



Atlas AFMI 9th Annual Conference

Francophone Association of International Management

National versus global: new perspectives for international management

University of Fribourg (Switzerland) - 17-19 June 2019

In recent decades, globalization processes have transformed the practices and concepts of international management. The notion of "global" has gradually replaced that of "international", thus masking the question of the national. The processes of globalization - opening of markets, standardization of consumption patterns, global organization of production, global diffusion of a liberal and free trade ideology, etc. - correspond to profound transformations of the economy and of business practices.

In this context, the national framework has been confronted with many challenges: weakening of national institutions and national actors, increase of foreign direct investments, mergers and acquisitions of national champions, transformation of certain national products and consumption practices, emergence of transnational institutions and regulatory frameworks, etc. At the same time, the local and the regional dimensions have emerged as alternative reference frameworks to the national, to be opposed to the global dimension: local management of subsidiaries, regional governance of clusters or districts, controlled local designations of origin, cross-border regional cooperation between local actors, etc.

We are recently witnessing a return to the national dimension through contemporary debates on protectionism, national preference in consumption, labor law or relations between State(s) and companies, for example issues associated with state support measures, taxation of multinationals, control mechanisms of national champions, etc. The question of the place of the national in a globalized economy opens many debates in the community of researchers in international management, in the fields of human resources management, marketing, strategy, governance or finance. The 2019 Atlas AFMI conference will be an opportunity to present research on these issues and compare points of view.

Chairs of the organizing and scientific committees: Eric Davoine and Olivier Furrer

Eric.davoine@unifr.ch and olivier.furrer@unifr.ch

Conference tracks:

1-"Critical and emerging approaches to international management and globalization".

(François Goxe and Michaël Viegas Pires)

2-"International management in the African context"

(Suzanne Apitsa and Emmanuel Kamdem)

3-"Strategy and organization of multinational firms"

(Hanane Beddi and Jacques Jaussaud)

4-"M&A, alliances and networks"

(Foued Cheriet and Laure Dikmen)

5-"Cultural and linguistic diversity"

(Christoph Barmeyer, Anne Bartel-Radic, Amy Church-Morel and Philippe Lecomte) - Workshop organised in cooperation with the association GEM&L

6-"The international commitment of SMEs"

(Bruno Amann and Carole Jean-Amans)

7-"International performance and valuation of firms"

(Ludivine Chalençon and Sophie Nivoix)

8-"International development and cyberspace"

(Philippe Very and Nadine Tournois)

9-"Entry modes into foreign markets: new challenges, motivations and performance"

(Emna Moalla and Dorra Triki)

10-"Innovation and entrepreneurship: challenging the international context"

(Thierry Burger-Helmchen and Caroline Hussler)

11- « Changes in the international environnement »

(Jean-Paul Lemaire and Pierre-Bruno Ruffini)

12-"Doctoral workshop"

(Ulrike Mayrhofer and Eric Milliot)

13-"Workshop 'Case studies in international management'"

(Florence Gervais, Karine Picot-Coupey and Nathalie Prime)

Publishing opportunities

- A selection of papers will be submitted for a **special issue of the journal *Management International***.
- A collective book on the conference topic will be published by Vuibert (Paris).
- Submitted case studies can be nominated for the Best Atlas AFMI Case Study Prize and for labelling by the CCMP (Case Center and educational Material Publisher) for case studies in international management.

Deadlines

- **7 January 2019**: deadline for submission of papers (in full text, in French or in English, according to the standards of the editorial policy of the journal *Management International* (<http://www.managementinternational.ca>), doctoral projects (3 to 5 pages) and case studies.
- **18 February 2019**: evaluations sent to authors.
- **25 March 2019**: authors to send final versions of selected papers.
- **17 June 2019**: doctoral workshop and Atlas AFMI case workshop.
- **18 and 19 June 2019**: Atlas AFMI annual conference.

More information at: <http://www.atlas-afmi.com>