

SMEs in Malaysia



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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Sustainability in businesses | Small and Medium Enterprises (SMEs) are known to making significant contribution to the economies of both developed and developing nations in terms of employment generation and development impacts. Overall, SMEs are known to constitute more than 90% of business worldwide and account for between 50% and 60% of employment and more than half of gross domestic product. The similar contribution by SMEs is observed in Malaysia as well. Data compiled by the Department of Statistics, Malaysia showed that Gross Domestic Product (GDP) growth of SMEs in Malaysia had outpaced the overall GDP growth since 2004, whereby SME growth was almost similar to the overall economy. However, on the road to success, SMEs encounter many predicaments. This book discusses SMEs in Malaysia particularly on the aspect of business sustainability which looks into various aspects, such as financial issues, cost of operating, resources, information technology as well as corporate social responsibility. This book aims to provide some insights to SMEs business owners and managers on issues to look up for in order to stay competitive in this agile economy. | Format: Paperback | Language/Sprache: english | 266 gr | 220x150x10 mm | 188 pp.

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