



**Global Strategy and Emerging Markets 2016 Annual  
Conference and International Business Institute  
Miami, Florida, USA, January  
6-8, 2016 Call for Abstracts**

The University of Miami CIBER (Center for International Business Education and Research) is pleased to announce its Global Strategy and Emerging Markets (GSEM) 2016 annual conference in Miami, Florida, USA on January 6 to 8, 2016. This conference will provide a platform to bring together scholars, doctoral students, and practitioners in the fields of international business (IB), strategic management, cross-cultural management, and global entrepreneurship from around the world. This platform aims not only to foster sharing and discussion of frontier issues associated with emerging market-related global strategies, but also to create an opportunity for co-learning interactions between scholars from the U.S. and from emerging economies (particularly from Latin America), between IB research and IB practices and teaching, and between IB faculty and IB doctoral students.

Emerging economies are surpassing the developed world in terms of contributions to world economic growth, with emerging market enterprises (EMEs) playing a major role in this transformation. Many companies from these economies are relentlessly scaling the value chain in pursuit of growing roles on the world stage. They increasingly contest developed market leaders, gain market share, accelerate outbound FDI, and even create new business models. Meanwhile, a large number of advanced economy multi-national enterprises (AMNEs) entering and competing in emerging markets have been significantly changing their dominant strategies over the past decades to cope with new or shifting competitive, regulatory, and socio-cultural environments in these markets.

This conference seeks to create a scholarly forum for the study of international business issues relating to emerging markets that involve both the internationalization of EMEs *and* AMNEs competing in these markets. These issues are diverse, such as unique strategies and behaviors of emerging market MNEs, winning strategies by AMNEs operating in foreign emerging markets, global co-opetition between AMNEs and EMEs, competitive strengths and weaknesses of EMEs in international competition, business model innovation by emerging market MNEs, and adaptation of EMEs to the new global normal such as global connectivity and accelerated flows of trade, investment, finance, people and data, to name a few. We also encourage submissions that tackle the commonality *and* differences among emerging markets (e.g., common and disparate traits in institutional environment, varying motives and strategies in international expansion by EMEs from different emerging economies).

The conference is composed of an academic program, a teaching program and a doctoral consortium. The academic program is intended to attract abstracts/proposals that will lead the discourse on some fresh or new perspectives on emerging market-related IB issues in general and on global strategy issues in particular. The academic program should stretch our understanding of some new perspectives across multiple domains—international business, strategic management, entrepreneurship, organizational behavior, cross-cultural management, business ethics and corporate social responsibility, human resources, and the like—and at multiple levels of analysis, such as country, industry, organization, and group. To this end, we invite abstracts/proposals (2-3 pages) relating to the conference theme, especially from junior scholars. Only original, unpublished work is sought.

In the teaching program, participants will also have the opportunity to submit and discuss case studies highlighting “Best Practices,” to interact with senior leaders of leading multinationals operating in / from Latin



America, and to share relevant teaching / learning methods, including innovative experiential learning approaches, simulations, and methods to teach millennials. Those completing the entire teaching program of the International Business Institute for Excellence in Teaching will receive the Miami International Business Institute Certificate.

In the pre-conference doctoral consortium doctoral students will have the opportunity to present and discuss their research with senior scholars.

Please submit your abstract/proposal to [ciber@bus.miami.edu](mailto:ciber@bus.miami.edu)

### **Important Dates**

Abstract submission deadline: Friday,  
October 16, 2015 Author notification of accepted  
presentations: Friday,  
November 6, 2015 Conference registration deadline for  
speakers: Friday, December 4, 2015

**Conference Co-Chairs:** Alvaro Cuervo-Cazurra (Northeastern University)  
Yadong Luo (University of Miami)  
John M. Mezas (University of Miami)

**Key Note Speakers - Academic:** Pankaj Ghemawat (New York University and IESE Barcelona)  
Chris Marquis (Cornell University)  
Jaeyong Song (Seoul National University Business School)

**Institute Co-Chairs:** John Daniels (University of  
Miami) Joseph Ganitsky  
(University of Miami)  
Alejandro Ruelas-Gossi (University of Miami)

**Conference Committee:** Ilan Alon (University of Agder, Norway, and Rollins College, FL)  
Maria Helena Jaen (IESA, Caracas)  
John R. McIntyre (Georgia Institute of  
Technology) Santiago Mingo (U Adolfo  
Ibáñez, Santiago, Chile) William Newburry  
(Florida International University) Ravi  
Ramamurti (Northeastern University)

**Best Paper Award and publishing opportunities** offered by the International Journal of Emerging Markets