



## **Call for Papers**

**Academy of International Business, Southeast USA Chapter**

**November 10<sup>th</sup> – 14<sup>th</sup>, 2016**

**Tampa, Florida – Cozumel, Mexico**

***Conference Theme: Crossing Borders: The Impact of Trade and Tourism***

**Submission Deadline: June 1, 2016**

AIB-SE is excited to announce its 2016 annual conference, *Crossing Borders: The Impact of Trade and Tourism*. This year the chapter has decided to make the event truly international by holding it on a Royal Caribbean cruise ship sailing between Tampa, Florida and Cozumel, Mexico. Our conference theme calls us to reflect on the various influences that global trade and tourism have on economies and societies, as we will literally cross borders during our weekend together. In addition to the main theme, we are running all of our regular tracks and two special options for 2016; a continuation of last year's focus on Global Value Chains and a new forum on Religion in International Business Research.

AIB-SE ([www.aibse.org](http://www.aibse.org)) is one of the largest and most active regional divisions of the Academy of International Business's sixteen worldwide chapters. AIB-SE's annual conference centers on the presentation of the newest ideas in international business to an international audience of academic scholars and business practitioners. The conference is characterized by a strong professional focus, providing participants with a supportive and collegial platform to discuss and develop their ideas, as well as opportunity for mentoring of authors to enhance their papers for publication. Over the past five years, AIB-SE has experienced significant transformation and growth becoming a reputable academic meeting of choice for almost 350 participants from more than 40 countries.

## Conference Venue

This year's conference will take place on the Royal Caribbean Cruise Ship "Brilliance". The conference will hold all sessions and consortia on the cruise ship. The 'Brilliance' departs from the Port of Tampa on Thursday, November 10th at 16:00 (4:00 p.m.) and returns to the Port of Tampa Monday, November 14<sup>th</sup> at 7:00 a.m. with a port of call in Cozumel, Mexico, on Saturday, November 12<sup>th</sup>. Paper sessions/panels/and consortia will take place on the ship in one of several conference spaces with full a/v projection. Interactive papers will as usual not have a/v projection in the room. Three levels of staterooms have been reserved for the conference ranging from interior staterooms with no view, exterior staterooms with a view, and staterooms with a balcony. The cruise stateroom rate will include room, food, and all fees/taxes/gratuities per person (double accommodation) resulting in the most affordable AIB-SE conference in the past five years. You can either choose your own roommate or request to be matched with a roommate from the conference. Yes, families are welcome and there are specific activities on board the ship for children. There are options available to upgrade your cruise experience as well. Please visit the conference website for more information regarding accommodations and rates [www.aibse.org](http://www.aibse.org).

## Conference Highlights

1. **Professional Development** – AIB-SE has traditionally had a strong focus on professional development. As in past years, the 2016 conference will feature consortia for doctoral students and junior faculty, methodological PDWs, interactive and competitive paper sessions, and panels on cutting issues in international business.

- a) We are excited to confirm that Dr. S. Tamer Cavusgil of Georgia State University has agreed to lead the [New Faculty Consortium](#) on November 10<sup>th</sup>, 2016.

2. **Publishing Opportunities** – All accepted conference papers will be published in abstract in the *2016 AIB-SE Conference Proceedings*.

Additionally, AIB-SE is partnering with the **International Journal of Emerging markets** *Special issue* on **Global Value Chains**. Papers that are submitted to the conference, and that are approved as having a potential fit with the SI, will be invited to a paper development workshop during the conference in November. The submission deadline for the special issue is March 6, 2017 so there is time to take advantage of the workshop to ready your submissions. Working papers are welcome as submissions to the conference. **Manuscripts should be submitted via the [AIB-SE online submission system](#) by June 1<sup>st</sup>, 2016. Contact Anshu Arora [aroraa@savannahstate.edu](mailto:aroraa@savannahstate.edu) with any questions regarding the IJoEM SI.**

3. **Conference Awards** – Prestigious awards with cash prizes will be given for the conference *Best Paper, Best Paper - Conference Theme, Best Paper- Doctoral Student, Best Paper- Master's student, and Best Paper - Undergraduate student*. Consistent with the developmental focus of AIB-SE, we also recognize the *best reviewer* and the *best student reviewer*.
4. **AIB-SE and The Asia Institute** announce \$1,000 scholarships for graduate and undergraduate students submitting papers at the conference, and committed to global learning experiences. Application procedures forthcoming.

## Paper and Panel Submissions

Paper and panel submissions for AIB-SE 2016 are organized under the following topical tracks. Each paper or panel proposal can only be submitted to one track. Please select the track that is the best fit for your submission from the list below:

### 1. **Impacts of Trade and Tourism (Conference Theme Track)**

This track seeks submissions focused on the economic, environmental, political, or social impacts of global trade and tourism and how these impact the management of associated firms. We welcome contributions from a broad range of topics linking international trade, sustainability and tourism, including papers that focus on ecological economics, the cross-country politics of environmental sustainability, international business and climate change, fair trade, globalization and worker rights, the impact of climate change on tourism, the effects of culture and institutions on the social responsibility of the enterprise, antecedents and outcomes of sustainable business practices in multinational enterprises, social rights and international tourism consumptions, and eco-tourism. Contributions examining both country- and firm-level factors are welcome.

#### **Track Chairs:**

Stan Suboleski, Georgia Southern University, [ssuboleski@georgiasouthern.edu](mailto:ssuboleski@georgiasouthern.edu)

Veselina Vracheva, North Central College, [vpvracheva@noctrl.edu](mailto:vpvracheva@noctrl.edu)

### 2. **IB Theory, FDI, and Entry Mode Strategies**

This track seeks both conceptual and empirical submissions that advance our understanding of International Business theory from any disciplinary lenses. The submissions may include single- or multi-country studies that shed light on any international business phenomenon—including, but not restricted to: (1) IB theories/paradigms, (2) FDI trends and their implications, and (3) entry strategies into international markets. We welcome a diverse range of topics within each of the above-mentioned themes, and strongly encourage submissions that attempt to expose—and possibly reconcile—potential gaps vis-à-vis any "East-West"/"North-South" theoretical and empirical platform(s). Papers highlighting emerging and developing markets are encouraged

#### **Track Chairs:**

Hemant Merchant, University of South Florida St. Petersburg, [hmerchant@mail.usf.edu](mailto:hmerchant@mail.usf.edu)

Wlamir Xavier, Eastern New Mexico University and UNISUL, [wlamir.xavier@enmu.edu](mailto:wlamir.xavier@enmu.edu)

### 3. **Global Strategy and Competitiveness of the Multinational Enterprise.**

This track invites conceptual and empirical papers that deal with MNC/MNEs global business strategies, and their impact on competitiveness. We encourage papers that examine the relationship between global strategies and how these relate to institutional or economic changes in home and host countries.

#### **Track Chairs:**

Daniel W. Baack, University of Denver, [daniel.baack@du.edu](mailto:daniel.baack@du.edu)

Chuandi (Charlie) Jiang, Saint Louis University [chuandijiang@slu.edu](mailto:chuandijiang@slu.edu)

Kun Michelle Yang, Central Michigan University, [yang1km@cmich.edu](mailto:yang1km@cmich.edu)

4. **Governments, NGO's, Global Institutions and State-Owned Enterprises:** Papers that examine how the regulatory and/or political environments shape, influence and impact international firms, NGOs, and state owned enterprises. Appropriate for this track are papers dealing with institutional and political risk including regulation, policy and trade relations. Papers that offer conceptual and empirical insights on global issues, such as the impact of terrorism, climate change, health, and human rights are welcome as well.

**Track Chairs:**

Rachida Aissaoui, Ohio University, [aissaoui@ohio.edu](mailto:aissaoui@ohio.edu)

Alexander A. Assouad, Belmont University, [alexander.assouad@belmont.edu](mailto:alexander.assouad@belmont.edu)

5. **International Marketing**

This track invites papers that address marketing issues in cross-national and cross-cultural environments. We welcome contributions focusing on traditional aspects of international marketing, like international marketing strategy, market selection/segmentation and marketing mix management. We also welcome contributions focusing on global branding, country-of-origin effects, consumer-related orientations and attitudes like animosity, global identity, global consumption orientation, consumer ethnocentrism, and others provided there is a strong international marketing positioning of the paper.

**Track Chairs:**

George Nakos, Clayton State University [GeorgeNakos@clayton.edu](mailto:GeorgeNakos@clayton.edu)

Stanford A. Westjohn, University of Toledo, [stanford.westjohn@utoledo.edu](mailto:stanford.westjohn@utoledo.edu)

6. **International Accounting, Economics, and Finance**

Accounting, Economics or Finance contributions (e.g. M&As, valuation, capital flows, international investments, international portfolio management, exchange rates, transfer pricing, international trade, international political economy, international economic development, international taxation, international audit, convergence of financial accounting standards or global performance evaluation challenges, etc.) are welcome. Papers dealing with applied or theoretical economics papers and/or economics research methods, including developing theory using the tools of economics, accounting and finance are invited for this track. Papers examining accounting, finance and economics research questions such as international portfolio management, international trade and development are also appropriate for this track.

**Track Chairs:**

Renee Castrigano, Gannon University, [castriga001@gannon.edu](mailto:castriga001@gannon.edu)

Akash Dania, Alcorn State University, [adania@alcorn.edu](mailto:adania@alcorn.edu)

7. **Entrepreneurship, SMEs, and Born Globals**

This track seeks submissions that advance our collective understanding of the Small and medium-sized enterprises (SMEs), international entrepreneurship or comparative cross cultural entrepreneurship, family firms, business groups, and the unique format of the Born Global. Of interest are the papers that explore crucial insights into “born global” firms as they grow and mature over time, how some firms internationalize early than others, and how entrepreneurship, family owned, business groups, SMEs and born globals add value to international business scholarship.

**Track Chairs:**

Amit Arora, Savannah State University, [aroraam@savannahstate.edu](mailto:aroraam@savannahstate.edu)

Reginald Leseane, Savannah State University, [leseaner@savannahstate.edu](mailto:leseaner@savannahstate.edu)

**8. Organization and Human Resources of the MNE**

This track seeks to explore ways in which MNEs operate across diverse international contexts, and how they configure themselves internally and externally. Novel forms of organization that cross geographic locations such as virtual teams, internal knowledge networks, diversity management and offshore divisional headquarters are welcome in this track. Moreover, we seek contributions that challenge conventional theories and knowledge on HRM in an international context, covering for instance Employee Relations, Expatriation, Team Management, Global Talent Management and Performance Management. Contributions may be empirical or conceptual, comparative or apply single country analysis.

**Track Chairs:**

Edward Akoto, Henderson State University, [akotoe@hsu.edu](mailto:akotoe@hsu.edu)

Shalonda Bradford, Savannah State University, [bradfors@savannahstate.edu](mailto:bradfors@savannahstate.edu)

**9. Culture, Culture Theory, and Cultural distance**

This track seeks submissions where the primary contribution is advancement of culture theory, culture measures, comparative frameworks, and specific constructs or theoretical development in the area of understanding the role of culture in international or global business environments. We welcome both empirical and conceptual papers. This track is open to both micro and macro perspectives, to different levels of analysis, and to different levels and conceptualizations of culture (e.g., national culture, organizational culture, professional culture, global communities) within the context of international business.

**Track Chairs:**

Reccia Charles, St Georges University, [rcharles1@sgu.edu](mailto:rcharles1@sgu.edu)

Inessa Korovyakovskaya, Savannah State University, [korovi@savannahstate.edu](mailto:korovi@savannahstate.edu)

Nazly Nardi, Nova Southeastern University, [nnardi@gmail.com](mailto:nnardi@gmail.com)

**10. Research Methods, Cross-Cultural Measurement, Analytics and Metrics**

This track seeks submissions where the primary contribution is advancement in international research methods or measurement. Papers can be from any topical area but focus on measurement development, methods, or issues specific to the rigors of conducting international and cross-cultural comparative research. Qualitative or quantitative methods, emic, etic, approaches and techniques are welcome.

**Track Chairs:**

Vas Taras, University of North Carolina, Greensboro, [v\\_taras@uncg.edu](mailto:v_taras@uncg.edu)

Jun Wu, Savannah State University, [wuj@savannahstate.edu](mailto:wuj@savannahstate.edu)

### 11. **The World of International Business Education**

This track seeks submissions with contributions in teaching IB/IM, pedagogy, example or cases addressing issues relevant in teaching IB/IM courses and examples or new developments in experiential learning. This includes the use of technology to enhance IB/IM courses, developing study abroad programs, and other curricular issues.

#### **Track Chairs:**

Anne Marie Zwerg-Villegas, Universidad de La Sabana, [anne.zwerg@unisabana.edu.co](mailto:anne.zwerg@unisabana.edu.co)

### 12. **Special Track: Global Value Chains, International Trade, and Markets**

This track seeks submissions focused on supply chains as value chains, international trade, and interrelationships amongst logistics, supply chain management and global trade. We welcome submissions that offer important conceptual and empirical insights into the nature and processes of value chains, channel development and management, geographical collaborations, and global supply (value) chains. Of interest are the papers that examine the impact of cross-cultural issues, characteristics, and challenges with regard to value chains; institutional, political and regulatory factors on supply chain management issues; and the effects of institutional change on IB and supply chain processes.

#### **Track Chairs:**

Anshu Arora, Savannah State University, [aroraa@savannahstate.edu](mailto:aroraa@savannahstate.edu)

Nicole Hartley, University of Queensland, [n.hartley@business.uq.edu.au](mailto:n.hartley@business.uq.edu.au)

### 13. **Special Track: Religion in International Business Research - The Third Rail?**

International business researchers decry the appalling “lack of interest in studying how religious cultures enhance or retard the globalization of economic activity... in light of the apparent religious fervor in many parts of the global economy” (Lewer & Van den Berg, 2007:765). Is religion too controversial or simply not worthy of serious and sustained academic inquiry? This track addresses this question and others by inviting papers on topics specifically related to religion in international business and finance. Topics may include but are not limited to the following: 1) Religious differences in the management of organizations and workplace spirituality; 2) Economic moralities and the role of religion in shaping business practices; 3) Religion’s in creating conflicts and synergies; 4) The influence of religion upon entrepreneurship and innovation; 5) Religion’s role in banking, asset management and financial markets. Islamic finance, economics and the role of religion in ethical investment practices are of particular interest.

#### **Track Chairs:**

Matthew Mitchell, Drake University, [matthew.mitchell@drake.edu](mailto:matthew.mitchell@drake.edu)

Andrea Paltineiri, Università di Udine, [andrea.paltrinieri@uniud.it](mailto:andrea.paltrinieri@uniud.it)

### **Conference Submission Instructions**

All submissions will be handled through the [AIB-SE online submission system](http://www.aibse.org/). All manuscripts and proposals must be submitted by **June 1, 2016**. For up-to-date information about the conference and related events, please check the conference website at <http://www.aibse.org/>. Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chair.

There will be three kinds of sessions:

- 1) **Competitive Sessions** – Submissions of fully developed papers are appropriate for consideration for competitive sessions. Competitive papers must be fewer than 10,000 words inclusive of all materials, including appendices and references.
- 2) **Interactive Sessions** – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to the interactive sessions. These sessions are held in roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive papers should be limited to no more than 5,000 words.

*Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into the competitive sessions while lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited and therefore sometimes fully developed papers will be placed in an interactive format session due to space considerations.*

- 3) **Special Topic/Panel Sessions** – We invite special topic/panel sessions, which can be in a variety of formats. Proposals for special sessions should describe the topic, session format, and its importance to international business research or education and identify all individuals (with their qualifications) who will formally participate. Panel proposals should be limited to no more than 5,000 words. Selection of special topics/ panel sessions will be limited and according to the quality of the panel, and currency of the topic. The panel sessions are also used for new topics that are important in the current IB environment where in-depth research is yet to be conducted.

### **Submission Guidelines**

All submissions must conform to the following guidelines:

- The document must be stripped of all identifying information: Do not include a cover page. The 'File Properties' for the documents should be cleaned to remove identifying information.
- Each manuscript should be accompanied by an abstract, not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 216×279 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12 point font.
- The manuscript should preferably be saved in Adobe Acrobat (PDF) format to ensure that reviewers see it in the intended way. However, Microsoft Word files will also be accepted. Please ensure all files are checked for viruses using updated anti-virus software before submission. Free virus scanners are available at TrendMicro and BitDefender.

### **After Submission**

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their paper on the website acknowledging receipt of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript or proposal, please inform the conference chairs, [Dr. Susan Forquer Gupta](#), and [Dr. Jeffrey Kappen](#). All manuscript submissions will be subject to a blind review process and will be evaluated based on interest to AIB-SE members, relevance to IB research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions. Panel proposals will be evaluated based on interest to AIB members, relevance to IB research, teaching and/or practice, quality, innovativeness, fit with conference theme, and diversity of participants.

## Organizers



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