

**Call for Papers**  
***Frontiers in International Business Conference***  
**Hosted by the Sonoco Department of International Business & USC CIBER**  
**Darla Moore School of Business**  
**University of South Carolina**

***2018 Theme:***  
***International Business in an Era of Institutional Disruption***

For the past two years, we have witnessed significant social and political challenges to global economic integration and post war institutions. The *2018 Frontiers in International Business Symposium*, hosted by the Sonoco Department of International Business at the University of South Carolina Darla Moore School of Business, will bring together academics, practitioners, and policy makers to discuss the implications of these events for the future of international business and transnational governance.

This conference aims to stimulate a vibrant inter-disciplinary debate about the future of international business of this seemingly secular shift toward global fragmentation. In so doing, we invite scholars from management, international business, sociology, economics, political science, history, and related fields to share their views on the possible realignment of firms, industries, and markets and the changing roles of state and non/state actors – from MNCs to SMEs, from NGOs to IOs, national ministries to local agencies. A central aim of this gathering is to generate creative synergies as we rethink core assumptions about organizations, institutions and markets from different levels of analysis and different paradigmatic approaches.

We encourage paper proposals that embody a variety of theoretical perspectives, methods, and even speculation. We want to bring together work that can speak to both the central tenets from each field and the ongoing shift in market integration and institutional norms. We also encourage works that can be retrospective and prospective, perhaps integrating past research that together can shed light on future trends.

A list of questions and topics include but are not limited to:

- How does the trend toward multi-polarity, fragmentation, and even nationalist-populist policies damage or improve fundamental assumptions about organizations and institutions that have guided research in management, economic sociology and political economy, particular with respect to the cross-border and transnational arena?
- What sort of assumptions guiding work on MNC strategy and FDI can be discarded or revived? How does multipolarity revive the debate on the embeddedness of the MNC, and by extension of INGOs and IOs?
- How should we re-think the processes and the actors involved in transnational market making? Is this the end of market integration and the expansion and deepening of trade? What are the new mechanisms and new public-private actors shaping the creation, diffusion and implementation of transnational regulations and standards, from the technical to the social? Where will developing countries be left in this realignment? How might lessons from stakeholder management guide MNC strategy in the future?
- What is the future of Global Value Chains? What does a multipolar or fragmented world portend for offshoring and cross border supply chain management and

regulation? How should we rethink the drivers of MNC development of GVCs, their strategies of FDI, and their (in)abilities to coordinate value creation and efficiencies?

- Have we been too utopian about the ease of knowledge, technological and financial flows along value chains and cross-border networks? What are the conditions under which firms improve learning and innovation when collaborating across borders or in different types of value chains? How might emerging market countries and their firms benefit in a sustainable, value creating form from exports or supplying global buyers and MNC subsidiaries?
- In a multipolar world with greater uncertainty, what are the roles and strategic choices of domestic governments, IOs and NGOs in maximizing the positive spillovers and minimizing the negative spillovers from changes in the integration of national markets?

### **Date, location, and preliminary schedule:**

WHEN: February 1-3, 2018

WHERE: Darla Moore School of Business, Rafael Viñoly Building

- Thursday, February 1, 6:30pm: Opening reception.
- Friday, February 2: Paper presentations, panel discussions, and a special lunchtime debate:
  - “The Future of Euro and International Financial Markets,”
  - with Mark Blyth, Eastman Professor of Political Economy, Brown University; and Dr. Preston Keat, Head of Political and Country Risk, UBS.
- Saturday, February 3: Paper presentations and panel discussions in the morning; conference ends with noon lunch.

### **Submission details and logistics:**

Paper proposals of no longer than 1000 words or panel proposals of no longer than 1500 words (including names of participants) due September 30, 2017.

Accepted participants will be provided meals and accommodations at the Columbia Hilton: (<http://www.hiltoncolumbia.com/>).

Submissions may be invited into an edited volume or special issue.

Email submissions and any queries to: [ibconf2018@moore.sc.edu](mailto:ibconf2018@moore.sc.edu) .

Organizing Committee:

- Gerald A. McDermott
- Christopher Yenkey
- Tatiana Kostova
- Marc van Essen