

# Rethinking methods and ethics of small business research in Africa

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active-DT

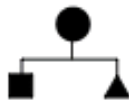
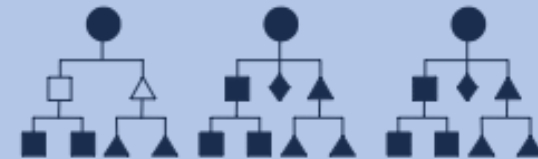
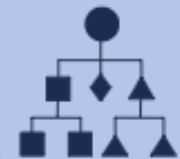

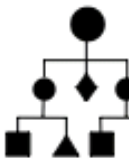
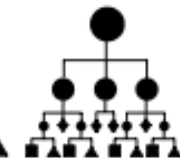








# The Context

- Lessons from Active-DT Project (Pandemic Motivated Digital Transformation)
  - Make sense of how small and micro businesses in Nigeria digitally transform during COVID-19 pandemic
  - Focus on the dynamic capabilities, entrepreneurial psychology, business models.
  - Sought to collect data from 200 SME owners/Manager

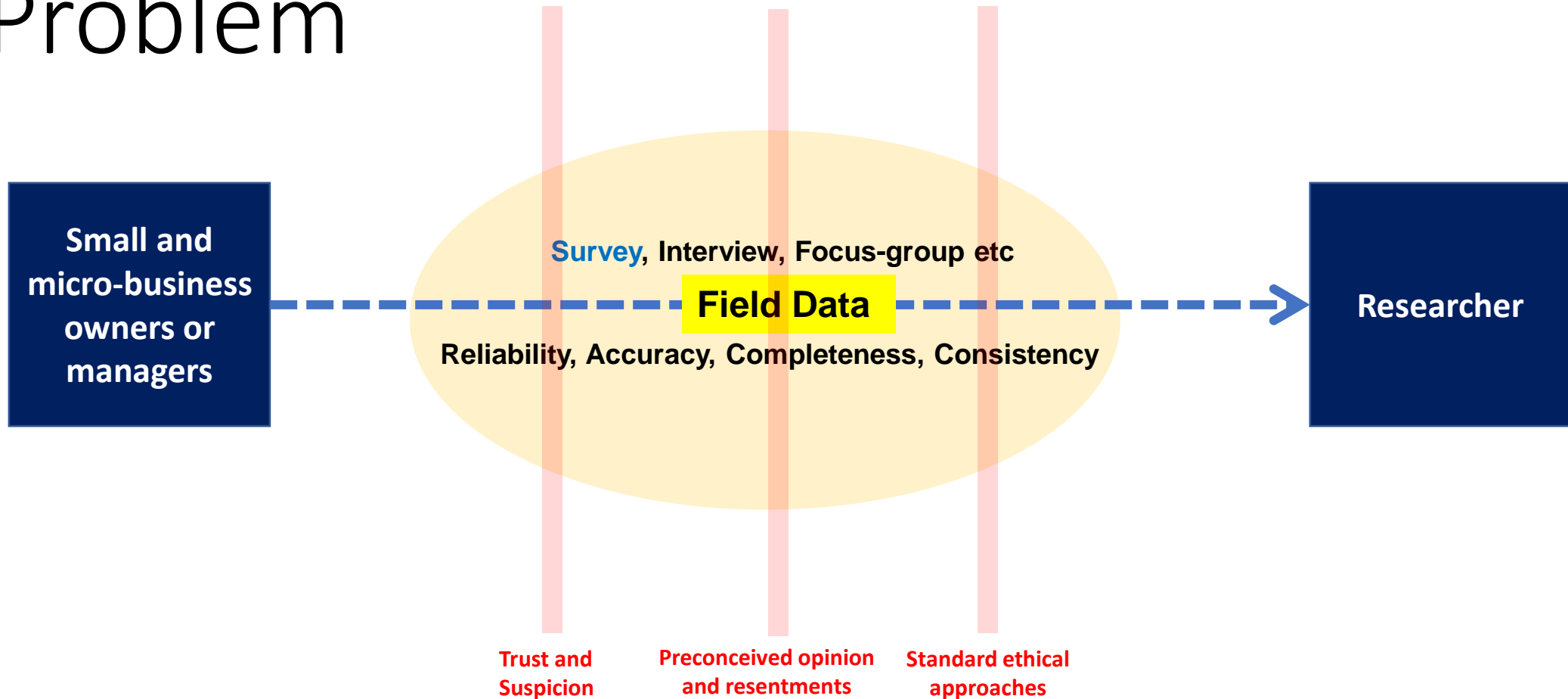
**PROBLEM**

Characteristics of Small Business at Each Stage of Development

	Stage I	Stage II	Stage III-D	Stage III-G	Stage IV	Stage V
	Existence	Survival	Success-Disengagement	Success-Growth	Take-off	Resource Maturity
Management style	Direct supervision	Supervised supervision	Functional	Functional	Divisional	Line and staff
Organization						
Extent of formal systems	Minimal to nonexistent	Minimal	Basic	Developing	Maturing	Extensive
Major strategy	Existence	Survival	Maintaining profitable status quo	Get resources for growth	Growth	Return on investment
Business and owner*						
Churchill & Lewis, 1983						

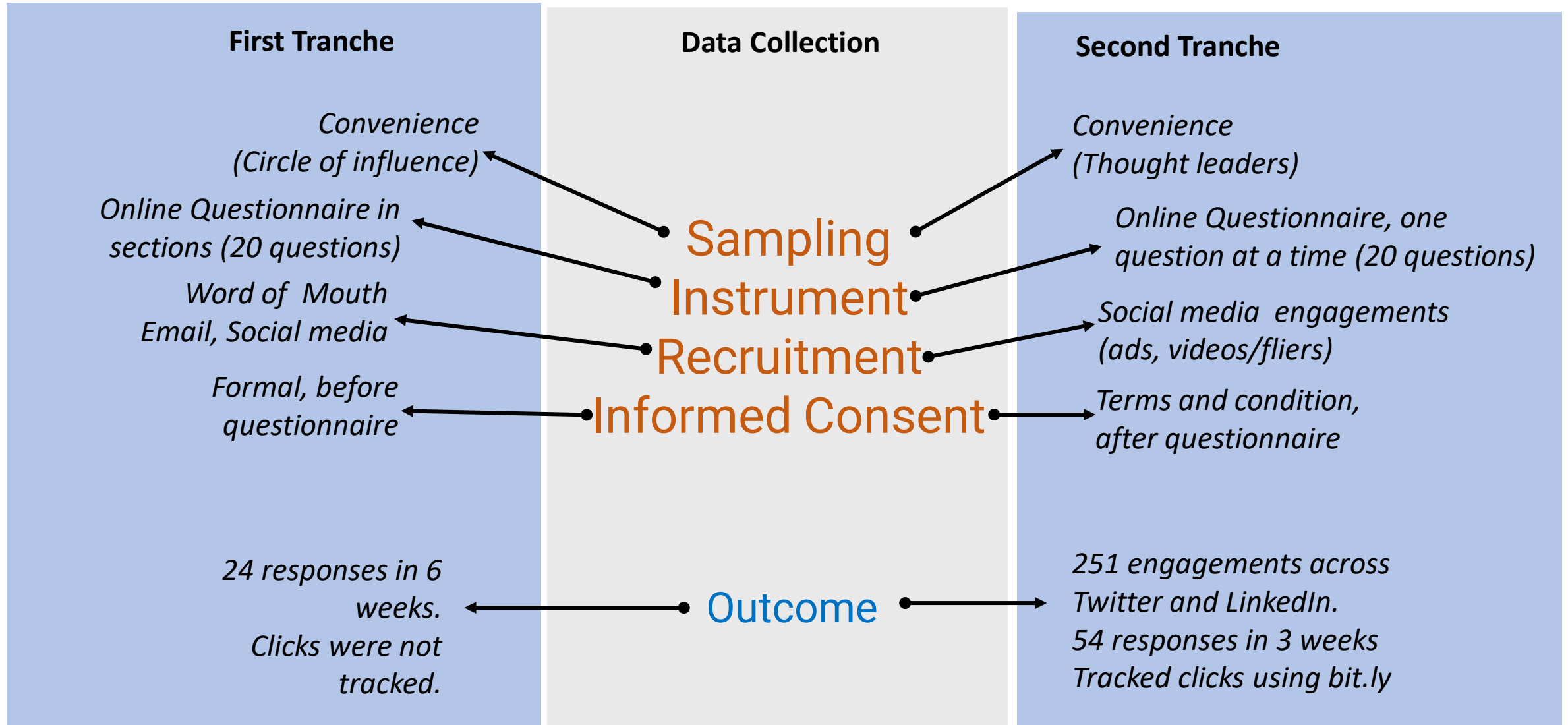
Target business group

# The Problem

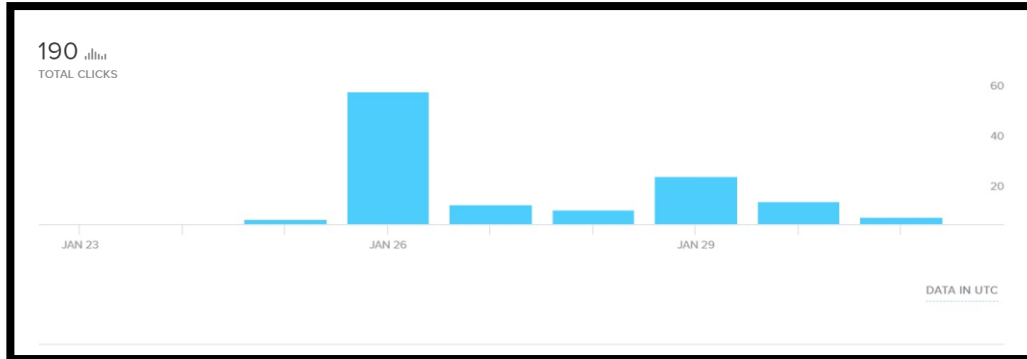


**How could we traverse data collection barriers researchers encounter when researching small and micro-businesses?**

# The Approach



# Some Evidence



## Active-DT Launch Plan/Timelines

Day	Date	Purpose	Resources
1	Tue., Jan. 19, 2021	Ask what they need help with	Graphics, Posts
2	Wed., Jan. 20, 2021	Offer options for solving the problems	Posts
3	Thur., Jan. 21, 2021	Talk about your project's WHY	Graphics, Posts
4	Fri., Jan. 22, 2021	Highlight a feature of the project and its benefits	Graphics, Posts
5	Sat., Jan. 23, 2021	A live session to humanize	Video, Posts
6	Sun., Jan. 24, 2021	Get feedback on session and project	Posts
7	Mon., Jan. 25, 2021	Send our survey (launch)	Graphics, Posts
8	Tue., Jan. 26, 2021	Track progress and compare	Posts
9	Wed., Jan. 27, 2021	Track and follow up	Graphics, Posts
10	Thur., Jan. 28, 2021	Iterate and offer incentive to share	Graphics, Posts
11	Fri., Jan. 29, 2021	Community push	Graphics, Posts
12	Sat., Jan. 30, 2021	Start ad campaigns	Graphics, Posts
13	Sun., Jan. 31, 2021	Track and follow up	
14	Mon., Feb. 1, 2021	Add Twitter and Facebook	
15	Tue., Feb. 2, 2021	Track back to LinkedIn	
16	Wed., Feb. 3, 2021	follow up and compare	
17	Thur., Feb. 4, 2021	iterate and compare	
18	Fri., Feb. 5, 2021	Live session/Webinar	
19	Sat., Feb. 6, 2021	Offer an incentive	
20	Sun., Feb. 7, 2021	Compare and repeat	
21	Mon., Feb. 8, 2021	Announce next steps	

active-DT Active Digital Transformation Super admin view

Home Content Analytics Activity

active-DT

### Active Digital Transformation

Helping small businesses in Africa leverage digital technologies, profitably, sustainably, ethically, FREE of charge!  
Think Tanks · Leicester · 176 followers

Instagram

Search

active\_dt Message

21 posts 92 followers 54 following

Active-Digital Transformation  
Consulting and advisory experts providing digital transformation services to small businesses for FREE!!!  
[bit.ly/active-dt-register](https://bit.ly/active-dt-register)

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## SMALL BUSINESS DIGITAL TRANSFORMATION

Enhancing your business through digital technologies

PhotoCredit: Canva.com

### Re-thinking your business model for digital change

3 min. read  
By Adebowale Owoseni

Next on active-DT  
One-on-one digital business modeling session with small business managers and founders  
See page 2

# Reflections and Lessons

How could we traverse data collection barriers researchers encounter when researching small and micro-businesses?

## 01

Communicate research in business terms

- Clarity of value
- Leverage good-will of business thought leaders
- Terms and condition versus consent

## 02

Seek to build trust relationship

- Ask how you could help, even when you know the problem.
- Humanise the research - Put face(s) behind it
- Provide feedback

## 03

Leverage Technology

- Create user friendly data collection instrument
- Monitor user (responders) engagement with the instrument
- Use ads if necessary
- Build a community, possibly

# Thank you. Questions?

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