ANZIBA 2016 Track Descriptions:

1. **Internationalization and Global Strategy** *(Gracy Yang, University of Sydney and Karen F. Tian, University of Newcastle)*

This track invites conceptual and empirical papers that deal with firms' internationalization, global strategies and their impacts on firm outcomes. In the face of increasing globalization, firms need to design strategies that constructively exploit international diversity while keeping costs and frictions of diversity under control. In the pursuit of such global strategies, firms frequently engage in alliances, internationalization, M&As and outsourcing and thereby face many unique challenges. We also encourage papers that examine the (behavioural) processes of firms in formulating and implementing these global strategies. Finally, we also welcome research focusing on how international, global and regional strategies relate to institutional or economic changes in home and host countries.

2. **International Human Resource Management** *(Betina Szkudlarek, University of Sydney)*

With global mobility on the raise HR managers need to continuously think of the best ways to support their relocating employees or those working in culturally diverse teams locally. Yet, research indicates that much of relocation, global leadership, and multicultural team effectiveness training relies on outdated paradigms, theories, and concepts and that the training often does not achieve its goals. This track invites papers addressing these issues. What are the challenges of IHRM training and development? What upcoming trends are we witnessing? How can IHRM functions best serve the development of their increasingly diversified workforce? This and related themes will be explored in this track.

3. **Institutional context, institutional evolution and Multinational Corporations** *(Chinmay Pattnaik, University of Sydney and Alex Eapen, Australia National University)*

This track invites manuscripts that examine how institutional contexts in home and host countries influence the behaviour of MNCs. We especially encourage manuscripts which investigate the evolutionary dynamics of institutions on MNC behaviour employing institutional theory in economics, sociology and political science. Indicative research questions include: How do home country institutional context facilitate or constrain internationalization? How do cross national difference in institutional context impacts MNC strategy? How do MNCs deal with 'institutional voids' in emerging markets? What role do MNCs play in shaping the institutional contexts of the host countries?

4. **Culture and Cognition** *(Stefan Volk, University of Sydney and Andre Samaratino, University of Melbourne)*

Previous research has established that culture influences cognition. This research has shown that when growing up in the context of a certain culture people often develop a unique set of culture-bound cognitions. This track invites papers that broadly fall into the domain of cultural cognition in the context of international business research. We especially encourage manuscripts related to topics such as cultural differences in cognition, cognitive aspects of foreign language use, and the unique cognitive characteristics of bilinguals and biculturals. Papers that apply managerial cognition and/or behavioural strategy concepts to international business issues are also encouraged.
5. **International Collaborations: Alliances, Mergers and Acquisitions** (Bo Nielsen, University of Sydney and Siggi Gudergan, University of Newcastle)

With international collaborations come challenges such as due diligence, negotiation, collaborative structures and designs, integration management, and the assessment of performance, all laced with the inherent complexity of institutional and cultural settings. As firms internationalize through collaborative ventures, they encounter diverse institutional contexts that present both opportunities and constraints for value creation and appropriation. Managing and harnessing the complexity of diverse institutional settings across countries is crucial to firm success. This track invites both conceptual and empirical papers that deal with all aspects of collaborate strategies; including how collaborative strategies relate to institutional changes in home and/or host countries.

6. **Internationalization Process** (Sid Gray, University of Sydney and Peter Liesch, University of Queensland)

Improving our understanding of internationalisation processes is fundamental to the development of the field of international business. Relevant topics include: managerial factors influencing the internationalisation decision, overcoming the liabilities of foreignness and outsidership, internationalisation and networks, post-entry market development and sustainability, the impacts of cultural and institutional distance on internationalisation, regionalisation versus globalisation strategies, the development of “born global” firms, entrepreneurship and internationalisation. Relevant methodologies likely include longitudinal, case study, and interview methods as well as quantitative cross-sectional approaches.

7. **International Marketing** (Sanjaya Gaur, Sunway University and Hanoku Bathula, University of Auckland)

In today’s electronically networked world, marketing across cultures, nations and borders is becoming increasingly challenging. Social networks and online communities are adding to the increasing power of consumers, influencing brands, and encouraging competition, both in business-to-business and business-to-consumer markets. This track invites conceptual and empirical papers on every domain of international marketing, including consumer behavior, branding, retailing, sales, and marketing strategy. We encourage different philosophical streams and methodological approaches to study international marketing. Especially welcome are submissions with contributions to international marketing theory, global marketing, global branding, international/sub-cultural segmentation, sustainable consumption, product positioning, personal selling and sales management, and global pricing. Papers that offer new conceptual and empirical insights into the nature and processes of cross-border marketing are also encouraged.

8. **Entrepreneurship and Innovation** (Aegean Leung, University of Sydney and Charlene Zietsma, York University)

In this track we seek research that examines the entrepreneurial process from the discovery of opportunities to the acquisition of resources in creating and growing a venture in pursuit of such opportunities. We also welcome papers that study innovation both from content and process
perspectives. Studies can cover various contexts such as commercial ventures, social ventures, corporate entrepreneurship, entrepreneurship in different countries and cultures, and international entrepreneurship. Research questions that would be of interest to this track will include: How do some of the individual characteristics, such as identity, cognition, emotion, passion and influence the entrepreneurial process? How are entrepreneurial teams built, how do team dynamics and team composition affect venture creation and venture growth? How does innovation happen at the individual, team or organization level? How may the internationalization strategies and processes of new ventures and SMEs differ from large and established firms?

9. **Latecomer Firms from Emerging Economies** *(Pradeep Ray, University of New South Wales)*

An emergent body of scholarship has been studying catch-up strategies of latecomer firms from developing countries. Elsewhere known as emerging market firms (EMFs), their catch-up process is explained in the literature through the linkage-leverage-learning (LLL) framework, which suggests EMFs learn to upgrade by borrowing technologies from incumbent MNCs. Other scholars suggest disruptive innovators use less specified technologies to target low-income markets which are ignored by MNCs but improve their performance in time. Therefore a plausible hypothesis is that EMFs could be taking the disruptive innovations route to win at home and in world markets. Yet, how EMFs precisely learn to upgrade in and out of emerging markets has yet to be comprehensively explored in the literature in empirical terms. This track invites papers that develop novel theoretical and empirical insights on catch-up strategies of EMFs, particularly from India and Asia, with a view to enhance our understanding of catch-up strategies of EMFs in this context.

10. **Role of Information Systems in IB** *(Simon Poon, University of Sydney and Angsana A. T., Auckland University of Technology)*

Information Technologies and Systems are playing an ever increasingly important role in international business from several perspectives. The globally networked economy along with supported technologies has impacted on job flexibility, new forms of work and organisational structures and international provision of IT as services. This track invites scholars to submit conceptual and empirical research that examines the role of information technology in international business particularly in the areas related to international sourcing and its implications. Topics of interest to this track include:

- Key considerations for decisions to outsource and offshore,
- Value creation (and co-creation), and performance impacts
- Contracts and governance, outsourcing and offshoring in IT
- Organisation structural and cultural changes
- Emerging trends and threats e.g. the rise social enterprises of IT and new enterprises enabled by IT
- Impact sourcing and implications on development and employee's well-being
- ICT-enabled inclusive innovations

11. **Research Methodology** *(Catherine Welch, University of Sydney and Tine Koehler, University of Melbourne)*
In the research methodologies theme track, we want to explore and problematise the role that research methods currently play in advancing IB research - and the role that they could play in the future. We welcome contributions that:
- suggest new ways to apply existing methods, or critique the current application of a methodology (e.g., when a method is used too often or is applied incorrectly),
- explore the application of methodologies from other disciplines (e.g., what can we learn from methods that are more frequently used in other disciplines or for other research topics).
- develop an entirely new method (e.g., indigenous research methods)
- address the contextualisation of research methods for cross-border, cross-cultural and cross-language contexts

In all cases, it is important that papers make an argument as to how the specific methodology contributes to theoretical development in IB research. All papers should provide powerful examples to illustrate the issues.

12. Teaching in IB (Ranjit Voola, University of Sydney and Mark Freeman, University of Sydney)

Headlines abound that higher education is facing disruption. The internet has made access to information ubiquitous. Open educational resources, including YouTube, make it easy for a dedicated learner to find what they want. Top universities are offering massive open online courses. Governments are reducing their funding of higher education and wanting more evidence on outcomes. Parents are baulking at the tuition fees necessary to get a degree especially when employability outcomes are not as assured as they once were. Some are predicting that badges movement will gather pace and replace low-value degrees as a suitable credentials since the former focus on demonstrable skills. How are you responding to these pressures? Making IB classes more authentic is one option. Flipping the class is another. In this IB education track we're interested to uncover the novel ways IB academics are responding to these pressures.