

**AIB-CEE Chapter Panel:**  
**Research, Collaboration and Innovation in Emerging Markets:**  
**Forecast of research agenda for the CEE**

Prepared for 2016 *Academy of International Business (AIB) Annual Meeting*  
New Orleans, USA  
June 27-30, 2016

**Chair:**

Łukasz Puślecki (AIB-CEE Chapter Chair, Poznan University of Economics and Business, Poland)

**Keynote:**

Matevž Raškovič (University of Ljubljana, Slovenia)

**Discussant:**

Mirosław Jarosiński (Warsaw School of Economics, Representative of JMFS<sup>1</sup>, Poland)

**Panelists (alphabetically listed by name):**

Andrei Panibratov (Graduate School of Management, St. Petersburg State University, Russia)  
Krzysztof Wach (Cracow University of Economics, Editor of EBER<sup>2</sup>, Poland)  
Michał Zdziarski (Warsaw University, Poland)

**Abstract**

Taking into consideration this year's theme ***The Locus of Global Innovation*** this panel aims at innovative teaching methods as well as on future research agenda for Central and Eastern Europe (CEE). Moreover we will try to discuss the current role of universities in the development of collaboration between business and academia. Three sets of question will be explored: 1) What are the promising research areas in Central & Eastern Europe (CEE)? How will they change in the future? In which direction is the IB field of research developing? 2) What are the innovative teaching methods that can be applied and developed in the CEECs? 3) What are the main barriers and challenges for the universities in the region of CEE taking into account business-academia collaboration?

The aim of the panel is to discuss the future topics in international business research with focus on CEE, with specific attention to research question, topics, innovative research most methods, approaches, potential of comparative studies and research methodologies. We will explore also the significant challenges for universities in the CEE Region in the development of business-academia relationship. During the panel we would like to share results of our former panels and workshops on development of research areas and collaboration in the CEE region organized during 2<sup>nd</sup> AIB-CEE Annual Conference in Warsaw (Poland) and 2<sup>nd</sup> AIB-CEE Seminar in Ljubljana (Slovenia) in 2015 as well as during Meet the Editors Session during 1<sup>st</sup> AIB-CEE Annual Conference in Budapest (Hungary) in 2014.

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<sup>1</sup> Journal of Management and Financial Studies

<sup>2</sup> Entrepreneurial Business and Economics Review

## **Why should this panel be of interest to AIB members?**

AIB members who attend this panel can benefit from it in several ways. First of all, it is a great opportunity to meet scholars from different CEE countries and get real local insights from the CEE region.

At the same time it is a unique chance to discover the potential of the region of CEE in the field of IB research and innovative research methods. The region with its historical heritage still poses a specific institutional setting, stimulates both single- and multi-country studies in different fields of international business. While some of the CEE countries have indeed progressed along the transformation path and can hardly be called emerging countries any longer, this situation creates a unique setting for cross-national comparative research with a high theory-building potential for international business. The institutional variety, as well as the discrepancies in economic development levels, can accordingly be regarded as a crucial opportunity for international business research. Moreover rapidly changing institutional, social and economic environment offers excellent “a research lab” not only for local enterprises and global multinational enterprises but also IB scholars and researches.

This panel with no doubt will help participants to discover promising research areas, innovative research methods and research agenda for the CEE as well as motivate them for more intensive joint research and collaboration with business and academia.

## **Panel structure and synopsis**

In around 75 minutes, moderated by the panel chair, the panelists will present their current opinions on three questions:

- 1) What are the promising research areas in Central & Eastern Europe (CEE)? How will they develop in the future? In which direction is the IB field of research developing?
- 2) What are the innovative teaching methods that can be applied and developed in the Region of CEE?
- 3) What are the main barriers and challenges for the universities in CEECs taking into account business-academia collaboration?

Specifically, the panel will start by a brief introduction by its chair Łukasz Puślecki, AIB-CEE Chapter Chair, Poznan University of Economics and Business, Poland (5 minutes). Then Matevž Raškovič (University of Ljubljana, Slovenia) will give his keynote speech on promising research areas, research collaboration and innovative research methods in the CEE (10 minutes). The session will then be over to three panelists to offer their local insights following the alphabetical order of names (30 minutes: 10 minutes each):

- Andrei Panibratov (Graduate School of Management, St. Petersburg State University, Russia)
- Krzysztof Wach (Cracow University of Economics, Editor of EBER, Poland)
- Michał Zdziarski (Warsaw University, Poland)

Next, Mirosław Jarosiński (Warsaw School of Economics, Poland) will wrap up these discussions in his discussant comments (10 minutes). The rest of the panel (20 minutes) will be given to an open interaction between the panelists and the audience.