

Small Business Research Centre Report 2012





“2012, the year London hosted the Olympic Games, has also been an exciting year for the Small Business Research Centre (SBRC). We have undertaken a number of high-profile projects and have expanded our staff and research student numbers. The move to a purpose-built Business School has provided a new working environment with excellent facilities for growth and hosting open research events.

“In presenting the annual report for 2012, I am delighted to be able to share with you our successes from the year.”

Professor Robert Blackburn

Report 2012

In 2012 the SBRC went from strength to strength. Nine externally funded projects either started or continued, and 44 research outputs were published. These publications included 17 peer-reviewed journal articles, three books, four book chapters, 12 conference papers, and seven research reports.

International links

The year saw a high level of international activity by SBRC staff in terms of collaborative research, co-authorship of publications and conference participation. We have continued to work with our European partners. Most SBRC researchers were involved in at least one major international conference in 2012, including Research in Entrepreneurship and Small Business (RENT), International Council for Small Business (ICSB) and the International Network of Business and Management Journals (INBAM). As in previous years, the SBRC has hosted a number of international researchers during the past year, including visitors from Finland and Australia. In addition, five projects were sourced either internationally or involved foreign partners. We are keen to develop our research profile through collaborations in the UK and overseas. More details can be found on our website.

Research projects

Research projects undertaken during 2012 included the following:

- **Restructuring in SMEs**

This project, commissioned by the European Foundation for the Improvement of Living and Working Conditions (EUROFOUND), aimed to develop our understanding of the drivers, methods and consequences of restructuring in SMEs. The study involved partners from 23 states across Europe. The project was led by **Professor David Smallbone** with **Dr John Kitching** and **Eva Kasperova**.

- **KAVERN**

Kingston's Audio-Visual Entrepreneurship Resources and Network (KAVERN) project – funded through a donation from YTL Corporation – is to build up a bank of evidence of the activities of entrepreneurs and to help audiences learn about the variety of challenges that entrepreneurs and would-be entrepreneurs face. The first stage involves interviews with entrepreneurs about their motivations, aspirations and achievements. KAVERN will make these and other such interviews available to Kingston students, lecturers, researchers and careers/enterprise support staff. The second stage of the project aims to develop face-to-face and electronic networks to enable entrepreneurs' personal, professional and business development. **Professor Audley Genus** leads the project.

- **New Deal for Innovation**

This project is funded by a grant from the European Regional Development Fund (ERDF) via the EU Interreg Iva France-England programme (awarded to **Professor Audley Genus** and colleagues at the University of Greenwich in an Anglo-French consortium comprising seven partners). The total budget is over 3 million euros. The project addresses what kinds of innovative activities SMEs are engaged in, what processes of innovation are involved, and what kinds of support tools and approaches are needed to enable innovation in SMEs.

- **Employment regulation, business behaviour and perceptions**

Funded by the Department for Business, Innovations & Skills (BIS), this project, working with TNS-BMRB, combines two distinct qualitative studies. One investigates employer perceptions of the impact of employment regulation on employment practices, including the recruitment, management and removal of employees. The second

examines employer experiences of managing maternity and paternity rights, and employee rights to request flexible working, and considers their likely responses to the proposed introduction of Flexible Parental Leave and the proposed changes to the Right to Request Flexible Working. The SBRC element of this project was led by **Dr John Kitching** with **Professor Robert Blackburn**.

- **Entrepreneurship in Mexico and the Russian Federation: country reviews**

These projects involved **Professor David Smallbone** working with teams in the Organisation for Economic Co-operation and Development (OECD) to review entrepreneurship and SME development in Mexico and Russia. Focusing particularly on the policy aspects, the study drew on a combination of primary and secondary data sources gathered during a study visit to Mexico. Professor Smallbone's responsibility was for SME trends and performance and an assessment of where Mexico has reached with respect to the framework conditions for entrepreneurship and SME development. Similar aims and methodology were applied to the Russian study, although the Russian context presented particular challenges for the researchers. OECD expects to publish the reports in 2013.

- **Exporting to expand: the impact of exporting on British SMEs**

As part of our on-going work with Barclays Bank and Fishburn-Hedges on exporting, this research focused on the experiences of SME exporters. Based on a survey of 1,500 enterprises, backed by examples, the research reported on the effects of exporting on the 'bottom line' as well as the challenges to further exporting. This research was led by **Professor Robert Blackburn**.

- **Entrepreneurship education in challenging environments: Ethiopia and Bhutan**

The SBRC has been co-operating in programmes aimed at alleviating poverty through entrepreneurship education and promotion. Based on the work of the Westfocus Entrepreneurship Centre, **Professor David Stokes** is supporting projects in two developing countries that aim to empower young adults to create their own future, giving them the confidence and skills to become financially self-sufficient and capable of employing others in growing enterprises.

- **Creation and development of jobs in care and support services**

This study examines job creation, recruitment and retention of workers delivering community care services for adults with disabilities and/or chronic health problems, describing the current situation and highlighting which measures have proven successful in developing both the numbers and quality of the care workforce. The study led by **Eva Kasperova** is commissioned by EUROFOUND, involves 10 EU member states, including the UK.

- **Young Enterprise: Impact 50 years of Young Enterprise**

The most recent research into the impact of enterprise education on young people in the UK was carried out in 2012 by **Dr Rosemary Athayde** and comprised a study of 50 years of the activities of the charity Young Enterprise UK. The final report can be found at www.young-enterprise.org.uk. Using online surveys, focus groups and face-to-face and telephone interviews, the study demonstrated that participation in enterprise activities at secondary school or university has a positive impact on the likelihood of participants to start their own business.

Copies of the reports for most of the projects listed above may be downloaded from <http://eprints.kingston.ac.uk>

External engagement

ICSB autumn webinar series

Professor Robert Blackburn conducted a webinar on 'How to get published in an academic journal' in December 2012 as part of the ICSB autumn webinar series. The webinar was well-attended with participants from across the world.

Thirtieth anniversary of ISBJ

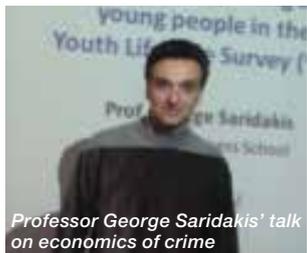
The SBRC held an event at the Association of Chartered Certified Accountants (ACCA) in Lincoln's Inn Fields, London to celebrate the thirtieth year of the *International Small Business Journal* (ISBJ). The event was attended by past and present contributors to the journal and showcased how it had progressed to become a leading European entrepreneurship and small business publication with a strong impact factor.

Professor Robert Blackburn presented a paper based on his experiences as editor-in-chief of the ISBJ at the French Foundation for Management Education (FNEGE) and the French Entrepreneurship Association (AEI).

Transition research workshops

Professor Audley Genus hosted a day-long workshop on researching with transition town and community energy initiatives, which took place in Kingston in November. Participants considered how local groups might build bridges with others (such as small businesses, schools and universities) around specific projects to generate social or community innovations. This was a follow-up to an earlier workshop which took place in October. Both workshops were organised in partnership with, and funded by, the Energy Security in a Multipolar World Research Cluster (ESRC), an interdisciplinary research cluster led by the University of Exeter and the University of Sussex.

SBRC research seminars



Professor George Saridakis' talk on economics of crime

In 2012, the SBRC held a series of research seminars on small firms and entrepreneurship with external speakers including Professors David Storey, Mike Wright and Marc Cowling and an econometric workshop on time-series analysis organised by **Professor George Saridakis**. We encourage you to visit the SBRC website for future seminars.

Seminars in 2012

Shop crime and deterrence: evidence on shoplifting among young people in the Youth Lifestyle Survey (YLS). Speaker: **Professor George Saridakis** (Kingston University)

Do different factors explain self-employment rates for males and females? Speakers: Professor David Storey (Sussex University) and **Professor George Saridakis** (Kingston University)

How do entrepreneurial firms grow? From product to technology markets. Speaker: Professor Mike Wright (Imperial College London)

Twenty years of living, dying, under-performing and over-performing in new technology start-ups. Speaker: Professor Marc Cowling (Exeter University)

Skilled migration on temporary 457 visas: issues for workers pertinent to small firms in Western Australia. Speaker: Dr Susanne Bahn (Edith Cowan University)

Firm growth and shareholder wealth: an empirical investigation. Speaker: Dr Andrew Vivian (Loughborough University)

Introduction to panel data and time-series forecasting methods. Speaker: **Professor George Saridakis** (Kingston University) and Dr Grammatoula Papaioannou (Loughborough University)

People news

Professor Robert Blackburn was appointed a specialist adviser to the House of Lords ad-hoc Select Committee on SME exports in September and the work has continued into 2013. Professor Blackburn also undertook various external plenary conference presentations, including the second INBAM conference in Valencia and the European Federation of Accountants and Auditors for SMEs (EFAA) conference in Rome. Professor Blackburn is strongly engaged with a variety of external stakeholders including the ACCA and is on the executive boards of the European Network for Social and Economic Research (ENSR) and European Council for Small Business and Entrepreneurship (ECSB).



Eva Kasperova (right) receiving ISBE award.

Eva Kasperova and Dr John Kitching

received the award for the best paper in the Critical Perspectives on Entrepreneurship track in November at the Institute for Small Business and Entrepreneurship (ISBE) conference for presenting their paper entitled '(Dis)embodied entrepreneurs: a critique of entrepreneurial identity studies'.

In 2012, **Dr John Kitching** was a Visiting Research Fellow at Edith Cowan University, Perth, Australia. He presented a talk to the Department of Management. He was also Visiting Reader in the Enterprise Centre, Manchester Metropolitan University from 2010–12.

In November 2012, **Professor David Smallbone** took up a part-time position as executive director of the Centre for Entrepreneurship, Innovation and Regional Development at Ventspils in Latvia. This is a new research centre with a mix of local and international staff and commitment to cooperate with other European research centres. Professor Smallbone continued as an associate editor for the *Journal of Small Business Management*. He gave keynote addresses at international conferences in Belgrade, Banja Luka, Moscow, Krasnoyarsk and Bulgaria. He was also external examiner for PhDs at the University of Cape Town and the University of Malaya.



Dr Rosemary Athayde and Professor Robert Blackburn

Dr Rosemary Athayde's report on 50 Years of Young Enterprise was launched at 11 Downing Street and has received widespread attention. The report presented the results of a study of the impact of Young Enterprise on the UK economy.

In 2012, **Professor Elizabeth Chell** co-edited the *Handbook of Research in Small Business and Entrepreneurship* (with Dr M. Karatas-Ozkan), to be published by Edward Elgar in early 2014, and contributed to a special issue on 'Business ethics, social enterprise and social innovation' in the *Journal of Business Ethics*.

International visitors



Dr Susanne Bahn from the Department of Management, Edith Cowan University in Perth, Australia visited the SBRC in Autumn 2012. Dr Bahn presented a staff seminar on her recent research study of international migrant workers in the West Australian mining industry.



Professor Bob Hamilton visited from the University of Canterbury at Christchurch New Zealand to discuss his research with colleagues in the Centre.

New staff appointments

We are pleased to welcome the following members of staff to the SBRC:



Professor Dirk de Clercq joined the SBRC as Research Professor this year. He is also Professor of Management at the Goodman School of Business at Brock University, Canada.



Professor Audley Genus joined the SBRC as YTL Professor of Innovation and Technology Management. Professor Genus has extensive experience in the areas of innovation and entrepreneurship, technology policy and strategy, and new approaches for stimulating 'green' innovation in firms and communities.



Professor George Saridakis also joined the SBRC this year as Professor of Small Business and Entrepreneurship. His current research interests encompass the economics of small firms and entrepreneurship, and also cover empirical work in the field of the economics of crime.



Dr Arif Attar joined the SBRC as a Research Assistant in October 2012. Arif's main research expertise is in the area of the role of outsiders in innovation and critical discourse analysis.

Staff leaving the SBRC

We were sorry to say goodbye to Dr Thomas Wainwright who left the SBRC in May 2012 to take up a lectureship at the University of Southampton Management School. We wish him every success with his continued academic career.

Research students

We have a very active doctorate group with students studying a range of significant topics in the field:

PhD

Amitavo Bairagi – Nexus of FDI, entrepreneurship and economic development: an interactive study of China and India for the boosting Bangladesh economy

Bernard Owens Imarhiagbe – Small and medium enterprises (SMEs) and access to finance: an exploratory study

BM Razzak – Working life of employees: a study of UK SMEs of Bangladeshi origin

Gaurav Chandra – To investigate the role of ethnicity, religion and cultural factors and entrepreneurship in shaping the business practices of Indian small businesses in order to survive and grow in a competitive market

Eva Kasperova – Entrepreneurial identity, disability and embodiment: exploring how business owners with impairments negotiate and construct their identity

Rebecca Fakoussa – Women on boards of directors in family businesses

Seyed Mohammad Alemzadeh – Corporate entrepreneurship: an examination of entrepreneurship within large organisations

Suthinee Mongkol – The role of networks in the internationalisation of SMEs in Thailand: a case study of food ingredient enterprises

Vik Gill – An investigation of how UK social enterprises use digital technologies to achieve their social missions

Yangqing Lai – An econometric analysis of the link between employee attitudes and organisational performance

DBA

Chi Maher – To develop our knowledge and understanding of managerial careers in the not-for-profit (NFP) voluntary sector by examining the career orientations and preferred career path of managers working in the sector

Natalia Bukhshtaber – The role of networking in innovation in an emerging economy: the case of Russia

Staff

Professor Robert Blackburn, Director of Research, Faculty of Business and Law and Director of SBRC

Professor David Smallbone, Professor of Small Business and Entrepreneurship and Associate Director of SBRC

Professor Elizabeth Chell, Professor of Entrepreneurial Behaviour

Professor Dirk de Clercq, Research Professor of Entrepreneurship

Professor Audley Genus, YTL Professor of Innovation and Technology Management

Professor George Saridakis, Professor of Small Business and Entrepreneurship

Dr John Kitching, Reader, Small Business Studies

Dr Rosemary Athayde, Senior Researcher

Dr Arif Attar, Research Assistant

Eva Kasperova, Research Assistant

Vik Gill, ESRC/SAMS Management and Business Development Fellow

Valerie Thorne, Research Administrator and editorial assistant for the *International Small Business Journal*

Associate members

Professor Robin Jarvis

Professor David Stokes

Dr Nick Wilson

Visiting professors and fellows

Professor Friederike Welter

Dr Jari Kuusisto

Sue Lawton

Richard Parkes

David Purdy

Dr Ewald Kibler

Dr Fereshteh Mafakheri

Charles Miller

Publications 2012

Journal articles

- Athayde, Rosemary and Hart, Mark** (2012) Developing a methodology to evaluate enterprise education programmes. *International Review of Entrepreneurship*, 10(3), ISSN (online) 2009-2822
- Athayde, R.** (2012) 'The impact of enterprise education on attitudes to enterprise in young people: an evaluation study', *Education and Training*, 54(8/9), pp. 709–26.
- Beaverstock, J.V., Hall, S. and Wainwright, T.** (2012) 'Servicing the super-rich: new financial elites and the rise of the private wealth management ecology', *Regional Studies*, ISSN (print) 0034-3404 (epub ahead of print).
- De Clercq, D., Sapienza, H.J., Yavuz, R.I. and Zhou, L.** (2012) 'Learning and knowledge in early internationalisation research: past accomplishments and future directions', *Journal of Business Venturing*, 27(1), pp. 143–65.
- De Clercq, D., Honig, B. and Martin, B.** (2012) 'The roles of learning orientation and passion for work in the formation of entrepreneurial intention', *International Small Business Journal* (epub ahead of print).
- De Clercq, D., Meuleman, M. and Wright, M.** (2012) 'A cross-country investigation of micro-angel investment activity: the roles of new business opportunities and institutions', *International Business Review*, 21(2), pp. 117–29.
- Genus, A. and Jha, P.** (2012) 'The role of inertia in explanations of project performance: a framework and evidence from project-based organisations', *International Journal of Project Management*, 30(1), pp. 117–26.
- Genus, A.** (2012) 'Changing the rules? Institutional innovation and the diffusion of microgeneration', *Technology Analysis & Strategic Management*, 24(7), pp. 711–27.
- Kitching, J. and Smallbone, D.** (2012) 'Are freelancers a neglected form of small business?', *Journal of Small Business and Enterprise Development*, 19(1), pp. 74–91, ISSN (print) 1462-6004.
- Saridakis, G.** (2012) 'Introduction to the special issue on enterprise activity, performance and policy during times of crisis', *International Small Business Journal*.
- Saridakis, G., Mole, K. and Hay, G.** (2012) 'Liquidity constraints in the first year of trading and firm performance', *International Small Business Journal*, ISSN (print) 0266-2426 (epub ahead of print).
- Saridakis, G., Muñoz Torres, R. and Johnstone, S.** (2012) 'Do human resource practices enhance organisational commitment in SMEs with low employee satisfaction?', *British Journal of Management* (epub ahead of print).
- Saridakis, G. and Spengler, H.** (2012) 'Crime, deterrence and unemployment in Greece: a panel data approach', *The Social Science Journal*, 49(2), pp. 167–74.
- Smallbone, D., Deakins, D., Battisti, M. and Kitching, J.** (2012) 'Small business responses to a major economic downturn: empirical perspectives from New Zealand and the United Kingdom', *International Small Business Journal*, 30(7), pp. 754–77.
- Smallbone, D. and Welter, F.** (2012) 'Entrepreneurship and institutional change in transition economies: the Commonwealth of Independent States, Central and Eastern Europe and China compared', *Entrepreneurship & Regional Development*, 24(3–4), pp. 215–33.
- Thongpapanl, N.(T.), De Clercq, D. and Dimov, D.** (2012) 'An investigation of the performance consequences of alignment and adaptability: contingency effects of decision autonomy and shared responsibility', *R&D Management*, 42(1), pp. 14–30, ISSN (print) 0033-6807.
- Wainwright, T.** (2012) 'Number crunching: financialisation and spatial strategies of risk organization', *Journal of Economic Geography* (epub ahead of print).

Books

- Blackburn, R.A. and Schaper, M.T.** (eds) (2012) *Government, SMEs and entrepreneurship development: policy, practice and challenges*, Farnham, UK: Gower Publishing Limited.
- Smallbone D., Welter, F. and Xheneti, M.** (eds) (2012) *Cross-border entrepreneurship and economic development in Europe's border regions*, Edward Elgar: Cheltenham.
- Welter, F., Smallbone, D. and Van Gils, A.** (2012) *Entrepreneurial processes in a changing economy: frontiers in entrepreneurship research*, Edward Elgar: Cheltenham.

Book chapters

- Genus, A.** (2012) 'The governance of technological transitions: the case of renewable energy', in Marletto, G. (ed) *Creating a sustainable economy: an institutional and evolutionary approach to environmental policy*, Abingdon, UK: Routledge, pp. 177–201 (Routledge Series in Ecological Economics).
- Smallbone, D., Kitching, J. and Xheneti, M.** (2012) 'Vulnerable or resilient? SMEs and the economic crisis in the UK', in Dallago, B. and Guglielmetti, C. (eds) *The consequences of the international crisis for European SMEs: vulnerability and resilience*, Abingdon, UK: Routledge, pp. 109–34 (Routledge Studies in the European Economy Series).
- Smallbone, D.** (2012) 'Entrepreneurship in developing countries', *Commonwealth Ministers Reference Book*, The Commonwealth Secretariat (by invitation).
- Wainwright, T.** (2012) 'Building new markets: transferring securitisation, bond-rating and a crisis from the US to the UK', in Aalbers, M.B. (ed) 'Subprime cities: the political economy of mortgage markets', Oxford, UK: Wiley-Blackwell, pp. 97–119 (Studies in Urban and Social Change).

Research reports

- Athayde, R.** (2012) 'Impact: 50 years of young enterprise' (technical report), Young Enterprise, 44 pp.
- Athayde, R and Blackburn, R (2012) Global University Entrepreneurial Spirit Students' Survey: Report for England. GUESSS, St Gallen University, Switzerland. 50pp.
- Blackburn, R.** (2012) 'Export to expand: the key to small business growth in the UK' (technical report), London, UK: Barclays, 12 pp.
- Blackburn, R.** (2012) 'Segmenting the SME market and implications for service provision: a literature review' (technical report), London, UK: Advisory, Conciliation and Arbitration Service, 35 pp.
- Blackburn, R., Liukkonen, P. and Alasoini, T.** (2012) 'Research programme on business know-how (LIIKE2) 2006–2009: evaluation report' (project report), Helsinki, Finland: Academy of Finland, 37 pp. (Publications of the Academy of Finland, no. 5/12).
- Kibler, E., Wainwright, T., Kautonen, T. and Blackburn, R.** (2012) '(Work)life after work?: Older entrepreneurship in London – motivations and barriers' (project report), Kingston upon Thames, UK: Kingston Business School, Kingston University.
- Kitching, J.** (2012) 'Exploring the UK freelance workforce: a report for the Professional Contractors Group'.
- Pleasence, P., Balmer, N.J., Blackburn, R. and Wainwright, T.** (2012) 'A framework for benchmarking small business consumers' need for and use of legal services: a report to the Legal Services Board' (technical report), Cambridge, UK: PPSR, 161 pp.

Conference papers

- Blackburn, R.** (2012) 'The role of SMPs as the trusted adviser to SMEs: evidence and implications', at the European Federation of Accountants and Auditors for SMEs (EFAA) Conference: Exploring Business and Professional Ethics for SMPs and SMEs, May 2012, Rome, Italy.
- Blackburn, R.** (2012) 'Publishing in the ISBJ', at the Second Conference of the International Network of Business and Management Journals (INBAM): Brokering Knowledge, 20–22 March 2012, Valencia, Spain.
- Blackburn, R.** (2012) 'How to build up a successful research team', at the French Foundation for Management Education (FNEGE) and The French Entrepreneurship Association (AEI): Academic Training Programme (meet the editors), January 2012, Paris, France.
- Genus, A.** (2012) 'A review of UK Beacons for public engagement projects on the theme of environmental sustainability', at the 4S/EASST Conference: Design and Displacement, 17–20 October, Copenhagen, Denmark.
- Genus, A.** (2012) 'The role of "ego networks" in effecting the transition to sustainability', at the International Conference on Sustainability Transitions (meeting of the European network of researchers on innovation for environmental sustainability): Navigating Theories and Challenging Realities, 29–31 August, Copenhagen, Denmark.
- Genus, A.** (2012) 'Flexible technology for energy resilience', at the Resilience and Society Conference: Energy Infrastructure, 26 April, Newcastle upon Tyne, UK.
- Kasperova, E. and Kitching, J.** (2012) '(Dis)embodied entrepreneurs: a critique of entrepreneurial identity studies', at the 35th Institute for Small Business and Entrepreneurship (ISBE) Annual Conference: Creating Opportunities through Innovation: Local Energy, Global Vision, 7–8 November 2012, Dublin, Ireland.
- Kitching, J., Kasperova, E. and Collis, J.** (2012) 'Regulation, risk, performance and policy: a study of the impact of UK small company abbreviated accounts legislation', at the International Council for Small Business (ICSB) World Conference 2012: Leading from the Edge, 10–13 June 2012, Wellington, New Zealand.
- Piterou, A., Coles, A.-M. and Genus, A.** (2012) 'Adoption of sustainable energy technologies in London', at the 4S/EASST Conference: Design and Displacement, 17–20 October, Copenhagen, Denmark.
- Smallbone, D., Kitching, J., Kasperova, E. and Xheneti, M.** (2012) 'A longitudinal analysis of small firm responses to the 2008–9 economic downturn', at the International Council for Small Business (ICSB) World Conference 2012: Leading from the Edge, 10–13 June 2012, Wellington, New Zealand.
- Smallbone, D., Kitching, J., Kasperova, E. and Xheneti, M.** (2012) 'The resilience of small firms to a major economic downturn' at the 35th Institute for Small Business and Entrepreneurship (ISBE) Annual Conference: Creating Opportunities through Innovation: Local Energy, Global Vision, 7–8 November 2012, Dublin, Ireland.
- Theobald, K. and Genus, A.** (2012) 'The role of "ego networks" in creating low carbon neighbourhoods', at the Royal Geographical Society Conference: Security of Geography/Geography of Security, 3–5 July, Edinburgh, UK.

Further information

Small Business Research Centre
Kingston Business School
Kingston University
Kingston-upon-Thames
KT2 7LB
United Kingdom

T: +44 (0)20 8417 5354

E: r.blackburn@kingston.ac.uk or visit our home page for more details:
www.kingston.ac.uk/business/sbrc