2ⁿᵈ International *iSME* Conference

Supported by the *Special Unit for South South Cooperation* (UNDP/UNO)

2-4 November, 2011
Bangalore, INDIA

« The internationalisation of *SMEs*: Emergent perspectives »
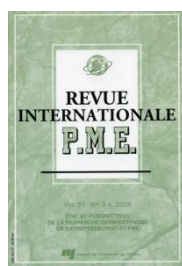
Call for papers

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. Since 2010, our event has been dedicated to the wide spectrum of the internationalisation of SMEs. **The 2ⁿᵈ International iSME Conference will not only focus on the Indian subcontinent experience but will also consider all SME internationalisation experiences**.

Supported by the SUSSC (UNDP), a subsidiary organisation of the United Nations, this international conference aims to promote and develop knowledge concerning the internationalization of SMEs in order to increase the competitiveness of small firms in western & in emerging countries and eventually contribute to their growth through South South emulation.

The 2ⁿᵈ *iSME* conference will 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 for final full texts: June 30ᵗʰ, 2011

2ND 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. International SMEs have given a new dimension of globalization to emerging & western economies. Moreover, successful international SMEs have begun to thrive in emerging countries where they face new challenges.

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. Since 2010, the iSME conference has been dedicated to the wide spectrum of the internationalisation of SMEs. **The *2nd iSME* Conference will explore the issues related to the internationalisation of SMEs from an Indian and a global perspective**. It will address and discuss these issues not only from the theoretical, but also from the practical approach.

ACADEMIC & INSTITUTIONAL PARTNERSHIPS

The conference is **co-organized by the National School of Business (Bangalore, India) and by Pau Business School.**

The *iSME* Conference is supported by the Special Unit for South South Cooperation (UNDP), a subsidiary organisation of the United Nations. It 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** (France).

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. Depending on the quality of papers presented, the *Revue Internationale des PME* (**RIPME**) will consider and review for submission (fast track) a selection of French papers.

WHO SHOULD ATTEND THE *2ND 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

2ND 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 (BGFs, INVs, etc.)
- Strategic IT for iSMEs
- iSMEs and Family business, minority and women entrepreneurs
- iSME Knowledge management and technology transfer
- Relationships between MNC and iSMEs
- iSMEs in emerging and transition economies

Innovations & SMEs:
- Innovative and entrepreneurial strategies for iSMEs
- Management innovation in iSMEs
- Intellectual Property Rights for iSMEs
- Innovative Supply Chain for iSMEs
- Managing complexity, creativity and innovation
- Research and Development in iSMEs
- Green iSMEs

Marketing issues for iSMEs:
- Strategic aspects of iSMEs
- Marketing alliances between iSMEs
- Branding and iSMEs
- Challenges and opportunities for western SMEs in emerging markets

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
- Leadership, management & HR practices
- Management of iSME organizational change
- Corporate Governance in iSMEs
- SME international Management Culture
- Ethics in iSMEs

SCIENTIFIC COMMITTEE

Chaired by Prof. Harry Matlay (Birmingham City Business School, U.K.).

AIT HEDA Abdellatif	Université Ibn Zohr (ENCG), Morocco
ABAZA Karmel	ESC Pau, France
ALLALI Brahim	HEC – Montréal, Canada
ANDREASSI Tales	Fundação Getulio Vargas, Brazil
ARANGUREN María José	Deusto-Orkestra, San Sebastian, Spain
BALDEGGER Rico	HEG – Fribourg, Switzerland
BOURDALLE Nicole	ESC Pau, France
CAILLEBA Patrice	ESC Pau, France
DEISTING Florent	ESC Pau, France
DANA Léo-Paul	University of Canterbury, New Zealand
DARRAS Nathalie	ESC Pau, France
FAYOLLE Alain	EM Lyon, France
HIPKIN Ian	ESC Pau, France
HIRIGOYEN Gérard	Bordeaux IV University, France
JAUSSAUD Jacques	Université de Pau et des Pays de l'Adour, France
KUMAR Muneesh	University of Delhi, India
MAURA COSTA Ligia	Fundação Getulio Vargas, Brazil
MARCHESNAY Michel	Université Montpellier I, France
MATLAY Harry	Birmingham City Business School, U.K.
MENDOZA Ronald	Asian Institute of Management, Philippines
MEKKAOUI Soumiya	Université Ibn Zohr (ENCG), Morocco
MURTHY Sridhara	National School of Business, India
PEÑA Iñaki	Deusto-Orkestra, San Sebastian, Spain
PETT Tim	Whichita State University, U.S.A.
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
SHANI David	Kean University, USA
ST-PIERRE Josée	Université du Québec à Trois-Rivières, Canada
SEHGAL Sanjay	University of Delhi, India
VISWANATH Narasandra Sajeevarao	Marshall MBA Program, Bangalore, India
YAKHLEF Ali	Stockholm University, School of Business, Sweden

ORGANISING COMMITTEE

MURTHY Sridhara	National School of Business, India
CAILLEBA Patrice	ESC Pau, France
MAUBOURGUET Francine	ESC Pau, France

IMPORTANT DATES

	Dates
Deadline for abstracts (non compulsory)	April 30th,2011
Deadline to send final full texts (.doc/.docx)	**June 30th, 2011**
Notification of Paper Acceptance, Required Revisions and Confirmation of Paper category	August. 1st, 2011
Deadline to send final/revised full texts (.doc/.docx)	**Sept. 15th, 2011**
Deadline for early registration	Oct. 1st, 2011
2nd iSME Conference	Nov. 2nd-4th, 2011

For any questions regarding deadlines, please contact: ismes@esc-pau.fr

INFORMATION FOR AUTHORS

The languages of the conference will be English. Nevertheless communications 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 of the paper abstract, the paper title, 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) and 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) to: 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 of the manuscript should be in the following order: Title, author name(s), address, institutional affiliation, e-mail and a 100 word abstract. 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 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 Arabic numerals (such as: 1. Introduction; 2. Model; 3. Data and Methodology). Headings and sub-headings should be numbered 1, 1.1, 1.1.1, etc.

Tables should also be numbered consecutively in Arabic numerals (such as Table 1, Table 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, Mr. Shukar Assas would submit the file: Assas_ismes.docx.

Full papers must be sent (.doc/.docx) by e-mail before June 30th, 2011.
Please go and see the web site: http://ww.esc-pau.fr/isme_2011.html

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. The Scientific Committee 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 acceptation 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* 2011 conference papers will be considered and reviewed for submission in the special issue of the *Journal of Small Business and Enterprise Development* (**JSBED**). Depending on the quality of papers presented, 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

	Indian delegates	**Foreign delegates**
Presenters (professors, entrepreneurs, consultants, etc.)	Rs. 2000	USD 200
Participants	Rs. 2000	USD 200
Doctorate students	Rs. 1000	USD 100
Gala dinner for accompanying person and for all one-day participants	Rs. 500	USD 50

All participants, including authors, are required to register. Registration fees include:
- The 2nd *iSME* Conference & the Conference proceedings (USB key);
- Both lunches in Bangalore; morning and afternoon refreshments;
- Transport between the Conference and the social events;
- The evening social event on Wednesday 2nd November;
- The gala dinner on Thursday 3rd November.

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.

Registration can be done during the conference. Before the conference, payments can be made through:
- Bank checks payable to "CCI Pau Béarn – 2nd *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

Reference/payment order	iSME 2011
Account	CCI Pau Béarn
Name of Bank	LCL Credit Lyonnais
Bank Address	CL Toulouse Institution
IBAN code	FR90 3000 2040 8600 0006 0907 B25
SWIFT code (BIC)	CRLYFRPP
Bank code	30002
Code guichet (branch)	04086
Account number	0000060907B
Clé RIB	25

Please do not forget to clearly mention iSME 2011 + the NAME of the participant on the payment order.

For any questions regarding registration or/and fee payment, please contact: ismes@esc-pau.fr

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ESC Pau English internet website: www.esc-pau.com
iSME Conference website: www.esc-pau.fr/ismes_2011.html

GROUPE   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).