

2022 GSEM CONFERENCE GEOPOLITICS, EMERGING MARKETS, AND GLOBAL STRATEGIES

SFU

BEEDIE SCHOOL
OF BUSINESSJACK AUSTIN CENTRE FOR
ASIA PACIFIC BUSINESS STUDIES

Call for Papers

May 6-8, 2022

Hosted by Jack Austin Centre for Asia Pacific Business Studies,
Beedie School of Business, Simon Fraser University
Vancouver, British Columbia, Canada

Conference Co-Chairs

Jing Li and Daniel Shapiro (Simon Fraser University), Lourdes Casanova (Cornell University), Alvaro Cuervo-Cazurra and Ravi Ramamurti (Northeastern University), and Mike Peng (University of Texas at Dallas).

Previous GSEM conferences have been held in Miami (2016), Boston (2017),
Miami (2018), Dallas (2019), and Ithaca (2020).

Simon Fraser University's **Jack Austin Centre for Asia Pacific Business Studies** and partners – Cornell University Emerging Markets Institute, Northeastern University Center for Emerging Markets, and University of Texas at Dallas Center for Global Business – are hosting the **Sixth Global Strategy and Emerging Markets Conference (GSEM)**, with a theme of **Geopolitics, Emerging Markets, and Global Strategies**.

This conference provides a platform to bring together senior and junior scholars, doctoral students, practitioners, and policymakers in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship with shared interests in global strategy, emerging markets, and emerging market multinationals.

Key dates

Paper submission deadline	January 23, 2022
Author notification of acceptance and general registration opens	February 6, 2022
Registration deadline	April 15, 2022
Conferenced dates	May 6, 2022: Networking Reception May 7 – 8, 2022: Conference

For more details visit the [conference webpage](#) or contact jack_austin_centre@sfu.ca

Venue and format

While we hope that the conference will be held in person in Vancouver, Canada, with some online components, the venue for the conference will be determined in early 2022 on the basis of COVID-19's trajectory and the ability of our global community to tackle the pandemic.

In addition to research presentations, the conference will feature (1) keynote speeches, (2) paper development sessions, (3) industry, practitioner, and policymaker panels. Selected attendees will have an opportunity to record a podcast or a video featuring their research that will be posted on the Jack Austin Centre website.

Call for Papers

The theme of GSEM 2022 is "Geopolitics, Emerging Markets, and Global Strategies." The global world order – a system of rules, norms, and practices driving business activities – has been under pressure as exemplified by the growing rivalry between China and the United States, a rise in protectionism and investment restrictions, and the enhanced nationalistic sentiments triggered by COVID-19. Multinational enterprises (MNEs) have been challenged to navigate in an uncertain world characterized by increased political, economic, environmental, and health risks. This year's conference seeks to not only understand the impact that these changes have on companies but also outline the strategies that companies pursue to navigate this environment.

Given that this year's conference will be held in Vancouver, British Columbia, we encourage scholars to address these questions in reference to the Asia-Pacific region, and we also welcome submissions focusing on other regions and countries. Examples of possible topics include, but are not limited to:

Geopolitical competition and MNE strategies

- How does geopolitical competition among countries influence MNEs' internationalization strategies and their corporate market and nonmarket strategies?
- How does the shifting global power balance affect companies from emerging economies?
- How do MNEs adjust their corporate strategies to adapt to an increasingly volatile regulatory environment, mitigate new risks and uncertainties, and deal with an increasingly conflictual world?
- How does a turn to nationalism among leading world economies influence MNE strategies at home and abroad?
- How are mergers and acquisitions influenced by the rise in foreign direct investment restrictions?
- How has the rise of new international organizations, such as Asian Infrastructure Investment Bank, New Development Bank, and Shanghai Cooperation Organisation, influenced emerging market MNEs' activities abroad?

The rise of techno-nationalism and technological competition

- How will the US-China technological rivalry influence MNE strategies and innovations?
- How does techno-nationalism, and associated restrictions on corporate activities, impact MNEs' activities (e.g., partnerships and linkages) and innovation?
- How are corporate recruitment, training, and talent retention strategies affected by techno-nationalism?
- How do state-level policies designed to enhance the economic competitiveness of individual countries impact MNEs operating at home and abroad?

Natural resources in a competitive political environment

- How does the geopolitical rivalry (e.g., competition for the Arctic's natural resources, investment in fossil fuels, and rare earth mineral tensions) change the dynamics of the extractive sectors and influence MNE strategies?
- What is the role of emerging-market MNEs in contributing to sustainable management of natural resources, and is it challenged by the changing global geopolitical environment?
- Has the nature of the obsolescing bargain changed in a competitive political climate?

Submission

We welcome you to submit papers or proposals in the following formats:

- Full papers that do not exceed 40 pages all-inclusive with double-spaced text following *Academy of Management Journal guidelines*.

OR

- Proposals that do not exceed 5 pages all-inclusive with single-spaced text following *Strategic Management Society conference guidelines*.

In particular, we encourage the submission of work by scholars residing in emerging markets. At least one author for each accepted paper/proposal must register to attend the conference.

Registration

General conference fee: \$80.00 CAD

Student conference fee: \$40.00 CAD

Please submit your papers or proposals through the [conference webpage](#).