

## Abstract

This research investigates the impact of globalization on small and medium-sized enterprises (SMEs), focusing on the growth opportunities and challenges that arise in a globally interconnected market. As globalization continues to reshape the business landscape, SMEs are increasingly exposed to international competition, new markets, and diverse consumer demands. This study aims to explore how SMEs leverage globalization to enhance their growth potential while navigating the complexities of global trade, technological advancements, and shifting economic conditions.

A mixed-methods approach is employed to provide a holistic understanding of the impact of globalization on SMEs. The qualitative component includes interviews with SME owners, managers, and industry experts, offering insights into their experiences, strategies, and perceptions of globalization. These interviews explore how SMEs adopt new technologies, expand into foreign markets, and build cross-border partnerships. The quantitative aspect involves analyzing survey data from a broad sample of SMEs to identify patterns of growth, financial performance, and market expansion, using statistical techniques to assess the correlation between globalization factors and business success.

The findings aim to shed light on the specific growth opportunities and barriers faced by SMEs in the globalized economy. By providing practical recommendations for SMEs, this research contributes to the broader discourse on how small businesses can successfully navigate the challenges and capitalize on the opportunities presented by globalization.