



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

**EAMSA 28th Annual Conference 2011**  
***"Strategies of international development in Euro-Asian Business"***

University of Gothenburg, Gothenburg, Sweden  
School of Business, Economics and Law  
Centre for International Business Studies &  
Institute for Innovation and Entrepreneurship  
**23-26 November 2011**

## **Call for Papers**

One of the most interesting phenomena that has recently emerged in the international economic and financial arena is the new role played by emerging economies as global investors. Multinational companies from emerging and developing economies are becoming important players in the globalized world economy and have embarked upon rapid globalization processes targeting industrialized economies, particularly in North America, Australia and Europe. Host European countries increasingly face an array of challenges and opportunities arising from the activities of emerging economies' multinationals. The evolution and strategies associated with this international development are a very timely issue for Gothenburg and its companies as well, given the acquisition of Volvo Car Corp. by the Chinese Geely Automobile Holdings Ltd..

The controversy around the Geely Volvo acquisition also illustrates that the ascent of emerging multinationals onto the world stage is not necessarily be entirely without frictions. In this context, the rise of emerging multinationals enhances competitive pressures, and one therefore needs to better understand the implications these pressures have on strategic development by European companies in Europe, Asia and in the rest of the world.

The rise of multinational companies from emerging and developing economies also has significant effects on their home countries. Some comparisons and analyses can also be drawn between new global investors (with the internationalization strategies of Indian, Chinese or Southeast Asian firms among others) and earlier FDI from Japan or Korea. Do new global investors adopt similar internationalisation paths and strategies?

The rise of this new stream of outward investment by emerging multinational companies from developing and transition economies needs to be explored. Similarly, counter strategies of established European firms requires further and continuous analysis. Hence, we invite empirical and theoretical contributions on the rise of emerging multinationals, its impact on home and host economies, and the changing Euro-Asian business competitive landscape.

For the 2011 EAMSA annual conference, contributions are invited which address any aspect of internationalisation or global strategies of companies from Asian emerging and developing economies, the impact on home and host economies, and the strategic responses by established European and Asian firms. Papers which address the specific challenges in Asian and European economies are particularly welcome. In addition submissions may focus on any function of international business management



including, but not limited to, export and import strategies, foreign direct investment, international collaborative strategies, M&A, international marketing and sales, international HRM, strategies towards innovation and innovation commercialization (in emerging markets), international production and international R&D. Both empirical and theoretical papers are welcome.

## SUBMISSION PROCEDURE AND DEADLINES

There are **three types of session** for individual paper submissions. Please select the most appropriate type of session format from the following:

**Competitive Papers:** The most polished papers should be submitted for inclusion in competitive sessions (max. 8,000 words inclusive of all materials, including appendices and references).

**Workshop/Interactive Papers:** Papers in progress should be submitted for workshop sessions (max. 6,000 words inclusive of all materials, including appendices and references).

**PhD Track:** PhD candidates and other young scholars are invited to present their work, at various stages of progress (from the proposal stage to post-fieldwork analysis, but max. 6,000 words in length).

Two types of sessions – the workshop/interactive and the PhD track - are less formal and designed to provide researchers with shared interests the opportunity to discuss their work. We therefore encourage established scholars as well as young/new scholars to present and discuss their research in progress in these sessions. All competitive paper submissions will be subject to a double blind review process, whereas workshop papers and PhD track papers will only be reviewed by the hosting institutions, the EAMSA Board and the EAMSA Advisory Committee.

Regarding all submissions, paper evaluation will be based on the following criteria:  
analytical rigor, methods applied, quality and originality, significance of conclusions.

**Competitive papers, workshop/interactive papers and PhD track papers** (full papers, not just abstracts) should reach the conference academic coordinator by **August 1st, 2011**. **This deadline will not be extended.** Please refer to the detailed submission instructions page at <http://www.EAMSA.org> for additional information on how to prepare and submit your paper. Notification of approval and inclusion in the conference program will be sent out in **early October 2011**. Accepted papers will be published in the Conference Proceedings. Outstanding papers will be considered for publication in a special issue of *Asian Business & Management*.

For up-to-date information about the conference and related matters, please check the EAMSA website or the conference website at <http://eamsa2011.org/>. Any questions regarding this call for papers should be addressed to the organizers at the University of Gothenburg (EAMSA2011@eamsa.org).

### Organizing Committee:

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