



Call for Submissions
Research in Global Strategic Management - Volume 18 (2018)
Global Aspects of Reputation and Strategic Management

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Despite an extensive literature on the antecedents and consequences of reputation at the firm level (e.g., Fombrun, 1996), literature examining the intersection of country-level factors and firm reputation remains relatively underdeveloped. This void exists even though reputation commonly is described as being socially constructed based on expectations regarding firm behavior (e.g., Rindova & Martins, 2012). These expectations often are shaped by various aspects of societal culture (e.g., Deephouse, Newburry & Soleimani, 2016).

Thus, our grasp of reputation as a strategic asset would benefit from a better understanding of how country-level factors influence reputation development as well as how reputation obtained in one context can be transferred to another. The 2018 volume of *Research in Global Strategic Management* will focus on global aspects of reputation in strategic management. We invite submissions that provide theoretical or empirical answers to such questions as:

- What country-level factors influence the formation of reputation as a strategic asset?
- How well do reputation theories cross national boundaries?
- How well do actual firm reputations cross national boundaries?
- How can we conceptualize reputation as a multi-level phenomenon?
- To what degree do reputations at various levels (e.g., country reputation, industry reputations, firm reputations) influence firm strategic actions?
- How can corporations better manage their reputations on a global basis?
- To what degree do reputation measures apply cross-culturally (e.g., Gardberg, 2006)?

Potential authors are also encouraged to consider other questions that relate to the broadly defined area of reputations in a global setting. We hope the volume will provide a forum for thought-provoking theory, literature reviews, and empirical research. We are open to submissions using different methodological approaches.

Submission Information

If you are interested in being involved in this volume, please send a proposal (5 single-spaced pages, including a title page with all author details) to newburry@fiu.edu by **June 30, 2017**.

All submissions must represent original research not previously published elsewhere. Submissions will be subject to in-depth review.

Initial submission deadline: June 30, 2017.
Feedback on initial submissions: July 30, 2017.
Submission deadline for full papers: October 30, 2017.
Projected volume publication: Spring/Summer 2018.

Further series information can be found at: <http://www.emeraldinsight.com/series/rgsm>

References

Deephouse, D. L., Newburry, W., & Soleimani, A. (2016). The effects of institutional development and national culture on cross-national differences in corporate reputation. *Journal of World Business, 51*(3), 463-473.

Fombrun, C. J. (1996). *Reputation: Realizing value from the corporate image*. Boston, MA: Harvard Business School Press.

Gardberg, N. A. (2006). Reputatie, reputation, réputation, reputazione, ruf: A cross-cultural qualitative analysis of construct and instrument equivalence. *Corporate Reputation Review, 9*(1), 39-61.

Rindova, V. P., & Martins, L. L. (2012). Show me the money: A multidimensional perspective on reputation as an intangible asset. In M. L. Barnett & T. G. Pollock (Eds.), *The Oxford handbook of corporate reputation* (pp. 16-33). Oxford UK: Oxford University Press.