

# Innovativeness Dimensions and Growth of University Students' Owned Micro Enterprise in Moshi Tanzania: An Empirical Study

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## Abstract

This study assessed the influence of innovativeness dimensions towards the growth of university students owned micro enterprises in Moshi Tanzania. Data were analysed by using descriptive and inferential statistics. Binary regression was used to model the relationship between innovativeness and firm growth. The study found out that the innovation dimensions have a significant positive influence on growth of Micro Enterprises. The findings indicated that innovation (p-value=0.001) had an effect on the growth of micro enterprises. The study recommends that micro enterprise owners should encourage innovative tendencies among employees in order to encourage firm growth, competitive, profitability and survival.

**Key Words:** Innovativeness, Growth, University Students, Micro Enterprises, and Moshi - Tanzania

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**Journal of Business  
Management and  
Economic Research**  
Vol.2, Issue.7, 2018  
pp.1-11