OBJECTIVES

1) To study the internationalization process of micro, small and medium enterprises in India.
2) To understand motives for internationalization of micro, small and medium enterprises in India.
3) To understand major challenges, MSMEs face in internationalization process.
4) To find out the various approaches undertaken for internationalization of micro, small and medium enterprises.
5) To understand government’s role in internationalization of MSMEs.
HYPOTHESIS

The following hypothesis is to be tested:

H1: MSMEs do not face any challenges in the internationalization process.

H2: Internationalization strategy could not help MSMEs to face market challenges created due to globalization.

H3: Approaches of internationalization do not change as per the type of the enterprises.