International Business Research: 
For the bookshelf or the boardroom and corridors of power?

Call for Papers

The international economy, international organisations, governments and firms around the world have recently faced challenges at levels not seen since the Great Depression. These challenges, including the prolonged and lacklustre return to growth and profitability, and its impact on society, invite the research community to intensify its effort of supplying useful insights and innovative ideas. With the advances made in research over the past ten years, the field of international business (IB) has anything but ‘run out of steam’ and would appear to offer wealth of guidance on these issues. Questions, nevertheless, remain. Notably, how relevant has IB research been to decision-makers in the ‘boardroom’ and the ‘corridors of power’? Has research in this discipline been overly isolated from practical applications and if so, how can it be oriented towards greater use outside of the ‘ivory tower’?

Building on the ‘Scholars Meet Practice’ initiative at the 2014 AIB Annual Meeting in Vancouver, and on UNCTAD 2014 World Investment Forum’s multidisciplinary conference on shaping a future research agenda for investment for development, the aim of the 42nd AIB (UK & Ireland) Conference is to enhance our understanding of the relevance and impact of IB research to governments, firms and society, and their interdependencies in the world economy. We also wish to gain new insights on the interaction between institutions, MNEs and policy makers that affect IB transactions.

The conference invites innovative conceptual perspectives informed by relevant scholarly disciplines, in addition to the foundations of modern international business theory. Papers may also examine the current concerns of the global economy – such as, the impact of international business activities on sustainable development, the environment, security governance and societal welfare. Moreover, papers may address policy responses and formulate policy reforms of institutions and markets moving forward, based on sound theories and empirics. Through its focus on impact, the conference also addresses the current international demand, by funding councils, national research assessment exercises and accreditation bodies, on assessing the benefit of research to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.
Topics and papers

The conference welcomes theoretical and empirical papers which advance our understanding of the issues contained in the theme above. As in previous years, it is hoped that the conference will encompass all aspects of international business, not only on the theme of the conference but also on wider agendas. Papers are welcome in all the major areas of international business, including for example:

— Business strategy.
— Human resource management, marketing and production strategies and operations of multinationals.
— Finance and international business.
— Institutional factors and multinational strategies and operations.
— Areas studies and international business issues.
— Economic geography and international business issues.
— Business history and international business issues.
— Firm competitiveness.
— Dynamic capabilities.
— International entrepreneurship.
— Internationalisation from and to emerging economies.
— Research methods in international business.
— Corporate governance and finance.

Proposals for special tracks and panel sessions are welcome and should be sent to aibuki2015@mmu.ac.uk. The following special tracks have been proposed:

— International Marketing Strategies of Emerging Market Firms: Nature, Antecedents, and Outcomes. This track is in connection with a special issue of International Marketing Review.
— Integrating Comparative Institutional Analysis into International Business Research.
— International Business and Economic Geography Perspectives.

In light of the untimely passing of Professor Alan Rugman there will be a special panel session to honour his contributions to the field of international business. Distinguished panellists include: Peter Buckley, Mark Casson and Alain Verbeke.

Conference environment

The AIB UK&I Chapter annual conference brings together a dynamic, high profile group of eminent scholars, mid and early career researchers, doctoral students and members of the wider community for a stimulating exchange of knowledge and networking in an intimate, friendly and supportive atmosphere.

This year, the conference will be hosted in Manchester, the birthplace of the industrial revolution, free trade, the computer and the home of an influential music scene, a thriving cultural setting and two world-class football teams. As a vibrant, modern city, Manchester offers easy reach from within the UK and abroad, with one the largest airports connecting to all major European cities and beyond. In addition, the hotels and social events are all within a short distance of the conference venue, located within the Manchester city centre. The gala dinner is set in the historic Town Hall. The social programme will also include a cabaret evening.

Submission information

— Submission opens
  27 October 2014

Submission deadlines

— Main conference
  16 January 2015
— Doctoral colloquium
  27 January 2015

Contact

— E-mail
  aibuki2015@mmu.ac.uk
— Telephone
  (0161) 247 6097
  0044 161 2476097 (outside UK)
— Conference website
  http://www.business.mmu.ac.uk/aibuki2015
— Chapter website
  http://www.aib-uki.org

Venue

— Address
  Manchester Metropolitan University Business School,
  All Saints Campus,
  Oxford Road,
  Manchester
  M15 6BH,
  United Kingdom
— Map
  https://goo.gl/maps/ChyXF
— Website
  http://www.business.mmu.ac.uk
Conference prizes

There are several prizes awarded at the conference:

— John Dunning Lifetime Achievement Award.
— Palgrave Macmillan Prize for the best competitive paper.
— The Manchester Metropolitan University Best Paper Award for the best paper by an early career researcher from the developing world. 
  This award is endowed with £500.
— The Research in International Business and Finance Prize for the best paper which examines a topic in International Finance from an International Business perspective.
— The Critical Perspectives on International Business Prize for the most innovative paper which tackles a new or under-researched topic and which contributes to the understanding of the impact of international business on society.
— Michael Z Brooke Doctoral Prize for the best paper by a doctoral student.
— Neil Hood and Stephen Young Prize for the Most Original New Work in the doctoral colloquium.

Publication opportunities

— A selection of conference papers will be published in the Palgrave Macmillan International Business book series, which is connected to the AIB UK & Ireland annual conferences.
— Accepted papers for track The International Marketing Strategies of Emerging Market Firms: Nature, Antecedents, and Outcomes will be considered for special issue of International Marketing Review.