



## Call for Papers | The 2016 Conference | August 17 – 19

*The Academy of International Business (AIB) is the leading association of scholars, consultants and specialists in the field of international business. Established in 1959, the AIB now has over 3,000 members in 87 countries. The AIB has 18 chapters around the world, including the Sub-Saharan Africa (SSA) Chapter. We welcome conceptual and empirical papers, as well as teaching case studies and panel symposia from scholars, business professionals, policy makers and students.*

## Africa's Competitiveness in the Global Economy: Driving Product, Firm, Industry & Location Competitiveness



Host Institution:



Lagos, Nigeria

**Submission Deadline: May 30, 2016**

## Call for Papers – The AIB SSA 2016 Conference

The persisting global economic slowdown has posed several challenges for the Sub-Saharan Africa region. With plunging oil and commodity prices and China's economic woes, there is a fierce debate on whether the robust economic growth recorded over the past decade is over. There is now a sense of urgency in diversifying economies, and advancing manufacturing and industrialization. Competitiveness in global markets is essential to achieving these goals. Unfortunately, Africa trails the rest of the world in competitiveness: 15 out of the 20 least competitive economies in the World Economic Forum's Global Competitiveness Index are from the region. To increase our understanding of competitiveness in the African context, the 2016 conference welcomes conceptual and empirical papers and cases that shed light on product, firm, industry, city, national, sub-regional, and regional competitiveness. Submissions should offer insights and fresh perspectives on how firms in the region can offer quality products, enhance their capabilities to develop human capital, and improve their processes.

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**We also welcome submissions that address wider international business and management agendas and geographical contexts.**

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The conference will also consider original competitive papers, interactive papers, panels and teaching cases for the following tracks:

- Location Competitiveness: Industry, City, National, Sub-regional & Regional
- Public Policy (e.g., Innovation, Cluster Development, Regional Development)
- Product & Firm Competitiveness
- International Entrepreneurship, SMEs & Informal Exporting
- FDI, Global Value Chains & the Geography of IB
- Human Resources, Culture & Language in International Business
- Marketing & Consumers in International Business
- Sustainability, Responsible Leadership & Governance of Natural Resources
- Economic Diplomacy & Institutional & Political Environment of IB
- International Finance, Accounting & Economics
- General Track: International Business & Management
- Teaching Cases Track
- Student Track (excluding Doctoral students)

## Teaching Cases in International Business Track

This track seeks competitive and interactive teaching case submissions. Only real-life cases that address international business issues are invited. Cases can be field-researched or based on published sources, decision-oriented or descriptive. We also welcome cases that have recently (post-2013) been registered in case clearing houses such as *The Case Centre*.

## Student Track

We look forward to submissions – interactive and competitive papers and cases – from undergraduate and graduate (Masters) students, particularly those pursuing MBA or international business-related degrees.

## Special Panels, PDWs & Tracks

The conference will feature several panels, symposia, ‘scholars meet practice’ sessions and mini-workshops. We welcome proposals that address the conference theme as well as other topical issues.

## Submission Guidelines

Following the AIB “rule of three”, no author should be associated with more than 3 submissions.

*Competitive papers* must not exceed 10,000 words, and must comply to the JIBS style requirements; Please refer to [http://www.palgrave-journals.com/jibs/style\\_guide.html](http://www.palgrave-journals.com/jibs/style_guide.html).

*Interactive papers* should be around 2,000 – 5,000 words. Submissions should clearly state the research questions, methodology and contribution. The main results and implications for IB research and practice should be discussed, if available/applicable.

*Teaching cases* should be around 2,000 – 5,000 for interactive/‘embryo’ cases and no more than 10,000 words for competitive cases.

*Panel proposals* should have 3 – 5 scholars and/or students and a common theme, as well as a chair/discussant. We welcome a variety of proposals (paper presentations, roundtable, and professional development workshop). The names of participants and the discussant should be disclosed for this type of submission.

Competitive papers, interactive papers and teaching cases will be double-blind reviewed; please do not include any author-identifying information. Authors are strongly encouraged to assist in the review process.

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**Please make your submissions here: [aibafrica2016@lbs.edu.ng](mailto:aibafrica2016@lbs.edu.ng)**

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Please state the submission type (competitive, interactive or panel) and track title on the front page at the top right. In addition, for doctoral (DS)/graduate (GS)/undergraduate students (US), please indicate ‘DS’, ‘GS’, or ‘US’.

### **Paper Development Workshops**

In line with the SSA chapter's goal to promote research excellence and improve the quality of IB research in the region, distinguished IB scholars will be leading mini-workshops and PDWs on research methods. Doctoral candidates, junior faculty, and those new to the field of IB are particularly encouraged to attend the workshops/PDWs. More details will be provided closer to the conference date.

### **Teaching International Business Mini-Workshop**

A workshop on topical issues in IB teaching and curriculum development will be led by award-winning IB educators.

### **Best Conference Paper Awards**

Several prizes will be awarded at the conference:

- *Best Competitive Paper Award*
- *Best Thematic Conference Paper Award*
- *Best Teaching Case Award*
- *Best Conference Paper Prize for Practice / Policy Implications Award*
- *Best Doctoral Paper Award*
- *Best Undergraduate / Graduate Student Paper Award*

### **Publication Opportunities!**

- All accepted conference papers will be published as an abstract in the *2016 AIB-SSA Conference Proceedings*.
- A selection of papers and cases that are aligned with the conference theme will be considered for inclusion in the *AIB Sub-Saharan Africa Book Series* published by Palgrave Macmillan.
- Other competitive papers may be considered for inclusion in a special issue of a high-impact journal.

### **Networking & Experiential Learning Journey!**

Network and develop collaborative opportunities with international scholars, business executives and students at the welcome reception, gala dinner, and field visits to some of the leading local players and multinationals based in Nigeria.

## Registration Fees

The registration fees (in US Dollars) includes conference materials, a copy of the first volume of the AIB-SSA chapter book series, refreshments and lunches, but not accommodation costs.

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	<b>Early Bird (by June 30)</b>	<b>Late Registration (from July 1)</b>
<b>AIB Members</b>	\$200	\$250
Full-time Students	\$120	\$170
<b>AIB Non-members</b> <small>(Rates include a one-year membership to the AIB)</small>		
Student membership	\$170	\$220
Electronic membership	\$225	\$275
Low-Income membership	\$250	\$300
Regular membership	\$300	\$350
<b>Accompanying Partners</b>	\$100	\$100

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**The chapter will waive registration fees for a limited number of delegates, with priority given to graduate students and 'low-income' junior faculty. Details on how to apply will be provided later.**

Details regarding accommodation, registration payment, keynote speakers, experiential learning trips and the conference programme will be provided later on the chapter website.

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**AIB-SSA Website: <http://www.aibssa.org/>**

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