



# Competitiveness of the CEE Region in the Global Economy



Conference

Budapest, October 9-11, 2014

The **AIB CEE Chapter** and the **Competitiveness Research Center of the Corvinus University of Budapest** are joined to organize an international conference in **Budapest, October 9-11, 2014**.

The conference is the first AIB CEE Chapter conference and the 2<sup>nd</sup> international working conference on competitiveness research. It is to attract academics and professionals in the field of International Business (IB) and competitiveness, focusing on and/or living in the CEE region.

## Theme of the conference

The decade of the 1990s was about transition to the market economy and reentry to the global economy for countries in Central and Eastern Europe (CEE). Some IB academics reckoned then that foreign direct investment (FDI) could have a crucial role in that. They were right and that far insignificant FDI in the region played a dominant role.

In the first decade of the 2000s several countries in region were considered as emerging markets. Both the FDI and export figures per capita were outstanding globally. The CEE region became both host and home region of MNEs as Deloitte CEE TOP 500<sup>1</sup> rankings show. Several countries accessed the EU, and it is their 10<sup>th</sup> anniversary there in 2014. Their EU memberships brought new dynamism and raised new challenges both to the EU and their governments.

The global recession since 2008 exposed further challenges for both the countries and the region in the global economy. It is proposed that the CEE region and its countries are no longer seen as emerging markets since the second decade of the 2000s<sup>2</sup>. As McKinsey Global Institute stated in December 2013<sup>3</sup> a new growth model is needed to reignite growth and return back the pre-crisis economic growth rates in the region.

Some academics assume that research findings in IB and competitiveness may deserve more attention to contribute to that. It is perceived that there are several commonalities among countries behind the regional macro picture. They deserve systemic exposure, further research, and cooperation to have a better understanding and a clearer overview on it.

## Conference Tracks

The conference theme is to encourage both IB and competitiveness scholars to submit their papers. The preliminary tracks are the following:

1. Institutions as supporters and hurdles of internationalization and foreign market entry
2. The CEE headquartered MNEs and their characteristics
3. Developed and emerging country subsidiaries and their role in the CEE region
4. Internationalization of SMEs and born globals
5. Global value chains: positions, positioning, and governance
6. Challenges of international management and HRM
7. Competitiveness: national, industry and firm level approaches and interconnectedness
8. Position and competitiveness of the CEE region in the global economy

<sup>1</sup> [http://www2.deloitte.com/global/en/misc/litetopicpage\\_global-topic-tags.cetop500.html](http://www2.deloitte.com/global/en/misc/litetopicpage_global-topic-tags.cetop500.html)

<sup>2</sup> <http://www.ft.com/intl/reports/central-eastern-europe>

<sup>3</sup> [http://www.mckinsey.com/insights/economic\\_studies/a\\_new\\_dawn\\_reigniting\\_growth\\_in\\_central\\_and\\_eastern\\_europe](http://www.mckinsey.com/insights/economic_studies/a_new_dawn_reigniting_growth_in_central_and_eastern_europe)