



**MONDAY**  
**07.11.22**

**5TH RESEARCH WORKSHOP ON  
EXPORT MANAGEMENT**

**FUTURE INTERNATIONALISATION  
STRATEGIES:  
FOCUS ON BEST PRACTICES OF  
EXPORT MANAGEMENT**

## EVENT OVERVIEW

La Haute école de gestion Arc (HEG Arc), in partnership with the ESCE (International Business School Paris), the LEM (Lille Economics Management) and the ULCO (Université Littoral Côte d'Opale), is proud to invite you to the **5th Export Management annual scientific workshop**.

## CONFERENCE THEME

Many companies across the world have the desire to export their activities outside the national borders, which could be initiated by different ways in order to capture trends and find out what competitors are offering; developing a relationship with their abroad customers, who can assist the firm in the export and integration processes in the host country; developing contacts with other firms located in the same region, allowing knowledge sharing and encouraging local firms to export.

The objective of this workshop is not only to exchange best practices of export management from SMEs and MNCs but also the role they play together, the future strategy the companies should adopt to respond to global challenges and also the dark-side of the exporting relationships.

This workshop aims at creating relationships between international business and management sciences and promoting the interdisciplinary analysis in the area of SMEs and MNCs export activities.

It highlights the contributions and methodologies related to each of these disciplines and allow young researchers present and discuss their work with senior researchers and practitioners.

## TARGET AUDIENCE

- Academic researchers of international business and management sciences (professors, young researchers and students);
- Professionals of SMEs and MNCs

# 7<sup>TH</sup> NOVEMBER 2022

FROM 07H45 TO 15H45

### PROGRAMME

- 07h45 Registration, coffee and croissants
- 08h15 Welcome speech & introduction  
From internationalization to learning and vice versa, the case of Swiss manufacturing firms  
**Dr Lamia Ben Hamida & Stefanie Hasler**, HEG Arc
- 08h30 Missing aspects of government support to facilitate exports: Implications of Type 1 and Type 2 errors, and evolution  
**Priit Tinitis**, Finland
- 09h00 Emerging markets and small business internationalization : Export development training initiatives for SMEs in Western Switzerland  
**Dr Philippe Régnier & Dr Pascal Wild**, Switzerland
- 09h30 Olive tourism in Tunisia: a push and pull approach and their role in export  
**Hana Siala**, Tunisia
- 10h00 Coffee break
- 10h30 Relational strategies: SME internationalisation in a time of crisis  
**Dr Carole Couper**, United Kingdom
- 11h10 Publishing challenges  
**Dr Dafnis Coudounaris**, Finland/UK & **Dr Claude Obadia**, France
- 12h00 Buffet lunch
- 13h30 Export strategies in Switzerland: A practitioner's perspective  
**Sylvain Jaccard**, Switzerland
- 14h10 Dark-side triggers in exporting relationships  
**Dr Matthew Robson**, United Kingdom
- 14h50 Closing session
- 15h00 Coffee break & networking

## INFORMATIONS

### Registration:

This is a free event, supported by La Haute école spécialisée de Suisse occidentale (HES-SO) and the Swiss National Science Foundation (SNSF)

Deadline: **30.10.2022** (subscription required, limited places)

Registration link: <https://esurvey.ig.he-arc.ch/612358>

### Venue:

HEG - Haute école de gestion Arc

Campus Arc 1

Espace de l'Europe 21, 2000 Neuchâtel

Auditorium 2 (salle 030, ground floor)

### Access:

We advise you to use public transports.

By foot: 5 minutes from the main train station CFF Neuchâtel

By car: parking places in the P+R2 (paid parking)

More informations: [www.he-arc.ch/contact](http://www.he-arc.ch/contact)

### Organisation committee:

HEG Arc :

Lamia Ben Hamida, HES Professor // Stefanie Hasler, Collaborator

### ESCE:

Dora Triki, Associate professor // Claude Obadia, Professor

### ULCO & LEM:

Raluca Mogos Descotes, Professor

### Contact:

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