



## Innovation Environments and Global Value Chains in Latin America

### 6th AIB-LAT Annual Conference - February 18-20, 2016 São Paulo - Brazil

Innovation environments (clusters, technology parks and business incubators) can play an important role in integrating Latin American firms into global value chains (GVC) in a more qualified way. On the one hand, innovation environments have attracted R&D&I units of MNCs to Latin America and thus have fostered innovation in the region. There are successful cases in specific industries such as oil and gas, automotive, biomed, IT and others. On the other hand, there is growing interest in inserting Latin American firms in GVCs in order to increase international trade and capture value in the innovation steps in those GVCs. The Global Open Innovation approach can help in this regard. However, this context imposes several challenges and questions arise:

How to attract R&D&I units of MNCs to innovation environments in Latin America? How to insert Latin American firms into the innovation steps of GVCs? What are the dilemmas in the internationalization of innovation environments? How to manage Global Open Innovation? What is the role of government? How to identify which industries should be focused upon? How to stimulate the internationalization of technology based firms from Latin America?

To deal with these interesting issues, the Latin American Chapter of the Academy of International Business is pleased to announce that the conference "**Innovation Environments and Global Value Chains in Latin America**" will be held in São Paulo, Brazil at **FEA – Faculdade de Economia, Administração e Contabilidade, USP - Universidade de São Paulo**, on **February 18-20, 2016**. This AIB-LAT conference aims to promote the best and latest research findings and theoretical developments in the fields of Innovation Environments and Global Value Chains in Latin America.

We cordially invite you to share your experience in this research field by submitting empirical and conceptual papers explicitly or implicitly related to the theme of the conference. Papers more broadly based on international business and Latin America will also be accepted. Below is an illustrative list of topics that will be considered:

- Global value chains in Latin America
- Internationalization of innovation environments
- Global strategy and innovation
- Global open innovation
- Multinational and subsidiary management
- Internationalization in Latin America and entry modes
- Knowledge management in the region
- International marketing
- International human resources management
- Corporate social responsibility and international business ethics
- Inward and outward FDI
- Mergers and Acquisitions
- Offshoring and outsourcing in the region
- Corporate governance, international finance, international standards
- Regional policies, IGOs, NGOs
- International social entrepreneurship
- Research methods in international business
- Cross-cultural management
- Internationalization of family firms

#### **SUBMISSION OF PAPERS:**

Deadline for full paper submissions: 28<sup>th</sup> September 2015.  
Communication to the applicants: 26<sup>th</sup> October 2015.

#### **ORGANIZATION**

Conference Chair: Dr. Moacir de Miranda Oliveira Jr., University of São Paulo  
Chapter Chair: Dr. William Newburry, Florida International University

Visit the AIB-LAT website in the next few weeks for more information: [www.aib-lat.org](http://www.aib-lat.org)

or submit your questions to: [lat2016@aib.msu.edu](mailto:lat2016@aib.msu.edu)

AIB-LAT is the Latin American Chapter of the Academy of International Business (AIB) and it is the leading association of scholars and specialists in the field of international business in Latin America. In its mission to advance the teaching and scientific research of all areas of international business, AIB-LAT is now accepting proposals related to the conference theme.