

Performance Analysis: lack of Research in Asian Small and Medium Enterprise Sector

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Abstract – Based on the literature review, the lengths and breadth of this note paper was approached through Small and Medium Enterprises (SMEs) successful configuration study, to understand the phenomenon more holistically, which the previous research did not address. The purpose of this text, which is in LET (letter to the editor) format, is to highlight the need of identification of the characteristics of performance analysis system for SMEs. Specifically we alarm lack of SME performance research in Asia.

Keywords – SME; Performance; Research

1. Letter to the Editor

Researches on the factors that affect company performance till date, have been done; such factors may vary between large companies and SME context [1], between new and established firms [2], and between core and peripheral locations. SMEs are mostly importance for any countries, due to several reasons [3]. It was also argued that such firm's performance had great importance in the development of the local economy. Although a few firms succeeded in avoiding threats to their existence while a good number of the SMEs fail yearly. A research into firm's failure or success does not give a good account of the explanation for the performance of SMEs [2]. Some variables may be associated with SMEs failure or success. Previous research focused on large companies, while investigations for smaller firms show more interest in new ventures as reported by Pasanan [2] and Karami [1].

Searching in the scientific databases and journals shows that few reports focused on SMEs performance factors, which impacted on performance modeling study's take off contributions. This note alarms the significant lack of research in the mentioned title; and invites researchers to contribute in this field. Moreover when focus the search into the Asian countries, the miss link feel worst! We see AASS (Advances in Asian Social Science) can effectively contribute to cover this miss link with special issues in the performance studies of Asian SME.

References

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