

Literature Review Study of Moroccan SME's Internationalization

Nejjari Jihane

PhD student

Interdisciplinary Laboratory of Research and Applications in Management (LIRAM)
National School of Business and Management of Oujda, Morocco
j.nejjari@ump.ac.ma

Hassine Mostafa

Professor

Interdisciplinary Laboratory of Research and Applications in Management (LIRAM)
National School of Business and Management of Oujda, Morocco
m.hassine@ump.ac.ma

Abstract

Thanks to the dynamics of globalization, the worldwide economic environment has seen tremendous changes in recent decades. Similarly, Morocco has begun to open its economy, but the results have not performed as expected; the trade deficit and Morocco's loss of market share against competitors are perfect examples, because our country's supply is primarily concentrated on the European Union. Additionally, traditional markets are experiencing a certain recession, whereas emerging markets are dynamic in terms of macroeconomic conditions, which has led Morocco to diversify its export destinations. Small and medium-sized businesses are seen as a critical source of development and vitality in all countries. Indeed, SMEs have captured the attention of scholars and may now be regarded as a legitimate subject of study. The rising internationalization of small and medium-sized firms (SMEs), as their potential to conduct business abroad has been regarded. Internationalization has been defined as a cycle as well as the activities that businesses engage in to enter foreign markets. Internationalization is "a more prevalent technique of broadening participation to global responsibilities. As a cycle, it is not assured that the internationalization of SMEs follows a regular pattern of stages. On the flipside, it has been seen that varied circumstances provide successions of differentiated chances. In this article, which focuses on the literature review of SMEs' internationalization, we began by listing the various definitions of the concept of internationalization, and then we listed the various approaches such as the U-model, the I-model, Internationalization through economics, Internationalization through networks, finally we highlight the limitations of each model.

Keywords

Internationalization, SME, Literature study, Internationalization methodologies, and Limitations.

Biographies

Jihane Nejjari began the academic career in 2006 at the National school of Business and Management of Oujda followed by achieving a master degree in Auditing and Management Control at the same school. From 2011 to 2019 working as a responsible of the relation "company-suppliers" in a medium company based in Morocco and specialized on the importation and distribution of all construction materials. By 2019 began the doctoral research cursus at the Interdisciplinary Laboratory of Research and Applications in Management about Moroccan SME's Performance under the supervision of Professor Hassine Mostafa.

Hassine mostafa is a Professor of Higher Education at the National School of Business and Management, began his academic career in France with the award of his doctorate in economic sciences at the University of Aix Marseille in November 1991, specializing in the field of management and corporate finance. Just few moments after in January 1992, started the position of Senior Manager at the Ministry of Finance, but always passionate about scientific research has quickly occupied the position of Research Professor in September 1992 at the Faculty of Legal and Economic

Sciences of Fez until 2010. Since October 2010 and remaining a professor of Higher Education continued his profession until now at the National School of Business and Management and the University Mohamed First.