

# Small Business Economics Journal

Call for Papers

## SMEs and Entrepreneurship in the era of Globalization: Reviews, Framework and models

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### Time Issues

Potential contributors are encouraged to **submit abstracts** of three to five pages in length via e-mail **to the guest editors**. The deadline for submission of abstracts is **July 1st, 2017** and the expected abstract decision will be on **August 15<sup>th</sup>, 2017**. The deadline for **full papers** is **January 30<sup>th</sup>, 2018**.

### Overview

The growth of global markets stimulates competition and increases the interdependence of national economies (Knight, 2000), forcing governments to adopt market-oriented policies, both domestically and internationally (Acs and Preston, 1997). Globalization involves economic and industry integration with the rest of the world, removing restrictions on imports and foreign investment (Paul, 2015). Globalization has created a knowledge-intensive economy (Teagarden & Schotter, 2013), making firms' search for foreign market opportunities necessary in order to survive (Brenes, 2000). However, the pace of globalization is different

across markets (Buckley & Ghauri, 2004; Jormanainen, & Koveshnikov 2012). As growth has picked up in emerging markets and slowed down in advanced economies, firms have had to rethink their strategies (Ramamurti, 2012).

As part of their growth strategy, many firms go global and orient themselves more and more internationally in the era of globalization (Paul & Gupta, 2014). SMEs need to adopt strategic decisions to try to succeed in international markets. However, in this adoption, the role of the individual entrepreneur is salient for most SMEs. Therefore, the personal motivation and intention to internationalize is also a relevant field of study (Gómez-Gras et al., 2009; Sommer, 2013; Sommer & Haug, 2011). Acs and Terjessen's (2013) born-local theory argues that most firms need support in the form of intermediated internationalization as they typically lack previous global exposure. Understanding the entrepreneur's decision to "go global" involves the need to study the cognitive elements of the entrepreneurial decision-making process (Fayolle & Liñán, 2014; Liñán & Fayolle, 2015). At the same time, the influence of contextual variables (be them cultural, institutional or economic) is also relevant, as the individual decision is surely affected by these elements (Liñán & Chen, 2009; Liñán & Fernández-Serrano, 2014).

Parallel to this need for increased international competitiveness, the field of SME internationalization has expanded and gathered momentum (Ribau, Moreira & Rapposo, 2016; Paul & Shrivastava, 2016; Paul, Parthasarathy & Gupta, 2017). According to Gregorio, Musteen and Thomas (2008), the very existence of international new ventures (INVs) stems from opportunities to engage in the cross-border combination of resources and/or markets. Decisions have to be made regarding how its business activities in a foreign market should be conducted (Welch, Benito and Peterson, 2007). In this context, Musteen, Datta and Butts (2014) examine the factors influencing the internationalization of SMEs within the context of foreign market knowledge and network ties.

However, the relevant issues of internationalization of SMEs have not been sufficiently researched in the past due to several constraints and limitations. For example, there is little theoretical literature analyzing a firm's export intensity

(Schlegelmilch & Crook, 1988). There is a considerable gap in theory and framework development to explain and discuss the phenomenon of internationalization of SMEs, and in particular, those from developing countries. The available models and theories to explain this phenomenon need be expanded (Paul & Dikova, 2016). There are opportunities to develop frameworks and measures to analyze the path, process, potential, problems, pace and pattern of SME internationalization. Understanding antecedents, decision characteristics such as foreign market entry modes, and exporting challenges etc. are critical for the survival and success of SMEs. There are opportunities to establish theoretical relationship between pertinent managerial characteristics, different measures of export performance and internationalization. Similarly, we need typologies and useful paradigms that help the decision makers to better understand the challenges of internationalization – liability of foreignness, resource constraints or cognitive biases, among others.

### **Scope and objectives of the Special Issue**

The available review articles on different themes of entrepreneurship and SMEs in the era of globalization (Coviello & McAulley, 1999; Ruzzier et.al, 2009; Keupp & Gassman, 2009; Jones, Coviello & Tang, 2011; Terjessen et.al, 2013; Fayolle & Linan, 2014) have attracted considerable attention as reflected, for instance, in number of citations. This shows the interest of this subject area as well as the relevance of review articles. Taking into account the importance of these two aspects, the objective of the special issue is to develop a better understanding of the extant literature and providing directions for future research in the area of competitiveness, strategies and internationalization of SMEs. The aim is to encourage scholars to develop new models, measures, and frameworks to contribute to the theory building. This special issue would focus on papers that attempt to develop theories, models, frameworks as well as reviews on different topics in the broad area of internationalization of SMEs and entrepreneurship. Studies that can provide new insights based on the home/host country factors by a comparison of differences with current models or theories are also

welcome. Similarly, comparative studies of companies are welcome as well, if they provide generalized insights for theory development. Single-country studies paying particular attention to the mechanisms by which a small firm's internationalization process is analyzed are also relevant. Likewise, we greet papers using mixed methodologies, including theoretical essays with propositions, large-sample analyses, and qualitative studies, as long as they provide a clear and detailed explanation of its theoretical contribution.

In this special issue we propose to go beyond the replicated empirical studies and seek studies that develop theories and models for the small firms by explaining how the internationalization affects the success or failure of small firms. We are also interested in the factors that influence the internationalization of a small firm.

The potential contributions for the special issue could address one or more of the topics listed below and may range from theoretical articles, to review of past, present and future on a specific sub-area, to frameworks, measures and models. The list of topics is meant to illustrate the range of submissions rather than limit the ideas; authors are welcome to contact the guest editors to discuss the appropriateness of other topics related to theme of this Special Issue:

- i. What are the micro and macro factors that determine the success of SME internationalization? How do they exert their influence?
- ii. What drives the internationalization of SMEs?
- iii. What factors determine entrepreneurial decision-making in the process of internationalization?
- iv. How do the SMEs focus on branding while going global?
- v. What kind of strategies the firms need to formulate while going global? How do SMEs from countries at varying levels of economic development differ in their strategies?
- vi. Is there scope for developing new theories other than the well-researched models such as born global and Uppsala models?

- vii. How do the regional and bilateral trade agreements and international organizations like the World Trade Organization lead to competitiveness and internationalization of SMEs ?
- viii. How do the home country and distance (cultural, administrative, geographic and economic distance) with particular host countries affect the international expansion of SMEs?

### **Submission guidelines**

- Potential contributors are encouraged to **submit abstracts** of three to five pages in length via e-mail **to the guest editors**. The deadline for submission of abstracts is **July 1st, 2017** and the expected abstract decision will be on **August 15<sup>th</sup>, 2017**.
- **Accepted abstracts** should be invited to submit full manuscripts **by January 30<sup>th</sup>, 2018** via e-mail to the guest editors. Authors should follow the Information for Contributors of Manuscripts as published in the *Small Business Economics Journal*.
- All papers will be subject to the journal's normal **double-blind review process**. The first round of review will be during **February 15<sup>th</sup> to May 15<sup>th</sup>, 2018** and the expected full paper decision will be on **June 1<sup>st</sup>, 2018**.
- The final manuscripts of **Accepted papers** should be sent to SBEJ **by December 30<sup>th</sup>, 2018**.
- The **expected date of publication** should be by **the end of 2019 or early 2020**.

If you have any questions about the special issue, please contact Alain Fayolle (fayolle@em-lyon.com), Francisco Linan (flinan@us.es) or Justin Paul (Justin.paul@upr.edu).

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