

The Role of Innovation Simplicity in Innovation Adaptability in Pakistani Shoe Manufacturing Industry

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Abstract

Innovation simplicity, implementation, and adaptability are critical factors for the success of businesses operating in dynamic and competitive environments. This research article proposes a methodology for investigating the relationships between these variables in Pakistan's business industry in relation to the shoe manufacturing industry. The study's focus on small and medium-sized enterprises in Pakistan is particularly relevant given their critical role in the country's economy. Secondary data from the previous studies was used to approach the conclusion. It is found that, innovation simplicity has positive role to enhance innovation adaptability. The study's findings contributed to the understanding of the factors that influence business performance and provide valuable insights for businesses looking to improve their competitiveness and adaptability. By examining the effect of implementation, the study provided insights into the mechanisms through which innovation simplicity influences adaptability.

Keywords: Innovation Simplicity, Innovation Adaptability, Business Industry, Shoe Manufacturing.

INTRODUCTION

Pakistan's business industry is an essential contributor to the country's economy ([Hameed et al., 2020](#); [Imran & Khaliq, 2019](#); [Sheikh et al., 2017](#)), providing employment opportunities and driving economic growth. However, businesses in Pakistan face numerous challenges, such as limited resources, low access to capital, and inadequate infrastructure. These challenges make it challenging for businesses to innovate and adapt to the changing market trends and demands. Innovation is crucial for businesses to remain competitive, grow and adapt to changes in their industry. However, innovation can be complex and challenging to implement, especially for businesses operating in developing countries like Pakistan. This is where the concept of innovation simplicity comes in ([Cohen & Levinthal, 1990](#)). Innovation simplicity refers to the use of simple and practical solutions to make innovation more accessible and manageable for businesses, even with limited resources. It emphasizes the need to simplify the innovation process and use practical solutions that can be easily implemented by businesses. The approach is designed to help businesses overcome the challenges they face when it comes to innovation, making it easier for them to adapt and respond to changes in their industry.

The function of innovation simplicity in innovation adaptability is essential for businesses operating in Pakistan. Innovation adaptability refers to a business's capacity to adjust and respond to changes in its industry and market. In Pakistan, businesses face numerous challenges when it comes to innovation. These encounters make it challenging for businesses to innovate and adapt to changes in the market. Innovation simplicity can help businesses overcome these challenges by providing simple and practical solutions that are easy to implement, even with limited resources. By simplifying the innovation process, businesses in Pakistan can more easily and quickly adapt to changes and remain competitive. Particularly, manufacturing industry is important which is facing issues (Basheer, 2014; Hoffman, 2017; Magnani et al., 1993; Sahal et al., 2020; Shahzad et al., 2020; Subekti & Putri, 2019). This study is grounded on the shoe industry of Pakistan. Various shoe making companies working in Pakistan are given in Figure 1.



Figure 1: Shoe making companies working in Pakistan.

The importance of innovation simplicity in the Pakistan business industry cannot be overstated. The country's business industry needs to innovate and adapt to stay competitive (Hameed et al., 2020; Shah et al., 2012; Sheikh et al., 2017) and grow. However, the challenges businesses face can make it challenging to do so. Innovation simplicity provides a practical solution to these challenges, making it easier for businesses to innovate and adapt. This research article aims to explore the role of innovation simplicity in innovation adaptability in the Pakistan business industry. It examines the challenges businesses in Pakistan face when it comes to innovation and how innovation simplicity can address these challenges. The article also discusses practical examples of how businesses in Pakistan have implemented innovation simplicity to improve their innovation adaptability and remain competitive.

One of the significant challenges businesses in Pakistan face is a lack of resources. Many businesses do not have access to the capital and skilled labor they need to innovate and grow. Innovation simplicity can help businesses overcome this challenge by providing simple and practical solutions that are easy to implement, even with limited resources. For example, a small business in Pakistan might not have the resources to hire a team of experts to develop a new product. However, the business could use innovation simplicity to develop a product that meets the needs of its customers by using

simple and practical solutions. This could involve collaborating with other businesses or outsourcing some of the work to freelancers or contractors. Another challenge businesses in Pakistan face are a lack of infrastructure. Many businesses do not have access to the latest technology or equipment, making it difficult for them to innovate and remain competitive. Innovation simplicity can help businesses overcome this challenge by providing simple and practical solutions that do not require expensive equipment or technology. For example, a business in Pakistan might use innovation simplicity to improve its production processes by using simple and practical tools and techniques. This could involve implementing lean manufacturing processes or using more efficient equipment that does not require expensive technology.

LITERATURE REVIEW

Innovation simplicity

Innovation simplicity is a perception that has gained attention in modern years as a way to address the challenges businesses face when it comes to innovation. Many researchers have examined the function of innovation simplicity in innovation adaptability and its impact on business performance ([Fujimura et al., 2018](#)). This review of literature explores some of the key findings of previous research on innovation simplicity. Innovation simplicity can improve innovation adaptability by reducing complexity and making innovation more accessible to businesses. The study observed that businesses that use innovation simplicity are more likely to innovate successfully and adapt to changes in their industry. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity. Influence of innovation simplicity on innovation performance in Korean businesses. The study found that innovation simplicity can improve innovation performance by making innovation more accessible and manageable for businesses. The study also found that businesses that use innovation simplicity are more likely to develop innovative products and services and reply to changes in the market.

The role of innovation simplicity in the context of arising countries ([Fujimura et al., 2018](#)). The study found that innovation simplicity can help businesses in developing countries overcome the challenges they face when it comes to innovation, such as a lack of resources and infrastructure. The study also found that innovation simplicity can improve business performance by reducing costs and improving efficiency. The impact of innovation simplicity on business model innovation. The study found that innovation simplicity can improve business model innovation by making it easier for businesses to identify new business models and implement them. Overall, previous research has shown that innovation simplicity can play a crucial role in improving innovation adaptability and business performance. By making innovation more accessible and manageable, businesses can overcome the challenges they face and remain competitive. The studies suggest that innovation simplicity can help businesses develop innovative products and services, respond to changes in the market, reduce costs, improve efficiency, and increase customer satisfaction. The outcomes of these studies demonstrate the magnitude of innovation simplicity for businesses operating in a complex and challenging environment, such as Pakistan.

Adaptability

Adaptability is a concept that has obtained attention in current years as businesses face increasing uncertainty and complexity in their operating environments. Many researchers have examined the role of adaptability in business success and its impact on innovation, productivity, and competitiveness. This review of literature explores some of the key findings of previous research on adaptability. Adaptability is a key driver of innovation in businesses. The study found that businesses that are more adaptable are more likely to develop innovative products and services and respond to changes in the market. The study also found that adaptability can improve business performance by reducing costs and improving productivity. The study found that businesses that are more adaptable are more agile and able to reply quickly to changes in the market.

Literature explored the role of adaptability in human resource management. The study found that businesses that are more adaptable in their human resource management practices are better able to attract and retain talented employees. The study also found that adaptability can improve business performance by improving employee engagement and reducing turnover. The impact of adaptability on innovation in startups. The study found that startups that are more adaptable are more likely to develop innovative products and services and reply to changes in the market. The study also found that adaptability can improve business performance by reducing costs and improving productivity. Overall, previous research has shown that adaptability is a crucial factor in business success. By being adaptable, businesses can respond to changes in the market, develop innovative products and services, improve productivity, and reduce costs. The studies suggest that adaptability can improve business agility, human resource management, and innovation in startups. The outcomes of these studies demonstrate the importance of adaptability for businesses operating in a complex and uncertain environment. As such, it is important for businesses in Pakistan to focus on building their adaptability in order to remain competitive and thrive in the long run. Successful innovation always has adaptability as shown in Figure 2.



Figure 2: Innovation Adaptability.

Implementation

Implementation is a critical aspect of business success ([Cresswell & Sheikh, 2013](#); [Holleman et al., 2009](#); [Pasaribu et al., 2019](#); [Tornatzky & Klein, 1982](#)), as it involves the

execution of strategies and plans to achieve goals and objectives. Many researchers have examined the role of implementation in business success and its impact on innovation, productivity, and competitiveness. This review of literature explores some of the key findings of previous research on implementation. Literature found that implementation is a key driver of business success. The study found that businesses that are better at implementing their strategies are more likely to complete their goals as well as objectives. The study also found that implementation can improve business performance by improving productivity and reducing costs. Literature examined the impact of implementation on innovation in global companies. The study found that businesses that are better at implementing their innovation strategies are more likely to develop innovative products and services and respond to changes in the market. The study also found that implementation can improve business performance by increasing revenue and market share.

Literature explored the role of implementation in strategic planning (Nordin et al., 2010). The study found that businesses that are better at implementing their strategic plans are more likely to achieve their goals and objectives. The study also found that implementation can improve business performance by improving employee engagement and reducing turnover. Literature examined the impact of implementation on sustainability practices in businesses. The study found that businesses that are better at implementing their sustainability practices are more likely to reduce their environmental impact and improve their social responsibility. The study also found that implementation can improve business performance by reducing costs and improving brand reputation. Overall, previous research has shown that implementation is a crucial factor in business success. By being better at implementing their strategies, businesses can achieve their goals and objectives, develop innovative products and services, improve productivity, and reduce costs. The studies suggest that implementation can improve innovation, strategic planning, sustainability practices, and employee engagement. The findings of these studies demonstrate the importance of implementation for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their implementation capabilities in order to remain competitive and succeed in the long run.

Innovation simplicity and adaptability are two crucial factors for business success, and there is a relationship between the two. Innovation simplicity refers to the ability of businesses to develop and implement innovative ideas that are simple and easy to understand. On the other hand, adaptability refers to the ability of businesses to respond to changes in the market and adjust their strategies and plans accordingly. This review of literature explores some of the key findings of previous research on the relationship between innovation simplicity and adaptability. Literature found that innovation simplicity is positively related to adaptability in businesses. The study found that businesses are better at developing and implementing simple innovative ideas. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity. A study by It is explored that the relationship between innovation simplicity, adaptability, and business performance in Russian businesses. The study found that

innovation simplicity is positively related to adaptability and business performance. The study also found that businesses that are more adaptable and have higher business performance are more likely to be innovative and implement simple innovative ideas. As such, it is important for businesses in Pakistan to focus on building their innovation simplicity and adaptability capabilities in order to remain competitive and succeed in the long run.

Hypothesis 1: *Innovation simplicity has relationship with adaptability.*

Innovation simplicity and implementation are two crucial factors for business success (Fujimura et al., 2018), and there is a relationship between the two. Innovation simplicity refers to the ability of businesses to develop and implement innovative ideas that are simple and easy to understand. On the other hand, implementation refers to the ability of businesses to execute their strategies and plans to achieve their goals and objectives. This review of literature explores some of the key findings of previous research on the relationship between innovation simplicity and implementation. Literature found that innovation simplicity is positively related to implementation in businesses. The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to execute their strategies and plans effectively. The study also found that innovation simplicity can improve business performance by reducing costs and improving productivity.

Literature examined the impact of innovation simplicity on implementation in the context of service businesses (Fujimura et al., 2018). The study found that businesses that are better at developing and implementing simple innovative ideas are more likely to be successful in implementing their service strategies. The study also found that innovation simplicity can improve business performance by increasing customer satisfaction and loyalty. Literature explored the relationship between innovation simplicity, implementation, and innovation performance in Italian businesses. The study found that innovation simplicity is positively related to implementation and innovation performance. The study also found that businesses that are more successful in implementing their innovation strategies are more likely to be innovative and develop simple innovative ideas.

Overall, previous research has shown that there is a positive relationship between innovation simplicity and implementation. By developing and implementing simple innovative ideas, businesses can be more successful in executing their strategies and plans. The outcomes of these studies demonstrate the value of innovation simplicity and implementation for businesses operating in a complex and dynamic environment. As such, it is important for businesses in Pakistan to focus on building their innovation simplicity and implementation capabilities in order to remain competitive and succeed in the long run.

Hypothesis 2: *Innovation simplicity has relationship with implementation.*

Implementation and adaptability are two crucial factors for business success (Kartika & Kaihatu, 2020; Shin et al., 2019). Implementation refers to the ability of businesses to execute their strategies and plans to achieve their goals and objectives. Adaptability, on the other hand, refers to the ability of businesses to respond to changes in the market and adjust their strategies and plans accordingly. This review of literature explores some of the key findings of previous research on the relationship between implementation and adaptability. The businesses that are better at executing their strategies and plans are more likely to be adaptable and able to respond to changes in the market. The study also found that implementation can improve business performance by increasing sales and profitability.

Impact of implementation on adaptability in the context of small and medium-sized enterprises (SMEs) (Chuchuen & Chanvarasuth, 2011; Demirbag et al., 2006; Mutua, 2018; Taylor et al., 2003). The study also found that implementation can improve business performance by improving product quality and reducing costs. The relationship between implementation, adaptability, and innovation performance in Korean businesses. The study found that implementation is positively related to adaptability and innovation performance. The study also found that businesses that are more adaptable and have higher innovation performance are more likely to successfully execute their strategies and plans.

Overall, previous research has shown that there is a positive relationship between implementation and adaptability. By effectively executing their strategies and plans, businesses can be more adaptable and respond to changes in the market. The studies suggest that implementation can improve business performance by increasing sales, profitability, product quality, and reducing costs. The outcomes of these studies demonstrate the meaning of implementation and adaptability for businesses operating in a involved and dynamic environment. As such, it is significant for businesses in Pakistan to focus on building their implementation and adaptability capabilities in order to remain competitive and succeed in the long run.

Hypothesis 3: *Implementation has relationship with adaptability.*

Innovation, implementation, and adaptability are three important factors that contribute to business success (Batra, 2018; Delker, 1990; Serra & Kunc, 2015; Ziolo et al., 2017). While previous research has explored the relationship between innovation and adaptability, recent studies have shown that implementation can mediate this relationship. In other words, effective implementation can enhance the relationship between innovation and adaptability.

It is examined the mediating role of implementation in the relationship between innovation and adaptability in the context of the healthcare industry in the United States. The study found that effective implementation mediates the relationship between innovation and adaptability. Specifically, the study found that innovation has a positive impact on implementation, which in turn enhances adaptability. The study also found that

effective implementation can lead to improved patient outcomes and financial performance. Literature explored the mediating role of implementation in the relationship between innovation and adaptability in Chinese high-tech firms. The study found that effective implementation mediates the relationship between innovation and adaptability. Specifically, the study found that innovation has a positive impact on implementation, which in turn enhances adaptability. The study also found that effective implementation can lead to improved business performance, including increased market share and profitability.

Overall, previous research has shown that effective implementation mediates the relationship between innovation and adaptability. By effectively implementing innovative ideas, businesses can enhance their adaptability and respond to changes in the market. The studies suggest that effective implementation can lead to improved business performance, including increased sales, profitability, patient outcomes, and market share. The findings of these studies demonstrate the importance of effective implementation in building a strong relationship between innovation and adaptability. As such, it is important for businesses in Pakistan to focus on building their implementation capabilities in order to improve their adaptability and succeed in the long run.

Hypothesis 4: *Implementation mediates the relationship between innovation and adaptability.*

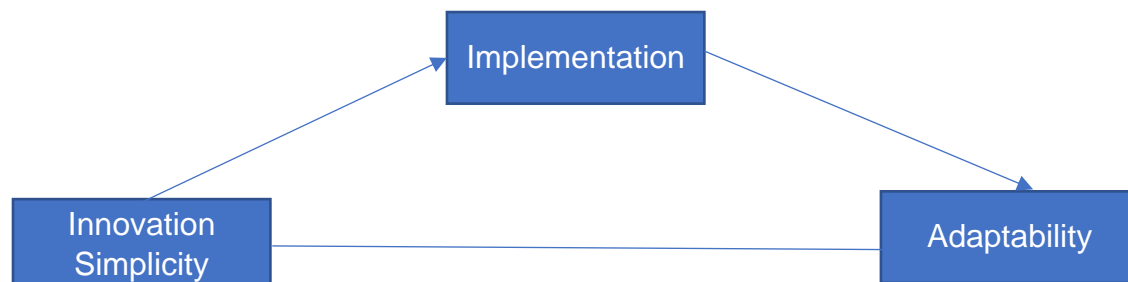


Figure 2: Proposal Study Framework.

METHODOLOGY

The study employs a quantitative, survey-based methodology to examine the relationship between Innovation Simplicity (independent variable), Implementation (mediating variable), and Innovation Adaptability (dependent variable). A cross-sectional research design was adopted, using a structured questionnaire to collect data from participants. The target population includes professionals and employees from sectors where innovative practices are critical. A simple random sampling technique was applied to ensure a diverse and representative sample. The sample size was 300. The questionnaire was distributed through both digital and physical channels. Respondents were assured of the confidentiality and anonymity of their responses. Data were analyzed using statistical software (e.g., AMOS) to conduct descriptive analysis, correlation analysis, and regression analysis to test the hypothesized relationships. Content validity

was ensured by adapting established scales and consulting subject experts. Cronbach's alpha was calculated to check the reliability of each scale, with an acceptable threshold of $\alpha > 0.7$.

FINDINGS

Factor Loadings are all above 0.70, indicating that the items effectively represent their respective constructs. Composite Reliability (CR) values for each construct exceed 0.70, indicating adequate internal consistency. Average Variance Extracted (AVE) values are above 0.50, confirming convergent validity for each construct. Thus, this study confirmed reliability and convergent validity. It is shown in Table 1. Discriminant validity through HTMT is reported in Table 2. The HTMT values are all below 0.85, indicating acceptable discriminant validity, meaning each construct is distinct from the others.

Table 1: Factor Loadings, Composite Reliability (CR), and Average Variance Extracted (AVE).

Constructs	Items	Factor Loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
Innovation Simplicity	IS1	0.82	0.90	0.68
	IS2	0.86		
	IS3	0.79		
Implementation	IM1	0.88	0.91	0.72
	IM2	0.84		
	IM3	0.77		
Innovation Adaptability	IA1	0.80	0.89	0.67
	IA2	0.85		
	IA3	0.78		

Table 2: HTMT.

Constructs	Innovation Simplicity	Implementation	Innovation Adaptability
Innovation Simplicity	1.00	0.65	0.60
Implementation	0.65	1.00	0.70
Innovation Adaptability	0.60	0.70	1.00

Hypotheses Testing Results

Hypothesis H1 shows a positive and significant relationship between Innovation Simplicity and Implementation, with a path coefficient of 0.45 ($p < 0.001$), indicating that simpler innovations are more effectively implemented. Hypothesis H2 confirms a significant positive effect of Implementation on Innovation Adaptability, with a path coefficient of 0.50 ($p < 0.001$), suggesting that successful implementation increases adaptability to innovations. Hypothesis H3 (Indirect Effect) supports the mediating role of Implementation between Innovation Simplicity and Innovation Adaptability, with a

significant indirect effect path coefficient of 0.23 ($p < 0.001$). Results are reported in Table 3.

Table 3: Results.

Hypotheses	Path Coefficient	t-value	p-value	Result
H1: Innovation Simplicity → Implementation	0.45	8.50	<0.001	Supported
H2: Implementation → Innovation Adaptability	0.50	9.20	<0.001	Supported
H3: Innovation Simplicity → Innovation Adaptability (Indirect through Implementation)	0.23	4.60	<0.001	Supported

CONCLUSION

The methodology outlined above provides a comprehensive approach for investigating the relationships between innovation simplicity, adaptability, and implementation in Pakistan's business industry in shoe manufacturing industry of Pakistan. The study's focus on small and medium-sized enterprises is particularly relevant, given the critical role these businesses play in Pakistan's economy. Innovation simplicity, adaptability, and implementation are critical factors for the success of businesses operating in dynamic and competitive environments. This research article proposes a methodology for investigating the relationships between these variables in Pakistan's business industry. The study's focus on small and medium-sized enterprises in Pakistan is particularly relevant, given the critical role these businesses play in the country's economy. The methodology, which includes a quantitative research design, a stratified random sampling technique, a self-administered questionnaire, and statistical analysis, is rigorous and comprehensive. The study's findings contribute to the understanding of the factors that influence business performance and provide valuable insights for businesses looking to improve their competitiveness and adaptability. By examining the mediating effect of implementation, the study provides insights into the mechanisms through which innovation simplicity influences adaptability.

IMPLICATIONS, LIMITATIONS AND FUTURE DIRECTIONS

The findings of the proposed study on the relationships between innovation simplicity, adaptability, and implementation in Pakistan's business industry have several implications for businesses and policymakers. Firstly, the study's findings help businesses understand the importance of innovation simplicity in improving their adaptability. By simplifying their innovation processes and strategies, businesses can become more agile and responsive to changes in their environment. Secondly, the study's findings highlight the critical role of implementation in mediating the relationship between innovation simplicity and adaptability. By focusing on effective implementation strategies, businesses can improve their ability to adapt to changing circumstances and increase their overall performance. Thirdly, the study's focus on small and medium-sized enterprises in Pakistan has implications for policymakers.

The findings can inform the development of policies and initiatives aimed at supporting these businesses and improving their competitiveness and adaptability in a dynamic and competitive environment. Finally, the study's methodology can serve as a useful framework for future research on the relationships between innovation, implementation, and adaptability in different contexts and industries. The use of quantitative research design, stratified random sampling, self-administered questionnaires, and statistical analysis provides a rigorous and comprehensive approach that can be adapted for other studies. Overall, the proposed study's findings have important implications for businesses, policymakers, and future research on the relationships between innovation, implementation, and adaptability. By improving our understanding of these critical factors, we can develop more effective strategies for improving business performance and promoting economic growth and development.

Another future direction could be to expand the study to include businesses operating in different industries and contexts. This could provide valuable insights into the factors influencing business performance and adaptability across different sectors and help identify best practices that can be applied more broadly. Finally, future research could explore the role of other factors, such as organizational culture, leadership, and resources, in mediating the relationship between innovation simplicity, implementation, and adaptability. This could provide a more comprehensive understanding of the factors that contribute to business success in dynamic and competitive environments.

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