

**Faculty of Business  
Babes-Bolyai University  
Romania**

**in partnership with**

**Faculty of Business  
Dokuz Eylül University  
Turkey**

**NWU Business School  
North West University  
South Africa**

**Entrepreneurship and  
Innovation Department  
Faculty of Economics and  
International Relations  
Cracow University of Economics  
Poland**

**Are pleased to announce**

**The International Conference**

**SMALL AND MEDIUM SIZED  
ENTERPRISES  
IN A GLOBALIZED WORLD**

**7<sup>th</sup> Edition**

**September 24<sup>th</sup>-26<sup>th</sup>, 2015  
Cluj-Napoca, Romania**

## Conference Objectives:

The main objective of the present conference is to encourage researches concerning SMEs in a globalized world through networking and collaboration between academics and practitioners.

The conference also aims to serve as a forum between entrepreneurs, managers, academics and researchers who are invited to exchange information, knowledge and experience in the broad field of SMEs matters.

**Conference Language:** English.

## Conference Main Topics:

- opportunities and challenges that SMEs face in globalization
- development strategies for SMEs in the context of globalization;
- local, regional and global issues for SMEs;
- microfinance, angel finance, venture capital and the SMEs;
- taxation and accounting matters for SMEs;
- entrepreneurship;
- business opportunities in IT&C;
- knowledge and innovation;
- entrepreneurship and business statistics;
- marketing policies;
- HRM policies.

**All the papers not investigating the above listed topics, thus discussing other challenging issues related to the general topic of the conference will be considered as well.**

There will be organized a **special panel for undergraduate, master and PhD student papers.**

A panel session may be organized by a group of four – five people who give their regular presentations on a given subject (at their choice). After acceptance, the promoter will be responsible for the session and will chair it. In order to organise the Special Session, please send by March 20<sup>th</sup> 2015 the following information: title of the session; a paragraph describing the content of the session; name, surname and affiliation of the session chair/co-chairs and email address.

## Paper Submission\* – Calendar:

|  |  |
|--|--|
| <b>Abstract or full paper submission</b> | <b>open until September 1<sup>st</sup>, 2015</b> |
| Notification of accepted papers:         | September 5 <sup>th</sup> , 2015                 |
| <b>Early registration**:</b>             | <b>September 5<sup>th</sup>, 2015</b>            |
| Confirmation of the participation:       | September 20 <sup>th</sup> , 2015                |

\* only participants submitting abstracts or papers can be accepted as conference participants. Therefore, please check with the conference organizers if your paper was accepted before paying the conference fee. The fees paid without the verification of paper acceptance will NOT be refunded.

\*\* participants necessitating a Romanian visa should consider that document processing for obtaining visa takes approximately 30 days

For more details regarding the abstract and paper format, please see the last part of this announcement.

## Paper Publication:

All submitted papers will be double-blind reviewed. The accepted papers will be published in the conference proceedings (electronic); at least one author must be registered for the presentation of the paper at the conference. Selected papers will be published in the journal ***Studia Negotia*** (indexed by: **CEEOL, EBSCO, RePEc, DOAJ, Cabell's**).

## Registration fees:

|  |  |         |
|--|--|---------|
| <b>Early registration fee:</b>   | Regular participants   | 120 EUR |
|  | Undergraduate, master, PhD students, AACSB, and AFER members | 80 EUR  |
| <b>Late registration fee (starting with September 5<sup>th</sup>, 2015):</b> | Regular participants   | 150 EUR |
|  | Undergraduate, master, PhD students, AACSB, and AFER members | 100 EUR |

## The registration fee includes:

Conference proceedings – CD;  
***Studia Negotia*** (indexed by: **CEEOL, EBSCO, RePEc, DOAJ, Cabell's**) with selected papers;  
Refreshments;  
Dinners;  
Day trip outside Cluj-Napoca during the 26<sup>th</sup> of September 2015;  
Late lunch for September 26<sup>th</sup>, 2015.

**Please pay the registration fee in the following account: (will be announced in May 2015).**

**Please do confirm your participation until September 20<sup>th</sup>, 2015.**

## **Accommodation:**

Please visit: <http://www.booking.com>  
<http://www.cluj4all.com/search/hoteluri-cluj>  
<http://www.hoteluri.cluj.tourneo.ro>

**Conference Chair**  
**Associate professor dr. Ioan Alin Nistor**  
**Dean, Faculty of Business**

Organizing committee contacts:

Prof.dr. Cornelia Pop: [cornelia.pop@tbs.ubbcluj.ro](mailto:cornelia.pop@tbs.ubbcluj.ro)

Lecturer dr. Oana Gica: [oana.gica@tbs.ubbcluj.ro](mailto:oana.gica@tbs.ubbcluj.ro)

## Details Regarding the Format of the Abstract and of the Paper (Information for the Authors)

Papers should be original and unpublished, and should not be under publication consideration with any other outlet.

Participants interested in presenting a paper should send a Word file (in English) including the paper title, the name of the author/ authors, institutional affiliation, e-mail address and an **Abstract of maximum 500 words**, no more than 5 key words and JEL classification: ([http://www.aeaweb.org/journal/jel\\_class\\_system.html](http://www.aeaweb.org/journal/jel_class_system.html)) **until March 20<sup>th</sup>, 2015**.

This file – which has the role of registration form, too – should be sent by e-mail using one of the following e-mail addresses: [cornelia.pop@tbs.ubbcluj.ro](mailto:cornelia.pop@tbs.ubbcluj.ro) or [oana.gica@tbs.ubbcluj.ro](mailto:oana.gica@tbs.ubbcluj.ro).

Please include a separate page with the title, the name and the e-mail of the author/ authors for the double-blind review process. The page with the abstract should contain the title, the abstract, the key words and JEL classification.

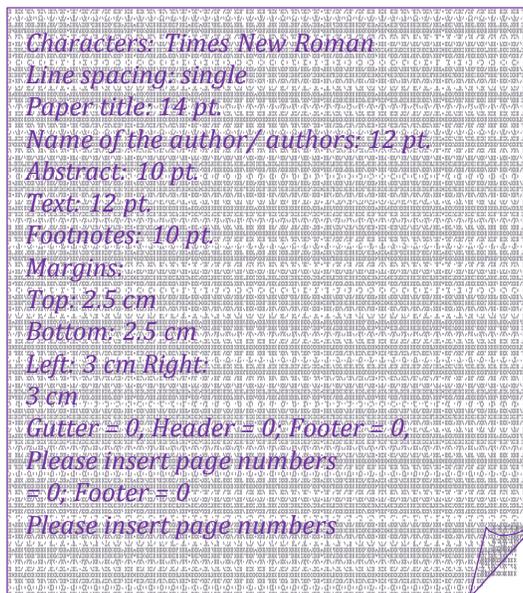
The complete papers – **in English** – should be sent until **September 1<sup>st</sup>, 2015**.

The authors will be notified of the acceptance/ rejection of their proposals no later than **September 5<sup>th</sup>, 2015**.

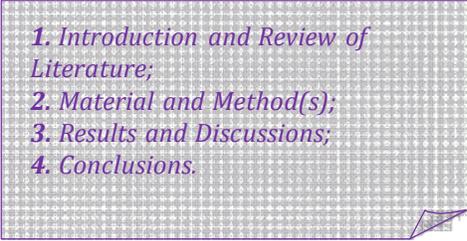
The paper must be of maximum 15 pages – portrait or landscape (for tables and graphs) – including the Abstract, the References, and the Appendices.

The complete papers should be sent via e-mail using the e-mail addresses from above.

Please respect the following **paper format** – Word-file:



The **paper's content** must follow the structure below:



1. *Introduction and Review of Literature;*
2. *Material and Method(s);*
3. *Results and Discussions;*
4. *Conclusions.*

### **Citation Requirements:**

Publications should be cited in the text: (Adams, 2006) using the author's name or (Adams and Brown, 2006) citing both authors, or (Adams *et al.*, 2006), when there are three or more authors.

At the end of the paper a reference list in alphabetical order should be supplied:

- **For books:** Surname, Initials (year of publication), *Title of the Book*, Publisher, Place of publication. *e.g.* Baldegger R. (2007), *Management. Strategie, Struktur, Kultur*, Growth Publisher, Fribourg.
- **For book chapters:** Surname, Initials (year of publication), "Chapter Title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. *e.g.* Calabrese, F.A. (2005), "The Early Pathways: Theory to Practice – a Continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.
- **For journals:** Surname, Initials (year of publication), "Title of the Article", *Journal Name*, volume, number, pages. *e.g.* Capizzi, M.T. and Ferguson, R. (2005), "Loyalty Trends for the Twenty-first Century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
- **For published conference proceedings:** Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of Published Proceeding which may include the place and the date(s) when the conference was held*, Publisher, Place of publication, Page numbers. *e.g.* Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting Destinations with an Ontology-based E-tourism Planner", in *Information and Communication Technologies in Tourism 2007*
  - *Proceedings of the International Conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.
- **For unpublished conference proceedings:** Surname, Initials (year of publication), "Title of paper", paper presented at the Name of the Conference, date of the conference, place of the conference, available at: URL if freely available on the Internet (accessed date). *e.g.* Aumueller, D. (2005), "Semantic Authoring and Retrieval within a Wiki", paper presented at the European Semantic Web Conference (ESWC), May 29<sup>th</sup>-June 1<sup>st</sup>, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed on the 20<sup>th</sup> of February 2007).
- **For working papers:** Surname, Initials (year of publication), "Title of the Article", working paper [number if available], Institution or organization, Place of organization, date. *e.g.* Moizer, P. (2003), "How Published Academic Research Can

Inform Policy Decisions: the Case of Mandatory Rotation of Audit Appointments", working paper, University of Leeds, Business School, Leeds, March 28<sup>th</sup>.

- **For encyclopedia entries (with no author or editor):** *Title of Encyclopedia* (year of publication) "Title of Entry", volume, edition, *Title of Encyclopedia*, Publisher, Place of publication, pages. *e.g.* *Encyclopaedia Britannica* (1926) "Psychology of Culture Contact", Vol.1, 13<sup>th</sup> ed., Encyclopaedia Britannica, London and New York, NY, pp. 763 , 765-71. (For authored entries please refer to book chapter guidelines above.)
- **For newspaper articles (authored):** Surname, Initials (year of publication), "Title of Article", *Newspaper*, date, pages. *e.g.* Smith, A. (2008), "Money for Old Rope", *Daily News*, January 21<sup>st</sup>, pp. 3-4.
- **For newspaper articles (non-authored):** *Newspaper* (year of publication), "Title of Article", date, page/ pages. *e.g.* *Daily News* (2008), "Small Change", February, 2<sup>nd</sup>, p. 7.
- **For electronic sources:** if available online the full URL should be supplied at the end of the reference, as well as a date when the resource was accessed. *e.g.* Castle, B. (2005), "Introduction to Web Services for Remote Portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed on November 12<sup>th</sup>, 2007). Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (Roman numeral within square brackets within the text followed by the full URL address at the end of the paper).