

# The Twelfth West Lake International Conference

on SMB

Global Collaboration of SMB

## WLICSMB 2010

Oct.24-26,2010, Hangzhou, China



### Sponsors

- Hangzhou Municipal Government
- Zhejiang Small & Medium Enterprises Bureau
- World Association of Industrial & Technological Research organizations
- Zhejiang University of Technology

### Organized by

- Economic Commission, Hangzhou Municipal Government
- Zhejiang Provincial Institute of Small and Mid-sized Business
- College of Business Administration, Zhejiang University of Technology

### Program Committee

- Prof. Anthony Wensley, University of Toronto, Canada
- Prof. Daniel Ondrack, University of Toronto, Canada
- Prof. Roger Wolff, University of Victoria, Canada
- Prof. Kenneth Keng, Texas Tech University, USA
- Prof. Eric Dorion, Universidad de Caxias Do Sul, Brazil
- Cindy Millman, University of Central England
- Prof. Chang-Yung Liu, National Sun Yat University, Kaohsiung
- Prof. Jiaji Fu, Tsinghua University, China
- Prof. Jiasu Lei, Tsinghua University, China
- Prof. Jin Chen, Zhejiang University, China
- Prof. Xiaohong Chen, Central South University, China
- Prof. Yuli Zhang, Nankai University, China
- Prof. Tianzu Wu, Zhejiang University of Technology, China
- Prof. Renyong Chi, Zhejiang University of Technology, China
- Prof. Jamshid Hosseini, Marquette University, USA
- Prof. Baomei Zhao, University of Akron, USA
- Prof. Jianwen Liao, Illinois Institute of Technology, USA
- Prof. Wang-chan Wong, California State University Dominguez Hills
- Prof. K.S Chin, City Uni. Of Hong Kong
- Prof. Mingfang Li, California State University Northridge
- Prof. Hongming Xie, South China University of Technology, China
- Prof. Ku-Ho Lin, Taiwan Chung Hsing University,
- Prof. Song Chen, Tongji University, China
- Prof. Youngho Nam, Kookmin University, South Korea
- Dr. & Director Charlie Huang, CABRC, Edith Cowan University, Australia

### Program Chairs

#### Dr. Chi Renyong

Zhejiang University of Technology  
Hangzhou, Zhejiang, P.R. China

### WLICSMB2010 Secretariat

Mr. Guo Yuanyuan

Mr. Jin Chenfei; Ms. Jin Huiying; Mr. Sun Hao; Ms. Zhou lisha.

**Address:** Zhejiang Provincial Institute of Small and Mid-sized Business, Zhejiang University of Technology, Chaohui Xincun, Hangzhou, P. R. China, 310032.

**Phone:** +86-571-88320618, +8613957174063, +8613616540307, +8613675840300, +8613738061745, +8613675814034. **Fax:** +86-571-88320618.

**E-mail:** [zjsmbi@zjut.edu.cn](mailto:zjsmbi@zjut.edu.cn)

**Website:** <http://www.wlicsmb.org/>

### Tentative Schedule

Oct.23 Saturday	Oct.24 Sunday		Oct.25 Monday		Oct.26 Tuesday	
12:00-18:00 Registration	09:00-10:15	Opening ceremony	09:00-10:15	Sessions	Visit SMBs & Post-conference tours	
	10:15-10:30	Refreshments	10:15-10:30	Refreshments		
	10:30-11:45	Plenary	10:30-11:45	Sessions		
	12:00-13:00	Lunch	12:00-13:00	Lunch		
	13:30-15:00	Plenary	13:30-15:00	Sessions		
	15:00-15:15	Refreshments	15:00-15:15	Refreshments		
	15:15-16:45	Plenary	15:15-16:45	Sessions		
18:00-20:00 Welcome Reception	17:30-18:30	Dinner	17:30-18:30	Dinner	17:30-18:30	Depart

### Overview

As a major component of the West Lake Expo in Hangzhou, Zhejiang, P.R. China, WLICSMB has been organized annually since 1999 to promote the growth and development of small & medium businesses worldwide. This year, we hope to continue our tradition of expanding our participation roster which has included delegations from as many as 20 countries, by adopting the theme of *Global Collaboration of SMB*.

Each year over 200 delegates attend this unique conference, which provides a forum for sharing experiences, case studies, results of development activities, ideas, applications and research results and collaboration and networking opportunities in the context of Small & Medium Business. The basic aims of the conference are promotion of mutual relationships and providing business opportunities by developing communication linkages and networking opportunities among participating researchers and practitioners.

Hangzhou, as the capital of Zhejiang Province, is a key scenic and tourist city, a famous historic cultural city and one of the Seven Ancient Capitals in China. With its picturesque landscape, Hangzhou is praised as "Paradise on the Earth". Hangzhou sponsored its first West Lake Exposition in 1929, which had the same image as those of the Chicago Exposition in 1893, the Paris Exposition in 1900 and the Philadelphia Exposition in 1927. The WLICSMB is one of the activities that takes place during the West Lake Exposition.

### Subtopics

- SMB Innovation;
- SMB Crisis management;
- SMB Technology cooperation;
- International Entrepreneurship;
- Financing & Investment of SMB;
- Government Support Policies & SMB;
- High-tech SMB and Venture Capital;
- SMB International Cooperation;
- SMB Entrepreneurship;
- SMB Social Responsibility;
- FDI of SMB;
- E-business for SMB;
- Industrial Cluster of SMB;
- Intellectual Property Right of SMB;
- Venture Formation;
- Knowledge Management;
- SMB Sustainable Development;
- Development Strategies of SMB;
- SMB Human Resources Management;
- Corporate Entrepreneurship;
- Others.

### Call for Papers

Please submit a two-page abstract of your paper which should include a separate title page where the name(s) and affiliation(s) of the author(s) are provided (Name, Position, Organization, Address, Tel, Fax and e-mail). In case there are multiple authors, please identify the corresponding author clearly. Please visit the conference website (<http://www.wlicsmb.org/>) for the WLICSMB2010 paper format sample. All abstracts, and subsequently full papers should be submitted electronically to : [zjsmbi@zjut.edu.cn](mailto:zjsmbi@zjut.edu.cn). Each paper will be reviewed under a double-blind peer-review process.

### Important Dates

- Submission of **Paper Summary**:  
by Aug. 15. 2010
- Submission of **Full Paper**:  
by Sept. 20. 2010

### Registration Fee

- Received before Sept. 30, 2010:  
1. Participant: US\$ 300;  
2. Accompanying Person or Student: US\$ 150
- Received after Sept. 30, 2010  
1. Participant: US\$ 350;  
2. Accompanying Person or Student: US\$ 150