The Entrepreneurial and Small Business Marketing Special Interest Group invite both new and established researchers to attend a forthcoming colloquium on Friday 20th April 2018 at the University of South Wales Business School, in the heart of the Rhondda Valley in Wales. In preparation for REF2020, our International Colloquium focuses on current and future research projects and publication strategies.

We pride ourselves on having developed, over the years, an open, supportive meeting with a retreat-style environment combined with the rigour of an academic conference. During the day you will discuss your own research in-depth with other scholars in the field, have an opportunity to identify co-authors (for completed PhDs) and discuss and plan new joint research projects and joint publications in the field. The focus will be on encouraging leading insightful research in the field of entrepreneurial and small business marketing. As in previous years, we will once again take the opportunity to encourage a ‘round-table’ discussion as a platform for our research discussions. We will discuss and debate:

- The evolution of entrepreneurial marketing theory and practice
- Current issues in research in the field of entrepreneurial marketing and small business marketing
- Explore contributions of embryonic research and guide early career researchers in the development of innovative and impactful areas of the research field.
- Move the research Agenda forward in terms of supporting researchers in the group in their individual research and publication strategies and ideas for collaborative research and publications opportunities.

During the day, we’ll also be hearing from two eminent invited speakers:

**Professor Audrey Gilmore**
Professor of Marketing  
(University of Ulster)  
Topic: ‘Qualitative Research Methods’

**Dr Rosalind Jones**
Lecturer in Marketing  
(University of Birmingham)  

The colloquium will be from 10am-4pm & will include a light lunch. **To express an interest in attending please send an email to events@southwales.ac.uk.** A link to the online registration and payment portal will then be sent.

We look forward to welcoming you on the 20th April.

**Fees:**
- Student/ AM student member: £25 GBP
- AM member: £35 GBP
- Non-member: £45 GBP