

Fifth Annual AIB-LAT Conference

Internationalization of Family and Entrepreneurial Businesses in Latin America

Santiago, Chile, January 22-24, 2015

Latin American countries, with few exceptions, have experienced the increasing landing of foreign MNCs in the last two decades, as a consequence of global strategies developed by firms, and a more liberalized and stable environment during these past twenty years. However, this economic and political landscape has also inspired and motivated the internationalization process of a growing number of MNCs from the region –the so-called *multilatinas*– with operations in several countries across the continent.

Who are behind these *multilatinas*? How have these companies emerged and developed? Although some research has been done in recent years on the topic of *multilatinas*, most of them are family or entrepreneurial businesses. In fact, experts estimate that more than 90% of Latin American firms are family-owned companies or entrepreneurial ventures, and most family firms initiated as a start-up of the family founder. Thus, the majority of companies listed in the stock markets in Latin America are family-controlled, and most regional conglomerates, known as *grupos*, are family-based.

To deal with these interesting issues, the Latin American Chapter of the Academy of International Business is pleased to announce that the conference "**Internationalization of Family and Entrepreneurial Businesses in Latin America**" will be held in Santiago at **ESE Business School, Universidad de los Andes**, on **January 22-24, 2015**. This AIB-LAT conference aims to promote the best and latest research findings and theoretical developments in the fields of Internationalization, Family Business and Entrepreneurship in Latin America, and especially the overlaps and intersections of these three fields.

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:

Internationalization in LA and entry modes
Subsidiary management and performance
Knowledge management in the region
International entrepreneurship
International marketing
Cross-cultural management
Inward and outward FDI

Offshoring and outsourcing in the region
Corporate governance, international finance and international standards
Regional policies, IGOs, NGOs
Research methods in international business
Internationalization of family firms
Entrepreneurship and internationalization

This will be the fifth conference of the AIB Latin America chapter, following meetings in Rio de Janeiro, Brazil (2010), Miami, USA (2012), Puebla, Mexico (2013), and Medellin, Colombia (2014). Each conference has built upon successes of the prior one, and we are aiming for the best yet in 2015. Details regarding a doctoral consortium, paper development workshop, keynote speakers, publishing opportunities, potential side-trips in and around Santiago and other conference details will be announced shortly.

SUBMISSION GUIDELINES:

Please see <http://www.aiblat2015.com/> for more information on the conference and submitting your work. Please make sure that your submission meets the JIBS Style Guide format. All submissions will be subject to a double blind peer review process. Please direct questions to: **lat2015@aib.msu.edu**

KEY DATES:

Full paper submission: August 31, 2014
Full paper acceptance: October 15, 2014

Jon Martínez, Conference Chair

William Newbury, Chapter Chair