

TABLE OF CONTENTS

- 1 **Entrepreneurial Orientations as the Determinant of Entrepreneurial Marketing Behaviors**
- Pitsamorn Kilenthong, University of the Thai Chamber of Commerce
Claes M. Hultman, Örebro University
Gerald E. Hills, University of Illinois at Chicago and Bradley University
- 23 **Customer-Firm Interaction and the Small firm: Exploring Individual, Firm and Environmental Level Antecedents**
- Saurabh Srivastava, University of North Texas
Anat BarNir, University of North Texas
- 51 **Family Business CEO Succession: Examining Personal Retirement Expectations**
- Jamie D. Collins, Sam Houston State University
William J. Worthington, Baylor University
John E. Schoen, Schoen Family Foundation
- 71 **Entrepreneurial Orientation and Learning in High and Low-Performing SMEs**
- Timothy Pett, Rollins College
Jim A. Wolff, Wichita State University
- 87 **Critical Success Factors of SME Internationalization**
- Tarun Bose, Khulna University