

**The Fourth Annual Global Strategy and Emerging Markets (GSEM) Conference:  
INSTITUTIONAL COMPLEXITIES AND STRATEGIC RESPONSES  
IN THE NEW GLOBAL ECONOMY**

May 8-10, 2019  
The University of Texas at Dallas  
Jindal School of Management  
Richardson, Texas 75080

**CONFERENCE CO-CHAIRS:** Mike Peng (The University of Texas at Dallas); Lourdes Casanova (Cornell University); Alvaro Cuervo-Cazurra (Northeastern University); John Mezas (University of Miami); Hubert Zydorek (The University of Texas at Dallas)

**KEYNOTE SPEAKERS:** David Ahlstrom (The Chinese University of Hong Kong); Michael Hitt (Texas A&M University and Texas Christian University); Yadong Luo (University of Miami); Sheila Puffer (Northeastern University)

**CALL FOR PAPERS/ABSTRACTS** (Deadline: February 1, 2019)

The University of Texas at Dallas Center for Global Business (CGB) and partners — Cornell University Emerging Markets Institute (EMI), Northeastern University Center for Emerging Markets (CEM), and the University of Miami Center for International Business Education and Research (CIBER) — are pleased to announce the fourth annual Global Strategy and Emerging Markets (GSEM) Conference. Previous GSEM conferences have been held in Miami (2016), Boston (2017), and Miami (2018). This conference provides a platform to bring together like-minded senior and junior scholars, doctoral students, and practitioners in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship from around the world, with a focus on global strategy and emerging markets.

The theme this year is “Institutional Complexities and Strategic Responses in the New Global Economy.” The new global economy is at a crossroads. Forces of “de-globalization” are endeavoring to slow down globalization. Advances of technologies are penetrating more aspects of human life. Engines of economic growth are readjusting to the “new normal.” Overall, institutions as “the rules of the game” can no longer be viewed as static and invisible. Instead, a series of the rules of the game — ranging from national and international politics to technological standards and competition policies — are changing, and their complexities are increasing. Such institutional transitions are forcing managers and entrepreneurs to search for new, innovative strategies.

How do firms led by managers and entrepreneurs eager to grow strategically respond to a new global economy with such heightened institutional complexities? This is the big question on which we are inviting contributors to focus. Examples of possible topics include:

- How do forces of “de-globalization” affect long-term strategic thinking?
- How do forces of technological advances (such as the “internet of things” and artificial intelligence) influence entrepreneurial behavior?
- How do forces of societal and environmental changes (such as global warming, migration, and aging population) provoke new growth opportunities or depress such opportunities?
- Are firms from developed economies likely to become more interested in withdrawing from emerging markets and consolidating their competitive positions at home? Or are such firms likely to become more interested in investing in emerging markets?
- Are firms from emerging markets likely to become more or less interested in internationalization?

- How have U.S. firms responded to the country's withdrawal from the Trans-Pacific Partnership (TPP)? How have firms in the other 11 TPP countries reacted to these changes?
- What strategies are Canadian, Mexican, and U.S. firms using to cope with the uncertainties surrounding the future of NAFTA/USMCA?
- What scenarios of Brexit are UK firms preparing? How do firms from the rest of the EU respond?
- How have Chinese firms responded to the "One Belt, One Road" initiative? How do firms based in the "One Belt, One Road" zone respond?
- Can existing theories contribute to a better understanding of some of these important but underexplored questions? If existing theories are inadequate, how can we develop new ones?

We invite you to submit papers (maximum 40 pages all inclusive with double-spaced text, following *Academy of Management Journal* guidelines) *OR* proposals (5 single-spaced pages all inclusive, following Strategic Management Society conference guidelines), especially from junior scholars/doctoral students.

In addition to research presentations, the conference will feature (1) keynote speeches, (2) a "meet the editors" session, (3) a "how to develop your papers" session, and (4) a practitioner/policymaker panel.

Submission deadline: Friday, February 1, 2019

Author notification of acceptances: Monday, March 4, 2019

Registration deadline: Friday, March 29, 2019 (one author for each accepted paper/proposal must register by this deadline)

Conference dates: Wednesday, May 8, 2019 (evening reception) / Thursday, May 9, 2019 (full day) / Friday, May 10, 2019 (conclude after lunch)

Official conference hotel: A block of rooms has been reserved for conference participants. (NOTE: The conference will be held on the campus of UT Dallas, not at this hotel. There will be a shuttle service between the hotel and campus.)

Hyatt Regency North Dallas, 701 East Campbell Road, Richardson, TX 75081

<https://www.hyatt.com/en-US/hotel/texas/hyatt-regency-north-dallas/dfwnd>

Travel scholarship: We will offer the first 25 PhD students who register for the conference and who live outside the Dallas-Fort Worth Metroplex area a travel scholarship of \$375 — covering three nights of single-occupancy stay at the Hyatt. We will register these participants as a group. (Conference participants are responsible for their own travel to and from Dallas.)

Conference registration Fee: \$80 / \$40 (for PhD students)

To submit paper/proposal: <https://jindal.utdallas.edu/application/gsem-conference-call-for-papers/>

To register: <https://jindal.utdallas.edu/application/gsem-conference-registration/>

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