Call for Book Chapters

China’s Belt and Road Initiative in a Global Context: A Business and Management Perspective

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Editors

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Overview and rationale

In 2013, Chinese President Xi Jinping launched Belt and Road Initiative (BRI) as a development strategy and framework that focuses on connectivity and cooperation between China and regional countries. BRI consists of two main components, the land-based 'Silk Road Economic Belt' and ocean-going 'Maritime Silk Road' (MSR) (Ferdinand, 2016; Syed, 2017). China is implementing the initiative by establishing Asian Infrastructure Investment Bank, Silk Road Fund and other public and private financial institutions.

The Belt and Road initiative is geographically structured along six corridors, and the maritime silk road.

- New Eurasian Land Bridge, running from Western China to Western Russia through Kazakhstan.
- China–Central Asia–West Asia Corridor, running from Western China to Turkey
- China–Pakistan Economic Corridor (CPEC), running from South-Western China to Pakistan
- China–Mongolia–Russia Corridor, running from Northern China to Eastern Russia
- China–Indochina Peninsula Corridor, running from Southern China to Singapore
- China–Myanmar–Bangladesh–India Corridor, running from Southern China to Myanmar
Maritime Silk Road, running from the Chinese Coast through Singapore to the Mediterranean

While there have been debates across the world regarding different facets of the BRI, its business and management aspects remain largely under-explored. This book will focus on regional and global implications of BRI in terms of business, economic, and socio-cultural developments.

Chapters are invited for inclusion in this inter-disciplinary book on China’s Belt and Road Initiative (BRI, also known as One Belt One Road), written from a business and management perspective. The book will focus on topics as diverse as macro-economy, business environment and strategy, cross-cultural management, human resource management, accounting and finance, logistics and supply chain, marketing, operations, international business, corporate governance, industrial parks (special economic zones), tourism, sustainability, security, ethics, diversity and e-commerce. The book will include descriptive, theoretical and empirical chapters exploring business and management related opportunities and challenges emanating from BRI. Amongst other BRI projects in Asia, Africa, Europe and elsewhere, the book will dedicate a special section to China Pakistan Economic Corridor (CPEC), the flagship component of BRI in South Asia.

The book will shed light on both core and specific interests of individual countries for participation in BRI projects and examine such projects’ implications, challenges and opportunities for businesses and governments. The authors will provide China’s and other countries’ perspectives highlighting the significance of reviving the ancient Silk Road connectivity that extends on the world map connecting East with the West. The book will be of equal interest to policy makers, practitioners, entrepreneurs, consultants, businesspersons, strategic analysts and academics in China and other countries along the Belt and Road.

**Indicative topics for chapters**

1. Historical and cultural perspective of the Silk Road
2. Overview of BRI and its implications for business and management
3. Chinese government’s vision of the Belt and Road: Strategic and economic perspective
4. Contextual challenges facing BRI across the globe
5. Human resource management aspects of BRI
6. BRI and the supply chain challenge
7. Cross-cultural management and BRI
8. Performance measures and BRI
9. Marketing management along the Belt and Road
10. Human capital and development: Prospects for cooperation among universities and academics
11. Political, legal and corporate governance variances and the BRI
12. Financial management perspectives for Belt and Road projects
13. Public-private partnership and other cooperative business models for BRI
14. Project management and BRI
15. China Pakistan Economic Corridor: The flagship project of BRI
16. BRI in East and Southeast Asia
17. BRI in Central Asia
18. BRI in Africa and Europe
19. BRI in South Asia and the Indian perspective
20. Security threats to BRI
21. BRI: Sustainability and the future

Structure and style

1. The book will comprise descriptive, theoretical and empirical chapters as well as case studies. In addition to literature review and/or theoretical framing, each chapter will have a significant section on actual organizational examples or case studies related to Belt and Road or Chinese companies operating internationally.
2. Each chapter will have a succinct abstract (an overview of the chapter and its contents - 300 words), key words (4 to 6), and index terms (including key terms or concepts, names of key scholars etc – 15 to 25 per chapter).
3. Use A4 size with Normal margins (1 in/2.54cm) in Times New Roman 12pt, double spaced, including bibliographic references.
4. Please keep the number of tables, figures and images (JPEGs) in your chapter to a minimum. Please note that we require tables and figures to be drawn in black and white, have a minimum resolution of 300dpi, and to be in an editable format. If you have based tables and figures on another source, please indicate this in the manuscript e.g. Source: (Smith, 2015).
5. Please restrict the use of footnotes and endnotes as much as possible, but if you do use them we prefer endnotes.
6. In the text, please direct readers to “see Table 1.1” (or Figure 2.3) rather than giving page numbers or using general terms such as “above” or “below.”
7. We will need both in-text citations (Name, Year), and a bibliography at the end of each chapter in APA style.
8. Author(s) should consistently adopt either British or American spelling and punctuation.
9. It is the responsibility of the author(s) to obtain written permission from the copyright holder to reproduce a figure/table/text copied from another publication without modification. Moreover, full credit must be given to the copyright holder in the chapter. You will need to provide the signed Consent to Publish forms which may include relevant permissions paperwork, including Permission Request Form, Interview Request Form and Permissions Checklist.
10. Anonymous peer reviews will be provided on each chapter to ensure the quality of submission as well consistency with the book’s aims and structure.
11. Total words: 7,000 to 10,000 words per chapter (inclusive of everything)
Expression of interest

If you are interested in contributing to this book, please email both editors (jawad.syed@lums.edu.pk; yying@ntnu.edu.tw) by 15 February 2018 indicating a topic of your choice, chapter’s working title, and brief description (200 words).

Complimentary copy

The Publisher will provide one copy of the book free of charge to each contributor of chapters.

About the editors

**Jawad Syed**, PhD, Academic FCIPD, is Professor of Organizational Behavior and Dean of the Suleman Dawood School of Business at Lahore University of Management Sciences. He has a PhD in Business from Macquarie University. His research interests include international human resource management, diversity management, business ethics and organizational knowledge. He has written more than 75 journal articles and book chapters including his articles in British Journal of Management, Human Relations, Business Ethics Quarterly, Human Resource Management Journal, Gender, Work and Organization etc. He is the author and editor of several books including Employee Motivation in Saudi Arabia, and Human Resource Management, both published by Palgrave Macmillan.

**Frank (Yung-hsiang) Ying**, PhD, is Professor and Dean at the Department of Business Administration at the National Taiwan Normal University. He has a PhD in Economics from University of Kentucky. His research interests include International Finance, International Economics, Political Economy and Macroeconomics. Frank has published his works in various journals such as, Journal of Comparative Economics, Journal of International Money and Finance, China Economic Review, Accident Analysis Prevention, Health Economics, and Drug and Alcohol Dependence. He was editor of Modern China Studies from 2013 to 2016. Frank has focused on human resources in higher education crossing borders since 2009. He was a board member of Asia-Pacific Association for International Education (APAIE) from 2009 to 2012. He also served as Dean of International Affairs for National Sun Yat-sen University from 2009 to 2012, and Dean of International Affairs for National Taiwan Normal University from 2013 to 2016.