

GCSMES

GLOBAL CONFERENCE ON SME,
ENTREPRENEURSHIP & SERVICE INNOVATION

www.gcsmes.org

7TH GLOBAL CONFERENCE ON SME, ENTREPRENEURSHIP & SERVICE INNOVATION (GCSMES-7) 2023

**AMERICAN UNIVERSITY OF CYPRUS
LARNAKA, CYPRUS**



CONFERENCE THEME

**“SMEs and Entrepreneurial Firms in the New Millennium: Opportunities,
Challenges and Strategies”**

DATE

Day 1 (April 26, 2023): - Research Workshop & Higher Degree Research Students
Colloquium

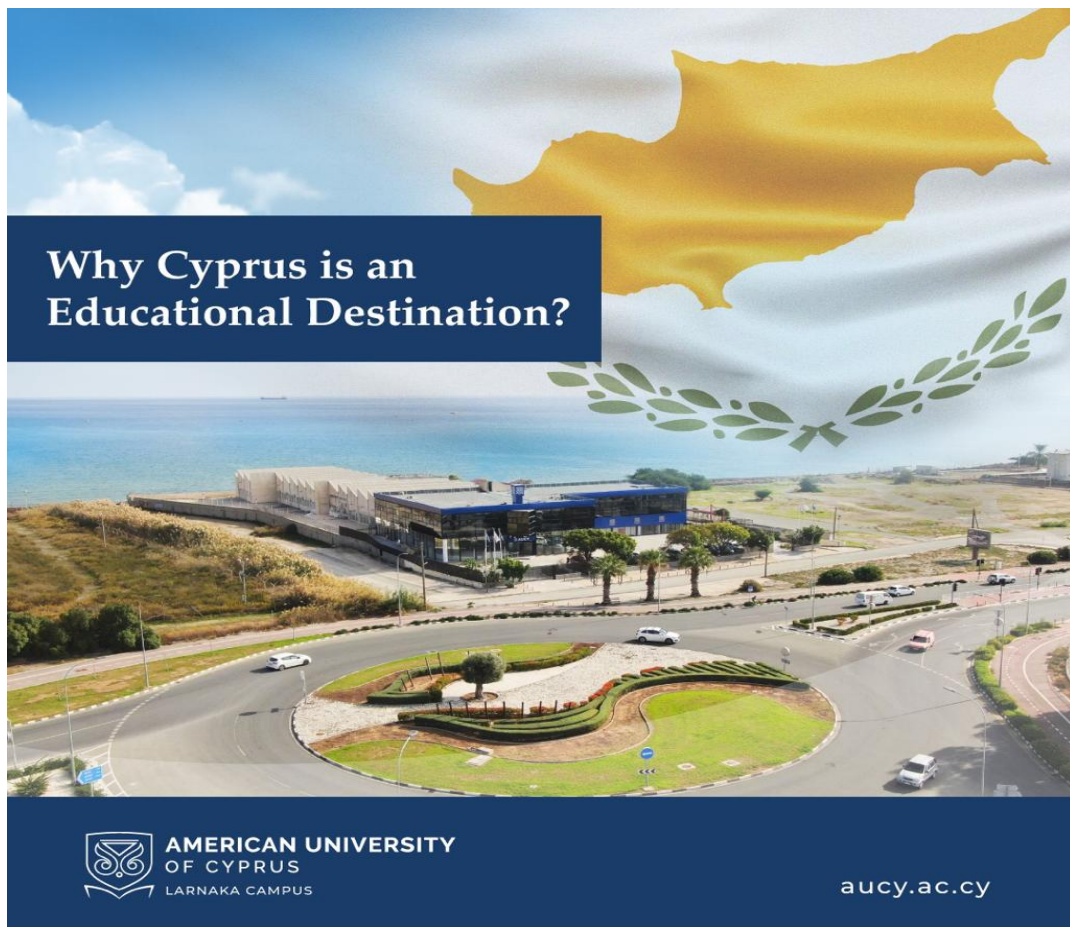
- Industry Workshop- Private & Public Sectors

Day 2 (April 27, 2023): - Academic Conference

Day 3 (April 28, 2023): - Academic Conference

VENUE

American University of Cyprus, Larnaka, CYPRUS



TRACKS

Small and medium enterprises (SMEs) constitute a major part of organizations responsible for growth rates in countries. Recent developments in the world have created new opportunities and challenges for SMEs and entrepreneurial ventures around the globe. These developments have also intensified the need for these organizations to review their competitive contexts and strategies. Rapid technological advances, growth of the circular economy, non-ownership business models, global supply chain management complexities, environmental vulnerabilities, resources depletion, the pandemic, and recent propagation of nationalistic ideologies are just a few examples of environmental trends that are compelling small firms worldwide to redefine their strategies and growth trajectory.

GCSMES 2023 provides a great opportunity for researchers, policy makers and practitioners to discuss the challenges and opportunities for SMEs and entrepreneurs in the light of these developments. Cyprus, the host country of GCSMES 2023 is a key economy in Europe with beautiful natural, heritage and created resources that offer researchers, practitioners and policy makers a great opportunity to convene and deliberate on issues around the opportunities, challenges and strategies of SMEs and entrepreneurial firms in the new millennium.

We invite submissions in the form of case study, conceptual, empirical and practitioner papers to the following (but not limited) tracks.

Track	Chair
Accounting & Inventory Management	Alexandros Garefallakis - Hellenic Mediterranean University Pratik Maheshwar – NITIE, Mumbai, India
Artificial Intelligence, Big Data, IoT & ICT Mgt.	Sachin Kamble – EDHEC Business School, France. Surabhi Verma, University of Southern Denmark, Denmark.
Branding, Business-to- Business & Service Management	Chris Enyinda – Ajman University, UAE. Maria Ofulencia - Ajman University, UAE.
Circular Economy & Environmental Quality Mgt.	Charbel Jabbour - EMLYON Business School, France. Beatriz de Sousa Jabbour, EM Normandie Business School, France.
Crowd Sourcing, Creative Thinking, Creativity & Knowledge Management	Yi Li – Xidian University, China Marie Capel – KCC, Australia
CRM and eCommerce	Obaid Al-Shuridah – KFUPM Business School, Saudi Arabia Zeina Reicha - American University of Cyprus
CSR, Ethics and Governance	Pantelitsa Eteokleous - American University of Cyprus Avros Morphitis - American University of Cyprus
Economic Development & SMEs	Shrabani Saha - University of Lincoln, UK Xin (Amy) Zhai, Peking University, China
Entrepreneurship Education	Marios Katsioloudes - American University of Cyprus Marina Constantinou - University of Lincoln, UK.
Entrepreneurship Psychology, New Ventures & Start-ups	Marc Zabbal - American University of Cyprus Anabel Drousiotis - American University of Cyprus
Entrepreneurial Marketing, Customer Engagement and Relationship Mgt.	Zeina Reicha - American University of Cyprus Nusarath Kutty - Qatar University, Qatar
Family Business	Eleni Costea - University of Cyprus Rawa Alwadani – Qatar University, Qatar
Finance, Fintech & Cryptocurrency	Aristeidis Samitas - Zayed University, UAE Polina Ellina - American University of Cyprus Soteria Charalambous - Cyprus University of Technology
Franchising & Outsourcing	Arne Nygaard – Kristiania University, Norway Gibson Chunwe – Anambra State University, Nigeria
Gender, Women & Minority Businesses	Eleftheria Atta - American University of Cyprus Andrie Georgiadou - University of Nottingham, UK Christiana Ierodiakonou - University of Cyprus
International Business (MNEs), Internationalization of Small Firms & Cross-cultural Mgt.	Dilber Ulas – Ankara University, Turkey. Hatice Calipinar - Hacettepe University, Turkey
Hospitality, Luxury Consumption & Service Research	Fevzi Okumus - University of Central Florida, USA Nusarath Kutty – Qatar University, Qatar
HRM, Leadership & Industrial Relations	Vicky Katsioloudes – Cyprus International Institute of Management Andri Michaelidou - University of Cyprus
Information Systems and ICT Mgt.	Ariana Polyviou - University of Nicosia Markos Markou - American University of Cyprus
Innovation Strategy, Service Innovation, Sustainable and Grassroots Innovations	Geetika Jain – Keel University, UK Manoj Kharat – National Institute of Industrial Engineering, Mumbai
Operations Strategy	Khee-hung Lai - Hong Kong Polytechnic University, Hong Kong Edwin Cheng - Hong Kong Polytechnic University, Hong Kong
Small Business Economics	Dario Pontiggia - American University of Cyprus George Anayiotos - American University of Cyprus
Strategic Management	Sajid Alvi - DIMR, Pune-India

	Yasir Fadol - Qatar University, Qatar
Supply Network, Logistics Management & Pandemic	Manoj Tiwari, National Institute of Industrial Engineering, India Diego Vazquez-Brust- University of Portsmouth, UK.
Sustainability, Sustainable Consumption & Production	George Hadjinicolas University of Cyprus Giancarlo Pereira, Vale do Rio dos Sinos University, Brazil.
Tourism Mgt. & Tourism Entrepreneurship	Nelson Ndubisi – Qatar University, Qatar Giannis Theophanous – UNICAF, Cyprus Christiana Stylianou - Cyprus University of Technology

PAPER SUBMISSION FORMAT

ALL PAPER SUBMISSIONS TO BE MADE THROUGH SUBMISSION PLATFORM: <https://www.easyacademia.org/gcsmes2023>

Manuscripts must adhere to the following format:

- Times New Roman
- Maximum 10 Pages Single Spacing (for Full Paper)
- APA Referencing Style

Please send Conference and Visa enquiries to gcsmes2023@aucy.ac.cy (cc admin@gcsmes.org)

IMPORTANT DATES

Abstract Submission (Optional)	December 22, 2022
Full Paper or Extended Abstract Submission*	January 30, 2023
Early Bird Registration	February 21, 2023
Final Registration & Final Submission (Proceedings ready)	April 19, 2023
Doctoral Colloquium and Industry Workshop	April 26, 2023
Presentations (Parallel Sessions)	April 26 - 28, 2023

** Extended Abstracts (between 1000-1500 words) will be published in the proceedings, as such, authors who choose to publish extended abstract need not submit another full paper for the proceedings.*

PUBLICATION OPPORTUNITIES

All accepted manuscripts will be published in the conference proceedings with ISBN. Selected papers will be processed further for publication in special issue of top-quality journals and a research book.

REGISTRATION FEE

Please register at: <https://aucy.ac.cy/gcsmes-registration/>

Early Bird Registration - € 250.00 (by March 20, 2022)

Full Registration - € 300.00

Online Participation - € 150.00

Corporate Registration - € 400.00

Full time Students - € 150.00 (*with Identification*)

KEYNOTE SPEAKERS



T.C. Edwin Cheng is Dean of PolyU Business School, Fung Yiu King - Wing Hang Bank Professor in Business Administration, and Chair Professor of Management at The Hong Kong Polytechnic University. He obtained a B.Sc.[Eng] (first class honors) from the University of Hong Kong; an M.Sc. from the University of Birmingham, U.K.; and a Ph.D. and an Sc.D. from the University of Cambridge, U.K. He has previously taught in Canada, England, and Singapore. Prof. Cheng's research interests are in Operations Management and Operations Research. He has published over 850 SCI/SSCI papers in such journals as *California Management Review*, *Journal of Operations Management*, *Management Science*, *MIS Quarterly*, *Operations Research*, *Organization Science*, and *Production and Operations Management*. He has co-authored 15 books published by Chapman and Hall, McGraw-Hill, and Springer. He received the Outstanding Young Engineer of the Year Award from the Institute of Industrial Engineers, USA, in 1992 and the Croucher Award (the top research award in Hong Kong) in 2001. He was elected Academician of The International Academy for Systems and Cybernetic Sciences in 2016 and Fellow of Hong Kong Academy of Engineering Sciences in 2018. According to *Google Scholar*, he has received over 46,000 citations and his *h*-index is 101. A registered professional engineer and a seasoned management consultant, Prof. Cheng has over the years secured more than

US\$5 million in research funding from both public and private sectors to support his diverse research programmes.



Professor Fevzi Okumus is the Central Florida Hotel and Lodging Association (CFHLA) Preeminent Chair Professor within the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management. He was the Founding Chair of the Hospitality Services Department at UCF Rosen College. His main teaching and research areas include strategic management, leadership, hospitality management and lodging. He has over 270 academic publications (over 180 refereed journal articles, four books, 12 book chapters and 90 conference presentations and reports). As of June 22, 2022, his publications have received over 16,228 citations, and he has an h-index of 59. He has chaired/co-chaired and served on numerous PhD dissertation and master thesis committees. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM) (IF: 6.514) and the Journal of Hospitality and Tourism Insights (JHTI). He is a frequent speaker at international conferences. He has received numerous prestigious research awards and recognitions including "The Michael D. Olsen Research Award" in 2016; "The University of Central Florida Scroll & Quill Society Award" in 2017, the "CFHLA Preeminent Professor" again in 2017 and the John Wiley & Sons Lifetime Research Achievement Award from ICHRIE in 2018. Finally, Prof. Okumus was recognized as a "[Highly Cited Researcher](#)" for 2021 by Clarivate, based on data from Web of Science. The Highly Cited Researchers rank in the top 1% by citations for field and publication year in the Web of Science™ citation index.

CONFERENCE CO-CHAIR

Prof. Nelson Oly Ndubisi – President, GCSMES Global.

Prof. Marios Katsioloudes, Dean, School of Business Admin. & Economics, AUCY.

LOCAL COMMITTEE

Prof Marios Katsioloudes
Dr Pantelitsa Eteokleous

Mr Farid Haikal
Dr Eleftheria Atta

Dr Polina Ellina
Dr. Markos Markou

Dr. Avros Morphitis

**INCREDIBLE CYPRUS – YOU CAN'T MISS THE
EXPERIENCE!!!**



