



Call for cases

Emerald Group Publishing is delighted to welcome case submissions to the Emerging Markets Case Studies collection (EMCS), ISSN: 2045-0621

http://www.emeraldgrouppublishing.com/products/case_studies/authors.htm

Innovation and SMEs in the Asia-Pacific region

Submission deadline: July 3, 2019

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EMCS Editor-in-Chief: Michael Goldman, University of San Francisco

Submission guidelines

In preparing cases, authors are asked to follow the standard EMCS Author Guidelines available at

http://www.emeraldgrouppublishing.com/products/new/pdf/author_guidelines.pdf, while keeping the specific guidelines of this call in mind.

To submit your case, first create an author account at <https://mc.manuscriptcentral.com/eemcs>, then follow the on-screen guidance which takes you through the submission process. Please select the 'Innovation and SMEs' option when prompted to choose from issue options. If you have any questions about the submission process, please contact the EMCS Publisher Claire Jackson at cjackson@emeraldgroup.com.

All cases will be double-blind peer-reviewed before acceptance. Accepted cases receive a payment of £100 upon publication.



Overview

SMEs account for a high percentage of the economy across the Asia-Pacific region and have a significant impact on this economy. Research shows that the average life-span of an SME is only a few years, which shows that the difficulties and challenges faced by their operators are underestimated. SMEs need to concentrate on innovation in order to respond to rapid market changes and instability, to open up new business opportunities, and to encourage enterprises to be sustainable. This special issue seeks to promote real cases of innovation within the SME context, providing practical teaching materials offering first-hand information and discussion of convergence and development for SMEs' operation.

The case studies may focus on any innovation-related topics in SMEs. Submissions may deal with a wide variety of innovations and how the challenges and opportunities these innovations present regarding the successful operation of SMEs. The submissions should expose students to theories and practices related to innovation and SMEs in general and the application of business strategies.

We welcome quality teaching case studies in any field related to innovation and SME in the Asia-Pacific region, particularly those related to the following topics but not limited to:

1. SMEs strategies and innovation
2. Knowledge networking among SMEs
3. Business model and innovation of SMEs
4. Networking, partnerships and innovation for SMEs
5. Innovation and development life-cycle of SMEs
6. Adapting and realigning intangible resources of SMEs
7. Innovation and marketing of SMEs

About Emerald Emerging Markets Case Studies Collection

Emerald Emerging Markets Case Studies is an online collection of peer-reviewed case studies focusing on business decision making and management development throughout key global emerging markets. Cases are written by case writers working in or closely with developing economies, offering local perspectives with global appeal.

EEMCS was developed in 2011 in response to increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on global emerging markets. The collection receives regular content updates throughout the year and all cases benefit from a supportive peer-review process to ensure the highest quality content.