

IFSAM 2010 Track:

Small and Medium Size Family Enterprises and Sustainable Global Performance
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Small and medium size companies represent the core of the economic fabric in numerous industrialized or developing countries. The prevailing models in strategic management, however, give a key role to large companies, to integration, M&A, or even to economies of scale and to growth strategies.

The objective of this workshop is to oppose the prevailing models by focusing on small firm strategies which primarily insist on their sustainability as well as on the safeguarding and development of jobs within dynamic regions.

This workshop thus calls for theoretical contributions and case studies coming from industrialized and developing countries, centred on survival and sustainable development of small and medium size firms.

In particular, family enterprises represent a particularly interesting case in point (family owned firms with family governance and management).

We propose the following problematics for this workshop:

- Articulation between governance and management
- Company transmission and sustainability;
- Small firms and social responsibility;
- Survival development strategies in crisis situations;
- Small and medium firm strategies in their relationship with large groups in periods of crises;
- Survival-development strategies in sub-contracting activities;
- Balance between short, medium and long term performance
- Management profile and leadership;
- Role of executives in small and medium size firms.

The workshop will specifically focus on innovative practices in the face of these challenges.

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