

Call for papers
31st Euro-Asia Management Studies Association (EAMSA) Annual Conference
Thammasat University, Bangkok, Thailand
29 October – 1 November 2014

REGIONAL INTEGRATION, VALUE CHAINS AND MULTINATIONAL FIRMS

Conference Theme:

Regional and inter-regional economic integration efforts are an important feature of today's global business. The changing landscape following the rapid proliferation of regional groupings across the world poses new challenges for business practices and strategies as well as for governments. Despite the mixed fortunes of integrated regional groupings, such as the European Union, the limited progress in multilateral economic collaboration puts renewed emphasis on regional mechanisms. Regional integration intensifies the interactive globalizing and localizing forces for global, regional and local businesses. While closer integration facilitates cross-border transactions, it also accentuates differences in institutions, culture, resources and human capital between regions of the world.

The expected increase in trade and investment within and among regional groupings provides new opportunities to organize business geographically. Closer ties are encouraged through the formal institutional and governance structure of established regional bodies, such as the European Union (EU), the North American Free Trade Agreement (NAFTA), the Asia-Pacific Economic Cooperation (APEC), and the Association of Southeast Asian Nations (ASEAN). At the same time, multinational firms' dispersion of activities within and across regions informally heightens intra- and inter-regional trade and investment. With value creation dispersed around the world, regional groupings provide opportunities for firms to deepen their linkages and networks through offshoring and outsourcing activities in developed and emerging economies.

Increasing interactions among businesses across regions present opportunities for established multinational enterprises to widen their global reach. Concurrently, they allow newcomer multinationals rising from many emerging markets to accelerate their catch-up by becoming regional and later global players. Closer collaboration among countries within the same or across regions similarly presents challenges for governments on how to position their economy to benefit from the deepening and widening of global value chains in many industries.

Call for Papers:

As a regional hub of an increasingly connected Asia, Bangkok is a naturally fitting location to host the 31st Annual EAMSA Conference. We invite business and management scholars to explore how businesses, governments and societies respond to regional integration as a key feature of the global business landscape.

While we encourage papers that address the conference theme, we also welcome papers that fall outside of the main conference theme but deal with issues of international business in Europe and Asia and the interactions between the two regions.

Thus, we invite submissions that make a contribution through interdisciplinary approaches to the interaction among regional integration, value chains and multinational firms. We invite theoretical/conceptual papers and empirical work that draw on qualitative or quantitative methods or an innovative combination of both. Potential themes include, but are not limited to:

- Internationalization of Asian multinationals
- Regional integration and its impact on firm strategy
- Role of Asia and Europe in multinational firm networks
- Regional and global value chains
- Intra- and inter-regional value chains and multinational firms' strategies
- Regional free trade agreements and corporate behavior
- The role of formal and informal institutions on regionalization
- Knowledge management in multinational firms
- Regional cultural intelligence

Conference Venue and Program:

The conference will take place at Thammasat Business School's riverfront building at the Tha Prachan campus in old town Bangkok. In addition to the paper sessions, participants are invited to join a company visit, conference dinner, welcome reception as well as a cultural program after the end of the conference. For more information, please visit <http://eamsa2014.tbs.tu.ac.th> or email: eamsa2014@tbs.tu.ac.th

Deadlines and Submission Procedure

Deadline for paper submission: 15 July 2014
Paper acceptance notification date: 31 August 2014
Conference dates: 29 October – 1 November 2014

There are three types of sessions for individual paper submissions. We therefore encourage established scholars and young/new scholars to present and discuss their research in progress in these sessions. Please select the most appropriate type of session format from the following:

Competitive Papers: The most complete papers should be submitted for inclusion in competitive sessions (maximum of 9,000 words inclusive of all materials, including appendices and references).

Workshop/Interactive Papers: Papers in progress should be submitted for workshop sessions (maximum of 5,000 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, with a maximum of 5,000 words).

All competitive paper submissions will be subject to a double-blind review process with two reviewers, whereas workshop papers and PhD track papers will be evaluated by one reviewer. Paper evaluation will be based on the following criteria: relevance to the conference theme and to international business issues in Europe and Asia; analytical rigor; methods applied; originality; and significance of conclusions.

Full papers should reach the conference academic coordinator by 15 July 2014. This deadline will not be extended. Paper submission is managed by **Easy Chair**.

To submit a paper, please go to:

<https://www.easychair.org/conferences/?conf=eamsa2014>.

Awards and Publications

All accepted papers are included in full length in the conference proceedings. Authors of selected papers will be invited to submit their work to a Special Issue of *Asian Business & Management*. Awards are given to the best paper and the best reviewer. In addition, the best paper receives a prize from Palgrave Macmillan.

Organizing Committee

Pavida Pananond, Thammasat Business School, Thammasat University (Chair)

Claes-Göran Alvstam – School of Business, Economics and Law, University of Gothenburg

Axèle Giroud – UNCTAD/University of Manchester

Martin Hemmert – School of Business, Korea University

Rajah Rasiah – Faculty of Economics and Administration, University of Malaya

Patnaree Srisuphaolarn – Thammasat Business School, Thammasat University