

News / Information

Call for Papers

Journal of East – West Business

Special Issue:

Market Entry and Operational Strategies of MNEs in Transition and Emerging Economies

Deadline: 30 April 2009

Special Issue Guest Co-editors:

Mehmet Demirbag – University of Sheffield

Ekrem Tatoglu – Bahcesehir University

With institutional transformations in emerging economies of Central and Eastern Europe, South Eastern Europe, Russian Federation, the Baltic States, Commonwealth of Independent States as well as high growth emerging economies of South East Asia, Western MNEs increasingly started to play important roles in management of rapid transformation and change. While some of these countries have largely been successful in attracting MNEs to operate in their home markets, different approaches by some of the host governments and policy makers in some transitional and emerging countries have yielded various and in some cases limited success. These economies are not homogeneous, on the contrary, there appears to be more heterogeneity than homogeneity among these transitional and emerging economies. Yet, some of the commentators tend to treat these countries within the same cluster. The heterogeneity among these economies creates various advantages not only in terms of business potential for international operations and cross-border trade, but also for researchers to test recent theories and perspectives in international business area. The aim of this special issue therefore is to offer a conceptual and empirical survey of MNEs' activities in East-West business context.

This special issue offers a rare and unique opportunity for scholars and practitioners engaged in research on MNEs' activities in these countries to share their findings in such a scholarly outlet. The forum will provide insights into market entry and operational strategies of MNEs in East-West business context. Topics may include but are not limited to the following issues:

- Market entry strategies of MNEs in East-West business context,
- International licensing and franchising,
- Supply chain management by MNEs,

- Mergers, acquisitions and post acquisition strategies of MNEs,
- Marketing and branding strategies of MNEs,
- Problems and challenges in developing trust in strategic business alliances,
- Technology transfer or reverse technology transfer by MNEs,
- Liability of foreignness and issues of corruption and ethics,
- Outsourcing and procurement practices of MNEs,
- Corporate governance, social responsibility and MNEs,
- MNEs knowledge development and management strategies and reverse knowledge transfer,
- Export/import and trade development,
- Conceptualizations of FDI strategies by MNEs in contrast to other emerging markets.

The special issue is open and competitive, and submitted papers will undergo the normal rigorous, double blind review process to ensure relevance and quality. Submitted papers must be based on original work not under consideration by any other journal or outlet. Papers can be conceptual or empirical. Deadline for manuscript submission is **30th of April 2009** to one of the following Special Issue.

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<http://www.informaworld.com/smpp/title~content=t792306893>

Call for Papers
Industrielle Beziehungen
Special Issue:
Transnationale Unternehmen und Gewerkschaften in
Osteuropa
Deadline: 1 November 2009

(Gast)herausgeber: Dorothee Bohle und Dieter Sadowski

Die Produktionssysteme in Osteuropa sind hochgradig transnationalisiert. Insbesondere die vier Visegradstaaten Ungarn, Polen, Tschechien und die Slowakei sind zum bevorzugten Standort deutscher (und europäischer) Unternehmen geworden, aber auch in weiter östlich gelegenen Ländern spielen Transnationale Unternehmen (TNUs) eine zentrale Rolle. Aus westlicher Sicht wird häufig angenommen, dass TNUs ihre Produktion nach Osten verlagern, um dem hiesigen Modell industrieller Beziehungen und hoher Produktionskosten zu entfliehen. Osteuropa gilt als „Unternehmensparadies“, mit schwachen Gewerkschaften und gering institutionalisierten industriellen Beziehungen. Das Schwerpunktheft geht der Frage nach, inwieweit die These des Unternehmensparadies Osteuropa tatsächlich zutrifft. Die Beiträge sollen sich auf die folgenden Bereiche konzentrieren:

1. *Motive und Strategien der Standortansiedelung deutscher (europäischer) Unternehmen in Osteuropa.* Welche Rolle spielt die Flucht aus dem Modell industrieller Beziehungen des Mutterlandes? Welche arbeitspolitischen Strategien fahren die Tochterunternehmen an den osteuropäischen Standorten und wie unterscheiden sie sich vom Mutterunternehmen? Welche Rückwirkungen haben Produktionsverlagerungen auf die Arbeitsbeziehungen im Mutterunternehmen?

2. *Entwicklung der Sozialpartner und industriellen Beziehungen in Osteuropa.* Trifft die These der schwachen Gewerkschaften und gering institutionalisierten industriellen Beziehungen auf die gesamte Region zu, oder gibt es wesentliche Unterschiede? Sind Arbeitgeberverbände überall gleich fragmentiert und gespalten? Welche Rolle spielen die Staaten in der Institutionalisierung der industriellen Beziehungen? Sind sie ursächlich an der Schwächung von Gewerkschaften und Arbeitgeberverbänden beteiligt, oder kompensieren sie deren Schwäche? Welche „Waffen“ haben schwache Gewerkschaften, um ihre Ziele durchzusetzen? Welche Strategien entwickeln sie, um neue Mitglieder zu rekrutieren?

3. *Strategien osteuropäischer Gewerkschaften in Tochterunternehmen der TNKs.* Wie vereinbaren osteuropäische Gewerkschaften das Ziel der Standortsicherung mit dem des sozialen Aufholens? Welche Strategien entwickeln sie, um Einfluss auf die Arbeitspolitik zu bekommen, und wie erfolgreich sind sie? Welche Rolle spielt transnationale Kooperation mit westlichen Gewerkschaften in den Strategien osteuropäischer Gewerkschaften, und welche Resultate hat die Kooperation?

4. *Die Rolle europäischer und internationale Institutionen und Akteure in osteuropäischen Tochterunternehmen.* Welche Rolle spielen Europäische Betriebsräte sowie internationale Gewerkschaftsorganisationen in dem Aufbau von osteuropäischen Interessenvertretungen? Welche Interessenskonflikte zwischen einheimischen und internationalen Institutionen und Akteuren sind festzustellen? Geben die Erfahrungen aus der internationalen Gewerkschaftsarbeit eher Anlass zu Optimismus oder Pessimismus?

Vorschläge für Beiträge sollten mit Arbeitstitel und einem kurzen Abstract bis zum **1. August 2009** in elektronischer Form an Dorothee Bohle und Dieter Sadowski (bohled@ceu.hu, Sadowski@iaaeg.de) geschickt werden.

Die ausgearbeiteten Beiträge werden bis zum **1. November 2009** erwartet.



<p style="text-align: center;">Call for Papers</p> <p style="text-align: center;">IACCM Conference</p> <p style="text-align: center;">Cross – Cultural Competence and Management : Knowledge Migration, Communication and Value Change</p> <p style="text-align: center;">24 - 26 June 2009</p> <p style="text-align: center;">Vienna, Austria</p>

IACCM Objectives and Mission:

The International Association of Cross Cultural Competence and Management is an academic forum of experts in all fields of research who take an interest in and are concerned with cross-cultural topics. The IACCM network is designed to offer its participants the opportunity to provide and collect information, to exchange views, and to facilitate and intensify international co-operation. Regularly organized conferences and the publication of a refereed journal

(EJCCM) managed by an international editorial board shall guarantee information exchange and knowledge migration at a high academic level, facilitate the creation of research networks and application of cross-cultural knowledge in research practice and cross cultural training. The objective of the International Association of Cross Cultural Competence and Management is to develop well-founded explanations for the cross-cultural factors that gain growing importance in an increasingly internationalized world, what hopefully will help to establish cross-cultural competence and management as a widely recognized field of research. Beyond continuous internationalization of business, production and markets, the importance of intercultural co-operation gets crucial in a world of globalizing tourism, arts, and politics.

An international network of experts in the field of cross cultural competence brings together those who mutually promote and develop the field. The emphasis is laid on the organization of international workshops and conferences, which are favourable for renewing personal connections among established scholars and experts, and most importantly provide helpful advice to young scholars, which in turn are encouraged to establish new connections among themselves and create common research projects.

Managing individuals and organizations successfully in turbulent and highly diverse contexts requires, among others, a better understanding of commonalities and differences of these contexts, their unique demands and their changes over time. In particular, knowledge and knowledge flows across various kinds of boundaries, interaction processes among and between different types of individual and collective actors and the role of basic assumptions and action-related values play a key role. Against this backdrop, the 2009 conference of the International Association of Cross-Cultural Competence and Management (IACCM; see <http://iaccm.wu-wien.ac.at>) invites papers related to conference theme. Topics for papers include, but are not limited to:

- Specific knowledge required for individual and organizational goal achievement in culturally mixed settings
- Boundaries inhibiting and promoting knowledge flows
- The role of knowledge migration for individual and organizational effectiveness
- Different forms of knowledge migration
- Specifics of communication processes in turbulent and culturally mixed environments
- The role of different forms of communication in knowledge migration processes
- New media and communication in culturally mixed settings
- The role of mass media in knowledge migration
- Convergence, divergence or stasis? – Individual and collective values and their development over time

- The relationship of values and culture
- Value changes between generations – myth, reality or
- Work related values of young graduates and their implications for organizations and societies

The two-day conference (25-26 June) welcomes papers from a broad range of theoretical and methodological positions and is open to empirical as well as conceptual contributions related to the issues of knowledge migration, communication and value change from the perspective of cross-cultural competence and management. It explicitly encourages young researchers to submit papers. Selected papers submitted to the conferences will be invited for publication in a special issue of the European Journal of Cross-Cultural Competence and Management or of Cross Cultural Management: an International Journal.

The three-day doctoral workshop (24-26 June) sponsored by the CEMS Interfaculty Group on Cross-Cultural Management aims at young researchers working on a PhD-thesis or a concrete research project who are interested in further developing their theses and projects and how to get their results published in international journals. Experienced scholars and journal editors will provide their view of major theoretical and methodological cornerstones of the field and facilitate the discussion of participants doctoral or publication projects. For fully participating in the workshop, 3 ECTS credit points can be awarded. June 24, about 6 p.m. we shall have a session “Meet the editors”: with Yochanan Altman, Gerhard Fink, Nigel Holden, Slawek Magala, Snejina Michailova, and David Thomas.

Submission for conference presentation:

Paper abstracts (maximum 500 words) before March 15, 2009

Full papers for accepted abstracts (8.000 words max) before May 15, 2009

Please send to Elisabeth Beer (iaccm2009@wu-wien.ac.at) with an attachment readable by MS Word

Submission for CEMS doctoral seminar

Paper abstracts (maximum 500 words) before March 15, 2009

Research Proposals, Posters or Full papers for accepted abstracts (8.000 words max) before May 15, 2009

Submissions should be sent to: Jacob.Eisenberg@ucd.ie and Gerhard.Fink@wu-wien.ac.at

Participation fee:

250,- € for regular participants

200,-€ for members of IACCM (membership 2009 confirmed)

100,- € for Ph.D. students and master program students

The fee includes: conference participation and dinner reception Registration and payment details.

Registration for the IACCM conference and the CEMS doctoral workshop will start on **March 15**, and close on **May 30, 2009**. Late registrations will have to be charged with an additional fee of EUR 50,-. Registration details will be made available via the IACCM website: <http://iaccm.wu-wien.ac.at/> by the beginning of March. Accommodation has to be booked separately and is of individual responsibility. Hotel suggestions (offering special rates for WU) are mentioned below.

Committees and Sponsorship:

Both the 2009 conference and the doctoral workshop were initiated by Gerhard Fink. Due to the special honors Gerhard will be receiving during the conference, the organizing committee asked him not to take part in further organizational matters.

Scientific committee: Frank Brück, WU Vienna and IACCM; Jacob Eisenberg, University College Dublin and CEMS Cross Cultural Management Faculty Group (CEMS Doctoral Seminar); Gerhard Fink, Europainstitut, WU Vienna and CEMS RDE group (CEMS Doctoral Seminar); Wolfgang Mayrhofer, WU Vienna (English track); Sylvia Meierewert, Europainstitut WU Vienna (German track).

Local organizing committee from WU Vienna:

Elisabeth Beer; Frank Brück; Wolfgang Mayrhofer; Sylvia Meierewert; Diana Wernisch.

Substantial support by the Europainstitut of WU Vienna, in particular Stefan Griller, is gratefully acknowledged. Thanks for financial support is due to the Austrian Federal Ministry of Science and Research.

Call for Papers
Summer Course
**New Regionalisms, Emergent Powers and the Future of
Security and Governance**
13 - 24 July 2009
Budapest, Hungary

Co-sponsored by The Centre for International Governance Innovation (CIGI), Waterloo, Ontario, Canada and Georgia College & State University, Milledgeville, Georgia, USA.

Course Director:

Roger Coate, University of South Carolina and Georgia College and State University, Department of Political Science, USA.

Faculty:

- Timothy Shaw, University of the West Indies, Institute of International Relations, Trinidad and Tobago;
- Paul Roe, Central European University, Department of International Relations and European Studies, Budapest, Hungary;
- Andrew Cooper, Centre for International Governance Innovation, University of Waterloo, Canada;
- Anil Duman, Central European University, Department of Political Science, Budapest, Hungary;
- Tânia Felício, United Nations University-Comparative Regional Integration Studies (UNU-CRIS), Belgium;
- Jane Parpart, University of the West Indies, Centre for Gender and Development Studies, Trinidad and Tobago

The global political economy is in transition, and there exists an ever evolving restructuring of world affairs in socio-cultural, economic and political spheres. A complex relationship is evolving between development and security as state and non-state agents and macro and micro forces interplay dynamically impacting on the triangular relationship among development, governance and human security. Traditional approaches to the study of international relations and global political economy do not provide much guidance in understanding the implications of such dynamic dualistic forces and processes of regionalism and globalization for the future of world politics and global governance. Through examination of substantive regional cases and informed

interdisciplinary and international research and debate, the course explores alternative theoretical perspectives and conceptual devices for analyzing and understanding the evolving world order.

This research-based seminar aims to contribute to the advancement of new cross-disciplinary knowledge by introducing participants to and immersing them in cutting-edge research utilizing new perspectives for explaining and understanding the dynamic and interdependent processes of social, economic and political change and transformation at play in the post-Cold War, post-9/11 world. Participants, working in self-selected research teams, will be guided in the production of research papers of publishable quality.

During this summer school the faculty will interact with the participants both before the actual course begins in an e-based distance learning mode, during the course-in the classroom and in tutorial sessions and one-on-one and group consultations- and again, in an e-based distance learning mode after it concludes, to assist in the design and conduct of their research projects and will encourage and assist participants to publish their research papers in professional journals.

Language of instruction: English

Tuition fee: EUR 500. Financial aid is available.

Application deadline: March 1, 2009

Online application: <http://www.sun.ceu.hu/apply> (Attachments to be sent to: sun09-regionalism@ceu.hu)

Call for Papers
EIASM Conference
**4th Workshop on Organisational Change and
Development: Advances, Challenges and Contridictions**
10 - 11 September 2009
Krakow, Poland

Co - Organised with Krakow University of Economics.

Chairpersons:

Professor **Ruth Alas**, Estonian Business School, Estonia

Professor **Vincent Edwards**, formerly Buckinghamshire New University, UK
and Visiting Professor at the Faculty of Economics, University of Ljubljana

Professor **Christopher J. Rees**, University of Manchester, UK and Beijing
University of Technology

Local organiser:

Beata Buchelt, Krakow University of Economics

Aleksy Pocztowski, Krakow University of Economics

The conference location reflects the topic of the conference: Krakow is located in a country that has undergone dramatic changes in the last two decades. Since the overthrow of the communist regime in late 1989 Poland has experienced considerable change, including adapting to the modern world of international business and joining the European Union (EU).

The conference seeks to bring together international scholars and practitioners with a view to exploring perspectives and insights into the management of organisational change and development (OCD). Factors such as societal transformation in East European countries, enlargement of the European Union, globalization, the influence of multinational companies, public sector reform, and rapid advances in information communication technology, have interacted with global political and societal changes (for example, the demise of the Soviet Union, multiculturalism and the changing role of women in society) to produce extreme volatility and uncertainty in organisational settings. These global factors and trends raise serious questions about the theory and practice of OCD. For example, how do major global transformations (economic, political, and societal) influence the practice of change management at the organisational level, particularly in developing and transitional countries? What can we learn from practice in contexts of high volatility that can be translated into and

transferred towards OCD theory and practice in general? To what extent is the theory and practice of OCD evolving as a result of the transfer of knowledge to and from transitional and other contexts?

Papers are invited primarily but not exclusively on the following topics:

- the impact of globalization on organisational change
- international organisations as organisational change agents
- the diffusion of organisational change practice
- implementing organisational change in transitional countries
- developing organisational change practice
- education and training for organisational change
- organizational change practice in transitional countries and theory development the state and organisational change
- resistance to organisational change

Abstract submission guidelines

Please submit abstracts electronically via the workshop website.

- The abstract must not exceed 250 words and must be inputted single-spaced with no double spacing between paragraphs.
- Submissions must be made in MS Word and Times New Roman 12pt.
- Author names must not appear anywhere on the abstract page.
- Do not include any institutional graphics or logos.
- Documents must be tidy and not show any history of track changes.
- Do not send documents in 'read only' format (as papers need to be anonymized for the review process).
- The cover page should include the title of the proposal and each author's name, affiliation, address, telephone, fax and email.

Deadlines:

Abstract Submission: 4 May 2009

Author Notification: 2 June 2009

Final Paper Deadline: 28 August 2009

Call for Papers
IX Chemnitz East Forum
Conflicts, Frictions and Paradoxes in CEE Management
10 - 12 September 2009
Chemnitz, Germany

The Chemnitz East Forum provides a platform for the exchange of research on processes of societal transformation in Central and East European countries and its impact on states and organizations in the Western hemisphere. We would like to invite research papers dealing with all aspects of organizational conflicts, frictions and paradoxes with respect to management in CEE countries.

We prefer theory-based empirical studies, but also welcome papers of a theoretical or conceptual nature or with a focus on methodological issues in this context. The conference topics include (but are not limited to):

- Management mistakes and managing mistakes in CEE
- Clashes between Western Management and Eastern Reality
- Frictions of transferred and established management concepts and practices
- Inappropriate leadership behaviour and its consequences
- Paradoxes of entrepreneurship in Post-Soviet societies
- Success and failure of management strategies and their implementation
- Industrial relations, tariff negotiations and conflicts in CEE firms
- Resistance and deviant behaviour in CEE firms
- Ethical problems and corporate responsibility in CEE management.

We particularly encourage young researchers and PhD students to submit papers.

Please send an attached file (doc, rtf) of an extended abstract (1,500 words) to the organizing committee via e-mail. Abstracts should contain the author(s) name(s), title and position, institution, address, phone and fax numbers as well as e-mail address.

Submissions should be received by **28 February 2009**. Authors will be notified of the outcome of their submission by **31 March 2009**. In the event of your paper being accepted, you should be prepared to submit a full paper by **31 July**.

For further information please visit our conference homepage www.tu-chemnitz.de/wirtschaft/bwl5/konferenzen/ostforum.

The conference fee is 150 Euro. If possible, participants from East European countries will have the conference fee and their travel and accommodation expenses refunded. Further details will be sent together with an invitation to participate in the Forum.

Please submit your abstract via email to: **Irma.Rybnikova@wirtschaft.tu-chemnitz.de**.



Call for Contributions

A Guide to Top 100 Companies in China

Deadline: 31 May 2009

With more than 1.3 billion people, China has the largest population and one of the fastest growing economies in the world. While much has been written about the country's overall economic growth, much less is known about the companies helping to generate it. Scheduled to be published by World Scientific in 2010-11, *A Guide to Top 100 Companies in China* will provide up-to-date and comprehensive coverage of key corporations as ranked by revenue size. Edited by Professors Wenxian Zhang and Ilan Alon of Rollins College, this reference guide will highlight the major enterprises in China, which as a gauge of the country's overall economy have made significant contributions to the economic growth of recent years.

Each contributor is expected to write three entries and 3,500 words or more, and in return, will receive contributor acknowledgment in each entry and a copy of the book when it is published. Each entry will be roughly 1,000-1,500 words in length, briefly summarizing a company's historical development, main products and services, corporate structure, governance and leadership, business strategies, future development plans, as well as the key roles played in the Chinese and global economies. Entries should also address key business operations and drivers, competitive advantages and challenges, major shareholders and the most recent financial snapshot of the company in question. References will be provided at the end of each entry. Interested individuals should briefly summarize their subject expertise and qualifications when applying for entries, and all assignments are due **May 31, 2009** in Microsoft Word format. For additional information and entry assignments, please contact the editors at the email addresses below:

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