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# Analysis of Challenges and Opportunities for Vietnamese SMEs in the Globalization

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### Abstract

SMEs play a vital role in Vietnam's economy and society development. However, when wanting to operate within the global market, there are many advantages and disadvantages not only for the larger corporations as well as Vietnamese SMEs. When conducting business in Vietnam there is high competition for the Vietnamese SMEs with other international corporations. Vietnamese SMEs have to change/ innovate their thinking towards the business and management capacity to catch up and maintain their competitiveness in the global market. Therefore, this empirical study will analysis of the challenges and opportunities to Vietnamese SMEs. The methods to conduct this empirical study are based on the secondary data to analysis and give some key solutions to support the Vietnamese SMEs to survive and develop sustainably in the international integration stage.

**Keywords:** SMEs, global integration, competitive advantage, opportunities, challenges, Vietnam.

**JEL Classification:** M1, M10, M16

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