

Call for Papers

41st Academy of International Business (UK & Ireland) Conference

The York Management School, University of York

Conference date: 10-12 April 2014

Conference theme: Achieving a New Balance? The Rise of Multinationals from Emerging Economies and the Prospects for Established Multinationals

Conference Chairs: Prof Yingqi Wei and Prof Frank McDonald

The spread of particularly American multinationals in the first half of the last century marked an increasing domination of the world economy by these firms. This dominance was challenged in the second half of the twentieth-century by a wave of multinationals from Europe, Japan and Newly Industrialised Economies. At the turn of the century, it is however a group of rather 'unexpected' firms such as Embraer, Huawei and Tata from emerging economies that have stamped their mark on the world stage. Since then more multinationals from emerging countries are joining their ranks. The rise of multinationals from emerging economies has coincided with a shift in many aspects of production from industrialised countries to emerging economies, the accelerating dispersion of international R&D activities, and the rise of state capitalism in some emerging economies. These changes pose challenges for all participants in international business, including emerging economy multinationals, established multinationals, governments and multilateral organisations.

The aim of the 41st AIB (UK & I) annual conference is to enhance our understanding of the changing international landscape and its implications for the world economy in general and emerging economy multinational, established multinationals, national governments and multilateral organisations in particular. A number of important questions arise from these new developments. Will the balance of power be changed between rising stars and established multinationals in areas such as positions in the value chain and centres of R&D and innovation? What types of relationships will emerge between governments and businesses given extensive state involvement in the development of emerging economy multinationals? Will the rise of emerging economy multinationals change the nature and key characteristics of the debate on corporate social responsibility and sustainability policies of multinationals? Will emerging economy multinationals have significantly different strategic and operational orientations from those of established multinationals? How will emerging economy multinationals affect the strategies and operations of established multinationals? Are there significant implications of these developments for international business theories and concepts?

The conference welcomes theoretical and empirical papers which advance our understanding of the issues contained in this theme. As in previous years, it is hoped that the conference will encompass all aspects of international business, not only on the theme of the conference but also on wider agendas. Papers are welcome in all the major areas of international business, including for example:

- Business strategy – explanations of international business and modes, contributions of multinationals in home and host nations, corporate and social responsibility
- Multinational strategies – Headquarter-subsidiary relationships, autonomy strategies, international joint venture strategies

- Human resource management, marketing and production strategies and operations of multinationals
- Institutional factors and multinational strategies and operations
- Areas studies and international business issues
- Economic geography and international business issues
- Business history and international business issues
- Firm competitiveness – strategic management, networks and alliances, cross border management/leadership, organizational behaviour and learning
- Dynamic capabilities – global organisation and sourcing of technological innovations, knowledge acquisition and knowledge transfer, learning in the internationalisation process
- International entrepreneurship – decision making in international new ventures (INVs), characteristics of INVs, the internationalisation process of INVs, how INVs create value, factors promoting the emergence and success of INVs
- Internationalisation from and to emerging markets – motives for FDI from and to emerging markets, government policy towards inward and outward FDI in emerging markets, outsourcing and offshoring
- Research methods in international business – developments in quantitative methods, use of case studies, qualitative methods, problems and issues in methodology
- Corporate governance and finance – influence of corporate governance and managerial compensation schemes, the role of direct versus portfolio investment in diversifying risk, dealing with corruption, institutional structures influencing corporate social responsibility and sustainability.

Conference prizes

There are several prizes awarded at the conference:

- *Palgrave Macmillan* Prize for the best competitive paper
- The *Research in International Business and Finance* Prize for the best paper which examines a topic in International Finance from an International Business perspective
- The *Critical Perspectives on International Business* Prize for the most innovative paper which tackles a new or under-researched topic and which contributes to the understanding of the impact of international business on society.
- *Michael Z Brooke* Doctoral Prize for the best paper by a doctoral student
- *Neil Hood and Stephen Young* Prize for the Most Original New Work in the doctoral colloquium.

Publication opportunities

A selection of conference papers will be published in the *Palgrave Macmillan International Business* book series, which is connected to the AIB UK & Ireland annual conferences.

Submission Deadlines

The Main Conference: Sunday 12 January 2014

The Doctoral Colloquium: Tuesday 28 January 2014