

Call for Book Chapters

Book title: Emerging Markets and Sustainable Economy: Main Issues, Challenges and Scenarios

Publisher: Routledge UK

Description

Globalisation has emerged as one of the most important phenomena in international business with several studies exploring the economic significance of countries involved in international business. An increasing number of academic courses in subjects such as global business, international marketing and business as well as emerging markets have been combined with other disciplines having a global focus. However, critical approaches evaluating the sustainability of the economic success factors in emerging markets, the positive scenarios that have 'emerged' out of 'emerging markets', successful and 'challenger' firms or disruptive business models finding traction in advanced economies, have not generated enough attention from academics.

Although success from emerging markets have been celebrated, sustainability of growth over time is still largely unanswered due to the limitations of understanding institutional environments, environmental disruptions like climate change as well a societal transformations driving many of these emerging markets

This book aims to fill the void by developing an innovative approach that involves subject expertise from both practitioners in emerging markets as well as academic contributors in a sector oriented approach that will tackle complex questions.

Using an in-depth case study approach, the book is expected to explore the nature of global business environment, the geopolitical dynamics of the emerging markets including the role of institutions, institutional actors and non-institutional actors in driving sustainability. The editors hope that contributions will highlight challenges, breaking them down into sectorial challenges, geographical fault lines and critical depth of analysis using real-world insights from practitioners in emerging markets.

While this is intended to be a research driven book with the bulk of contributions from academics of practitioners- turned academics, it is expected to incorporate case studies and examples from real life businesses, some this may not fit in within existing literature organisational theory. In line with the traditional debate on the linkage of globalisation and global trade, the importance of the South -South trade linkage specifically to the development of sustainable global value chains will be examined as well as new insights from global energy markets, the trade and renewable energy products and rise of new trade dynamics supported by the economic growth of several emerging states.

Case-studies are expected to be between 1000-2000 words, while chapter-like contributions up to a maximum of 5000 words, references included.

Topics

- Sustainable development and environmental challenges in emerging markets.
- Financial markets and emerging economies: The challenges of access to global markets, international financial institutions and challenges in engaging with emerging regions, the role of multilateral financial linkages in incorporating economic growth from emerging markets, institutional voids and challenges to sustaining SME growth in these regions.

- Political, institutional and governance challenges. The role of corruption in hindering economic growth and fostering environmental stewardship.
- Knowledge economy, shifting patterns of interaction work and outsourcing to emerging markets, service led growth scenarios, skill shortages and changing demographic forces, challenges with global talent mobility and barriers to creating sustainable strategies.
- Alternative business models, Cooperatives, sustainable community business and distributed leadership in economic organisations from emerging economies. MDGs and empowerment. Regional growth and sustainability.
- External trade and emerging countries. Challenges and fair trade. Trade creation and trade diversion. Doha Round and future development
- Waste management. Circular economy, sustainability and incentives to recycling. Urban mining. Issues in environmental preservation and development.
- The energy conundrum and sustainability challenges for the world economy. How energy is going to impact emerging markets' perspective for growth. Environmental issues. Alternative sources (e.g. shale oil & gas; tritium) Renewable energies. Scenarios : The role of China, H3D and the future of the space business
- Dealing with climate changes and sustainability. Scenarios from future studies and their impact on emerging markets

Submission Procedure

Researchers and practitioners are invited to submit on or before May 30, 2017, proposals of max 1,000 words clearly explaining key objectives of their perspective contributions.

Authors will be notified by June 15, 2017 about the status of their proposals and, if accepted for the book sent editorial guidelines.

Full contributions are expected to be submitted by December 31, 2017

Editors

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