The variety, diversity, and magnitude of trends that shape the international relations of firms and governments in the era of globalization are tremendous. Many of these processes substantially redefine the context for international activities of multinational enterprises (MNEs), small and medium enterprises (SMEs) or born globals. These forces affect the position of states, their governments and firms.

New tendencies have been observed in the past few years, such as the recent (post)crisis rise of populism, growing anti-European sentiment among the member states of the European Union, increasing protectionism, and the growth slowdown of emerging markets, adversely affecting the global economy. These tendencies have been accompanied by the emergence of new players (including those from post-transition countries), the unprecedented acceleration of international commerce and communication owing to falling barriers and technological advancements, and the continuing trends of outsourcing and deep restructuring of corporate governance structures, as well as progressing international investments, trade agreements and partnerships.

Collectively and individually, these processes continue to reshape the future of international business and their consequences will undoubtedly resonate for many decades. As well as fundamentally redesigning the global landscape they also raise questions regarding the new balance between sovereign states and markets.

The 44th EIBA Poznań Conference December 13-15, 2018 will explore the new challenges faced by international business, particularly the threats and opportunities arising for MNEs, SMEs, INVs and global start-ups. Special attention will be paid to the changing economic and political context worldwide.
CONFERENCE TRACKS

We invite competitive and interactive papers, posters, and panel proposals, on any of the EIBA 2018 conference tracks listed below (detailed descriptions of the tracks can be found on the EIBA 2018 website at the Conference Tracks Description page). Competitive papers should be close to a publishable state whereas interactive papers and posters may be in an earlier stage of development.

- **MNEs in a transforming world – the changing role of states and firms**
  Marta Götz, Constantina Kottaridi

- **Internationalization of firms and markets – the case of CEE markets**
  Arnold Schuh, Krzysztof Wach

- **Developments in IB theory – methods, trends, critical approaches**
  Stefan Schmid

- **FDI and foreign market entry – strategies, policies and new trends**
  Desislava Dikova

- **SMEs and international entrepreneurship**
  Tiia Vissak, Sami Saarenketo

- **Location and IB**
  Lucia Piscitello

- **Digitalization and IB**
  Mariola Ciszewska-Mlinarič, Grzegorz Mazurek

- **MNC strategy and organization**
  Dorota Piaskowska, Ciaran Heavey

- **International finance, accounting and corporate governance**
  Trond Røndøy

- **International HRM and cross-cultural issues**
  Matevž Raškovič

- **International marketing**
  Tilo Halaszovich

- **Knowledge management and innovation**
  Michal Lemański, Małgorzata Lewandowska

- **Networking and relationships**
  Noemi Sinkovics

- **Teaching IB**
  Elizabeth Rose

OTHER ACTIVITIES

- **32nd John H. Dunning Doctoral Tutorial**
- **7th Danny Van Den Bulcke Doctoral Symposium**
- **4th EIBA Early Career Network Workshop**
- **IBR Paper Development Workshop**
- **JIBS Paper Development Workshop**
- **JIBP Paper Development Workshop**
- **Social Events**

AWARDS

- **Danny Van Den Bulcke Best Paper Prize**
- **EIBA Best Doctoral Thesis Proposal in IB Award**
- **Copenhagen Business School Best Paper Prize**
- **SSE Gunnar Hedlund Award**
- **IBR Best Journal Paper of the Year Award**
- **EIBA Distinguished Honorary Fellowship Award**

... among others listed on the EIBA 2018 website

FINAL REMARKS

Detailed information about EIBA 2018 Poznań will be posted and regularly updated on the conference website: www.eiba2018.eiba.org. To contact the organizers, please send an email to: info@eiba2018.eiba.org – the organizers will reply as soon as possible.

We look forward to receiving your submissions soon and to hosting you in Poznań for EIBA 2018!

Barbara Jankowska, EIBA President & 2018 Conference Chair
Małgorzata Bartosik-Purgai, 2018 Conference Co-Chair
Poznań University of Economics & Business