

**GLOBAL CONFERENCE ON SME, ENTREPRENEURSHIP
& SERVICE INNOVATION (GCSMES) 2012**

<http://gcsmes.org>

Conference Theme

**“SMEs, ENTREPRENEURSHIP & SERVICE INNOVATION AND SUSTAINABLE ECONOMIC DEVELOPMENT
AND ENHANCEMENT OF LIVING STANDARD”**

Date and Venue

July 12 –13, 2012

**Hyatt Regency, Sanctuary Cove
Gold Coast, Queensland, Australia**



Organised by



Griffith Business School

CALL FOR PAPERS

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 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 resources (both human and non-human), 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 organisations have made significant contributions towards economic growth, development, and quality of life in many nations, but they are yet to reach their maximum potential. The recent economic meltdown has further adverse effect on their contributions. GCSMES 2012 is a forum designed to bring together researchers and practitioners to deliberate on several 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) areas. **Manuscripts should be sent to admin@gcsmes.org AND the respective track chair.**

SUBMISSION INFORMATION

Visit the conference website at <http://gcsmes.org> for full information on Manuscript Submission, Tracks and Chairs.

MAKE SUBMISSIONS TO BE MADE BY E-MAIL ATTACHMENT TO admin@gcsmes.org AND TO THE RESPECTIVE TRACK CHAIR.

IMPORTANT DATES

Full Paper or Extended Abstract Submission*	April 30, 2012
Early Bird Registration	May 15, 2012
Final Submission (Proceedings Ready)	June 30, 2012
Industry Workshop	July 11, 2012
Conference	July 12 - 13, 2012

* **Extended Abstracts will be published in the proceedings, as such authors who choose to publish extended abstract need not submit another full paper before the conference.**

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.
 - i). All papers will be assessed for publication consideration in **Psychology & Marketing (P&M)**. Suitable papers will be invited for further review toward possible publication in regular issue(s) of P&M.
 - ii). Special Issue of the **Journal of Research in Marketing and Entrepreneurship (JMRE)**.
 - iii). Special Issue of the **Journal of Business to Business Marketing (JBBM)**.
 - iv). Special Issue of the **Journal of Asian and African Studies (JAAS)**.
 - v). Special Issue of the **International Journal of Operations and Quantitative Management (IJOQM)**