



**Academy of International Business
U.S. West Chapter**

**2022 Virtual Annual Conference - Call for Papers
April 21-23, 2022**

**Conference Theme:
*“The Digital Transformation: Developments and Implications
for International Business”***

Submission Deadline: January 15, 2022

<http://www.aib-w.org/2022-call-for-papers/>

**Submit your paper, teaching case, or panel proposal here:
<https://meetings.aib.msu.edu/us-w/2022/>**

The AIB US-West announces its 2022 Annual Conference, which will be held virtually on April 21-23, 2022. The 2022 Conference theme is *“The Digital Transformation: Developments and Implications for International Business.”*

In recent years, the growth of digitalization has touched virtually every industry, leading to transformations in manufacturing, customer engagement, logistics, and more. Digitalization can enhance the competitiveness of global firms, accelerate firms' internationalization, change the ways in which people work with others around the world, and lead to product and process innovations. The COVID-19 pandemic has led to the fast adoption of digitalization and automation technologies in order to deal with business closures, quarantines, and other disruptions to local and global economies. We saw, for instance, governments implementing electronic licensing and customs clearance procedures, businesses of all sizes embracing online selling, and people all over the world doing their work and connecting through virtual platforms. As we emerge from the

pandemic, will global firms continue to adopt digital technologies? What additional value may digitalization have for global businesses or those seeking to internationalize? A focus on the implications of digitalization for international business seems a timely and important contribution the academy can make to the current global business environment.

In addition to the main theme, the conference will feature a wide range of competitive sessions and panels, keynote speakers, a paper development workshop, pedagogical sessions, and networking opportunities. The conference seeks to enhance knowledge development on topics such as global trade and investment, performance of international organizations, and the international competitiveness of firms and non-profit organizations.

The conference is an opportunity to present scholarly work and obtain critical feedback in a professional setting. We encourage the participation of both professors of all ranks and doctoral students. Submissions can range from works-in-progress to complete articles aimed at journal publication. We welcome conceptual, theoretical, and empirical papers. Case studies may also be submitted to the Teaching IB track.

The Academy of International Business US West Chapter (AIB-US West) is one of 13 regional chapters of the Academy of International Business (aib.msu.edu). Similar to the flagship organization, the AIB-US West aims to support the scholarly, learning, and networking interests of academics and practitioners working in international business. The AIB-US West region represents 19 states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming. The AIB-US West annual conference emphasizes the presentation of the latest ideas in international business scholarship and practice to an international audience. The conference's professional development focus provides a collegial and supportive platform to discuss and develop ideas, and an opportunity for mentoring authors to enhance their papers for publication. Although representing the Western United States, the chapter's annual conference provides a venue for participants from around the world.

Conference Highlights

AIB US-West is committed to professional development. The 2022 Conference will feature some of the following activities:

- Theme track on **"The Digitalization Transformation: Developments and Implications for International Business."**
- Keynote Speakers.
- Competitive Papers and Panel Sessions on leading issues in international business.
- **Paper Development Workshop** to support junior faculty and doctoral students.
- The possibility to submit to a special issue of a leading journal: The best papers will receive an excellence award and **selected papers will be published in the *Journal of Comparative International Management (JCIM)*.**
- **A WAIB-sponsored panel led by Amanda Budde-Sung.**
- **Pedagogical Sessions** for participants seeking to enhance their teaching of

international business.

- Networking opportunities.
- Cash awards to recognize Best Paper, Best Student Paper, and Best Reviewer.

Becoming a Reviewer

Having a diverse pool of reviewers willing to give constructive feedback to colleagues is crucial to the success of the conference. If you would like to become a reviewer, you can sign up here: <https://meetings.aib.msu.edu/us-w/2022/signup.php>

Paper and Panel Submissions

Paper, Panel, and Case Study submissions for AIB US-West 2022 are organized under the following topical tracks. Submit your paper or panel proposal to just one track. Please select the track that best fits your submission from the list below:

1. *Conference Theme Track: The Digital Transformation: Developments and Implications for International Business*

Every industry has faced the tidal wave of “digitalization” that has either re-shaped or dramatically altered their modus operandi. Supporting technologies in the management information systems arena have given rise to increased end to end visibility, real time access to information, and tightly controlled monitoring of deployed assets. Papers submitted to this track will focus on linkages between digitalization and international business, such as: the effects of digitalization on the speed and scope of internationalization; opportunities for small and medium size businesses and firms from emerging markets; cross-border investments in digital technologies; the role of digitalization and automation on talent management and work systems; and streamlining of trade, logistics, and supply chain management.

2. *The Internationalization Process and International Entrepreneurship*

Rapidly internationalizing SMEs compete and cooperate with large MNEs in the global market. This track seeks contributions that examine the internationalization process for different kinds of firms, whether small and entrepreneurial firms, established multinationals, or latecomer MNEs from emerging markets. It covers contributions that focus on the characteristics of the process, whether gradual, rapid or leapfrogging, increasing or decreasing, as well as the various kinds of human, financial and political resources firms draw on in their internationalization. It will also cover contributions that examine the specific influence of different kinds of entrepreneurs such as women, expatriates and others.

3. *Managing the Value Chain*

What determines a firm's economic footprint, and how should the value chain be managed in order to create sustainable competitive advantage? This track concentrates on the boundary of firms in value chains, the management and coordination of the different functions that comprise disaggregated global value chains, as well as the interactions between global value chain participants and home/host economies. It deals with locating an MNE's operations, outsourcing and offshoring decisions (and their reversal), the cross-border coordination of contractual

and equity-based relationships throughout the value chain, the changing dynamics of global value chain coordination and governance, as well as policy implications on global value chains.

4. *International Marketing*

The field of international marketing is transforming rapidly under the influences of: digitalization, technological advances, sustainability and social responsibility pressures, changing consumers, regulatory restrictions, and a much larger geographic landscape that now includes emerging markets. How have international marketing managers coped with these challenges during the pandemic? How is the scope of work changing for marketing managers in the post-COVID era? Are any best practices emerging?

This track focuses on such traditional international marketing topics as customers, brands, products, channels, relationships in the cross-national setting, as well as the newer tasks as mentioned above. Two additional themes are of interest. First, given a polarizing global marketplace, how are the tasks of market/customer selection and relationship building changing? Secondly, have governments or the public sector become even a more important customer group in cross-border marketing? What does marketing to foreign governments entail? What are the risks, challenges and opportunities?

5. *Consumer Research*

International business faces ever more complex, interconnected and at the same time fragmented consumer markets. This track seeks contributions that address market complexity such as how companies best serve multicultural market places and tailor multicultural marketing communications. Cross-national and cross-cultural consumer research is of interests, especially as it intersects with topics such consumer co-creation, consumer engagement and the development of global brand communities. Another area of interest lies at the intersection of global business and consumer well-being with research on transformative consumer research and the United Nation's Sustainable Development Goals. Also invited are contributions on business responsiveness and corporate social responsibility in addressing world issues of importance including but not limited to obesity, health, climate change and poverty.

6. *Global Innovation and Knowledge Management*

The creation, transfer and outcomes of knowledge are central to our theories of the MNE. This track deals with the technological and organizational generation, transfer and outcomes of new knowledge. It examines the internal and external aspects of innovation activities, with the internal aspects being focused on knowledge generation and transfer within the MNE, and the external being focused on contractual and equity-based collaborations with international partners. It also examines the changing geography of innovation, the access of the multinational firm to location bound sources of innovation, and the influence of national and regional innovation systems.

7. *Global Strategy, Organization and Management*

What strategies and organizational forms do MNEs adopt at different points in their evolution? This track focuses on the strategic and organizational challenges multinational enterprises face in their internationalization processes. It examines different strategies MNEs adopt to overcome the integration-responsiveness dilemma and to achieve an effective balance between centralization and decentralization. It also welcomes papers concerned with organizational change that is driven by corporate management, and the overall impact of the top management team on the development of organizational capabilities and organizational performance.

8. *International HRM, Global Leadership, and Cross-Cultural Management*

Global leadership, cross-cultural management, global talent management and diversity management are vital to the management of human resources within the multinational firm. This track encompasses papers dealing with the range of HR activities from recruitment and selection to training, performance management, compensation, retention as well as leadership development, and managing multicultural teams within the multinational firm. It also covers organizational behavior topics such as the positive and negative effects of diversity for individuals, teams, and organizations, issues related to cross-cultural management, and the role of language in multinational organizations. In addition, the track includes papers that address grand societal challenges (e.g., global migration and refugees, climate change, etc.) and the people-related and cultural implications for the multinational firm.

9. *International Corporate Governance and Financial Management*

Firms operating in different markets or across borders choose a variety of methods to govern themselves and allocate decision-making within the firm. International corporate governance encompasses varying levels of internal and external oversight, including differences in board structures, compensation practices, ownership patterns, shareholder activism efforts, and disclosure choices across firms and markets. International financial management focuses on funding operations, investment choices, and risk management in firm across different countries and in multinational firms. This track invites contributions that advance our understanding of these governance practices in an international context and their influences on differences in performance outcomes, accounting standards and financial reporting quality, financial risk management practices, capital market development, bank lending and covenants, venture capital development, cross-border taxation and mergers and acquisitions.

10. *Multinationals-Government Relationships*

We seek manuscripts that analyze the bi-directional relationships between multinationals and governments. These include, on the one hand, the political strategies of multinationals, e.g., (1) how multinationals develop political strategies to obtain governmental support, shape regulation, and achieve their objectives; (2) how multinational interact with the government to manage and reduce political risk; and (3) how multinationals respond in their trade and investment activities to the diversity of institutional regimes. They also include, on the other hand, the policy of governments, e.g., (1) how governments design regulations, incentives, and

restrictions to influence the strategies of domestic and foreign multinationals; and (2) how governments influence the internationalization of firms through direct and indirect ownership. We welcome manuscripts that study for-profit and non-for-profit multinationals, firms that internationalize via international trade or foreign direct investment, and governments at the supranational, national, or subnational levels.

11. *Emerging Markets and Emerging Markets MNEs*

Emerging economies' share of global GDP is increasing rapidly as their growth far outpaces that of the OECD countries. This track welcomes theoretical and empirical papers that report novel explorations of issues related to doing business in an emerging market. Some examples might include research on city clusters, new business models, government-private sector cooperation, varieties of capitalism or firms' transitions from a culture of incremental innovation to a culture of breakthrough innovation. We are also interested in papers that aim to clarify to what extent emerging market multinationals can be considered unique and papers reporting work on foreign direct investment trends and strategies in emerging markets. Empirical papers exploring under-researched emerging markets beyond the BRICs (Brazil, Russia, India, and China) in Africa, Asia, Eastern European or Latin America are particularly encouraged.

12. *Teaching International Business*

How do we convey our research understanding of International Business to those we teach? How do we enable them to share and engage with the passion and interest that we have in international business? How do we make our subject relevant to them, to their future careers, and to the businesses in which they will work? How can we enable those we teach to practice International Business and undertake the internationalization process more effectively, employing the knowledge that we have gained over the past 50 years? How do we enable them to adapt IB practice to respond to the new digital economy, and the challenges and opportunities that it creates? If we can do this, we will have found one way of addressing a major concern for the IB discipline: our relevance to the world, and our role in changing it for the better.

Since its inception, the field of international business has recognized the importance of learning, especially of experiential learning; and education has had a major influence in our research. But how much has our growth in understanding in IB learning influenced our IB teaching? In this track, we seek better understanding and deeper insight into how we can foster good IB practices in those we teach.

This special track addresses IB teaching at every level: undergraduate, graduate, MBA, executive, doctoral, and corporate. It addresses all aspects of teaching IB: including experiential learning approaches, facilitating diverse classrooms, using case teaching, as well as the use of different tools and pedagogies such as simulations, role-play, and various forms of multimedia to enhance IB teaching.

13. Special Track: “Gender Issues in International Business” sponsored by Women in the Academy of International Business (WAIB)

Gender significantly impacts how multinationals are managed and conduct business across borders. Gender diversity is especially important due to differing gender roles in different societies and organizations. Issues of non-traditional gender roles add further diversity to the subject. The track invites papers that advance our understanding of the role of gender across all aspects of international business, including contributions that consider issues of gender beyond a male/female dichotomy. Submissions that explore developments and implications of digitalization on gender issues in IB are especially welcome.

Conference Submission Guidelines

All submissions will be handled through the AIB US-West online submission system. No extended abstracts or email submissions accepted.

Submit your paper, teaching case, or panel proposal here:

<https://meetings.aib.msu.edu/us-w/2022/>

All manuscripts and panel proposals must be submitted by **January 15, 2021**.

For up-to-date information, please check the chapter’s website at <http://www.aib-w.org/2022-call-for-papers/>

All submissions must conform to the following guidelines:

- The document, including ‘document properties’, must be stripped of all identifying information. Do not include a cover page.
- Each manuscript should be accompanied by an Abstract, not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 215x280 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12 point font.
- Competitive papers should not exceed 10,000 words, and must comply with the JIBS style requirements (<http://www.jibs.net>; click on ‘Instructions for Authors’).
- Panel proposals should have 3-5 scholars and/or students as well as a chair/discussant. Proposals should be no more than 2,000 words, and describe the topic, session format, its importance to IB research or education, and the names and contact information and qualifications of all panel participants.
- We recommend you submit your paper in PDF format to ensure reviewers see it as intended. Microsoft Word files are also acceptable.
- Check all files for viruses using updated anti-virus software before submission.

After Submission

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their paper on the website acknowledging receipt of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript

or proposal, please inform the conference chair. All submissions will be subject to a blind review process and will be evaluated based on relevance to IB research, teaching and/or practice, rigor, methods (if applicable), innovativeness, and significance of conclusions. Authors of papers and panels selected for presentation will be notified by February 25, 2022.

Author Registration Policy: At least one author from each accepted submission must register for the conference by **March 25, 2022**. Authors who fail to meet this deadline will have their submission removed from the conference program. (For accepted panels, all panelists must register for the conference in order to be included in the program.)

Questions regarding this call for papers should be addressed to Conference Co-Chairs Nila Wiese, nwiese@pugetsound.edu
Tanvi Kothari Tanvi.kothari@sjsu.edu

Registration Fees

Registration Rates for Faculty and Practitioners

Early Bird Registration (February 25-March 25, 2022)	US\$ 50.00
Regular Registration (March 26 – April 21, 2022)	US\$ 75.00

Registration Rates for Students, Low Income, and Emeritus Faculty

Early Bird Registration (February 25-March 25, 2022)	US\$ 25.00
Regular Registration (March 26 – April 21, 2022)	US\$ 50.00

Registrants for this conference will need to have an active AIB membership through April 23, 2022 in order to participate in the event.

Cancellation Policy:

Refunds will be processed on an individual basis. There will be a \$25 processing fee for cancellations on or before March 25, 2022. No refund will be issued for cancellations after March 26, 2022 or for no-shows.