



AIB 2010 Annual Meeting Rio de Janeiro, Brazil June 25-29, 2010

Call For Papers

Theme: International Business in Tough Times

Submission Deadline: January 15th, 2010

Program Chair: Tatiana Kostova, Moore School of Business, University of South Carolina

We live in historic and conflictual times. On the one hand, the recent global economic crisis that swiftly spread throughout the world has highlighted the risks and challenges of globalization and has emboldened its critics in a powerful way. The value of globalization is now being questioned not only by a few advocate groups but by governments and societies at large and the voices favoring deglobalization are becoming stronger than ever. Powerful nation-states, large multinational organizations, global business leaders, and even free market ideologies are being discredited and blamed for the crisis. On the other hand, the world is unprecedentedly interconnected through a complex web of product, capital, labor, and knowledge flows and through an increasing number of global governance institutions. Dozens of countries, thousands of companies, and billions of people have now become part of the world of international business. New global players from emerging and developing regions are shaping this world in novel and surprising ways. Given the breadth and the depth of the current state of global integration, it might not be wise or possible to undo the progress we have made, and follow our natural instincts of going back to the old days of protectionism and fragmentation.

The big questions for the Academy are "Do we understand the nature and the impact of these processes and do we stand ready to help companies and managers to not only survive but also thrive in a post-crisis world? How can we as international business scholars contribute to resolving the current tensions by offering ideas or even solutions for minimizing the risks of globalization while leveraging its benefits?" The main goal of the 2010 annual AIB meeting is to address these urgent questions in a novel and constructive way. We can all contribute to this task regardless of our specific areas of inquiry since these questions span disciplinary boundaries and reflect the very core of our scholarly mission to inform the field of international business. We see two main ways in which the conference can move the field forward. First, we need to revisit and reevaluate the applicability of our existing theories in light of the changing conditions of global business that might have invalidated their boundary conditions and assumptions. Second, we need to generate novel theoretical ideas that better reflect the dynamics of a post-crisis world and provide relevant and timely knowledge to global managers and companies as well as to policy makers, governments, and all other participants in the global economy.

To address these challenges, we are inviting submissions to ten topical conference tracks and two special conference tracks described below. Each paper or panel submission should be addressed to only one specific track. Please select the track closest to your proposal.

Paper And Panel Submissions:

Paper and panel submissions for AIB 2010 need to be categorized into one of ten 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. Institutions, Governance, and CSR

Track chair: Ruth Aguilera, University of Illinois ruth-agu@illinois.edu.

This track invites manuscripts that examine from different theoretical perspectives how institutions, governance and CSR, broadly defined, influence multinational firms, firms in different countries and global business leaders. The track is also interested in manuscripts that study how these actors in turn shape institutions, governance and CSR at the individual, firm, industry, regional, country and global level. Special attention will be paid to analysis of change and adoption of new practices in a changing environment. Relevant institutional characteristics might include the rules of the game shaping economic, political, social and cultural action such as country risk or intellectual property law; governance characteristics might include the rights and responsibilities of different types of shareholders and stakeholders towards the firm such as employee involvement or state intervention; and CSR characteristics might include how and why firms and individuals might trigger positive social change beyond the narrow economic, technical and legal requirements of the firm while engaging in triple bottom line efforts. Finally, consistent with the conference theme, we encourage submissions that address how firms and their stakeholders across the globe are coping with current global economic trends and how institutions, governance and CSR might constrain or enable their competitive strategies and beliefs at multiple levels of analysis.

Keywords: *Political aspects of MNC activity; Sovereignty; Business and society; Business and the environment; Business-government interaction; Corporate political strategy; Civil society; Global institutions; Transnational institutions; NGOs; International legal domain; Regulation of MNC; Global market integration; MNCs' bargaining power; Globalization; Political systems; History and IB; Legal systems; Financial markets; Country risk; Stakeholder capitalism; Varieties of capitalism; Business systems; Shareholder categories; Governance structure; Directorship interlocks; Upper echelons perspective; Ownership structure; Corporate performance; Corporate control; Initial Public Offerings (IPOs); Cross-border M&As; Accountability; Transparency; Institutional investors; Boards; Top management teams; Voting rights; Sustainability; Triple bottom line; Environment and strategy; Green management; White collar-crime; Corporate corruption; Corporate values; Bottom of the pyramid; Ethics and codes of conduct.*

2. International Marketing Management and Supply Chain

Track chair: Daniel C. Bello, Georgia State University mktddb@langate.gsu.edu.

This track addresses challenges faced in managing marketing and supply chain functions impacted by global economic crisis and the subsequent reevaluation of the role of globalization in marketing planning and execution. Contributions focusing on any aspect of the way marketing or supply chain managers cope with, or are impacted by, the tough times in the international marketplace are welcome; work offering important conceptual and empirical insights into the nature and processes of cross-border marketing is of special interest. Mainstream marketing issues such as segmentation, product positioning, channel development, and pricing among others are sought; also encouraged are innovative topics dealing with the interface of marketing and supply chains with cutting-edge issues

such as high technology and other factors impacted by the recent economic crisis. Regardless of focus, articles must make a substantive contribution to knowledge regarding the role of marketing and supply chains in facilitating the way firms adjust to tough times in global business.

Keywords: *International marketing management; Supply chain strategy and management; Global logistics; Cross-border marketing activities; Marketing strategy and implementation; Multinational marketing operations; International marketing practices. Operations management; Offshoring; Outsourcing; Fragmentation of production; Costs and benefits of outsourcing; Supplier relations; Global supply chain strategies*

3. IB Theory, FDI, and Entry Mode

Track chair: Klaus E. Meyer, University of Bath, UK k.meyer@bath.ac.uk.

The current volatility and interconnectedness of the global business environment creates new challenges for theories to explain multinational enterprises (MNEs) and foreign direct investment (FDI). It creates awareness of some of the limitations of the theory of the MNE in explaining both processes and impact. This track invites papers that explore various aspects of MNE and 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 a broad range of host and home markets. Papers may in particular explore the nature of MNE decision making and strategies in highly volatile and uncertain contexts, in operations spanning diverse contexts, and in highly interconnected yet distant MNE networks.

Keywords: *Adaptation to local contexts; Entry mode/Entry strategy; Global networks of operations; Institutional perspectives on FDI; Interactions between foreign-owned and indigenous firms; Internalization theory, Internationalization processes; Knowledge and productivity spillovers; Liabilities of foreignness; Local linkages; Location of FDI; Location strategy; MNEs and local economic development, MNE-host country relations; Real options perspectives on FDI; Resource-based perspectives of FDI; Ownership-Location-Internalization paradigm, Uncertainty in decision making and strategy.*

4. Global Strategy, Alliances, and Competitiveness

Track chair: Sumit K. Kundu, Florida International University kundus@fiu.edu.

This track invites conceptual and empirical papers that deal with global strategy, role of alliances, and competitiveness of firms. The firm has to determine optimal entry strategy to successfully enter a foreign market. At their disposal they have a myriad of corporate strategies namely international, multidomestic, global, and transnational, and the right selection will enable them to optimally use their resources and enhance their corporate performance. We encourage papers that examine firm's pursuing global strategy and how do these relate to the changing needs of their home and host country environment. Submissions that deal with strategies of firms using longitudinal dataset would be welcome. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness, and how these have changed over time. How does the alliance strategy fit within the overall strategy of the firm and is it only limited to some industries and countries? Finally, to what extent do parent-subsidiary relationships help MNEs to formulate and implement effective strategies that would strengthen their performance. We particularly encourage papers that examine the above questions in the context of the global economic crisis.

Keywords: *Global strategy; Multidomestic; International; Transnational; International alliance; International joint ventures; Inter-firm linkage; Networks; Social capital; Parent-subsidiary relationships; Offshoring and outsourcing strategies; Performance; Competitiveness.*

5. MNC Management and Organization

Track chair: Srilata Zaheer, University of Minnesota szaheer@umn.edu.

Some of the most important contributions of international business research to management theory and practice have come from the insights that the study of the international firm has provided into the relationships between structure, systems, culture, strategy, and firm performance, and from managing across multiple institutional environments. This track seeks to build on and go beyond traditional approaches to explore new ways in which international firms configure themselves internally and externally, using modularity, virtual teams, networks and other novel organizing frameworks across a portfolio of countries and locations and often across organizational boundaries. How do these organizing frameworks help them manage the complexity and tensions inherent in their activities, and in turn create capabilities and competitive advantage? Further, in line with the conference theme this year, we are particularly interested in how the organization and management of the multinational enterprise is changing in response to the opportunities as well as the threats presented by difficult economic conditions. How are intrafirm and interfirm innovation and knowledge flows affected? How are value-adding activities being reconfigured and managed within and across organizational boundaries? How is subsidiary power and influence changing in the new environment?

Keywords: *Organization; Configuration; Structure; Systems; Culture; Networks; Teams; Headquarters; Subsidiaries; Knowledge; Knowledge flows; Modular organization; Virtual organization; Location portfolio; Power; Influence; Incentives.*

6. Innovation and Knowledge Management

Track chair: : Torben Pedersen, Copenhagen Business School tp.smg@cbs.dk.

This track addresses how knowledge is created, transferred, assimilated, transformed and used as well as the processes of innovation, learning and Research and Development (R&D). The track will explore how the processes of learning, knowledge management and innovation influence MNCs and internationalizing firms in terms of behavior, strategy and performance as well as how the context, content, and intervening variables affect these processes. A limited sample of examples of topics of interest is: the interactions between global and local networks for innovation; international networks for knowledge creation and exchange; the governance mechanisms for knowledge development; 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: *Intra-firm and inter-firm networks for innovation; Innovation in MNCs; MNCs and global innovation; MNCs and regional innovation systems; Internationalization of R&D; The role of context in learning / knowledge / innovation; Exploration vs. exploitation; Organizational learning in MNCs; Learning in international business networks; Learning across borders; 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 governance mechanisms; Knowledge strategies; R&D outsourcing/offshoring*

7. Emerging, Transition, and Developing Economies

Track chair: Anil Gupta, University of Maryland agupta@rhsmith.umd.edu.

Emerging economies now constitute eight of the world's twenty four largest economies and are growing at three times the pace of the developed ones. Given their already sizeable heft and continued rapid growth, it seems abundantly clear that we are sitting in the middle of one of the great

structural transformations in the global economy. Even reasonably conservative assumptions lead to the conclusion that, by 2025, the combined GDP of the eight largest emerging economies is likely to have become as large as (or larger than) that of the eight largest developed economies. This track covers all issues related to emerging economies including those at the country level, industry level, as well as firm and subsidiary levels. We define the term "emerging economies" as referring to all economies listed in the middle and low income categories by The World Bank. This definition automatically includes all countries that may also be classified as transition or developing economies.

Keywords: *FDI and trade to and from emerging economies; Competitive and comparative advantages of emerging economies; Economic development and competitiveness in emerging economies; Competitive strategies of emerging economy firms; Competitive strategies of developed economy firms for emerging economies; Entry strategies for emerging economies; Theory of MNCs as it relates to emerging economies; Comparison of institutional environments across emerging economies; SMEs in emerging economies; Knowledge creation and diffusion in emerging economies; Emerging economy MNCs; Regional integration of emerging economies; Performance in emerging economies; Formal and informal networks in emerging economies; Foreignness and emerging economies; Corporate governance in emerging economies; Marketing in emerging economies; Cross-cultural issues in the context of emerging economies; Sustainable development in emerging economies; Human rights and business in emerging economies.*

8. Cross-cultural Management and International HRM

Track chair: Rosalie L. Tung, Simon Fraser University tung@sfu.ca.

This track addresses the challenges associated with managing people in the contexts of cross-national and intra-national diversity. We invite submissions from the fields of international human resource management and cross-cultural management, including comparative HR and subsidiary HR issues. Papers that can challenge the prevailing theoretical perspectives in these areas are particularly welcome. Key topics include the war for talent, cross-national diversity, intra-national diversity, multicultural work teams, international assignments, and HR practices in a global context. The track welcomes conceptual and empirical papers that draw on international or cross-cultural data as well as methodological papers that deal with the innovative use of qualitative research methods in international fieldwork.

Keywords: *Bicultural identity; Careers; Cross-cultural management; Cross-national Diversity; Employment systems; Expatriates; Foreign assignments; Global mindsets and competencies; HRM strategies and practices across countries; Intra-national Diversity; Multicultural work teams; Qualitative and comparative research method; Emerging global labor market; War for talent.*

9. International Economics, Finance and Accounting

Track chair: Timothy Devinney, University of Technology, Sydney Timothy.Devinney@uts.edu.au.

Papers written from a discipline base of Economics, Finance and Accounting or papers covering issues or topics in International Finance, Accounting, Taxation (e.g. M&As, exchange rates, capital flows, transfer pricing, etc.), and Economics (e.g., monetary and fiscal policy, government intervention, bailouts and industry restructuring) 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. *Papers should be substantive comparisons across countries and not simply non-North American single country studies.*

Keywords: *Bailouts; Capital market development; Capital structure; Comparative accounting systems and practice; Cost of capital; Current account adjustment; Duration models; Econometrics; Economic theory;*

Exchange rate exposure; Exchange rates; Exporting; International macroeconomics; Financial risk management; Fiscal policy; Foreign portfolio investment; G8; G20; Game theory; Government intervention; Hedging; Heterogeneity; International accounting; International asset pricing; International cross-listing; International economics; International finance and taxation; International financial integration; International financial reporting; Economic development; International investment; International migration; International trade flows; International trade; Mergers and acquisitions; Monetary policy; Non-linear models; Panel data models; Policy coordination; Quantitative research methods; Short-term capital movements; Stimulus packages; Trade and environment; Transfer pricing; WTO.

10. SMEs, Entrepreneurship, and Born Global

Track chair: Gary Knight, Florida State University gknight@cob.fsu.edu.

International business long has been mainly the domain of large, well-resourced multinational enterprises (MNEs). Recently, however, large numbers of internationally active small and medium-sized enterprises (SMEs) have been emerging. They usually have far fewer financial, human, and tangible resources than large MNEs. Widespread emergence of international SMEs is facilitated by globalization, advanced technologies, and other macro-trends. Despite being relatively scarce in the past, international SMEs have already become the most common type of international firm. Born globals (also known as "international new ventures") are firms that conduct international business at or near their founding. They are usually founded by strongly entrepreneurial managers who view the world as their marketplace. Accordingly, the emergence of large numbers of born globals and international SMEs is associated with a new scholarly field, 'international entrepreneurship', which reflects a combination of innovative, proactive, and risk-seeking behaviors that crosses national borders and aims to create value in organizations. The field emphasizes two research streams: the growing international role played by young entrepreneurial firms and the international, entrepreneurial activities of established firms. In this way, research in international entrepreneurship emphasizes not only born globals and international SMEs, but also behaviors and approaches that firms of any age or size can employ to undertake entrepreneurial international ventures.

Keywords: *International SMEs; Born-global firms; Born globals; International new ventures; Global start-ups; International entrepreneurship; Early internationalization; Rapid internationalization; International strategy for SMEs; International entrepreneurial orientation; International entrepreneurial ventures; Innovation; Risk-seeking behavior; Globalization and SMEs; Advanced technologies and SMEs.*

Special Track: Teaching International Business

Track chair: P. Roberto Garcia, Indiana University prgarcia@indiana.edu.

For more information, please refer to a separate ["Teaching IB" call](#).

Special Track: Methods in International Business Research

Track chair: Kwok Leung, City University of Hong Kong mgkleung@cityu.edu.hk.

For more information, please refer to a separate ["Methods in IB Research" call](#).

We will be accepting two types of submissions - papers and panels. Paper and panel submissions need to be categorized into one of the ten topical tracks or into one of the two special tracks described above. Each paper or panel proposal must be submitted to only one track. For the special tracks on teaching and research methods, please contact the track chairs to discuss the preferred format of the sessions.

All submissions will be handled through the AIB online submission system. All manuscripts and proposals must be submitted by **January 15, 2010**. 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/2010/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Tatiana Kostova, at aib2010@moore.sc.edu.

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