
The International Strategies of SMEs in the debt crisis: A Model to Succeed in the Global Market

Angela Poulakidas

Department of Business Administration
Medgar Evers College, City University of New York, USA

Keywords

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Abstract

This paper explores the internationalization process of European SMEs such as Greece, France Italy, and Spain who are operating in economic austerity. The goal of the paper is to unearth economic and strategic responses in their international markets to construct explanatory models which optimize their individual characteristics and structures. This empirical study will examine European SMEs in the sector of green technology for energy and food and will identify key actions related to different phases of their internationalization: policy and strategies, achievements and the future outlook. A secondary aim is to reveal feasible and assured paths for SMEs willing to sell outside of their country borders. It also addresses important obstacles and practical implications to be considered in the international development of European SMEs in austerity economic conditions.
