



SIG 07 - IM - International Management

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

T07_04 - Emerging Market Studies

Proponents:

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Short description:

We call for papers on emerging market studies from management, marketing, and strategy perspectives. Submissions shall focus on related issues of firm internationalisation and foreign direct investment (FDI) to and from emerging markets. Papers shall mainly respond to three research questions:

What have multinational firms learned from their FDI in emerging markets?

What are the advantages and disadvantages of FDI from emerging markets?

How does FDI to and from emerging markets succeed and sustain?

We welcome papers from a broad geographical context: Africa, BRICs, Latin America, the Middle East, Southeast Asia, other emerging economies, and global cities.

Long description:

When firms enter a new market, they face a different external environment. It is important to understand local resources including institutions, cultures, and consumers in order to succeed and sustain. Foreign direct investment (FDI) from developed markets to developing markets has been well researched; also, (outward) FDI from developing markets to



developed markets has been attracting a growing number of studies. With the increase of robotization and digitalisation in both developed and developing markets, business organisations face new challenges in understanding their foreign markets when they operate across borders, adding more difficulties in management, marketing, and strategy settings in the new markets.

Studies on emerging markets were initially promoted by FDI inflows into these markets. The significant issues remain in shifts of institutional demands by local consumers and society. Whether firms sustain their good performance and good practices abroad heavily relies on their knowledge and experiences, determining the effectiveness of their responses to local markets. By now, studies on many multinational enterprises (MNEs) are requested to answer the following questions: What have MNEs learned from operating in emerging markets? What are the most appropriate practices in emerging markets? How to sustain business development in emerging markets? How has digitalisation influenced FDI in emerging markets?

Outward FDI from emerging markets has been growing significantly. Firms from emerging markets invest in not only other emerging markets but also developed markets. It is important to understand the following questions: What advantages and disadvantages do firms from emerging markets have when investing in other emerging or developed markets? How have some firms from emerging markets learned during their process of internationalisation? What factors or measurements do firms from emerging markets use when choosing FDI destinations and what factors influence their development after market entry?

We welcome research papers that address but are not limited to the following topics:

Transfer of management practices into and from emerging markets

HRM issues in emerging markets in a particular sector

Product development and marketing strategies in and from digitised emerging markets

Economic geography and movement of FDI



Regional factors that influence emerging market outward FDI

Subnational analysis of FDI

Changes of consumption and consumers in emerging markets

The role of digitalization in internationalisation and sustainability

Internationalisation issues in different regions in a particular emerging market with various institutional characteristics across regions

Institutional drivers/limiters of emerging market outward FDI

Innovative empirical and methodological designs

Keywords:

Emerging markets
Internationalisation
FDI
Digitalisation
Innovation

Publication Outlet:

Emerging Markets Review
International Journal of Emerging Markets
Emerging Markets Studies

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AUTHORS GUIDELINES

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