



# EIBA 2021 Madrid

## 47th EIBA Annual Conference

**December 10-12, 2021**  
Complutense University of Madrid, Spain

*Firms, Innovation and Location:  
Reshaping International Business  
for Sustainable Development  
in the Post-Pandemic Era*

<https://eiba2021.eiba.org/>

The challenges defined in the Sustainable Development Goals (SDGs) are driving changes in the traditional development agenda; the UN's 2030 Agenda means a radical shift where economic, political, and social actors are all being called to action. Many potential solutions are to be executed globally, even as the Covid-19 pandemic creates new challenges for the international community. Governments, NGOs, universities and other social actors – and business firms in particular – are all taking a more active role in contributing to both sustainable development and the post-pandemic recovery.

The presiding theme for EIBA 2021 is 'Firms, Innovation, and Location: Reshaping International Business for Sustainable Development in the Post-Pandemic Era'. The rationale is to discuss local actions that can be applied to global solutions and to flows of information to and from the IB community. The responsibility of firms is no longer limited to the correction of negative effects in terms of sustainable development; now firms are active players, solution providers, and a major channel for investment and innovation. This is especially true under the assumption that innovation is a problem-solving process for a wide range of fields, from the technical and the economic to social, health, and environmental issues. Aspects such as energy, Covid19 treatment, infrastructure, urban mobility, digitalization and others require the establishment of local as well as international partnerships to advance the SDGs in the post-pandemic in a way that involves individuals (business leaders, policymakers, scholars), institutions, and international organizations.

MNEs hold a dominant position from the IB perspective, acting locally (at home or in host countries) and yet international in nature (through FDI and trade). The distributional impacts of MNE activity in terms of (for example) inequality or the gender gap can be addressed from both local and transnational angles, given the spatial heterogeneity between levels and the consequences for sustainable development. Sustainable entrepreneurship and small and medium firms are also relevant, entering the scene via global value chains. At the same time, academic activity enables research and discussions that ultimately result in scientific output, while case studies focused on firms and data collection from both national and international organizations are important inputs for stakeholders, feeding IB research directly.

The advance of academic knowledge results from collective efforts, and the theme of the EIBA 2021 Madrid conference will be operationalized through a selection of topics traditional to IB, along with parallel and panel sessions devoted to specific issues that seek to further integrate local actors (business leaders and policymakers) into the discussion. We encourage the submission of panels with interdisciplinary perspectives to enhance the inclusion of new approaches to global challenges such as health, digitalization, climate change, migration, poverty, and peace.

## Conference Tracks & Track Chairs

(See the EIBA 2021 Madrid conference website for detailed descriptions, submission instructions, etc.)

- 1. International Business and the 2030 Agenda** *[conference theme track]*  
Elisa Giuliani, University of Pisa, Italy  
Anne Jacqueminet, Bocconi University, Italy
- 2. Economic Geography and International Business**  
Luisa Gagliardi, Bocconi University, Italy  
Davide Castellani, University of Reading, UK
- 3. Innovation and Knowledge Management**  
Grazia Santangelo, Copenhagen Business School, Denmark  
Marcelo Cano-Kollmann, Ohio University, USA
- 4. Intersections between International Business and Public Policy**  
Ana Teresa Tavares-Lehmann, University of Porto, Portugal  
Ari Van Assche, École des Hautes Études Commerciales Montréal, Canada
- 5. Global Value Chains**  
Ram Mudambi, Temple University, USA  
Valentina De Marchi, University of Padova, Italy
- 6. SMEs and International Entrepreneurship**  
Alex Rialp, Autonomous University of Barcelona, Spain  
Natasha Evers, Trinity Business School | Trinity College Dublin, Ireland  
Arild Aspelund, Norwegian University of Science and Technology, Norway
- 7. Emerging Markets**  
Shlomo Tarba, University of Birmingham, UK  
Ilan Alon, University of Agder, Norway
- 8. Business History**  
Teresa da Silva Lopes, University of York, UK  
Mark Casson, University of Reading, UK
- 9. MNE Organization and Global Strategy**  
Jens Gammelgaard, Copenhagen Business School, Denmark  
Paloma Miravittles, University of Barcelona, Spain  
Cristina Villar, University of Valencia, Spain
- 10. International Finance, Accounting and Corporate Governance**  
Jakob Müllner, Vienna University of Economics and Business, Austria  
Igor Filatotchev, King's College London, UK
- 11. International Marketing**  
Ulrike Mayrhofer, IAE Nice | Université Côte d'Azur, France  
Eric Milliot, Université de Nantes | Atlas-AFMI President, France
- 12. International Human Resource Management and Cross-Cultural Issues**  
Dana Minbaeva, Copenhagen Business School, Denmark  
Haeseen Park, King's College London, UK
- 13. International Business Networks**  
Ulf Andersson, Mälardalen University, Sweden
- 14. New Approaches and Methods in IB Research and Teaching in the 2020s**  
Bo Nielsen, Copenhagen Business School, Denmark | University of Sydney, Australia  
Catherine Welch, University of Sydney, Australia
- 15. The New International Business Landscape Following the Emergence of Covid-19**  
Philippe Gugler, University of Fribourg, Switzerland



## Other Activities

(See the EIBA 2021 Madrid conference website for details & updates on these as well as other EIBA 2021 activities.)

- 35<sup>th</sup> John H. Dunning Doctoral Tutorial (JHD-DT)
- 10<sup>th</sup> Danny Van Den Bulcke Doctoral Symposium (DVDB-DS)
- 7<sup>th</sup> EIBA Early Career Network (EIBA-ECN) Paper Development Workshop (PDW)
- Journal Paper Development Workshops (PDWs) – IBR | JIBS | JIBP
- PIBR Book Launch – Volume 16
- EIBA General Assembly 2021
- Social networking events (e.g., New Member Meet & Greet, Conference Dinner & Award Ceremony, etc.)

## Awards

(See the EIBA 2021 Madrid conference website for details & updates on these as well as other EIBA 2021 awards.)

- 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
- Lazaridis Institute Best Paper Award for International Entrepreneurship
- EIBA Best Reviewer Award
- EIBA Distinguished Honorary Fellowship Award

## Key Dates

<b>April 15, 2021</b>	Submission opens
<b>July 15, 2021</b>	Submission deadline for papers (competitive   interactive) and panel proposals
<b>September 1, 2021</b>	Submission deadline for doctoral events (JHD-DT   DVDB-DS)
<b>September 7, 2021</b>	Registration opens
<b>September 15, 2021</b>	Decision notifications
<b>September 20, 2021</b>	Submission deadline for posters and paper development workshops (PDWs)
<b>October 15, 2021</b>	Early-bird registration deadline
<b>December 10-12, 2021</b>	EIBA 2021 Madrid Conference

## Consult & Contact Us

Please visit and consult the EIBA 2021 Madrid website (<https://eiba2021.eiba.org>) for conference-related information – this site is regularly updated. If you cannot find what you are looking for, or would like to contact us, please send an e-mail inquiry to: [eiba2021@ucm.es](mailto:eiba2021@ucm.es) – you will receive a reply promptly.

*We look forward to welcoming you to EIBA 2021 Madrid this coming December!*

On behalf of the EIBA 2021 Madrid Conference Team,

*Isabel Álvarez*

EIBA President & EIBA 2021 Conference Chair  
Complutense University of Madrid

