

International Business Center

**FIRST CALL
FOR PAPERS**

**7TH BIENNIAL AALBORG
INTERNATIONAL BUSINESS
CONFERENCE**

**“THE RISE OF NEW APPROACHES
TO INTERNATIONALISATION:
STRATEGIC AND MANAGERIAL IMPLICATIONS”**

WWW.IBCCONFERENCE.AAU.DK

MAY 30 – JUNE 1, 2018

**HOST: INTERNATIONAL BUSINESS CENTER
AALBORG UNIVERSITY, DENMARK**



**AALBORG UNIVERSITET
AALBORG ESBJERG KØBENHAVN**

NEW CHALLENGES IN INTERNATIONALISATION

Presently, internationalisation, and more so globalisation are facing numerous challenges. For several reasons, countries and regions have embarked on a journey that alienates them from the paradigm of global approaches to doing business. Since late June 2016, the British referendum resulted in a process of separation of the United Kingdom from the European Union. The November 2016 presidential election in the United States of America brought about a new vision for the role and participation of the US in international business.

Thus, the terms related to nationalism and regionalism have come up and are becoming new regulators for the ways in which countries and firms take and will take part in the internationalisation process. How will the contemporary trends in the policies of countries impact international business on nation-, state- and firm level? Will the latest trends impact companies and industries - and if so, how? Will the notion of value chains be impacted, and will we see an increased disintegration hereof? The role of the context becomes of critical importance; what changes would be associated with this trend? The impact of nation states becomes more significant in defining the ways in which internationalisation process will take place. Other institutions on a national level start changing their roles and functions. Thus, what will be the institutional impact on the international activities of firms and industries? These and numerous other related issues raise questions that need relevant studies. The main goal of the 7th Biannual Aalborg International Business Conference is to further our understanding of how these issues should be addressed and dealt with.



ABOUT THE CONFERENCE

The IBC-conferences are biannual international events organised by the International Business Center at the Department of Business and Management of Aalborg University, Denmark. These conferences bring together renowned as well as young IB scholars from around the world for focused discussions on state-of-the-art, emerging themes in international business.

A 5 ECTS, PhD programme is held in conjunction with the Conference, providing doctoral students the opportunity to gain insight into current research issues and methodologies in IB through intense interaction with the Conference faculty.



Submission Type	Contribution	Format	Presentation Slides
Full Academic Paper	Fully developed conceptual/theoretical or empirical paper with significant research contributions.	Max 7500 words (excl. references) in the IBC Conf. template.	Max 10 slides (15 min. presentation and 15 min.
Working Paper	Developing work where the author wishes to receive feedback.	Between 2500-4000 words (excl. references) in the IBC Conf. template.	Max 5 slides (10 min. presentation and 20 min. discussion).

CONFERENCE SUB-THEMES ARE (BUT NOT RESTRICTED TO)

- Internationalisation of Companies and Global strategies
- Industrial Dynamics, Global Value Chains and Institutional Contexts
- Organisation & Management
- Innovation & Creativity
- International Marketing, E-Business, Global Branding, and Consumers
- Culture, Inter-Cultural Management & Leadership

These are the themes associated with the conference, however we welcome all contributions in any area associated with International Business. Full papers, working papers and suggestions for panel sessions relating to international business are invited. For the submission procedure, please refer to the overview table above and our web page.



KEY NOTE SPEAKERS

Professor Jean-Francois Hennart, Tilburg University, The Netherlands
 Professor Naresh Malhotra, Georgia Tech, USA
 Professor Pervez Ghauri, University of Birmingham, UK
 Professor Alexander Brem, FAU, Germany

AWARDS AND CONFERENCE PROCEEDINGS

The best paper award will be announced for full academic paper submissions, including a separate announcement for the best full paper made by doctoral students. Conference proceedings will be published.

SUBMISSION, REVIEW PROCESS AND ANNOUNCEMENT OF ACCEPTANCE

All academic papers will be subject to a double-blind review process. We accept Full Papers, Working Papers and Teaching/Industry Practice Cases. Submission templates and submission procedures are available on the conference website.

CONFERENCE FEE & REGISTRATION

The total conference expenditure will be DKK 5,050 (Approx. 670€). This includes the conference fee, hotel stay and meals. See more details on the conference website.

IMPORTANT DEADLINES

March 15, 2018

Submission of Full Papers, Working Papers, and Teaching/Industry Practice Cases

April 15, 2018

Acceptance Notification

May 1, 2018

Registration Deadline



CONFERENCE CHAIRS

Marin A. Marinov, International Business Center, Aalborg University

Jimmi Normann Kristiansen, International Business Center, Aalborg University

ORGANIZING COMMITTEE

USA: Naresh Malhotra, Georgia Tech

Russia: Maria Smirnova, St. Petersburg University

Norway: Ilan Alon, University of Agder

Germany: Christoph Lattemann, Jacobs University

Poland: Marian Gorynia, Poznan University of Economics and Business

China: Jizhen LI, Tsinghua University

Finland: Jorma Larimo, University of Vaasa

Denmark: Olav Jull Sørensen, Aalborg University

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