

Applied Qualitative Research Method

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Research Title

Multinational companies become threats to the sustainability of SMEs in Bangladesh.

The application of the empirical review to justify the research topic

Themes	Description & Sources
Identify the SME's limitations and strategies.	The limitations have created a gap between SMEs and their customers. The propose strategy could reconstruct the relationship with the consumers (Chowdhury & Shumon, 2020).
The best fit approach for SMEs.	This approach has developed to overcome the barriers such as politico-economic, social issues, and global expansion. The suggestions and future directions have been included to mitigate current obstacles to global extension (John et al., 2020).
Issues and prospectus.	SMEs improvement issues in Bangladesh present problems and future aspects (Zaman & Islam, 2011).
SME's Challenges & recommendations	The propose model to mitigate challenges faced by SMEs (Andalip & Halim, 2019).

The application of the empirical review to justify the research topic

Themes	Description & Sources
Employment generation	Supporting SMEs to ensure the future of Bangladesh (YBI, 2020)
SMEs contributions	The Bangladeshi SMEs sector can help to generate massive employment, socio-economic development, and increase GDP (Daily Star, 2021).
Lack of appropriate strategy.	The appropriate strategy could change SME's current situation and enhance rural development (Christianaid, 2016)
Supporting SMEs	The contribution such as competitions in the business sector has created a business-friendly environment that has a positive impact on SMEs. Ensuring competitions also help SMEs growth (Andalip & Halim, 2019).

The research gap

- ▶ The current competition between the MNCs & the SMEs.
- ▶ The factors affect the SMEs.
- ▶ The Strategy for SMEs sustainability.
- ▶ The Justified recommendations for SMEs in a competitive business environment.

The research questions

- ▶ What are the factors that affect SME's business?
- ▶ What strategy will support SMEs for sustaining in such a competitive business environment?

Practical context

Were	Who	What	When
Bangladesh (Dhaka division).	- Small & Medium business entrepreneurs. - Consumers.	- Identify the factors becomes threat for the SMEs and discover relationship of the factors between the SMEs & the MNCs. - Consumer's perception.	2022

Outcomes of the practical context

- ▶ To discover MNC's activities that significantly affect the SMEs.
- ▶ To produce the themes discovering the relationship between the SMEs sustainability and customers behaviours.
- ▶ To generate a theory for SMEs sustainability.

The review of academic contextual information

- ▶ The background of the research.
- ▶ The importance of the research.
- ▶ Compare and contrast with the current research.
- ▶ The validity of the research.

Methodology

The qualitative research strategy

Subjectivist Philosophy

The grounded theory approach

The focus-group method

Number of participants

In-depth group discussion

Methodology

- ▶ Analytical procedure: NVIVO.
- ▶ Communication methods: Mobile text & E-mail.

Conclusion

- ▶ In conclusion, the research topic has been justified by the academic and applied context. The critical review in practical context has shown the links to the research questions and problems for achieving the research goals. Similarly, the critical review of academic context shows the evidence to evaluate the research topic. Finally, a qualitative research methods has been chosen to collect primary data to complete the project.

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