



SAN DIEGO STATE
UNIVERSITY

Fowler College of Business
Center for Advancing Global Business

**Academy of International Business
U.S. West Chapter**

2020 Annual Conference - Call for Papers

February 27-29, 2020

**Hosted by: San Diego State University's Fowler College of Business
San Diego, California, USA**

**Conference Theme:
"Migration and International Business: Theory and Practice"**

Extended Submission Deadline: October 31, 2019

<http://www.aib-w.org/2020-annual-conference/>

Submit your Paper here: <https://meetings.aib.msu.edu/us-w/2020/>

The AIB US-West announces its 2020 Annual Conference, to take place at San Diego State University in San Diego, California. The 2020 Conference theme is "*Migration and International Business: Theory and Practice*." Cross border migration is an important issue these days, and conversations on the subject can lead to myriad perspectives. Migration may be closely linked to a variety of issues related to global business, including, but not limited to: labor contributions (or losses and displacements) on a range of skill levels; expansion of markets through increased spending and investment; social and political risk stemming from differing policies on migration; cultural and economic changes that impact markets and organizations; and effects of migration dynamics on innovation and entrepreneurship. A focus on the linkages between migration and international business seems a timely and important contribution the academy can make to the current global business environment.

In addition to the main theme, the conference will feature a wide range of tracks for competitive sessions and panels, keynote speakers from academia and business, a paper development workshop, pedagogical sessions, and opportunities for networking. The conference seeks to enhance knowledge development on global trade and investment and superior performance in organizations that operate internationally. Papers are welcome that explain the nature or improve the international competitiveness of firms and non-profit organizations.

The conference is an opportunity to present scholarly work and obtain critical feedback in a professional setting. We encourage the participation of both professors of all ranks and doctoral students. Submitted papers can range from works-in-progress to complete articles aimed for journal publication; they can be conceptual, theoretical, and empirical. Case studies can also be submitted to the Teaching IB track.

AIB-US West is one of 17 chapters worldwide of the Academy of International Business (AIB), the leading academic organization for scholars and practitioners of international business. The AIB-US West annual conference emphasizes presentation to an international audience of the latest ideas in international business scholarship and practice. The conference's professional development focus provides a collegial and supportive platform to discuss and develop ideas, and an opportunity for mentoring authors to enhance their papers for publication. Although based in the Western United States, the AIB-US West conference provides a venue for participants from around the world.

Conference Venue

The 2020 Conference will be hosted by San Diego State University's Center for Advancing Global Business & the Center for International Business Education & Research (SDSU CIBER) located in the Fowler College of Business. SDSU is the oldest higher education institution in San Diego. Since its founding in 1897, the university has grown to become a leading public research university. Each year, SDSU provides more than 36,000 students with the opportunity to participate in an academic curriculum distinguished by direct contact with faculty and an international emphasis that prepares them for a global future. The mission of the Fowler College of Business is to educate, engage and empower undergraduate and graduate students and transform them into effective business professionals. This is done by developing and delivering educational programs that reflect the international, entrepreneurial and diverse character of the San Diego region. Through faculty research, the Fowler College make intellectual contributions that impact both the academic and business communities.

San Diego offers an ideal business climate, supported by a strong economy, a diverse and highly educated workforce, and strong educational and research institutions. Some of its most important industries include biotechnology, electronics, information technology, aerospace, maritime trade, and tourism. San Diego also offers great weather, miles of sandy beaches, and a wide range of entertainment activities, making it one of the best tourist destinations year round.

Conference Highlights

AIB US-West is committed to professional development. The 2020 Conference will feature some of the following activities:

- Competitive Papers and Panel Sessions on leading issues in international business.
- Special track on “Gender in International Business” sponsored by WAIB
- Paper Development Workshop (PDW) and Meet the Editor Session sponsored by the *Journal of World Business*.
- Pedagogy Sessions for participants seeking to enhance their teaching of international business.
- Awards: The conference will recognize Best Papers and Best Student Paper.
- Conference Proceedings: Opportunity to include your Abstract or Full Paper in a Conference Proceedings (electronic copy only).

Paper and Panel Submissions

Paper, Panel, and Case Study submissions for AIB US-West 2020 are organized under the following topical tracks. Submit your paper or panel proposal to just one track. Please select the track that best fits your submission from the list below:

1. **Conference Theme Track: Migration and International Business: Theory and Practice**

Track Co-Chairs:

Tanvi Kothari, San Jose State University, CA, USA (tanvi.kothari@sjsu.edu)

Sarika Pruthi, San Jose State University, CA, USA (Sarika.pruthi@sjsu.edu)

Papers submitted to this track will focus on the linkages between migration and global business by exploring topics such as: effects of cross border movements of labor on talent management, leadership, organizational behavior, and innovation; relationship between migration policies and dynamics on trade and investment patterns and policy; immigrant and diaspora entrepreneurship; emerging opportunities in business and consumer markets driven by migration patterns; economic effects of migration on country competitiveness; and migration as a source of political risk.

2. **The Internationalization Process and International Entrepreneurship**

Track Chair: Tanvi Kothari, San Jose State University, CA, USA
(tanvi.kothari@sjsu.edu)

Rapidly internationalizing SMEs compete and cooperate with large MNEs in the global market. This track seeks contributions that examine the internationalization process for different kinds of firms, whether small and entrepreneurial firms, established multinationals, or latecomer MNEs from emerging markets. It covers contributions that focus on the characteristics of the process, whether gradual,

rapid or leapfrogging, increasing or decreasing, as well as the various kinds of human, financial and political resources firms draw on in their internationalization. It will also cover contributions that examine the specific influence of different kinds of entrepreneurs such as women, expatriates and others.

3. *Managing the Value Chain*

Track Chair: Andreas Udbye, University of Puget Sound, WA, USA
(audbye@pugetsound.edu)

What determines a firm's economic footprint, and how should the value chain be managed in order to create sustainable competitive advantage? This track concentrates on the boundary of firms in value chains, the management and coordination of the different functions that comprise disaggregated global value chains, as well as the interactions between global value chain participants and home/host economies. It deals with locating an MNE's operations, outsourcing and offshoring decisions (and their reversal), the cross-border coordination of contractual and equity-based relationships throughout the value chain, the changing dynamics of global value chain coordination and governance, as well as policy implications on global value chains.

4. *International Marketing*

Track Chair: Dan Baack, University of Denver, Denver, CO (dbaack@du.edu)

The field of international marketing is transforming rapidly under the influences of: digitalization, technological advances, sustainability and social responsibility pressures, changing consumers, regulatory restrictions, and a much larger geographic landscape that now includes emerging markets. How do international marketing managers cope with these challenges? How is the scope of work changing for marketing managers? Are any best practices emerging?

This track focuses on such traditional international marketing topics as customers, brands, products, channels, relationships in the cross-national setting, as well as the newer tasks as mentioned above. Two additional themes are of interest. First, given a polarizing global marketplace, how are the tasks of market/customer selection and relationship building changing? Secondly, have governments or the public sector become even a more important customer group in cross-border marketing? What does marketing to foreign governments entail? What are the risks, challenges and opportunities?

5. Consumer Research

Track Chair: Dan Baack, University of Denver, Denver, CO (dbaack@du.edu)

International business faces ever more complex, interconnected and at the same time fragmented consumer markets. This track seeks contributions that address market complexity such as how companies best serve multicultural market places and tailor multicultural marketing communications. Cross-national and cross-cultural consumer research is of interests, especially as it intersects with topics such as consumer co-creation, consumer engagement and the development of global brand communities. Another area of interest lies at the intersection of global business and consumer well-being with research on transformative consumer research and the United Nation's Sustainable Development Goals. Also invited are contributions on business responsiveness and corporate social responsibility in addressing world issues of importance including but not limited to obesity, health, climate change and poverty.

6. Global Innovation and Knowledge Management

Track Chair: Nila Wiese, University of Puget Sound, WA, USA
(nwiese@pugetsound.edu)

The creation, transfer and outcomes of knowledge are central to our theories of the MNE. This track deals with the technological and organizational generation, transfer and outcomes of new knowledge. It examines the internal and external aspects of innovation activities, with the internal aspects being focused on knowledge generation and transfer within the MNE, and the external being focused on contractual and equity-based collaborations with international partners. It also examines the changing geography of innovation, the access of the multinational firm to location bound sources of innovation, and the influence of national and regional innovation systems.

7. Global Strategy, Organization and Management

Track Chair: Gary Knight, Willamette University, OR, USA
(gknight@willamette.edu)

What strategies and organizational forms do MNEs adopt at different points in their evolution? This track focuses on the strategic and organizational challenges multinational enterprises face in their internationalization processes. It examines different strategies MNEs adopt to overcome the integration-responsiveness dilemma and to achieve an effective balance between centralization and decentralization. It also welcomes papers concerned with organizational change that is driven by corporate management, and the overall impact of the top management team on the development of organizational capabilities and organizational performance.

8. *International HRM, Global Leadership, and Cross-Cultural Management*

Track Chair: Dawn Keig, Whitworth University, WA, USA (dkeig@whitworth.edu)

Global leadership, cross-cultural management, global talent management and diversity management are vital to the management of human resources within the multinational firm. This track encompasses papers dealing with the range of HR activities from recruitment and selection to training, performance management, compensation, retention as well as leadership development, and managing multicultural teams within the multinational firm. It also covers organizational behavior topics such as the positive and negative effects of diversity for individuals, teams, and organizations, issues related to cross-cultural management, and the role of language in multinational organizations. In addition, the track includes papers that address grand societal challenges (e.g., global migration and refugees, climate change, etc.) and the people-related and cultural implications for the multinational firm.

9. *International Corporate Governance and Financial Management*

Track Chair: Nila Wiese, University of Puget Sound, WA, USA
(nwiese@pugetsound.edu)

Firms operating in different markets or across borders choose a variety of methods to govern themselves and allocate decision-making within the firm. International corporate governance encompasses varying levels of internal and external oversight, including differences in board structures, compensation practices, ownership patterns, shareholder activism efforts, and disclosure choices across firms and markets. International financial management focuses on funding operations, investment choices, and risk management in firm across different countries and in multinational firms. This track invites contributions that advance our understanding of these governance practices in an international context and their influences on differences in performance outcomes, accounting standards and financial reporting quality, financial risk management practices, capital market development, bank lending and covenants, venture capital development, cross-border taxation and mergers and acquisitions.

10. *Multinationals-Government Relationships*

Track Chair: Izzet Darendeli, California State University East Bay, CA, USA
(izzet.darendeli@csueastbay.edu)

We seek manuscripts that analyze the bi-directional relationships between multinationals and governments. These include, on the one hand, the political strategies of multinationals, e.g., (1) how multinationals develop political strategies to obtain governmental support, shape regulation, and achieve their objectives; (2) how multinational interact with the government to manage and reduce political risk; and (3) how multinationals respond in their trade and investment activities to the

diversity of institutional regimes. They also include, on the other hand, the policy of governments, e.g., (1) how governments design regulations, incentives, and restrictions to influence the strategies of domestic and foreign multinationals; and (2) how governments influence the internationalization of firms through direct and indirect ownership. We welcome manuscripts that study for-profit and non-for-profit multinationals, firms that internationalize via international trade or foreign direct investment, and governments at the supranational, national, or subnational levels.

11. Emerging Markets and Emerging Markets MNEs

Track Chair: Sarika Pruthi, San Jose State University, CA, USA
(sarika.pruthi@sjsu.edu)

Emerging economies' share of global GDP is increasing rapidly as their growth far outpaces that of the OECD countries. This track welcomes theoretical and empirical papers that report novel explorations of issues related to doing business in an emerging market. Some examples might include research on city clusters, new business models, government-private sector cooperation, varieties of capitalism or firms' transitions from a culture of incremental innovation to a culture of breakthrough innovation. We are also interested in papers that aim to clarify to what extent emerging market multinationals can be considered unique and papers reporting work on foreign direct investment trends and strategies in emerging markets. Empirical papers exploring under-researched emerging markets beyond the BRICs (Brazil, Russia, India, and China) in Africa, Asia, Eastern European or Latin America are particularly encouraged.

12. Teaching International Business

Track Chair: Dawn Keig, Whitworth University, WA, USA (dkeig@whitworth.edu)

How do we convey our research understanding of International Business to those we teach? How do we enable them to share and engage with the passion and interest that we have in international business? How do we make our subject relevant to them, to their future careers, and to the businesses in which they will work? How can we enable those we teach to practice International Business and undertake the internationalization process more effectively, employing the knowledge that we have gained over the past 50 years? How do we enable them to adapt IB practice to respond to the new digital economy, and the challenges and opportunities that it creates? If we can do this, we will have found one way of addressing a major concern for the IB discipline: our relevance to the world, and our role in changing it for the better.

Since its inception, the field of international business has recognized the importance of learning, especially of experiential learning; and education has had a major influence in our research. But how much has our growth in understanding in IB

learning influenced our IB teaching? In this track, we seek better understanding and deeper insight into how we can foster good IB practices in those we teach.

This special track addresses IB teaching at every level: undergraduate, graduate, MBA, executive, doctoral, and corporate. It addresses all aspects of teaching IB: including experiential learning approaches, facilitating diverse classrooms, using case teaching, as well as the use of different tools and pedagogies such as simulations, role-play, and various forms of multimedia to enhance IB teaching.

13. Special Track: “Gender Issues in International Business” sponsored by WAIB

Track chair: Amir Shoham, Temple University, PA, USA (tud20698@temple.edu)

Gender significantly impacts how multinationals are managed and conduct business across borders. Gender diversity is especially important due to differing gender roles in different societies and organizations. Issues of non-traditional gender roles add further diversity to the subject. The track invites papers that advance our understanding of the role of gender across all aspects of IB. The track also welcomes contributions that consider issues of gender beyond a male/female dichotomy like LGBTQ.

Conference Submission Guidelines

All submissions will be handled through the AIB US-West online submission system (<https://meetings.aib.msu.edu/us-w/2020/>).

No extended abstracts or email submissions accepted.

All manuscripts and proposals must be submitted by **October 20, 2019**.

For up-to-date information, please check the chapter website at <http://www.aib-w.org/2020-annual-conference/>

All submissions must conform to the following guidelines:

- The document, including ‘document properties’, must be stripped of all identifying information. Do not include a cover page.
- Each manuscript should be accompanied by an Abstract, not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5”x11” or 215x280 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12 point font.
- Competitive papers should not exceed 10,000 words, and must comply with the JIBS style requirements (<http://www.jibs.net>; click on ‘Instructions for Authors’).
- Panel proposals should have 3-5 scholars and/or students as well as a chair/discussant. Proposals should be no more than 2,000 words, and describe

the topic, session format, its importance to IB research or education, and the names and contact information and qualifications of all panel participants.

- We recommend you submit your paper in PDF format to ensure reviewers see it as intended. Microsoft Word files are also acceptable.
- Check all files for viruses using updated anti-virus software before submission.

After Submission

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their paper on the website acknowledging receipt of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript or proposal, please inform the conference chair. All submissions will be subject to a blind review process and will be evaluated based on relevance to IB research, teaching and/or practice, rigor, methods (if applicable), innovativeness, and significance of conclusions. Authors of papers and panels selected for presentation will be notified by November 21, 2019. At least one author of an accepted paper or panel must register for the conference no later than January 15, 2020 to secure a place on the program.

Questions regarding this call for papers should be addressed to the respective Track Chairs and/or the AIB-US West Conference Chair Prof. Nila Wiese, nwiese@pugetsound.edu.

Registration Fees

	AIB Member	Non-Member
<i>Registration Rates for Faculty and Practitioners</i>		
By January 15, 2020	\$200	\$320
January 16 – February 5, 2020	\$250	\$370
After February 5, 2020	\$300	\$420
<i>Registration Rates for Students, Low Income, and Emeritus Faculty</i>		
By January 15, 2020	\$125	\$185
January 16 – February 5, 2020	\$175	\$235
After February 5, 2020	\$225	\$285

More Information on the AIB

The Academy of International Business is the leading association of scholars and practitioners in the field of international business. Established in 1959, the AIB has over 3,300 members, across 17 chapters in 93 countries. We welcome conceptual and empirical papers, teaching cases, and symposia from scholars, business professionals and policy makers.

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