



# CALL FOR PAPERS

## Workshop

### The Impact of Emerging Multinationals on Global Development

*Milan, May 30-31 2013*

<http://www.costmilan2013.polimi.it/>

#### Workshop Objectives

Multinational companies from emerging economies (EMNEs) are becoming major players in the globalised world economy and they are exerting growing influence on the economic dynamics of developing and advanced countries. Given their growing prominence, EMNEs' outward investments have recently raised voices of concern about their potentially detrimental effects they could have on their host economy and society: for instance, Chinese investments in Africa are often perceived as a new form of imperialism, while investments in the EU are seen as a threat to European firms' technological superiority, carrying the risk of dissipating their competitive advantages. Also, given the institutional weaknesses of EMNEs' home countries, doubts are cast about their capacity to adopt or transfer socially responsible business practices in host economies, and to respect human rights accordingly. Beside these alarmist voices, however, evidence about EMNEs' impacts is scant, as very little scholarly research has so far investigated the economic and social consequences of EMNEs' operations both on their home and host countries.

This workshop solicits papers that address this largely neglected issue and examine EMNEs' economic and social impacts on both home and host countries. Topics of interest include, but are not limited to:

- The strategies of international expansion, modes of entry and motivations of EMNEs, and their consequences on the economic development processes in the host country;
- The drivers, nature and consequences of EMNEs' collaborations with host country/region business firms and other public/private organizations;
- The challenges connected to cultural and business practice distance between EMNEs home country and the host country;
- The Liability-of-Foreignness and/or Liability-of-Origin problems connected to EMNEs operations in host countries;
- The differences in the economic and social impacts of EMNEs operations in host advanced and developing countries;
- The factors facilitating EMNEs positive social and human rights impacts in host economies;
- The EMNEs' subsidiary-headquarters reverse knowledge transfer and its impact on the home country;
- The pivotal role of subsidiaries in explaining home and host country impacts;
- The role of Governments' policies in influencing the impact of EMNEs on home and host countries;

Conceptual, empirical (both quantitative and case-based) papers alike are welcomed. We are also interested in interdisciplinary studies that explore, conceptually and/or empirically, both the economic and social impacts of EMNEs operations in host countries.

## Keynote Speaker

Suma Athreye, Brunel University  
Lourdes Casanova, Cornell University  
Ravi Ramamurti, Northeastern University  
Rob van Tulder, Erasmus University Rotterdam

## Submission of Abstracts

Participants who wish to present a paper at the workshop are invited to send an Extended Abstract not exceeding 1,000 words to [costmilan2013@polimi.it](mailto:costmilan2013@polimi.it) no later than March 30th, 2013.

All submissions will be peer reviewed. A selection based on quality, novelty and relation to the workshop theme will take place to guarantee a small-scaled event. By April 15th, 2013 authors will be notified whether their paper is accepted for presentation at the workshop.

## Registration Fee

**Standard fee:** 120 Euros  
**Ph.D. students Fee:** 60 Euros

As the workshop intends to build a network in this research area, participation is welcome even without paper contributions.

**Participants should register by writing to [costmilan2013@polimi.it](mailto:costmilan2013@polimi.it).**

## Conference Venue and Travelling

DIG - Politecnico di Milano ([www.dig.polimi.it](http://www.dig.polimi.it)) is in Milan.

## Important Dates

Extended abstract and/or panel proposal submissions: **March 30th 2013**  
Notice of acceptance: **April 15th 2013**  
Conference registration and paper submission: **May 10th 2013**

## Scientific Committee

Elisa Giuliani, DEM - Università di Pisa  
Lucia Piscitello, DIG - Politecnico di Milano.  
Roberta Rabellotti, DSPS - Università di Pavia

## Contacts: The Organizing Committee

Stefano Elia, Vittoria Giada Scalera, Claudio Cozza, Arianna Martinelli

*For more information, please visit <http://www.costmilan2013.polimi.it/> or contact [costmilan2013@polimi.it](mailto:costmilan2013@polimi.it)*