

Call for Papers

EIBA-Workshop ‘The MNE in Turbulent Times’ October 11 – 12, 2024

Copenhagen Business School (Copenhagen, Denmark)
Department of International Economics, Government and Business

Submission Deadline: 31 May 2024 (23:59 CEST)

Registration Deadline: 1 August 2024

In-person event

This EIBA-Workshop aims to bring together junior and senior faculty to discuss how geopolitical pressures and disruptions affect MNE decisions and their resilience. It is organized in conjunction with the IBR Special Issue [‘How MNEs Adjust their Strategies and Operations in Response to a Turbulent IB Environment’](#) and the Nord-IB module [‘IB and political perspectives.’](#)

Geopolitics has become an increasingly prominent topic in international business in the past decade. The growing scale and scope of threats posed by geopolitical shifts to the activities and survival of multinational enterprises (MNEs) have increasingly endangered MNEs and their subsidiaries operating in conflict-prone countries (Lee & Chung, 2022). In fact, the Russian invasion of Ukraine in 2022 not only caused significant disruptions to the global economy but also raised concerns about the involvement of businesses in conflict zones (Meyer & Estrin, 2023). The increased political and economic uncertainty is further exacerbated by the ongoing rivalry between the US and China, which has the potential to divide the world into two blocks and shake the international business environment of MNEs (Li, Shapiro, Peng & Ufimtseva, 2021). Thus, understanding the pressures that firms face in today’s global economy, increasingly characterized by fracturing blocs that discourage interaction in favour of techno-nationalistic agendas (Buckley, 2022), is of paramount importance.

In response to increased geopolitical pressures and the accompanying uncertainty, many MNEs face increased cost, political and economic risks, complexity in their supply chains, increased threats of terrorism, government instability and increases in arbitrary legal rulings in the markets in which they operate. Furthermore, many MNEs are faced with a variety of stakeholder pressures to disengage from host markets where they operate (i.e., Russia) while considering legal and ethical considerations (Mol, Rabbiosi & Santangelo, 2023). Thus, corporate strategies are challenged by the political disruptions leading MNEs through major strategic changes that involve new capability development or re-evaluation of their existing capabilities.

With stakes much higher than before, businesses must find ways to manage geopolitical risk effectively. Yet, it is not clear how they should do this. This workshop aims to engage in discussions and learn how MNEs can overcome the challenges related to home-host country geopolitical risk. The workshop will also engage the participants in discussing policy and managerial implications with respect to the impact that a turbulent international business environment has on MNEs' daily operations.

In this workshop, we solicit contributions that address the MNEs’ strategic responses in the face of rising geopolitical risk. To this end, it is of great importance to understand:

- How can MNEs navigate the financial and ethical complexities due to geopolitical shifts?
- What international strategies do MNEs follow in order to deal with the new geopolitical pressures?
- What capabilities do MNEs have to re-evaluate or develop anew in order to remain resilient?

- How do MNEs leverage their non-market strategic capital to navigate the increased political uncertainty?
- Should firms disengage from a country facing political disruption?

EIBA Workshop organizers:

Evis Sinani, Jens Gammelgaard, Kristin Brandl, Flladina Zilja, Michael Muller (all EGB, CBS), should you have any questions, please contact Evis Sinani at es.egb@cbs.dk.

Key Dates:

Submission deadline: 31 May 2024

Notification for acceptance: 30 June 2024

Registration opens: 1 March 2024

Registration deadline: 1 August 2024

Workshop days: 11-12 October 2024

Workshop Set-up:

This workshop aims to engage participants in discussions on research, policy, and managerial implications of the impact turbulent international business environments have on MNEs. To do so, interactive roundtables on papers and research ideas are a key part of the workshop. These roundtables engage all participants in progressing research in the field and finding policy and practical solutions.

Interactive paper roundtables: Discussions on submitted papers in small groups to gain feedback from senior faculty and workshop participants.

Research idea development roundtables: Discussions and development of research ideas interactively in small groups with senior faculty and workshop participants.

Tentative Workshop Program:

11 October 2024

17:00 -18:30 Welcome and keynote on ‘The MNE in turbulent times: The rise of populism, global pandemics and political conflicts and their impact on the IB environment.’

18:30 - 21:00 Welcome Reception

12 October 2024

09:00 - 09:30 Morning coffee and breakfast

09:30 - 10:30 Expert Panel

10:30 - 11:00 Coffee break

11:00 - 12:30 Interactive paper roundtables or research idea development roundtables

12:30 - 14:00 Lunch

14:00 - 15:30 Interactive paper roundtables or research idea development roundtables

15:30 - 16:00 Coffee break

16:00 - 17:00 Closing panel

19:00 - 21:00 Dinner

Submission details:

To participate in this EIBA-W, a full paper submission is not mandatory. However, an extended abstract/research idea of a max of 4 pages is required. Interested participants who wish to submit their work and receive feedback at the EIBA-W are invited to submit two types of paper (with no preference given to either type):

- **Research Idea:** Research ideas should not exceed four (4) pages and a total of 1000 words. Three (3) pages should be used for the body of the proposal, and one (1) page may be used for

references, diagrams, charts, tables, etc. The 1,000-word limit also includes all text from references, diagrams, figures, tables, etc.

- **Papers:** Interested participants can (also) submit papers that are already at a more developed stage. Full working papers must not exceed 10,000 words, including all references and appendices. A short abstract not exceeding 200 words should be included at the beginning. Use a 12-point Times New Roman font and double spacing. All tables, figures, appendices, etc., should be placed at the end of the document after the references.

Submissions for the EIBA-W “The MNE in turbulent times” **should be submitted online [here: Submission page](#)** by 31 May 2024 (23:59 CEST) in PDF format. Author information and title should appear on the first page of each submission. Interested participants may make a maximum of two submissions to this EIBA-W.

Fees and Registration:

Registration for participating in the EIBA-W is mandatory.

Participation fees

Workshop participation is 40 EUR for faculty and no fees for Ph.D. students. All participants have to be EIBA members. If you are not an EIBA member, at the EIBA-W registration, you can get a prorated EIBA membership (prorated membership fee: 40 EUR including VAT for regular members and 30 EUR including VAT for Ph.D. students)

The membership allows EIBA-W participants to receive all the existing EIBA membership benefits (e.g., being part of a global network, online access to International Business Review (IBR), Progress in International Business Research (PIBR) book series, etc.). More information on EIBA membership and its benefits is available on the EIBA website (<https://www.eiba.org/membership-benefits>).

EIBA-W participation fees include all meals, drinks (non-alcoholic beverages) and coffee breaks, including the welcome reception (11 October) and conference dinner (12 October). Participants must cover and organize their travel and accommodation on their own. EIBA-W organizers would be pleased to help find and book accommodation.

References

- Buckley, P. J. (2022). Navigating three vectors of power: Global strategy in a world of intense competition, aggressive nation states, and antagonistic civil society. *Global Strategy Journal*, 12(3), 543-554.
- Devinney, T. M., & Hartwell, C. A. 2020. Varieties of populism. *Global Strategy Journal*, 10(1): 32–66.
- Ciravegna, L., & Michailova, S. 2022. Why the world economy needs, but will not get, more globalization in the post-COVID-19 decade. *Journal of International Business Studies*, 53(1): 172–186.
- Lee, H., & Chung, C. C. (2022). Go small or go home: Operational exposure to violent conflicts and foreign subsidiary exit. *Journal of World Business*, 57(6), 101361.
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- Meyer, K. & Estrin, S. 2023. It’s Hard to Say Goodbye: Managing Disengagement during Political Disruptions. *AIB Insights*, <https://doi.org/10.46697/001c.72023>.
- Mol, M. J., Rabbiosi, L., & Santangelo, G. D. 2023. Should I Stay or Should I Go? How Danish MNEs in Russia Respond to a Geopolitical Shift. *AIB Insights*, 23(1): 68337.
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