



## Final Call for Papers | The 2015 Conference | August 26 – 28

*The Academy of International Business (AIB) is the leading association of scholars, consultants and specialists in the field of international business. Established in 1959, the AIB now has over 3,000 members in 87 countries. The AIB has 18 chapters around the world, including the Sub-Saharan Africa (SSA) Chapter. We welcome conceptual and empirical papers, as well as teaching case studies and panel symposia from scholars, business professionals, policy makers and students.*

# AFRICA DIRECT INVESTMENT: Trends, Prospects, Challenges and Policy Issues



Hosted by:

**Gordon Institute  
of Business Science**  
University of Pretoria

Johannesburg, South Africa

**Submission Deadline: May 31, 2015**

**Keynote Speakers:**

**Prof. Elizabeth L. Rose | AIB Vice-President | University of Otago, New Zealand**

**Prof. Adrian Saville | Chief Investment Officer | Cannon Asset Managers, South Africa**

**Dr Chris Ogbechie | Chair, Diamond Bank | Senior Fellow, Lagos Business School**

## Final Call for Papers – The AIB SSA 2015 Conference

In recent years much attention has been paid to the surge in Foreign Direct Investment (FDI) from the so-called BRIC countries – Brazil, Russia, India and China – in Africa. However, there is a significant unfolding development that has yet to receive as much attention: the marked increase in African firms investing in Africa, or *Africa Direct Investment*. According to Ernst & Young, intra-African FDI is growing faster than FDI from any other region and has increased over 30 per cent since 2007; in a similar vein, in the period 2003/13, there were more greenfield investments from African firms (994) than there were from Asian (including Chinese and Indian) firms (959), according to *fDi Markets*.

With the decades-long dream to expand intra-African trade and investment – evident in the dozens of treaties, regional trade agreements and public speeches of African political leaders – finally becoming a reality, there is a need to understand what factors are driving this trend, as well as the prospects, challenges and policy implications. Our 2015 annual conference therefore aims to shed light on this topical issue. We seek conceptual and empirical papers, as well as teaching case studies and panels from scholars, business professionals, policy makers, doctoral, graduate and undergraduate students which contribute to a greater understanding of the issues contained in the theme above.

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**Beyond the conference theme, we welcome papers and cases – competitive (developed) and interactive (extended abstracts) – that address broader international business issues and geographical contexts, as well as a wide range of business/managements topics.**

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### Teaching Cases in International Business Track

This track seeks competitive and interactive teaching case submissions. Only real-life cases that address international business issues are invited. Cases can be field-researched or based on published sources, decision-oriented or descriptive. We also welcome cases that have recently (post 2012) been registered in case clearing houses such as *The Case Centre*.

### Student Track

We look forward to submissions – interactive and competitive papers and cases – from undergraduate and graduate (Masters) students, particularly those pursuing MBA or international business-related degrees.

### Special Panels, PDWs & Tracks

The conference will feature several panels, symposia, ‘scholars meet practice’ sessions and mini-workshops.

Please send your proposals directly to the Chair, Special Tracks, PDWs & Panels:

## Publication Opportunities!

### *AIB-SSA Conference Proceedings*

All accepted conference papers and cases will be published as an abstract.

### *Palgrave Macmillan AIB-SSA Book Series*

A selection of papers and teaching cases that are aligned with the conference theme will be considered for inclusion in the 2016 volume.

### *International Journal of Emerging Markets*

The programme committee may explore publishing a collection of competitive papers with a topical theme in this journal.

### *International Marketing Review*

Competitive marketing papers will be considered for a special issue of IMR: "The International Marketing Strategies of Emerging Market Firms".

### *Global Strategy Journal*

Competitive papers will be considered for a special issue of GSJ: "Strategic Management in Africa". Authors will have an opportunity to get guidance on paper development from guest editors.

## Research Methods in International Business Mini-Workshop

In line with the SSA chapter's goal to promote research excellence and improve the quality of IB research in the region, distinguished IB scholars will be leading mini-workshops and PDWs on research methods: *Doing Case Studies and Qualitative Research in International Business*, and *Statistical Research Methods in International Business*. Doctoral candidates, junior faculty, and those new to the field of IB are particularly encouraged to attend the workshops/PDWs. More details will be provided closer to the conference date.

## Teaching International Business Mini-Workshop

A workshop on topical issues in IB teaching and curriculum development will be led by award-winning IB educators.

## Submission Guidelines

Following the AIB “rule of three”, no author should be associated with more than 3 submissions.

*Competitive papers* must not exceed 10,000 words, and must comply to the JIBS style requirements; Please refer to [http://www.palgrave-journals.com/jibs/style\\_guide.html](http://www.palgrave-journals.com/jibs/style_guide.html).

*Interactive papers* should be around 2,000 – 5,000 words. Submissions should clearly state the research questions, methodology and contribution. The main results and implications for IB research and practice should be discussed, if available/applicable.

*Teaching cases* should be around 2,000 – 5,000 for interactive/‘embryo’ cases and no more than 10,000 words for competitive cases.

*Panel proposals* should have 3 – 5 scholars and/or students and a common theme, as well as a chair/discussant. We welcome a variety of proposals (paper presentations, roundtable, and professional development workshop). The names of participants and the discussant should be disclosed for this type of submission.

Competitive papers, interactive papers and teaching cases will be double-blind reviewed; please do not include any author-identifying information. Authors are strongly encouraged to assist in the review process.

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**Please make your submissions here:**

<http://meetings.aib.msu.edu/ssa/2015/>

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## Best Conference Paper Awards

Several prizes will be awarded at the conference:

- *Best Competitive Paper Award*
- *Best Thematic Conference Paper Award*
- *Best Teaching Case Award*
- *Best Conference Paper Prize for Practice / Policy Implications Award*
- *Best Doctoral Paper Award*
- *Best Undergraduate / Graduate Student Paper Award*
- *Best Conference Reviewer Award*

## Networking & Experiential Learning Journey!

Network and develop collaborative opportunities with international scholars, business executives and students at the welcome reception, gala dinner, and field visits to some of the leading local players and multinationals based in South Africa.

## Explore Magical South Africa!

Every country in the world displays some diversity, but South Africa, stretching from the hippos in the Limpopo River to the penguins waddling on the Cape, takes some beating. It befits its position at the southern end of the world's most epic continent, with more types of terrain than photographers can shake their zoom lens at. There's the deserted Kalahari, Namakwa's springtime symphony of wildflowers, iconic Table Mountain and Cape Point, Kruger National Park's wildlife-stalked savannah and, running through the east of the country and into Lesotho, the Drakensberg. KwaZulu-Natal's iSimangaliso Wetland Park alone has five distinct ecosystems, attracting both zebras and dolphins.

## Registration Fees

The registration fees (in US Dollars) includes conference materials, a copy of the first volume of the AIB-SSA chapter book series, refreshments and lunches, but not accommodation costs.

	<b>Early Bird (by June 12)</b>	<b>Late Registration (from June 13)</b>
<b>AIB Members</b> (Paid-up 2015 membership dues)	\$210	\$260
Full-time Students	\$130	\$180
<b>AIB Non-members/Renewing Members</b> (Rates include a one-year membership to the AIB)		
Student membership	\$180	\$230
Electronic membership	\$235	\$285
Low-Income membership	\$260	\$310
Regular membership	\$310	\$360
<b>Accompanying Partners</b>	\$100	\$100

For more details about AIB membership, please go to:  
<http://aib.msu.edu/membership/aboutindmembership.asp>

or

Email: [ulf.richter@nottingham.edu.cn](mailto:ulf.richter@nottingham.edu.cn)  
Dr Ulf Henning Richter  
AIB-SSA Chapter Membership Secretary

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### The 2015 Programme Committee

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For details regarding accommodation, registration payment, experiential learning trips and the conference programme, please visit the conference website.

<https://www.gibs.co.za/news-and-events/events-and-news/conferences/africa-direct-investment-trends-prospects-challenges-and-policy-issues.aspx>