



SPECIAL ISSUE—CALL FOR PAPERS Marketing & Communications in SMEs

Small to medium sized enterprises (SMEs) make up most firms in most economies and typically employ more than half the workforce. While SMEs are recognised as a major source of innovation and new products or services, their marketing approach and activities are poorly understood. Most marketing research has concentrated on the activities of large firms and SMEs are often overlooked.

This Special Issue seeks to provide a focal point for research studies that address the marketing activities of SMEs. Is SME marketing fundamentally different from that of their larger counterparts, or are they simply big firms scaled down? Has the advent of new promotional media in the form of the Internet and low cost computer database tools changed the way SMEs market? Is the closeness of the SME to their customers a key mechanism in shaping how they undertake marketing?

The aim of the Special Issue is to reflect the most recent advances in the field, and to increase the awareness of the role of marketing plays within SMEs for both academic and practitioner audiences. In particular, we seek to publish papers that reflect current state-of-the-art thinking about the theory and practice of marketing and communication in SMEs. Topics of interest include (but are not limited to):

- Branding within SMEs and the effects small budgets have on such strategies
- Media strategies used by SMEs (traditional, online, mobile and e-business)
- Customer relationship-based marketing and the role of CRM database tools
- Marketing planning and budgeting in an environment of resource scarcity
- Word of mouth as a marketing communications strategy

Manuscripts are invited which outline original research presented in the standard format of the *Small Enterprise Research* journal and submitted via the SER online submission system for double blind review.

Submission of Papers Closes: 26 November 2008
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