

Call for papers

International Conference On Businesses in Emerging Economies

Leading the path: reconfiguring businesses in emerging economies

For many years the industrialized nations were supposed to be models for the underdeveloped societies, and that these societies must come at par with the industrialized countries and this belief is still held today in many quarters (Escobar, 1995). However, post-1980's witnessed the widespread liberalization and adoption of market-based policies by most developing countries resulting in emerging market economies (Hoskisson, Eden, Lau, & Wright, 2000). An emerging economy is defined as a country that satisfies two criteria: a rapid pace of economic development, and government policies favoring economic liberalization and the adoption of free-market system. The emerging economies are dynamic and that it is important to take account of changes in the institutional environment. The relevance of emerging markets are for two reasons: first, a significant part of economic growth is coming from emerging markets and second, innovations from emerging markets may be relevant for Western mature markets.

Some early research on emerging markets argued that Western multinational companies need to develop strategies for doing business in such markets and that it should be different from those they use at home country (Khanna & Peplau, 2005). As Khanna & Peplau (2005: 5) showed, "when firms understand the institutional differences between countries then they are likely to choose the best markets to enter, select optimal strategies, and make the most out of operating in emerging markets." Other proponents too believe that many developed economies advocacy of privatization in emerging economies is a way to enhance the prosperity of developing nations (Dharwadkar, George, & Brandes, 2000). A severe limitation and hiatus exists in such studies for there is a dominant focus on the growth and expansion of western multinational corporations in emerging economies and thus missing out on reversing the lens that would investigate globalizing tendencies of corporations from emerging economies. We seek to redress this imbalance by showing the role performed by emerging economies in an integrated global economy.

Given the fact that emerging economies are not homogeneous, even within the same geographic region and countries have pursued different paths to transition and have achieved different degrees of progress (Hoskisson et al. 2000) pose the problem of comparison as institutions in emerging economies differ significantly from those in the developed economies (Peng, Wang, & Jiang, 2008). Despite such limitations the special issues of some leading journals (Academy of Management & Journal of Management Studies) investigated a broad range of issues such as business groups privatization, foreign investment strategies, domestic strategies in emerging economies, internationalization strategies for firms based in emerging economies

expanding abroad (cited from Peng, Wang, & Jiang, 2008). As a result of globalization of business environment firms from emerging economies are increasingly participating in an integrated global economy by adapting a combination of cost-based strategies and differentiation strategies to the need of developed and developing countries (Aulakh, Rotate, & Teegen, 2000).

The research papers can contribute to knowledge on emerging economies both from a theoretical perspective and empirical analysis as well as case studies, conceptual, and perspective papers. We would thus like to invite contributions that extend our understanding of emerging economies but certainly not from the developed economy perspective. Possible contributions might seek to address, but are not limited to the following issues:

- Business strategies of multinationals in emerging economies
- Strategic social media engagement and thought leadership marketing
- Entrepreneurial and stakeholder networks and coalitions in solving wicked or critical problems
- Social actors, entrepreneurial decisions, and practices
- Socio-technical improvements and innovative business models
- Reconfiguring of local capabilities in global logistics
- Geopolitical uncertainties and global pursuit of organizations
- HRM practices of multinationals from emerging economies
- Capital Mobility and economic performance
- Business Cycles and interest rates
- Business Groups in emerging economies
- Cross-border acquisitions and firm value
- Cross-cultural human resource management

Deadline for submissions and registration:

Submission Stages	Important Dates
Full Paper Submission	1 st August, 2018
Acceptance Notification	1 st September, 2018
Registration (Early-Bird)	15 th November, 2018
Late Registration	30 th November, 2018
Conference Date	21 st -22 nd December, 2018

All contributions should be submitted to: ashrivastava@mum.amity.edu
The submissions will undergo a double-blind review process. All submissions should follow APA guidelines, which are available at <http://www.apastyle.org/>

For further information, please contact: aaggarwal@mum.amity.edu & blondhe@mum.amity.edu

Registration Details:

Particular	Registration Fee (Early bird)	Registration Fee (Late bird)
Industry Delegates (from India)	4000 INR	5000 INR
Academicians	3000 INR	4000 INR
Research Scholars and Students	2000 INR (Research Scholars) 500 INR (Students)	1000 INR 2500 INR
International Industry Delegates & Academicians	\$ 100	\$ 150

Note: The Registration Fee includes access to all sessions, conference kit, certificate, conference proceedings and lunch during the conference day. Registration fee does not include accommodation facility. Delegates will have to make their own arrangements for stay during the conference.

Mode of Payment and Registration

1. Registration Fee can be remitted through Demand Draft or Banker's Cheque drawn in favour of "Amity University Mumbai", payable at Mumbai, India

Publication Opportunities and Awards

All selected papers will get the opportunity to get published in Scopus Indexed Journals/ UGC recognized Journals/ ISBN listed conference proceedings.

Conference Organising Committee:

Conference Convenor
Dr. Janaki Naik

Conference Co-convenor's
Dr. Artee Aggarwal & Dr. Bhausheb Londhe

References:

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