

2021 AIB-Canada Chapter Conference

**MANAGING THE MULTINATIONAL AND ITS SUBSIDIARIES
IN A TURBULENT WORLD**

December 3-4

IN PERSON AND ONLINE

Ivey Business School, Western University Canada
London, Ontario

KEYNOTE SPEAKERS

Julian Birkinshaw, London Business School

Alain Verbeke, University of Calgary.

Women in AIB Fellow's Panel:

Rosalie Tung (Simon Fraser), Lorraine Eden (Texas A&M), Becky Reuber
Industry Keynote Speaker (tbc)

JIBS-JIBP PDW FACILITATORS

Klaus Meyer (Ivey Business School)

Becky Reuber (Rotman School of Management)

Ari van Assche (HEC Montreal)

Ram Mudambi (Temple University)

Geoffrey Wood (Western University)

KEY DATES:

Submission deadline: October 30, 2021

Authors notified by November 15, 2021

Conference dates: December 3-4, 2021

Organizing Team:

Andreas Schotter (aschotter@ivey.ca), Conference Chair,

Klaus Meyer (kmeyer@ivey.ca),

Anthony Goerzen (anthony.goerzen@queensu.ca), AIB Canada Chair

Location:

Ivey Business School, Western University Canada, London, Ontario

Contact:

AIBCanada2021@gmail.com

CONFERENCE THEME:

The multinational enterprise (MNE)—in its traditional configurational structure—faces unprecedented challenges caused by technological and political turbulences that contest the

globalization model of the past 80 years (Narula, Asmussen, Chi, & Kundu, 2019). Some experts even argue that globalization is reversing itself (Cuervo-Cazurra, Doz, & Gaur, 2019; Witt, 2019). Besides political headwinds, radical, particularly digital technological advances threaten the very key advantages long enjoyed by MNEs, raising many critical issues concerning the future of the MNE and its subsidiaries. With this conference we seek to advance research conversations on the development, evolution, and management of the MNE and subsidiary nexus, focusing on the political environment, technological advancements (particularly digitalization and automation) and small open economies.

We are particularly interested in the context of small open economies such as Canada, Israel, Norway or South Korea, where companies face competition from countries with much larger domestic markets and resource bases. In such contexts, potential dependence on foreign sources and limited market size increase the benefit of openness, but also the vulnerability to external shocks. What do the above-described turbulences mean for MNEs and their subsidiaries in these contexts?

In Canada, a major challenge for young firms are that once they get past the commercialization stage, they often get funded and acquired by larger players from the United States and elsewhere. In part, this is because the players often require access to export markets quickly because of the limited size of the Canadian market. The same phenomenon arises in many small open economies throughout the world. Companies and governments must figure out how to become more valuable on their own. Thus, there are a number of crucial questions related to this conference theme that we believe are important for theory, practice, and policy:

- 1) How are subsidiary mandates, structures and their management evolve during periods of change?
- 2) How changes in regulatory regimes globally affect the management of the MNE and its subsidiaries, including in small open economies?
- 3) How do technological advances, notably in the sphere of digital economy, affect the operations of MNEs and their subsidiaries, especially in small open economies?
- 4) How are foreign subsidiaries operating in Canada and small open economies adapting to challenging environments and new realities?
- 5) What are the key challenges for MNEs from small open economies around the world at volatile times?

CONFERENCE FORMAT:

The conference will be structured as a combination of competitive paper sessions, a hands-on paper development workshop, keynote speaker sessions and a teaching development session focused on the case method. We will not charge conference fees to PDW participants, paper presenters and PhD students.

COMPETITIVE PAPER SESSIONS

We encourage a broad range of submissions, both empirical and conceptual. Please submit a 5 to 7-pages (plus abstract and references) long structured proposal by October 30.

Name your filename as follows [YOUR-NAME]_AIBCANADA_COMPETITIVE

Send your submission to: AIBCanada2021@gmail.com

JIBS-JIBP PAPER DEVELOPMENT WORKSHOP (PDW)

The purpose of the PDW is to provide scholars with developmental feedback on their international business research. We invite original papers from authors who have not previously published in the *Journal of International Business Studies* or the *Journal of International Business Policy*. We particularly encourage submissions from Ph.D. students and junior scholars who seek feedback on their research projects, or scholars who are trained in disciplines less commonly associated with the field (e.g. economic geography, innovation studies, political science) but are interested in targeting international business journals. The paper does not need to be connected to the AIB-Canada Chapter Conference theme.

PDW participants will receive feedback on their work from experienced international business scholars on the JIBS or JIBP Editorial Board. The workshop will start with an introductory session on publishing in these journals, led by JIBS Area Editor Klaus Meyer and JIBP Deputy Editor Ari van Assche. Authors will then be paired with experienced scholars to discuss their paper.

We encourage a broad range of submissions, both empirical and conceptual. The submission process is tentatively organized in four tracks:

1. MNEs and institutional or political change
2. MNEs and technological change
3. Headquarter subsidiary relationships
4. Strategies and operations of MNE subsidiaries

Format your paper using the style guide of JIBS

The maximum length for papers is 20 pages (excluding references).

Name your filename as follows [YOUR-NAME]_AIBCANADA_Track[#]

Send your submission to: AIBCanada2021@gmail.com

CASE TEACHING WORKSHOP:

As part of the conference we offer an optional introduction to case teaching (for those new to teaching) and an introduction to case writing (for experienced case teachers) sponsored by Ivey Publishing.

Registration: Registration opens on Monday, November 01. **Registration is free, but you must have an active AIB membership through December 4, 2021 to participate.** AIB membership can be subscribed at <https://member.aib.world/membership/indapplynow.asp> or renewed at <https://member.aib.world/membership/memberrenew.asp>. Membership rates are available at <https://www.aib.world/membership/new-members/>. AIB membership brings a host of benefits. See the AIB website <https://www.aib.world/>.

USEFUL LINKS:

Host School: <https://www.ivey.uwo.ca/faculty/disciplines/international-business/>

AIB Canada: <https://canada.aib.world/about/>