

Euro-Asia Management Studies Association Conference

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Call for Papers for session on

Fourth Industrial Revolution in International Business Contexts

The recent emergence of Industry 4.0 technologies has an overwhelming disruptive effect on the global economy as a whole, and strategies and operations of multinational enterprises in particular. The changes, broadly termed as the Fourth Industrial Revolution, are unprecedented both in scale and complexity of challenges they present to the environment, societies, economies and businesses alike (de Man & Strandhagen, 2017; Eden, 2018; Koh et al., 2019; Leydesdorff, 2018; Manesh et al., 2020; Maynard, 2015; Müller et al., 2018; Piccarozzi et al., 2018; Schwab, 2017; Totterdill, 2017; Xing & Marwala, 2017). A number of recent papers (e.g. (Liu, 2017; Strange & Zucchella, 2017, Danko, 2021) identified several IB-focused problem-areas, however there is scarce academic debate on significance and implications of these new developments for international business. The session welcomes conceptual and empirical contributions exploring international business aspects of the Fourth Industrial Revolution, which may be addressing, but not limited to, the following themes:

- theoretical and methodological challenges that the fourth industrial revolution poses to international business as an academic discipline
- expanding and questioning IB theoretical perspectives in Fourth Industrial Revolution contexts
- methodological approaches to studying Fourth Industrial Revolution in international business
- multinational enterprises perceptions of and responses to Fourth Industrial Revolution
- Fourth Industrial Revolution implications for international business strategy and operations
- Fourth Industrial Revolution implications for global supply chain management, marketing, human resources management
- MNEs best practice responses to Fourth Industrial Revolution disruptions
- IB policy challenges and responses to Fourth Industrial Revolution

Registration and Submission

We welcome submissions of competitive papers (full paper), interactive papers (abstract required), as well as PhD work in progress (abstract required).

To submit your paper/abstract please register at www.eamsa2021.uni.lodz.pl/registration

Submission deadline – 30th of July 2021

Session convenors:

Dr Paweł Capik (pawel.capik@uwe.ac.uk), University of the West of England, Bristol, UK

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