

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.

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.