



AIB- INDIA 2018 CONFERENCE

Conference Theme:

**INTERNATIONAL BUSINESS AND THE
“MAKE IN INDIA” PERSPECTIVE**

Host Institute:



**Indian Institute of Foreign Trade (IIFT)
MSME Centre, Shimla**

April 9-11, 2018

CALL FOR PAPERS



About the Academy of International Business (AIB):

The AIB is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB has 3185 members in 89 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government, and NGO representatives. The AIB also has chapters established around the world to facilitate networking as well as the exchange of knowledge at a more local level. The AIB-India chapter is one of the most active, with a strong focus on developing a thriving research community among India-based scholars with interests in the broad field of international business.

About Indian Institute of Foreign Trade:

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organisation to help professionalise the country's foreign trade management and increase exports by developing human resources, analysing and disseminating data and conducting research. The Institute's portfolio of long-term programmes is diverse, catering to the requirements of aspiring International Business executives and mid-career professionals.

Nature and Scope of Conference:

This conference will bring together scholars from multiple disciplines and countries, to examine international business in the context of the vibrant Indian Context.

Conference Theme:

INTERNATIONAL BUSINESS AND THE “MAKE IN INDIA” PERSPECTIVE

The 2018 AIB -India Chapter Conference will explore the new opportunities and challenges created by the “Make in India” perspective. This includes changes in the economic, technological, and social environment for players including MNEs, SMEs, new ventures, and born globals, as well as for firms from other countries that are doing business with India.

International business in the “Make in India” context, the emergence of the “Make in India” perspective, and associated changes in the character of international business activity, all need to be examined- from a range of macro, meso, and micro perspectives.

Questions of interests may include the analysis at various levels, including country, industry, firm, subsidiary, individual manager, and employee. Submissions pertaining to the tracks listed below are welcome.

Note: The AIB-India Conference will be followed immediately by the second module of the 2017-2018 Ind-IB workshop. Registration and workshop information, and pre-readings for Ind-IB workshop, will be sent separately to eligible participants.

Conference Tracks:

Submissions addressing the conference theme may pertain to any aspect of the very broad field of international business impacted by the “Make in India” perspective. Potential topics include – but are not limited - to:

- International entrepreneurship, international new ventures (INVs), born globals, cross-national comparisons of entrepreneurship, global diasporas
- International marketing, cross-cultural marketing, social communities
- International finance
- Institutional and political environment of IB
- The geography of international business, trade, and global value chains
- International human resource management and organizational behaviour
- Digital transformation and online markets in IB
- Global strategy, M&As and competitiveness
- Theories of the MNE and of FDI
- International institutions
- Global innovation
- Global leadership and cross cultural management
- Emerging markets and emerging -market MNEs
- Global business and the digital economy

Submissions:

We welcome three forms of submissions:

- **Competitive papers:** Suitable for work at an advanced stage of development, competitive papers submitted for review should be up to 25 double-spaced (A4) pages in length, including references, figures and tables.
- **Interactive sessions:** Interactive sessions are primarily designed for shorter manuscripts (in research note formats) or work-in-progress pieces that could benefit from informal feedback from other participants. Interactive sessions

are held in a roundtable discussion format with shorter oral presentations allowing for an engaging interaction with other researchers with similar interests.

- **Panel proposals:** Suitable for focused panel sessions that explore a common theme, panel proposals that address the conference theme are especially welcome.

Submissions should be e-mailed to aibindia@iimb.ac.in with “AIB-India 2018 conference” in the subject line. **The deadline for submissions is Thursday, 15th March 2018.**

Conference and Ind-IB Schedule:

Date & Day	Timings	Activity (Tentative)
9th April, Monday	10.30- 11.30	Conference registration
	11.30- 13.00	Inauguration and opening industry plenary
	13.00- 14.00	Lunch
	14.00- 17.30	Parallel sessions
10th April, Tuesday	09.30- 13.00	Conference continues, including another industry/social entrepreneurship plenary session and parallel sessions
	13.00- 14.00	Lunch and conclusion of AIB-India conference
	14.00- 17.00	Ind-IB workshop commences
11th April, Wednesday	09.30- 17.00	Ind-IB workshop, followed by Farewell High Tea

Registration fees:

AIB - India Conference	₹ 5000
AIB- India Conference & IND- IB Workshop	₹ 6000
IND -IB Workshop	₹ 5000

- The registration cost includes conference kit, lodging and food for 2/3 nights.
- In order to register for the conference, you must be a member of the Academy of International Business; see <https://aib.msu.edu/membership/aboutindmembership.asp> for information. Note that residents of India should be eligible for the US\$25 electronic membership

Payment Mode for Registration Fees:

- Payment can be done by online transfer as follows:

NEFT details

Bank Account in the Name of	Indian Institute of Foreign Trade, Kolkata
Name of Bank	Indian Bank
Address	BF 142, Sector I, Salt lake City, Kolkata West Bengal – 700 064
Account Number	707790007
IFSC Code	IDIB000S147
Branch Code	00562

Conference Organizing Committee:

Professor.K. Rangarajan,
Conference Chair,
Indian Institute of Foreign Trade (IIFT)

Dr. Surender Munjal,
Conference Co-Chair,
James E. Lynch India and South Asia Business Centre, Centre for International
Business, University of Leeds

Important Dates:

Call for papers	1st February 2018
Last date for paper submission	15th March 2018
Notification of acceptance	17th March 2018
Registration deadline	23rd March 2018

For queries, contact:

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