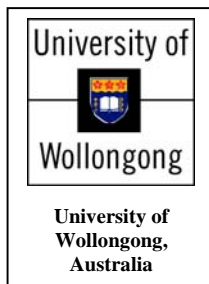




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4TH SMEs in a GLOBAL ECONOMY CONFERENCE 2007
CONCORDE HOTEL, SHAH ALAM, SELANGOR
MALAYSIA

SMEs IN A GLOBAL ECONOMY SERIES:
RESPONDING TO GLOBAL CHALLENGES AND
OPPORTUNITIES
9-10 JULY 2007

The recent financial and economic crisis that has affected East Asian economies has prompted the need for a more balanced approach to economic and business development in those economies. In other words, efforts of recovery should focus on the development of both domestic and external markets, placing greater emphasis on developing intra regional trade and restructuring of the regional business sector with reduced emphasis on large enterprises. As a result, there seems to be tremendous business opportunities for the development and roles of SMEs to propel the economic development of the respected economies in the years to come.

Parallel to the potential development of SMEs, the supply of resilient, creative and innovative entrepreneurs should be in tandem with the growth and development of the SMEs. Therefore, entrepreneurship development should be part and parcel of the overall strategies to develop and sustain growth of regional SMEs in lieu of the challenges and opportunities posed by the liberalization of trade in a borderless economy.

According to the 9th Malaysian Plan, the economic participation of SMEs must be increased. Although SMEs represent more than 90 percent of commercial establishments, SMEs only contribute 46 percent to national output. With proper support, SMEs will be able to increase their economic participation more effectively. Initiatives that will be implemented by the government include improving access to funding through an SME Bank and providing seed funding for newly established SMEs. Specific programmes will be introduced to strengthen cooperation and linkages between SMEs and large domestic companies as well as multinational corporations (MNCs). Efforts will also be concentrated on enhancing the entrepreneurial and technical capabilities of SMEs.

CONFERENCE OBJECTIVE

To provide a platform where entrepreneurs, practitioners, academicians and policy makers can discuss and analyze the prospects and challenges faced by regional SMEs in the wake of globalization.

ORGANISED BY:

- Faculty of Business Management, Universiti Teknologi MARA, Shah Alam, Selangor Malaysia
- Centre for Small Business and Regional Research, Faculty of Commerce, University of Wollongong, NSW, Australia
- Centre for SME studies Senshu University, Kanagawa, Japan

PARTICIPATION

The conference is open to entrepreneurs, SMEs' owners, policy-makers, financial institutions, government agencies, consultants and practitioners and scholars from all over the world.

CONFERENCE HIGHLIGHTS

- Challenges and opportunities for SMEs in East Asian/Global Economic Recovery
- Case studies of SME developments in East Asian and Global Economies
- Economic restructuring: How does it affect SMEs?

- Financing of SMEs: including role and experience of venture capitalists and SMEs
- Technological and innovations of SMEs
- Application of research and development by regional SMEs
- SMEs' networking and dissemination of information
- Government policies
- Electronic commerce and IT
- Franchising, family business, retailing and specialized business
- Management
- Human resource management
- Business ethics, culture and performance of SMEs
- SMEs in transition economies
- SME contribution to trade and investment
- Entrepreneurship research and development
- Gender entrepreneurship
- Entrepreneurship education
- Issues on research and consultancy for SMEs
- Specialized entrepreneurship (technopreneur, cybepreneur, agripreneur etc)
- Entrepreneurial motivation and behaviors
- Entrepreneurial training
- Export issues
- SME productivity
- Other related areas in SMEs and entrepreneurship

INSTRUCTION FOR PAPERS

1. All papers (English language) will be subjected to a double blind, peer review process. Papers accepted for presentation as a result of the competitive reviewing process will be published in the Conference Proceedings. A full paper must be at least 5 pages long. The Conference Proceedings will be supplied to all conference participants.

2. Papers should contain a 100 word abstract and conform to the Harvard style of writing or the style of the American Psychological Association. The paper should be clearly written without any spelling or grammatical errors. General style/format includes:

- a. Competitive papers must not be longer than 15 pages (all inclusive).
- b. Papers must not have been previously published or be under simultaneous review elsewhere.
- c. Although double spacing is preferable, if necessary manuscripts may be single space. They should be in Times New Roman font, 12pt with 1 (one) inch margin on all four sides and use Windows 98, Windows 2000 or Windows 2003.
- d. The name of the author should not appear in more than 3 papers.
- e. All tables and figures should be incorporated into the body of the paper.
- f. The paper should have two covers. The first cover contains the title, full authorship, author's academic degrees, professional titles, affiliations, postal and e-mail addresses, acknowledgement of research sponsors/assistance and the abstract. This should then be followed by another cover that only indicates the title and the abstract (this will be used for anonymous refereeing). The second cover should be followed by the full paper.
- g. All submission should be made electronically to Assoc. Prof. Dr. Noormala Amir Ishak or Assoc. Prof. Dr. Zafaran Hassan.
- h. Payment should be made upon acceptance by **16 June 2007** for your paper to be included in the proceeding.

CALL FOR PAPERS

Submission deadline

Abstract Submission : 15 February 2007

Full Paper Submission : 15 March 2007

Acceptance Notification: 1 May 2007

Submission to:

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 Faculty of Business Management
 University Teknologi MARA
 40450 Shah Aam, Selangor Malaysia.
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 Email: drnoormala@yahoo.com

Assoc. Prof. Dr. Zafaran Hassan

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REGISTRATION FORM AT CONFERENCE WEBSITE:

http://www.uitm.edu.my/news/4th_SMEs/index.htm

Register by submitting the completed form through fax or email.

CLOSING DATE: 18 JUNE 2007

**4th SMEs in a GLOBAL ECONOMY CONFERENCE 2007
CONCORDE HOTEL, SHAH ALAM SELANGOR MALAYSIA
9-10 JULY 2007**

Registration form

Host Institution:
Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia
University of Wollongong, NSW, Australia.
Senshu University, Kanagawa, Japan

Name: _____

Office address: _____

Fax: _____ **Phone(O)** _____

H/P: _____ **Email:** _____

Conference fee: RM 750.00 (inclusive of seminar kit, attendance of 2 days conference, 2 lunches and welcoming dinner first day)

Early bird or Group package (3 or more from the same institution):
RM700.00

Room rates: Concorde Hotel – Single superior RM148.00 ++
Single twin sharing RM168.00++

Other hotel in the vicinity: Grand Blue Wave Hotel
Quality Hotel
Hotel UiTM

TOTAL PAYMENT: _____

Cheque/Bank Draft/Money Order (No. _____)

Credit Card Visa/Master/Amex (No. _____)

Payable to: Bendahari UiTM

Send to: Fax registration and payment information to Dr Sarminah Samad 603 – 55444693 or email at sarminasamad@yahoo.com or sarmi590@salam.uitm.edu.my