

2024 AIB Canada Chapter Conference

Re-imagining Multinationals in a VUCA Context

September 20-21, 2024

Haskayne School of Business, University of Calgary, Canada

By configuring and recombining resources and capabilities in a global setting, multinational enterprises (MNEs) are able to leverage their firm-specific advantages (FSAs) and access country-specific advantages in foreign markets. This structural advantage enables MNEs to tie communities, cities, and countries together into a globalized economy via their products and investments. The current volatile, uncertain, complex, and ambiguous (VUCA) global economic landscape creates challenges for MNEs with more trade barriers re-erected to restrict international flows of goods, talents, and knowledge and more regulations established to discourage outward investments and merges and acquisitions by foreign entities (Petricevic & Teece 2019, Luo & Van Assche 2023). Natural disasters, global pandemics, and geopolitical conflicts further restrict the movement of goods, services, and knowledge across international borders. We need to examine how MNEs, headquartered in the West or the Global South, family-controlled or not, state-owned, public, or privately owned, formulate internationalization strategies, design governance structures, and configure activities in global value chains in the increasingly VUCA context (Van Tulder et al., 2019; Calabro, Chrisman & Kano, 2022; Benito et al. 2022; Cui et al., 2023).

Equally important is to explore how MNEs can play an active role in shaping this new context to deal with the grand challenges of our time, such as economic instability, social segregation, climate change, energy crisis, and the threats and opportunities presented by artificial intelligence. Existing topics in international business (IB) research can be reconsidered, while new research avenues can also be pursued. For example, do large language models improve decision-making in MNEs and thus mitigate the threat of bounded rationality and bounded reliability (Verbeke & Greidanus, 2009; Kano & Verbeke, 2015)? Does digital globalization transform location-bound FSAs into non-location-bound ones, and do MNEs internationalize differently in the digital world (Meyer et al., 2023)? How do MNEs manage knowledge creation in a portfolio of locations when systematic disruption becomes the new normal (Lorenzen et al., 2020; Bathelt & Li, 2022)? Do different organizational forms (i.e. state-owned enterprises, family-owned MNEs, MNEs with dispersed ownership) have unique advantages and

disadvantages when adapting to the VUCA conditions (Kano et al., 2021; Jeong et al., 2022)? What is the role of MNEs in the global climate action and sustainable energy transition? These and many other questions require building a theoretically solid but practically actionable understanding of IB (Narula et al., 2020; Tung et al., 2023; Santangelo & Verbeke, 2022). In Calgary, this fall, we look forward to learning how you can re-imagine MNEs in the VUCA context!

AIB-Canada Chapter conference in Calgary will have two tracks:

(1) the conference theme track, where we invite submissions that address the conference theme; and

(2) the general track, where we invite submissions on broad IB topics, for instance international entrepreneurship, emerging market multinationals, internationalization processes, global strategy, global value chains, digital platforms, innovation, sustainability, corporate social responsibility, and research methods.

The conference will include a teaching component, and we invite scholarly submissions addressing IB teaching and learning (please submit to the general track).

Paper Development Workshop:

During the meeting, we will organize a paper development workshop to help authors of papers in an early development stage receive constructive feedback from senior scholars, including editors of JIBS and JIBP. This is a great opportunity for PhD students and early career scholars to receive feedback and help with idea development. Authors who would like to participate in the PDW can submit an early-stage paper, a proposal, or an extended abstract through the submission system.

Best Student Paper Award:

A best student paper award will be provided to one paper selected by a committee of three evaluators. To be eligible for the award, the paper needs to be 1) submitted as a full manuscript to the conference, not the PDW (both tracks), 2) not yet published in a journal, and 3) first authored and presented by a PhD student.

Key Dates:

Paper submission:	June 1, 2024
Author notification:	July 15, 2024
Registration deadline:	August 1, 2024
Conference:	September 20-21, 2024

Submission and Registration:

Submission link:	TBA
Registration link:	TBA
Registration fee:	No fee for PhD students (AIB membership is required), 100 USD for other participants

Organizers:

Institutions:	Haskayne School of Business, University of Calgary Academy of International Business, Canada Chapter Academy of International Business, Teaching & Education Chapter
Conference Chair:	Liena Kano, Pengfei Li
Local organizing Committee:	Alain Verbeke, Heechun Kim, Olga Petricevic, Ayesha Malhotra, Phil Davidson

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