



Strategic Interest 03 – Entrepreneurship (ENT)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T03_08 Growth Strategies & Internationalization for SMEs

Corresponding Proponent:

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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) make 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. This evolution cannot be confined to the 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 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, outward processing figures or even the amounts of Foreign Direct Investment (FDI). 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.

Management scholars are invited to provide new perspectives on 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:

- Growth and internationalization strategies of SMEs: barriers and opportunities;
- Causation and effectuation of international entrepreneurial behavior;
- National cultures and entrepreneurship: the challenge of international growth;
- Partnership and network development: going beyond the span of control;
- Collaboration of SMEs in networks with larger firms;
- Industrial districts, local networks and the challenge of internationalization;
- National export promotion programs and other support mechanisms to SME international entrepreneurial initiatives;
- Innovativeness and internationalization in SME strategies;
- Fast versus slow processes of internationalization;
- From international outsourcing to backshoring and rightsourcing;
- SME strategies in emerging and newly developed markets;
- Ethics and sustainability in international growth strategies;
- Servitization & new value propositions in global markets;
- M&As, alliances and other strategies for SME international growth.

In the aim of promoting quality research among scholars interested in growth strategies and internationalisation for SMEs, the Italian Academy of Management (SIMA- Società Italiana di Management) has introduced, starting from 2015, an **Annual Best EURAM-SIMA Paper Award** for papers submitted to the track “Growth Strategies & Internationalization for SMEs.” An international Jury will review the accepted papers.

Publishing Outlets:

- European Journal of Cross-Cultural Competence and Management
- Sinergie Italian Journal of Management
- Springer-SIMA Series: International Series in Advanced Management Studies

Papers submitted to this track will be given special consideration with respect to the Special Issue on “Growth Strategies & Internationalization for SMEs” of the **International Journal of Globalisation and Small Business**

(<http://www.inderscience.com/jhome.php?jcode=ijgsb>),

Guest Editors: Gianluca Marchi, Michela Matarazzo, Lara Penco, Sara Poggese, Tiziano Verscovi. Guest editors will be present at the conference for further consultation.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).

4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.