



# **AIB- INDIA 2019 CONFERENCE**

**Host Institute:**

**THE ICAI FOUNDATION FOR HIGHER  
EDUCATION**

(Deemed to be University under section 3 of UGC act,1956),

**HYDERABAD**

**Date**

**April 22-24, 2019**

**CALL FOR PAPERS**

**Conference Theme:**

**GOING INTERNATIONAL:  
CHALLENGES AND OPPORTUNITIES**

**SUBMISSION DEADLINE: 15th MARCH 2019**



### **About the Academy of International Business (AIB):**

The AIB is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB has 3185 members in 89 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government, and NGO representatives. The AIB also has chapters established around the world to facilitate networking as well as the exchange of knowledge at a more local level. The AIB-India chapter is one of the most active, with a strong focus on developing a thriving research community among India-based scholars with interests in the broad field of international business.

### **About the ICFAI Foundation for Higher Education (IFHE):**

The ICFAI Foundation for Higher Education (IFHE) is a Deemed to be University established under Section 3 of the UGC Act, 1956. It is accredited by NAAC with 'A++' grade, with an impressive score of 3.43 out of 4. IFHE is ranked 2<sup>nd</sup> in Telangana State and 15<sup>th</sup> out of 130 NAAC accredited universities in the country.

IFHE has three constituents-ICFAI Business School (IBS), Faculty of Science and Technology (FST) and ICFAI Law School. The University has an excellent Case Research Centre (CRC) which has a repository of 5000+ cases covering all areas of management. Some of the IIMs and leading business schools in India and abroad use the cases developed by the CRC.

ICFAI Business School (IBS), a constituent of the ICFAI Foundation for Higher Education, has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A\*\* by CRISIL, EB2 IN by ICRA and as an “Excellent” Business School by Eduniversal. The World Consulting & Research Corporation (WCRC)–Asian Edition has ranked IBS Hyderabad, among the Asia's Best Private Educational Institutions for the year 2012-13. In 2018, National Institute Ranking Framework (NIRF) rated the Institute 22<sup>nd</sup> in the category of Management colleges.

### **Nature and Scope of Conference:**

This conference will bring together scholars from multiple disciplines and countries, to examine international business in the vibrant Indian context.

### **Conference Theme:**

#### **GOING INTERNATIONAL: CHALLENGES AND OPPORTUNITIES**

The 2019 AIB -India Chapter Conference will explore the challenges and opportunities in Going International. Foreign investments from India have been changing considerably not only in terms of magnitude but also in terms of geographical spread and sectoral composition. Analysis of the trends in direct investments over the last decade reveals that while investment flows, both inward and outward, were rather muted during the early part of the decade, they have gained momentum during the recent years.

India is an economy with a changing institutional environment, so the country's situation is an interesting context to examine the influence of certain variables on international decisions made by multinational enterprises. Very little is known about strategies of Indian multinational enterprises as compared to multinational enterprises from developed economies. This conference will discuss and debate the factors that lead Indian firms to enter foreign markets through various entry strategies. More specifically, the conference will focus on what external and internal factors lead Indian enterprises to enter a foreign market through various entry strategies ;whether Indian enterprises, with exposure to slow industrial development, infrastructure and capacity, display the same patterns of behaviour as multinational enterprises from other countries.

From a theoretical point of view, emerging economies like India are a new context with their own characteristics in terms of how their resources are configured when compared with developed countries; for example, firms from developing countries do not usually have the same ownership advantages as large multinational enterprises from developed economies. This means that traditional theories alone may not suffice to study the internationalisation process carried out by emerging market enterprises. The internationalisation of Indian enterprises and the

determinants of their expansion is an interesting area of research. A multi-theoretical approach appears to be more appropriate to analyse the determining factors of entry mode choice of emerging Indian enterprises. In doing so, there is need to integrate the existing literature on internationalisation with the institutional perspective

Note: The AIB-India Conference will be followed immediately by the first module of the 2019-20 International Business (Ind-IB) Research workshop.

### **Conference Tracks:**

Submissions addressing the conference theme may pertain to the following potential topics including and not limited to:

- International entrepreneurship
- Emerging Market Multinational Enterprises
- SMEs and international new ventures
- Internationalization of Networked Market Places (ecommerce)
- Internationalization and human resource management
- Politics, Culture, Sustainability and Internationalization
- International Marketing
- International Trade, Economics and IB

### **Submissions:**

We welcome three forms of submissions:

- **Competitive papers:** Suitable for work at an advanced stage of development, competitive papers submitted for review should be up to 25 double-spaced (A4) pages in length, including references, figures and tables.
- **Interactive sessions:** Interactive sessions are primarily designed for shorter manuscripts (in research note formats) or work-in-progress pieces that could benefit from informal feedback from other participants. Interactive sessions are held in a roundtable discussion format with shorter oral presentations allowing for an engaging interaction with other researchers with similar interests.
- **Panel proposals:** Suitable for focused panel sessions that explore a common theme, panel proposals that address the conference theme are especially welcome.

Submissions should be e-mailed to [aibindia@iimb.ac.in](mailto:aibindia@iimb.ac.in) with “AIB-India 2019 conference” in the subject line. **The deadline for submissions is Friday, 15th March 2019.**

**Conference and International Business (Ind-IB) Research Workshop  
Schedule:**

<b>Date &amp; Day</b>	<b>Timings</b>	<b>Activity (Tentative)</b>
<b>22nd April, Monday</b>	9.30- 10.00	Conference registration
	10.00- 11.15	Inauguration and opening industry plenary
	11.15-11.30	Tea Break
	11.30-13.00	Parallel sessions
	13.00- 14.00	Lunch
	14.00- 17.30	Parallel sessions
<b>23rd April, Tuesday</b>	10.00- 13.00	Conference continues, including plenary and parallel sessions
	13.00- 14.00	Lunch and conclusion of AIB-India conference
	14.00- 17.30	International Business (Ind-IB) Research workshop commences including case research and writing workshop
<b>24th April, Wednesday</b>	10.00- 17.30	International Business (Ind- IB) Research workshop, followed by Farewell High Tea

**Registration fees (including applicable GST of 18%)**

	Students	Faculty
AIB - India Conference	₹ 1770	₹ 3540
AIB- India Conference & International Business (IND- IB) Research Workshop	₹ 2360	₹ 4130
International Business (IND- IB) Research Workshop	₹ 1180	₹ 2950

- The registration cost includes conference kit, lodging and food for 2/3 nights.
- In order to register for the conference, you must be a member of the Academy of International Business; see <https://aib.msu.edu/membership/aboutindmembership.asp> for information. Note that residents of India should be eligible for the US\$25 electronic membership

**Payment Mode for Registration Fees:**

- Payment can be done by online transfer as follows:

**NEFT details**

Bank Account in the Name of	IFHE – Seminars & Workshops A/c
Name of Bank	ICICI Bank
Address	Nerella House No. 4, Nagarjuna Hills, Punjagutta Hyderabad-5000, TELANGANA
Account Number	020201007037
IFSC Code	ICIC0000202
Branch Code	500229013

Note: Delegates may also pay the registration fee by demand draft payable on “IFHE – Seminars & Workshops A/c”, payable in Hyderabad on any bank.

### **Conference Organizing Committee:**

**Dr. Rajesh S. Upadhyayula**  
Conference Chair,  
Indian Institute of Management,  
Kozhikode, India

**Dr. K. G. Suresh**  
Conference Co-Chair,  
ICFAI Business School (IBS),  
ICFAI Foundation for Higher Education (IFHE),  
(A deemed to be University under section 3 of UGC act, 1956)  
Hyderabad, India

### **Important Dates:**

Call for papers	1 <sup>st</sup> January 2019
Last date for paper submission	15 <sup>th</sup> March 2019
Notification of acceptance	23 <sup>rd</sup> March 2019
Registration deadline	6 <sup>th</sup> April 2019

### **For queries, contact:**

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