

# Academy of International Business—Canada Chapter

Call for Conference Submissions

Conference Theme:

**Multinational Corporation Governance of Global Value Chains**

Friday, May 4, 2018 (9:00 am – 4:00 pm)

Smith School of Business, Queen's University, Kingston, Ontario

*Morning Sessions:*      **JIBS and JIBP Paper Development Workshops**

The morning sessions are intended to provide an opportunity for international business scholars to work on conceptual and empirical papers that are in their early phases of development. All submissions are welcome although preference will be given to papers focused on the conference theme.

*Journal of International Business Studies Paper Development Workshop*

Alain Verbeke, JIBS, Editor-in-Chief

*Journal of International Business Policy Paper Development Workshop*

Ari Van Assche, JIBP, Deputy Editor

*Afternoon Sessions:*      **Competitive Papers and Panel Sessions**

*Keynote Speaker* Gary Gereffi, Director, Global Value Chain Center, Duke University

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The global division of labor is shifting in profound ways as a result of trade and investment liberalization, financial deregulation, and technological advances in the movement of information, people, and products. Many activities that previously had been internalized within multinational corporations (MNCs) are increasingly offshored and outsourced through a variety of modes, from wholly-owned to arm's length, often in emerging economies (Buckley and Strange 2015). Through this process, global value chains (GVCs) have arisen, which are groups of firms that combine to facilitate international production and trade activities from raw material to end consumer.

The particular forms and practices within GVCs—who makes what, where it is made, and how much is paid for it—emanate from decisions made by the MNCs that manage access to markets and/or own the key technologies (Gibbon, Bair, and Ponte 2008). What is particularly intriguing about GVCs is that the lead MNCs, who exert such great influence over the entire chain, often have little or even no direct ownership of production (Bair 2008), but rather orchestrate third-party activities indirectly through control and incentive schemes (highlighting the well-known distinction in this literature between buyer-driver versus producer-driven chains).

The establishment of GVC activities has led to significant economic and social progress or upgrading as they have provided new sources of income especially for poorer households in developing countries (Barrientos, Dolan, and Tallontire 2003). At the same time, emerging evidence shows that the benefits of integrating developing country economic activity into GVCs often leaves many behind (Locke 2013). In fact, a widely held concern is that the pressure on MNCs to reduce production costs incentivizes a race to the bottom, where developing-country suppliers are pushed to lower labor standards and environmental performance (Soundararajan and Brown 2016). The emergence of GVCs presents new questions on economic globalization and the public policies and management practices that are developing around it.

Submit full manuscripts to: Anthony Goerzen ([agoerzen@queensu.ca](mailto:agoerzen@queensu.ca)) by *January 31, 2017*, clearly indicating whether you want to be considered for the JIBS PDW, JIBP PDW or the competitive sessions. Confirmation of acceptance will be by February 28. There will be no registration fees (for other conference details please see <https://smith.queensu.ca/conferences/aib/>).