



## VIII GIORNATA DI STUDIO “OLTRE LA GLOBALIZZAZIONE” Società di Studi Geografici

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Università del Piemonte Orientale

### Modulo per la presentazione di proposte di *abstract*

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Sessione di riferimento	<b>Session 9 – INTERNATIONALISATION OF THE ITALIAN ECONOMY AND STRATEGIC PUBLIC MANAGEMENT FOR SME COMPETITIVENESS</b>	
Titolo dell'abstract	<b>Leveraging common goods to foster small and micro business sustainable internationalization: a Dynamic Performance Governance approach.</b>	
Testo (max 250 parole)	<p>This paper questions conventional approaches to SMEs internationalization, based on a sectoral view of roles and actors in pursuing the foreign expansion of companies in a local area. Such view implicitly frames businesses and public sector organizations in a local area acting separately and with different roles in fostering competitive performance in foreign market acquisition. In particular, public sector organizations are expected to mainly support local small firms in dealing with “red tape” issues (e.g., legal frameworks, rules, and procedures) associated with their internationalization efforts. They are also expected to systematically organize public events aimed at promoting the image of a region and its firms to improve the export potential, or to support entrepreneurs with “how-to” export assistance, seminars and workshops, including funding provision. On the other side, local businesses are expected to be able, according to a ‘Silicon Valley’ model, to autonomously set their boundary spanning, regardless of the potential of the context.</p> <p>To overcome such dichotomic approach to micro and small business internationalization, this paper suggests a dynamic performance governance view, focused on understanding the drivers of internationalization outcomes at context level. In particular, it illustrates how collaborative strategies leveraging common goods can be a starting point to affect sustainable internationalization. Cases of small/micro firms operating in industries (e.g., agrobusiness, tourism, culture, winery, brewing) strictly drawing from intangible common goods to their local areas will be analyzed.</p>	
Parole chiave (max 3)	SMEs, local area, dynamic performance governance	
Bibliografia (max 4 riferimenti)	<ul style="list-style-type: none"> <li>• Antoldi, F., Cerrato, D., &amp; Depperu, D. 2011. Internationalization of Small and Medium-Sized Enterprises. In F. Antoldi, D. Cerrato, &amp; D. Depperu (Eds.), <b>Export Consortia in Developing Countries: Successful Management of Cooperation Among SMEs</b>: 1-22. Berlin, Heidelberg: Springer Berlin Heidelberg</li> <li>• Bianchi, C. 2016. <b>Dynamic Performance Management</b>. Cham, Zurich: Springer International Publishing.</li> <li>• Bianchi, C., Winch, G., &amp; Cosenz, F. 2014. Strategic Asset Building and Competitive Strategies for SMEs which Compete with Industry Giants. In T. Kiril &amp; S. David (Eds.), <b>Handbook of Research on Strategic Management in Small and Medium Enterprises</b>: 77-96. Hershey, PA, USA: IGI Global.</li> </ul>	
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