



SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T03_13 - Growth Strategies & Internationalization for SMEs

Proponents:

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Short description:

SMEs growth strategies have been recently marked by increasing levels of internationalization. This evolution is not limited to exports or international outsourcing: it is indeed a brand new way of doing business. Internationalization of SMEs is challenging existing knowledge. Management scholars are invited to provide new perspectives on international entrepreneurial strategies of SMEs, their challenges and evolving business models, their relation to countries of destination, timing and entry mode, managerial tools, organizational structure, quality of acquired knowledge, relationships with multinationals and institutions. Theoretical contributions, reflections, and empirical analyses are welcome, provided they focus on SMEs.

Long description:

Small and medium-sized enterprises (SMEs) give a substantial contribution to the global economy, in terms of income and employment, both in high and low income countries. In recent years, SMEs growth strategies have been marked by increasing levels of internationalization (D'Angelo et al., 2013). This evolution cannot be confined to greater opening to foreign markets driven by the economic crisis and the saturation of western markets: it is indeed a brand new way of doing business. Internationalization has become an essential dimension of entrepreneurship, challenging existing knowledge and axioms of the classical theory. Emerging successful growth strategies, when analyzed, no longer reveal a gradual approach to foreign markets and the so far assumed necessary correlation between company size and extension of markets served. Foreign turnover is often growing faster than total turnover and the number of born global firms is constantly increasing. The magnitude of the phenomenon goes well beyond import/export (Paul et al., 2017), outward processing figures or even Foreign Direct Investment (FDI) amounts. It concerns the management of all business functions; it extends to various steps or to the entire value chain, from operations to marketing, from finance to research and development, from human resources and logistics to supply chain management. Indeed international strategies are becoming much more complex than in the past (Sui and Baum, 2014). Management scholars are invited to provide new perspectives about international growth strategies of SMEs, their challenges and their evolving business models, in relation to countries of destination, timing and entry mode, managerial tools and technicalities, organizational structure of overseas activities, quality of acquired knowledge, relationships with



multinationals and institutions even when informal. Theoretical contributions, reflections, empirical analyses are welcome, provided that they focus on SME experiences and challenges. Possible sub-topics: • What are the characteristics associated with growth and internationalization strategies of SMEs, in terms of entrepreneurial process? • Cross-cultural entrepreneurship: which implications for SMEs? (sub-topic in collaboration with the International Association of Cross-Cultural Management and Competence - IACCM); • What is the association between national cultures and entrepreneurship? Exploring the challenge of international growth; • Partnership and network development: going beyond the span of control; • Which typology of collaborations of SMEs are pursued in networks with larger firms?; • What is the relationship among industrial districts, local networks and the challenge of internationalization?; • Is “innovativeness” a driver for internationalization in SME strategies?; • Fast versus slow processes of

Keywords:

Small business
Growth Strategies
Internationalization
Cross-cultural entrepreneurship and SMEs
Entry mode: networks and alliances

UN Sustainable Development Goals (SDG):

Goal 5: Gender equality, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 12: Responsible consumption and production, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

Publication Outlet:

European Journal of Cross-Cultural Competence and Management - <http://www.inderscience.com/jhome.php?jcode=ejccm> EURAM-SIMA Special Issue - Entrepreneurial orientation and international growth. The impact of cultural values
Sinergie - Italian Journal of Management
International Journal of Globalisation and Small Business (<http://www.inderscience.com/jhome.php?jcode=ijgsb>), EURAM-SIMA Special Issue “Growth Strategies & Internationalization for SMEs” .

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>