

## News / Information

**Call for Papers**  
**International Conference**  
**Intercultural Collaboration**  
**19 - 20 August 2010**  
**Copenhagen, Denmark**

The International Conference of Intercultural Collaboration (ICIC) will take place August 19-20, 2010 in Copenhagen.

The International Conference on Intercultural Collaboration (ICIC) was held in 2007 and in 2009 as the International Workshop on Intercultural Collaboration (IWIC). Because of the success of these workshops and the increasing interest in intercultural collaboration, its status was elevated to a conference for 2010.

The main theme of this conference is intercultural collaboration, from both technical and socio-cultural perspectives. Topics will include collaboration support (such as natural language processing, Web, and Internet technologies), social psychological analyses of intercultural interaction, and case studies from activists working to increase mutual understanding in our multicultural world.

**Contact:**

Laurence Romani  
Visiting Researcher  
Rotterdam School of Management  
Organization and Personnel Management  
LRomani@rsm.nl  
<http://www.rsm.nl>

**Deadline:**

Deadline for submitting 4-page Work In Progress manuscript or demo is May 10, 2010.

**Website:**

<http://langrid.nict.go.jp/icic2010/index.html>.

**Call for Papers**  
**9<sup>th</sup> Annual Colloquium of the EABIS**  
**Corporate Responsibility and Emerging Markets**  
**20 - 21 September 2010**  
**St. Petersburg, Russia**

**Deadline for submission:** 28th May 2010

The EABIS Colloquia from 2002 to 2009 have taken disciplinary perspectives on the corporate responsibility (CR) agenda. The first two Colloquia explored general knowledge dimensions and societal expectations about the role of business in society. In subsequent years the conference themes took more disciplinary approaches. The Colloquia in 2010 and 2011 will take a geographic approach.

EABIS is a unique alliance of over 100 companies, business schools and academic institutions and affiliated partners that – with the support of the European Commission – is committed to mainstreaming business in society issues into management practice, research and education.

Its Annual Colloquium is one of the world's largest business-academic-stakeholder events on corporate responsibility and executive development, and a unique platform for high level debate, knowledge exchange and interdisciplinary networking.

### **Context**

The current crisis has undermined confidence in the Western-dominated paradigm of economic governance. This has created a vacuum of authority within which Emerging Markets have claimed a greater say in defining global economic governance — witness the shift from G8 to the G20 Group. Even before the crisis, ongoing globalisation was altering the traditional balance of power between “developed” and “emerging” nations. Access to capital, knowledge and talent has leveled the global playing fields on which multinational firms must compete for resources and market share. As a result, businesses from these Emerging Markets are vigorously challenging the hegemony of their older rivals. The growing influence of Emerging Markets and their leading companies has not come without a cost. Increased economic and geopolitical weight has been accompanied by a greater burden of responsibility to address complex social, environmental and governance issues.

## **Relevance**

The thematic focus on Emerging Markets is thus especially relevant due to:

- The growing importance & geopolitical significance of BRICSA and all emergent countries;
- The particular relationship between economic and social development that sets a distinct CR agenda on societal issues in these countries;
- The CR and sustainability challenges related to potentially unrestrained industrialization in Emerging Markets.

## **Contributions Invited at Three Levels**

### **Global**

- The changing role of Emerging Markets as the new key actors in shaping global and regional governance;
- The role of Multi-national companies (MNCs) from these countries as new powerful agents of change in a post-crisis global economy;
- The impacts of Emerging Markets on global sustainable development and ecological agendas, keeping in mind that “Western” views of sustainable development are not universally shared;
- The impacts of the current global challenges on the CR agenda in Emerging Markets and the impacts of Emerging Markets on the global CR agenda, keeping in mind that views on issues like human rights and democracy are not universally shared;
- The education and development of the “elites” and future leaders in these countries to take on global responsibility in social, economic, environmental and governance issues.

### **National**

- The specificities and particularities of the business and society interconnections and the changing social contracts in these societies;
- The impact of dominant, internationally recognized CR approaches (e.g. UN Global Compact principles, global reporting standards, ISO standards, etc);
- The role of government, NGOs and other stakeholders in setting the CR agenda and the impact of the crisis on this agenda;
- Specific issues such as corruption, transparency, poverty, human rights, health and safety, environmental footprints, resource depletion, ecological degradation;
- Comparative analysis of the state of CR and its drivers.

## Company

- Contributions from the disciplinary perspectives addressed in previous EABIS Colloquia: overall Societal Expectations of Business, Stakeholder Management, CR and Competitiveness, CR in Strategic Management, CR and Leadership / Organisational Change, Corporate Governance (as relate to Emerging Market countries);
- How MNCs develop a better understanding of these societies in order to operate optimally, integrate it in their value proposition and create long-term strategic success;
- How companies address specific issues like corruption, health and safety, labour and human rights, environmental management, etc – also as part of supply chains;
- Case studies on CR frameworks, practices and reporting standards of companies in Emerging Markets, including the impact of the current crisis on these approaches;
- The role and place of CR and Sustainability in management development and executive education in companies and in business schools.

## Submission details

In line with EABIS' unique model, we strongly encourage JOINT PRESENTATIONS of collaborative work between companies and research institutions. Regardless of whether inputs come from academics, business managers or executives, policy makers, consultants or civil activists, each submission should bring new knowledge about the role of business in Emerging Markets.

## Important dates:

Selected inputs confirmed, presenter invitations sent by Friday 25th June  
Presenters confirm participation by Friday 16th July

Please send your summary via e-mail to **Anastasia Savchenko**, 2010 Colloquium Coordinator, at **csr@gsom.pu.ru**

For specific guidelines on submission, please visit the website [www.eabis.org](http://www.eabis.org)

All submissions will be reviewed by a multi-stakeholder committee. Those who submit successful proposals will then be invited to prepare a presentation for the Colloquium (September 20-21). A select number of presenters will also be invited after the conference to submit a full paper to a special journal issues. Full papers should be limited to 5000 words maximum.

**Website:** [www.eabis.org](http://www.eabis.org).

**Call for Papers**  
**The 2<sup>nd</sup> Copenhagen Conference**  
**Emerging Multinationals – Outward Foreign Direct  
Investment from Emerging and Developing Economies**  
**25 - 26 November 2010**  
**Copenhagen, Denmark**

Multinational companies from emerging and developing economies (EMNCs) are becoming major players in the globalized world economy and are likely to wield growing influence on economic dynamics in OECD, emerging, and developing countries alike. Host OECD countries will increasingly need to engage with the array of challenges and opportunities presented by emerging-economy multinationals seeking access to their markets and assets. A number of recent high-profile and controversial cases illustrate that the ascent of EMNCs onto the world stage will not necessarily be entirely without frictions.

Yet, in spite of the media attention towards investments into the OECD, important immediate impacts of outward direct investment from emerging and developing economies (OFDI) are likely to be felt also in developing host countries, where investments from other emerging and developing economies constitute more and more important complements to investment flows from OECD countries (South-South investments). 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 and continuous analysis, both empirically and theoretically.

**Topics:**

The emergence of MNCs from emerging and developing economies raise a wide range of challenges for theorists, business strategists, and policymakers alike, for example:

- Why do companies from emerging and developing economies (EMNCs) invest abroad, how do they do it and which challenges do they face?
- 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 home economies affected by the internationalization of domestic firms? Should home countries pursue particular policies to accelerate or otherwise influence their OFDI?

- Which internationalizations patterns and strategies do EMNCs pursue? Are these qualitatively different from what we know from the received literature?
- How does EMNC behavior vary between different industries and why?
- How does the rise of EMNCs influence global competition in different industries?
- Do EMNCs differ from industrialized-country MNCs in terms of corporate governance and corporate social responsibility?
- How are companies from China and India in particular coming to internationalize their operations?
- Which are the roles of state-owned EMNCs?
- Which are the roles of sovereign wealth funds?
- How are EMNCs and OFDI affected by the global financial crisis – globally and regionally and at the level of countries, sectors and firms?

### **Important dates**

Submission of short abstract: 1 June 2010

Submission of full paper: 1 September 2010

Paper acceptance/rejection: 1 October 2010

Submission of revised paper: 1 November 2010

### **Submission:**

Submitted papers will be subject to a double-blind review process. Arrangements have been made for the best papers to be published in a special issue of European Management Journal.

Please email your paper as an MS Word document to Bersant Hobdari (bh.cees@cbs.dk). The names, affiliations, and contact information of all authors must be noted only on a separate cover page.

Accepted papers will be uploaded to an ‘electronic proceedings’ on the conference website.

### **Conference fee:**

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

### **Further information**

For further information please contact:

Peter Gammeltoft

Department of International Economics and Management

Porcelænshaven 24; 2000 Frederiksberg

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

Web: <http://uk.cbs.dk/int>

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

**Organized by**

Department of International Economics and Management, Copenhagen Business School

**Sponsors:**

The EAC Foundation

Centre for International Business and Emerging Markets, CBS

Asia Research Centre, CBS

**Organizing Committee:**

Dr. Peter Gammeltoft, Assoc. Prof., Department of International Economics and Management

Dr. Bersant Hobdari, Assoc. Prof., Department of International Economics and Management

Dr. Yang Jiang, Ass. Prof., Asia Research Center, CBS



**Call for Papers**

**The 18<sup>th</sup> Annual Conference**

**Business and Marketing Strategies for Central and Eastern Europe**

**2 – 4 December 2010**

**Vienna, Austria**

18<sup>th</sup> Annual conference of the Institute of International Business, Vienna University of Economics and Business and the Department of Marketing, College of Commerce, DePaul University Chicago.

Empirical research, case studies or discussion sessions are sought which address such topics as comparative analysis of conditions for doing business in CEE, market entry mode decisions and marketing-mix-decisions for markets in CEE, financial strategies for opening CEE markets.

Abstracts of the papers, in English, should be received by September 15, 2010. The final papers must be ready by November 1, 2010. For more information or to send abstracts contact either of the conference sponsors:

**Prof. Dr. Reiner Springer**, Vienna University of Economics and Business, Vienna, Austria, E-mail: Reiner.Springer@wu.ac.at

**Prof. Dr. Petr Chadraba**, Department of Marketing, College of Commerce, DePaul University, Chicago, USA, E-mail: pchadrab@depaul.edu

**Website:**

<http://www.wu-wien.ac.at/inst/auha/>



## Call for Papers

### Human Resource Management

#### Special Issue:

### Enterprise in Modern Economy – Challenges and Risks

**Deadline: 1 December 2011**

**Guest Co-Editors:**

Dr. Adrian Wilkinson, Griffith University, Adrian.wilkinson @griffith.edu.au

Dr. Geoffrey Wood, University of Sheffield , g.t.wood@sheffield.ac.uk

Dr. Mehmet Demirbag, University of Sheffield , m.demirbag @sheffield .ac.uk

There is a very extensive body of literature on how multinationals manage people in different national contexts. (Ferner 2009) The bulk of this literature, however, focuses on cases of multinationals from advanced industrial economies, and more specifically, the United States. Much less has been written on multinationals based in emerging markets, and what is published focuses on a very limited number of contexts (Chang/Mellahi/Wilkinson 2009). Yet, multinationals from emerging markets have become increasingly prominent on the international scene, most notably, those from the “top” emerging markets (Garten 1996): Argentina, Brazil, the Chinese Economic Area, India, Indonesia, South Korea, Mexico, Poland, South Africa, Turkey, and Russia. We suggest that much can be learned from firms in emerging markets because they lack the historic first-mover advantage abroad. At the same time, they have considerable experience forging beneficial relations to national governments and coping in culturally diverse and often unstable markets.

World investment reports from UNCTAD show that although developed-country multinational enterprises (MNEs) account for the bulk of global foreign

direct investment (FDI), developing and transition economies have emerged as significant outward investors, and the growth rate of the number of MNEs from developing countries and transition economies over the past 15 years has exceeded that of MNEs from developed countries. The growing importance of emerging economies has led to an upsurge of strategy research on the topic (Wright et al. 2005); however, research on human resource management (HRM) has not kept pace with the research on MNCs from emerging economies. While there has been an accelerated interest in emerging markets and emerging market MNEs as new challengers, studies in recent special issues international business/management journals focus on internationalization, market entry strategy, and location choice aspects of these new challengers (Luo/Tung 2007; Aulakh 2007). It is widely agreed that the motivations behind emerging market MNEs' international operations, particularly in developed markets, are related to capability building. HRM policies and practices, therefore, play crucial roles in building absorptive capacity, which helps firms develop ability to recognize the value of new information, assimilate it, and apply it to commercial ends (Cohen/Levinthal 1990). HRM policies and practices facilitate reverse knowledge transfer to emerging market multinationals' other subsidiaries and play crucial role in the success of the firm in diverse cultural environments.

There are also significant differences between state owned emerging market MNEs and private/or family owned MNEs' HR policy and practices. Emerging country MNEs tend to be smaller with considerably fewer resources and international experience than their counterparts from developed markets. This limits their ability to transfer management practices across their subsidiaries. In order to catch up with developed country multinationals, therefore, they follow rapid and abnormal internationalization paths (leapfrogging through acquisitions). The small, but growing body of research on emerging market multinationals focuses on location choice, market entry mode, marketing strategies, internationalization process (Aulakh 2007; Buckley et al. 2007; Dunning/Kim/Park 2008; Demirbag/Tatoglu/Glaister 2009; Luo/Tung 2007; Mathews 2006), but there is insufficient knowledge about the HRM practices surrounding these new challengers.

This special issue seeks to contribute to the emerging body of literature on HRM in emerging markets through publishing articles with fresh insights, particularly on the varieties of people management strategies encountered in different national contexts. This special issue encourages submissions on the following themes and approaches:

- What makes emerging market multinationals different in terms of people management?
- Case studies of HRM in selected emerging market multinationals.
- Emerging market multinationals' HRM practices in developed and developing country subsidiaries.

- International acquisitions of emerging market multinationals and HRM.
- Emerging market multinationals and HRM role in reverse knowledge transfer.
- Country of origin effect, liability of emergingness, and HRM policies of emerging multinationals.
- HRM practices of family-owned, private, and state-owned emerging market multinationals.
- Host country effects on HR policies and practice by emerging multinationals.
- Multinationals, state and society: Coping with managing people political challenging contexts.
- Multinationals and market volatility: Prosperity and challenges for HRM in crisis.
- Comparing country of origin effects: People management in multinationals from different emerging markets.
- Articles that help bridge the gap between theory and practice by providing both practical implications of empirical research on emerging economies MNCs and capture leading examples of practitioner-initiated HRM strategies and policies via theoretically grounded case studies.

#### **Manuscript submission and review:**

All papers must be based on original material and must not be under consideration by any other journal. Papers intended for the HR Science Forum will undergo a rigorous, double-blind review process to ensure relevance and quality. Papers suited for the HR Leadership Forum (more practitioner-focused pieces, case studies, interviews, etc.) will be single-blind reviewed by subject matter experts. Please see HRM's Publishing Cues for a complete description of each section. Submitted papers must also follow the HRM Style Guidelines, found at <http://www3.interscience.wiley.com/journal/32249/home/ForAuthors.html>.

**The deadline** for submitting papers is December 1, 2011.

Direct questions about content and ideas to the guest co-editors noted above. Direct all logistical questions about submitting and review to Managing Editor Leslie Wilhelm at [lwilhelm@umich.edu](mailto:lwilhelm@umich.edu). Manuscripts must be submitted electronically using the Journal's web-based submission and review website called Manuscript Central: <http://mc.manuscriptcentral.com/hrm>. **Electronic submission through Manuscript Central is required.** Manuscript Central is configured to be very intuitive; therefore, you should have little difficulty creating an account and submitting your manuscript. The online system will guide you through each step of the process.

**When submitting through Manuscript Central, please submit the following documents:**

1. Document 1: A “blind” copy of your manuscript. Delete all author identification from this primary document. This document may include your tables and figures, or you may include tables and figures in a separate document.
2. Document 2: Submit a separate document with information that would typically appear on the document’s title page (author names, addresses, affiliations, contact information, etc.). This document may also include author biographies.

In addition: Answer “Yes” to the question regarding special issue submission and clearly label your submission for the “Emerging Market Multinationals” in the text box provided. Include a paragraph in your cover letter specifically identifying how the paper fits within the special issue theme.

Direct logistical questions about submitting your manuscript through Manuscript Central to Managing Editor Leslie Wilhelm at [lwilhelm@umich.edu](mailto:lwilhelm@umich.edu) or 734-748-9069.



**Vacancy for Visiting Positions**

**Graduate School of Management, St. Petersburg State University**

**Deadline for Application: 15 June 2010**

The Graduate School of Management, Saint Petersburg State University (GSOM SPbSU, Russia) is developing an international standard-based Doctoral Program in Management. The new Doctoral Program is established in cooperation with HEC, France, and Helsinki School of Economics, Finland (a.k.a. Aalto University, School of Economics).

For the academic year 2010-2011, the applications are invited for visiting positions at the assistant, associate professor and full professor level with specialization in management and economics and other related areas. The following courses are available:

- Research Methods in Economics and Management (30 hours)
- Statistics and Econometrics I (30 hours)
- Advanced Statistics and Econometrics (30 hours)

- Introduction to Stata (20 hours)
- Structural Equation Modeling (30 hours)
- Qualitative Research Studies I (30 hours)
- Qualitative Research Studies II - Advanced course (15 hours)
- Design and Analysis of Experiment Research (30 hours)
- Industrial Organization I (30 hours)
- Industrial Organization II - Advanced course (15 hours)
- Marketing I (30 hours)
- Marketing II - Advanced course (15 hours)
- Strategic Management I - (30 hours)
- Strategic Management I - Advanced course (15 hours)

Language of instruction is English. The duration of the appointment is negotiable. The stay at St Petersburg could be also an excellent opportunity for visiting professors to develop research contacts with the GSOM faculty and its various research centres for Global Strategy and Innovation, Corporate Social Responsibility, Strategic Marketing, Entrepreneurship and International Logistics and Supply Chain Management.

The desired candidates must have strong teaching experience and a high research profile. A Ph.D. degree with an appropriate specialization is required. Screening of applications will begin immediately and will continue until the positions are filled in September 1st. Salary is competitive and commensurate with experience and qualifications.

**For further information** please contact Prof. Olivier Bertrand, Academic Director of the Doctoral program at [olivier.bertrand@gsom.pu.ru](mailto:olivier.bertrand@gsom.pu.ru)

**Applications must include the following:**

- 1) a letter of interest;
- 2) curriculum vitae;
- 3) a possible syllabus of the course

And be sent to: Elena Komarova, the Head of the Doctoral Office at Volkhovsky Per. 3 St. Petersburg, 199004, Russia (Doctoral Program Office). Applications may be submitted electronically to [phd@gsom.pu.ru](mailto:phd@gsom.pu.ru). Phone: +7 (812) 323 8459, Fax: +7 (812) 329 3234

The Graduate School of Management (GSOM) (<http://www.gsom.pu.ru/en/>) is a semi-autonomous unit of St. Petersburg State University, the oldest institution of higher education in Russia. For the second year in a row the GSOM is named the best business school in Russia and one of the best three business schools of the Eastern Europe according to the EDUNIVERSAL 2009 Ranking.

The GSOM became part of the «National Priority Projects (NPP) in Education» in 2005. The mission of GSOM is to create a world-class Russian business

school aimed at educating and advancing the national managerial elite to be able to meet the challenges of increasing competitiveness of Russia in the "knowledge economy" of the 21st century.



**- Announcement -**  
**New Website of CEEMAN**

It is a pleasure of informing you that the new CEEMAN website is now available at [www.ceeman.org](http://www.ceeman.org).

Besides a complete overhaul of design and structure, and in addition to all earlier available content, the new portal offers a number of new features to facilitate better collaboration and information exchange within the network, including member news, calendar of events, publications, calls for papers, joint projects, information about scholarships and open positions, student competitions, and so on.

On the website, you will also find all CEEMAN publications (CEEMAN News, conference proceedings, research reports, cases) and videos from CEEMAN events. At a later stage, an online directory of CEEMAN Schools, Programs, and Experts will also be available.