

MULTINATIONAL ENTERPRISES AND THEIR NON-MARKET SOCIAL AND POLITICAL STRATEGIES

The strategies of Multinational Enterprises (MNEs) are influenced by both market and nonmarket forces surrounding them. The 'nonmarket' comprises of social actors such as communities and non-governmental organisations; and political actors such as regulatory agencies and the government. In a global business context, there is a greater variety of nonmarket issues and stakeholders who often have conflicting expectations. Via Nonmarket strategies, MNEs can address the interests of various stakeholders, such as of customers in demanding low-priced products, of employees of having continued jobs, of shareholders of expecting reasonable profits, and of communities in contributing to local development. In doing so, MNEs can participate in the government's policymaking process by cooperating with nonmarket actors and by identifying win-win solutions. Research on MNEs' non-market strategies is scarce and non-market strategies become increasingly important in the current age, when the regulatory environments are changing not only in emerging economies but also in developed countries – notably in the US and UK. At the plenary session, we therefore call for greater research in this rather less-researched, yet important aspect of international business, and the implications of MNEs' nonmarket strategies in the current times.



Speakers

Jonathan Doh

Rammrath Chair in International Business and Professor of Management, Villanova University School of Business, Co-editor in Chief: *Journal of World Business*



Thomas Lawton

Professor of Strategy and International Business and Head of the Department of Strategy and Entrepreneurship, University of Surrey, Surrey Business School, Associate Editor: *Long Range Planning*



Steven McGuire

Professor of Business and Public Policy and Head of School - University of Sussex Business School. Editorial board member: *Business and Politics* and *European Journal of International Management*

IMPORTANT DATES

Paper submission opens: 15 November 2018

Submission of papers deadline: 15 January 2019 (for Main Conference papers)

Submission of papers deadline: 31 January 2019 (for Doctoral Colloquium papers)

Doctoral Colloquium¹ : 25 April 2019
Main Conference² : 26 and 27 April 2019

For information on paper submission, tracks, and other details, visit: <https://www.aib-uki.org/conference.html>

Speakers

Patricia McDougall-Covin

Professor Emeritus,
Director - Institute for
International Business,
William L. Haeberle
Professor of
Entrepreneurship,
Kelley School of
Business, Indiana
University



And also,

**Professors Nicole Coviello,
Stephanie Fernhaber,
Marian V Jones,
Becky Reuber, and
Antonella Zucchella.**

The AIB UKI 2019 conference will also hold a special plenary on: **"International Entrepreneurship: The Legacy, The Future"** in honour of Professor Patricia McDougall-Covin, who retires in 2018, and to mark 30 years of International Entrepreneurship research. Patricia, as well as being one of the field's most intellectual leaders has throughout her career promoted and supported the development of the field through various publications and collaborations with colleagues, early career researchers and doctoral students. Women academics in particular (but not alone) owe Patricia a debt of gratitude for her work as a scholar and mentor and it is in her honour that this panel will discuss her legacy, and the future of International Entrepreneurship. In the context of today's changing world order in which a shift back towards protectionism is being felt, this plenary seeks to address questions such as: what are the questions that International Entrepreneurship should address at this time? What is the legacy from the work of Patricia and others that equip us for the new research challenges fit for the era we find ourselves in; and where do we go from here?

¹ Doctoral Colloquium includes doctoral paper presentations and a workshop on Qualitative Research in International Business.

² Includes the Plenary sessions, Panel discussions and Parallel sessions for the Main Conference papers. The Gala Dinner and Awards Ceremony will be on 26 April 2019 (7.30 pm onwards). The conference will close on 27 April 2019 (about 3 pm).

WORKSHOPS

INTERNATIONAL BUSINESS PEDAGOGY WORKSHOP

The International Business pedagogy workshop offers a forum for scholars with extensive teaching experience to share best practices and explore new ways of teaching and advancing student education within both the field of IB and within business & management more generally.

Chairs: Hinrich Voss and Giles Blackburne

Leeds University Business School, UK.

Workshop date: 24th April 2019.

Venue: University of Sussex

This workshop will be a separate pre-conference event and will have a separate fee.

INTERNATIONAL BUSINESS PAPER DEVELOPMENT WORKSHOP

The purpose of the PDW is to provide junior scholars with developmental feedback on their current research projects that may be submitted to international business journals. Broadly, the PDW also aims to improve the quality of IB research and bring new scholars into the IB field.

Chair: Becky Reuber

Professor of Strategic Management, Rotman School of Management, University of Toronto, Canada.
Area Editor: *Journal of International Business Studies*

Workshop date: 25th April 2019.

Venue: University of Sussex

AWARDS AND PUBLICATION OPPORTUNITIES

John Dunning Lifetime Achievement Award

Michael Z Brooke Doctoral Prize for the best paper by a doctoral student.

Neil Hood and Stephen Young Prize for the most original new work in the Doctoral Colloquium.

Palgrave Macmillan Prize for the best paper

Peter J Buckley & Pervez N. Ghauri Award for the best Early Career Researcher paper

Critical Perspectives on International Business Prize for the most innovative paper which tackles a new or under-researched topic and which contributes to the understanding of the impact of international business on society.

The Global Strategy Journal Best Paper Award

Research in International Business and Finance Prize for the best paper which examines a topic in International Finance from an International Business perspective

University of Birmingham Research Methods Best Paper Award

A selection of conference papers will be published in the Palgrave Macmillan International Business Book Series, which is connected to the AIB UK & Ireland annual conferences.

ABOUT BRIGHTON

Brighton, rated as one of the most entrepreneurial cities in the UK, is also a very popular seaside destination. The key tourist attractions include the Royal Pavilion, the Brighton Pier and the British Airways i360. Things to do include beach sports (e.g. sailing, kayaking, paddle-boarding, volleyball etc.), bike rides and walking tours. Brighton has a large variety of places for accommodation, restaurants, pubs, music venues, art spaces, cabaret bars, theatres etc.

For more info, visit: [HTTPS://WWW.VISITBRIGHTON.COM/](https://www.visitbrighton.com/)

In terms of accessibility, Brighton is:

About 1 hour by rail from London.

About 45 minutes by road from the M25 motorway.

About 30 minutes from London Gatwick Airport.

On a direct rail link from the Eurostar Service at St Pancras.

Accessible by regular coach connections from London Heathrow and London Gatwick airports.

ABOUT THE UNIVERSITY OF SUSSEX

The University of Sussex is located in Falmer, at a short 10 minute train journey from the main Brighton station.



Brighton, BN1 9SL, United Kingdom
<http://www.sussex.ac.uk/about/>

Research-intensive: 75% of our research activity is categorised as world-leading or internationally excellent (Research Excellence Framework 2014).

Ranked first in the world for Development Studies (QS World Rankings, 2017).

Ranked 6th in the UK and 50th in the world for Business and Economics (Times Higher Education, 2018-19).