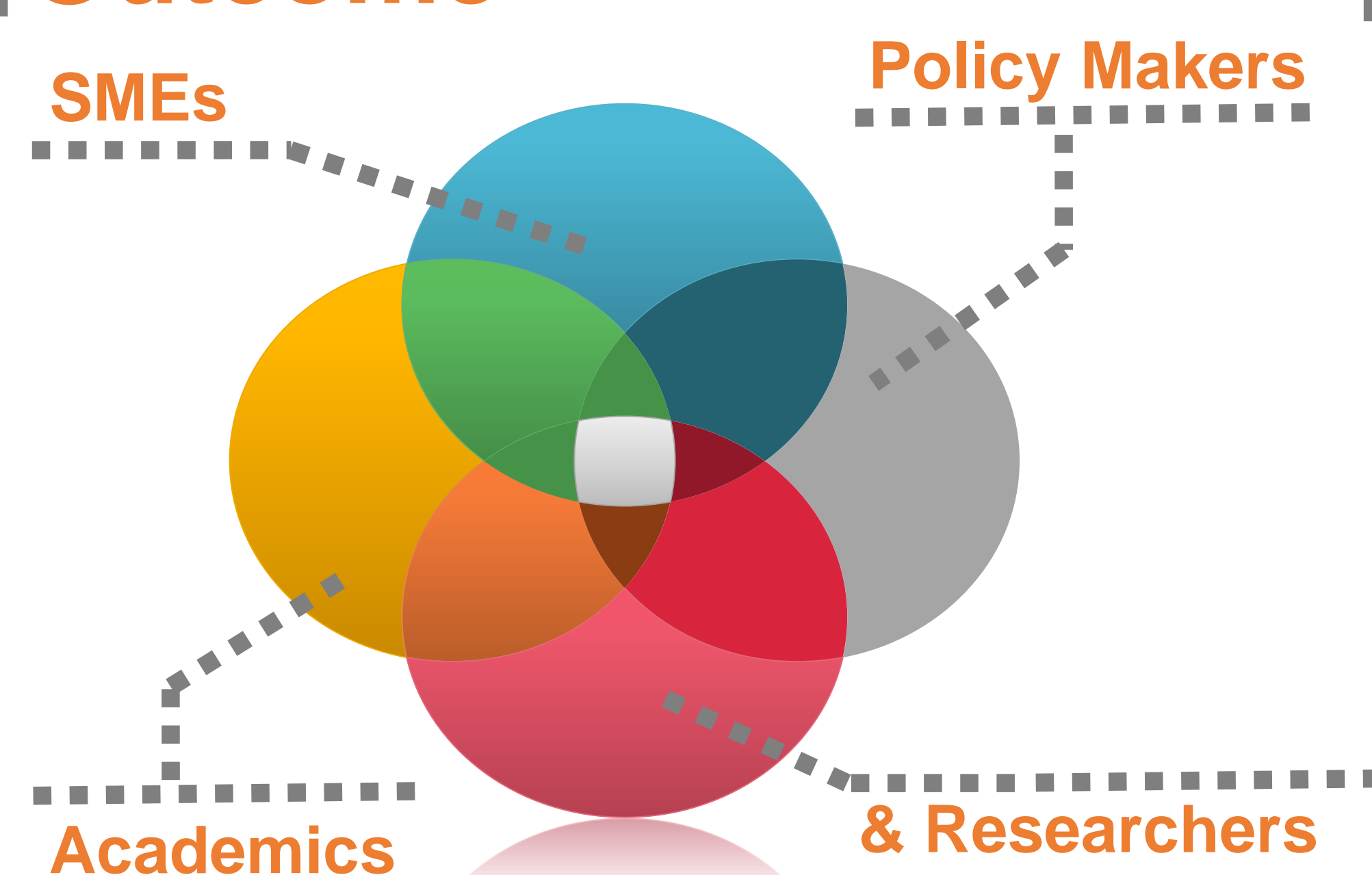
Conclusion

Disaster Catastrophe or Catalyst

Attitude towards a disaster makes a difference to how would a successful transformation be into a resilient business

Time to rethink our approach and perception towards small businesses. Size does not matter as long as the key components are intact

Implications Outcome



Limitations & Future Research

Non-surviving small businesses were not included in this research

Findings can be applied to other scenarios because this study is more area specific