

# GCSMES

GLOBAL CONFERENCE ON SME,  
ENTREPRENEURSHIP & SERVICE INNOVATION

[www.gcsmes.org](http://www.gcsmes.org)

## 6<sup>TH</sup> GLOBAL CONFERENCE ON SME, ENTREPRENEURSHIP & SERVICE INNOVATION (GCSMES-6) 2019

### UNIVERSITY OF BAHRAIN



#### Conference Theme

**“SME, ENTREPRENEURSHIP & SERVICE INNOVATION IN THE NEW MILLENNIUM”**

#### Date

**March 11-13, 2019**

- March 11: - Industry Workshop (Private and Public Sectors)  
- Early Career Researcher Workshop and Higher Degree Research Students Colloquium
- March 12: -Academic Conference
- March 13: -Academic Conference

## Venue

# UNIVERSITY OF BAHRAIN

(BUSINESS INCUBATION CENTRE)



## Conference Co-chair

**Prof. Dr. Oly Nelson Ndubisi** – Convener, GCSMES Global

**Assoc. Prof. Dr. Essam Janahi** – Director, Business Incubation Centre, UoB, Bahrain

## Local Organizing Committee

Dr. Essam Janahi - Co-chair of the Organizing Committee and Head of the Website Committee

Dr. Fuad Marzoq Mahmmoud Kreishan - Vice Co-chair of the Organizing Committee

Dr. Bader Darwish Ahmed Almannai - Head of the Financial Committee

Dr. Sama'a Al Hashimi - Head of the Media Committee

Dr. Ghada Ahmed Jassem - Head of the Public Relations Committee

Dr. Walid Abdul Aziz - Head of the Scientific Committee

Ms. Ibtisam Bin Butti - Coordinator and Head of the Follow-up Committee

## CALL FOR PAPERS

The new millennium is characterized by fragmentation of markets, short life-cycle of products, and intense competition. The business environment of the 2<sup>nd</sup> decade of the new millennium and beyond shows no signs of slowing down in radical discontinuous change and fast pace, global orientation, importance of service, Internet boost, knowledge intensity and innovation, and global market entry of small entrepreneurial firms. As leading edge continues to reside in firm's ability to leverage and utilize knowledge, innovate, and act entrepreneurially, SMEs, family businesses and service organizations around the world and the developing world in particular (especially the GCC) must undergo strategy rethink.

In the new economy, organizations that have honed the skills of managing knowledge and developing value-adding innovations would compete successfully. Creating and sustaining knowledge and innovations are key outcomes of inter-organizational collaborations and relationships, particularly for SMEs which lack the resources to develop such capabilities internally. Research into these dynamics and processes are of particular interest. Also the current growth in domestic outsourcing, offshoring, franchising, non-ownership services, public-private sector partnership, and other forms of business relationships and models involving entrepreneurial SMEs and family businesses need more researcher attention. 'GCSMES-6' would bring together researchers, practitioners and policy makers to deliberate on these and other issues around the conference theme.

Submissions in the form of case study, conceptual, empirical and practitioner papers are invited in the following (but not limited) tracks.

<b>Accounting</b>	<b>B2B</b>
<b>Branding</b>	<b>Competitiveness and Performance</b>
<b>CSR, Ethics and Governance</b>	<b>Cross Cultural Issues</b>
<b>CRM and e-Business</b>	<b>Customer Engagement and Relationship Marketing by SMEs</b>
<b>Entrepreneurial Marketing</b>	<b>Environmental Quality Management and Sustainability &amp; Green business</b>
<b>Family Business</b>	<b>Finance</b>
<b>Franchising and Outsourcing</b>	<b>Gender and minority issues</b>

Healthcare services	Human Resource Management
ICT and Innovation	International Business/Management Internationalization of Small Firms
Indigenous Entrepreneurship	Knowledge Management & Entrepreneurship Education
Legal Issues	Mindfulness & Entrepreneurship
Multinational and Transnational Enterprise	Operations Strategy
Small Business Marketing Research	SME/Entrepreneurial Marketing Strategy
Service Innovation	Social Entrepreneurship
SMEs, Economic Development & Sustainability	Supply Network Management
Tourism and Hotel Research	Women-owned Businesses

## IMPORTANT DATES

Full Paper or Extended Abstract Submission*	December 31, 2018
Early Bird Registration	October 31, 2018
Final Registration and Final Submission (Proceedings Ready)	March 1, 2019
Doctoral Colloquium and Industry Workshop	March 11, 2019
Presentations (Parallel Sessions)	March 12 & 13, 2019

\* **Extended Abstracts (between 1000-1500 words)** will be published in the proceedings, as such authors who choose to publish extended abstract need not submit another full paper for the proceedings.

## PAPER SUBMISSION FORMAT

ALL SUBMISSIONS TO BE MADE BY E-MAIL ATTACHMENT TO [gcsmes6@uob.edu.bh](mailto:gcsmes6@uob.edu.bh) (with cc to [admin@gcsmes.org](mailto:admin@gcsmes.org)). Manuscripts must adhere to the following format:

- Times New Roman
- Maximum 10 Pages Single Spacing (for Full Paper)
- APA Referencing Style

## PUBLICATION OPPORTUNITIES

All accepted manuscripts will be published in the conference proceedings with ISBN. Selected high quality papers will be further processed for publication consideration in a research book or a special issue of top quality journals.

## **REGISTRATION FEE**

**Early Bird Registration** - USD 350.00 (before October 31, 2018)

**Full Registration** - USD 400.00

**Corporate Registration** - USD 500.00

**Full time Students** - USD 300.00 (*with Identification*)

## **About GCSMES**

GCSMES meets in different locations around the world. Started in 2006, the conference creates opportunities for researchers, practitioners and policy makers with interest in entrepreneurship & innovation, family business, small & medium enterprise and service innovation to meet and discuss developments in their fields, how to improve efficiency and quality of managerial practice, research, and policy making. Known for its quality and collegiality, the GCSMES also provides an environment for early career researchers and more experienced academics to network, freely interact and strike collaborations in areas of mutual interest. Participants also get the opportunity to experience the beauty of the host city and country. The conference adds further value by creating publication opportunities, as well as greater visibility for local participants. More information about past GCSMES can be found at: [www.gcsmes.org](http://www.gcsmes.org).

**- Prof Nelson Oly Ndubisi**

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