

# THE PROBLEMS AND COUNTERMEASURES IN THE EXISTENCE OF SME IN ASEAN

## ABSTRACT


Title: The Problems and Countermeasures in the Existence of SME in ASEAN.  
By: Cen Xinjie  
Degree: Business Administration  
Adviser:   
.....  
(Doctor Chai Thanichanun)

25 / 08 / 2018

The research objective of this paper was to study the problems and countermeasures in the existence of SME in ASEAN. The major obstacles currently faced by SME in ASEAN countries were shortage of funds, small market share and lack of skilled and skilled personnel. The significance of this paper was to promote the development of small and medium-sized enterprises in ASEAN countries, and to provide reference for how China can better develop small and medium-sized enterprises. The research methods in this paper were literature research method and case analysis method. With the analysis of existing literature and analysis of relevant trade theories, the paper analyzes the trade similarity between China and the 10 ASEAN countries and its changing process, and gives corresponding explanations. Get an empirical basis for explanatory power. Finally, based on the results of the analysis, combined with the actual content of the “One Belt, One Road” strategy, give considerations and suggestions on the trade between SME in China and ASEAN countries.

**Keyword: ASEAN Countries, SME, Obstacles, Preventive Solution**

## 摘要

题目: 东盟各国中小企业面临的问题及其对策分析  
作者: 岑心洁  
学位: 工商管理硕士  
专业: 工商管理  
导师:   
.....  
(博士 Chai Thanichanun)

25 / 7 / 2018  
.....

本文的研究目的是研究东盟中小企业存在的问题和对策。中小企业目前在东盟国家面临的主要障碍是资金短缺，市场份额小，缺乏熟练和熟练的人才。本文的意义在于促进东盟国家中小企业的发展，为中国如何更好地发展中小企业提供参考。本文的研究方法是文献研究法和案例分析法，借助对已有文献的梳理和对相关贸易理论的分析，分析中国与东盟十国的贸易相似性及其变化过程，并给于相应的解释，得到具有解释力的实证依据。最后，在分析结果的基础上，结合“一带一路”战略的实际内容，对中国中小企业与东盟国家的贸易进行了思考和建议。

关键词: 东盟国家，中小企业，障碍因素，应对策略