

Abstract

Small and medium-sized enterprises (SMEs) often have difficulty competing in the global economy unless they collaborate with domestic or foreign partners or with public sector organizations. This book addresses the resource leverage and innovation challenges that increased global trade represents for SMEs. In doing so, it explores how SMEs can become more competitive at home and in foreign markets as stand-alone firms or as members of supplier and customer networks.

SMEs are turning increasingly to innovation as a source of competitive advantage in order to protect their home markets and participate in expanding foreign markets. The contributors to this volume - leading experts in entrepreneurship, innovation, and international business - provide in-depth coverage of the most compelling issues facing SMEs. These include: innovation as a competitive strategy, network dynamics, ways to leverage technology, internationalization, and the role of the public sector in helping SMEs to overcome resource deficiencies.

This comprehensive look at SMEs in the global marketplace will be of great interest to academics who study entrepreneurship, innovation, or international business, officials from public sector agencies with responsibility for helping SMEs to internationalize and become more innovative, and senior executives of SMEs or executives of larger companies who are considering collaboration with SMEs.

Inhalt

*INNOVATION AND COMPETITIVE ADVANTAGE: Exploring the reach of innovation-related cooperation in small firms - Innovation, productivity

and growth: an analysis of Irish data - Innovation strategies and manufacturing practices: insights from the 2005

NETWORK DYNAMICS: Economies of speed: a conceptual framework to describe network effectiveness - Sourcing of innovation as trendsetting in the imaging sector: a comparison between large MNEs and SMEs

TECHNOLOGY AND ENHANCED CAPABILITIES: The fastest growing SMEs in Canada: their strategies, e-commerce and network practices - Knowledge and capabilities in subcontractors' evolution: the Italian case - The communication of corporate social responsibility (CSR) through the supply chain: an SME perspective

INTERNATIONALIZATION: A comparison of the pace and pattern of internationalization by US and Canadian high-growth firms - The effects of product diversification and international diversification on SMEs' innovation - Should high-technology SMEs expect to internationalize by passing through a sequence of development stages that affect choice of export market and entry mode? - A comparative study of Canadian and UK high-technology SMEs' internationalization processes - SME choice of export market and entry mode: theory and research

ROLE OF THE PUBLIC SECTOR: US states and the global economy: trends and policies in the mid-Atlantic and midwest - University research parks: untapped source of exports from innovation-based SMEs - Issues surrounding the internationalization of SMEs: implications for policy makers and researchers

EXECUTIVE SUMMARIES: Diamond V Mills, Mark Kujawa - Markel Corporation, James Hoban - X-Rite Incorporated, Joan Andrews - Revere Copper Products, Thomas O'Shaughnessy - Lake Shore Cryotronics, Inc., Karen Lint - Brock Solutions, Inc., Vivienne Ojala - DALSA Corporation, Savvas Chamberlain - US Small Business Administration, Manuel Rosales - Kennametal Inc., Markos I. Tambakeras

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