



Small And Medium Enterprises Under Globalization Challenges And Opportunities

By L. Ratha Krishnan

2009. Hardcover. Book Condition: New. 364 Small and Medium Enterprises under Globalisation: Challenges and Opportunities is a collection of 20 research papers, contributed by 27 eminent personalities in this field. The book presents basics of Small and Medium Enterprises (SMEs) and their growth in the context of globalisation. It covers broad area, namely SMEs under globalisation, empirical studies, women SMEs in the midst of globalisation, and the challenges and opportunities faced by SMEs under globalisation. The edited volume brings the fact that the SMEs are playing a dynamic and an important role in industrialising the country and also coping with changing dynamisms of globalisation, liberalisation and privatisation of the economy. SMEs are fully geared to face new challenges and are also ready to accept the opportunities available to them owing to globalisation phenomenon. The collected volume also teaches us that SMEs are less dependent on government but in turn significantly contribute to the economy to grow and flourish. As such SMEs dynamism, innovation, and self-confidence are discussed in this volume. This book may act as a source of reference to the researchers, academicians, and SMEs themselves, especially on various issues that affect the growth prospects and challenges under globalised regime....



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