



Pau  
Business  
School



## International *iSME* Conference

December 1<sup>st</sup>-3<sup>rd</sup>, 2010

Pau, France

« The internationalisation of *SMEs*:  
From going global to Born Global »

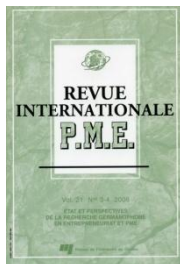
*Call for papers*

The ability of SMEs to internationalise is a crucial challenge to ensure long-term and sustainable growth and to face competition in a complex globalisation. However, no event has yet been fully dedicated to the large spectrum of the internationalisation of SMEs. Some start going global after a few years while others make globalisation the engine of their own development; known as the Born Global Firms.

Through this international conference, we aim to promote and develop knowledge concerning the internationalization of SMEs in order to increase the competitiveness of small firms and contribute to their growth.

The aim of the *iSME* conference is to give more visibility and relevance to the internationalisation of SMEs, reviewing current trends, new theories, latest experiences and exchanging best practices. The goal is to provide a forum of communication between researchers, practitioners, decision-makers and those concerned with the latest research, scientific development and practice on *iSMEs*.

*Deadline to send final full texts: June 30<sup>th</sup>, 2010*



## **INTERNATIONAL iSME CONFERENCE**

**SMEs** have to meet the challenges of an ever-changing business environment. They create wealth, provide employment and **constitute agile and flexible actors in an increasingly complex context of globalization**. Usually international SMEs are described as technology-intensive, but some researchers have also included more traditional or low-technological industries in their analysis.

For some SMEs, the decision to internationalize is imposed by their domestic market conditions while for others the decision to internationalize is truly part of the global vision of the entrepreneur from the very beginning: these companies are referred to as Born Global Firms. Since their appearance, BGFs have given a new dimension of globalization to western economies. Moreover, successful international SMEs and BGFs have begun to appear and thrive in emerging countries where they face new challenges.

So far, no event has been fully dedicated to the large spectrum of the internationalisation of SMEs. Much of the research on the internationalisation of SMEs has been fragmented with little possibility for generalisation and development of methods, concepts and theory. This highlights the relevance of our conference.

It is for this reason that **the iSME Conference will explore for the first time the issues related to the internationalisation of SMEs**. It will address and discuss them not only from the theoretical, but also from the practical perspective.

**The official languages of the conference will be English and French** and all papers should be submitted in English or French. All plenary and common sessions will be held in English. Workshops and panels will be held separately in English and in French.

**The iSME Conference is organized in partnership with** the *Association Internationale de Recherche en Entrepreneuriat et PME (AIREPME)* and sponsored by the **Pau Béarn Chamber of Commerce and Industry**. The conference is hosted at ESC Pau, Pau Business School. Two major scientific journals have joined us to be part of the conference. The *Journal of Small Business and Enterprise Development (JSBED)* will publish a special issue on the basis of the best English papers. The *Revue Internationale des PME (RIPME)* will consider and review for submission (fast track) a selection of French papers.

## **WHO SHOULD ATTEND THE iSME CONFERENCE?**

The *iSME* Conference is for specialists in the theory and practice of international SMEs including:

- SME researchers and educators
- Entrepreneurs, consultants and practitioners
- Doctoral students
- Representatives of business and trade associations, governmental organisations
- All those interested in iSMEs

## **iSME CONFERENCE THEMES**

The conference focuses on discussions mainly covering the following topics of interest but is not limited to them.

The internationalisation of SMEs:

- Business Models for iSMEs;
- Innovative and entrepreneurial strategies for iSMEs
- Strategic IT for iSMEs
- Challenges and opportunities for western SMEs in emerging markets
- Family business and iSMEs
- Research and Development in iSMEs
- iSME Knowledge management and technology transfer
- Management innovation in iSMEs
- Relationships between MNC and iSMEs

The new kind of international SMEs:

- Born Global Firms (BGF) and International New Ventures (INV)
- Social and Green iSMEs; CSR and the internationalisation of SMEs
- Young and Women Entrepreneurs in iSMEs
- Intangibles Valuation and Intellectual Property Rights for iSMEs
- Innovative Supply Chain for iSMEs
- iSMEs in developing and transition economies
- Out-sourcing, KPO for iSMEs

Marketing issues for iSMEs:

- Strategic aspects for iSMEs
- Marketing alliances between iSMEs
- Branding and iSMEs

Financial issues for iSMEs:

- Business angels for iSMEs
- Entrepreneurial Finance and Venture Capital in SMEs
- Financial aspects of iSMEs
- The impact of the financial crisis on iSMEs

Fostering iSMEs:

- Governmental and regional policies
- iSME entrepreneurship education
- University-iSME collaborations
- Business incubation management and leadership
- Clusters and networking for iSMEs

Human aspects in international SMEs:

- Behavioral characteristics of entrepreneurial activity
- Managing complexity, creativity and innovation
- Leadership, management & HR practices
- Management of iSME organizational change
- Corporate Governance in iSMEs
- SME international Management Culture

## **SCIENTIFIC COMMITTEE**

Chaired by Harry Matlay (Birmingham City Business School).

AIT HEDA Abdellatif	Université Ibn Zohr (ENCG), Morocco
ALLALI Brahim	HEC – Montréal, Canada
ARANGUREN María José	Deusto-Orkestra, San Sebastian, Spain
BALDEGGER Rico	HEG – Fribourg, Switzerland
BINKS Martin	Nottingham University Business School, U.K.
BLONDEL Christine	INSEAD, France
BOURDALLE Nicole	ESC Pau, France
CAILLEBA Patrice	ESC Pau, France
DAVIES Justin	Ohio University, U.S.A.
GAYLEN Chandler	Whichita State University, U.S.A.
HIRIGOYEN Gérard	Bordeaux IV University, France
HUQ Faizul	Ohio University, U.S.A.
JULIEN Pierre-André	Université du Québec à Trois-Rivières, Canada
KUMAR Muneesh	University of Delhi, India
MARCHESNAY Michel	Université Montpellier I, France
MATLAY Harry	Birmingham City Business School, U.K.
MEKKAOUI Soumiya	Université Ibn Zohr (ENCG), Morocco
MURTHY Sridhara	National School of Business, India
NELSON Anne	Wake Forest University, U.S.A.
PACITTO Jean-Claude	Université Paris XII – Val de Marne, France
PETT Tim	Whichita State University, U.S.A.
PEÑA Iñaki	Deusto-Orkestra, San Sebastian, Spain
PHILIPPE Jean	Université Paul Cézanne Aix-Marseille III, France
RAYMOND Louis	Université du Québec à Trois-Rivières, Canada
SANTARELLI Enrico	Università degli Studi di Bologna, Italy
ST-PIERRE Josée	Université du Québec à Trois-Rivières, Canada
SEHGAL Sanjay	University of Delhi, India
SCHMITT Christophe	ENSAIA, France
VIENOT Pascal	HEC Paris, Executive Education, France
YAKHLEF Ali	Stockholm University, School of Business, Sweden
VARLANDER Sara	Stockholm University, School of Business, Sweden
WOLFF James	Whichita State University, U.S.A.

## **ORGANISING COMMITTEE**

CAILLEBA Patrice	ESC Pau, France
MATLAY Harry	Birmingham City Business School, U.K.
BILLET Jeannine	ESC Pau, France
JAUFFRIT Marc	ESC Pau, France
ALEXANDRE Maryvonne	ESC Pau, France

## IMPORTANT DATES

	Dates
Deadline to send abstracts (250 words)	Febr. 28 <sup>th</sup> , 2010
Deadline to send panel/workshop proposals	
Registration opening	
Notification of Abstract Acceptance	March 31 <sup>st</sup> , 2010
Notification of workshop/panel acceptance	
<b>Deadline to send final full texts (.doc/.docx)</b>	<b>June 30<sup>th</sup>, 2010</b>
Notification of Paper Acceptance, Required Revisions and Confirmation of Paper category	Sept. 1 <sup>st</sup> , 2010
<b>Deadline to send final/revised full texts (.doc/.docx)</b>	<b>Oct. 15<sup>th</sup>, 2010</b>
Deadline for early registration	Nov. 1 <sup>st</sup> , 2010
iSME Conference	Dec. 1 <sup>st</sup> -3 <sup>rd</sup> , 2010

For any questions regarding deadlines, please contact: [maryvonne.alexandre@esc-pau.fr](mailto:maryvonne.alexandre@esc-pau.fr)

## INFORMATION FOR AUTHORS

The languages of the conference will be English and French. Communication can be proposed either in English or in French. Papers should be original and unpublished, and should not be under publication consideration with any other outlet.

In addition to academic papers, case studies and papers with strong managerial implications will be given close attention.

### FORMAT FOR ABSTRACTS

Abstracts should not exceed 250 words.

On the first page, paper abstract, the name of author(s), address, communication information (e-mail, posting information) and the institutional affiliation must be defined.

On the second page, the paper abstract should include the subject, purpose, problem definition and methodology (statistical techniques, sampling, measurement instruments employed), the results (key words for the concluded results) of the study.

Paper abstracts, should be sent as a word document, A4 format, single spacing, using Times New Roman 12 font size, one inch (2.5 cm) top margin and one inch (2.5 cm) left, right and bottom margin and should be attached to the electronic mail. The main topic and some key words (no more than 6) should be given.

Font should be as defined below.

Paper Heading: 14 font size, in bold, capitals and centred.

Author name: 10 font size, in bold, centred

The institutional affiliation, address and e-mail: 12 font size, centred.

The abstract should reflect only what will appear in the paper. To produce a structured abstract, please complete the following fields about your paper. There are four mandatory fields (Purpose, Design, Findings and Value); the other two fields (Research limitations/implications and practical implications) may be omitted if they are not applicable to your paper.

Purpose of this paper	What are the reason(s) for writing the paper or the aims of the research?
Design / methodology / approach	How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?
Findings	What was found in the course of the work? This will refer to analysis, discussion, or results.
Research limitations/implications (if applicable)	If research is reported on in the paper, this section must be completed and should include suggestions for future research and any identified limitations in the research process.
Practical implications (if applicable)	What outcomes and implications for practice, applications and consequences are identified? Not all papers will have practical implications but most will. What changes to practice should be made as a result of this research/paper?
What is original/value of the paper	What is new in the paper? State the value of the paper and to whom.

Abstracts should be submitted in word files (.doc/.docx) before February 28<sup>th</sup>, 2010 to: [ismes@esc-pau.fr](mailto:ismes@esc-pau.fr)

FORMAT FOR FINAL PAPERS

All manuscripts should be single-spaced using 12 Times New Roman font, and usually 15 typed pages in length (excluding references, notes, tables, annexes). Margins on top, side and bottom of all pages should be at least one-inch (2.5 cm). The first page should give the title, names, position and full contact details of the author(s), a summary of the paper and six to eight key words. The second page should feature the same elements except for the names, position and contact details of the author(s) (in order to respect the anonymous evaluation procedure).

The first page of the manuscript should be in the following order: Title, author name(s), address, institutional affiliation, e-mail and a 100 word abstract. The title should be in capital letters. Essential acknowledgements should be in footnotes at the bottom of the first page. Page numbers should be centred at the foot of the page. Footnotes should be brief, and should be used sparingly.

The sectional headings, such as Introduction, Model, Data and Methodology, Empirical Findings, Policy Implications, Conclusions and References should be in 12 Times New Roman font in capital letters, numbered in Roman numerals (such as: 1. Introduction; 2. Model, Data and Methodology). Headings and sub-headings should be numbered 1, 1.1, 1.1.1, etc.

Tables should be numbered consecutively in Arabic numerals (such as, Table 1, 2 etc.). The Table headings, with the first letter of each word in capital, should be centred, in capital letters. Notes to the table should be presented using size 12 Times New Roman font at the bottom below the table border. All equations and formulae should be numbered consecutively in Arabic numerals within parentheses on the right margin [as, in equation (1) or Formula (1)], and should be single-spaced with two spaces below and above each formula or equation. Tables and Graphs should be included in the main body of the paper and should be positioned appropriately.

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, in square brackets and listed at the end of the article.

Publications should be cited in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names, or (Adams *et al.*, 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

- *For books*: Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Baldegger R. (2007), *Management. Strategie, Struktur, Kultur*, Growth Publisher, Fribourg.
- *For book chapters*: Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.
- *For journals*: Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
- *For published conference proceedings*: Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers. eg Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.
- *For unpublished conference proceedings*: Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date). eg Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).
- *For working papers*: Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
- *For encyclopedia entries (with no author or editor)*: *Title of Encyclopedia* (year) "Title of entry", volume, edition, *Title of Encyclopedia*, Publisher, Place of publication, pages. e.g. *Encyclopaedia Britannica* (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 763, 765-71.

(For authored entries please refer to book chapter guidelines above.)

- For newspaper articles (authored): Surname, Initials (year), "Article title", *Newspaper*, date, pages. e.g. Smith, A. (2008), "Money for old rope", *Daily News*, 21 January, pp. 3-4.
- For newspaper articles (non-authored): *Newspaper* (year), "Article title", date, pages. e.g. *Daily News* (2008), "Small change", 2 February, p. 7.
- For electronic sources: if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed. e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007). Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

The file should be named as follows: your last name followed by "ismes". For example, Ms. Jeanine Billet would submit the file: billet\_ismes.docx. (/doc)

Full papers must be sent (.doc/.docx) by e-mail before June 30<sup>th</sup>, 2010 through Conftool. Please go and see the web site: <http://www.esc-pau.com/ismes-authors.htm>

Only the papers accepted and presented by at least one of the authors will be included in the proceedings (available on a USB key). The proceedings will also be available online on the AIREPME website.

## **DOCTORAL CONSORTIUM**

The Doctoral Consortium is a workshop for Ph.D. students who are in the early phases of their dissertation work. The goal of the Doctoral Consortium is to help students with their thesis and research plans by providing feedback and general advice on using the research environment in a constructive and international atmosphere. They will review all the submissions and comment on the content of the thesis as well as on the presentation. Students will have 20 minutes to present their research, focusing on the main theme of their thesis, what they have achieved so far and how they plan to continue their work. Another 20 minutes is reserved for discussion and feedback from both the professors and other participants. In the course of the workshop, students will also receive advice on more general questions.

Students interested in participating in the Doctoral Consortium should submit an extended abstract (see details below) describing their research. Submissions relating to any aspect of the internationalisation of SMEs are welcomed. The extended abstract is restricted to 4000 words (approx. 8 pages). Submissions should be sent electronically. The abstracts should:

- Clearly formulate the research question,
- Identify the significant problems in the field of research,
- Summarize the current knowledge of the problem domain, as well as the state of the art for solutions,
- Clearly present any preliminary research plans and ideas, and the results achieved so far,
- Sketch out the research methodology that is to be applied,
- Describe the expected contributions of the applicant to the area of research, and
- (For technical research) describe how the research is innovative, novel or extends existing approaches to a problem.



## **SELECTION CRITERIA**

All manuscripts will be double-blind reviewed. Manuscripts that exhibit most of the following characteristics will meet the selection criteria for acceptance to the *iSME* conference.

- Relevance and relation to the conference
- Originality/value
- Methodology and finding;
- Research limitations/implications
- Practical implications and social implications (if applicable)
- Language and style

## **PUBLICATION**

A selection of *iSME* 2010 conference papers will be considered and reviewed for submission in the special issue of the *Journal of Small Business and Enterprise Development* (JSBED). Some of the best French papers will also be considered and reviewed for submission in the *Revue Internationale des PME* (RIPME). In all cases, selected papers will need to meet the relevant international journal publication standards and thus will be subject to a rigorous review process.

## **REGISTRATION**

	<b>Before Nov. 15<sup>th</sup></b>	<b>After Nov. 15<sup>th</sup></b>
Presenters (professors, entrepreneurs, consultants, etc.)	350 €	400 €
Participants	350 €	400 €
Doctorate students	100 €	150 €
One-day participants	100 €	120 €
Gala dinner for accompanying person and for all one-day participants	60 €	80 €

All participants, including authors, are required to register. Registration fees include:

- The *iSME* Conference;
- The Conference proceedings (USB key);
- Both lunches at ESC Pau;
- Morning and afternoon refreshments;
- Transport between the Conference and the social events;
- The evening social event on December, 1<sup>st</sup>;
- The gala dinner on December, 2<sup>nd</sup>.

A conference bag will be offered. Registration does not include accommodation. The organizing committee will provide a list of hotels/ guest houses with special rates. No reimbursement will be possible after November 15<sup>th</sup>.

Payment can be done through:

- Bank checks payable to “CCI Pau Béarn – *iSME* Conference”;
- Credit card:

Visa, Mastercard or American Express. In this case, you are requested to provide us with the credit card number + the expiry date of the card.

- Bank transfer. Please see the information below to do so:

<b>Reference/payment order</b>	iSME 2010
<b>Account</b>	CCI Pau Béarn
<b>Name of Bank</b>	LCL Credit Lyonnais
<b>Bank Address</b>	CL Toulouse Institution
<b>IBAN code</b>	FR90 3000 2040 8600 0006 0907 B25
<b>SWIFT code (BIC)</b>	CRLYFRPP
<b>Bank code</b>	30002
<b>Code guichet</b>	04086
<b>Account number</b>	0000060907B
<b>Clé RIB</b>	25

Please do not forget to clearly mention iSME 2010 + the NAME of the participant on the payment order.

For any questions regarding registration or/and fee payment, please contact: [maryvonne.alexandre@esc-pau.fr](mailto:maryvonne.alexandre@esc-pau.fr)

### **CONTACT:**

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Internet website: [www.esc-pau.com](http://www.esc-pau.com)  
iSMEs Conference website: [www.esc-pau.com/ismes\\_conference.htm](http://www.esc-pau.com/ismes_conference.htm)

GRUPE ECOLE SUPERIEURE DE COMMERCE DE PAU  
Membre de la *Conférence des Grandes Écoles et du Chapitre des Grandes Écoles de Management* -  
Membre de la *Fondation Nationale pour l'Enseignement de la Gestion des Entreprises* (FNEGE) -  
Membre Fondateur de *Pyrénées-Océanes Campus* - Membre de l'*European Foundation for Management Development* (EFMD) - Membre de l'*Association to Advance Collegiate Schools of Business* (AACSB) - Membre du *Consejo Latinoamericano de Escuelas de Administración* (CLADEA) -  
Membre du *Consejo de Rectores de las Universidades Chilenas* (CRUCH) - Membre du *Centre de Management Euro Amérique Latine* (CMEAL) - Membre de la *Conférence des Recteurs et des Principaux des Universités du Québec* (CREPUQ).