
AIB UK&I 2019 CONFERENCE

UNIVERSITY OF SUSSEX, BRIGHTON, 25-27 APRIL 2019

POST-EVENT SUMMARY REPORT

The 46th Academy of International Business UK & Ireland (AIB UK&I) Chapter Conference was organised by the University of Sussex Business School (USBS) between the dates 25-27 April 2019. The conference details are on the website: <https://www.aib-uki.org/2019-sussex-conference.html>.

The conference committee consisted of Dr Vikrant Shirodkar (Conference Chair) and the International Business faculty members within the Department of Strategy and Marketing within USBS, namely, Professor Roger Strange, Professor John Da Silva Luiz, Dr Yong Yang, Dr Norifumi Kawai, Dr Palitha Konara, Dr Steven Brieger and Dr Eleni Piteli. We also received administrative support from Aristeia Markantoni who is a Research Engagement and Events Officer at USBS.

The theme of the conference was 'Multinational Enterprises and their Nonmarket Social and Political Strategies', which aimed to stimulate discussion on the topic of how Multinational Enterprises (MNEs) develop effective capabilities to deal with the opportunities and challenges posed by changing social and political environments surrounding them. The keynote speakers invited to the event were Professors Jonathan Doh, Thomas Lawton and Patricia McDougall-Covin who shared their insights and research expertise on the nonmarket strategies of large and small/medium size enterprises involved in international business.

The conference was attended by 185 delegates from 22 countries. Out of these, 117 delegates were from the UK, 11 from Ireland, and the rest from 20 other countries, notably, from the USA and Europe. Table 1 (next page) shows the list of the delegates by their affiliated University's (or institution's) country of origin.

We carried forward the system of having track chairs from the AIB UK&I 2018 (Birmingham) conference. In most cases, the track chairs was chosen on the basis of one being a well-established scholar in that area and the other one as an emerging scholar. All the track chairs were extremely helpful in attracting excellent submissions, assigning reviewers and following up on the reviews. Their work contributed largely to the excellent quality of papers presented at the conference.

The conference dinner was held at The Grand, Brighton on Friday 26th April 2019, where conference awards were also given.

Table 1: Delegates by country

Country	Delegates
Australia	2
Austria	5
Brazil	7
Canada	2
China	3
Cyprus	1
Denmark	1
Finland	4
Germany	1
India	1
Ireland	11
Italy	9
Japan	2
Kuwait	1
Netherlands	4
New Zealand	1
Norway	1
Singapore	1
South Korea	1
Sweden	2
United Kingdom	117
USA	8
Total	185

In response to the call for papers, 219 paper submissions (including Doctoral and Adam Smith Award submissions) and 5 panel proposals were received. After the peer review process, 161 papers (out of 219) and all the 5 panels were accepted for presentation at the conference. Among the 161 papers, 5 papers were withdrawn at later stages resulting in 157 paper presentations. Out of these, 94 were in competitive sessions, 31 in interactive sessions, 29 in doctoral sessions and 3 Adam Smith Award presentations. Table 2 (next page) provides a detailed summary of the papers in the different tracks.

There were several new introductions made at the AIB UK&I 2019 conference. First, we introduced the International Business Paper Development Workshops (PDWs) on the first day of the conference (Thursday 25th April 2019). These were chaired by Professor Becky Reuber (Journal of International Business Studies), Professor Jeremy Clegg (Journal of International Business Policy) and Professor Mario Kafouros (International Business Review). In total, we received 16 submissions (9 for JIBS & JIBP PDW and 7 for IBR PDW).

Second, the AIB UK&I 2019 conference introduced the Adam Smith Best Doctoral Dissertation Award - a £350 prize to the winner and certificates to the winner and two runner-ups, sponsored by the Adam Smith Business School, University of Glasgow. This award recognises doctoral research that has made significant contribution to the field of

International Business. As seen from Table 2, eight submissions / applications were received for this prize and 3 were selected for presentation at the conference.

Table 2: Summary of papers accepted at the AIB UK&I 2019 conference

	Track	Chair(s)	Submitted	Competitive	Interactive	Rejected	Withdrawn	Stream A	Stream B
1	International Business Strategy and Organisation	John Child and Linda Hsieh	23	9	9	1	4	-	-
2	Economic Geography of International Business	Fragkiskos Filippaios and Irina Gokh	8	4	0	0	4	-	-
3	Global Value Chains and International Business	Roger Strange and John Humphrey	4	2	1	0	1	-	-
4	International Business, Innovation and Knowledge Flows	Nigel Driffield and Yong Yang	13	7	0	1	5	-	-
5	SMEs and International Entrepreneurship	Margaret Fletcher and Giovanna Magnani	28	14	8	1	5	-	-
6	Internationalisation from and to Emerging Markets	John Da Silva Luiz and Palitha Konara	26	20	0	2	4	-	-
7	Finance and Corporate Governance in International Business	Chris Jones and Yama Temouri	8	6	0	0	2	-	-
8	International Business, CSR and Sustainable Development	Stephen Brammer and Steven Brieger	19	9	5	1	4	-	-
9	Political risk and International Business-Government relationships	Tazeeb Rajwani and Vikrant Shirodkar	25	13	5	0	7	-	-
10	International Human Resource Management and Cross-cultural Issues	Alex Mohr and Norifumi Kawai	6	3	2	1	0	-	-
11	International Marketing	Emmanuella Plakoyiannaki and Georgios Batsakis	10	6	1	0	3	-	-
12	Research Methods in International Business	Agnieszka Chidlow and Maria Karafyllia	4	1	0	0	3	-	-
13	Doctoral Colloquium Stream A (Advanced/Intermediate)	Surender Munjal	19	-	-	-	5	14	
14	Doctoral Colloquium Stream B (Developmental)	Surender Munjal	18	-	-	-	3	-	15
15	Adam Smith Best Doctoral Dissertation Award	Surender Munjal	8	-	-	5	-		3
	TOTAL		219	94	31	12	50	32	

Third, the International Business Pedagogy Workshop, which is hosted by the University of Leeds (along with colleagues from Georgia State University CIBER, USA) was organised as a pre-conference event on 24th April 2019 at the University of Sussex Business School. This was chaired by Professor Hinrich Voss and Giles Blackburne (University of Leeds). The workshop attracted 23 attendees, and about 18 of them also attended the AIB UK&I 2019 conference.

The conference proceedings i.e. abstracts of papers presented at the conference were provided to all participants in the memory stick provided in the delegate bags. Selected papers will be incorporated in an edited volume reflecting the conference theme and published as part of the Palgrave AIB UK&I conference series. The volume will be edited by Dr Vikrant Shirodkar, Professor Steven McGuire and Professor Roger Strange (University of Sussex Business School), and will be ready before the next conference in 2020.