



AIB 2013 Annual Meeting

Istanbul, Turkey

July 3-6, 2013

Call for Papers

Theme: Bridging the Divide: Linking IB to Complementary Disciplines and Practice

Submission Deadline: Tuesday, January 15th, 2013

Program Chair: Patricia McDougall-Covin, Indiana University (2013chair@aib.msu.edu)

Sitting at the crossroads of the continents of Europe and Asia, Turkey increasingly serves as a bridge linking the complex political, economic and cultural forces of these regions. Less than a decade ago, an unfortunate terrorist bombing incident in Turkey forced our Academy to reluctantly move its 2004 conference venue from Istanbul to another location. In recent years, Turkey has increasingly fulfilled its promise as a regional model for IB and as a homeland for diverse civilizations in history. The Academy takes great pride in having Istanbul as the host city for our 2013 conference organized around the theme, Bridging the Divide: Linking IB to Complementary Disciplines and Practice.

Scholarly papers that are interdisciplinary or multidisciplinary as well as papers that link theory to practice are particularly encouraged as there is need for more dialogue and integration across disciplines to solve the complex issues confronting international business in today's increasingly multifaceted world. Cross-fertilization of IB with complementary disciplines is important for developing new methods and perspectives and to enhance scholarly understanding and advance practice.

Paper and Panel Submissions

Paper and panel submissions for AIB 2013 need to be categorized into one of twelve 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. All single country

studies must focus on IB-relevant topics such as MNCs, international institutions, trade, global value chains, etc.

1. Institutions, Governance, and CSR

Track chair: Sushil Vachani, Boston University (sushilvachani@gmail.com)

This track invites manuscripts that examine how institutions influence the behavior of MNCs, domestic firms and managers and how the behaviors of these actors, in turn, shape the institutional environment. Papers on global or comparative aspects of corporate governance and CSR are also within the domain of this track. Papers using diverse theoretical lenses that focus on a variety of levels of analysis- individual, firm, industry, regional, country and global-are encouraged. We are especially interested in studies that examine change and adoption of new practices in a changing environment. Papers that explore the interaction between (a subset of) MNCs, domestic firms, governments and NGOs are of particular interest. Relevant institutional characteristics include both formal and informal rules such as law, culture, and institutional norms that shape actions of firms and individuals or firms and governments/NGOs; governance characteristics might include the rights, responsibilities, and interests of different types of shareholders and stakeholders and the relationships among those actors; and CSR characteristics might include firms' and individuals' actions that might lead to positive social change beyond the narrow economic, technical and legal requirements of the firm. Finally, consistent with the conference theme, we encourage submissions that bridge the gap between theory and practice, and explore links between complementary disciplines (such as political science, sociology, psychology, anthropology, business history and economics) and IB. We welcome submissions that examine how changes in the economic and institutional environments in developed and emerging economies affect traditional patterns of firm-state-NGO interactions.

Keywords: Political aspects of MNC activity; Sovereignty; Business and society; Business and the environment; Business-government interaction; Corporate political strategy; Political Aspects of MNE activity; Political Strategies; Civil society; Global institutions; Transnational institutions; NGOs; International legal domain; Regulation of MNC; Global market integration; MNCs' bargaining power; MNE-host country relations; Globalization; Political systems; History and IB; Legal systems; Financial markets; Country risk; Stakeholder capitalism; Varieties of capitalism; Business systems; Comparative Economic Systems; Shareholder categories; Governance structure; Directorship interlocks; Upper echelons perspective; Accountability; Transparency; 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: Susan Forquer Gupta, Monmouth University (sgupta@monmouth.edu)

This track addresses challenges faced in managing global marketing and supply chain functions. Contributions focusing on any aspect of the way marketing or supply chain managers are affected by risk or uncertainty 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 are

also encouraged. We are particularly interested in papers that examine the impact of institutional, political and regulatory factors on marketing and supply chain management issues, and the effects of institutional change on marketing and supply chain processes.

Keywords: *Market orientation; Branding; Advertisement; New product development; Global logistics; Cross-border marketing activities; Multinational marketing operations; Operations management; Buyer behavior; Buyer-Supplier relations; Global supply chain management*

3. IB Theory, FDI, and Entry Mode

Track chair: Jane Lu, National University of Singapore (janelu@nus.edu.sg)

Volatility and interconnectedness in the global economic and institutional environment create new challenges for theories of multinational enterprises (MNEs) and foreign direct investment (FDI). Do environmental volatility and institutional change affect the explanatory power of theories of FDI and the MNE? This track invites papers that explore various aspects of the 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 effect host-country firms, governments and institutional environments. Papers in this track include studies of FDI spillovers and other local linkages. This track invites papers that explore the nature of MNE decision making and strategies in uncertain economic, political and institutional contexts.

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; Institutional Change and MNE theory; Institutional Change and FDI; MNEs and local economic development; 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: Dan Li, Indiana University (lid@indiana.edu)

This track invites conceptual and empirical papers that deal with firms' global strategies and alliances and their impact on competitiveness. Firms must determine optimal entry strategies to successfully enter a foreign market. Firms can choose among many strategies - for example international, multidomestic, global, and transnational strategies - and the right selection will enable them to efficiently use their resources to enhance corporate performance. We encourage papers that examine the relationship between global strategies and how these relate to institutional or economic changes in home and host countries. Papers that examine how regulatory or political environments and institutional and political risk affect global strategy choice are encouraged. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness. How does the alliance strategy fit within the overall strategy of the firm and how do institutional and industry characteristics affect the attractiveness of alliances? Finally, to what extent do parent-subsidiary

relationships help MNEs to formulate and implement effective strategies that would strengthen their performance?

Keywords: Global/Multidomestic/International/Transnational Strategies; International alliance; International joint ventures and alliances; Inter-firm linkage; Social capital; Parent-subsidiary relationships; Performance; Competitiveness.

5. MNC Management and Organization

Track chair: Danchi Tan, National Chengchi University (dctan@nccu.edu.tw)

Theoretical insights from international business research on MNCs have contributed to our understanding of relationships between structure, systems, culture, strategy, and firm performance. IB research on managing across multiple institutional and cultural environments also contributes significantly to management theory and practice. This track seeks to extend existing research by exploring new ways in which MNCs configure themselves internally and externally, using virtual teams, networks and other novel organizing frameworks, across geographic locations and organizational boundaries. How do these organizing frameworks help MNCs manage the complexity and tensions inherent in their activities, and in turn create capabilities and competitive advantage? How do these organizing frameworks affect intrafirm and interfirm innovation and knowledge flows? How are value-added activities managed within and across organizational boundaries? Further, in line with the conference theme this year, we are also interested in how management and organization of the MNCs affects and is affected by diverse and changing political, economic and institutional environments.

Keywords: Organization; Configuration; Structure; Systems; Culture; Networks; Teams; Headquarters; Subsidiaries; Knowledge; Knowledge flows; Heterarchy; Transnational; Metanational; Geographic Location; Regional; Local embeddedness; Power; Influence; Tension; Autonomy; Control; Coordination; R&D; Innovation; Learning; Incentives; Capability; Evolution; Communication

6. Innovation and Knowledge Management

Track chair: Kent Eriksson, KTH The Royal Institute of Technology
(kent.eriksson@abe.kth.se)

This track addresses how knowledge is created, transferred, assimilated, transformed and used. This can occur through the processes of innovation, learning, Research and Development (R&D), etc. The track will explore how MNCs and internationalizing firms learn, manage knowledge and innovate. Some examples of topics of interest include: 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 especially welcome studies that address global knowledge management issues in the context of diverse and challenging institutional, political and economic environments.

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. Doing Business in Emerging Economies

Track chair: Seung Ho “Sam” Park, Skolkovo - Ernst & Young Institute for Emerging Market Studies (siemsbj@gmail.com)

Emerging economies' share of global production is increasing rapidly as growth in these markets far outpaces that in OECD countries. If present trends continue, global incomes and living standards could converge as they did in the late 19th century. This track covers all issues related to doing business in emerging economies including those at the country level, industry level, as well as firm and subsidiary levels. We especially encourage papers that examine institutional aspects of emerging economies and the challenges these pose for MNCs.

***Keywords:** FDI and trade to emerging economies; Competitive and comparative advantages of emerging economies; Economic development and competitiveness in emerging economies; 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; 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. Developing Country Multinational Companies

Track chair: Rodrigo Bandeira-de-Mello, Fundação Getulio Vargas (FGV-EAESP) (rodrigo.bandeira.demello@fgv.br)

The ascendancy of some Developing Country MNCs (DMNCs), e.g. Cemex, to global industry leadership has been the focus of a growing academic literature. Some researchers argue that these firms are a new phenomenon that requires new theories, while others argue that their behavior can be easily explained with existing theories. This track welcomes studies on DMNCs that seek to advance our understanding of this phenomenon. Papers submitted to this track should aim to identify and overcome the limits of existing theories of the MNC, as they relate to DMNCs. How do diverse DMNC home countries affect DMNC behavior? We are especially interested in how home and host country institutional, political and economic environments affect DMNC strategy and performance.

***Keywords:** Competitive advantage of DMNCs; Competitive disadvantage of DMNCs; Competition between DMNCs and advanced economy multinational firms; Internationalization and entry strategies of DMNCs; Performance of DMNCs; Structure of DMNCs; Knowledge creation and transfer in DMNCs; Corporate governance in DMNCs*

9. Cross-cultural Management and International HRM

Track chair: Mila Lazarova, Simon Fraser University (aib2013@sfu.ca)

This track addresses the challenges associated with managing people in diverse intra- and international environments. 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, expatriate returnees 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; Global leader 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.*

10. International Economics, Finance and Accounting

Track chair: Hussain Rammal, University of South Australia
(Hussain.Rammal@unisa.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, valuation, capital flows, transfer pricing, etc.), and Economics (e.g., international trade, exchange rates, international political economy, international economic development, 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. Papers should address topics that are inherently international (e.g., MNCs and economic development, international trade, exchange rates, etc.) or provide 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; Ownership structure; Corporate performance; Corporate control; Initial Public Offerings (IPOs); Cross-border M&As; Institutional investors; Current account adjustment; Duration models; Econometrics; Economic theory; Exchange rate exposure; Exchange rates; Exporting/Importing; 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.*

11. SMEs, Entrepreneurship, and Born Global

Track chair: Manuel Serapio, University of Colorado Denver
(Manuel.Serapio@ucdenver.edu)

International business long has been dominated by large, well-resourced multinational enterprises (MNCs). However, large numbers of small and medium-sized enterprises (SMEs) are emerging to participate in international trade, investment, and sourcing. Emergence of international SMEs is facilitated by globalization, advanced information and communications technologies, and other trends. Born globals (also known as "international new ventures") are firms that conduct international business at or near their founding. The emergence of such businesses is associated with 'international entrepreneurship', which reflects innovative, proactive, and risk-seeking behaviors that cross national borders and create value in organizations. International entrepreneurship emphasizes two tendencies: the growing international role played by young entrepreneurial firms and "born globals" and the international, entrepreneurial activities of established firms. Traditional theories of the MNC have emphasized internalization and advantages characteristic of large, well-established international firms. Such perspectives may need to be extended or elaborated to account for widespread internationalization of born globals and other international SMEs. Papers that examine how differences in institutional, political and economic environments affect international entrepreneurship by MNCs, born globals or SMEs are particularly encouraged.

Keywords: *International SMEs; Born-global firms; Born globals; International new ventures; Global start-ups; International entrepreneurship; Early internationalization; Rapid internationalization; International strategy for SMEs; Exporting/Importing by SMEs; International SMEs versus large MNEs; International entrepreneurial orientation; International entrepreneurial ventures; Globalization and SMEs; Advanced technologies and SMEs.*

12. Economic Geography and Global Value Chains

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

This track invites papers focusing on the spatial organization of economic activity. Traditional international business analysis uses the nation state as the geographic unit of analysis. While great progress has been made using this lens, future developments will increasingly rely on the recognition that space is complex and that national boundaries are becoming less relevant in the accelerating shift from trade in goods and services to trade in activities or tasks, resulting in a much finer international division of labor. As economic value creation is becoming increasingly dispersed around the globe in virtually all industries, linkages and pipelines between global centers of excellence are becoming more important, often at the expense of local connections between these centers and their immediate geographic surroundings. This phenomenon, driven by falling spatial transaction costs, has led to the rise of new centers of economic activity in emerging markets and the integration of formerly peripheral regions into the global economy. It underpins many of the most important trends in the world economy, including the offshoring/outsourcing of increasingly sophisticated activities to emerging market economies and the growing dispersal of innovative activities within MNE networks. This track encompasses research from many fields including economic geography, regional science, international economics, organization and operations management, location theory and strategy.

Keywords: *Economic geography and location; Global value chains; Fine slicing; Disaggregation of value chains and re-aggregation of value propositions; Value chain organization and configuration; Offshoring; Outsourcing; Global production networks; International migration; Diasporas; Clusters; Intangibles; National and regional innovation systems; Trade in tasks.*

Special Track: Teaching International Business

Track chair: Melodena Balakrishnan, University of Wollongong in Dubai
(melodenabalakrishnan@uowdubai.ac.ae)

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

Special Track: International Business Research Methods

Track chair: Pavlos Dimitratos, University of Glasgow
(pavlos.dimitratos@glasgow.ac.uk)

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

We will be accepting two types of submissions - papers and panels. Paper and panel submissions need to be categorized into one of the twelve 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, 2013**. 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/2013/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, [Patricia McDougall-Covin](#) .

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