

## **CHAPTER 3 RESEARCH METHODS**

### **3.1 Research Methods**

The paper mainly uses several research methods: The literature research method: collect relevant materials by referring to related books, journals, doctoral dissertations, etc., and use literature analysis methods to summarize the collected materials and select them from the middle hoof to be valuable for the writing of this article. The data provided a solid theoretical basis for conceiving thesis and explained it through simple chart data.

Qualitative analysis: Through the use of methods of induction and deduction, analysis and synthesis, and abstraction and generalization, we will read and reflect on the various environmental impact factors, research and development literature that we have obtained regarding the development of SMEs. Understanding the causes of the main factors affecting the development of small and medium-sized enterprises in order to understand the internal and external environmental factors on the nature and profound understanding of the development of SMEs.

This article extensively collects knowledge on strategic management, management, economics, marketing, and other disciplines, and uses scientific and normative research methods such as theoretical research and practical research to study the factors that affect the development of SMEs in ASEAN.

### **3.2 Research Framework**

The first part introduces the research background, research purpose and research significance of this article.

The second part summarizes the relevant literature needed for the article.

The third part introduces the concept definition of SMEs, expounds the importance of SMEs in the Thai economy, summarizes the characteristics of SMEs and the necessity of the existence of SMEs, and puts forward industries suitable for the development of SMEs.

The fourth part mainly analyzes the impact of ASEAN economic integration on the development of Thai SMEs from the four dimensions of technology, economy, investment and resources, analyzes macro and micro-environment of Thai SMEs, and combines the background of the Belt and Road Initiative to elaborate SMEs. Future development prospects.

The fifth part summarizes and analyzes the above situation and the challenges faced by ASEAN SMEs in the future and puts forward strategies that need to be adopted.

Finally, the paper gives a conclusion for the research.