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 Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project has 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, 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)

Dr. Piotr Trapczyński,  (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 5.06.2015 stood at 76. An analysis:

Members as of last report 64
Number of old members who renewed 58
Number of new members 18
Membership as of DATE 76

AIB CEE Chapter members

<table>
<thead>
<tr>
<th>Country</th>
<th>2014</th>
<th>2015</th>
<th>change</th>
<th>%</th>
</tr>
</thead>
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<td>Estonia</td>
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<td>0</td>
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<tr>
<td>Latvia</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lithuania</td>
<td>5</td>
<td>3</td>
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<td>-40%</td>
</tr>
<tr>
<td>Poland</td>
<td>28</td>
<td>31</td>
<td>3</td>
<td>11%</td>
</tr>
<tr>
<td>Czech Republic</td>
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<td>Slovakia</td>
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<td>0</td>
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<tr>
<td>Hungary</td>
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<td>19</td>
<td>10</td>
<td>111%</td>
</tr>
<tr>
<td>Romania</td>
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<td>4</td>
<td>2</td>
<td>100%</td>
</tr>
<tr>
<td>Bulgaria</td>
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<td>1</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>7</td>
<td>8</td>
<td>1</td>
<td>14%</td>
</tr>
<tr>
<td>Croatia</td>
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<td>4</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Bosnia-Herzegovina</td>
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<td>0</td>
<td>0</td>
<td></td>
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<tr>
<td>Serbia</td>
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<td>0</td>
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<td>Kosovo</td>
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<td>0</td>
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<tr>
<td>Albania</td>
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</tr>
<tr>
<td>Montenegro</td>
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<td>Macedonia</td>
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<td></td>
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<td>Ukraine</td>
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<td>-100%</td>
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<tr>
<td>Moldova</td>
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<td>-100%</td>
</tr>
<tr>
<td></td>
<td>64</td>
<td>76</td>
<td>12</td>
<td>19%</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 have sent information of AIB-CEE Establishment and first AIB-CEE Annual Conference as well as 2nd AIB-CEE Seminar to all university of economics in AIB-CEE 19 countries (approx. 400 universities).

We have advertised 1st AIB-CEE and 2nd AIB-CEE Annual Conference and 2nd AIB-CEE Seminar also at some events:
- EIBA Conference in Bremen in 2013
- EIBA Conference in Uppsala in 2014
- AIB-UKI in Manchester in 2015
- AIB 2014 Annual Meeting in Vancouver in 2014

III. **Summary of Financial Status**

The chapter has received financial contribution of 5,000 USD from AIB Board for organization of the first annual AIB-CEE conference in Budapest in October 2014.

IV. **Summary of Meetings Held This Year**

a. **First AIB-CEE Annual Conference – Budapest, Hungary**

The 1st Academy of International Business Central and Eastern European Chapter (AIB-CEE) Annual Conference “*Competitiveness of the CEE Region in the Global Economy*” took place on October 9-11, 2014 at the Corvinus University of Budapest in Hungary. The aim of the conference was to provide a platform and opportunity for:

- discussing International Business and Competitiveness research findings on Central and Eastern European business and management practices, firms, industries and countries
- meeting and learning insights of internationally recognized scholars with long lasting international research credits on the CEE region
- networking to build research and academic collaborations
- developing skills in and supporting paper publication.

The Academy of International Business Central and East European (AIB-CEE) Chapter and the Competitiveness Research Centre (CRC) of the Corvinus University of Budapest joined efforts to organize this first international conference, which was at the same time the 2nd international working conference on competitiveness research of CRC.

The first event of AIB-CEE was the seminar “*Challenges for International Business and Teaching in the CEE region - Towards an Integrative Perspective*” which took place on 24 January 2014 at the Poznań University of Economics (Poland). The seminar gathered almost 100 scholars and business representatives from altogether 10 countries. 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.
The 1st AIB-CEE Chapter conference was an academic conference to give opportunity for academics to discuss their research findings on IB and competitiveness.

For further information about conference please visit: http://aib-cee-conference.com/

For further information about AIB-CEE Chapter and its officers please visit: http://ue.poznan.pl/AIB_CEE/

The Competitiveness Research Centre (CRC) of the Corvinus University of Budapest has been dedicated to research on the competitiveness of Hungarian enterprises and economy since the mid-1990s. A key element of its research work is a periodically repeated competitiveness survey on the Hungarian enterprises. The research focus has been shifted toward conceptual and theoretical approaches of competitiveness, and comparative approaches. CRC organized the First International Working Conference on Competitiveness Research in Budapest, March, 2012. For further information please visit: http://competitiveness.hu

Hosts of the conference:

- **Zita Zoltay-Paprika**, Dean of Faculty of Business Administration, Corvinus University of Budapest
- **Attila Chikan**, Director, Competitiveness Research Center, Corvinus University of Budapest

Organizing committee:

- **Erzsebet Czako, Program Chair of the Conference, Corvinus University of Budapest, Hungary**
- **Lukasz Puslecki**, Chair of AIB-CEE Chapter, Poznan University of Economics, Poland
- **Attila Chikan**, 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
Organizing Committee of 1st AIB-CEE Chapter Conference. From left: Tiia Vissak, Michał Zdziarski, Andreja Jaklic, Piotr Trąpczyński, Mirosław Jarosiński, Michał Staszków, Erzsebet Czako, Łukasz Puślecki, Attila Chikan, Andrea Gelei,

1. Opening Plenary Session
The 1st AIB-CEE conference was opened by Prof. Erzsebet Czako, Program Chair of the Conference, Corvinus University of Budapest, Hungary. The welcome speeches were given also by Prof. Zita Zoltay-Paprika, Dean of Faculty of Business Administration, Corvinus University of Budapest, Dr. Lukasz Puslecki, AIB-CEE Chapter Chair and Prof. Robert Grosse, Immediate Past AIB President.

Opening Plenary. From left: Prof. Zita Zoltay-Paprika, Dean of Faculty of Business Administration, Corvinus University of Budapest, Dr. Lukasz Puslecki, AIB-CEE Chapter Chair, Poznan University of Economics, Prof. Robert Grosse, Immediate Past AIB President, American University of Sharjah
The below mentioned Keynote Speakers were invited to have presentations during plenary sessions:

- **Marjan Svetlicic,**
  University of Ljubljana, Slovenia
  *Crises, Globalization and Academics*

- **Krzysztof Obloj,**
  University of Warsaw,
  Advisor to the President of Poland, Poland
  *IB and Polish Economy: Something Old, Something New*

- **Louis Brennan,**
  Trinity College, Dublin, Ireland
  *The Implications for Europe of the Emergence of Southern Multinationals*

- **Svetla Trifonova Marinova,**
  Aalborg University, Denmark
  *Knowledge-Based Network Ties in SME Internationalisation: An Institutional Void and Cultural Perspective*

- **Arnold Schuh,**
  Competence Center for CEE, Vienna University of Economics and Business, Austria
  *Current Roles and Future Perspectives for CEE-Headquarters*

- **Eszter Szabó,**
  GE Holdings (Hungary) Ltd., Hungary
  “Vaci Street answer to it” – *Prosper Locally, Compete Globally*

- **Andrei Panibratov,**
  St. Petersburg State University, Russia
  *Competitive Advantages of Russian Multinationals and the Role of Government*

- **Marin Marinov,**
  University of Gloucestershire, United Kingdom
  *Conditions and Run through the Internationalization of Central and Eastern European Firms*

2. **Tracks**

The conference papers and presentations were divided into following tracks:

- **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 was 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 were also welcome.

- **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 – were welcome to this track. Papers on CEE firms entering CEE and other regions or other firms entering CEE were especially welcome.

- **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 were welcome just like their challenges related to governance and operative management. Papers with special focus on supply chain management were also awaited.

- **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 were warmly welcome.

- **Competitiveness of the CEE region its countries, industries and firms – Piotr Trapczynski, Poznan University of Economics, Poland**

  This track was 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, were expected for this track. Contributions on theoretical foundations of competitiveness, particularly interrelatedness of national-, industry- and firm-level concepts were welcome.
- **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 was intended to discuss challenges and share lessons for further developing.

- **Networking session – Michal Zdziarski, University of Warsaw, Poland**

  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 were expected as paper submission.

**Table 1. Information about AIB-CEE Chapter conference tracks and sessions**

<table>
<thead>
<tr>
<th>Track</th>
<th>Sessions</th>
<th>Papers</th>
<th>Out of them competitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 MNEs and their Subsidiaries in the CEE Region – Andreja Jaklic</td>
<td>2</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>2 Internationalization of SMEs and Born Globals – Tiia Vissak</td>
<td>3</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>3 A New Level of Analysis: Global Value Chains in the CEE Region – Andrea Gelei</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>4 International Management and HRM – Jozsef Poor</td>
<td>2</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>5 Competitiveness of the CEE Region its Countries, Industries and Firms – Piotr Trapczynski</td>
<td>4</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>6 Teaching IB and International Management: Experiences and Challenges – Miroslaw Jarosinski</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>7 Networking session – Michal Zdziarski</td>
<td>1 (Plenary type)</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

**Contributors:** 105 academics from 22 countries, **Participants:** 85 academics  
**Accepted papers:** 59; out of them 24 competitive and 35 discussion  
**Presented papers:** 57 (in the Book of Abstracts)  
**Research Cooperation Activities:** 2 joint research proposal presented as well as Young AIB-CEE initiative

Source: own elaboration
3. **Meet the Editors Session**

The aim of this session was to allow regional IB journals to promote themselves among IB scholars from the CEE region and beyond, and allow scholars to find out more about the journals' profiles and requirements. The format of the session included journal presentations and discussion on important issues regarding publications of IB papers in the region. We are convinced that this session added a lot of value to the first AIB-CEE Conference and may be permanently placed in the agenda of AIB-CEE future events.

The following Journals were presented by 7 editors:

- *Journal of East-West Business* - Desislava Dikova
- *Journal for East European Management Studies* - Thomas Steger
- *Entrepreneurial Business and Economics Review* - Krzysztof Wach
- *Journal of Management and Financial Sciences* - Miroslaw Jarosiński
- *Managing Global Transitions / Management* - Alen Ježovnik
- *Society and Economy* - László Trautmann
- *Theory, Methodology, Practice* - Zoltan Bartha

Another part of this session were the presentations devoted to "Writing Good Paper & Good Reviews":

- "What should a good paper look like?" by Desislava Dikova
- "What is a good paper review from the perspective of an Editor?" by Thomas Steger
- "Good author practices in publishing" by Krzysztof Wach, Miroslaw Jarosiński

The final point of the “Meet the Editors Session” was the discussion: "Upcoming research agenda for the CEE" (topics, methods, approaches) which was very well received by audience of the conference.
Meet the Editors Session. From left: Alen Ježovnik, Piotr Trąpczyński, Miroslaw Jarosiński, Desislava Dikova, László Trautmann, Łukasz Puślecki, Krzysztof Wach, Zoltan Bartha, Thomas Steger

4. Best Review and Best Paper Award Ceremony

The work of reviewers were an integral part of the conference. Their contributions are highly appreciated. Hopefully their feedbacks can facilitate the authors in their paper development. For acknowledging their contributions the AIB-CEE Chapter 2014 Track Chairs nominated outstanding reviewers:

- Zoltan Bakonyi Corvinus University of Budapest
- Pawel Capik Keele Management School, Keele University
- Imola Jozsa, Szent Istvan University
- Wioletta Mierzejewska, Warsaw School of Economics
- Witold Nowinski, Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking)
- Matevz Raskovic, University of Ljubljana, Faculty of Economics
- Malgorzata Szalucka, Nicolaus Copernicus University
- Dorisz Talas, University of Debrecen Faculty of Applied Economics and Rural Development
- Krzysztof Wach, Cracow University of Economics
Acknowledgement for the Outstanding Papers

Altogether **59 papers** were accepted for the very 1st AIB-CEE Chapter conference that is a success. The sessions provided great opportunity to have thought provoking and inspiring discussions on the presented papers. The AIB-CEE Chapter 2014 Track Chairs nominated following outstanding papers:

1. Magdolna Sass, Eric Rugraff: Voting for Staying. Why didn’t the Foreign-Owned Automotive Component Suppliers Relocate their Activity from Hungary to Lower-Wage Countries as a Response to the Economic Crisis? Track 1
2. Rafał Śliwinski, Magdalena Śliwinska: Growth and internationalization of fast growing firms. Track 2
3. Tobias Dauth, Agata Tomczak: Internationalization of top management teams: A comprehensive analysis of Polish stock-listed firms Track 4
4. Anita Pelle, Marcell Végh Zoltán: Attracting intellectual capital: how has the crisis changed the positions of EU member states? Track 5
5. Áron Perényi: Growth potential in the context of the profit-growth nexus – a proxy of industrial cluster competitiveness. Track 5
5. **Publication outcomes of the Budapest Annual Meeting 2014**

The following publications were a result of the conference:


- Puślecki, Ł., Trąpczyński, P., eds., *Journal for East European Management Studies*, Special Issue (in publication process)

- Special issue of *Theory, Methodology, Practice* (Hungary), 2014

- Special issue of *Journal of Management and Financial Sciences*, 2014

6. **Gala Dinner**

The Gala Dinner was organized in the Lázár Lovaspark - situated 35 km from Budapest, in the heart of Domonyvölgy. The Lázár Equestrian Park is owned by the coach driving world champions, Vilmos and Zoltán Lázár. The resort nestles among the picturesque lakes of the Gödöllő Hills. It is a favourite destination of local and international tourists alike, seeking a venue for various programs and functions, for relaxing, adventure accompanied by genuine Hungarian hospitality. The participants of the AIB-CEE Conference could have enjoyed together the highlights of Hungarian cuisine accompanied by Gipsy music. Specialities for the discerning palette included oven-baked lángos, grill party and roast piglet on the spit.
Lázár Equestrian Performance

Hungarian Musicians at Gala Dinner
7. **Sponsors**

The organizers would like to thank the following sponsors for their valuable contributions for ensuring the success of the first 2014 AIB-CEE Chapter Conference.
**b. 2nd AIB-CEE Winter Seminar**

**AIB-CEE Chapter 2nd seminar**
9-10 January 2015, Faculty of Social Sciences, University of Ljubljana, Slovenia

*Recognising the changing character of the CEE region: towards an updated agenda of business, IB research and teaching*

The 2nd seminar of Academy of International Business – Central and Eastern European Chapter took place on January, 9th-10th, 2015 hosted by the Centre of International Relations, Faculty of Social Sciences; University of Ljubljana, Slovenia.

The topic “*Recognising the changing character of the CEE region: towards an updated agenda of business, IB research and teaching*“ attracted truly international group. Over 50 registered participants of 14 different nationalities from 9 different countries gathered in Ljubljana. IB scholars and practitioners from the region discussed recent research findings in the area of international business from the region and about the region, exchange challenges and innovation in IB teaching and meet innovative multinational enterprises from CEE.

Warm and motivating welcome by host organizer and program chair Andreja Jaklič, chapter chair Łukasz Puślecki and Danica Purg, the AIB dean of the year 2010, from Bled School of Management turned into dynamic discussion about latest developments in the CEE region.

Anže Burger leaded the discussion about recent research insight from the region. Matija Rojec demonstrated how FDI and international trade fostered the cohesion of Central and eastern European countries as well as learning from investment and integration of CEE enterprises into global value chains. Erzsébet Czakó shared results of her 20 years of experience of exploring competitiveness of CEE. Piotr Trapczyński, presented »the emerging Poland« and the decade Polish internationalization. Metka Stare added research on innovation gap of CEE countries and the role of non-technological innovations. Shirish C. Srivastava explained how to design and execute a global innovation strategy and gave implications for CEE countries. Frederick Lindahl further highlighted the region from the outside perspective and discussed the role of communist past in contemporary financial management. Matevž Rašković revealed China view of CEE countries and what can they expect from the 16+1 initiative.

Desislava’s Dikova presentation of new trends in teaching strategy in IB served as introduction into business panel and stressed the importance of local case studies. Participants next saw internationalization paths of four regional companies; Go-opti; emphasizing innovation in traditional service industry (by Damjan Omerza), the case of Bisnode, revealing innovation in business intelligence and B2B customer care (by Maria Anselmi). Symbioza as a case of social innovation that developed into social enterprise (by Žiga Vapotič) and Coface Slovenia with Damir Lovenjak giving the overview and dynamic of growth of top 500 companies from CEE region.
Challenges and experience of passionate managers from the region were great incentive for teaching panel. Marjan Svetličič, Ian Sutherland and József Poór all emphasised the potential of experience based learning, underexploited potential of business – academia cooperation and the gap in delivering international managers according to business needs, the role of innovation in teaching methods as well as the role of art in teaching and innovative approaches beyond rationality.

Speed networking workshop enhanced dinner networking and stimulated productive cooperation throughout Saturday workshop. József Poór led workshop on enhancing case study use and research, Miroslaw Jarosiński led workshop on cooperation and collaboration while Łukasz Pušlecki and Piotr Trapczyński proceeded with workshop on research and teaching cooperation in CEE.

AIB-CEE is one of the youngest chapters in AIB community; however the region faces long tradition in global business and IB teaching: Rapidly changing institutional, social and economic environment offers excellent “a research lab” not only for local enterprises and global multinational enterprises but also IB scholars and researches. The second AIB-CEE Chapter seminar no doubt helped participants to rediscover rich tradition, diversity and new changes in the region and motivate them for more intensive cooperation in IB teaching and research.

Photo gallery from 2nd AIB-CEE Seminar is available here:


Opening of the 2nd AIB-CEE seminar: Łukasz Pušlecki, Danica Purg, Maja Bučar and Andreja Jaklič
2nd AIB-CEE Chapter Seminar Ljubljana: Panel session CEEC from the outward perspective: Matevž Rašković
2nd AIB-CEE Chapter Seminar Ljubljana: Panel session CEEC from the outward perspective: Shirish C. Srivastava
2nd AIB-CEE Chapter Seminar Ljubljana: Business Panel Maria Anselmi; Bisnode

BISNODE SOUTHERN MARKETS IN FIGURES

Bisnode development trend (in 1000 EUR)

2nd AIB-CEE Chapter Seminar Ljubljana: Business Panel Damir Lovenjak; Coface
2\textsuperscript{nd} AIB-CEE Chapter Seminar Ljubljana: Workshops

\textit{c. 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 Annual Conference in Budapest (Hungary) (AIB-CEE Board Meeting on 9.10.2014) and 2\textsuperscript{nd} AIB-CEE Chapter Seminar in Ljubljana, Slovenia (AIB-CEE Board Meeting on 10.02.2015) supplemented by e-mail communication, along with telephone conference calls if necessary.

V. \textbf{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.

- 2\textsuperscript{nd} AIB-CEE Annual Conference in \textbf{September 2015} organized by Warsaw School of Economics and AIB-CEE Chapter, \textbf{Warsaw, Poland}. 
CALL FOR PAPERS

Academy of International Business Central and Eastern Europe Chapter
and
the Warsaw School of Economics (Poland)

would like to invite you to the 2nd AIB-CEE Chapter Conference:

International Business and Research in the CEE Region. Why Is It Worth Doing?

17–19 September 2015

Our goal is to draw more attention to doing business and research in Central and Eastern Europe. We want to foster cooperation among businesspeople, scholars and specialists from Central and Eastern Europe in doing International Business research, disseminating its outcomes and improving International Business education.

Our discussions will concentrate around ten broadly defined conference tracks:

1. MNEs, their Subsidiaries and Value Chains in the CEE Region
2. Internationalization of SMEs and Born Globals
3. CEE Emerging Multinationals
4. Inward and Outward FDI in the CEE Region – Theory and Practice
5. Competitiveness of the CEE Region, its Countries, Industries and Firms
6. International Marketing, Consumers and Cross-cultural Relations in CEE
7. International HRM and Cross-Cultural Management
8. International Finance and Accounting
9. Corporate Governance
10. Teaching and Research in International Business in the CEE Region

We hope that within the above mentioned tracks everybody will find an appropriate topic that will suit his/her interests and/or needs. We invite all interested parties to submit paper and panel proposals accordingly. For the full description of tracks see the conference website: http://warsaw.aib-cee-conference.com

Conference sessions will provide the opportunity to broadly discuss ideas included in the papers. All the scientific papers accepted and presented at the conference will be placed for publication in cooperating with the AIB-CEE Chapter scientific journals (subject to their acceptance).

The conference will take place at the premises of the Warsaw School of Economics.

Important dates:

Submissions:

May 4th, 2015 – Submission system opens
June 30th, 2015 – Deadline for papers and panel proposals submissions
July 24th, 2015 – Information on acceptance/rejection of papers and panel proposals
Fee Payment & Registration:

by July 28th, 2015 – Early Registration Conference Fee
by August 30th, 2015 – Regular Registration Conference Fee
August 31–September 13 2015 – Late Registration Conference Fee

For more information see the conference website:  http://warsaw.aib-cee-conference.com

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 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 supports AIB-CEE activity and help in preparation of meeting and conferences. Moreover members of YAIB-CEE can organise other seminars, conferences for students and student’s associations, scientific associations interested in International Business.

Website:  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.

As we discussed during our AIB-CEE Board Meeting in October 2014 in Budapest, during our first AIB-CEE Conference with Rob Grosse – Immediate Past AIB President - we would like to ask AIB Executive Board to give us this opportunity to use Emerging Markets AIB Membership Fee (lower rate - 25 USD with only online access to JIBS and AIB-L) for our New Chapter Members. Members who would like to receive printed version of JIBS will pay regular rate. We would also like to ask AIB Executive Board to consider a special rate for companies – like: AIB Corporate Membership. This could help us to involve more companies from CEE region into our activities, events (seminars, conferences) as well as to receive some financial contributions from them to support our activities (as sponsors). It could also support our research in CEE region, taking into consideration business-academia relationships. CEE region nowadays is perceived in IB research as an Emerging Market. Taking our request into account by AIB Executive Board will make it possible for us to have more active AIB members in our AIB-CEE Chapter, with benefits not only for AIB-CEE but especially for AIB.

Submitted 8th June 2015
Łukasz Puślecki
AIB-CEE Chapter Chair