

Call for papers Special Issue on

International marketing of SMEs in the information age

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Small and medium-sized enterprises (SMEs) have been facing numerous challenges connected with internationalization. Management and marketing are among the most critical topics for SMEs to deal with. However, the increasing digitalization on different areas of SMEs activity can help in overcoming these issues.

The new communication channels and ICT tools enable co-production and quick response to foreign customer requirements. The marketing capabilities of SMEs are also enhanced in the sphere of providing support to salesforce overseas, by using new knowledge infrastructures, e.g. in form of management information systems and databases. Moreover, digitalization leads to developing new customer service strategies and to increasing value of products and services via more precise targeting and innovations. The influence of these marketing capabilities on the internationalization speed and scope of early expanding new ventures and startups is worth analyzing.

The information age has also created challenges in the customer behavior. Customers are no longer passive in the marketing communication process; they actively search for information and share it with others. They require customized products at competitive prices. For SMEs, the adoption of new solutions, such as marketing automation, requires knowledge and understanding of the changing competitive environment.

SMEs may take advantage of the new opportunities mentioned above in their internationalization process. Quick learning leads to adopting new, accelerated internationalization paths, and finding ways of successful competing with larger rivals abroad. Moreover, effective decision-making styles enable SMEs to react more quickly to the appearing challenges.

The authors are encouraged to submit papers examining these topics, and related issues, including, but not limited to:

- Role of marketing in enhancing internationalized SMEs' competitiveness,
- Application of sales and promotion tools and their influence on internationalization of SMEs,
- Role of other marketing capabilities in the internationalization of SMEs,
- International entrepreneurial marketing strategies,
- Communication within internationalized SMEs networks,
- The impact of E-Commerce on the internationalization of SMEs,
- International marketing of emerging technologies,
- Learning and knowledge generation in internationalized SMEs,
- Accelerated internationalization antecedents,
- Role of organizational features (e.g. decision-making style) in the internationalization of SMEs.

Deadlines

- Submission of papers: **30th May 2018**
- Results of the review process: **31st July 2018**
- Deadline for revisions from authors: **30th September 2018**
- Deadline for the final decision, incl. formatting the final paper (by authors) and completing the documents (copyright agreement, etc.): **31st October 2018.**

Submission procedure and Authors guidelines

There are no submission or acceptance fees for manuscripts submitted to the Journal.

All research articles in this journal will undergo rigorous double blind peer review, based on preliminary editors' screening and anonymous refereeing by 2 referees. Based on their recommendations, the editors then decides whether the paper should be accepted as is, revised or rejected.

Submitted manuscripts should not have been previously published and should not be submitted for publication elsewhere while they are under consideration by this Journal. The Journal actively checks for plagiarism.

Submissions should be sent via email to: Izabela Kowalik iza123@sgh.waw.pl

Lidia Danik ldanik@sgh.waw.pl

The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be sent in one document in PDF format. To facilitate the blind review process, author and institutional identifying information must be removed from the text and sent in a separate file.

The maximum length of the paper is 8,000 words (including tables, appendices and references).

Papers should be:

- Single spaced throughout;
- A4 size page formatting;
- 2.5cm margins on all sides;
- Title: centred, bold and times new roman 14-point font;
- Abstract: left justified, bold and times new roman 12-point font maximum 150 words;
- Keywords: from 5 to 10, left justified, regular, italic and times new roman 12-point font;
- Main body of the paper:
- Major headings: should be numbered sequentially, left justified and bolded;
- Sub-headings: should be numbered according to the main heading, left justified, regular and in italics;
- Tables and figures: integrated within the text;
- Footnotes: at the bottom of the page should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals;
- References: must follow APA (American Psychological Association) style.

Examples

Book: Author, A., & Author, B. (Year). Title of the work. Place name: Publisher.

Book section: Author, A., & Author, B. (Year). Chapter title. In A. Editor, B. Editor, & C. Editor (Eds.), Title of the book (pp.xx-xx). Place name: Publisher.

Journal article: Author, A., & Author, B. (Year). Article title. Title of Periodical, x (x), pp-pp

Web page: Author, A., & Author, B. (Year). Title of the webpage. Retrieved from <http://>.

Published proceedings: Author, A., & Author, B. (Year). Title of the work. In A. Editor (Eds.) Title of the proceeding (pp.xx-xx). Place name: Publisher.

Doctoral dissertation: Author, A. (Year). Title of the work. Ph.D dissertation, University, Place name.

A presented paper: Author, A., & Author, B. (Year, Month). Title of the work. Paper presented at name of conference, Place name.