

Invitation

Competitiveness of the CEE Region in the Global Economy

You are cordially invited to the 1st AIB CEE Chapter conference, in Budapest, October 9-11, 2014.

The Academy of International Business Central and East European (**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 conference and the 2nd 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 marked by the transition to market economy and reentry to the global economy for countries in the region of 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 FDI, that far insignificant in the region, has played a dominant role.

In the first decade of the 2000s several countries in region were still considered as emerging markets. Both FDI and export figures per capita were outstanding globally. The CEE region became both host and home region of MNEs as Deloitte CEE TOP 500¹ rankings show. Several countries accessed the European Union, and it is already their 10th membership anniversary in 2014. Their EU membership 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 2000s². As McKinsey Global Institute stated in December 2013³ a new growth model is needed to reignite growth and return back the pre-crisis economic growth rates in the region.

Some scholars 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.

Main goals of the conference

The AIB-CEE Chapter would like to provide a platform for scholars and professionals working on and in CEE region. The 1st AIB-CEE Chapter conference is an academic conference to give opportunity for academics to discuss their research findings on IB and competitiveness.

Scholars are encouraged to submit competitive and discussion papers related to the conference highlights and tracks. Two anonymous referees will evaluate the submitted papers. Nomination for best paper award is part of the review process. Accepted papers are published in conference proceedings, and will be considered for a journal special volume.

¹ <http://www2.deloitte.com/global/en/misc/litetopicpage.global-topic-tags.cetop500.html>

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

³ http://www.mckinsey.com/insights/economic_studies/a_new_dawn_reigniting_growth_in_central_and_eastern_europe

A track is dedicated for sharing lessons on teaching IB and international management in CEE countries. For upgrading and developing publication skills a Meet-the-Editors-Session with CEE focus is going to be organized.

Moreover, an urgent need for comparative research on CEE countries has been recognized. Thus, the conference would like to provide academics an opportunity for networking in a session. Papers on good practices to support collaborative initiatives and research project ideas for CEE collaboration are also expected as paper submission.

Conference highlights and tracks

Central and Eastern Europe is assumed to constitute a major lens and common denominator of all the papers. The conference theme is to encourage both IB and competitiveness academics and professionals to submit their papers which have this specific focus. The preliminary track description shows the highlighted fields where submissions are especially welcome, and papers on other IB and competitiveness topics are also accepted. Each track is briefly outlined below. However, submissions from other areas are also possible, provided that they contribute directly to international business scholarship with a focus on Central and Eastern Europe.

1. MNEs and their Subsidiaries in the CEE Region – Andreja Jaklic, University of Ljubljana, Slovenia

CEE region hosts varieties of MNEs subsidiaries, those from MNEs from developed countries, less developed (or emerging) country MNEs and the CEE-born and headquartered MNEs. The track is open to research papers on varieties of MNEs subsidiaries in CEE region, their performance, development, integration and cooperation within the region, effects and barriers for their growth. Papers on institutional support to foreign affiliates and domestic MNEs are also welcome.

2. Internationalization of SMEs and Born Globals – Tiia Vissak, University of Tartu, Estonia

Qualitative, quantitative and conceptual papers on internationalization processes of SMEs and born globals - for instance, on factors leading to or affecting their initial internationalization and further growth, but also factors leading to de- and re-internationalization and differences between born globals and other internationalizers - are welcome to this track. Papers on CEE firms entering CEE and other regions or other firms entering CEE are especially welcome.

3. A New Level of Analysis: Global Value Chains in the CEE Region – Andrea Gelei, Corvinus University of Budapest, Hungary

Internationalization has shifted the level of analysis from individual firms to complex global value chains. Both conceptual and empirical papers focusing on competitiveness issues of these GVCs are invited to the track. Research results related to the evolution, strategic positioning of GVCs active in the CEE region are welcomed just like their challenges related to governance and operative management. Papers with special focus on supply chain management are also awaited.

4. International Management and HRM – Jozsef Poor, Szent Istvan University, Hungary

National labor market belongs to the least globalized ones. International management and HRM are activities to cope them. Track would like to provide insights into HR management of multinational corporations in culturally diverse environment. Qualitative and quantitative papers to facilitate understanding and learning the implementation of international HR practices are warmly welcome.

5. Competitiveness of the CEE Region its Countries, Industries and Firms – Piotr Trapczynski, Poznan University of Economics, Poland

This track is directly related to the main theme of the conference. Conceptual and empirical papers devoted to both current state and changes of the international competitive position of the CEE region, its countries, selected industries, and firms, are expected for this track. Contributions on theoretical foundations of competitiveness, particularly interrelatedness of national-, industry- and firm-level concepts are welcome.

6. Teaching IB and International Management: Experiences and Challenges – Miroslaw Jarosinski, Warsaw School of Economics, Poland

International Economics has been cultivated at higher education in many CEE countries. IB and international management have arrived with the development of market economy and globalization. The track is intended to discuss challenges and share lessons for further developing.

Hosts of the conference

Zita Zoltay-Paprika, Dean of Faculty of Business Administration, Corvinus University of Budapest
Attila Chikán, Director, Competitiveness Research Center, Corvinus University of Budapest

Organizing committee

Erzsebet Czako, Program Chair of the Conference, Corvinus University of Budapest, Hungary
Lukasz Puslecki, Chair of AIB-CEE Chapter, Poznan University of Economics, Poland
Attila Chikán, Corvinus University of Budapest, Hungary
Andrea Gelei, Corvinus University of Budapest, Hungary
Andreja Jaklic, University of Ljubljana, Slovenia
Miroslaw Jarosinski, Warsaw School of Economics, Poland
Michal Staszko, Poznan University of Economics, Poland
Jozsef Poor, Szent Istvan University, Hungary
Piotr Trapczynski, Poznan University of Economics, Poland
Tiia Vissak, University of Tartu, Estonia
Michal Zdziarski, University of Warsaw, Poland

Important dates

Paper submission system opens: March 31, 2014
Paper submission deadline: June 23, 2014
Paper acceptance/rejection: July 31, 2014
Conference date: October 9 – 11, 2014

Registration fees

Early bird AIB member registration fee (before September 15, 2014): 300 Euro
Early bird non-AIB member registration fee (before September 15, 2014): 400 Euro
PhD student rate is also available: early bird 200 Euro, and regular 250 Euro
The registration fee includes all the conference materials, refreshments, lunches, and conference gala dinner. Conference registration fee does not include accommodation or travel costs. The registration fee does not include AIB membership fee. For further information on the AIB membership please visit: <http://aib.msu.edu/membership/>

Further information on the paper submission will be distributed soon. For more information please contact Erzsebet Czako, e-mail: erzsebet.czako@uni-corvinus.hu