

# Unveiling MSME Export Success

## Through Resource-Based View

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Unveiling MSME export success through resource-based view



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Agus Fernando, Ph.D.

# UNVEILING MSME EXPORT SUCCESS THROUGH RESOURCE- BASED VIEW

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Considerable scholarly attention has been devoted to comprehending the burgeoning significance of small and medium-sized firms (SMEs) within the global economy. This has entailed exploring the factors that contribute to the success of certain SMEs in international marketplaces, as well as the obstacles encountered by others. This book examines the aforementioned issue by conducting multiple research projects, which demonstrate that the effectiveness of export operations is intricately linked to a company's capacity to allocate resources toward the exploration of overseas opportunities. Nevertheless, the constraints on resources that small and medium-sized enterprises (SMEs) frequently encounter and the institutional deficiencies present in foreign markets provide significant challenges to their participation in export activities.



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