

# GCSMES 2015



## 5th GLOBAL CONFERENCE ON SME, ENTREPRENEURSHIP & SERVICE INNOVATION 2015

**October 28-30, 2015**  
**COVENANT UNIVERSITY, CANAANLAND, NIGERIA**

### Conference Theme

Socio-Economic Sustainability and Enhancement of Living Standards in Developing Nations through Entrepreneurship, Innovation and Service

### **WELCOME**

The next in the series of the Global Conference on SME, Entrepreneurship & Service Innovation (GCSMES 2015) will be held at the World Class Campus of Covenant University, Ota, Nigeria on October 28-30. Hosted by Covenant University, a leading University in Africa, the 2015 conference is another opportunity for small business, family business, entrepreneurship and service innovation researchers, practitioners and policy makers to meet and discuss developments in their fields, and how to improve managerial practice, research, and policy making. Known for its quality and collegiality, the conference 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 will also have an opportunity to experience the greenery and beauty of Covenant University, as well as African hospitality and wild life. We look forward to welcoming you to Lagos, Nigeria.

*Professor Oly Nelson Ndubisi PhD, Convenor*

### **TRACKS**

The significant roles of service organizations, entrepreneurial ventures and SMEs in general to the growth of many of the world's economies have been documented. However, growth is just one dimension of development. Economic development involves an increase in living standards, greater choice of goods and services, improvement in social and environmental wellbeing, low level of unemployment, and security (in general). It also deals with an increase in a country's real level of national output which can result from an increase in the quality and quantity of operand and operant resources, and improvements in technology. Economic development is concerned with sustainability and takes into account the size and quality of the

informal economy. It alleviates people from low standards of living into a better quality of life. Small enterprises and service organizations have made significant contributions towards economic development and quality of life in many nations, but they are yet to reach their maximum potential. The ongoing economic meltdown and the reduction in oil prices have additional adverse effect on their contributions. GCSMES 2015 is a forum designed to bring together researchers and practitioners to deliberate on several issues around the conference theme.

**Manuscripts should be sent to the secretariat at [admin@gcsmes.org](mailto:admin@gcsmes.org).** Submissions in the form of case study, conceptual, empirical and practitioner papers are invited in the following (but not limited) areas:

Accounting	Business to Business	Branding
Competitiveness and Performance	Creative Thinking, Creativity and Innovation	CSR, Ethics and Governance
CRM and E-commerce	Cross Cultural Issues	Customer Relationship Management
Diaspora Entrepreneurship	Environmental Quality Management	Entrepreneurial Marketing
Entrepreneurship Education	Franchising and Outsourcing	Gender and minority issues
Family Business	HR Management and Industrial Relations	ICT and Innovation
Finance	International Business / Marketing	International Management and Finance
Green Business	Knowledge Management	Leadership
Indigenous Entrepreneurship	Multinational and Transnational Enterprises	Psychology of Entrepreneurship
Internationalization of Small Firms	Operations Strategy	Service Innovation
Mindfulness	SMEs and Economic Development	Succession Planning
Social Entrepreneurship	Supply Network Management	Sustainability
Strategic Management and Quality	Tourism and Hospitality Research	Women Business Owners

## IMPORTANT DATES

Abstract Submission (Optional)	March 31, 2015
Full paper or Extended Abstract* (about 1000 words)	May 31, 2015
Early Bird Registration	June 30, 2015
Final Submission (Proceedings Ready)	August 31, 2015
Industry Workshop	October 28, 2015
<b>Conference</b>	<b>October 28-30, 2015</b>

### Notes:

**Presentation in Absentia:** Authors who are unable to travel to the venue will have an opportunity to present their paper online or via the help of a dedicated facilitator engaged for that purpose.

**\* Extended Abstract:** Extended abstracts will be published in the proceedings, as such, authors who choose to publish only extended abstract need not submit a full paper for the same purpose.

## SUBMISSION FORMAT

Abstract should not be more than 250 words. Extended abstract should not exceed 1000 words. Full paper, not exceeding 10 A4 pages (including references), single spacing, 12 Font size, Times New Roman, in Microsoft word format, should be submitted before the deadline for review and eventual inclusion in the Conference Proceedings. All submissions are taken to be an original work and have not been published or in consideration elsewhere. All submissions will go through a double blind review process. To be published in the proceedings, at least on author must register and present the paper at the conference. The official language for both submission and presentation is English.

**ALL SUBMISSIONS TO BE MADE BY E-MAIL ATTACHMENT TO THE SECRETARIAT AT:**  
[admin@gcsmes.org](mailto:admin@gcsmes.org)

## PUBLICATIONS

1. **Conference Proceedings:** All accepted papers will be published in the Conference Proceedings.
2. **Special edition of prestigious Journals** and a **Research Book** will be published featuring selected articles presented at the conference.

## REGISTRATION FEE

	<b>International</b>	<b>Local</b>
Early Bird Registration Fee [By June 30]	US\$ 200.00	<b>N20,000</b>
Full Registration Fee [After June 30]	US\$ 300.00	<b>N30,000</b>
Student Registration Fee [Attach proof of student status]	US\$ 150.00	<b>N15,000</b>
Industry Workshop Only [Limited places, first come first served basis]	US\$ 100.00	<b>N10,000</b>