

## **Conference Report**

### **1st China-CEE Conference**

### **October 4<sup>th</sup> – 6<sup>th</sup>, 2013**

### **Ljubljana, Slovenia**

The Faculty of Economics and the Confucius Institute Ljubljana hosted the first China-CEE conference between October 4<sup>th</sup> and 6<sup>th</sup> 2013. This cross-disciplinary academic conference focused on cross-cultural dialogue, education and business between China and Central and Eastern Europe. The conference was co-organized by two prominent Chinese universities – Beijing Foreign Studies University (BFSU) and Shanghai University of International Business & Economics (SUIBE), as well as by a group of Confucius Institutes (CIs) from the CEE region. It took place under the honorary patronage of the President of the Republic of Slovenia, Mr. Borut Pahor, and was opened by the Minister of Education, Science and Sport of the Republic of Slovenia (Prof. Dr. Jernej Pikalo); His Excellency, the Ambassador of the Peoples' Republic of China to Slovenia (Mr. Xanyi Zhang) and the president of Ljubljana university (Prof. Dr. Ivan Svetlik). The keynote speaker at the conference was prof. Kerry Brown, Director of China Studies Center at Sydney University and the team leader of the Europe-China Research and Advice Network (ECRAN) funded by the European Union as a think tank to advise the EU on matters relating to China.

The conference was attended by some 70 academics from 18 different countries, as well as by some 30-40 other guest visitors. The authors of papers presented at the conference came from several CEE countries (i.e. Slovenia, Croatia, Montenegro, Poland, Czech Republic etc.), as well as China, Russia, South Korea, United States, Rwanda and Australia. One of the strongest tracks at the conference was the Work, Organizations and Markets (WOM) track, which included a dozen papers focusing on work values and attitudes, consumer decision-making styles of young adults, leadership and cross-cultural leadership issues, as well as negotiations and sustainability issues.

We are pleased to announce that with the support and collaboration from the Journal for East European Management Studies a special issue will be published with the best papers from the WOM track of the conference. The issue will reflect the interdisciplinary nature of the China-CEE conference and will cover an assorted range of broad managerial topics focusing the relationship between China and CEE in a balanced manner (not just China, or just CEE). The conference scientific board has decided to nominate two distinguished guest editors for the special issue. Dr. Tony Fang is a professor at Stockholm University, School of Business, and is a leading authority on Chinese culture and negotiations. He is also a pioneer of the influential Ying-Yang dynamic

perspective on Chinese culture and has published papers in leading international journals, such as i.e. International Business Review, Industrial Marketing Management, Management and Organization Review etc. Dr. Maja Makovec Brenčič is a professor at the Faculty of Economics, University of Ljubljana, where she teaches international business and marketing. She has published in renowned international journals, including i.e. International Marketing Review, Industrial Marketing Management and Journal for East European Management Studies.

Based on the success of the first China-CEE conference in Ljubljana, the second China-CEE conference will take place in 2015 at Vienna University and its Confucius Institute to commemorate the 650<sup>th</sup> anniversary of Vienna University. The theme of the second conference will focus on societies and cultures in transition. An official call for paper will go out at the end of 2014. For more information about the conference, please contact [matevz.raskovic@ef.uni-lj.si](mailto:matevz.raskovic@ef.uni-lj.si). See you next year in Vienna!



## **Call for Papers**

### ***12th International Conference on Management, enterprise and benchmarking***

**May, 30<sup>th</sup>-31<sup>th</sup>, 2014**

**Budapest**

MEB 2014 is an international conference to provide a forum for presentations and discussions of scientific, economic and business areas. This year we would like to focus on the management, development and competitiveness of small and medium enterprises.

Topics within the scope of the conference will include:

- Theoretical studies, modeling and adaptive approaches;
- Analyzing measure, structure and organizational parameters;
- Examining the connection between marketing methods and benchmarking;
- Management and competitiveness of small and medium sized enterprises

## **Registration**

Prospective participants are kindly asked to fill in the online registration form which can be found on the website.

## Submission of Papers

Authors are asked to submit electronically a full paper by E-mail.

After notification please send your camera-ready paper of maximum 15 pages according to the paper format to Tímea Edöcs by e-mail (edocs.timea@kgk.uni-obuda.hu). Acceptable file formats are rtf or doc. Please check the website regarding the paper format.

## Presentation

OHP and data projector will be provided for oral presentation. Authors are asked not to use their own laptop, but bring the presentation on pendrive.

## Author's Schedule

Deadline of registration 31 March 2014

Deadline of paper submission 31 March 2014

Deadline of notification 15 April 2014

Deadline of final paper submission 1 May 2014

Organized and sponsored by Keleti Faculty of Business Management of the Óbuda University (Hungary) in cooperation with the ERENET Network

For further information see at <http://kgk.uni-obuda.hu/MEB>



## Call for papers

### Management, Knowledge and Learning International Conference 2014

*Human Capital without Borders: Knowledge and Learning  
for Quality of Life*

**June 25<sup>th</sup> -27<sup>th</sup>, 2014**

**Portorož, Slovenia**

International School for Social and Business Studies with co-organizers Kasetsart University, Thailand, Maria Curie-Skłodowska University, Poland and EMUNI University, Slovenia would like to cordially invite you to participate in the Management, Knowledge and Learning (MakeLearn) International Conference 2014. Conference will be held in Portorož, Slovenia 25-27 June 2014. The MakeLearn 2014 will have very broad appeal, drawing many scholars and colleagues from around the globe.

MakeLearn 2014 conference theme is Human Capital without Borders: Knowledge and Learning for Quality of Life. List of all covered subjects is available here.

The conference programme features two Keynote Addresses, Rectors Forum, Editors' Panel, Research-Education-Practice Forum, Exhibition of Journals and high-quality research paper presentations in concurrent sessions. MakeLearn 2014 registered delegates will have opportunity to meet face to face with editors of several academic journals. Conference also presents the Best Paper Award and the ESWA PhD Student Research Paper Award.

All submitted papers will be double-blind reviewed. Conference Programme Booklet will be available in printed edition. Accepted papers will be included in the Conference Proceedings in CD form; published online; in Econpapers and in Economists Online.

Authors of selected full-length papers will be given the opportunity to revise their papers for possible inclusion in a future issue of several highly regarded academic journals according to the guidelines for publication and editorial decision as specified in each journal.

### **Important Dates:**

Full paper/extended abstract submission due:	15 February 2014
Notification of acceptance:	15 March 2014
Final (revised) paper submission due:	15 April 2014
Early registration:	1 April 2014 (300 €; Student Registration Fee 180 €)
Regular registration:	10 June 2014 (400 €; Student Registration Fee 240 €)
Conference dates:	25-27 June 2014
Social event:	27 June 2014
Post-conference programme:	27-28 June 2014

Post-conference programme includes Doctoral Students' Workshop on Academic Writing for Publishing Scientific Papers in International Journals. The workshop will be held 27-28 June 2014 in Portorož, Slovenia by internationally recognized scholar prof. dr. Binshan Lin (College of Business Administration, Louisiana State University, USA) and Asist. Matija Vodopivec (ISSBS). Please click here for more information regarding the workshop.

## Venue and Accommodation

Conference will be held at the Congress Centre Portus in Portorož, Slovenia. Where the Adriatic Sea reaches at its most to the heart of Europe, lies the Slovenian Coast and Portorož. Today Portorož is a popular holiday and congress place. Close by Karst it offers a possibility to visit subterranean caves or farm Lipica, home of famous Lipizzaner horses, the horses of the former Austrian Imperial Court. Nearby airports of Trieste and Venice will provide you with good transportation connections.

Please click [here](#) for more information regarding the venue. Various conference hotels are offered for a special price to all conference participants. More information on accommodation is available [here](#).

All details of the conference are available online - please check the following webpage: <http://makelearn.issbs.si/>.

We look forward to receiving your contributions and kindly ask you to disseminate the call to other possible interested participants or institutions. Please do not hesitate to contact us if you need any further information ([goran.dakovic@mfdps.si](mailto:goran.dakovic@mfdps.si)).



## Call for Papers

### Special Session

#### *Recent Developments in Management with Emphasis on Marketing Management: Implications for Central and Eastern Europe*

**July 2<sup>nd</sup>, 2014**

**Pilsen, Czech Republic**

A special session on recent developments in management and how these developments impact management strategies and operations in Central and Eastern Europe will be held under the auspices of the Czechoslovak Society of Arts and Sciences at its World Congress scheduled for June 29 to July 4, 2014 at the University of Western Bohemia in Plzeň (Pilsen) in the Czech Republic. The special session will be held Wednesday, July 2, 2014.

More specifically, the focus of this session is on recent developments in managerial strategies and practices with an emphasis on marketing management. In recent years scholars and academic researchers in Central and Eastern Europe

started focusing on the role of marketing management on the executive levels of enterprises. Results of recent studies by scholars in several academic settings suggest that marketing as a strategic and operational philosophy is changing the way top level executives look at consumers, markets, and competitors. Additional realization of changing attitudes of executives is reflected in case studies, testimonials, and comprehensive qualitative and quantitative research studies.

Academics, scholars, researchers, and doctoral students are encouraged to submit abstracts, completed papers, research cases, or testimonials from practicing executives. Top level executives and managers are welcome to make short presentations on their experiences of how marketing management contributes to improved market positions of their enterprises.

One page abstracts, completed papers or research cases of no more than twenty pages, or short testimonials should be submitted electronically by **March 31, 2014** to: [tesarg@uww.edu](mailto:tesarg@uww.edu)<<mailto:tesarg@uww.edu>>. All abstract, papers, cases and testimonials will be reviewed and feedback will be provided by April 15, 2014.

Address any questions to:

George Tesar, Ph.D.  
Professor Emeritus  
Umeå University (Sweden)  
University of Wisconsin-Whitewater  
[tesarg@uww.edu](mailto:tesarg@uww.edu) <<mailto:tesarg@uww.edu>>

Note: The Czechoslovak Society of Arts and Sciences (SVU) is a worldwide institution serving scientists, artists, academics, and professionals of Czechoslovak heritage or interested in current Czechoslovak issues. It was founded in the United States in the mid-1950s. For detailed information see: <http://www.svu2000.org>

## The Fourth Copenhagen Conference

### *Emerging Multinationals: Outward Investment from Emerging Economies*

**October 9<sup>th</sup>-10<sup>th</sup>, 2014**

**Copenhagen, Denmark**

#### Overview

This year's conference welcomes all papers related to the broad conference theme of outward investment from emerging economies. In addition, the conference particularly invites papers related to home country effects. Multinational companies from emerging economies (EMNCs) are becoming major players in the globalized world economy and wield growing influence on economic dynamics in developed, emerging, and developing countries alike. Firms and governments in developed countries increasingly need to engage with the array of challenges and opportunities presented by emerging-economy multinationals seeking access to their markets and assets. Important impacts of outward direct investment from emerging economies (OFDI) will also be felt in developing host countries, where investments from emerging economies are becoming more and more significant. No less important will be the effects in the home countries of the outward investing firms themselves. The rise of outward investment from emerging and developing countries requires further scrutiny, both theoretically, empirically and methodologically.

All papers related to the broad conference theme are welcome. In addition, this year's conference particularly solicits papers with a focus on home country-related aspects of outward investment from emerging economies. There are significant opportunities for improving our understanding of how home country environments affect processes and outcomes that drive EMNCs, and thus to advance theories of the multinational enterprise. Consequently, we invite empirical and theoretical work addressing these complex relationships between various forms of home country environmental heterogeneities and EMNCs.

#### Topics

The emergence of MNCs from emerging economies raises a wide range of challenges for theorists, business strategists, and policymakers alike. This year's conference promotes 'home country effects' as a special but no exclusive theme.

- How do the institutional framework and the resource endowment of the home country influence the patterns and processes of organizational learning and capability building that enable investments abroad?
- What are the dynamics of motives with which EMNCs invest abroad, which strategies do they pursue and which challenges do they face?

- From a co-evolutionary perspective, what are the dynamics of the interrelationship between institutional change and corporate strategy? How do EMNCs leverage their experience abroad to impact institutional development at home?
- Are internationalization patterns and strategies of EMNCs qualitatively different from what we know from extant theories?
- How do EMNCs leverage political and social ties at home to access and compete in foreign markets, especially developed country markets?
- How are home economies affected by the internationalization of domestic firms? Should home countries pursue particular policies to accelerate or otherwise influence their OFDI?
- How do EMNCs impact on different types of host economies? How are costs and benefits distributed? How are benefits captured? Which new policy challenges do they introduce?
- How are EMNCs and OFDI affected by the lingering global stagnation – globally and regionally and at the level of countries, sectors and firms?
- Do EMNCs differ from developed-country MNCs in terms of corporate governance and corporate social responsibility?
- How are companies from China and India in particular coming internationalize their operations?
- What distinguishes international investment strategies by state-owned and privately owned EMNCs? Is government ownership enabler or liability in internationalization?
- Which are the roles of sovereign wealth funds?
- How does EMNC behavior vary between different industries and why?
- How does the rise of EMNCs influence global competition in different industries?

### **Important dates**

Submission of paper deadline: 13 June

Paper acceptance/rejection: 27 June

Registration & submission of final paper: 1 September

Conference: 9-10 October

### **Submission & publication**

Please email your paper as an MS Word document to Helle-Merete Hagedorn, [hh.int@cbs.dk](mailto:hh.int@cbs.dk).



Accepted papers will be uploaded to an 'electronic proceedings' on the conference website. As part of the conference, post-conference publications opportunities of submitted papers will be explored. The previous conferences have produced special issues of Journal of International Management, International Journal of Technology Management, European Journal of Management, International Journal of Emerging Markets, and International Journal of Technological Learning, Innovation and Development.

### **Conference fee**

The conference fee is EUR200. The fee covers meals, refreshments and conference materials. The concluding dinner is an optional extra.

### **Further information**

For further information contact:

Peter Gammeltoft

Department of International Economics and Management

Email: [pg.int@cbs.dk](mailto:pg.int@cbs.dk)

Web: [www.cbs.dk/int](http://www.cbs.dk/int)

Visit also the conference website: <http://sf.cbs.dk/ofdi/conferences>

### **Organizing committee**

Peter Gammeltoft, Department of International Economics and Management

Bersant Hobdari, Department of International Economics and Management



## **Call for Papers**

### **Thunderbird International Business Review**

*The impact of foreign direct investments (Fdi) from democratic countries to centrally planned economies*

**December 31<sup>th</sup>, 2014**

### **Guest Editors:**

Pervez N. Ghauri, King's College, UK

Byung Il Park, Hankuk University of Foreign Studies, South Korea

### **Purpose and Research topics:**

Despite the recent economic slump and subsequent reductions and fluctuations of investment activities undertaken by multinational enterprises (MNEs) in host markets, the overall volume of foreign direct investment (FDI) has significantly grown over the last three decades. The major proportion of the FDI flows from

democratic to centrally planned economies with the latter currently receiving huge amounts of inward FDI from the West. A representative example of this flow is China. China is often referred to as the factory of the world and/or the black hole of inward FDI. According to UNCTAD (2001, 2011), the recorded figure for 2010 revealed a more than doubling in the increase of China's inward FDI (i.e., US\$105.7 billion) since the year 2000 (US\$40.7 billion). The same information also reveals that inward FDI in Vietnam dramatically increased from an annual average of US\$651 million between 1989 and 1994 to US\$ 2.1 billion in 2000 and US\$8.2 billion in 2010.

A more direct example that clearly demonstrates the interaction between democratic and centrally planned economies is the Korean case. Based on mutual agreements between South (democratic) and North (centrally planned) Korean governments, South Korea established an industrial complex through FDI in Gaesung, North Korea. A number of South Korean MNEs participated in the project in order to exploit their capital and technology in combination with North Korea's cheap labor force. As of March 2012, South Korean MNEs invested in a wide range of industrial sectors, such as textile, chemical, machinery, metal engineering, electricity & gas, electronics, food products, paper & wood, ceramics and so on. Since its establishment in 2008, the stock of production exceeded US\$1 billion in September 2010 and approximately 50,000 North Koreans were employed as of January 2012 (EncyKorea, 2013). As the first industrial complex inaugurated jointly by South and North Korea, it has been a mutually beneficial contribution to political reconciliation, economic development, economical collaboration and cultural exchange.

However, we do not know enough that what impact this cooperation between democratic and centrally planned economies has had on the political, economic development, social and cultural areas. In this regard, the aim of this special issue is to bring together theoretical and empirical advancements examining the impact of FDI from disparate economies. We seek both theoretical and empirical papers that may address, but are not limited to, the following list of potential research questions:

- Does FDI from democratic countries trigger economic growth in centrally planned countries? How does FDI from the former economies function as a vehicle to enhance economic development in the latter?
- Who obtains more benefits from FDI between democratic and centrally planned economies?
- Is the impact of FDI different in different centrally planned economies and are there different patterns of economic development?
- What are the key factors promoting positive spillover effects of FDI in centrally planned economies?
- What are the primary conditions that inhibit the negative economic development outcomes from inward FDI in these countries?

- How do Western MNEs contribute to social evolution, particularly in centrally planned countries?
- What is the effect of profit remittance by Western MNEs on these economies? What encourages Western MNEs to re-invest profits in these markets?
- Does foreign investment induce political transitions and institutional changes in centrally planned countries?
- What is the extent to which Western MNEs influence cultural evolution in these countries?
- Are democratic economies influenced by outward investments into centrally planned countries?
- Does the economic cooperation between democratic and centrally planned economies affect national / country of origin image?

### Submission Instructions:

The deadline for submissions is December 31, 2014. *Thunderbird International Business Review*, including style guidelines, please visit the *Thunderbird International Business Review* website at: <http://tibr.thunderbird.edu/submission>.

All submissions will be subject to the regular double-blind peer review process at the *Thunderbird International Business Review*. The guest editors are seeking reviewers for this issue and are soliciting nominations and volunteers to participate as reviewers. Please contact the guest editors to volunteer or nominate a reviewer.

### More Information:

To obtain additional information, please contact the guest editors:

Pervez N. Ghauri, King's College London, UK ([pervez.ghauri@kcl.ac.uk](mailto:pervez.ghauri@kcl.ac.uk))  
Byung Il Park, Hankuk University of Foreign Studies, South Korea ([leedspark@hufs.ac.kr](mailto:leedspark@hufs.ac.kr))

### References

EncyKorea (2013), *Industrial complex established in Gaesung*. Available <http://terms.naver.com/entry.nhn?docId=1821118&cid=1599&categoryId=1599>

UNCTAD (2001). *World investment report: Promoting linkages*. Geneva: United Nations.

UNCTAD (2011). *World investment report: Non-equity modes of international production and development*. Geneva: United Nations.

## **Academy of International Business Central & Eastern European Chapter (AIB-CEE)**

During the 2013 Annual Meeting of the Academy of International Business in Istanbul (Turkey) on 3-6 July 2013, its Executive Board approved the petition to establish the Central and Eastern European Chapter (AIB-CEE). The new Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project has received the support of such organisations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics (Poland). The Chapter covers 19 countries from the CEE region.

The overarching purpose of the AIB-CEE is to foster the cooperation amongst scholars and specialists from Central and Eastern Europe with regards to conducting joint research, disseminating research outcomes and improving international business education standards. This purpose is to be realised, inter alia, through the organisation of regional conferences, seminars and the initiation of international research projects.

The annual conference of AIB-CEE, scheduled for October 2014 in Budapest, will be devoted to firm- and country-level competitiveness in the region. The Academy of International Business, headquartered at the Michigan State University (USA), currently unites over 3300 scholars and specialists in the field of international business from almost 90 countries. You will find more information on the events that we organise and the possibility to join AIBCEE on our website: [http://ue.poznan.pl/AIB\\_CEE/](http://ue.poznan.pl/AIB_CEE/).