



**AIB 2009 Annual Meeting**  
**San Diego, California, USA**  
**June 27-30, 2009**

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## **Call For Papers**

**Theme:** Is the World Flat or Spiky? Implications for International Business

**Submission Deadline:** January 15th, 2009

**Program Chair:** Torben Pedersen, Copenhagen Business School

Globalization has become a key concept in the press as well as in the International Business community, reflecting the fact that cross border flows of goods, services, capital, knowledge, ideas, and trends have substantially increased over the last couple of decades. This has made the world a smaller place. However, there is still much disagreement about how global, in fact, the world has become. At one end of the spectrum it is argued that technological and social shifts have levelled out the global playing field and created the conditions for a converging flat wired world in which information, money, and people can move around almost seamlessly. The world is a global village where everyone is a next-door neighbour. Offshoring strategies' leveraging advantages outside the home country are becoming widespread and are creating tensions in advanced economies as more and more advanced activities and higher-end jobs move to emerging market economies. At the other end of the spectrum it is pointed out that geographic proximity still matters, and that, for example, ninety percent of the world's phone calls, web traffic, and investments are still local. Furthermore, when looking at the spatial distribution of innovation the world seems rather spiky in the sense that most new knowledge (e.g. reflected in patents and scientific citations) is still concentrated in a few centres of the world. In this world the 'peaks' are growing higher and getting better connected whereas the valleys mostly languish.

Furthermore, there seems to be a huge gap between the potential and the realities of globalization. While financial and information markets exhibit almost seamless connectivity, the movement of people is largely restricted by concerns ranging from downward pressure on wages to international terrorism. While many companies have the potential to operate globally, there is evidence that few engage in substantial operations beyond their home regions.

The aim of the San Diego conference is to enhance our understanding of the wide-ranging trends of change that are arising as a result of globalization. What might become more global and what remains - or even becomes more - local. This discussion goes to the heart of research in International Business that builds on concepts like liability of foreignness and psychic distance, and contributions that address these issues are especially encouraged as submissions for the conference.

## **Paper And Panel Submissions:**

Paper and panel submissions for AIB 2009 need to be categorized into one of eleven topical tracks. Each paper or panel proposal must be submitted to only one track. Please select the track closest to your proposal from the list below.

## **1. The Political, Institutional, and Historical Context of Global Business**

Track chair: Jonathan Doh, Villanova School of Business [jonathan.doh@villanova.edu](mailto:jonathan.doh@villanova.edu).

This track invites manuscripts that consider how institutional and political characteristics alter the costs or benefits of engaging in business activity of a given firm in one nation as compared to another. Relevant institutional characteristics span the regulative, normative and cognitive domains including the impact of history on context today. Relevant political characteristics include the preferences of political actors towards a given policy (e.g. market-oriented reforms, national security or actors in another country) and the structure or nature of political competition (e.g. the formal structure and rules governing policymaking, the distribution of voice and the nature of competition among candidates for political office). These institutional and political characteristics influence every aspect of behavior by multinational enterprises and international new ventures including their location choice; their choice of technology, capital and labor staffing; their sequence of investment; and their choice as to how to interact with social and political actors. Consistent with the track theme we particularly encourage submissions examining networks that span political, economic and social actors, thereby generating actionable knowledge on the context of global business for multinational managers.

**Keywords:** *Country risk; Economic history; Environmental shocks; FDI policy; Immigration policy; International political economy; International relations and political science; Policy-oriented studies; Political aspects of MNC activity; Political backlash; Political behavior; Political hazards; Political risk; Political relationships; Political strategies; Public affairs; Regulatory risk; Security and competitiveness; Semiglobalization; Sovereignty; Bureaucracies; Business and society; ; Business and the environment; Business-Government interaction and relations; Corporate political strategy; Corporate social responsibility, Civil society; Expropriation; Global institutions; Institutional context; Institutional variables; Institutional trajectories; Institutionalism; International organizations; MNC-host country relations (host country perspective); Non-governmental organizations (NGOs); Transparency within and among MNCs and national States; Extraterritoriality; Foreign investment laws; Intellectual property law; International regulations; Investment appraisal; Investment guarantees and dispute settlements; Law of contract; MNCs and imperfect contracts; Regulating MNCs; Business history; Globalization in other eras; Global market integration; History in international business; History of FDI and the MNC; History of thought; Historical roots of local conditions.*

## **2. International Economics, Finance, Accounting and Taxation**

Track chair: Timothy Devinney, Australian School of Business [T.Devinney@agsm.edu.au](mailto:T.Devinney@agsm.edu.au).

Papers written from a discipline base of Economics, Accounting, or Finance, or papers covering issues or topics in International Finance, Accounting, or Taxation (e.g. M&As, exchange rates, capital flows, transfer pricing, etc.) should be sent to this track. Applied or theoretical economics papers and/or economics research methods papers should also be sent to this track. Papers that develop theory or test hypotheses using the theory development tools of economics and papers on areas of economics such as international trade and development are appropriate for this track.

**Keywords:** *International investment; International economics; International finance and taxation; International accounting; Exchange rates; International trade; Trade and environment; Current account adjustment; Short-term capital movements; Comparative accounting systems and practice; International financial reporting; Economic development; Exporting; International macroeconomics; MNCs and national economic development; International trade flows; International migration; Hedging; Financial risk management; Exchange rate exposure; Foreign portfolio investment; International asset pricing;*

*International cross-listing; International financial integration; Cost of capital; Capital market development; Capital structure; Mergers and acquisitions; Transfer pricing; Quantitative research methods; Econometrics; Duration models; Panel data models; Non-linear models; Heterogeneity; Game theory; Economic theory.*

### **3. Alliances and Inter-Firm Relationships**

Track chair: Hemant Merchant, Florida Atlantic University [merchant@fau.edu](mailto:merchant@fau.edu).

This track is concerned with the phenomenon of equity- as well non-equity based inter-organizational relationships among distinct for-profit, not-for-profit, governmental, and non-governmental entities. Although we interpret 'alliances and inter-firm relationships' broadly, we rely on the commonly-accepted definition of alliances: linkage between two (or more) separate entities. Thus, this track would include relationships such as public-private partnerships, and internal corporate venturing-in addition to traditional alliance forms such as joint ventures. Manuscripts submitted to this track would strive to better expose conventional as well as the (evolving) contemporary roles of resource-linkage strategies between or among entities. The latter roles may have to do with re-configuring industry boundaries-or even creating new industries through a process of entrepreneurial experimentation! Submissions that deal with newer blends of inter-firm networks, such as vertically-related alliances or alliances in non-manufacturing industries, are especially welcome because the role of such alliances in the creation of product/process knowledge is, generally, less well-known.

**Keywords:** *Alliances; Inter-organizational relationships; Joint ventures; Internal corporate ventures; Resource-linkages; Inter-firm linkages or organizations; Inter-firm networks; Commitment to agreements; Conflict and coordination; Formation and dissolution of collaboration; International new ventures; Power and dependence; Relational embeddedness; Relational management; Relational models; Relational norms; Transactional characteristics; Trust.*

### **4. Subsidiary Evolution and Strategy**

Track chair: Björn Ambos, Vienna University of Economics and Business Administration [bjorn.ambos@wu-wien.ac.at](mailto:bjorn.ambos@wu-wien.ac.at).

This Track welcomes papers focusing on the subsidiary as a distinctive sub-unit of the MNC. We encourage authors that examine knowledge exchange and learning both via intra-firm subsidiary networks and between subsidiaries and their host environment. Approaches might highlight how subsidiaries selectively integrate external and internal endowments, assets, knowledge and capabilities, to optimize complementarities between the MNC and its local environment. Longitudinal studies and dynamic approaches, which consider how subsidiary participation in strategic decision-making and the relevant organizational processes evolve over time, are also key topic areas.

**Keywords:** *Global and local knowledge; Headquarters-subsidiary roles and relations; Integration-responsiveness; Intra-MNC and inter-subsidiary structures; Intra-firm transfer; Managing foreign operations; MNC-host country relations (subsidiary perspective); Parent-subsidiary links; Regional headquarters (HQs) or business units; Regional strategy or strategies; Subsidiary development, expansion and growth; Subsidiary-specific advantages; Subsidiary networks; Subsidiary autonomy; Subsidiary performance; Subsidiary rent-seeking; Subsidiary strategies; Subsidiary control and coordination mechanisms. Network embeddedness; Organizational distance.*

### **5. Organizational Structure, Capabilities, and Strategic Planning in the MNC**

Track chair: Ulf Andersson, Uppsala University [ulf.andersson@fek.uu.se](mailto:ulf.andersson@fek.uu.se).

Some of the most important contributions of international business research to management theory and practice have come from the insights that international companies have provided into the relationships between organizational structure, management systems, strategy, and firm performance. This track seeks to extend the work of Stopford and Wells, Bartlett and Ghoshal, Hedlund, Doz, Kogut, and others by sharing new thinking and new evidence concerning the ways in which international companies configure themselves internally to develop organizational capabilities and create competitive advantage. Themes pertinent to this track include: organizational design within MNCs, the challenges of reconciling global integration with local differentiation, managing complexity, self-organization, exploiting geographical and cultural diversity to build global capability, capability development within emerging-market MNCs, strategy making in international companies, and new models of international companies.

**Keywords:** *Organizational structure; Organizational design; Organizational architecture; Matrix organization; Transnational organizations; Team-based structures; Organizational capabilities; Capability development; Competences; Dynamic capabilities; Competitive advantage; Global integration; Distributed innovation; Product development; Intra-firm coordination; Rules of behavior; Routines; Complexity; Self-organization; Organizational evolution; Adaptation; Ambidexterity; Strategy making; Strategic planning; Strategic investment decisions; Absorptive capacity.*

## **6. Learning, Knowledge and Innovation**

Track chair: : Snejjina Michailova, University of Auckland [s.michailova@auckland.ac.nz](mailto:s.michailova@auckland.ac.nz).

This track invites papers, theoretical as well as empirical, that deal with learning, knowledge and innovation in an international business context. A limited sample of examples of topics of interest are: the MNC as a powerful creator of knowledge and innovation; international networks for knowledge creation and exchange; the nature, the structure and the governance mechanisms of both cross-border intra-MNC networks and inter-firm local networks for knowledge development; the interactions between global and local networks for innovation; the strategies adopted to source and develop knowledge locally (through the interactions with other local actors such as competitors, suppliers, buyers, research centers, universities and other institutions), and the organizational mechanisms adopted to transfer knowledge back to the parent company and across the whole subsidiary network; the impact of knowledge creation and exchange on the MNC's performance as well as on the development and growth of innovation capabilities in the home and host countries involved; transfer of knowledge and / or organizational practices across borders. We particularly welcome studies that address these and/or related issues in a multilevel and contextual manner.

**Keywords:** *Organizational learning in MNCs; Learning in international business networks; Learning across borders; Learning in teams; Learning alliances; Global and local knowledge; Knowledge seeking; Knowledge search; Knowledge access; Knowledge acquisition; Knowledge creation; Knowledge sourcing; Knowledge exchange; Knowledge sharing; Knowledge transfer; Reverse knowledge transfer; Knowledge strategies; Exploration vs. exploitation; Knowledge governance mechanisms; Intra-firm and inter-firm networks for innovation; Innovation in MNCs; MNCs and global innovation; MNCs and regional innovations systems; Internationalization of R&D; The role of context in learning / knowledge / innovation.*

## **7. The Location of FDI, Clusters, and Inter-Firm Spillovers**

Track chair: Ram Mudambi, Temple University [ram.mudambi@temple.edu](mailto:ram.mudambi@temple.edu).

Despite the importance of foreign direct investment (FDI) in practice and its prominence in the international business literature, there remains a great deal that we do not understand about it, in terms of both process and impact. This track invites papers that explore various aspects of FDI, including motivations for undertaking investment, drivers and determinants of location choices and entry mode decisions, and issues pertaining to how MNC headquarters and affiliates interact with -

and affect, for better or worse - host-country firms and environments. FDI spillovers and other local linkages and impacts, along with locational pulls and pushes on MNCs, are of particular interest, in the context of both manufacturing and services, and a broad range of host and home markets. Papers that explore the nature of knowledge exchange between MNCs and host-country organizations and institutions, the development of local networks, and the diffusion of knowledge and capabilities among host-country firms are particularly encouraged.

**Keywords:** *Capability diffusion; Entry mode; Location of FDI; Institutional environment of locations; Internationalization and locational choice; Knowledge and productivity spillovers; Liabilities of foreignness; Local knowledge spillovers between foreign-owned and indigenous firms (in both directions); Local linkages; Location strategy; MNCs and local economic development, MNC-host country relations; Political aspects of MNC locational decisions; Role of local cultures; Theory of FDI and the MNC (Ownership-Location-Internalization); Vertical linkages between MNCs and local suppliers.*

## **8. International Human Resource Management, Cross-cultural Management, and Qualitative Research Methods**

**Track chair:** Ruth Aguilera, University of Illinois at Urbana-Champaign [ruth-agu@uiuc.edu](mailto:ruth-agu@uiuc.edu).

This track addresses the challenges associated with managing people in different national, cultural, organizational and institutional environments. It invites submissions from the fields of international human resource management (HRM, that is, managing people in the context of the MNC and within different employment systems) and cross-cultural management (including comparative HR and subsidiary HR issues). Papers that assist in moving the field forward by challenging prevailing theoretical perspectives are particularly welcome. Key topic areas include, for example non-standard international assignments and HR and employment practice issues relating to different forms of foreign operations. The track welcomes conceptual and empirical papers that draw on international or cross-national data as well as methodological papers that deal with innovative use of qualitative research methods in international fieldwork.

**Keywords:** *Careers; Employment systems; Cross-cultural management; Cross-cultural teams; Expatriates; Foreign assignments; HRM strategies and practices; Diversity; Gender; Global leadership; Inter-personal networks; Language and translation; Qualitative and comparative research methods; Cross-cultural investments; National cultural differences in HR and employment systems.*

## **9. Internationalization Processes and International Marketing Strategies**

**Track chair:** Bent Petersen, Copenhagen Business School [bp.smg@cbs.dk](mailto:bp.smg@cbs.dk).

The track addresses the challenges of internationalization and the formulation and implementation of market seeking strategies. Papers may focus on internationalization as processes shaped mainly by intra-firm resources and capabilities, processes reflecting the development of international business networks in which the firm is embedded, or internationalization as determined by local/global market conditions and institutions. Consequently important issues are for instance intra-firm resources versus inter-firm relationships as drivers for internationalization, the relevance of entry modes versus relationship development as elements of the internationalization process, relationships as substitutes for experiential learning in the internationalization process, the importance of subsidiaries' external business network for the multinational firm's investment in foreign operations, especially in emergent markets, the interaction between relationship marketing and internationalization and the importance of global alliances in international marketing.

**Keywords:** *Born Globals; Entry modes and internationalization processes; Foreign market entry; Foreign market knowledge; International marketing; Institutionalization knowledge; Inter-firm relationships;*

*International entrepreneurship; International experience; Internationalization knowledge; Internationalization strategy; Psychic distance.*

## **10. Outsourcing, Offshoring, and Supply Chain Management**

Track chair: Michael Mol, University of Reading [m.mol@reading.ac.uk](mailto:m.mol@reading.ac.uk).

This track focuses on the issues related to firms' global sourcing of products, services, and knowledge. Most companies have traditionally performed the bulk of their high-value activities within the home country, however, when some of these activities are further fragmented, outsourced and/or conducted offshore it raises new questions of both a theoretical and empirical nature. Questions such as what are the drivers of offshoring and outsourcing? What are the costs and benefits of offshoring/outsourcing to firms, home country and the host country? What are the linkages between the different activities in the firm and what are the managerial challenges of creating a globally dispersed configuration of the firm's value chain? Theoretically, this new phenomenon raises issues of what are the core activities of the firm and to what extent can the activities of the firm be further fragmented, modularized and offshored/outsourced in order to take advantage of global sourcing.

**Keywords:** *Offshoring; Outsourcing; R&D outsourcing/offshoring; Fragmentation of production; Modularization; Digitalization of service activities; Business process offshoring (BPO); Disaggregation of the value chain; Global supply chain strategies; Supplier relations; Operations management; Supply chain integration; Offshoring of high-end jobs; Emerging global labor market; Entrepreneurial globalization; Corporate entrepreneurship; Costs and benefits of outsourcing.*

## **11. Emerging Market Economies**

Track chair: Ravi Ramamurti, Northeastern University [r.ramamurti@neu.edu](mailto:r.ramamurti@neu.edu).

The advent of globalization has witnessed an increased importance of emerging market economies, and multinational enterprises seeking to do business in Brazil, Russia, India, China, Indonesia, Mexico, South Africa, and Turkey. In the past few years emerging market MNCs are venturing abroad in a systematic manner as observed from the rapid expansion of Tata Motors, Lenovo, and Natura in developed and developing nations. This track covers trends, directions and internationalization patterns of inward and outward foreign direct investment to and from emerging market economies. Emerging market economies play a critical role in today's world economy, and manuscripts dealing with macro (country level), micro (firm level) issues and its interaction in Latin America, Asia-Pacific, Africa, Middle East, and Central/Eastern Europe are encouraged to submit to this track.

**Keywords:** *Emerging market MNCs; Inward and outward FDI to and from emerging market economies; Competitive and comparative advantages of different emerging markets; Economic development and competitiveness in emerging market economies; Competitive strategies of local emerging market firms; Competitive strategies of non-emerging market firms for emerging markets; Entry strategies in emerging markets; Theory of MNCs as it relates to emerging market economies; Comparison of institutional environments across emerging markets; SMEs in emerging market economies; Knowledge creation and diffusion in emerging market economies; Uniqueness of emerging market MNCs; Regional integration of emerging markets; Multinationality and performance in emerging market economies; Role of formal and informal networks in emerging market economies; Foreignness and emerging Markets; Corporate governance in emerging markets; Marketing in emerging markets; Cross-cultural issues in HRM in emerging markets; Sustainable development in emerging market economies; Human rights and business in emerging market economies.*

## **Special Track: Special Track on Teaching International Business**

Track chair: P. Roberto Garcia, Indiana University [pgarcia@indiana.edu](mailto:pgarcia@indiana.edu).

A number of sessions at the AIB 2009 Conference in San Diego will be allocated for discussion of pedagogy issues. For more information, please read a [separate call](#) for this special track on teaching methods in IB.

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Submissions for the conference will take place through AIB's online submission system. All manuscripts and proposals must be submitted by **January 15, 2009**. Please refer to the [detailed submission instructions](#) page for additional information on how to prepare and submit your submission.

For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2009/>. Any questions regarding this call for papers should be submitted to the track chairs or the Program Chair, Torben Pedersen, at [aib2009@cbs.dk](mailto:aib2009@cbs.dk).

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