



Strategic Interest 07 – International Management (IM)

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

T 07_03 Strategy, Management & Marketing in Emerging Markets

Proponents:

Lisa Siebers, Nottingham Business School, Qixun.Siebers@ntu.ac.uk

Ken Kamoche, University of Nottingham Business School, Ken.Kamoche@nottingham.ac.uk

Description:

The internationalisation of firms attracted great attention in emerging markets recently. When firms enter a new emerging market, both external environment and consumers become different. It is significant to make knowledge work in emerging markets, which can lead to a large degree of success. Previous literature focuses more on developed market firms that expand into emerging markets; more recent literature has started to focus on developing/emerging marketing firms that expand into emerging markets. Thus, the competition in emerging markets has become more complex, particularly in terms of knowledge and learning. In comparison, developed market firms have more advanced technology and managerial skills; while developing/emerging market firms have gained greater learning experience from foreign firms' expanding in their home markets. Moreover, developing/emerging market firms more likely understand the local knowledge

of an emerging market better, because they face a similar home market environment. Recent years have seen fast shifts of institutional demands from businesses to local consumers and society in emerging markets. These changes urge internationalising firms to learn local knowledge at a profound level, combine their global experiences, and effectively respond to their local emerging markets.

Researchers have tackled these issues. However, the dynamics of emerging market environments require further attention: Are there best practices in a particularly emerging market? How do firms differentiate themselves in emerging markets? To what extent are hybrid management practices effective in emerging markets? What are the strategies of developing/emerging market firms implement in emerging markets and are these strategies sustainable? How competitive are developing/emerging market firms compared to developed market firms in a particular emerging market? How do firms use their learned knowledge and gain new knowledge in an emerging market? How do local institutions encourage and/or impede firms' expansion in an emerging market? What are the recent changes of consumers and society in an emerging market and how do firms respond to these changes? Considering these questions, we welcome research papers that address but not limited to the following topics in emerging markets:

- Firm internationalisation into emerging markets
- Transfer of management practices
- Localisation strategies
- Cross-cultural issues in emerging markets
- Innovation and knowledge management
- Consumer and social changes in emerging markets
- Retailing and use of social media in emerging markets
- The growth of service sector in emerging markets
- CSR as strategies
- Business ethics
- Foreign investments in and from BRIC and African countries

Publish:

To be announced at the conference.

For more information:

Contact the proponents above mentioned.

Submission Deadline: **10 January 2017 (2 pm Belgian time)**

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.