

Abstract for the 13th INSME Annual Meeting

Workshop 4

New Tool for Scaling-up SMEs in Global Ecosystems

From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico

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SBAT: a Small Business Assessment Tool by the Observatory on Practices of Entrepreneurs and Enterprises (OPEE)

Over the last two decades the imperatives and effects of globalization have become central issues of the economic and social policy debates. Fostering entrepreneurship and business growth is clearly important for job creation and economic development. The main goal of regional or local economic development is to stimulate local employment opportunities in areas that create prosperity for the community using existing human, natural, and institutional resources. Strategies for regional development to stimulate and maintain business activity and employment include increasing entrepreneurial behavior and improving entrepreneurial culture, encouraging new ventures, innovations and start-ups, attracting businesses and investments, and developing and expanding existing businesses. The OPEE (Observatory on Practices of Entrepreneurs and Enterprises) is a project launched by Nadine Levratto, research Professor at EconomiX (CNRS-University Paris Ouest Nanterre, France) and Maarouf Ramadan, associate professor at Kedge Business School (Marseille, France) in 2015. Its aim is to provide existing SMEs the best chance to survive, thrive and grow, as well as enter and enhance their role in value chains.

It aims at supporting SMEs located in developing and emerging countries in their effort to expand business opportunities improve their competitiveness and consolidate their role in global value chains.