

# Call for Proposals

## Fourth Annual JIBS Conference on Emerging Research Frontiers in International Business

**Theme:** Asia and Global Business in the 21<sup>st</sup> Century: Institutions, Cultures, and Strategic Transformations

**Venue:** San Diego State University

**Local Arrangements:** Mark Ballam, SDSU CIBER

**Dates:** November, 29<sup>th</sup> – December 2<sup>nd</sup>, 2006

**Deadline for Submission of Proposals for papers & panels:** July 1<sup>st</sup>, 2006

**Invitations** to be issued by August 15<sup>th</sup>, 2006

### **Program Committee:**

Professors Rabi Bhagat (University of Memphis), Kwok Leung (City University Hong Kong), Martina Musteen (San Diego State University), Mike Peng (University of Texas Dallas), and Gangaram Singh (San Diego State University).  
Arie Y. Lewin (Duke University), Ex Officio.

### **Central Theme**

Prior to the 1997 Asian financial crisis, a number of scholars predicted that the 21<sup>st</sup> century would be the “Asian century.” In the aftermath of the 1997 crisis, there has been some caution in the literature regarding how various economies and firms in Asia are going to emerge as important participants in the global economy. More recently, terms such as the “Chinese century” and the “rise of India” have surfaced frequently in scholarly and practitioner publications. There is no doubt that various Asian economies and firms have been undergoing some profound institutional, cultural, and strategic transformations, which not only have ramifications for Asia but also for other parts of the global economy in the 21<sup>st</sup> century.

### **Objectives of the 2006 Frontiers Conference in International Business**

- To encourage scholarly interest in the growing complexity of institutional, cultural, and strategic transformations that are currently underway in various Asian economies and firms.
- To examine the implications of these transformations for both firms headquartered in Asia and those headquartered elsewhere.
- To advance IB research on the increasing global interdependence between various countries and firms in Asia and the rest of the world.

We welcome proposals for papers and panel discussions that are (1) theoretically innovative and well-grounded and (2) based on solid empirical research which provides insights into the dynamics of how various Asian economies and firms are grappling with institutional, cultural, and strategic transformations – and how countries and corporations *elsewhere* around the world respond to such profound changes in Asia.

### **Examples of Relevant Issues**

- **Impact of Asian economies on global business.** What is the impact of the growing Asian economies on world trade, shipping, and logistics – and most fundamentally on the strategic management processes of firms around the world (including those currently *not* doing business in/with Asia)?
- **Nature of firm ownership and control.** A majority of large multinational corporations in the Anglo-American world feature the separation of ownership and control. However, such is not the case in most parts of Asia. What are some of the future implications of concentration of ownership and control of large firms in Asia for theory and research?

- **Product and geographic diversification.** The conventional wisdom, based primarily on recent research in the West, is that unrelated product diversification is counter productive for creating value. However, some conglomerates and business groups in Asia persist and function well in seeming contradiction to the conventional wisdom. At the same time, many Asian firms have recently embarked on significant geographic diversification, by entering foreign markets not only in Asia but also in other regions of the world. How do findings from the Asian context help to advance strategy research on product and geographic diversification?
- **Institutional transitions and strategic responses.** Many Asian economies aspire to become more market oriented. Their institutional transitions often entail fundamental and comprehensive changes. Some of the transitions end up with a predominantly relationship-based transaction structure, and some move to a rule-based structure. What theories and empirical research account for these transformations? What are the implications for firms both headquartered in and out of Asia?
- **Cultural changes and transformations.** Participation in the global economy changes some of the fundamental cultural assumptions and values that are inherent in the design of organizations, institutions, and related strategic processes. How do the various cultural changes and transformations taking place in these Asian economies facilitate or hinder their participation in an increasingly interdependent global marketplace? What are implications of strategic outsourcing on the transformation of various cultural patterns in these countries? What are implications of globalization for the collectivistic orientations of the majority of Asian populations? What role do foreign (non-Asian) firms play in the cultural changes and transformations in Asia?
- **Global implications for non-Asian economies and firms.** The growing prominence of Asian economies and firms has significant ramifications for the non-Asian world in the 21<sup>st</sup> century. What IB theoretical frameworks might be applicable to explain the growing interdependence between Asian economies and firms with those of the rest of the world? To what extent are the experiences of Asia and Asian companies applicable to extant theories and research in IB?

The above list is merely suggestive of the range of topics appropriate for this conference. Other topics may be potentially of interest. However, the central concerns of the 4<sup>th</sup> Annual JIBS Emerging Research frontiers in IB Conference are with the institutional, cultural, and strategic transformations of economies in Asia and firms active in Asia (including foreign, non-Asian firms operating there), as well as the ramifications of these transformations for global business around the world (that is, beyond Asia).

### Submissions

Proposals for panels and or papers must be submitted on or before July 1<sup>st</sup>, 2006 to Stefanie McAdoo ([smcadoo@duke.edu](mailto:smcadoo@duke.edu)) at Duke University, Fuqua School of Business. The submission should be marked for the Fourth Annual JIBS Emerging Research Frontiers Conference in International Business 2006. Submissions should consist of a 2-3 page summary of the proposed paper or panel. Panel proposals should also include names of proposed panelists and their specific topic.

### Review Process

Submissions will be reviewed by the Program Committee after July 1<sup>st</sup> and authors will be notified of the decision by August, 15<sup>th</sup>, 2006.

For further information regarding the nature and the structure of the 2006 Frontiers Conference in International Business please contact Mike Peng at UT Dallas ([mikepeng@utdallas.edu](mailto:mikepeng@utdallas.edu)) if paper concerns Strategic and Institutional Issues. If paper concerns cultural and related, issues of transformations of Asian societies please contact Rabi S. Bhagat at the University of Memphis ([rbhagat@memphis.edu](mailto:rbhagat@memphis.edu)), or Kwok Leung at City University Hong Kong ([mkkleung@cityu.edu.hk](mailto:mkkleung@cityu.edu.hk)).