



AIB 2015 Annual Meeting

Bengaluru, India

June 27-30, 2015

## Call for Papers

**Theme:** Global Networks: Organizations and People

**Submission Deadline:** Thursday, January 15th, 2015

**Program Chair:** Ram Mudambi, Temple University ( [2015chair@aib.msu.edu](mailto:2015chair@aib.msu.edu) )

International business scholars know that the world is not flat. Ghemawat and other IB scholars have made this case in demolishing Thomas Friedman's argument of a level competitive playing field between rich and poor countries. Important barriers remain, but the world is becoming increasingly connected through organizations, people, technology and social media, and this global connectivity has exploded in scale and scope over the last decade. Global networks underpin the interlacing megatrends that are shaping the world economy and will determine its course over the coming decades.

The first megatrend is the shift from trade-in-goods to trade-in-activities. Beginning several decades ago, but accelerating rapidly over the last decade, products and services are increasingly emerging from global value chains (GVCs) that are geographically dispersed around the globe. These GVCs are orchestrated, in the main, by multinational enterprises (MNEs) and increasingly disaggregated and fine-sliced into narrow, highly specific activities that are undertaken in economic clusters. These narrow activities produce intermediates (and not complete goods or services) and these compose the vast majority of all international trade today.

The second megatrend is the rise of knowledge-intensive intangibles. Value is rapidly migrating out of tangible goods and services that are becoming commoditized and into the soft intangibles that encase them. These intangibles arise from specialized, upstream knowledge (R&D, patents, inimitable organizational routines, software, training) and downstream knowledge (brands, trademarks, customer service) activities.

This migration of value has dramatically magnified the importance of innovation, concomitantly shortening technology lifecycles.

The third megatrend is the rise of emerging markets. The number of locations where the highly specific GVC activities can be performed has ballooned over the last two decades. A long list of clusters locations in Asia and South America and even some parts of Africa have become integral parts of GVCs. These locations are tightly woven into global economy and give rise to perceptions of "flatness" perceived by many lay observers.

Connectivity is operationalized in global networks through "pipelines" created and maintained by MNEs, and through personal and social networks within far-flung Diasporas. The three megatrends enabled by connectivity raise fundamental research questions about the nature of the world economy in the coming decades. These questions concern immobile locations as well as mobile firms and individuals. High-level research questions relate to whether we need new theories to address the changed world of the future or whether we merely need to apply extant theories to new settings.

How do emerging and developing economy locations enter GVCs? Are locations that undertake low-value, routine activities like assembly forever doomed to low value creation and relative poverty? If not, how do catch-up processes in poorer countries operate? Will advanced economies face ever-increasing inequality as their low-knowledge populace descends into poverty? Or are there processes and policies that can ameliorate such a frightening future? As leading knowledge clusters become increasingly connected to each other across national borders, what will happen to peripheral regions within advanced (e.g., the so-called "fly-over" states of Middle America) as well as emerging economies (e.g., interior China)?

How do the organizational pipelines of MNEs interact with the reality of large and growing global Diasporas? How do advanced economy MNEs affect catch-up processes in emerging economies? How do emerging economy MNEs enter global innovation networks? As innovation becomes increasingly important in value creation, how do MNEs leverage the potential of open innovation and globally dispersed knowledge networks? What are the implications of the three megatrends for stakeholder analysis and environmental sustainability? How do they affect corporate social responsibility and shared value strategies of MNEs?

Our host city, Bangalore is particularly appropriate since it encapsulates all three megatrends in a single location. It is at once a center of high value, focused IT activities that appear within a wide range of GVCs, from avionics to financial services. It is one of the leading knowledge clusters in the world in terms of the production of knowledge-intensive intangibles. Finally, its location in an emerging economy enables visitors to see for themselves the juxtaposition of gleaming, globally connected IT campuses and economically isolated communities disconnected from the world economy.

## **Paper and Panel Submissions**

Paper and panel submissions for AIB 2015 need to be categorized into one of thirteen topical tracks and two special 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 MNEs, international institutions, trade, global value chains, etc.

## **1. People and Careers in Cross-Cultural Business**

Track chair: Kwok Leung, Chinese University of Hong Kong ( [2015track1@aib.msu.edu](mailto:2015track1@aib.msu.edu) )

People both drive and are affected by international business. This track explores the challenges faced by people working in MNEs, interacting with MNEs and/or crossing national borders in their professional lives. Papers exploring cross-cultural management issues from the individual and/or group perspective are welcome in this track. Indicative research questions for this track include: How do individuals, with their distinct personal and cultural experiences and abilities, shape the evolution of international business? How do people acquire the capabilities to effectively operate in, and lead, business operations across cultural contexts? How does international business impact people personally, for example as leaders or employees with multiple roles within and outside the organization? How do individuals' capabilities and values evolve over generations in a society, and how does that impact their engagement with businesses as employees, consumers or critical stakeholders? How does diversity of people along various dimensions influence international business activity?

***Keywords:** Bicultural and multicultural identity; Cosmopolitans; Generational change; Societal culture; Cross-cultural communication; Intercultural work relationships; Cross-cultural management; Intercultural competence and cultural intelligence; Global mindsets; Global leader competencies; International experience; Top management teams in MNEs; Domestic and international cultural diversity; Multicultural teams; International virtual team processes and outcomes; Diasporas; Emerging global labor market; International migration; International mobility; Expatriates; Foreign assignments; Careers in an international context; Education and international careers; Preparation for international assignments; Returnees; Inpatriates; Talent management in MNEs; Gender issues across cultures; Dual careers in IB; Women's international careers; Work-family issues in an IB context; Qualitative research methods; Quantitative research methods.*

## **2. Entrepreneurship, Micro-Multinationals, and International New Ventures**

Track chair: Erkkö Autio, Imperial College Business School ( [2015track2@aib.msu.edu](mailto:2015track2@aib.msu.edu) )

The 'Born Global' phenomenon has moved from a fringe phenomenon to mainstream. Growing numbers of small and medium-sized enterprises (SMEs) today start out with an explicit global outlook, and it is not uncommon for even micro firms to operate in several countries. ICT-facilitated advances in coordination, communication, and training have rendered global business models economically feasible in smaller-scale operations than ever before, and the 'mini-multinationals' of the 1990s and 2000s are rapidly giving way to 'micro-multinationals'. This trend is prompting new sets of research questions, many of which remain under-explored. While much of the research in 'Born Global' and 'New Venture Internationalization' streams sought to explain drivers of early and proactive internationalization, there has been much less research exploring the firm-level consequences of it. Of particular consequence are questions concerning

micro-multinational operation and the implications of early and proactive internationalization for the development of organizational capabilities. What are the relevant business models to manage a micro-multinational operation? What are the consequences of early and rapid internationalization for organizational capabilities and performance? What are the business models by which micro-multinationals access and leverage resources for globalization, wherever these might be located? How do the features of local and global environments affect international activity of entrepreneurs and SMEs? When and how does early and proactive internationalization lead to rapid growth? How do micro-multinationals create value from global operation?

**Keywords:** *Advanced technologies and SMEs; Born global firms; Early internationalization; Entrepreneurial networks; Expatriate entrepreneurs; Exporting by SMEs; Global business models; Global start-ups; Gradual internationalization; Globalization and SMEs; High tech start-ups; Exporting/Importing by SMEs; International new ventures; International entrepreneurship; International strategy for SMEs; International entrepreneurial orientation; International entrepreneurial ventures; Internationalization process model; Internet entrepreneurs; Micro-multinationals; Process perspectives of IB; Rapid internationalization; Returnee entrepreneurs; Women entrepreneurs; Qualitative research methods; Quantitative research methods.*

### **3. International Human Resource Management and Organizational Behavior**

Track chair: Mary Teagarden, Thunderbird School of Global Management at Arizona State University ([2015track3@aib.msu.edu](mailto:2015track3@aib.msu.edu))

Geographic and cultural boundaries create systemic challenges in MNE international human resource management activities; and micro-challenges (individual and group) in organizational behavior inside MNEs. Contemporary challenges, especially many arising within emerging markets exacerbate these systemic challenges. Staff safety, data security and employee health are now central issues that must be addressed by MNEs. Increasing diversity due to geographic scope introduces significant need for bridging cultural divides. Advancing technology is outpacing the ability of many employees to use it effectively; virtual and networked teams often have the technology to connect, but lack the skills-sets to do so effectively. The shift from tangible to intangible work puts demands on the MNE for increasingly effective knowledge management--knowledge that is often inside employees' heads. MNEs find themselves competing with Emerging Market MNEs for recruiting and retaining scarce talent in emerging markets and elsewhere. What novel contributions does an MNE's human resource management play in addressing these challenges and closing gaps created by this environmental change? What contributions must human resource management introduce to enable effective geographic and cultural boundary spanning? What novel approaches are actually being used to address knowledge management in the age of intangibles? Does strategic human resource management contribute to an MNE's effectiveness?

**Keywords:** *Strategic human resource management; Talent management; High performing organizations; Networked organizations; Organizational change and development; Organizational culture; Cross-cultural values; Global mindset; Expatriate management; Global leadership; Leadership development; Diversity; Bridging cultural divides; Global staffing; Retention; Boundary spanning; Organizational capabilities; Core competencies; Training and development; Virtual teams; Emerging market talent challenges; Local compliance; Safety and security; Risk management; International human resource management; Qualitative research methods; Quantitative research methods.*

#### **4. International Marketing, Cross-Cultural Marketing, Social Communities**

Track chair: Susan Mudambi, Temple University ( [2015track4@aib.msu.edu](mailto:2015track4@aib.msu.edu) )

In a digitally connected world, marketing across cultures and borders is becoming increasingly dynamic and innovative. Consumers have greater power to shape brands through global social networks and online communities. Supply chain collaboration and competition are taking new forms in business-to-business and business-to-consumer markets. This track encourages papers and special session proposals in all marketing domains, including consumer behavior, modeling, and managerial strategy, and using all appropriate methodological approaches. In reflection of the host location of Bangalore and the conference theme of global networks, especially welcome are submissions addressing topics such as: the role of technology in marketing; cross-cultural consumer behavior; the offshoring and outsourcing of marketing; marketing in emerging and developing economies; supply chain networks; and marketing and public policy.

*Keywords:* Advertising; Analytics; Anti-consumption; Base of the Pyramid; Brand loyalty; Brand management; Buyer behavior; Business-to-business marketing; Buyer-supplier relations; Consumer behavior; Cross-cultural; Cross-border; Country-of-origin; Digital marketing; Distributors; E-commerce; Emerging markets; Entry mode; Exporting; Market orientation; Marketing channels; Marketing mix models; Multinational operations; Networks; New product development; Offshoring; Outsourcing; Public policy and marketing; Pricing; Retailing; Sales force management; Segmentation; Services; Social media; Supply chain; Qualitative research methods; Quantitative research methods.

#### **5. The Geography of International Business and Global Value Chains**

Track chair: Simona Iammarino, London School of Economics and Lucia Piscitello, Politecnico di Milano ([2015track5@aib.msu.edu](mailto:2015track5@aib.msu.edu) )

Globalization provides new opportunities to organize business geographically, at the same affecting both home and host locations. This track invites papers focusing on any aspects of the spatial organization and effects of international business. As value creation is becoming increasingly dispersed around the globe, linkages between centers of excellence and industrial agglomerations are becoming more important, often complementing networks in the local and regional environments of such operations. These trends underpin the evolution of business strategies and practices, such as offshoring and outsourcing of increasingly sophisticated activities to emerging economies, the growing dispersal of innovative activities within MNE networks, and the increasing combination of internal vs. external agglomeration strategies by MNEs. However, spatial heterogeneity across and within countries remains a key dimension to study since it may challenge substantially the effectiveness of nationwide policies – and this is still underexplored. Indicative research questions for this track include: How do firms manage the increasing complexity of global value chains and industry networks? How do businesses structure their organizations to best exploit opportunities of value creation across multiple local contexts, and across different stages of their value chain? How do the determinants of location of economic activity evolve under the pressures of globalization? What is the geographic and industry dimension of the impact of offshoring on the home location? And on the host local environments?

*Keywords:* Agglomeration; Business process offshoring; Clusters and subnational regions; Comparative advantages; Disaggregation of value chains; Economic geography; Emerging economies; Fine slicing of value chains; Geography of IB activities; Global production networks; Global value chains; Importing; Location of operations; Logistics; OEM; Offshoring;



*Outsourcing; Nearshoring; Purchasing; Re-aggregation of value propositions; Relocation of production; Re-shoring/Backshoring; Sourcing; Supply chain management; Third party logistics; Value chain configuration; Value chain coordination; Qualitative research methods; Quantitative research methods.*

## **6. Innovation and Knowledge Management**

**Track chair:** L. Felipe Monteiro, INSEAD ( [2015track6@aib.msu.edu](mailto:2015track6@aib.msu.edu) )

Knowledge is for many firms the most important source of competitive advantage. This track addresses how knowledge is created, transferred, assimilated, transformed and used internationally. 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: Why do global and local networks of innovation interact? How do firms manage cross-national systems of open innovation for the benefit of all partners in a collaborative innovation initiative? Which governance mechanisms are most conducive for knowledge development? How do MNEs transfer knowledge and organizational practices across borders during a changing global geography of innovation? How do firms manage knowledge acquisition and sharing across emerging economies? We especially welcome studies that address global knowledge management issues in the context of diverse and challenging global and local environments.

**Keywords:** *Absorptive capacity; Centers of excellence; Exploration vs. exploitation; Global and local knowledge; Innovation clusters; Innovation in emerging economies; Innovation in MNEs; Knowledge search; Knowledge access; Knowledge acquisition; Knowledge creation; Knowledge governance mechanisms; Knowledge sourcing; Knowledge sharing; Learning across borders; Learning alliances; Learning in IB networks; Licensing; MNCs and global innovation; National and regional innovation systems; Networks for innovation; Open innovation; Organizational learning in MNEs; Reverse knowledge transfer; R&D outsourcing; R&D offshoring; R&D subsidiaries; South-South knowledge sharing; Technology management; Technology scouting; University-MNE relationships; Qualitative research methods; Quantitative research methods.*

## **7. Digital Transformation and Online Markets in IB**

**Track chair:** Siva Viswanathan, University of Maryland ( [2015track7@aib.msu.edu](mailto:2015track7@aib.msu.edu) )

Digitization and digital technologies have dramatically changed the business landscape and transformed almost every aspect of business. Recent digital innovations and the emergence and growth of new online peer-to-peer markets, aided by the explosive growth of social and mobile platforms, have had a profound impact on many for-profit as well as non-profit businesses, rendering existing business models obsolete, and creating new ones. These ongoing changes are not only fundamental, but also sufficiently unique and call for a new wave of research studies that provide novel insights about these emergent phenomena and help us understand their impacts for consumers, firms, societies, and governments worldwide. We welcome papers on these themes and also studies whose findings, relating to the impacts of digital innovations and online markets, have implications for the global community.

**Keywords:** *Big data; Crowdfunding platforms; Crowdsourcing platforms; Digital innovation; Digital innovations in emerging markets; Intellectual property; Market design; Mobile and social media analytics; Online markets; Sharing economy; Qualitative research methods; Quantitative research methods.*

## **8. Global Strategy, M&As and Competitiveness**

Track chair: Akbar Zaheer and Gurneeta Singh, University of Minnesota  
( [2015track8@aib.msu.edu](mailto:2015track8@aib.msu.edu) )

For MNEs, the global economy is the stage on which they develop their strategies. This track invites conceptual and empirical papers that deal with firms' global strategies, including their global corporate strategies, and the impact of these strategies on competitiveness and performance. Globalization is creating numerous forms of new business opportunities; yet to exploit such opportunities, businesses need to design strategies that constructively exploit international diversity while keeping costs and frictions of diversity under control. In the pursuit of such global strategies, MNEs frequently employ international M&As and global or cross-border alliances and hence face challenges such as target selection, due diligence, and post-acquisition integration, as well as alliance negotiation, alliance structuring, alliance management and the assessment of alliance performance, all laced with the inherent complexity of global settings. Global cross-border learning in both acquisitions and alliances is vital to the performance of such global corporate strategies. In addition, as firms internationalize through alliances and networks, they encounter diverse institutional contexts that present both opportunities and constraints for learning and value creation. Managing and harnessing the complexity of these diverse institutional settings across countries is crucial to the success of the global firm. We encourage papers on any of these themes and also those that examine how global strategies relate to institutional changes in home and host countries. Finally, how do parent-subsidiary relationship processes of formulating and implementing global strategies influence MNE performance?

*Keywords:* Emerging market-MNC alliances; Global acquisitions; Global alliances; Global diversification strategies; Global networks; Global strategy; Growth strategies; Headquarters; Integration-responsiveness framework; International competitiveness; International strategy; Learning from global acquisitions; Mergers and acquisitions; Multidomestic strategy; National and sub-national Institutions; Parent-subsidiary relationships; Performance; Processes of globalization; Regional headquarters; Service sector globalization; Transnational strategy; Qualitative research methods; Quantitative research methods.

## **9. Emerging Economies and Emerging Economy MNEs**

Track chair: Ronaldo Parente, Florida International University and Florian Taube, Université libre de Bruxelles ([2015track9@aib.msu.edu](mailto:2015track9@aib.msu.edu) )

The share of emerging economies' in global GDP is increasing rapidly as growth in these markets far outpaces that in OECD countries. A large part of this growth is triggered by established business groups, often dominated by generations of family ownership. In addition, fast-growing new entrepreneurial ventures enter the market and quickly become global players themselves. In many cases diasporas play some ownership or management role. If present trends continue, global incomes and living standards could converge as they did in the late 19th century. Firms from industrialized countries try to benefit from this growth by investing in emerging economies, but suffer from institutional voids. Simultaneously, emerging market firms such as Chinese MNEs

invest heavily in other emerging markets like Africa. This track covers all issues related to doing business in emerging economies including those at the (cross-)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 indigenous firms and MNCs. Questions of interest include among others: How do institutional voids matter, and do they matter differently for MNCs vs. indigenous firms in emerging markets? What is the role of "South-South trade" in IB? Do emerging market firms have an advantage over MNEs when entering other emerging markets (South-South trade)?

Moreover, this track explores how the origins of MNEs matter for how they evolve on the global stage, given that national roots matter in international business. We in particular welcome papers on MNEs from non-traditional origins, such as emerging economy MNEs. Some researchers argue that emerging economy MNEs 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 contributing to this debate. Moreover, we welcome papers investigating strategies or practices that are, or appear to be, associated with MNEs from particular origins, such as strategy asset seeking FDI by emerging economy firms. Some of the indicative questions include: Does the national origin matter, and if so for what aspects of their international strategies? How do ownership arrangement and organizational forms prevalent in certain countries, such as business groups and state owned firms, impact on outward investment strategies? How can aspects of the home country be incorporated into theories of the MNE?

**Keywords:** *Business groups; Comparison of institutional environments across emerging economies; Competition between MNEs from different origins; Competitive advantage and home country advantages; Competitive and comparative advantages of emerging economies; Competitive disadvantage and home country disadvantages; Competitive strategies of developed economy firms for emerging economies; Country of origin image; Country of origin perceptions; Corporate governance in emerging economies; Cross-cultural issues in the context of emerging economies; Developing country firms; Diasporas; Economic development and competitiveness in emerging economies; Emerging economy MNEs; Entrepreneurship; Entry strategies for emerging economies; FDI and trade to emerging economies; Foreignness and emerging economies; Formal and informal networks in emerging economies; Home country governments; Home economy and internationalization processes; Home economy corporate governance; Home economy knowledge creation; Human rights and business in emerging economies; Institutional voids; Institutions of the home country; Knowledge creation and diffusion in emerging economies; Marketing in emerging economies; Performance in emerging economies; Regional integration of emerging economies; Resource-seeking FDI; SMEs in emerging economies; South-North FDI; South-South trade; Sovereign wealth funds; State owned MNEs; Strategic asset seeking FDI; Sustainable development in emerging economies; Theory of MNCs as it relates to emerging economies; Qualitative research methods; Quantitative research methods..*

## **10. Theories of the MNE and of FDI**

**Track chair:** Bjorn Ambos, University of St Gallen ( [2015track10@aib.msu.edu](mailto:2015track10@aib.msu.edu) )

Theory development is a core objective of the social sciences, including the field of international business. This track aims to advance the development of IB theory in terms of both enhancing existing theories and developing new theories. We welcome especially papers that explore various aspects of the MNE and FDI, including motivations for undertaking investment, drivers and determinants of location choices and entry and operation mode decisions, and issues pertaining to how MNC headquarters and affiliates interact with and effect host-country firms, governments



and institutional environments. This track also invites papers that explore the nature of MNE decision making and strategies in uncertain economic, political and institutional contexts. We welcome pure theory papers as well as theoretical advances supported by empirical tests.

**Keywords:** *Dynamic capabilities; Entry modes; Firm-specific advantages; Institutional change and FDI; Institutional change and MNE theory; Institutional perspectives on FDI; Internalization theory; Internationalization processes; Liabilities of foreignness; Local linkages; Location of FDI; MNEs and local economic development; Operation mode dynamics; Ownership-Location-Internalization framework; Real options perspectives on FDI; Resource-based perspectives; Transaction cost theory; Uncertainty in decision making and strategy; Assessment of existing theory; New theoretical concepts; New theoretical models and framework; Theory with empirical tests.*

## **11. Corporate Governance in IB**

**Track chair:** Nandini Rajagopalan and Nan Jia, University of Southern California ([2015track11@aib.msu.edu](mailto:2015track11@aib.msu.edu))

This track invites researchers from a broad range of disciplines to present their research on corporate governance issues in the global context. Corporate governance issues facing firms, particularly those in emerging markets, often differ from-and extend beyond-the common problems that corporate governance practices in developed countries aim to address. For example, while alleviating the principal-agent conflict has been the focus of corporate governance practices in developed countries, the conflict between controlling shareholders and minority shareholders constitutes the key concern in many emerging economies. Specifically, we encourage research that examines (but need not be limited to) the following topics: Variations in corporate governance activities/mechanisms across different countries especially the differences between developed and emerging contexts; Relationships between corporate governance activities/mechanisms and corporations' international business activities across borders; The antecedents and consequences of initiatives taken by businesses under the umbrella of 'corporate social responsibility' including their impact on the firm's own performance, and various stakeholders; Relationships between corporate governance challenges and practices and the broader social, political, and environmental issues faced by businesses in different country contexts.

**Keywords:** *Accountability; Board diversity; Board processes, practices, and effectiveness; Codes, rules, processes, policies and institutions related to the governance of corporations; Corporate governance regulatory issues; Corporate social responsibility; Directorship interlocks; Governance and sustainability; Governance in family-owned firms; Governance in public and non-profit organizations; Governance structures; Institutional investors; Levels and composition of management compensation packages; Mechanisms for protecting shareholder rights; NGOs; Ownership structures; Political aspects of MNC activity; Political strategies; Shareholder activism; Shareholder categories; Stakeholders; Stakeholder engagement; Stakeholder capitalism; State capitalism; Sustainable development and social audit; Top management teams; Transparency; Qualitative research methods; Quantitative research methods.*

## **12. The Institutional and Political Environment of IB**

**Track chair:** Michael Witt, INSEAD, Singapore ([2015track12@aib.msu.edu](mailto:2015track12@aib.msu.edu))

This track invites manuscripts that examine how institutions influence the behavior of MNCs, domestic firms and decision makers and how the actions of these actors, in turn, shape the institutional environment. Studies of global or comparative aspects of

corporate governance codes or practices are also invited to this track. Especially encouraged are papers drawing on the business systems and varieties of capitalism literatures as well as those examining multiple levels of analysis (individual, firm, industry, regional, country and global). Relevant institutional characteristics include both formal and informal rules such as law, culture, and social norms that shape actions of firms and individuals. Indicative research questions include: How do cross-societal variations in institutions and institutional change affect the strategies of business? How do MNEs deal with institutional idiosyncrasies and institutional voids in emerging economies? How do emerging market MNEs manage institutional and regulatory demands from developed economies? How do supra-national institutions and organizations, such as WTO, affect the behaviors of internationally operating firms? How do firms manage institutional change and evolving sources of political risk?

**Keywords:** Accounting standards; ASEAN; Bilateral trade agreements; Bilateral investment treaties; Business systems; Business-government interaction; Comparative analysis of institutions; Comparative economic systems; Comparative accounting systems and practice; Corporate governance codes; European Union; Formal and informal institutions; Free trade areas; Governments; IFRS; Institutional distance; Institutional voids; Institutional theory; Institutions in emerging economies; International accounting standards; Intellectual property rights; Law; Legal systems; Legitimacy of business practices; MNE-host government relations; Multi-lateral institutions; NAFTA; New institutional economics; Political economy; Political risk; Political ties; Political systems; Regulation of MNC; Regional integration; State ownership; Sub-national institutions; Tax competition; Tax havens; Transfer pricing; Varieties of capitalism; WTO; Qualitative research methods; Quantitative research methods.

### **13. International Economics, Finance and Accounting**

**Track chair:** Rene Belderbos, KU Leuven ( [2015track13@aib.msu.edu](mailto:2015track13@aib.msu.edu) )

The theoretical tools and empirical methods developed in contemporary economics and finance provide key insights for IB research questions. This track invites papers written from a discipline base of Economics or Finance or papers covering topics in Economics (e.g., international trade, exchange rates, economic theories of FDI, economic development, regional economics, etc.) or International Finance and (Management) Accounting (e.g. M&As, valuation, capital flows, transfer pricing, real options, etc.). Applied economics papers, economics research methods papers or papers developing theory drawing on tools in economics and finance should be submitted to this track. Papers in this track are expected to draw on the economics and/or finance and accounting literature but at the same time speak to the broader community of IB scholars and contribute to existing, new, or emerging discourses in the IB domain.

**Keywords:** Agglomeration; Bailouts; Board internationalization; Capital market development; Capital structure; Corporate control; Corporate performance; Country risk; Current account adjustment; Economic development; Economic integration; Economic geography; Economic theories of the MNE; Exchange rate exposure; Exchange rates; Financial management; Financial risk management; Foreign portfolio investment; Game theory; Hedging; Initial public offerings (IPOs); Institutional investors; International asset pricing; International cross-listing; International economics; International finance and taxation; International financial integration; International financial reporting; International investment; International trade; Knowledge and productivity spillovers; Macroeconomic risk management; Mergers and acquisitions; Ownership structure; R&D investments; Real options models; Short-term capital movements; Transfer pricing; Vertical and horizontal models of FDI.

### **14. Research Methodology in IB (Special Track)**

**Track chair:** David Reeb, National University of Singapore ( [2015track14@aib.msu.edu](mailto:2015track14@aib.msu.edu) )

Substantial growth in international business research over the past several decades arose with the arrival of scholars from various academic traditions. This special research methods track centers on the research design issues, data acquisition challenges, and empirical methods confronting IB scholars. We welcome submissions that evaluate effective research design, discuss the use of primary (secondary) data, and the appropriate statistical tools and techniques. Studies and panel discussions that describe current methods or portray new methods that offer IB researchers innovative design and data analytical strategies to address substantive research questions are encouraged.

**Keywords:** *Classic linear regression models; Data collection; Econometrics; Endogeneity; Interaction terms; Interpreting logit/Probit analysis; Logic of science; Measurement issues in IB; Mediating and moderating variables; Philosophy of science; Randomized experiments; Research design; Qualitative research methods; Quantitative research methods.*

## 15. Teaching IB (Special Track)

**Track chair:** Andreas Schotter, Ivey Business School, Western University  
( [2015track15@aib.msu.edu](mailto:2015track15@aib.msu.edu) )

Most IB scholars spend a great deal of time and energy on teaching! The goal of the track is to provide AIB members the opportunity to share innovative approaches to making the process of teaching IB at all levels more effective and enjoyable for all involved - both students and lecturers. Please see the [Teaching IB Special Track Call for Papers](#) for specific instructions regarding submissions to this track.

**Keywords:** *Blended learning; Case teaching; Cross-cultural classrooms; Developing an IB curriculum; Dual degrees; EMBA; Executive education; Experiential learning; International exchange programs; International study tours as part of the IB experience; Internationalizing the business school curriculum; Multimedia in IB teaching; Open online courses; PhD; Simulations and role-playing.*

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We will be accepting two types of submissions - papers and panels. Paper and panel submissions need to be categorized into one of the thirteen 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, 2015**. 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/2015/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, [Ram Mudambi](#) .

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