

EIBA 2018 Poznań



International Business in a Transforming World – The Changing Role of States and Firms

Introduction and Background

The variety, diversity, and magnitude of trends that shape the international relations of firms and governments in the era of globalization are tremendous. Many of these processes substantially redefine the context for international activities of multinational enterprises (MNEs), small and medium enterprises (SMEs) or born globals. These forces affect the position of states, their governments and firms.

New tendencies have been observed in the past few years, such as the recent (post)crisis rise of populism, growing anti-European sentiment among the member states of the European Union, increasing protectionism, and the growth slowdown of emerging markets, adversely affecting the global economy. These tendencies have been accompanied by the emergence of new players (including those from post-transition countries), the unprecedented acceleration of international commerce and communication owing to falling barriers and technological advancements, and the continuing trends of outsourcing and deep restructuring of corporate governance structures, as well as progressing international investments, trade agreements and partnerships.

Collectively and individually, these processes continue to reshape the future of international business and their consequences will undoubtedly resonate for many decades. As well as fundamentally redesigning the global landscape, they also raise questions regarding the new balance between sovereign states and markets.

EIBA 2018 Poznań – the 44th Annual Conference of the European International Business Academy (EIBA) – is dedicated to exploring the new challenges faced by international business, particularly the threats and opportunities arising for MNEs, SMEs, INVs and global

start-ups. Special attention is being paid to the changing economic and political context worldwide.

Conference Tracks

We invite competitive and interactive papers, posters, and panel proposals, on any of the EIBA 2018 conference tracks listed below. Competitive papers should be close to a publishable state whereas interactive papers and posters may be in an earlier stage of development.

- 1. MNEs in a transforming world – the changing role of states and firms**
Marta Götz & Constantina Kottaridi
- 2. Internationalization of firms and markets – the case of CEECs**
Arnold Schuh & Krzysztof Wach
- 3. Developments in IB Theory – methods, trends, critical approaches**
Stefan Schmid
- 4. FDI and foreign market entry – strategies, policies and new trends**
Desislava Dikova
- 5. SMEs and International Entrepreneurship**
Tiia Vissak & Sami Saarenketo
- 6. Location and IB**
Lucia Piscitello
- 7. Digitalization and IB**
Mariola Ciszewska-Mlinarič & Grzegorz Mazurek
- 8. MNC strategy and organization**
Dorota Piaskowska & Ciran Heavey
- 9. International Finance, accounting and corporate governance**
Trond Randøy
- 10. International HRM and Cross-Cultural Issues**
Matevž Raškovič
- 11. International Marketing**
Tilo Halaszovich
- 12. Knowledge Management and Innovation**
Małgorzata Lewandowska & Michał Lemański
- 13. Networking and Relationships**
Noemi Sinkovics
- 14. Teaching IB**
Elizabeth Rose

For more information including the descriptions of tracks, please visit the EIBA 2018 Poznań conference website: www.eiba2018.eiba.org

Call for Competitive & Interactive Papers

All papers received by the EIBA 2018 submission deadline (which meet the eligibility requirements) will be evaluated in a double-blind review process. The final accepted papers that are presented in the competitive and interactive sessions will be published online in the EIBA 2018 Poznań proceedings. Detailed guidelines for the preparation and submission of papers are available on the conference website: www.eiba2018.eiba.org. The submission deadline for competitive and interactive papers is: Monday, **July 16, 2018**.

Call for Panel Proposals

Panel proposals for EIBA 2018 Poznań on contemporary issues within all areas of interest to IB scholars are welcome. Detailed guidelines for the submission of panels are available on the conference website: www.eiba2018.eiba.org. The submission deadline for panel proposals is: Monday, **July 16, 2018**.

Call for Posters

We also welcome Poster submissions to any of the EIBA 2018 conference tracks – those accepted will be presented in a dedicated Poster Session (during a plenary slot where no other conference activities are scheduled). A group of high-level academics will be invited to review the posters and provide quality feedback to the authors. Guidelines for the submission of posters to EIBA 2018 are available on the conference website: www.eiba2018.eiba.org. The submission deadline for posters is: Monday, **September 3, 2018**.

Call for Reviewers

We invite volunteers to register as Reviewers for the EIBA 2018 Poznań conference. Reviewers can expect to be sent two to three manuscripts to review soon after the submission deadline for papers (July 16, 2018) – *all reviews to be completed and returned by Monday, August 20, 2018*. The quality of academic meetings depends critically on the invaluable input and presence of the reviewers of the papers – so we fully realize how dependent we are on our able volunteers in this regard. You will be able to register as a Reviewer for EIBA 2018 Poznań online at the link <https://www.conftool.com/eiba2018/>. (Please note that one excellent EIBA 2018 Reviewer will be presented with the EIBA Best Reviewer Award!)

Other Activities at EIBA 2018 Poznań

Alongside the regular conference program, a series of pre-conference events and other activities (some listed below) will be held prior to or during EIBA 2018 Poznań. More information on these events will be posted on the conference website as it becomes available:

- 32nd John H. Dunning Doctoral Tutorial
- 7th Danny Van Den Bulcke Doctoral Symposium
- Paper Development Workshops (PDWs) – IBR | JIBS | JIBP
- 4th EIBA Early Career Network (EIBA-ECN) Workshop

- Social networking events

The submission deadline for doctoral events and PDWs is: Monday, **September 3, 2018**.

Awards

As featured each year, several awards and prizes will be presented for best papers and outstanding contributions to the EIBA Annual Conference as well as to the IB community. Winners of the following awards (among others) will be announced and prizes presented at the EIBA 2018 Poznań conference:

- Danny Van Den Bulcke Best Paper Prize
- EIBA Best Doctoral Thesis Proposal in IB Award
- SSE Gunnar Hedlund Award
- Copenhagen Business School Prize
- IBR Best Journal Paper of the Year Award
- GSJ Global Strategy Research Prize
- IMR International Marketing Prize
- IJoEM Emerging Markets Prize
- JIBE International Trade & Industrial Organization in International Business Prize
- Lazaridis Institute SMEs & International Entrepreneurship Best Paper Prize
- EIBA Best Reviewer Award
- EIBA Distinguished Honorary Fellowship Award

Consult & Contact Us

Please visit and consult the EIBA 2018 Poznań website www.eiba2018.eiba.org for any conference-related information you may need, such as: venues, travel, accommodation, registration, fees, etc. If you cannot find what you are looking for or would like to contact us, please send an e-mail inquiry to: info@eiba2018.eiba.org – you will receive a reply promptly.

We are very much looking forward to hosting you at EIBA 2018 in Poznań this December! ✉