European International Business Academy (EIBA)
39th Annual Conference

Conference website: www.eiba2013.org

University of Bremen, Germany
December 12-14th 2013

Transnational firms, markets and institutions:
New challenges and opportunities for international business

Call for Papers

For the international business (IB) community, the term transnational has come to be associated with a particular form of multinational enterprise (MNE) that is able to resolve the tension between local responsiveness and global integration. In other areas of social sciences and the humanities, the term transnational is used to designate actors or institutions that span across borders in a way that begins to challenge the existence and legitimacy of those borders.

The theme of this year's conference explores the role of MNEs as transnational actors that mould and shape other actors and institutions in the global economy. At the macro level, this concerns for example questions regarding the political behaviour of MNEs when they join with national governments and international organizations to craft new regulations. It also includes examining the role of MNEs as both partners and adversaries of civil society organizations. In the legal realm, some key questions of interest concern the role of MNEs in generating a body of transnational private law in order to fill gaps or remove uncertainties in the established body of law. At the micro level, topics of interest include the role of MNEs in both promoting, and responding to, changing attitudes and values concerning globalization and the emergence of new transnational institutions.

While all of these topics deal with the contemporary global economy, historical analyses concerning the role played by MNEs in economic and social transformation in the past are also clearly relevant. By focusing on the processes of transnational influence and transformation, we hope to encourage the IB community to become more engaged with this discourse and the work that is being done in other social science fields. Since MNEs are important actors taking part in these processes, the IB community has a great deal to offer in this area, both in terms of identifying the managerially relevant implications, as well as formulating recommendations for public policy.

Conference Tracks

Under the conference theme, we invite interdisciplinary papers, as well as papers grounded in other areas of social science, that examine the role of MNEs in transnational processes. The other tracks welcome papers in all areas of international business. The descriptions of each track are relatively broad but mutually exclusive. This means that papers examining topics such as corporate social responsibility or emerging market MNEs should be submitted to the track that is closest to the core contribution of the paper. If the contribution is mainly conceptual and grounded in IB, this would be track 2. If the core contribution is empirical, and the issue is related to market entry or supply chain relationships, it would be track 6. If the issue is market access and government regulation, this would belong in track 9. However, if the perspective is more related to marketing and the image of the MNE, track 5 would be more appropriate.

1. *Transnational firms, markets and institutions*
   Track chair: Sarianna Lundan
   Conceptual or empirical papers that are interdisciplinary, or papers that are grounded in other areas of social science, that examine MNEs as economic, social or political actors participating in transnational communities that shape and regulate global capitalism. MNEs as political and regulatory actors alongside national governments, international organizations and global and local civil society. MNEs and the development of transnational private law. MNEs and the development of transnational attitudes and values. Historical perspectives on the role of MNEs in shaping the global economy.

2. *Developments in IB theory*
   Track chair: Alain Verbeke
   Conceptual papers that advance IB theory, including the extension of concepts from economic or organizational theory and strategy, including institutional, capabilities or resource based perspectives and business history. Papers that seek to modify existing theory in light of new empirical phenomena, such as emerging market MNEs as outward investors, or the wider political and social role of MNEs. Also formal modelling and methodological contributions.

3. *The internationalization process and international new ventures*
   Track chair: Stefan Schmid
   The role of learning, risk and resource commitment in the geographical pattern of internationalization. Measures of distance, internationalization and MNE performance. New patterns of internationalization, including small and medium sized enterprises (SMEs), born globals and state-owned enterprises (SOEs). Real options in internationalization.

4. *Finance, accounting and corporate governance*
   Track chair: Trond Randøy
   The effects of the financial crisis on MNEs, sources of funding and cost of capital of MNEs and SOEs, cash holding by MNEs, risk insurance. International accounting standards and issues of taxation and transfer pricing. Board composition and internationalization, executive compensation, duties of top management and directors.

5. *HRM, cross-cultural management and communication*
   Track chair: Rebecca Piekkari
   International HRM and diversity management. Cross-cultural management, including the role of culture and language in intra- and interorganizational relationships. Cross-cultural communication and marketing, including brand and image management.

6. *Management of the value chain and market entry mode*
   Track chair: Ram Mudambi
   Outsourcing and offshoring, management of the value chain, control and coordination in contractual relationships. Determinants and consequences of the choice of market entry mode, including M&As, JVs and exporting. Multi-stakeholder partnerships involving MNEs.

7. *Headquarters-subsidiary relations and knowledge transfer*
   Track chair: Ulf Holm
   Headquarters-subsidiary relations, including the role of regional headquarters, subsidiary autonomy and initiative. Management of the process of knowledge generation and transfer between the subsidiaries and the headquarters.

8. *Innovation and technology transfer*
   Track chair: Axėle Giroud
   International R&D activities of MNEs, interaction between MNEs and regional systems of innovation. Technology transfer, linkages and spillovers in the host country. Reverse technology transfer. R&D alliances.

9. *MNEs, governments and local development*
   Track chair: Philippe Gugler
   Investment climate, institutions, incentives and investment attraction. Negotiations between MNEs and governments. The role of regional and bilateral trade and investment agreements. MNEs and local economic development in host countries.

Submission of Papers

All papers will be refereed. Copies of all the accepted competitive papers will be published in the CD-ROM of the Conference Proceedings. Detailed guidelines for the submission of conference papers will be available on the conference website: www.eiba2013.org

- The submission deadline for all competitive and workshop papers is Monday, July 15th 2013.
- All papers should be submitted via the conference website to the Chair of one (and only one) of the conference tracks. The submission system will be live from May 2013.

Doctoral Tutorials

The 2013 EIBA Annual Conference will host three events specifically aimed at doctoral students. These events aim to provide the students with the opportunity to discuss their research with distinguished international faculty, and to enable the students to become acquainted with an international network of researchers in international business. Students participating in one of these events are also expected to register for the EIBA conference.

- The 27th John H. Dunning Doctoral Tutorial in International Business.
- The 2nd EIBA Doctoral Symposium.
- The 4th COST-EIBA Doctoral Think Tank, where the focus is on issues related to MNEs from emerging and transition economies.

All tutorials will take place before the conference starts. More information about all three events will be available on the conference website. The submission deadline for proposals for these events is 2 September 2013.

Conference Venue

The conference venue is on the campus of the University of Bremen. All meeting rooms are located within one complex. Bremen is a city of short distances, and the campus is easily accessible with tram line 6, the most frequent and modern tram line.

The airport of Bremen is located very close to the city centre and is served by major carriers like Lufthansa (Star Alliance) and KLM (Sky Team). Discount airlines like Germania and Ryanair also fly directly to Bremen Airport. Hotel accommodation has been reserved in advance, ranging from economic to high standards.

The EIBA conference begins with a plenary session on Thursday evening followed by a reception at the Obere Rathaushalle, a historic room in the UNESCO world heritage City Hall building. The Gala Dinner on Saturday evening will take place in the famous Park Hotel located in the Bürgerpark, a park between the city center and university.

Conference Fees and Registration

Full rate	470€
PhD rate	340€
Accompanying Person	150€

The conference fee includes conference participation, lunches, the opening reception, the Gala Dinner, the conference handbook and CD-ROM with the copies of the competitive papers, EIBA membership, and a one-year subscription to the *International Business Review*. There is a reduced fee for PhD students and persons accompanying registered delegates who wish to attend the Gala Dinner and take part in the social program. The system for online registration and hotel accommodation will be available on the conference website after the paper review process has been completed.

Contact Information

Updated information about the conference will be published on the conference website. All queries should be sent to eiba2013@uni-bremen.de

Conference Chair: Professor Sarianna M. Lundan (University of Bremen)