

# Research Seminar



## **How resilient are SMEs in the global recession? International perspectives on small firm coping strategies**

The New Zealand Centre for SME Research at Massey University is currently involved in comparative research with an international SME expert, Prof David Smallbone from Kingston University in the UK, on the impact of the recession on the SME sector.

This research seminar provides the opportunity to hear the latest findings on

- How the global recessionary conditions have impacted on UK and New Zealand based small enterprise,
- How small enterprises have adapted to these conditions and
- How resilient they are and with what consequences for their performance.

### **Programme outline**

The research seminar will start with the presentation of the two key note speakers, followed by critical comments and perspectives from agencies and Business New Zealand. The seminar will end with a panel discussion followed by light lunch.

- Prof David Smallbone, Kingston University, UK: *“Are small firms resilient to recession? Evidence from the UK”*
- Prof David Deakins, Massey University, Director of NZSMERC: *“The 2009 BusinessSMEasure, how NZ SMEs are coping with the recession”*
- Shambuel Eaqub, Principal Economist, New Zealand Institute of Economic Research
- Phil O’Reilly, Chief Executive, Business New Zealand
- Patti Poole, Ministry of Economic Development

### **Date and Time**

Date: Wednesday, 3 March 2010  
Time: 8.30am to 1.00pm  
Location: Executive Seminar Suite, Massey University (5B14)  
Entrance A, Wallace Street, Wellington  
Please click [here](#) to view a map.

Registration fee: \$50

**RSVP essential to Allison Taranchokov by 19 February 2010**  
Tel 04 801 5799 ext 6436 or [a.k.taranchokov@massey.ac.nz](mailto:a.k.taranchokov@massey.ac.nz)

## **Keynote speaker profiles**

*Prof David Smallbone* is the Professor of Small Business and Entrepreneurship at Kingston University in London and the Associate Director of the Small Business Research Centre. David is one of the world's eminent scholars on SME research and his wide expertise includes topics on high growth SMEs; enterprise development in rural areas; innovation and innovation policy; internationalisation and SME development; the use of external assistance and policy support by SMEs; ethnic minority enterprise and entrepreneurship and SME development in transition economies. He has extensive experience of research-based consultancy for a range of national and international clients, including central government departments in different countries, the European Commission, UNDP and the OECD.

*Prof David Deakins* is Director of the NZ Centre for SME Research at Massey University. David has 20 years experience of working on small firms' research, having previously been based at Paisley in Scotland and at Birmingham in England, in the UK. David is a former President of the Institute of Small Business and Entrepreneurship (ISBE), the UK's leading network of entrepreneurs, academics, researchers and professionals. He established the Paisley Enterprise Research Centre (PERC) in Scotland, which has an international reputation for its research and expertise in finance and ethnic minority entrepreneurship.

*Shambuel Eaqub* joined NZIER in April 2009 and heads up membership services. He is deeply passionate about macro economics, the New Zealand economy and sharing both with the wider community. He is responsible for economic forecasting at NZIER. Shamubeel holds a Bachelor of Commerce and Management with Honours in Economics from Lincoln University. He has worked as a macro economist in the private sector since 2001, both in New Zealand and Australia. His focus and interest is in analytical frameworks to aid economic forecasting, commentary and incisive research into topical areas of economics.

*Phil O'Reilly* is Chief Executive of Business New Zealand, New Zealand's largest business advocacy group, representing thousands of businesses of all sizes. The Business NZ group includes four large regional business associations, the *Major Companies Group*, *Export NZ*, more than 70 affiliated industry associations and *Buy NZ Made*. The group's goal is New Zealand's prosperity through successful business. Phil works with government and other key decision makers on issues of concern to business and the economy. Internationally, Phil represents New Zealand employers at the International Labour Organisation, contributes to the governing body of the ILO, and is a delegate to the Business & Industry Advisory Council of the OECD. Nationally, Phil chairs the Government's Capitalising on Research & Development Action Group and is a board member of the NZ International Business Forum, the Foundation for Science, Research & Technology and the Royal Society, and serves on a number of other Ministerial and advisory groups.

*Patti Poole* joined the Ministry of Economic Development in 2009 as a Senior Advisor SMEs. Her responsibilities include being the secretariat for the Small Business Advisory Group (SBAG), and was involved in developing the Small Business Assistance Package in 2009. Patti has had many years of experience as an SME owner, business advisor and intrapreneur. She has also lectured in Small Business and Entrepreneurship at Massey University and UCOL and was previously a research associate of the NZSMERC.

# Research Seminar Registration

BUSINESS **SME** ASURE

## How resilient are SMEs in the global recession? International perspective on small firm coping strategies

Hosted by the New Zealand Centre for SME Research at Massey University

Venue: Massey University, Wellington Campus, Room 5B14 – Executive Suite

Date: Wednesday, 3<sup>rd</sup> March 2010

8.30am – 1.00pm

### REGISTRATION DETAILS

Full Name (s)	
Job Title	
Organisation & Address	
Telephone Cell phone	
E-mail	
Fax	
No(s) attending the lunch:	
Special Dietary requirements:	

### FEE (please tick applicable fee) Invoice to :

NZSMERC Research Seminar attendance \$50 per person (including GST)	\$ 50.00
Total	

### Payment By (please tick applicable option):

Cheque (enclosed & made payable to 'Massey University')	
Please charge my credit card: Visa / Bankcard / AMEX / Mastercard	
Card Number	
Expiry date	
Cardholder's name	
Signature	

Send to Allison Taranchokov, NZ Centre for SME Research by fax (04 802-0290), email: [A.K.Taranchokov@massey.ac.nz](mailto:A.K.Taranchokov@massey.ac.nz)  
or

post to: (NZ Centre for SME Research, Massey University, Private Box 756, Wellington)