Optimal Management Strategies in Small and Medium Enterprises

Table of Contents

Foreword

Preface

Acknowledgment

Section 1
SME Optimization Tools, Techniques and Technologies

Chapter 1
The Importance of Market Orientation in Creating a Competitive Advantage of Micro, Small and Medium-sized Companies in the Internationalization Process
Marcin Soniewicki, Poznan University of Economics and Business, Poland

Chapter 2
Traditional Italian Food Products on the Chinese Market: The Best Practice for Small and Medium Italian Enterprises
Maria Giovanna Tongiani, University of Pisa, Italy
Sheng Zaho, University of Pisa, Italy

Chapter 3
Regression Analysis for Green Practices Participation among Small and Medium Sized Companies in Finland
Nurul Aida Abdul Malek, University of Vaasa, Finland
Josu Takala, University of Vaasa, Finland

Chapter 4
Optimizing Virtual Communities in Tourism to Facilitate Development of Small and Medium-sized Enterprises
Silvena Dencheva Yordanova, Varna University of Management, Bulgaria

Chapter 5
Critical Review of SME Regulation Optimization in Serbia with Reflections on Harmonization with the EU Acquis
Olgica Milošević, Faculty of Applied Management, Economics and Finance Belgrade, University Business Academy, Serbia

Chapter 6
Small and Medium Enterprises in the Slovak republic: Status and Competitiveness of SME’s in the global Markets and Possibilities of Optimization
Peter Malega, Faculty of Mechanical Engineering, Institute of Technology and Management Technical University of Kosice, Slovakia

Section 2
Optimal Pricing, Financing and Insurance Management Strategies for SMEs

Chapter 7
Initial Price Strategies of Polish Micro and Small Enterprises: An Application of Game Theory for Industrial Organization of SMEs Sector.
Mariusz Maciejczak, Warsaw University of Life Sciences, Poland
Adrian Słodki, The Royal Bank Of Scotland, Poland

Chapter 8
A Further Look at Working Capital Optimization in Medium-Sized Firms
Milan Branko Vemč, Higher School of Academic Studies Dositej, Serbia

Chapter 9
Insurance as an Optimization Tool for Risk Management in Business Operations of Small and Medium-Sized Enterprises
Katarina Ivančević, Faculty of Law, University Union, Belgrade, Serbia
Chapter 10
Financial Innovation in Medium-Sized Enterprises Optimizes their Gravitation towards Capital Markets
Milan Branko Vrnik, Higher School of Academic Studies Dositej, Serbia

Section 3
Optimal Strategic Management for SMEs

Chapter 11
Overcoming the Barriers of Strategic Planning and Implementation in Turbulent Business Environment: A Qualitative Study on Finnish SMEs
Binod Timilsina, University of Vaasa, Finland

Chapter 12
Knowledge Management Optimization through IT and E-Business Utilization
Aleksandar Damnjanović, Higher School of Academic Studies Dositej, Serbia

Chapter 13
Entrepreneurship and Enterprise Value Creation in Support of Smart, Sustainable and Inclusive Growth in the European Union
Julia Stefanova, Economic Research Institute at the Bulgarian Academy of Sciences, Bulgaria Zachary Wenner, Fulbright Graduate Scholar of the Fulbright Commission

Chapter 14
Process Management in SMEs: Barriers, Enablers and Benefits with Evidence from Cantabria, Spain
Lidia Sanchez-Ruiz, University of Cantabria, Spain
Beatriz Blanco, University of Cantabria, Spain

Chapter 15
Development of an Optimization Tool for Intangibles in SMEs: A Case Study from Serbia
Olja Arsenijevič, Faculty of Business and Law Studies, University Union - Nikola Tesla, Serbia
Drago Orčić, Technical Faculty Bor, University of Belgrade, Serbia
Edita Kastratović, Faculty of Business Economy and Entrepreneurship, Serbia

Chapter 16
Optimizing Structural Change Management in Sustainable SME Development
Robert Molnar, Technical College of Applied Sciences, Zrenjanin, Serbia

Chapter 17
Integrating Sustainable Development into Portfolio Management through Application of Open Innovation
Hosein Daneshpour, University of Vaasa, Finland