

# CALL FOR PAPERS

Interactive Research Development Workshop and Conference

## **Internationalization of SMEs in the Digital Age -Opportunities and Threats-**

Free University of Bozen – Bolzano, Italy  
April 29-30, 2019

Following a well-received inaugural conference this year we are committed to organize a conference in spring 2019 that will be even better. While Internationalization of SMEs is the recurring focus of the developmental conference, relating it to digitalization may generate fresh research ideas even more.

Important research questions that may be explored not only from a strategic management viewpoint are for example: How will foreign entry mode choice or market management modes be affected by digitalization? In which way will digitalization change the organizational structure and the culture of an SME and subsequently its internationalization processes? Will digitalization ease or impede the search for international business partners? Will Internet of Things (IoT) and Industry 4.0 alter the ways SMEs conduct business on an international level? For more questions please refer to our website.

### **Submission Guidelines**

At first stage, we ask for submitting brief summaries (extended abstracts) that should not exceed two single-spaced pages (1,200 words) that will undergo a review process.

### **Deadlines & Dates**

Submission of extended abstracts: ***December 20, 2018***

Acceptance Notifications: January 31, 2019

### **Keynote Speech**

*Prof. Farok Contractor* 'Distinguished Professor' in the Management and Global Business Department at Rutgers Business School – Rutgers University

*"On the importance of international strategic alliances for the success of SMEs internationalization"*

### **Program Committee**

*Farok Contractor* (Rutgers Business School)

*Timothy Devinney* (Leeds University Business School)

*Marjaana Gunkel* (Free University of Bozen)

*Antonio Majocchi* (University of Pavia)

*Michael Nippa* (Free University of Bozen)

*Torben Pedersen* (Bocconi and CBS)

*Christian Schwens* (University of Cologne)

### **Conference Organizers**

*Katharina Gilli*, [katharina.gilli@unibz.it](mailto:katharina.gilli@unibz.it)

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*Valerio Veglio*, [valerio.veglia@unibz.it](mailto:valerio.veglia@unibz.it)

Interested scholars may contact Prof. Michael Nippa or any other member of the conference organizers for any kind of request and may already attach a draft of their research idea.

Additional information will be soon available on our website: <https://ios.events.unibz.it/>

See you in Bozen-Bolzano, Italy next spring!