

EU Social Networks Conference

“Social Network Analysis and International Business”

12th - 16th September 2022

Call for Submissions

We are inviting working papers and extended abstracts for the conference track Social Network analysis and International Business.

Aims

- Incorporate theory of networks in International Business (IB) research, whilst recognising and highlighting outstanding use of Social network analysis (SNA) to investigate pertinent IB phenomena.
- Showcase use of SNA in IB research and question methodological conventions in SNA and IB and promote cutting-edge developments in SNA and IB methodological approaches.

Important date

Deadline for Submission: 8th May 2022

Overview

Networks are a central concept in the study of IB. A core perspective in IB research is the use of a network lens through which firms are conceptualized as “embedded in social networks with other actors”. While the theory of networks has attracted increasing attention in IB research, the systematic description, modelling and analysis of network relationships has still been scarce in IB research. Few studies of IB networks take the concept beyond metaphor.

SNA utilises mixed methods to provide contextual, longitudinal, multilevel, and processual explanations of International Business phenomena. The incorporation of SNA and IB can be used to understand the path-dependent process of network development and change over time, and the implications of network embeddedness for firms’ behaviour and strategies.

Sample Topics:

Studies employing a SNA perspective have enriched the understanding of international business, suggested areas of interest include (but not limited to) the following:

- Application of SNA in the speed and characteristics of internationalisation of multinational enterprises (MNEs)
- Knowledge exchange and transfer and learning within and outside of MNEs, including HQ- subsidiary relationships
- Types of cross-border relationships
- Entrepreneurship and Internationalization of SMEs
- International Mergers and Acquisitions
- Exploration on how businesses interact with its environments
- Corporate political activity and how firms manage the socio-political environment

Further suggested questions and areas of interest include the following:

- What network theories can we develop to address new challenges in IB?
- How can we adapt SNA methods for today's IB research challenges?
- How can SNA account for the dynamism and temporarily of IB phenomena?

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