

SMEs logics and strategies

In this session proposal we look closer at SME strategies and the logics that guide these strategies.

Small and medium sized enterprises, their survival, resilience, and growth (SMEs) are of critical importance to the well-being and survival of communities in the North.

To better understand SMEs resilience and growth, we need to understand the underlying logics, values and goals that motivate and direct SME strategies. An institutional logic here can be defined as systems of values, beliefs, and norms by which people, groups and organizations make sense of and evaluate their everyday activities and organize these activities in time and space (Haverman, 2017).

Research suggest that the logics of SMEs extend beyond those of profit or revenue growth, normally emphasized in the strategy literature and that concepts such as place, family, home, or the common good, constitute important logics that guide SME-strategies (Miller et al. 2017).

In this session we wish to invite contributions that look at the content of such logics, conflicts around logics within SMEs as well as between the SME and stakeholders, including communities, government, investors, or banks.

We invite empirical and theoretical papers that explore how logics motivate, frame, and justify strategies that can include everything from entrepreneurship and start-ups, marketing strategies, strategies for growth and development.

Finally, we are interested in contributions that seek to explain how such logics arise or change in SMEs, particularly how logics are affected by social and environmental factors such as climate change, COVID-19-pandemic.