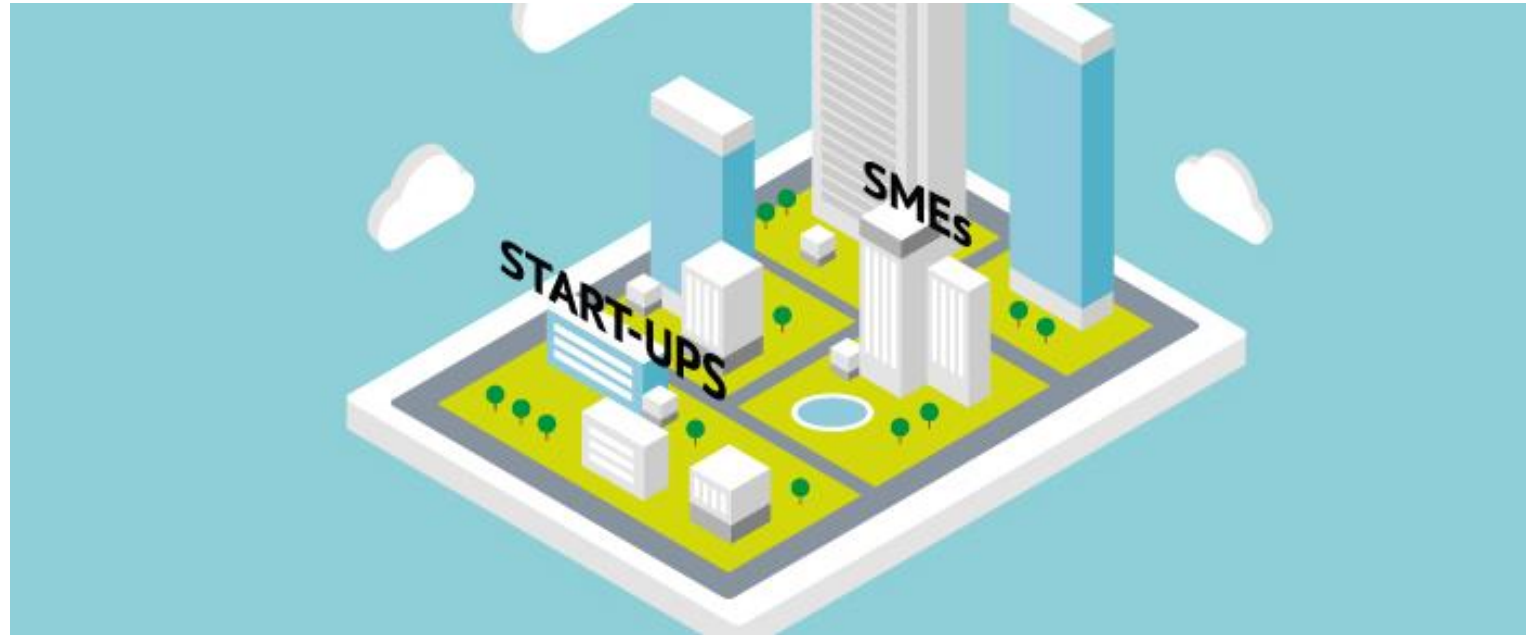




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Identity and Approaches to Applied Business Research

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Agenda

Introduction	Current Research	Methodology	Conclusion
Problem statement	Variable	Methodology Map	Conclusion
Research Aim	Research Gap	Measures	References.
Research Objectives	Overview on MNCs and SMEs	Analytical Procedure	
Research Questions	Significance of Study	Communication Method	
Researcher Social-Identity Map	Justification	Ethical Issues	
Research Rationale	Research Project		

Problem statement.

Due to multinational company's aggressive marketing activities local SMEs faces difficulties to sustain in such extreme competitive environment.



Aim

Determine to identify the factors of MNCs that affect SMEs sustainability and propose a strategy for the SMEs to sustain in competitive business environment in Bangladeshi perspective.



Objectives

- To identify the factors and causes have become threat to SMEs sustainability in Bangladesh by MNCs?
- To discover are the impacts of the threats?
- To propose a strategy for the SMEs to sustain in competitive business environment in Bangladesh.



Questions

- What are the factors and causes have become threat to SMEs sustainability in Bangladesh by MNCs?
- What are the impacts of the threats?
- What appropriate strategy could be developed for the SMEs to sustain in competitive business environment in Bangladesh?

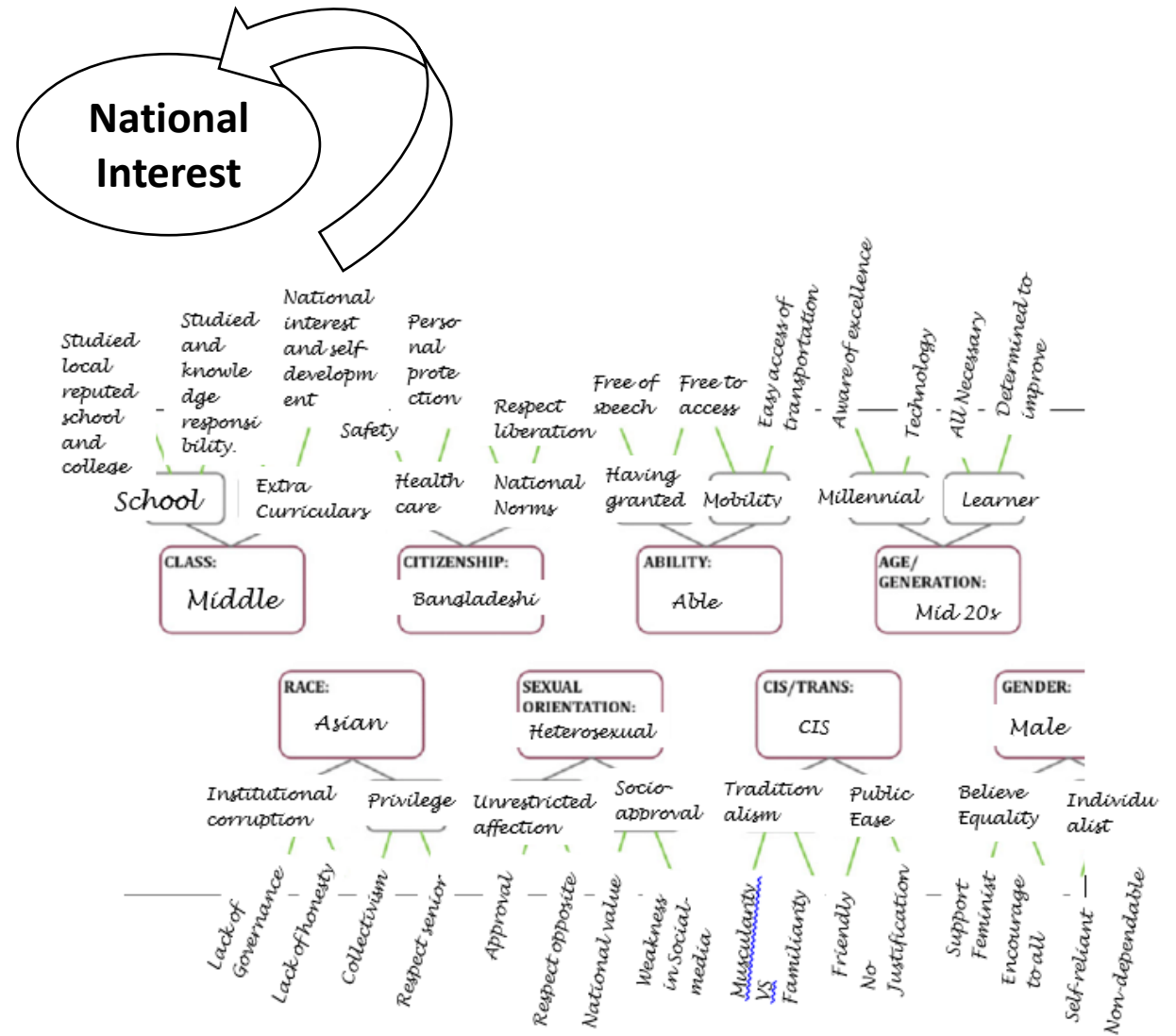


Researcher Social-identity map.

Educational background

Practical experiences

Ethnic



Rationale.

The contribution of SMEs:

GDP: 20.25%

Employment: 35.49%

Enterprises: 80%

(The Daily Star, 2019)

(Chowdhury & Shumon, 2020 p, 11), (Andalib & Halim, 2019)



Current evidences/research.

The Contribution of SMEs.

Current issues including SMEs Vs Large organisation.

Strategy for developing SMEs

External environment/Political issues.

Organisation culture.

Low-tech innovation.

Bangladeshi SMEs face issues in terms of stakeholder ability, capital and experience compare with multinational MNS (Chowdhury & Shumon, 2020).

Impacted stories of SMEs and developing competitive firms in the private sector(IFC,2012).

The influences of economic and financial barriers on the internationalization of Bangladeshi SMEs(Rahman et el, 2017).

Bangladeshi SMEs have low-cost employment opportunities and render flexibility to the economy lead to reduce challenges(Andalib & Halim, 2019).

The contribution of SMEs in economic, employment and social development(The Daily Star, 2019).

SMEs are the key for employment generation and poverty alleviation. Supporting SMEs means supporting the youth and future of Bangladesh (YBI,2020).

Competitive business environment sometimes create positive prospectus for the SMEs (Andalib & Halim, 2019) &(Smucr (2019).

Research gap.

Multinational companies (MNCs) create competitive business environment.

Import based supplier(SMEs).

Competitive business environment will be created by SMEs to have the trigger of market(Andalib & Halim, 2019).

SMEs must target MNCs to be supplier (Christianaid, 2016).

SMEs should have proper strategy for the sustainability (The Daily Star, 2019).

MNCs & SMEs Overviews

Number of MNCs	Number of SMEs
41-44 (BBA lectures, 2020) (BBD,2020)	Small 15,666 Medium 6103 (The Daily Star,2019)

Significance of the study.

Globalisation theory.

Political globalisation	Economic globalisation
Known as transnational, the race of shifting political power, authority and form of rules(PARJANADZE, 2009).	Attracting more FDI has created favourable business environment(Buckley & Ghauri, 2004).
Maintain balance of globalisation. However, policy borrowing, and lending practice affect own-political culture (PARJANADZE, 2009).	Shifting to imbalance trade like importing more than export (Buckley & Ghauri, 2004).

Justification

Further research on SME's sustainability under threat due to MNC's rapid market extensions.

The Validity after completing this project.



(The Daily Star, 2019)

The research project.

Multinational company become threat for the sustainability of SMEs in Bangladesh.



Methodology

Quantitative
Research Strategy

Objectivist
Positivist

Cross
Sectional

Unit of analysis will
be individuals

MNCs and SMEs
information

Survey technique

Sample Size
SME entrepreneurs
20
General Customers
300

Purposive sampling
technique

Methodology

Measures:

5 point Likert-scale will be used where 1=strongly disagree and 5= strongly agree.

(Antwi & Kasim, 2015).

Methodology

Analytical Procedure:

- Normality of Data
- Outliers, missing value and unengaged responses
- Frequencies, standard deviation, Pearson's correlation analysis and Cronbach's Alpha reliability.
- Confirmatory factor analysis

Communication methods

Participants will be ensured about confidentiality and anonymity.

- Permission will be requested by e-mail for the voluntary participants.
- Digital survey will be conducted via e-mail and Facebook messenger.

Risk

Risks of communication with the participant because the wrong and unwilling responses

Conclusion

In conclusion, the researcher has blueprinted the research framework based on which the whole research will be operated. The research has chosen positivism philosophy and deductive approach for assessing the data. The survey strategy has been chosen to gather primary data which will be quantified by applying the quantitative method.

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