



Academy of International Business - Michigan State University
7 Eppley Center - East Lansing, Michigan 48824-1121 - USA
<http://aib.msu.edu> - Tel: +1-517-432-1452 - Fax: +1-517-432-1009



AIB 2011 Annual Meeting Nagoya, Japan June 24-28, 2011

Call For Papers

Theme: International Business for Sustainable World Development

Submission Deadline: January 17th, 2011

Program Chair: Shige Makino, The Chinese University of Hong Kong

In recent years, sustainability has become the new morality. Sustainability involves meeting present needs without compromising the ability of future generations to meet their needs (The World Commission on Environment and Development, 1987). Defined as such, sustainability is a guiding principle to enhance the well-being of current and future social, economic, and environmental systems. A growing number of business leaders believe that sustainability is not an option but an imperative. In this year's World Economic Forum, Jeffrey Sachs called upon business leaders to "go beyond pure self-interest and act as global statesmen in building a sound global system" as they reshape the world in the wake of the global financial crisis. Business leaders are now expected to play more active roles than ever in addressing pressing global issues, such as poverty and inequity, global warming and pollution, ownership and usage of scarce resources and emerging technologies.

The late, great Professor CK Prahalad, father of the "bottom of pyramid" philosophy, was among the first scholars to advocate using business strategy to build sustainable development because the need for it was obvious. "Don't deny the obvious," he said, "get on with it and innovate" (Economic Times, November, 2009). Now is the time to get on with it. Do we understand the importance of having a sustainable world? Can international business resolve critical global issues? How do firms achieve innovation and sustainability simultaneously? How can we measure the contributions of firms to sustainable world development? What roles should managers, global and domestic, play in sustainable world development? How can theories of international business be modified to encompass sustainable world development? The goal of the 2011 AIB meeting is to address these important questions, showing how international business communities can resolve critical global issues to develop a sustainable economy, society, and environment.

Paper And Panel Submissions

Paper and panel submissions for AIB 2011 need to be categorized into one of eleven topical tracks. Each paper or panel proposal must be submitted to only one track. Please select the track closest to your proposal from the list below.

1. Institutions, Governance, and CSR

Track chair: Toru Yoshikawa, Singapore Management University toru@smu.edu.sg.

This track invites manuscripts that examine how institutions, governance and CSR, broadly defined, influence multinational firms, firms in different countries and global business leaders from various theoretical perspectives. The track also invites manuscripts that look into how these actors in turn shape institutional environment, governance and CSR at the firm, industry, regional, country and global levels. We are especially interested in studies that examine change and adoption of new practices in a changing environment at different levels. Relevant institutional characteristics that might be examined include both formal and informal rules such as law, culture, and institutional norms that shape actions of firms and individuals; governance characteristics might include the rights, responsibilities, and interests of different types of shareholders and stakeholders and the relationships among those actors; and CSR characteristics might include firms' and individuals' actions that might

lead to positive social change beyond the narrow economic, technical and legal requirements of the firm. Finally, consistent with the conference theme, we encourage submissions that address how institutions, governance and CSR might enable or constrain firms' and their stakeholders' actions for sustainable world development.

Keywords: *Political aspects of MNC activity; Sovereignty; Business and society; Business and the environment; Business-government interaction; Corporate political strategy; Civil society; Global institutions; Transnational institutions; NGOs; International legal domain; Regulation of MNC; Global market integration; MNCs' bargaining power; Globalization; Political systems; History and IB; Legal systems; Financial markets; Country risk; Stakeholder capitalism; Varieties of capitalism; Business systems; Shareholder categories; Governance structure; Directorship interlocks; Upper echelons perspective; Ownership structure; Corporate performance; Corporate control; Initial Public Offerings (IPOs); Cross-border M&As; Accountability; Transparency; Institutional investors; Boards; Top management teams; Voting rights; Sustainability; Triple bottom line; Environment and strategy; Green management; White collar-crime; Corporate corruption; Corporate values; Bottom of the pyramid; Ethics and codes of conduct.*

2. International Marketing Management and Supply Chain

Track chair: Daniel C. Bello, Georgia State University mktddb@langate.gsu.edu.

This track addresses challenges faced in managing marketing and supply chain functions impacted by turbulent global conditions and the subsequent reevaluation of the role of globalization in marketing planning and execution. Contributions focusing on any aspect of the way marketing or supply chain managers cope with, or are impacted by, the tough times in the international marketplace are welcome; work offering important conceptual and empirical insights into the nature and processes of cross-border marketing is of special interest. Mainstream marketing issues such as segmentation, product positioning, channel development, and pricing among others are sought; also encouraged are innovative topics dealing with the interface of marketing and supply chains with cutting-edge issues such as high technology and other factors impacted by the recent economic crisis. Regardless of focus, articles must make a substantive contribution to knowledge regarding the role of marketing and supply chains in facilitating the way firms adjust to tough times in global business.

Keywords: *Market orientation; Branding; Advertisement; New product development; Global logistics; Cross-border marketing activities; Multinational marketing operations; Operations management; Offshoring; Outsourcing; Buyer behavior; Buyer-Supplier relations; Global supply chain strategies*

3. IB Theory, FDI, and Entry Mode

Track chair: Klaus E. Meyer, University of Bath, UK k.meyer@bath.ac.uk.

The current volatility and interconnectedness of the global business environment creates new challenges for theories to explain multinational enterprises (MNEs) and foreign direct investment (FDI). It creates awareness of some of the limitations of the theory of the MNE in explaining both processes and impact. This track invites papers that explore various aspects of MNE and FDI, including motivations for undertaking investment, drivers and determinants of location choices and entry mode decisions, and issues pertaining to how MNC headquarters and affiliates interact with - and affect, for better or worse - host-country firms and environments. FDI spillovers and other local linkages and impacts, along with locational pulls and pushes on MNCs, are of particular interest, in the context of a broad range of host and home markets. Papers may in particular explore the nature of MNE decision making and strategies in highly volatile and uncertain contexts, in operations spanning diverse contexts, and in highly interconnected yet distant MNE networks.

Keywords: *Adaptation to local contexts; Entry mode/Entry strategy; Global networks of operations; Institutional perspectives on FDI; Interactions between foreign-owned and indigenous firms; Internalization theory, Internationalization processes; Knowledge and productivity spillovers; Liabilities of foreignness; Local linkages; Location of FDI; Location strategy; MNEs and local economic development, MNE-host country relations; Real options perspectives on FDI; Resource-based perspectives of FDI; Ownership-Location-Internalization paradigm, Uncertainty in decision making and strategy.*

4. Global Strategy, Alliances, and Competitiveness

Track chair: Sumit K. Kundu, Florida International University kundus@fiu.edu.

This track invites conceptual and empirical papers that deal with global strategy, role of alliances, and competitiveness of firms. The firm has to determine optimal entry strategy to successfully enter a foreign market. At their disposal they have a myriad of corporate strategies namely international, multidomestic, global, and transnational, and the right selection will enable them to optimally use their resources and enhance their corporate performance. We encourage papers that examine firm's pursuing global strategy and how do these relate to the changing needs of their home and host country environment. Submissions that deal with strategies of firms using longitudinal dataset would be

welcome. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness, and how these have changed over time. How does the alliance strategy fit within the overall strategy of the firm and is it only limited to some industries and countries? Finally, to what extent do parent-subsidiary relationships help MNEs to formulate and implement effective strategies that would strengthen their performance. We particularly encourage papers that examine the above questions in the context of the global economic crisis.

Keywords: *Global/Multidomestic/International/Transnational Strategies; International alliance; International joint ventures; Inter-firm linkage; Social capital; Parent-subsidiary relationships; Performance; Competitiveness.*

5. MNC Management and Organization

Track chair: Kazuhiro Asakawa, Keio University asakawa@kbs.keio.ac.jp.

Some of the most important contributions of international business research to management theory and practice have come from the insights that the study of the multinational corporations (MNCs) has provided into the relationships between structure, systems, culture, strategy, and firm performance, and from managing across multiple institutional environments. This track seeks to build on and go beyond traditional approaches to explore new ways in which MNCs configure themselves internally and externally, using virtual teams, networks and other novel organizing frameworks across geographic locations and often across organizational boundaries. How do these organizing frameworks help them manage the complexity and tensions inherent in their activities, and in turn create capabilities and competitive advantage? How are intrafirm and interfirm innovation and knowledge flows evolving? How are value-adding activities being reconfigured and managed within and across organizational boundaries? Further, in line with the conference theme this year, we are also interested in how management and organization of the MNCs can contribute to sustainable world development.

Keywords: *Organization; Configuration; Structure; Systems; Culture; Networks; Teams; Headquarters; Subsidiaries; Knowledge; Knowledge flows; Heterarchy; Transnational; Metanational; Geographic Location; Regional; Local embeddedness; Power; Influence; Tension; Autonomy; Control; Coordination; R&D; Innovation; Learning; Incentives; Capability; Evolution; Communication.*

6. Innovation and Knowledge Management

Track chair: Robert Salomon, New York University rsalomon@stern.nyu.edu.

This track addresses how knowledge is created, transferred, assimilated, transformed and used. This can occur through the processes of innovation, learning, Research and Development (R&D), or otherwise. The track will specifically explore how learning, knowledge management and innovation influence MNCs and internationalizing firms. Some examples of topics of interest include: the interactions between global and local networks for innovation; international networks for knowledge creation and exchange; the governance mechanisms for knowledge development; transfer of knowledge and/or organizational practices across borders. We especially welcome studies that address these and/or related issues in a multilevel and contextual manner.

Keywords: *Intra-firm and inter-firm networks for innovation; Innovation in MNCs; MNCs and global innovation; MNCs and regional innovation systems; Internationalization of R&D; The role of context in learning/knowledge/innovation; Exploration vs. exploitation; Organizational learning in MNCs; Learning in international business networks; Learning across borders; Learning alliances; Global and local knowledge; Knowledge seeking; Knowledge search; Knowledge access; Knowledge acquisition; Knowledge creation; Knowledge sourcing; Knowledge exchange; Knowledge sharing; Knowledge transfer; Reverse knowledge transfer; Knowledge governance mechanisms; Knowledge strategies; R&D outsourcing/offshoring*

7. Doing Business in Emerging Economies

Track chair: Mike W. Peng, University of Texas at Dallas mikepeng@utdallas.edu.

Emerging economies now constitute eight of the world's twenty four largest economies and are growing at three times the pace of the developed ones. Given their already sizeable heft and continued rapid growth, it seems abundantly clear that we are sitting in the middle of one of the great structural transformations in the global economy. Even reasonably conservative assumptions lead to the conclusion that, by 2025, the combined GDP of the eight largest emerging economies is likely to have become as large as (or larger than) that of the eight largest developed economies. This track covers all issues related to doing business in emerging economies including those at the country level, industry level, as well as firm and subsidiary levels. We define the term "emerging economies" by referring to all economies not listed as "developed economies" by The World Bank. This definition automatically includes all countries that may also be classified as transition or developing economies.

Keywords: *FDI and trade to emerging economies; Competitive and comparative advantages of emerging economies; Economic development and competitiveness in emerging economies; Competitive strategies of*

developed economy firms for emerging economies; Entry strategies for emerging economies; Theory of MNCs as it relates to emerging economies; Comparison of institutional environments across emerging economies; SMEs in emerging economies; Knowledge creation and diffusion in emerging economies; Regional integration of emerging economies; Performance in emerging economies; Formal and informal networks in emerging economies; Foreignness and emerging economies; Corporate governance in emerging economies; Marketing in emerging economies; Cross-cultural issues in the context of emerging economies; Sustainable development in emerging economies; Human rights and business in emerging economies.

8. Developing Country Multinational Companies

Track chair: Alvaro Cuervo-Cazurra, University of South Carolina acuervo@moore.sc.edu.

Developing-Country Multinational Companies (DMNCs) have gained notoriety and attention in recent times. The ascendancy of some DMNCs to the leadership in their industries, like the Mexican cement firm Cemex, has been widely acknowledged and discussed in newspapers and analyzed by consulting companies and investment banks. This interest has been accompanied by an increase in the academic literature devoted to the topic and a debate has emerged regarding the contribution of DMNCs to theory. Some researchers argue that these firms are a new phenomenon that requires new theories, while others argue that their behavior can be easily explained with existing theories. This track welcomes studies on DMNCs that seek to advance our understanding of this phenomenon and the theories explaining it. Papers submitted to this track should aim to identify the limits of existing theories and extend them. They can do this by discussing how the country of origin of DMNCs alters the predictions of existing theories and by providing novel explanations that advance theory and our understanding of this phenomenon. Developing countries are countries that are not developed, and as such include emerging economies as well as transition countries.

Keywords: *Competitive advantage of DMNCs; Competitive disadvantage of DMNCs; Competition between DMNCs and advanced economy multinational firms; Internationalization and entry strategies of DMNCs; Performance of DMNCs; Structure of DMNCs; Knowledge creation and transfer in DMNCs; Corporate governance in DMNCs.*

9. Cross-cultural Management and International HRM

Track chair: Mary B. Teagarden, Thunderbird mary.teagarden@thunderbird.edu.

This track addresses the challenges associated with managing people in the contexts of cross-national and intra-national diversity. We invite submissions from the fields of international human resource management and cross-cultural management, including comparative HR and subsidiary HR issues. Papers that can challenge the prevailing theoretical perspectives in these areas are particularly welcome. Key topics include the war for talent, cross-national diversity, intra-national diversity, multicultural work teams, international assignments, and HR practices in a global context. The track welcomes conceptual and empirical papers that draw on international or cross-cultural data as well as methodological papers that deal with the innovative use of qualitative research methods in international fieldwork.

Keywords: *Bicultural identity; Careers; Cross-cultural management; Cross-national Diversity; Employment systems; Expatriates; Foreign assignments; Global mindsets, Global leader competencies; HRM strategies and practices across countries; Intra-national Diversity; Multicultural work teams; Qualitative and comparative research method; Emerging global labor market; War for talent.*

10. International Economics, Finance and Accounting

Track chair: Ram Mudambi, Temple University ram.mudambi@temple.edu.

Papers written from a discipline base of Economics, Finance and Accounting or papers covering issues or topics in International Finance, Accounting, Taxation (e.g. M&As, exchange rates, capital flows, transfer pricing, etc.), and Economics (e.g., monetary and fiscal policy, government intervention, bailouts and industry restructuring) should be sent to this track. Applied or theoretical economics papers and/or economics research methods papers should also be sent to this track. Papers that develop theory or test hypotheses using the theory development tools of economics and papers on areas of economics such as international trade and development are appropriate for this track. Papers should be substantive comparisons across countries and not simply non-North American single country studies.

Keywords: *Bailouts; Capital market development; Capital structure; Comparative accounting systems and practice; Cost of capital; Current account adjustment; Duration models; Econometrics; Economic theory; Exchange rate exposure; Exchange rates; Exporting/Importing; International macroeconomics; Financial risk management; Fiscal policy; Foreign portfolio investment; G8; G20; Game theory; Government intervention; Hedging; Heterogeneity; International accounting; International asset pricing; International cross-listing; International economics; International finance and taxation; International financial*

integration; International financial reporting; Economic development; International investment; International migration; International trade flows; International trade; Mergers and acquisitions; Monetary policy; Non-linear models; Panel data models; Policy coordination; Quantitative research methods; Short-term capital movements; Stimulus packages; Trade and environment; Transfer pricing; WTO.

11. SMEs, Entrepreneurship, and Born Global

Track chair: Gary Knight, Florida State University gknight@cob.fsu.edu.

International business long has been dominated by large, well-resourced multinational enterprises (MNEs). However, large numbers of small and medium-sized enterprises (SMEs) are emerging to participate in international trade, investment, and sourcing. Typically, they have substantially fewer financial, human, and tangible resources than large MNEs. Emergence of international SMEs is facilitated by globalization, advanced information and communications technologies, and other trends. Born globals (also known as "international new ventures") are firms that conduct international business at or near their founding. Such firms are usually characterized by particular types of capabilities that facilitate internationalization and success abroad. The emergence of such businesses is associated with 'international entrepreneurship', which reflects innovative, proactive, and risk-seeking behaviors that cross national borders and create value in organizations. International entrepreneurship emphasizes two tendencies: the growing international role played by young entrepreneurial firms and the international, entrepreneurial activities of established firms. Thus, international entrepreneurship emphasizes not only born globals and international SMEs, but also behaviors and approaches that firms of any age or size can employ to undertake entrepreneurial international ventures. Traditional theories of the MNE have emphasized internalization and advantages characteristic of large, well-established international firms. Such perspectives may need to be extended or elaborated to account for widespread internationalization of born globals and other international SMEs.

Keywords: *International SMEs; Born-global firms; Born globals; International new ventures; Global start-ups; International entrepreneurship; Early internationalization; Rapid internationalization; International strategy for SMEs; Exporting/Importing by SMEs; International SMEs versus large MNEs; International entrepreneurial orientation; International entrepreneurial ventures; Globalization and SMEs; Advanced technologies and SMEs.*

Special Track: Teaching International Business

Track chair: Elizabeth L. Rose, Aalto University School of Economics, Finland
Elizabeth.Rose@aalto.fi.

For more information, please refer to a separate ["Teaching IB" call](#).

Special Track: International Business Research Methods

Track chair: Gordon Cheung, The Chinese University of Hong Kong gordonc@cuhk.edu.hk.

For more information, please refer to a separate ["IB Research Methods" call](#).

We will be accepting two types of submissions - papers and panels. Paper and panel submissions need to be categorized into one of the eleven topical tracks or into one of the two special tracks described above. Each paper or panel proposal must be submitted to only one track. For the special tracks on teaching and research methods, please contact the track chairs to discuss the preferred format of the sessions.

All submissions will be handled through the AIB online submission system. All manuscripts and proposals must be submitted by **January 17, 2011**. Please refer to the [detailed submission instructions](#) page for additional information on how to prepare and submit your submission. For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2011/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Shige Makino, at aib2011@cuhk.edu.hk.

Shige Makino
Program Chair, AIB 2011 Annual Meeting
Department of Management
The Chinese University of Hong Kong
aib2011@cuhk.edu.hk