



## 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 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T07\_04 - Emerging Markets Studies

#### Proponents:

Lisa Siebers, University of Stirling; Brian Pinkham, Rotterdam School of Management.

#### Short description:

Business and management in emerging markets has become more important than ever before. Digitalisation and innovative disruptions are changing economic activities globally, where organisations in and from emerging markets are increasingly taking leading roles. We call for management solutions to and theorisation on (1) understanding the business environment; (2) preparing for market entry; (3) engaging in market development and expansion; (4) tackling cross-cultural issues; and (5) managing people in emerging markets. Papers are welcome from these perspectives: Management in emerging markets; Institutions in/from emerging markets; and marketing, consumption, and sustainability in emerging markets.

#### Long description:

The business of now has shifted more largely to emerging markets regarding not only manufacturing and production but also consumption and innovation. For example, China has taken over the USA becoming the largest e-commerce and online retail market in 2017. African countries have started to emerge in their use of high-tech and much higher-level of demand for products and services. Emerging markets have started to lead global economic activities (instead of following or catching up), focusing on aggressively attracting and engaging in foreign direct investment (FDI).

Previous studies in international business and international management have paid attention to emerging markets. However, the fast pace of the changing business environment and political landscapes of these markets has left literature and related practical observation behind. Some organisations have made their success stories by expanding in emerging markets; others made losses; and some chose to exit. Now, global businesses face key challenges in emerging markets in terms of business and management including: (1) understanding the business environment in emerging markets, with their opportunities and uncertainties; (2) preparing for market entry; (3) market development and expansion; (4) cross-cultural issues; (5) managing people in emerging markets. In this regard, key theories in the international business and international management literature need to be revisited because it is essential to embrace the phenomena in emerging markets, enabling appropriate interpretations and advancement for the field.

We welcome research papers (both competitive and developmental) that address but are not limited to the following topics, with a particular welcome focus on China and/in Africa as well as Middle East regions:

Management in emerging markets:



Transfer of management practices into and from emerging markets  
 Internationalisation issues across regions in an emerging market  
 Cross-cultural management  
 HRM issues in emerging markets  
 Innovation and use of technology

Institutions in/from emerging markets

Institutional divers/limiters influencing foreign operations in and from emerging markets  
 Subnational analysis of foreign operations  
 Regional factors that influence emerging market outward FDI  
 Benefits and challenges of emerging markets' institutions for investing in other emerging markets

Marketing, consumption, and sustainability in emerging markets

Marketing strategies in emerging markets  
 The impact of digitalisation in emerging markets  
 Changes in consumption and consumers in emerging markets  
 The role of digitalisation in internationalisation and sustainability  
 Ethical issues in emerging markets

**Keywords:**

Emerging markets  
 Institutions  
 Digitalisation,  
 Management  
 Marketing  
 Foreign Direct Investment

**UN Sustainable Development Goals (SDG):**

Goal 1: No poverty, 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:**

International Business Review Special Issue on China in Africa (in plan)  
 Journal of Retailing and Consumer Services (in plan)

**For more information contact:**

Lisa Siebers - Lisa.Siebers@stir.ac.uk

**AUTHORS GUIDELINES**

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