



Call for Papers

[Academy of International Business, Southeast USA Chapter](#)

November 1–3, 2018

Nashville, TN

Conference Theme

Intellectual Property and the Creative Economy

Submission Deadline: June 15, 2018

AIB-SE is excited to announce its 2018 annual conference with the theme: *Intellectual Property and the Creative Economy*. Since the award winning research of Kogut and Zander (1993, 2003), there has been growing attention on knowledge and the multinational enterprise. As firms seek to develop firm-specific advantages in order to compete worldwide, there is a growing need for innovation, not only at home, but in foreign subsidiaries. Multinational enterprises (MNEs), therefore, must strategically manage the (1) type(s) of knowledge, (2) location(s) for the creation of knowledge, (3) harvest of knowledge and (4) utilization and transfer of knowledge. In particular, the role of intellectual property protection, in providing additional contexts to ownership norms, expectations and outcomes, are now considered inseparable from any creative economy.

This year, there is a special track devoted to the conference's theme. Fittingly, this year's conference takes place in Nashville, TN, in cooperation with Belmont University. Nashville is home to a vibrant entertainment industry. However, its creative economy includes more than the country music for which it is known. Nashville has quietly built a formidable infrastructure to support a thriving technology sector, one of the preeminent health care clusters (including, R&D in bio-technologies, and healthcare insurance). Moreover, it is home to over 20 regionally and nationally recognized universities.

AIB-SE (www.aibse.org) is one of the largest and most active regional divisions of the Academy of International Business's eighteen worldwide chapters. AIB-SE's annual conference centers on the presentation of the newest ideas in international business to an international audience of academic scholars and business practitioners. The conference is characterized by a strong professional focus, providing participants with a supportive and collegial platform to discuss and develop their ideas, as well as opportunity for mentoring of authors to enhance their papers for publication. Over the past five years, AIB-SE has experienced significant transformation and growth becoming a reputable academic meeting of choice for almost 350 participants from more than 40 countries.

Conference Highlights

- 1. Professional Development** – AIB-SE has traditionally had a strong focus on professional development. As in past years, the 2018 conference will feature consortia for doctoral students and junior faculty, methodological PDWs, interactive and competitive paper sessions, opportunities for undergraduate students, and panels on cutting issues in international business. Details on each of these will be released over the coming months.
- 2. Publishing Opportunities** – All accepted conference papers will be published as abstracts in the *2018 AIB-SE Conference Proceedings*.
- 3. Conference Awards** – Prestigious awards with cash prizes will be given for the conference *Best Paper*, *Best Paper - Conference Theme*, *Best Paper- Doctoral Student*, *Best Paper- Master's /Undergraduate student*. Consistent with the developmental focus of AIB-SE, we also recognize the *best reviewer* and the *best student reviewer*.
- 4. Keynote Speaker** – We are thrilled that our keynote speaker will be **Dr. Marjorie Lyles**, who is the Chancellor's Professor and holds the OneAmerica Chaired Professor of Business Administration at Indiana University's Kelley School of Business. In addition, she is an AIB Fellow and Past President of the Strategic Management Society.

Paper and Panel Submissions

Paper and panel submissions for AIB-SE 2018 are organized under the following topical tracks. Each paper or panel proposal can only be submitted to one track via the [online submission system](#). Please select the track that is the best fit for your submission from the list below:

1. IB Theory, FDI, and Entry Mode Strategies

Track Chair:

Wlamir Xavier, Eastern New Mexico University and UNISUL, wlamir.xavier@enmu.edu

2. Global Strategy and Competitiveness of the Multinational Enterprise.

Track Chairs:

Chuandi (Charlie) Jiang, Saint Louis University chuandijiang@slu.edu

Kun Michelle Yang, Central Michigan University, yang1km@cmich.edu

3. **Governments, NGO's, Global Institutions and State-Owned Enterprises:**

Track Chairs:

Rachida Aissaoui, Ohio University, aissaoui@ohio.edu

Alexander A. Assouad, Belmont University, alexander.assouad@belmont.edu

4. **International Marketing**

Track Chairs:

George Nakos, Clayton State University GeorgeNakos@clayton.edu

Carri Tolmie, Elon University, ctolmie2@elon.edu

5. **International Accounting, Economics, and Finance**

Track Chairs:

Daniel Indro, Penn State University, dci1@psu.edu

April Knill, Florida State University, aknill@business.fsu.edu

6. **Entrepreneurship, SMEs, and Born Globals**

Track Chairs:

Amit Arora, Savannah State University, aroraam@savannahstate.edu

Kaveh Moghaddam, University of Houston-Victoria, moghaddamk@uhv.edu

7. **Organization and Human Resources of the MNE**

Track Chairs:

Edward Akoto, Henderson State University, akotoe@hsu.edu

Luis Camacho, SUNY Empire State College, luis.camacho@esc.edu

8. **Culture, Culture Theory, Culture Measurement, and Cultural Distance**

Track Chairs:

Reccia Charles, St Georges University, rcharles1@sgu.edu

Nazly Nardi, Nova Southeastern University, nnardi@gmail.com

9. **International Business Education**

Track Chairs:

Anne Marie Zwerg-Villegas, Universidad de La Sabana, anne.zwerg@unisabana.edu.co

Roberto Garcia, Indiana University, prgarcia@indiana.edu

10. **Undergraduate/Graduate Students**

Track Chair:

Charles Bryant, Florida Institute of Technology, bryantc@fit.edu

11. Global Value Chains, International Trade, and Markets

Track Chairs:

Anshu Arora, Savannah State University, aroraa@savannahstate.edu

Nicole Hartley, University of Queensland, n.hartley@business.uq.edu.au

12. Special Track: Innovation in the MNE

Track Chair:

Amanda Phalin, University of Florida, amanda.phalin@warrington.ufl.edu

13. Special Track: Gender in International Business Research

Track Chairs:

Malika Richards, Penn State – Berks, mur12@psu.edu

Marieta Velikova, Belmont University, marieta.velikova@belmont.edu

Conference Submission Instructions

All submissions will be handled through the AIB-SE online submission system. All manuscripts and proposals must be submitted by **June 15, 2018**. For up-to-date information about the conference, please see the conference website at <http://www.aibse.org>. Questions regarding this call for papers should be addressed to the appropriate track chair(s) or to the Program Chair.

- 1) **Competitive Sessions** – Submissions of fully developed papers are appropriate for consideration for competitive sessions. Competitive papers must be fewer than 10,000 words inclusive of all materials, including appendices and references.
- 2) **Interactive Sessions** – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to interactive sessions. These sessions are held in roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive papers should be 2,500 to no more than 5,000 words.
Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into competitive sessions. Lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited. Therefore, fully-developed papers, on occasion, may be placed in interactives session due to space constraints.
- 3) **Special Topic/Panel Sessions** – We invite special topic/panel sessions, which can be in a variety of formats. Proposals for special sessions should describe the topic, session format, and its importance to international business research or education and identify all individuals (with their qualifications) who will formally participate. Panel proposals should be limited to no more than 5,000 words. Selection of special topics/ panel sessions will be limited and according to the quality of the panel, and currency of the topic. The panel sessions are also used for new topics

that are important in the current IB environment where in-depth research is yet to be conducted. Proposals for PDWs in teaching or research may also be submitted under this format.

Submission Guidelines

All submissions must conform to the following guidelines:

- The document must be stripped of all identifying information: Do not include a cover page. The 'File Properties' for the documents should be cleaned to remove identifying information.
- Each manuscript should be accompanied by an abstract, not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 216×279 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12-point font.
- The manuscript should preferably be saved in Adobe Acrobat (PDF) format to ensure that reviewers see it in the intended way. However, Microsoft Word files will also be accepted.
- Please ensure all files are checked for viruses using updated anti-virus software before submission.

After Submission

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their paper on the website acknowledging receipt of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript or proposal, please inform the conference chairs, [Dr. Stan Westjohn](#) & [Dr. Stewart R. Miller](#). All manuscript submissions will be subject to a blind review process and will be evaluated based on interest to AIB-SE members, relevance to IB research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions. Panel proposals will be evaluated based on interest to AIB members, relevance to IB research, teaching and/or practice, quality, innovativeness, fit with conference theme, and diversity of participants. A more detailed Call for Papers is available at the [2018 AIB – SE annual conference](#) website.

Organizers

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Alexander Assouad, Ph.D.
2017 Local Host Chair
Belmont University
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