



Assessing SMEs Internationalisation in Emerging Market Context A Case Study of Indonesia

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1. Background

1. SMEs have an important role in emerging market countries (Bruton et al., 2008).
2. SMEs in emerging market countries face different challenges in term of resources and institutional support from the home country in competing with firms from developed market countries (Ketkar & Acs, 2013).
3. There are limitations in previous research regarding firms' and owner-managers' or entrepreneurs' characteristics in the relation of institutional environment for SMEs internationalisation (Ruzzier et al., 2006). The limitations are the conceptual model cannot explain the interactions among environments identified and it also cannot determine the degree of internationalisation from the owner-managers' or entrepreneurs' characteristics point of view.

2. Research Questions

1. What are the main drivers for SMEs internationalisation in emerging market countries?
2. What are the main barriers in the internationalisation process that SMEs in emerging market countries have to face?
3. How can a country increase their SMEs capabilities in competing internationally?

3. Objectives

Identify the Internationalisation Drivers

Overcome Internationalisation Barriers

Increase SMEs Internationalisation

4. Methodology

Stage 1

- Analysing secondary data from the Indonesian government regarding SMEs and the support that has been given.

Stage 2

- In-depth interviews with SMEs' owners/managers.

Stage 3

- In-depth interviews with public policy actors.

5. Contribution

1. Understanding SMEs' behaviour in facing globalisation through expanding business overseas.
2. The link between government support policy and SMEs internationalisation in the institutional context.
3. Understanding the similarities and differences between SMEs internationalisation in emerging market and developed market context by comparing the findings with the previous studies.

References

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