

Global Marketing Strategies of SME's in Malaysia

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Abstract: The different issues facing the SMEs as it adds to a worldwide showcasing technique are then talked about, beginning with the starting advancement of the methodology, trailed by the continuous procedure of refining and adding to that system and merging the methodology to enhance effectiveness and aggressiveness in worldwide markets. The paper introduces the hypothetical foundation to internationalization techniques for the SMEs business., In this paper exhibits an uncommon case of utilization diverse methodologies to little and medium-sized firms. Keeping in mind the end goal to uncover the unmistakable internationalization advancement systems of SMEs. In which ways these procedures actualized to make the progress objectives of SMEs. This paper approach subjective and rely on upon audit the auxiliary information data.

Keywords: Global, Marketing Strategies, SME

I. INTRODUCTION

Markets worldwide are turning out to be progressively integrated crosswise over national outskirts at a macroeconomic, aggressive, and product market level. Firms of all sizes, and in all commercial ventures, are progressively conceptualizing their methodology on a worldwide premise. Thus, expanding enthusiasm for concentrating on this pattern and in comprehension its key qualities has created. As noted by Zou and Cavusgil (2002) various diverse methodologies have been received, which shift as far as their hypothetical or calculated underpinnings, and spotlight on various aspects of promoting methodology and also their meaning of terms, for example, worldwide and advertising procedure. This has brought about the nonappearance of a for the most part acknowledged conceptualization of worldwide promoting methodology, and thus, a capacity to sum up discoveries from various examination studies and all the more extensively enhance understanding concerning the effect of globalization on the association's aggressive position. Perceiving the expanding pretended by little and medium-sized undertakings (SMEs) in the development process, upgrading venture, salary era, sourcing to huge firms, fortifying rivalry, monetary advancement and employment creation, the previous two decades have seen a developing enthusiasm for the investigation of worldwide operations of SMEs (Deakins et al., 2007; Ruzzier et al., 2006; Lu and Beamish, 2006). With expanding rivalry from nearby also, remote contenders over the previous decade and notwithstanding globalization, increasingly and more SMEs are being constrained into land development of monetary exercises over a nation's national limits for business development to manage and survive (Svante, 2004; Gjellerup, 2000).

The regularly changing business environment because of globalization and business sector liberalization has compelled the SMEs to react to showcases at an inexorably quicker pace what's more, adjust fitting business methodologies for business development (Pleitner, 1997). In expansion, little firms could be more included in universal business exercises in light of the fact that of the worldwide economic situations, seeking after development opportunities, new advancements in transportation and correspondence innovations, and the expanding number of individuals with global information and experience (Svante, 2004). By (1996), hypotheses are affected by their social settings, and the all inclusiveness of numerous speculations is along these lines farfetched. In reality, it gives the idea that the procedure of internationalization of SMEs, known for their quirky and different natures, can't be effectively clarified by as it were one hypothetical point of view. This perception gives degree to an imperative crevice inside the current writing to be tended to concerning the requirement for more research to be embraced in various geographic ranges that have been fail to date – creating nations – and, especially, in Malaysia.

This paper tries to review this issue furthermore, makes a stride towards experimentally researching the global extension conduct of Malaysian SMEs, including the passage and improvement modes methodology, determination of target market, issues, difficulties and key drivers affecting the procedure. The point is to examine the variables that underlie the internationalization improvement, and key driving variables that impact the worldwide development process. By (2004), the internationalization of Malaysian SMEs is another exploration marvel. Proof from creating nations is still rather restricted and stays unexplored (Ahmad, 2010). To pick up a knowledge, understanding this dynamic situation is essential and will give a superior examination in clarifying the internationalization procedure of developing business sector SMEs. What's more, research inside of the creating nation connection, and Malaysia specifically, can help to build up and clarify if the current models created in the industrialized world are sufficient to clarify the improvement procedure of these SMEs. Online business can be an amazingly appealing choice for most SMEs to augment their client base into a worldwide business sector without tremendous cost, yet there are significant obstacles and numerous concealed expenses. Couple of SMEs understand that they require a vital valuation for the flow of the Web and that they will need to build up the capacities for dealing with the data foundation for an e-business. These difficulties are muddled by the general absence of obviously characterized structures for investigation of the whole procedures of technique building, usage and administration as for the rising worldwide data economy. It is the quest for such all encompassing systematic structures for electronic business which propelled this exploration work. The different issues going up against the SMEs as it adds to a worldwide showcasing technique

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are then talked about, beginning with the introductory improvement of the system, trailed by the progressing procedure of refining and building up that technique and combining the system to enhance proficiency and intensity in worldwide market.

II. LITERATURE REVIEW

In this area, the Uppsala internationalization and stage models, the conceived worldwide hypothesis, organizing methodology and asset based perspective (RBV) hypothesis of internationalization are analysed and assessed. An examination of the different hypotheses of the worldwide firm will help the investigation of different elements that impact the foundation and maintainability of universal SME firms. In any case, numerous scientists (Pope, 2002; Gankema et al., 2000) propose the need to audit the general scope of these models (Anxinn and Metthyssens, 2002). The U-M sets internationalization as a procedure for expanding experiential learning (Penrose, 1959) and improvement "after some time". The model places the experience picked up steadily as the way to this internationalization. The absence of learning of outside business sectors and operations makes a snag to internationalization, and such learning must be obtained by working in, and encountering, global markets. The learning that is missing might be internationalization information, institutional learning or business information (Eriksson et al., 2000). The progressive securing of information increments remote duty. The Uppsala school amplified the thought of incremental global advancement to the whole procedure of an association's internationalization from trading to remote direct venture. In the I-M model, Johanson and

Wiedersheim-Paul (1975) suggested that the internationalization procedure of firms typically takes quite a while, is wary and is portrayed by four incremental periods of entering worldwide markets, in which progressive stages speak to higher degrees of universal contribution, responsibility and picking up of more internationalization information and experience. Internationalization information is familiarity with the company's capacity and assets for taking part in worldwide operations. It capacities as a storehouse and is aggregated after some time (Yu, 1990). Absence of internationalization information alludes to the general experience picked up from working abroad. Experiential learning, then again, alludes to information that organizations

Aggregate by effectively taking an interest in the global business sector (Penrose, 1959).

III. MALAYSIAN SMES

Malaysian SMEs can be defined according to size, turnover and activity. Those relevant to this paper find SMEs in Malaysia falling into two broad categories:

1. Manufacturing, manufacturing-related services and agro-based industries, which have either:
 - Fewer than 150 full-time employees; or
 - an annual sales turnover of less than RM25 million.
2. Services, primary agriculture and information and communication technology (ICT), which have either:
 - Fewer than 50 full-time employees; or
 - an annual sales turnover of less than RM5 million.

An enterprise is considered to be an SME

Table 1. Definition of SMEs in Malaysia

	Category	Micro-Enterprise	Small Enterprise	Medium Enterprise
1	Manufacturing, manufacturing-related services and agrobased industries	Sales turnover of less than RM250,000 or fewer than five fulltime employees.	Sales turnover Between RM250,000 and RM10 million or between five and 50 full-time employees	Sales turnover between RM10 million and RM25 million or between 51 and 150 fulltime employees.
2	Services, primary agriculture and information and communication technology (ICT)	Sales turnover of less than RM200,000 or fewer than five fulltime employees	Sales turnover between RM200,000 and RM1 million or between five and 19 full-time employees.	Sales turnover between RM1 million and RM5 million or between 20 and 50 full-time employees.

IV. ENTREPRENEURSHIP, INNOVATION AND SME INTERNATIONALISATION

Mirroring the developing scholastic and expert enthusiasm on SMEs' commitment to national economies there has been a significant enthusiasm for the worldwide advertising writing on SME internationalization (e.g. Knight, 2000; Coviello and Martin, 1999, Hutchinson et al., 2006). Be that as it may, the internationalization writing has generally stressed the exercises of vast multinational firms and has a tendency to depend on extensive firms as the customary unit of examination (Coviello and McAuley, 1999). This mirrors

a considerable insufficiency in the writing as there is developing accord among analysts that SMEs contrast from their bigger partners as far as their administrative style, autonomy, size of operations and choice making qualities. Little organizations are not littler adaptations of enormous organizations and they manage interesting size-related issues and carry on uniquely in contrast to their bigger partners (Shuman and Seeger, 1986). Additionally, there is confirmation to propose that SMEs discover one of a kind methods for defeating their size-related internationalization imperatives (Gomes-Casseres, 1997; Coviello and McAuley, 1999). Late ways to deal with conceptualize the SME

internationalization process mirrors an developing accord that SME internationalization is an entrepreneurial movement (Knight, 2000; Lu and Beamish, 2001). Imperatively, the foreignness of the new environment has critical ramifications for SME internationalization. The way of the new environment being entered, with respect to the local environment and development, fortifies the entrepreneurial attributes of the internationalization system (Lu and Beamish, 2001). The writing that inspects the part of advancement in the internationalization procedure can be comprehensively characterized at the macroeconomic level and the firm level. As saw by Wakelin (1998), there has been impressive macroeconomic confirmation proposing that distinctions in advancement, notwithstanding relative costs, can impact trade conduct. A few nation considers attempted at division level (Buxton et al., 1991) have found some confirmation of a positive part for advancement in exchange execution.

V. INTERNATIONALISATION AND EXPORTING

Sending out has been widely utilized by firms as an internationalization technique. Contrasted with direct remote speculation through value modes, trading is a non-value mode of business sector passage and a generally simple and quick approach to enter remote markets on the grounds that it includes nearly low levels of duty and danger (Lu and Beamish, 2001). In trading, a firm does not need to make a significant asset duty to a remote market as it does when making a remote venture. Sending out is additionally a less demanding strategy to execute in light of the fact that a firm does not need to manage the complexities of building up a outside auxiliary. Further, trading gives moderately speedier access to a remote market in light of the fact that a firm can utilize its current generation offices to serve its outside showcases as opposed to building new generation offices in a remote business sector. These exceptional. points of interest connected with sending out are particularly imperative for SMEs that commonly face asset limitations and might not want to make over the top asset responsibilities what's more, be presented to nonsensically high speculation dangers (Lu and Beamish, 2001). The universal advertising writing proposes that business enterprise offers ascend to certain procedures and practices proposed to boost hierarchical accomplishment in new markets (Lumpkin and Dess, 1996). In a little firm the aggregate aggressiveness of the firm is absolutely affected by the author who can pay consideration on the nitty gritty operations of the business (Slevin and Covin, 1995). Global entrepreneurial conduct crosses national fringes and is expected to make esteem for the association (McDougall and Oviatt, 2000). A developing number of specialists propose that internationalization is an entrepreneurial act (Ibeh and Young, 2001), and that business visionaries seek after global market opportunities without respect to the assets right now under the company's control, then again ecological elements which they confront (Ibeh and Young, 200

VI. GLOBAL MARKETING STRATEGIES

Another late study by Lages and Montgomery (2004) discovered item technique, advancement technique, value methodology, and circulation system as four regular methodologies embraced by trading firms. In item procedure, the firm pushed on separating the items offered in the household market and the items sold in the fare markets in terms of brand name, outline, naming, assortment of principle sending out product offering, and quality. The advancement system concentrated on changing the residential advancement program towards the fare market in territories, for example, promoting thought/topic, media channels for publicizing, advancement goals, spending plan for advancement, advertising accentuation and direct promoting/ mailing. In estimating system, the firm utilized concession of credit, cost rebate approach, and edges to offer items at various costs crosswise over national limits. Conveyance procedure included selecting the appropriation system, transportation, spending plan for dissemination and dispersion system to the fare market. Keeping in mind the end goal to close the writing hole in IOE, numerous business procedure typologies have been created. Be that as it may, Miles and Snow's typology and Porter's nonexclusive systems have increased much acknowledgment and feedback in the writing (Wan and Bullard, 2009; Parnell, 2006). While Miles and Snow's (1978) system typology characterizes firms into four classifications - miners, analysers, guards, and reactors - in view of their vital activities; Porter (1980) recognizes aggressive techniques into cost authority, separation and business sector specialty as the wellsprings of upper hands. The more prominent spotlight on firm-level examination in the later period has brought forth the RBV. This methodology underlines a back to front business technique, in which a firm utilizing its inward one of a kind assets and abilities is better ready to beat its opponents (Barney, 1991).

For the reasons of internationalization technique and procedure examination, Luostarinen (1979) adjusted Ansoff's item showcase idea of key choice making identified with development of the firm. The item idea is augmented to incorporate all conceivable significant deals objects of the universal organization and to join a third idea of operation mode bringing about a three dimensional model. A few creators (Chetty, 1999; Welch and Luostarinen, 1988) have recommended that looking at the different measurements in the model gives an outline of a company's internationalization in order to permit a correlation with different firms. Firms indeed internationalize in different measurements and can be more cutting-edge in a few angles than in others. In their endeavour to give an option point of view and overcome the greater part of the shortcomings of the stage model, it appears they ignored a vital measurement - the time measurement of internationalization.

For most business people the most huge worldwide advertising choice and basic initial step they are liable to take is the manner by which they ought to enter outside business sectors, as the responsibilities they make will influence each part of their business for a long time ahead (Doole and Lowe, 1999; Benito and Welch, 1994). There is, notwithstanding, no perfect business sector passage

technique and diverse business sector passage strategies may be received by various firms entering the same business sector and/or by the same firm in various markets. Working modes have been viewed as a vital method for evaluating the example of internationalization included Once an organization begins in universal business it will bit by bit change its entrance mode choices in a genuinely unsurprising style. By and Luostarinen (1993), Nordic studies show that as organizations expand their level of global contribution there is an inclination for them to alter in the course of expanded responsibility. Progressively, they will pick section modes that give more noteworthy control over outside promoting operations (Erramilli and Rao, 1993; Doole and Lowe, 1999). In any case, to increase more noteworthy control, the organization will need to confer more assets to remote markets and along these lines accept more prominent (business sector, political and other) dangers. Developing trust in its capacity to contend abroad creates dynamic lifts in the organization's exchange off in the middle of control and hazard for control. Thusly, the developing worldwide organization turns out to be all the more ready to enter remote target nations as a value financial specialist (Root, 1994).

Customarily, physical or land separation has been incorporated into clarifications of the heading of global exchange (Luostarinen, 1979). Johanson and Wiedersheim-Paul (1975) extended the idea of psychic separation with different measurements, for example, social, political and ecological and proposed the accompanying definition, later likewise received by Johanson and Vahlne (1990:13). 'Psychic separation is a whole of elements that keep the stream of data in the middle of firm and the business sector'. Definitions were further created and the idea was connected to different settings and measurements. Another vital issue that organizations must manage when entering remote markets concerns items and the adjustment of advancement in contrasting item showcase connections and item institutionalization (Cavusgil et al., 1993). It is presently for the most part acknowledged that items can be situated on an item showcase institutionalization adjustment continuum, as opposed to being institutionalized as a worldwide item or completely redid to specific business sector subtleties. The degree of institutionalization fundamentally relies on upon the interest and prerequisites of nearby customers inside of a specific industry. Likewise with item adjustment, advancement adjustment is reliant on the firm, business, item and business sector (Cavusgil et al., 1993). With the spread and expanded utilization of data innovation and particularly the web as a medium of correspondence and a promoting device to enter outside business sectors, SMEs with an absence of assets for the most part pick methodologies that needn't bother with item/benefit adjustment, however attempt to pull in travellers from various remote markets, who are keen on the items/administrations that they have officially created.

Adding to the starting business sector/item measurements of internationalization further with the example of passage modes presented by Luostarinen (1979) and Welch and Luostarinen (1993), creators recommend including another example, to be specific the time design. Whenever Luostarinen (1979) began to add to the

internationalization hypotheses, most organizations entered global markets incrementally, regulated, in the wake of having worked for a couple of years in home markets. Indeed, even in those times there were exemptions (Luostarinen, 1979) where organizations began their internationalization not long after their beginning, however these organizations were not very many. From that point forward, numerous things have changed and the quantity of organizations entering remote markets not long after to their origin has been expanding quickly. Oviatt and McDougall (1994) called them universal new pursu

The born-global firm: The key contention hypothesized in this hypothesis is that, rather than firms starting their worldwide exercises taking after the conventional consecutive stages design, as proposed in the internationalization process and stage models, they begin their universal development and responsibility right from the most punctual days of their foundation to seek after worldwide systems (Moen and Servais, 2002; Zahra and George, 2002). study utilized mixture methods of business sector passage and did not take after the successive example of internationalization stage hypothesis. They portray "a business association that, from commencement, tries to get noteworthy upper hand from the utilization of assets and the offer of yields in numerous nations". Correspondingly, Knight and Cavusgil (1996) conceptualise "conceived worldwide" firms as being "little, innovation arranged organizations that work in universal markets from the most punctual days of their foundation"

The hypothesis depends on the significance of the internationalization information of the association's organizer to internationalize (Mathews and Zander, 2007). Such information and experience are required, as firms face higher business hazard and unverifiable conditions by working in the worldwide commercial center. Experimental proof gave by Svante (2004), O'Gorman and McTiernan (2000) and Kuemmerle (2002) bolsters this perspective. Since conceived worldwide firms utilize quick track ways to internationalization, they can sidestep certain stages, so higher-request passage mode methodologies will probably be utilized. The developing essentialness of conceived worldwide firms is by all accounts testing the majority of the hypothesis improvement already settled in the field. Subsequently, as it has been noticed that various little firms have contended effectively, essentially from their origin, against vast, built up players in the worldwide business sector (Rennie, 1993), the system hypothesis and examination are essential to the comprehension of quick internationalization (Oviatt and McDougall, 1995; Coviello, 2006). Systems encourage asset preparation and advancement and empower conceived global to get to universal markets.

VII. NETWORKING THEORT OF INTERNATIONALISATION

The system point of view in business exercises is observed to be profoundly significant to clarifying he internationalization of SMEs, especially those that internationalize quickly (Johanson and Vahlne, 2011; Anderson and Wictor, 2003; Coviello and Munro, 1995; Madsen and Servais, 1997; Oviatt and McDougall, 1994;

Sharma and Blomstermo, 2003). The term "network" alludes to an arrangement of hubs and the business connections that associate them (Chetty and Blankenburg, 2000; Fombrun, 1982).

The business system idea proposes that the coordination of exercises between two firms in a business relationship additionally takes place within the more extensive business system connection. Subsequently, every firm can be required to take part in a set number of associated business connections, every one planning the company's exercises with those of its partner (Fuller-Love and Thomas, 2004; Havnes, 2003; Håkansson and Ford, 2002). Whenever two or more firms participate in a central business relationship, they convey to the central relationship their associated connections. The evaluative criteria whereupon they base their engagement in the central relationship are impacted, in any event by implication, by their business system connections (Lloyd-Reason, 2002; Anderson et al., 1994).

VIII. RBV THEORY OF INTERNATIONAL BUSINESS

The RBV claims that little worldwide firms can influence assets by creating particular capacities that permit increasing upper hand (Barney et al., 2001). In any case, not all assets controlled by a firm are wellsprings of focused advantage. Only those that meet certain criteria can be considered as wellsprings of firm upper hand (Peteraf, 2001). To start with, the asset must be profitable, empowering the firm to endeavour some ecological open door and kill lesser natural dangers. Assets are viewed as important when they empower a firm to consider or actualize methodologies that enhance the association's proficiency or adequacy (Barney et al., 2001). Second, the asset must be exceptional and not controlled by different contenders or potential contenders. Third, the asset must be non-substitutable or non-proportionate. At last, the asset must be hard to impersonate. For a firm to be in a position to abuse an important and uncommon asset, there must be an asset position boundary averting impersonation by different firms (Wernerfelt, 2001). By (1991), there are three primary attributes that make assets hard to mimic: exceptional verifiable conditions, causal uncertainty and social multifaceted nature. The procedure of advantage stock amassing inside of the firm might likewise avert impersonation. Where these stocks have the qualities of time pressure diseconomies (gathering has occurred over a long stretch), resource mass efficiencies (a minimum amount of stocks has been developed) and interconnectedness (stocks are interrelated), impersonation is troublesome. Along these lines, as far as internationalization, access to such elite assets can give a strong base to global extension. The ideas presented in the company's RBV approach have been bolstered by various observational studies, which propose that assets are essential wellsprings of upper hand that propel a firm to internationalize (Powell, 1992). aggregate, there are two noteworthy points of view on the procedure of internationalization of SMEs. The first sees the internationalization of SMEs just like a successive procedure that leads from a household business sector to a universal outside business sector through a learning process,

whereby information of the new markets is procured and assets are progressively dedicated. The second viewpoint, got from worldwide business literature, contends that a firm can be conceived worldwide in which firms might be internationalized from beginning.

IX. DISCUSSION AND CONCLUSION

The creating of worldwide promoting system is a dynamic continuous procedure, ceaselessly developing as the firm ventures into new nations and markets, obliging adjustment to new economic situations and interest components, focused strengths, and additionally interior weights inside of the firm. Likewise, the key way of worldwide showcasing methodology changes as the association's contribution in worldwide markets increments. To succeed, the firm should turn into a creature that persistently develops, adjusts, and reacts to the changing substances of the worldwide commercial centre. Firms that can do as such will flourish; those that don't will shrink. As recommended above, changes in the commercial centre, development of more imaginative and force advances will require reconfiguration of the online SME base to accomplish vital fit with the business setting. It is essential to note that these procedures will include new organizations with administration suppliers and suppliers. The inputs to this stage will originate from the other two parts of the administration forms. Utilizing base assets to upgrade business execution. Electronic systems and virtual arranging abilities are moulding the focused execution of little firms in the worldwide data economy. It is clear that, as equipment turns out to be progressively moderate, delicate resources and systems will decide the genuine victors. Effective online SMEs will be those with the unmistakable aptitudes to deal with the remarkable elements of both the electronic commercial centre and the empowering frameworks. By and large the discoveries add to the worldwide promoting writing and the exploration on showcasing/business enterprise interface (Hill and LaForge, 1992; Carson, 1999; Carson and Gilmore, 2000) by proposing that "entrepreneurial exertion" (Collinson and Shaw, 2001) is a key driver of SME internationalization. As the discoveries recommend, entrepreneurial advertisers are not just cantered around item advancement (Carson and Gilmore, 2000) yet seek after development in all worth creation exercises

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