

## PROGRAMME

### iSME INTERNATIONAL CONFERENCE

#### Wednesday 1st December 2010

8.00	Bus Transportation from hotels to Pau Business School
8.30-9.00	Registration and coffee
9.00-9.30	<p>Opening session by the host organizers (Amphi 100):</p> <ul style="list-style-type: none"> <li>- Jérôme MARBOT, Delegate from the Mayor of Pau</li> <li>- Diêu TRINH-XUAN, President of the Board of Directors of Groupe ESC Pau</li> <li>- Jean-Pierre LAHILLE, Dean, Pau Business School</li> <li>- Patrice CAILLEBA, iSME Conference Manager</li> </ul>
9.30-10.30	<p>Plenary session: “Virtual Teams of e-Entrepreneurs” (Amphi 100)</p> <p>Key note speaker:</p> <ul style="list-style-type: none"> <li>- Harry MATLAY, Birmingham City Business School, United Kingdom Editor of <i>Journal of Small Business and Enterprise Development</i></li> </ul>
10.30-10.45	Coffee Break
10.45-12.15	<p><b>Paper session 1:</b></p> <p><u>Workshop 1: Business Models for iSMEs (Room 11)</u> President: Faizul Huq (Ohio Univ., USA)</p> <p>Presenter 1: Nieves Garcia Casarejos and Pedro Mata (Univ. de Zaragoza, SP) “Firm size and internationalization in Aragon Clusters”</p> <p>Presenter 2: Michela Arnaboldi, Giovanni Azzone and Sara Zanichelli (Politecnico di Milano, IT) “The evolution of an Italian district: searching for a strategy”</p> <p>Presenter 3: Timothy L. Pett and James A. Wolff (Barton School of Business, Wichita State Univ., USA) “SME internationalization: examining competitive approaches and managerial perceptions to internationalize”</p> <p><u>Workshop 2: Doctoral Consortium (Room 12)</u> President: Harry Matlay</p> <p>Presenter 1: Ajani Wasiu Basit (Southern Cross University, Australia) “The internationalization of family owned nigerian SMEs: evidence from the Nigerian manufacturing SMEs”</p> <p>Presenter 2: Apetrei Andreea (Univ. Al. Ioan Cuza, RO) “The influence of culture upon the standardization and adaptation decision – a SME perspective”</p> <p>Presenter 3: Jaan J. Kets (Univ. of Groningen, NL) “The effects of performance feedback on internationalization”</p>
12.15-14.00	Lunch – Restaurant at the Campus

14.00-15.30	<p><b>Paper session 2:</b></p> <p><u>Workshop 1: Entrepreneurial Finance and Venture capital (Room 11)</u>  President: Muneesh Kumar</p> <p>Presenter 1: Pierre Mora and Manzoom Akhter (Bordeaux Management School, FR)  “Financial determinants of the Export performance of French Wine SME’s during the Global Crisis”</p> <p>Presenter 2: Mao Yunshi and Chin Tachia (Sun Yat-Sen Univ., CH)  “The impact of the financial crisis on iSME’s prospects for survival and growth in China”</p> <p>Presenter 3: Sanjay Sehgal and Bhushan Kumar Sinha (University of Delhi, South Campus, IN)  “Equity Finance as an Alternative Source for SMEs funding – Global Experience and Lessons for India”</p> <p><u>Workshop 2: Stratégies entrepreneuriales pour l’iPME (workshop in French) (Room 12)</u></p> <p>President: Pascale Bueno Merino</p> <p>Presenter 1: Dominique Siegel and Babak Mehmanpazir (EM Strasbourg, FR)  “Comment favoriser l’entrepreneuriat international des PME?”</p> <p>Presenter 2: Jeannine Billet (ESC Pau, FR)  « Enjeux et appropriations de normes internationales par des acteurs internes de PME agroalimentaires exportatrices : étude exploratoire sur des PME du Pays de l’Adour »</p> <p>Presenter 3: Louis Raymond, Josée St-Pierre and Sylvestre Uwizeyemungu (Univ. Du Québec à Trois-Rivières, CA)  « Les capacités d’internationalisation des PME : une étude comparative des PME de service et de fabrication »</p>
15.30-15.45	Coffee Break
16.00-17.30	<p>Plenary Session: “International Entrepreneurship” (Amphi 100)</p> <p>Key note speaker:</p> <p>- Léo Paul DANA, University of Canterbury, New Zealand  Editor <i>Emeritus</i> of <i>Journal of International Entrepreneurship</i> (JIE)</p>
17.45	Bus Transportation from Pau Business School to Pau Downtown (or Hotels)
19.15	Bus transportation from Pau Downtown (or Hotels) to Restaurant
19.45-22.30	<p>“Bodega” Dinner – Restaurant <i>La Pilota Jai Alai</i> (French and Local Traditional Food)</p> <p>Adress:  Restaurant <i>La Pilota Jai Alai</i>  Boulevard Olof Palme  64000 Pau</p>
22.45	Bus depart for return to Pau hotels

<b>Thursday 2nd December 2010</b>	
08.00	Bus Transportation from Pau hotels to Pau Business School
09.00-10.30	<p>Plenary session: "Editors' Roundtable" (Amphi 100)</p> <p>Key note speakers:</p> <ul style="list-style-type: none"> <li>- Harry MATLAY, Birmingham City Business School Editor of <i>Journal of Small Business and Enterprise Development</i> (JSBED)</li> <li>- Louis RAYMOND, Université du Québec à Trois Rivières Editor of <i>Revue Internationale des PME</i> (RIPME)</li> <li>- Enrico SANTARELLI, Università degli Studi di Bologna (<i>cancelled</i>) Associate editor of <i>Small Business Economics</i> (SBE)</li> <li>- Léo Paul DANA, University of Canterbury Editor <i>Emeritus</i> of <i>Journal of International Entrepreneurship</i> (JIE)</li> </ul>
10.30-10.45	Coffee Break
10.45-12.15	<p><b>Paper session 3:</b></p> <p><u>Workshop 1: iSME in Emerging Markets (Room 11)</u></p> <p>President: Tim Pett</p> <p>Presenter 1: Houssam-Edine Bessam (Univ. Of Stuttgart, GE), Rainer Gadow (Univ. Of Stuttgart, GE) and Ulli Arnold (Univ. Of Stuttgart, GE) "Comparative Study on Exporting and Potentially Exporting SMEs"</p> <p>Presenter 2: Nadeem Kureshi (National Univ. Of Science and Technology, PK) "Supply Chain Integration in SMEs – A model for developing countries"</p> <p>Presenter 3: Muneesh Kumar(Univ. Of Delhi South Campus, IN) and Mamta Sareen (Univ. Of Delhi, IN) "Building Trust in e-commerce of SMEs: A study of Technology related trust issues"</p> <p><u>Workshop 2: Stratégies entrepreneuriales pour l'iPME (workshop in French) (Room 12)</u></p> <p>President : Abdellatif Ait Heda</p> <p>Presenter 1 : Carole Maurel (Univ. Montpellier I, FR) « Activité Export et performance financière des PME : le cas de la filière vin française »</p> <p>Presenter 2 : Marjorie-Annick Le Cerf (EM Strasbourg, FR) « Déterminants de l'internationalisation des PME »</p> <p>Presenter 3 : Marc Jauffrit (ESC Pau, FR) « L'internationalisation des franchises : Comment délimiter la part standard du modèle d'affaires et la part qui doit être adaptée aux spécificités locales ? »</p> <p><u>Workshop 3: l'iPME dans les pays émergents (Workshop in French) (Room 13)</u></p> <p>President Jeanine Billet</p> <p>Presenter 1: Thierry Coville (Negocia, FR) « Le développement des PME iraniennes à l'international : le poids des contraintes de la rente pétrolière »</p> <p>Presenter 2: Sylvaine Mercuri and Maha Rais (IAE de Lyon, FR) « Alliance stratégique entre PME et Grande Firme Internationale : que rôle pour le middle manager ? »</p>

	<p>Presenter 3: Marc-André Vilette (ESC St Etienne, FR)          «Le recrutement de travailleurs à temps partagé en PME : de la France au Maghreb »</p>
12.15-14.00	Lunch - Restaurant at the Campus
14.00-15h30	<p><b>Paper session 4:</b></p> <p><u>Workshop 1: iSME Knowledge Management (Room 11)</u></p> <p>President: Ali Yakhlef</p> <p>Presenter 1: Nishant Kumar (Stockholm University School of Business, SW) (<i>cancelled</i>)          «A capability based approach to the international growth of knowledge based born global services firms»</p> <p>Presenter 2: Helene Laurell (Halmstad Univ., SW), Leona Achtenhagen (Jönköping International Business School, SW) and Svante Andersson (Halmstad Univ., SW)          «The role of the founding team and its network ties during different phases of the early internationalization journey»</p> <p>Presenter 3: David Tanganelli (Univ. Of Catalonia, SP) and Jean-Louis Schaan (Univ. Of Western Ontario, CA)          «Ownership strategy in SMEs' International New ventures»</p> <p><u>Workshop 2: l'iPME dans les pays émergents : le cas du Maghreb (Workshop in French) (Room 12)</u></p> <p>President: Marc Jauffrit</p> <p>Presenter 1: Abdenbi Louitri, Sara Bentebbaa and Mustapha Zahir (Univ. Cadi Ayyad, MA)          « PME en croissance et implication à l'international : une étude basée sur les perceptions des dirigeants des PME marocaines »</p> <p>Presenter 2: Samia Trimech (ISG de Sousse, TU)          «Rôle de la stratégie de niche pour les PME exportatrices des pays émergents »</p> <p>Presenter 3: Abdellatif AIT HEDA and Soumiya Mekoui (ENCG Univ. Ibn Zohr, MA)          « L'impact des normes internationales sur le fonctionnement des PME agroalimentaires exportatrices de la région de Souss Massa Darâa (Maroc) : étude exploratoire »</p> <p>Presenter 4: Wafa Chakroun (Univ. De Montpellier et de Sousse, FR/TU)          « L'entrepreneuriat féminin en Tunisie : une étude exploratoire »</p>
15.30-15.45	Coffee Break
16.00-17.30	<p>Panel discussion: Special Unit for South South Cooperation (United Nations Development Program)          «SME Development, SS-GATE and Technonet initiatives in Asia and Africa » (Amphi 100)</p> <p>Key note speakers:</p> <ul style="list-style-type: none"> <li>- Mami YAMADA, Chief, Division for Partnership and Resource Mobilization (SU/SSC)</li> <li>- Victor HAN BO, Director, International Operation, South-South Global Assets &amp; Tech. Exchange</li> <li>- Ekoko MUKETE, Chairman, TECHNINET Africa</li> <li>- Mahinda THENABADU, Director, TECHNINET Asia</li> </ul>
18.00	Bus Transportation from Pau Business School to Hotels
19.30	Bus transportation from Hotels to Restaurant
20.00	Departure from Pau Business School for <i>La Palmeraie</i>

20.00-23.00	Gala Dinner at <i>La Palmeraie</i>  Adress: La Palmeraie 1, passage de l'Europe 64000 PAU
23.00	Bus depart for return to Pau hotels

### Friday 3rd December 2010

08.00	Bus Transportation from Pau hotels to Pau Business School
09.00-11.00	<p><b>Paper session 5:</b></p> <p><u>Workshop 1: International New Ventures, Cluster and iSMEs (Room 11)</u></p> <p>President: Sanjay Sehgal</p> <p>Presenter 1: Luis Silveira and Maria José Aranguren (Basque Institute of COmpetitiveness, Orkestra) "Innovation and clusters : an alternative typology"</p> <p>Presenter 2: Ana Colovic (Rouen Business School, FR) "Intermediated internationalization of small and medium-sized enterprises through industry clusters"</p> <p>Presenter 3: José L. Gonzalez-Pernia, Iñaki Peña and Ferran Vendrell-Herrero (Basque Institute of Competitiveness, Orkestra) "Exporting and productivity of new ventures"</p> <p>Presenter 4: Pascal Bueno Merino and Samuel Grandval (Loire Valley University, ESCM; FR) "Partnerships between SMEs and MNEs on Foreign Industrial Markets: the case of piggyback arrangements"</p> <p><u>Workshop 2: Finance entrepreneuriale et iPME (Workshop in French) (Room 12)</u></p> <p>President: Louis Raymond</p> <p>Presenter 1: Nazik Fadil (EM Normandie, IAE de Caen ; FR) « La bourse et le développement international : des ingrédients anti-PME ? »</p> <p>Presenter 2: Seydi Ababacar Dieng (Faseg-Ucad, SE) "Les expériences de capital-investissement dans les pays africains de la zone franc (PAZF) »</p> <p>Presenter 3: Catherine Mercie-Suissa (Univ. Jean Moulin Lyon III, FR) and Céline Bouveret-Rivat (Univ. Jean Monnet, St Etienne, FR) « Internationalisation des PME dans le cadre des clusters et pôles de compétitivité »</p>
11.00-11.10	Coffee Break
11.10-12.20	<p>Final Statement : "South-South Cooperation" (Amphi 100):</p> <p>- Cosmas GITTA, Chief, Division for Policy Dialogue and Advocacy, SUSSC, UNDP, United Nations</p>
11.20-11.50	<p>Closing Ceremony (Amphi 100):</p> <p>- Jean-Pierre LAHILLE, Dean, Pau Business School</p> <p>- Patrice CAILLEBA, Professor, Pau Business School, Conference Chair <i>iSME 2010</i></p> <p>- Muneesh KUMAR, Professor, New Delhi University, Scientific Member <i>iSME 2010</i></p> <p>- Sridhara MURTHY, Director, National School of Business, Conference Host <i>iSME 2011</i></p>

	iSME International Conference closes
12.00-14.30	Lunch – Atrium of Groupe ESC Pau Or Bus depart to Pau Airport