

## AIB-LAT Conference

# Internationalization, Innovation and Sustainability of MNCs in Latin America

**Miami, Florida, April 20-21, 2012**

As global and regional integration move forward, it has become imperative for firms to be simultaneously innovative and sustainable when setting up operations in new countries and markets. Innovation and sustainability have become essential to be successful offshore: MNCs now need to constantly innovate with better processes, technologies, products, and ideas and also match, in a long-term perspective, the markets, institutions, economies, stakeholders and societies that they reach.

In this line, the Latin American Chapter of the Academy of International Business is pleased to announce that the conference "**Internationalization, Innovation and Sustainability of MNCs in Latin America**" will be held in Miami at Florida International University on April 20-21, 2012.

This year's AIB-LAT conference aims to promote the best and latest research findings and theoretical developments in the field of Internationalization, Innovation and Sustainability of MNCs in the region. We expect to answer some critical questions that IB academics and practitioners are dealing with today:

What is the relation between IB, innovation, and sustainability? What are the main forces shaping these perspectives? How can MNCs be innovative and sustainable at the same time, and operate successfully in the varying contexts that they reach? How can MNCs respond to the growing needs of the regional markets through innovative processes, products and services? How can MNCs behave in a sustainable manner across boundaries over time, and at the same time be successful?...

We cordially invite you to share your experience in this field of research, by submitting empirical and conceptual papers explicitly or implicitly related to the theme of the conference. Below is an illustrative list of topics that will be considered:

Innovation management in MNCs  
MNCs and sustainability management  
Multinational and subsidiary management & performance  
Internationalization in LA and entry modes  
Corporate social responsibility and international business ethics  
Knowledge management in the region  
International entrepreneurship  
International marketing  
Risk management

Human Resource Management  
Cross-cultural Management  
Inward and outward FDI  
Mergers and Acquisitions  
Off shoring and outsourcing in the region  
Corporate governance, international finance, international standards  
Regional Policies, IGOs, NGOs  
International social entrepreneurship  
Research methods in international business  
International Business History

The best papers of the conference will be eligible for publication in an indexed renowned journal in the field. Keynote speakers, scientific committees and panels will be announced shortly.

### SUBMISSION GUIDELINES:

To submit your work, use the AIB submission system that will be linked from [www.aib-lat.org](http://www.aib-lat.org) at least three weeks before the submission deadline. All works will be subject to a double blind peer review process.

### KEY DATES:

Abstract submission: November 30, 2011  
Abstract acceptance: December 15, 2011  
Full paper submission: January 28, 2012  
Full paper acceptance: February 20, 2012

Please make sure that your submission meets the JIBS Style Guide format.

*William Newburry, Scientific Chair*

*Leonardo Liberman, Conference Chair*