



**CONSEQUENCES OF COVID-19 ON THE MICRO AND
SMALL ENTERPRISES IN THAILAND:
CHALLENGE ASSESSMENT AND POLICY GUIDELINE FOR
ADAPTATION**

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ABSTRACT

In the process of this research, small and medium-sized enterprises (SMEs) in Thailand will be analyzed in terms of the short- to medium-term economic implications of the COVID-19 disaster. The overarching objective of this study is to develop policy guidelines that are more specifically tailored to the methods and strategies for strengthening these particular industries. It is hoped that the study will be able to determine the types of SMEs that are most susceptible to the pandemic, as well as the assistance that these SMEs require in order to combat it. In addition, the purpose of the study is to evaluate the perspectives of various stakeholders on the process of developing mechanisms and supporting strategies for vulnerable groups in Thailand, specifically women and children. The most important information will be gathered through the use of online questionnaires, which will then be distributed to the various groups of stakeholders. In order to accomplish the goals of the research, sophisticated quantitative analysis tools will be utilized. The data will be analyzed in a variety of ways, including but not limited to path modeling, structural equation modeling (SEM), cross sectional regression, factor analysis, correlation, t-test, analysis of variance (ANOVA), and descriptive analysis. The findings will assist policymakers in identifying the most vulnerable categories of SMEs, as well as their expectations and the forms of support that will be required to combat the current and future pandemic situations that may occur in Thailand. The findings were derived from a survey that was conducted in Thailand. In addition, it will provide assistance to policymakers in the development of procedures and supporting strategies for small and medium-sized enterprises (SMEs), with the goal of, among other things, reducing unemployment and stimulating the Thai economy.