



4TH AIB-CEE CHAPTER CONFERENCE

*Changing global landscape and
regional cooperation: from regional value chains
to China's One Belt, One Road initiative and beyond*

September 26-28, 2017: Ljubljana, Slovenia
Organized by University of Ljubljana,
Faculty of Economics and Center for International Relations



With a special conference issue in *Journal of Business Research* (ELSEVIER) and [extended submission deadline till July 15](http://www.ef.uni-lj.si/aibcee2017). More info: www.ef.uni-lj.si/aibcee2017

Following the aftermath of Brexit and the US presidential elections, worries about a potential tensions in US-China trade which could shake the very foundations of world trade and the upcoming uncertainty regarding elections in France and Germany this year, global leaders at the 2017 World Economic Forum in Davos sought to re-affirm that globalization has *not* come to an end. Yet, many were left unconvinced. The anti-establishment tsunami sweeping through post-WWII institutions and economic order seems to signal a new era in global economic relations, politics, societies and markets. But what implications does this have for countries, markets, companies and consumers in Central and Eastern Europe (CEE), who have themselves not long ago undergone profound changes? These events have brought to the forefront not just the age-old issue of inequality and globalization, but a new type of Schumpeterian creative destruction which might create long-lasting institutional drift unseen since the Industrial revolution (Acemoglu & Robinson, 2013). Are CEE countries, markets, companies and consumers better prepared for such creative destruction and institutional drift, or do they pose an even greater challenge due to existing institutional voids? One this is sure. In this new type of creative destruction, the struggle of western middle class and the emergence of a newly empowered middle class in emerging markets like China and India has become a central issue in world economic order and business (Milanović, 2016). It also shows the need for IB scholarship to bridge the hostile worlds divide between economics and business, and social sciences and humanities on the other side. But what implications does this bring for international business and CEE? As the global marketplace has given way to a multi-polar set of highly dependent markets, the fundamental principles of global free trade are being questioned and protectionism and demagogy lurk in many corners. The growing regional nature of world trade and its value chains, the inter- and intra-regional nature of socio-economic disparities and competition across the world, as well as the growing role of emerging markets like China, India, Latin America and Africa call on all of us not just to rethink existing institutional frameworks, but also on IB actors to develop new business models and strategies to adapt to these newly emerging landscapes. It is these and many other issues that will be examined at the **4th Academy of International Business (AIB) CEE chapter conference**, which will also be preceded by the **1st AIB-CEE chapter doctoral and junior faculty development workshop** on “*Relevance and rigor in IB research: capturing CEE context richness*” on September 26, 2017.

Matevž Raškovič and **Andreja Jaklič**, conference co-chairs (University of Ljubljana, Slovenia)

Conference tracks:

All submission should be made through the AIB portal: <http://meetings.aib.msu.edu/cee/2017/>.

1. AIB-CEE doctoral and junior faculty development workshop
Chairs:
 - [Patrica McDougall-Covin](#) (University of Indiana, USA)
 - [Marjan Svetličič](#) (University of Ljubljana, Slovenia)
 - [Desilava Dikova](#) (WU Vienna University of Economics & Business, Austria)

2. IB theory: context richness between and within regions
 - Track chair: [Piotr Trapczyński](#) (Poznan University of Economics, Poland)

3. Regional cooperation, development and competitiveness
 - Track chair: [Erzsébet Czakó](#) (Corvinus University of Budapest, Hungary)

4. Internationalization theory and practice: from rethinking MNEs, to SMEs and born globals
 - Track chair: [Tiia Vissak](#) (University of Tartu, Estonia)

5. FDI and trade within and between regions
 - Track chair: [Anže Burger](#) (University of Ljubljana, Slovenia)

6. Global value chains and logistics: how regions matter?
 - Track chair: [Andreja Jaklič](#) (University of Ljubljana, Slovenia)

7. International HRM and cross-cultural management
 - Track chair: [József Poór](#) (Szent István University, Hungary)

8. International entrepreneurship and the CEE region
 - Track chair: [Krzysztof Wach](#) (Cracow University of Economics, Poland)

9. Corporate governance, strategy and disruptive business models
 - Track chair: [Michał Zdziarski](#) (Warsaw University, Poland)

10. Societies, markets and cultures
 - Track chair: [Matevž Raškovič](#) (University of Ljubljana, Slovenia)

11. Regional marketing and consumers
 - Track chair: [Irena Vida](#) (University of Ljubljana, Slovenia)

Important dates:

Submissions open: [Extended till July 15, 2017](#)

Reviewer feedback: [By August 15, 2017](#)

Early-bird conference registration: [Till August 30, 2017](#)

Please visit the [conference website](#) for more info: www.ef.uni-lj.si/aibcee2017.

Submission guidelines:

Please submit papers and sign up as a reviewer at: <http://meetings.aib.msu.edu/cee/2017/>

Registration system and conference fee payment available from [April 15, 2017](#).

- Papers must be fewer than [8,000 words](#) (inclusive of all materials, including appendices and references).
- Each manuscript must state, on its front page at the top right, the [requested conference track](#) (number and title).
- Each manuscript should also be accompanied by an abstract, not exceeding 150-200 words.
- All manuscripts must be in [English](#).
- The document must be stripped of all identifying information: None of the pages (not even the first page) should list any author information and the File Properties for the documents should be cleaned to remove identifying information.
- Manuscripts must strictly follow the [JIBS Style Guide](#).

Panel proposals should follow submission guidelines to the AIB annual conferences and should be sent directly to conference co-chairs: matevz.raskovic@ef.uni-lj.si and andreja.jaklic@fdv.uni-lj.si .
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Special awards and honors:

1. [CEEMAN Best paper award](#)
2. University of Ljubljana, Faculty of Economics "[That's interesting award](#)" for most innovative and interdisciplinary research paper.
3. University of Ljubljana, Faculty of Economics [Best paper by junior researcher](#) (leading author, up to 35 years old).
4. Best [reviewer award](#) for each track.

Conference fees:

Registration system and conference fee payment available from [April 15, 2017](#).

	Already AIB member	Non-AIB members
Doctoral student (workshop & conference)	200 EUR	200 EUR + 50 USD
Early-bird registration (before August 30)	350 EUR	350 EUR + 100 USD
Regular (after August 30)	400 EUR	400 EUR + 100 USD
Guest at social events & gala dinner	70 EUR	

The registration fee includes access to all conference sessions and exhibits, as well as all the conference materials, refreshments, lunches, receptions and conference gala dinner indicated in the conference program. The registration fee does not include travel costs, accommodation or insurance.