During the 2013 Annual Meeting of the Academy of International Business in Istanbul (Turkey) on 3-6 July 2013, its Executive Board approved the petition to establish the Central and Eastern European Chapter (AIB-CEE). The new Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project received the support of such organisations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics (Poland). The Chapter covers 19 countries from the CEE region.

The overarching purpose of the AIB-CEE is to foster the cooperation amongst scholars and specialists from Central and Eastern Europe with regards to conducting joint research, disseminating research outcomes and improving international business education standards. This purpose is to be realised, inter alia, through the organisation of regional conferences, seminars and the initiation of international research projects.

I. Current and Incoming Officers

Chair
Dr. Łukasz Puślecki (lukasz.puslecki@ue.poznan.pl)
Poznan University of Economics (Poland)

Vice-Chairs
Dr. Andreja Jaklic (andreja.jaklic@fdv.uni-lj.si)
University of Ljubljana (Slovenia)

Dr. Tiia Vissak (tiia.vissak@ut.ee)
University of Tartu (Estonia)

Michał Staszków, MA (michal.staszkow@ue.poznan.pl)
Poznan University of Economics (Poland)

Dipl.-Kfm. Piotr Trąpczyński, MSc, MA (piotr.trapczynski@ue.poznan.pl)
Poznan University of Economics (Poland)

Prof. Dr. Jozsef Poor (poorjf@t-online.hu)
Szent Istvan University (Hungary)

Dr. Erzsebet Czako (erzsebet.czako@uni-corvinus.hu)
Corvinus University (Hungary)
II. Summary of Membership

The membership of the AIB-CEE Chapter as of 5.06.2014 stood at 64. An analysis:

Members as of last report (Establishment of AIB-CEE Chapter – 8th July 2013) 30

Number of old members who renewed First year of operations

Number of new members 34

Membership as of DATE 64

<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estonia</td>
<td>3</td>
</tr>
<tr>
<td>Latvia</td>
<td>1</td>
</tr>
<tr>
<td>Lithuania</td>
<td>5</td>
</tr>
<tr>
<td>Poland</td>
<td>28</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>0</td>
</tr>
<tr>
<td>Slovakia</td>
<td>0</td>
</tr>
<tr>
<td>Hungary</td>
<td>9</td>
</tr>
<tr>
<td>Romania</td>
<td>2</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>1</td>
</tr>
<tr>
<td>Slovenia</td>
<td>7</td>
</tr>
<tr>
<td>Croatia</td>
<td>4</td>
</tr>
<tr>
<td>Bosnia-Herzegovina</td>
<td>0</td>
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<tr>
<td>Serbia</td>
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<tr>
<td>Kosovo</td>
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<tr>
<td>Albania</td>
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<tr>
<td>Montenegro</td>
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<tr>
<td>Macedonia</td>
<td>0</td>
</tr>
<tr>
<td>Ukraine</td>
<td>1</td>
</tr>
<tr>
<td>Moldova</td>
<td>2</td>
</tr>
</tbody>
</table>

Summary of membership promotion efforts:

Membership promotion was mainly targeted via promotion of the first AIB-CEE Seminar in Poznan, Poland, as well as through press releases, e-mails, AIB-CEE Facebook and LinkedIn profiles, and AIB-CEE website: http://ue.poznan.pl/AIB_CEE/

Moreover we sent information on AIB-Central and Eastern European Countries Establishment and the first AIB-CEE Seminar to all universities of economics or higher schools in AIB-CEE 19 countries (approx. 400 educational institutions).
We advertised the first AIB-CEE Seminar and AIB-CEE Conference also at some events:
- EIBA Conference in Bremen
- AIB-UKI in York
- Mini Conference "New Research Themes in International Entrepreneurship" in Odense
- International Entrepreneurship and Internationalization of Firms in Visegrad Countries V4 in Cracow, Poland

III. Summary of Financial Status

The chapter has no financial assets.

IV. Summary of Meetings Held This Year

a. First AIB-CEE Seminar in Poznan, Poland

**AIB-CEE Seminar**

24 January 2014, Poznan University of Economics, Poland

*Challenges for international business scholarship and teaching in the CEE region - towards an integrative perspective*

On 24.01.2014, AIB-CEE gathered almost 100 scholars and business representatives from altogether 10 countries to its first international seminar. The purpose of the event was to involve top CEE scholars and managers in a common discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region, in order to outline a research program for future projects.

This international event was opened by Prof. Marian Gorynia, Rector of the Poznan University of Economics. The Seminar also featured several prominent speakers, including *inter alia* - Prof. Marin Marinov from the University of Gloucestershire (UK), Prof. Krzysztof Oblój from the University of Warsaw/Kozminski University and Social Advisor to the President of Poland, or Prof. Arnold Schuh, Vienna University of Economics and Business and Director of the Competence Center for CEE (Austria). Among the discussants were representatives of such firms as Volkswagen, Centrex or Affinia Group, as well as members of such research institutes as Fraunhofer Center for Central and Eastern Europe (Leipzig, Germany), the Western Institute of Poznan or the Institute for Market, Consumption and Business Cycles Research (Warsaw, Poland).

The event started with two panel discussions: one related to CEE competitiveness, firm strategy and policy implications, and another one on the sources of competitive advantage of CEE firms. The ensuing interactive sessions with 10 presentations were centred around the specificity of emerging multinational enterprises originating from the CEE, the changing corporate strategy of
MNEs in the CEE region, as well as the challenges and case studies of successful teaching international business in the CEE.

The event was organized with the kind support of the Faculty of International Business and Economics of the Poznan University of Economics. Financial support was provided by four sponsors: Volkswagen Poznań, International Fair of Poznań, Aztec International and Wechta S.K.A.

**AIB-CEE CHAPTER SEMINAR PROGRAM**

24.01.2014, Poznań University of Economics (Poland), Room 111

9.00-9.45

**Registration**

9.45-10.00

**Official Opening of the Seminar**
Prof. Dr. Marian Gorynia, Rector, Poznań University of Economics
Prof. Dr. Maciej Szymczak, Deputy Dean, Faculty of International Business and Economics
Dr. Łukasz Pušlecki, Chair of Academy of International Business CEE Chapter (AIB-CEE)
Dipl.-Kfm. Piotr Trąpczyński, M.Sc., AIB-CEE Chapter Seminar Chair

10.00-10.45

**Panel discussion 1: CEE competitiveness, firm strategy and policy implications**
*Moderation:* Prof. Dr. Marian Gorynia, Poznan University of Economics
*Discussants:*
- Ass.Prof. Dr. Arnold Schuh, Vienna University of Economics and Business
- Prof. Dr. Tadeusz Kowalski, Poznan University of Economics
- Piotr Danielewicz, Volkswagen Poznań
- Károly Nagy, CENTREX

10.45-11.30

**Panel discussion 2: Sources of competitive advantage of CEE firms**
*Moderation:* Prof. Dr. Marin Marinov, University of Gloucestershire, UK
*Discussants:*
- Prof. Dr. Krzysztof Oblój, University of Warsaw/Koźmiński University
- Ass.Prof. Dr. Krzysztof Wach, Cracow University of Economics
- Maciej Karpiński, WixFiltron Group
- Prof. Dr. József Poór, Szent István University, Hungary

11.30-12.00

**Networking Break**
12.00-13.45  
**Session 1: Emerging multinational enterprises from the CEE**

*Moderation:* Ass.Prof. Dr. Arnold Schuh, Vienna University of Economics and Business

Prof. Dr. Krzysztof Oblój, University of Warsaw/Koźmiński University, Advisor to the President of Poland  
On the internationalization of Polish firms

Prof. Dr. Marin Marinov, University of Gloucestershire, UK  
Emergence of New Bulgarian Multinationals

JProf. Dr. Tobias Dauth, Leipzig Graduate School of Management/Fraunhofer MOEZ, Germany  
Top-Management Characteristics and Employer Attractiveness – An Empirical Investigation in Germany and CEE

Dr. Artur Klimek, Wroclaw University of Economics, Poland  
Emerging multinational corporations: CEE perspective

13.45-14.45  
**Networking Break**

14.45-16.00  
**Session 2: Changing Corporate Strategy for the CEE**

*Moderation:* Prof. Dr. Erzsebet Czako, Corvinus University of Budapest, Hungary

Ass.Prof. Dr. Arnold Schuh, Vienna University of Economics and Business, Austria  
CEE after the boom: Time for a strategy change for foreign investors

Prof. Dr. József Poór, Szent István University, Hungary  
Impacts of Foreign Direct Investment (FDI) on Management and Employment in Central and Eastern European Region

Dr. Łukasz Puślecki, Dipl.-Kfm. Piotr Trąpczyński, M.Sc., Michał Staszków, M.Sc., Poznan University of Economics, Poland  
International Business Research in Poland - Looking Back and Looking Forward

16.00-16.15  
**Networking Break**

16.15-17.30  
**Session 3: Teaching International Business in the CEE - case studies**

*Moderation:* JProf. Dr. Tobias Dauth, Leipzig Graduate School of Management

Prof. Dr. Erzsebet Czako, Corvinus University of Budapest, Hungary  
IB Education in Hungary - Results, Challenges and Implications for Research

Ass.Prof. Dr. Miroslaw Jarosiński, Warsaw School of Economics, Poland  
Experiential Learning in International Business Education
b. Chapter board meeting(s) – summary (include date, location and listing of participants)

Board meetings are generally held when members are together at events, such as first AIB-CEE Chapter Seminar (AIB-CEE Board Meeting on 25.01.2014) and during annual AIB-CEE conference (next meeting in October 2014), supplemented by e-mail communication, along with telephone conference calls if necessary.

V. Plans for Future Meetings

Detail dates and locations of future meetings (as known). Also if available include the future conference organizer name and email address.

1st AIB CEE Chapter conference, in Budapest, October 9-11, 2014.
“Competitiveness of the CEE Region in the Global Economy”

The Academy of International Business Central and East European (AIB-CEE) Chapter and the Competitiveness Research Center of the Corvinus University of Budapest are joined to organize an international conference in Budapest, October 9-11, 2014.

The conference is the first AIB-CEE conference and the 2nd international working conference on competitiveness research. It is to attract academics and professionals in the field of International Business (IB) and competitiveness, focusing on and/or living in the CEE region.

Theme of the conference

The decade of the 1990s was marked by the transition to market economy and reentry to the global economy for countries in the region of Central and Eastern Europe (CEE). Some IB academics reckoned then that foreign direct investment (FDI) could have a crucial role in that. They were right and FDI, that far insignificant in the region, has played a dominant role.

In the first decade of the 2000s several countries in region were still considered as emerging markets. Both FDI and export figures per capita were outstanding globally. The CEE region became both host and home region of MNEs as Deloitte CEE TOP 500[1] rankings show. Several countries accessed the European Union, and it is already their 10th membership anniversary in 2014. Their EU membership brought new dynamism and raised new challenges both to the EU and their governments.
The global recession since 2008 exposed further challenges for both the countries and the region in the global economy. It is proposed that the CEE region and its countries are no longer seen as emerging markets since the second decade of the 2000s[2]. As McKinsey Global Institute stated in December 2013[3] a new growth model is needed to reignite growth and return back the pre-crisis economic growth rates in the region.

Some scholars assume that research findings in IB and competitiveness may deserve more attention to contribute to that. It is perceived that there are several commonalities among countries behind the regional macro picture. They deserve systemic exposure, further research, and cooperation to have a better understanding and a clearer overview on it.

**Main goals of the conference**

The AIB-CEE Chapter would like to provide a platform for scholars and professionals working on and in CEE region. The 1st AIB-CEE Chapter conference is an academic conference to give opportunity for academics to discuss their research findings on IB and competitiveness. Scholars are encouraged to submit competitive and discussion papers related to the conference highlights and tracks. Two anonymous referees will evaluate the submitted papers. Nomination for best paper award is part of the review process. Accepted papers are published in conference proceedings, and will be considered for a journal special volume.

A track is dedicated for sharing lessons on teaching IB and international management in CEE countries. For upgrading and developing publication skills a Meet-the-Editors-Session with CEE focus is going to be organized.

Moreover, an urgent need for comparative research on CEE countries has been recognized. Thus, the conference would like to provide academics an opportunity for networking in a session. Papers on good practices to support collaborative initiatives and research project ideas for CEE collaboration are also expected as paper submission.

**Deadlines**

Paper submission deadline: June 23, 2014
Paper acceptance/rejection: July 31, 2014
Conference date: October 9 – 11, 2014

**Conference highlights and tracks**

Central and Eastern Europe is assumed to constitute a major lens and common denominator of all the papers. The conference theme is to encourage both IB and competitiveness academics and professionals to submit their papers which have this specific focus. The preliminary track description shows the highlighted fields where submissions are especially welcome, and papers on other IB and competitiveness topics are also accepted. Each track is briefly outlined below. However, submissions from other areas are also possible, provided that they contribute directly to international business scholarship with a focus on Central and Eastern Europe.
1. **MNEs and their Subsidiaries in the CEE Region – Andreja Jaklic, University of Ljubljana, Slovenia**

CEE region hosts varieties of MNEs subsidiaries, those from MNEs from developed countries, less developed (or emerging) country MNEs and the CEE-born and headquartered MNEs. The track is open to research papers on varieties of MNEs subsidiaries in CEE region, their performance, development, integration and cooperation within the region, effects and barriers for their growth. Papers on institutional support to foreign affiliates and domestic MNEs are also welcome.

2. **Internationalization of SMEs and Born Globals – Tiia Vissak, University of Tartu, Estonia**

Qualitative, quantitative and conceptual papers on internationalization processes of SMEs and born globals - for instance, on factors leading to or affecting their initial internationalization and further growth, but also factors leading to de- and re-internationalization and differences between born globals and other internationalizers - are welcome to this track. Papers on CEE firms entering CEE and other regions or other firms entering CEE are especially welcome.

3. **A New Level of Analysis: Global Value Chains in the CEE Region – Andrea Gelei, Corvinus University of Budapest, Hungary**

Internationalization has shifted the level of analysis from individual firms to complex global value chains. Both conceptual and empirical papers focusing on competitiveness issues of these GVCs are invited to the track. Research results related to the evolution, strategic positioning of GVCs active in the CEE region are welcomed just like their challenges related to governance and operative management. Papers with special focus on supply chain management are also awaited.

4. **International Management and HRM – Jozsef Poor, Szent Istvan University, Hungary**

National labor market belongs to the least globalized ones. International management and HRM are activities to cope them. Track would like to provide insights into HR management of multinational corporations in culturally diverse environment. Qualitative and quantitative papers to facilitate understanding and learning the implementation of international HR practices are warmly welcome.

5. **Competitiveness of the CEE Region its Countries, Industries and Firms – Piotr Trapczynski, Poznan University of Economics, Poland**

This track is directly related to the main theme of the conference. Conceptual and empirical papers devoted to both current state and changes of the international competitive position of the CEE region, its countries, selected industries, and firms, are expected for this track. Contributions on theoretical foundations of competitiveness, particularly interrelatedness of national-, industry- and firm-level concepts are welcome.

6. **Teaching IB and International Management: Experiences and Challenges – Miroslaw Jarosinski, Warsaw School of Economics, Poland**

International Economics has been cultivated at higher education in many CEE countries. IB and international management have arrived with the development of market economy and globalization. The track is intended to discuss challenges and share lessons for further developing.

7. **Networking session - Michal Zdziarski, University of Warsaw, Poland**
Keynote speakers

Plenary sessions will be dedicated to IB and competitiveness issues. It is a pleasure that the following outstanding scholars accepted our invitations:

**Louis Brennan**, Trinity College, Dublin, Ireland  
**Kálmán Kalotay**, UNCTAD, Switzerland  
**Marin Marinov**, University of Gloucestershire, United Kingdom  
**Krzysztof Obloj**, University of Warsaw, Advisor to the President of Poland, Poland  
**Andrei Panibratov**, St. Petersburg University, Russia  
**Adám Török**, Hungarian Academy of Sciences, Hungary  
**Arnold Schuh**, Vienna University of Economics and Business, Austria  
**Marjan Svetlicic**, University of Ljubljana, Slovenia

Hosts of the conference  
Zita Zoltay-Paprika, Dean of Faculty of Business Administration, Corvinus University of Budapest  
Attila Chikán, Director, Competitiveness Research Center, Corvinus University of Budapest

Organizing committee  
Erzsebet Czako, Program Chair of the Conference, Corvinus University of Budapest, Hungary  
Łukasz Puslecki, Chair of AIB-CEE Chapter, Poznan University of Economics, Poland  
Attila Chikán, Corvinus University of Budapest, Hungary  
Andrea Gelei, Corvinus University of Budapest, Hungary  
Andreja Jaklic, University of Ljubljana, Slovenia  
Miroslaw Jarosinski, Warsaw School of Economics, Poland  
Michal Staszkow, Poznan University of Economics, Poland  
Jozsef Poor, Szent Istvan University, Hungary  
Piotr Trapczynski, Poznan University of Economics, Poland  
Tiia Vissak, University of Tartu, Estonia  
Michal Zdziarski, University of Warsaw, Poland

Papers and paper submission

Two anonymous referees will evaluate the submitted papers. Authors of submitted papers are kindly requested to review up to 2 submitted papers. Nomination for best paper award is part of the review process. Accepted papers are published in conference proceedings, and will be considered for journal publications. Meet-the-editor session is going to be organized to facilitate further publications.

For more information please visit: [http://aib-cee-conference.com/papers/](http://aib-cee-conference.com/papers/)

Registration fees

Early bird AIB member registration fee (before September 15, 2014): 300 Euro  
Early bird non-AIB member registration fee (before September 15, 2014): 400 Euro  
PhD student rate is also available: early bird 200 Euro, and regular 250 Euro  
The registration fee includes all the conference materials, refreshments, lunches, and conference gala dinner. Conference registration fee does not include accommodation or travel costs.
The registration fee does not include AIB membership fee. For further information on the AIB membership please visit: [http://aib.msu.edu/membership/](http://aib.msu.edu/membership/)

For more information please contact Erzsebet Czako, e-mail: erzsebet.czako@uni-corvinus.hu


VI. Other Initiatives

Summarize other chapter activities such as: newsletters, awards, doctoral consortium, publication arrangements, website, etc.

In order to promote AIB-CEE Chapter activity the new AIB-CEE website, AIB-CEE Facebook and LinkedIn profile were launched.

In order to promote AIB-CEE among students we have established YAIB-CEE – Young AIB-CEE, which support AIB-CEE activity and help in preparation of meeting and conferences. Moreover members of YAIB-CEE can organise other seminars, conferences for students and scientific associations interested in International Business.

Website: [http://ue.poznan.pl/AIB_CEE/](http://ue.poznan.pl/AIB_CEE/)

VII. Other Issues or Concerns

Detail other issues which you think will/should be of interest to the AIB executive board and/or other chapter officers.

The financial contribution of the AIB will be invested in the organization of the first annual AIB-CEE conference in Budapest in October 2014.

Submitted 5th June 2014

Lukasz Puslecki
AIB-CEE Chapter Chair