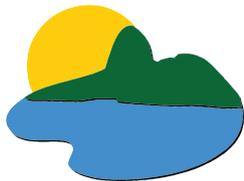


EIBA

European
International
Business
Academy



41st EIBA Annual Conference

Rio de Janeiro

December 1 - 3, 2015

EIBA: A friendly atmosphere where prominent scholars, young faculty and Ph.D. students interact and learn from one another

Hosted by PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Programme Chairs:

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CALL FOR PAPERS

Paper Submission Deadline: April 30, 2015

International Business after the BRIC's Rush

Many signs indicate that the BRIC's rush is ending. First, the BRIC's economies have slowed their sky rocketing growth. Second, it seems that all the good spots there have been taken. The massive arrival of foreign firms in the past 15 years and the rapid strengthening of local companies leave very little room for new entrants. Clearly, these markets have not exhausted their growth potential, but the golden era is over. Many other countries are now candidates to becoming the new darlings of investors, businesspersons and... international business scholars.

The IB discipline can contribute in many ways to this new era. We only suggest a few venues of research:

- There is a need to develop manager-friendly tools to assess market attractiveness. The classic market potential indexes may be useful in an economics-geography class, but they have little practical relevance for most companies.
- The new favorite markets may be even more challenging for investors, executives and scholars. Research on how to operate in such unknown and diverse environments is needed even more.
- For the would-be future star countries' governments and companies, what are the lessons that can be drawn from the BRIC's story? How to attract foreign investors? How to deal with international competition more effectively? Is it interesting for a country to become a source or a destination of FDI? What are the implications for the local societies? What are the new ethical, environmental and social issues?
- The new context demands novel ways to conduct international business – for example, value chain management, marketing strategy, HRM, R&D, country selection, entry modes, networking, governance structures, national industry policies – in addition to societal, ethical and environmental concerns.
- The new context also potentially calls for a revision of research methods, theories, content and pedagogical tools.

Great challenges and great opportunities lie ahead for IB scholars, executives and policymakers!

Tracks for EIBA 2015:

1. International business after the BRIC's rush (Conference theme track)
2. Developments in IB theory
3. International marketing
4. FDI in and from emerging market economies
5. SMEs, international new ventures and international entrepreneurship
6. International finance, accounting and corporate governance
7. International HRM and cross-cultural management
8. Foreign entry mode and management of the value chain
9. Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers
10. MNEs, institutional environment, corporate social responsibility and sustainable development
11. MNE strategy and organization
12. International networks and alliances
13. Special track: Methods in international business research
14. Special track: Teaching international business

- **Doctoral Tutorial and Doctoral Symposium**
- **PDWs - Paper Development Workshops**
- **Meet the Editors**
- **Methods Workshops** (after the conference)

Logistics: Conference buses will run to and from the conference venue and selected hotels in Copacabana / Ipanema, as well as to and from the Gala Dinner.

Gala Dinner: wonderful food, drinks, music and dancing



www.nupin.net/index.php/en

Conference Website: News and detailed information about EIBA 2015 will be regularly posted and updated on the conference website, www.eiba2015.org

Contact Address: All related inquiries should be sent to info@eiba2015.org



www.puc-rio.br/english/