



Strategic Interest 7 – International Management (IM)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, 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.

T07_06 Strategy, Management, and Marketing in and from Emerging Markets

Corresponding Proponent:

Siebers Lisa, Lisa.Siebers@ntu.ac.uk

Proponents:

Pinkham Brian, pinkham@rsm.nl

Short Description

Emerging markets have not only attracted large inflows of FDI but are also characterized by increased outward FDI. Two key challenges remain:

- (1) We observe increasing market failure across emerging markets. Foreign firms face difficulties in understanding local institutions, cultures, and consumers;
- (2) Little attention has been given to outward FDI from emerging markets to developed economies and other emerging markets.

This call invites contributions in the fields of strategy, management and marketing in and from emerging markets. The geographical scope can be on Africa, BRICs, Latin America, the Middle East, Southeast Asia, other emerging economies, regions and global cities.

Long Description

When firms enter a new market, both external environment and consumers become different. It is important to make knowledge work in these new destinations. While previous research has focused on developed market firms that expand into emerging markets, more recent work has started to investigate emerging/developing market firms that expand into developed and other emerging/developing markets.

From the perspective of investments in emerging markets, recent years have seen shifts of institutional demands from business operations to local consumers and society. These changes urge internationalising firms to learn local knowledge at a profound level, use their global experiences, and effectively respond to local emerging markets. The dynamics of emerging markets and their more important role in the global political economy require further research attention: How do MNEs maintain their core competences in emerging markets? What is the role of knowledge in internationalising in emerging markets? To what extent are MNEs' strategies in emerging markets sustainable? How do local institutions influence MNEs' expansion in emerging markets? How do SMEs expand into emerging markets?

From the perspective of investments of emerging market firms in developed and other emerging markets, African countries, the EU, North America, and the UK have shown great interest in attracting this type of FDI. Institutions and subnational market development vary, thus FDI phenomena at the subnational level are worth more attention: What regions are the home origins of emerging market outward FDI? What regions receive emerging market outward FDI? Within a subnational region, global cities play a key role in attracting FDI as connected, cosmopolitan, and resource-flush locations that boast strong investment institutions and access to support services. However, emerging market firms are thought to have substantial institutional-coping mechanisms and are seen as willing to venture into locations with weak or failing institutions.

We welcome empirical and conceptual research papers that particularly address but are not limited to the following topics:

- Economic geography and movement of FDI
- Internationalisation in and from emerging markets
- Transfer of management practices
- The role of innovation and technologies in firm internationalisation
- The change of entry mode through digitalisation
- Consumer and social changes in emerging markets
- The growth of service sector in emerging markets
- Business ethics and CSR
- Attracting emerging market outward FDI
- Subnational analysis of FDI
- The interaction of global cities and emerging market outward FDI
- Institutional drivers (or limiters) of emerging market outward FDI
- Regional drivers of outward FDI
- Innovative empirical and methodological designs

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (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 2018 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 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.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.