



SIG 07 - IM - International Management

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

GT07_00 International Management General Track

Proponents:

Markus Kittler, MCI Management Center Innsbruck; Simon Czermak, MCI Management Center Innsbruck; Daniel Degischer, MCI Management Center Innsbruck; Christopher Ball, Forschungszentrum Juelich; Jaime A. Morales, Trent University; Pia Charlotte Faeth, University of Stirling.

Short description:

The general track of our SIG is interested in research addressing the challenges organisations face in an increasingly internationalised environment. We invite research on ALL subfields of International Management and International Business and we encourage multi-disciplinary studies fostering cross-pollination with other fields. We are open to conceptual work and empirical studies advancing existing research as well as fresh perspectives on IM. For the 2020 conference, we explicitly invite research linking our SIG's scope on internationalisation with SMEs, competitiveness and recent challenges including regional disruptions, digitalisation and AI. Another focus will be on practitioner-led scholarship and experimentation with an international outlook.

Long description:

International Management is an ubiquitous phenomenon in today's business world. The general track of our SIG is interested in research addressing the challenges organisations face in an increasingly internationalised environment. We invite research on ALL subfields of International Management and International Business and we encourage multi-disciplinary studies fostering cross-pollination with other fields. We are open to conceptual work and empirical studies advancing existing research and discourse as well as fresh perspectives. For 2020 we additionally encourage submissions with experimental designs and practitioner-led studies.

Possible paper topics relate to:

Strategy and practice: Empirical and conceptual submissions looking at strategy, entry modes, exporting, internationalisation processes offshoring, knowledge management, subsidiary roles and IB theory.

Functional perspectives: Empirical and conceptual papers examining business functions such as IHRM, International Marketing, global sourcing and supply chain management.

IM/IB and Business History: We encourage submissions that embrace the past to provide novel insights. Archival research papers are encouraged. Cooperation across borders: We invite contributions, focusing on the challenges and opportunities emerging from various forms of



cooperation and coordination across borders (M&A, IJV, Strategic Alliances,...).

Other relevant IB/IM topics and a cross-pollination of IB/IM with other fields stimulated by multi-disciplinary studies (e.g., economics, law or psychology) are very welcome. Following up previous EURAM conferences, we noted an interest on the following topics not (yet) covered in our other SIG tracks:

Critical Perspectives on International Business: Focused sessions in this area welcome papers elaborating on the possible future trajectories of critical perspectives on international business, e.g., addressing concerns with dominant academic theorizations of IM and organisations.

IM/IB research with stronger practical impact or relevance. Following up discussions with practitioners at previous conferences, this option might be particularly attractive to practitioners with a strong interest in academia often reflected in participation in Executive PhD or DBA programs.

Following the interest raised in previous conferences, we also encourage submission of papers associated with teaching IM. Submissions could focus on the challenges to teaching IM and other (business) subjects in conventional or virtualised learning environments to diverse student audiences.

For the 2020 conference in Dublin, we explicitly invite research linking our SIG's scope on internationalisation with SMEs, competitiveness and recent challenges including regional disruptions, digitalisation and AI. Accepted submissions to our general track will be grouped into sessions of related papers as far as possible. Please contact the track chair (Markus.Kittler@mci.edu) in case more authors want to submit similarly themed papers to possibly group them in focussed sessions.

Keywords:

International Management
International Business
Globalisation
Multinational
MNC/MNE
SME Internationalisation

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production.

Publication Outlet:

Additional publication opportunities will be announced.

For more information contact:

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>