

## Call for Papers

3rd Academy of Business and Emerging Markets  
(ABEM-2017) Conference on International Business and Emerging Markets

### *Contemporary Growth Strategies*

August 1-3, 2017

Santo Domingo, Dominican Republic (Caribbean Sea)

ABEM invites papers, abstracts, cases, and proposals for special sessions and doctoral students on the theme "Contemporaneity Growth Strategies for Developing Countries and Emerging Markets" in the three broad areas, but not limited to: Business, Government, and Community. Debatable and controversial topics are particularly invited.

### **Submissions**

- Submissions can be made in English as (1) Abstracts (2) Papers (3) Case Studies (4) Work-in-progress and (5) Doctoral colloquium papers. Topics relating to developing countries or emerging markets or comparisons between east and west ways of conducting businesses are particularly invited.
- All submissions will be double blind peer reviewed.
- Proposals can also be submitted for organizing a round table, doctoral or panel discussion. These proposals should include (1) Title (2) Objectives (3) Discussion format and (4) list of contributors with their affiliations.
- Submissions should be sent to [submissions@abem.ca](mailto:submissions@abem.ca)

**Submission deadline:** March 30, 2017

Conference scope and details are at [www.abem.ca/conference](http://www.abem.ca/conference)

For more information, please contact:

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Call for Papers  
International Conference  
*Shaping Ethics in Academia and Society: Practices in the Baltic Sea Region*  
October 16-17, 2017  
Vilnius, Lithuania

This conference is an opportunity for academics, managers, consultants and practitioners from around the world who are involved in ethics management and/or compliance management to come together for sharing best practices and experience with addressing ethical issues within academia and related society and, in the same vein, to contribute to relevant managerial solutions. As organizations are in quest of comprehensive definitions and effective ethics management, broad discussion, understanding cultural differences (notably in the Baltic Sea Region) and experience exchange in ethics management from different perspectives are needed and worth to support. A primary goal of the conference is to encompass formation of ethical behaviour and embedding of ethical principles in academia as a waypoint in a continuum between family, high school, higher education, research, business and labour market as well as society in general.

Empirical research, case studies and other research are invited on topics relevant to the conference theme, including (but not limited to):

- Anchoring academic integrity
- Embedding research integrity
- Ethics in cross-sector collaboration
- Role of ethical leadership in academic setting
- Social responsibility within academia
- Sustainable high education and higher education
- Legal and ethical norms incongruences in academia
- Linkage between academic and professional integrity

Abstracts for the papers, in English, shall be submitted by **March 15, 2017**. Selected abstracts' authors will be invited to submit a full paper by **June 15, 2017**. All papers will be subject to double-blind review and the selected ones will be published in JEEMS Special Issue 2018.

More information is available at: <http://etika2017.mruni.eu/>

On behalf of the conference Organizing Committee:

Assoc. Prof Dr Loreta Tauginienė

Mykolas Romeris University, Vilnius, Lithuania

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Call for Papers  
Journal of Business Research  
Emerging Market MNCs: Post Acquisition Strategies  
Submission deadline: November 30, 2016

### Guest Editors

Professor Mehmet Demirbag, University of Essex, UK, Professor Attila Yaprak, Wayne State University, USA, and Professor Geoffrey Wood, University of Essex, UK

Multinational companies (MNCs) from the developing and emerging economies have grown dramatically in recent years in volume, size and scope. For example, while only 19 firms from emerging and developing economies were featured in the Fortune Global 500 list in 1990, this number increased to 137 in 2015 (excluding South Korea and Singapore). Amongst these global challengers, some have even grown to be the market leaders in their respective industries. In terms of overall revenue, for instance, Huawei technologies and ZTE, both of China, are now the second and the fifth-largest global manufacturers of telecom equipment. Similarly, Mexico's Grupo Bimbo is the largest bread maker in the world and Russia's United Company Rusal is the largest aluminium producer globally (Boston Consulting Group, 2012). The 2015 list of the Forbes Global 2000 included 562 companies from emerging countries (Forbes, 2015). As the profiles of emerging economies increase, so will their influence, and the global ranking of their MNCs. Many observers view these companies not only as the hidden engines of global trade and economic growth in the near future, but as part and parcel of fundamental changes in the global economic system, and, indeed, in relative national political leverage (BCG, 2012).

There is a foundation of work that deals explicitly with the expansion of Emerging Market Multinational Corporations (EMNCs); examples would include Lecraw (1977), Wells (1983) and Lall (1983). More recent studies in the 2000s accelerated this foundational work, including contributions by Khanna and Palepu (2006 and 2010); Ramamurti and Singh (2009); Meyer (2004); Mathews (2006); Luo and Tung (2007); Sheth (2008); Cuervo-Cazzura and colleagues (e.g., Cuervo-Cazzura and Genc 2008); Buckley and colleagues (e.g., Buckley et al 2008), Demirbag and colleagues (Demirbag et al., 2009; Demirbag et al., 2010 a; Demirbag et al., 2010 b; Demirbag and Yaprak, 2015), Jormanainen and Koveshnikov (2012) and Narula (2012). Although emerging markets are not a homogeneous group of countries, there appears to be some common dimensions in the recent upsurge of internationalization of firms from these countries. For instance, some common challenges these firms face include a liability of emerginess due to their country of origin, existing knowledge gaps between them-

selves and multinational corporations from the developed countries (DMNCs), their poor image in terms of corporate social responsibility, and at times, controversial political relations in the developed markets. At the same time, common contributions they have made to the new economic order include the new business models, insights, and energy they have begun to inject into the new global ecosystem.

It is argued that the challenges EMNCs face motivate them to follow an accelerated internationalization strategy through aggressive outward FDI, especially in the form of mergers and acquisitions (M&As). M&As are seen as strategic vehicles that help EMNCs acquire and possess tangible and/or intangible strategic assets to compensate for their competitive disadvantages in being latecomers to international business and lacking the resources and advanced capabilities required for success in the international arena (Luo and Tung, 2007; Rui and Yip, 2008; Deng, 2010; Zhong et al., 2013). That is, M&As are perceived as effective mechanisms to catch up with developed market MNCs (Madhok and Keyhani, 2012), secure established brands, and gain quick access to advanced technology (Demirbag et al., 2009; Luo and Tung, 2007, Nair and Demirbag, 2015; Nair et al., 2015 a; 2015 b). In comparison with strategic alliances and JVs, M&As give EMNCs more direct control over the operation of, and the returns from, these acquired strategic assets and offer significant value-creation opportunities that may not otherwise be available to them (Athreye and Godley, 2009; Rabbiosi et al 2012).

While EMNCs are gaining a strong foothold in the global economy, we know very little about their post entry activities such as integration and associated processes and post-merger innovation trajectories, their reallocation of production, and reconfiguration of marketing strategies. The international business literature has focused primarily on Western MNCs. With relatively lower levels of international experience, it is possible that EMNCs will face profoundly different challenges when compared to their Western economy counterparts. These include negative country of origin perceptions and heightened levels of consumer ethnocentrism which may reflect unfavourably on their products, brands, and marketing strategies. This special issue is dedicated to publishing conceptual and empirical research that will focus explicitly on these kinds of issues; that is, work that examines the post entry and growth strategies and post-acquisition integration and associated processes in acquired subsidiaries of EMNCs.

## **Aims and Key Issues**

The aim of this special issue is to shed new light on what happens when firms headquartered in the mature markets are taken over by EMNC. The proposed issue seeks to bring together the work of leading scholars from various disciplines, present recently synthesized work, and in-depth analyses of MNCs from

emerging economies. Potential topics the special issue will address will include (but are not be limited to):

- Evolution of EMNCs through FDI, and the theoretical implications of this evolution
- Conceptualizations of internationalisation strategies exhibited by EMNCs in contrast to Western MNCs
- Motives for international market expansion and internationalization patterns of EMNCs
- Market entry strategies of EMNCs: Location choice and entry mode
- Acquisitions and post-acquisition strategies of EMNCs: Innovation
- Acquisitions and post-acquisition strategies of EMNCs: Location and strategies of production
- Acquisitions and post-acquisition strategies of EMNCs: HRM policies and practice
- Acquisitions and post-acquisition strategies of EMNCs: Supply chain and logistics
- The implications of emergingness on EMNCs' competitiveness and performance
- Global expansion strategies of EMNCs: diversification and performance
- Mature market home country institutions and implications for competitive strategies of EMNCs
- Multiple institutional locales and corporate governance of EMNCs
- State Owned EMNCs and their global expansion strategies
- EMNCs and sovereign wealth Funds
- Country of origin image and EMNCs
- Politics, diplomacy and EMNCs
- Post-acquisition marketing and branding strategies of EMNCs
- Customers' perceptions of, and reactions to, products produced/branded by EMNCs.
- People management and HRM strategies of EMNCs in acquired mature market firms
- Knowledge management and knowledge transfer in EMNCs
- Emerging Market MNCs, mergers, acquisitions and CSR

The special issue will undergo the normal rigorous, double-blind review process to ensure relevance and quality in contributions. The key criteria for acceptance of manuscripts are (1) relevance to the theme of the special issue, (2) scholarly rigor shown in the question addressed, and (3) the theoretical managerial, and/or policy contribution to the field. Submitted papers must be based on original work and not under consideration at any journal or other scholarly outlet.

Prospective authors with questions concerning the potential suitability of topics, Editors' expectations, or additional requirements about this special issue are in-

vited to contact the guest editors by email: Mehmet Demirbag: [mdemirc@essex.ac.uk](mailto:mdemirc@essex.ac.uk); Attila Yaprak: [attila.yaprak@wayne.edu](mailto:attila.yaprak@wayne.edu); or Geoffrey Wood: [gtwood@essex.ac.uk](mailto:gtwood@essex.ac.uk).

**Submission deadline:** November 30, 2016. **Notification of acceptance by:** June 1, 2017

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## Call for Papers

### Entrepreneurial Business and Economics Review

#### *International Entrepreneurship: New Perspectives in International Business Research*

Submission deadline: March 15, 2017

#### **Thematic Issue editors:**

Prof Krzysztof Wach, PhD & Agnieszka Głodowska, PhD

(Cracow University of Economics, Poland)

The concept of 'international entrepreneurship' (IE), as one can assume, was used for the first time in the doctoral dissertation of Tomas Otto Kohn in 1988 at Harvard. It is most probably that it was published for the first time in the work of J.F. Morrow in the same year. A year later, this notion appears in scientific publications by various authors, including P.P. McDougall, who together with B.M. Oviatt developed this theory in the following years. It can therefore be assumed that the current international entrepreneurship as an area of research is only 25-30 years old, although its intensive development occurred only in the first decade of the 21st century, that is, de facto, a few years ago. IE has been developing very intensively, however it must be admitted that, apart from some elements of this school, it is still quite promising field of research.

The special issue seeks papers that discuss and analyse:

- international entrepreneurship as a new field of research,
- international entrepreneurship vs. international business,
- international entrepreneurship school vs. theory of internationalisation of firms
- traditional versus rapid internationalisation of firms,
- role of the entrepreneur in the process of internationalisation of firms,
- internationalisation of small and medium-sized enterprises (SMEs vs. LEs),
- internationalisation of family businesses,
- recognising and exploring international business opportunities,
- entry modes and internationalisation patterns of firms,
- international strategies of Central European small businesses (SMEs vs. LEs),
- international competitiveness of Central European small businesses (SMEs vs. LEs),
- internationalisation of Central European small businesses (SMEs vs. LEs),
- int'l entrepreneurship vs. int'l management and int'l marketing.

Contributors are welcome to propose other topics that meet the objectives of this issue.

### Submission:

- Notification of the title of your paper until February 15, 2017 via e-mail at [eber@uek.krakow.pl](mailto:eber@uek.krakow.pl)
- The complete articles must be submitted until March 15, 2017 via the OJS system at <https://eber.uek.krakow.pl/index.php/index/login>

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EBER was awarded 12 points (on the 1-15 scale) based on the latest evaluation by the Polish Ministry of Science and Higher Education of 23 December 2015 (List B, item no. 498).

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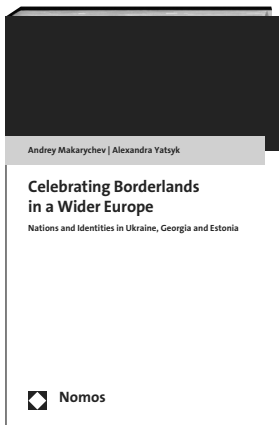
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## On Post-Soviet Boderland Identities



### Celebrating Borderlands in a Wider Europe

Nations and Identities in Ukraine,  
Georgia and Estonia

By Prof. Dr. Andrey Makarychev and  
Alexandra Yatsyk

2016, 148 pp., pb., € 34.00

ISBN 978-3-8487-1165-9

eISBN 978-3-8452-5316-9

[nomos-shop.de/22384](http://nomos-shop.de/22384)

This book addresses post-Soviet borderland identities in the Ukraine, Georgia and Estonia since the fall of the Soviet Union. Instead of focusing on the policies of main geopolitical actors (Russia, the EU, the US, NATO, etc.), as is traditional, the authors dissect the logic, strategies and contexts which emanate from a variety of borderland actors themselves.

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