Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes

Nelson Oly Ndubisi (Griffith University, Australia) and Sonny Nwankwo (University of East London, UK)

In order to increase the economic opportunities available, enterprise development plays a crucial role in the progression of socio-economic development for small and medium enterprises.

Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes explores the process of enterprise development and its reconstruction of entrepreneurial identities, critical competencies as well as market turnaround for SMEs. This book aims to be a critical resource in the understanding of enterprise strategies adopted and lessons learned for management development. It is a successful resource for students, researchers, and professionals interested in the growth SMEs.

Topics Covered:
- Economic and Environmental Sustainable Development
- Green Supply Chain Management
- Human Resource Management
- Marketing in SMEs
- Risk Management
- Small and Medium Enterprise Development
- Small Entrepreneurial Firms
- Succession Planning

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Nelson Oly Ndubisi is a Professor of Entrepreneurial Marketing at the Griffith Business School, Queensland Australia. Dr Ndubisi's teaching and research interests are in the areas of Entrepreneurship and Innovation, Entrepreneurial Marketing, Green Marketing, Relationship, and Mindful Marketing. He has published extensively in Marketing, Entrepreneurship, and IS Journals. He also sits on the editorial board of many journals in these fields. Professor Ndubisi is a Visiting Professor at Copenhagen Business School and Helsinki School of Business, and other universities across Africa, Asia, and Australia. He is the Convenor and Chair of the Global Conference on SME, Entrepreneurship, and Service Innovation.
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