

**European International Business Academy (EIBA)
38th Annual Conference**

Conference website: www.eiba2012.org
or www.sussex.ac.uk/bam/eiba2012

University of Sussex, Brighton, United Kingdom
December 7-9th 2012

International Business and Sustainable Development

Call for Papers

The most widely-quoted definition of sustainable development is ‘development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.’ In September 2005, the United Nations World Summit identified three interdependent and mutually-reinforcing components of sustainable development, namely economic development, social development, and environmental protection. Furthermore the Summit stressed the important role that foreign direct investment (FDI) could play in the development process, particularly in developing and emerging economies.

This conference seeks to address the issues of how international business contributes to this process. The greater integration of goods, factor and capital markets means that countries are even more interdependent. The impressive growth rates of many emerging economies, not just the BRICs but other countries in Asia, Eastern Europe and even Africa, are stimulating a new international economic order. Direct investments by MNEs and SMEs in developing and emerging economies are on the rise, but so too are investments in developed countries by firms from emerging economies. Consumer needs and expectations are evolving worldwide. Many firms are adjusting their supply chains to take advantage of these global developments, and the outsourcing and offshoring of both manufacturing and service activities are increasingly important phenomena. At the same time, firms are increasingly being held responsible for their impact of their international activities upon people and upon the environment.

Conference Tracks

We invite competitive papers and working papers on any of following fourteen conference tracks. Competitive papers should be close to a publishable state, whilst workshop papers may be in an earlier state of development. Papers that throw light upon the conference theme of ‘International Business and Sustainable Development’ and the issues raised above are especially welcome. Proposals for special panel sessions should be sent directly to one of the conference organisers.

- Track 1: International Business and Sustainable Development
- Track 2: Multinationals from Emerging Markets
- Track 3: IB Theory and International Economics
- Track 4: Supply Chain Strategies, Offshoring and Outsourcing
- Track 5: SMEs, Entrepreneurship and Innovation
- Track 6: Knowledge Management and Technology Transfer
- Track 7: International Finance and Accounting

Track 8: International HRM and Cross-Cultural Issues
Track 9: International Marketing
Track 10: MNE Strategy and Organization
Track 11: Networks and Alliances
Track 12: Subsidiary Strategies and HQ-Subsidiary Relations
Track 13: Corporate Governance and Corporate Social Responsibility
Track 14: IB Research Methodology and Teaching

Submission of Papers

All papers will be refereed. Copies of all the accepted competitive papers will be published in the CD-ROM of the Conference Proceedings. Detailed guidelines for the submission of conference papers are available on the conference website:

- The submission deadline for all competitive and workshop papers is Monday July 16th 2012.
- All papers should be submitted via the conference website to the Chair of just one of the conference tracks. The submission system will be live from April 2012.

The Doctoral Tutorials

The 2012 EIBA Annual Conference will host two events specifically aimed at doctoral students. The aims of both events are to provide the students with the opportunity to discuss their research with distinguished international faculty, and to enable the students to become acquainted with an international network of researchers in international business. Students participating in either event are also expected to register for the EIBA conference.

- The 26th John H. Dunning Doctoral Tutorial in International Business.
- The 3rd COST-EIBA Doctoral Think Tank, where the focus is on issues related to MNEs from emerging and transition economies.

More information about both events is available on the conference website, and the submission deadline for proposals for both events is September 3rd 2012.

The Conference Venue

The conference will be held in the New Academic Building on the campus of the University of Sussex. The campus is a few miles north of the city of Brighton on the south coast of England, and Brighton is about fifty miles south of London. There are fast and frequent trains between Brighton and London, and London Gatwick airport is only thirty minutes by train. Hotel accommodation is available in Brighton, and the Gala Dinner on the Sunday evening will be held in the Empress Suite at the Grand Hotel (one of the conference hotels) on the Brighton seafront.

The EIBA conference begins with a plenary session at 1700 hours on Friday December 7th followed by a reception at the University, and finishes with the Gala Dinner during the evening of Sunday December 9th 2012. The COST-EIBA Doctoral Think Tank and the John H. Dunning Doctoral Tutorial take place on Thursday December 6th and Friday December 7th respectively.

Conference Fees and Registration

The conference fee includes conference participation, lunches, the Friday evening reception, the Gala Dinner, the conference handbook and CD-Rom with the copies of the competitive papers, EIBA membership, and a one-year subscription to the *International Business Review*. There is a reduced fee for registered PhD students, and for partners and other persons accompanying registered delegates who wish to attend the Gala Dinner and take part in the social programme.

Contact Information

Detailed information about the conference will be published on the conference website. Please e-mail all queries to eiba2012@sussex.ac.uk

Conference Chairs: Professor Roger Strange (University of Sussex)
Professor Pervez Ghauri (King's College London)