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.

**T07_04 - International Competitiveness and Emerging Market Studies**

**Proponents:**
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**Short description:**
Gaps at the interplay of management and economics literature around competitiveness, with global reach and emphasis on emerging markets, lend themselves to relevant research, with high practical impact. The ‘International Competitiveness and Emerging Markets Studies’ track invites contributions addressing challenges of strategy, firm growth and performance, sustainability, economic and social development and policy-making in a globalized, increasingly digital economy. The topic aims to unveil the ultimate determinants of a nation’s or region’s productivity, rooted in the strategies and operating practices of locally-based firms, the vitality of clusters, and the quality of the business environment in which competition takes place.

**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)

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**AUTHORS GUIDELINES**