

CALL FOR PAPERS

International Workshop

Emerging Market Firms in Europe

University of Leuven, March 27-28, 2014

Workshop Objectives

This workshop brings together researchers to discuss recent topics related to **Emerging Market Firms in Europe**. Researchers are invited to submit theoretical, empirical or methodological papers related to this theme.

The workshop is jointly organized by the COST Action on Southern Multinationals and the Leuven Centre for Irish Studies of the University of Leuven (KU Leuven).

Workshop Topic

The growth of emerging market firms (EMFs) is redefining the global socio-economic landscape. Developing markets accounted for 60% of incremental world GDP between 2000 and 2010. Over the next decade, most of the world's expected population growth of approximately 750 million people will be in these economies. Emerging multinationals can become a bridge to advanced economies, both by promoting responsible business practices and by playing a positive role in their societies.

However, given the institutional weaknesses of EMFs' home countries, doubts are cast about their capacity to adopt or transfer socially responsible business practices in host economies. Their outward investments have also raised concerns about their potentially detrimental effects on the host economy and society. For instance, EMFs' investments in the EU are seen as a threat to European firms' technological superiority, reducing European competitive advantage.

In order to improve our scholarly knowledge of possible threats and opportunities, this workshop targets research on the practice of emerging market firms, on the one hand, and their possible impacts, on the other hand. Papers clarifying and improving policy and practice on the part of European stakeholders are also welcomed.

Topics include but are not limited to

1. Drivers, motives and strategies of Emerging Market Firms

The first track will focus on the expanding international activities of Emerging Market Firms to include drivers and motives, the patterns and modes of outward foreign direct investment and their unique competitive strategies for expanding overseas. The extent to which these firms possess necessary IB competences in terms of strategies, international marketing skills, and innovativeness, this research track also includes gaining a better understanding of the sources of advantage of EMFs that could be considered around firm-specific, and home- and host-country-specific advantages. It further includes establishing the complementary competences and capacities of Emerging Market Firms versus those of established multinationals. A further area to be addressed in this research track revolves around that of dynamic capabilities of EMFs since the literature on dynamic capabilities of the firm has mainly focused on developed countries and has not been applied in less developed countries with their different institutional contexts. An increasingly important means chosen by EMFs for getting access to knowledge resources are international acquisitions, a topic of major concern and interest.

2. Impact of Emerging Market Firms

The second track will focus on the effects that Emerging Market Firms have on European firms, but also host economies in which they operate, including the particular challenges that both sides face.

What are the possibilities for collaboration with host country/region businesses? To what extent do differences in culture and business practices create challenges and difficulties for both the investing firms and local stakeholders?

This track also focuses on the acquisition of European enterprises by EMFs and the outcomes of their use of M&A for entering European markets. The factors that impact on the success of such acquisitions together with the types of management practices that help EMFs be successful as they internationalize will also be addressed in this track. A more in-depth examination of the way post-acquisition is handled by EMFs is also an important research issue for this track.

3. Policy towards Emerging Market Firms

The third track will focus on the response of states in Europe to challenges posed by Emerging Market Firms in the entry bargaining process. Identify those areas where challenges and opportunities from the emergence of EMFs arise for governments, industry sectors, firms and labor

unions, with a view to providing policy suggestions and practice recommendations for these various stakeholder communities. This track will also focus on the following questions: What role can be played by potential host governments and their agencies in influencing the behavior of EMFs? What role for the European Union?

This track will also address the extent to which the home country continues to provide strategic advantage and the effect of home/host country governments on these firms' internationalization.

Submission of Papers

Participants who wish to present a paper at the workshop are invited to send their full paper (in pdf) to Filip De Beule (filip.debeule@kuleuven.be).

Submission deadline: January 31, 2014

By February 15, 2014 authors will be notified whether their paper is accepted for presentation at the workshop.

As the workshop intends to build a network in this research area, participation is welcomed without paper contributions.

Registration and Registration Fee

All participants have to register and have to pay a registration fee. This fee includes a lunch and coffee breaks. In case of no registration or late payment, the paper may be removed from the program.

Participants should register and confirm their participation by sending an e-mail to Mr. Janez Kren (janez.kren@kuleuven.be) by **March 1, 2014**.

Registration Fee for all participants: 50 Euros. The fee should be paid before March 10, 2014. The fee should be paid to the bank account of the University of Leuven with the following details:

ACCOUNT HOLDER: KU Leuven

IBAN: BE09 4320 0000 1157

BIC: KREDBEBB

DO NOT FORGET TO MENTION THE FOLLOWING STRUCTURAL REFERENCE: 400/0009/46090.

Participants are also welcome to attend the optional conference dinner on March 27. A contribution of 50 Euros will be asked, to be paid upon arrival.

Workshop Venue

The workshop takes place at the Irish College in Leuven that hosts the Leuven Centre for Irish Studies. Address: Janseniustraat 1, B-3000 Leuven, Belgium. More information about the University and the Centre can be found at: ghum.kuleuven.be/lcis/ and www.kuleuven.be/english.

Leuven is a very nice, historical and lively city close to Brussels (Belgium). The University of Leuven (KU Leuven) was established in 1425 and currently has an excellent international reputation in many research areas. More information about Leuven can be found at: www.leuven.be/en/tourism/.

Travelling to Leuven is rather easy. There is a direct train connection between Leuven and all other Belgian train stations, including Brussels-South train station where most international trains arrive. If you travel to Belgium by plane, it is best to fly to Brussels Airport and then take a direct train from the airport to Leuven, which takes 15 minutes. The Leuven Centre for Irish Studies is about 20 minutes walking distance from the Leuven Railway Station. You can also take bus no. 2 or a taxi.

Many airlines, in particular Brussels Airlines, offer direct flight connections to Brussels Airport. For more info see: <http://www.brusselsairport.be/en/>

Alternatively one can travel to Belgium by low-fare airlines, which often fly to Brussels South Airport (Charleroi). You then have to take a bus to Brussels afterwards (minimum 1 hour, depending on traffic), followed by a train to Leuven. There exists a direct bus connection between Charleroi airport and Leuven, but its frequency is limited. Hence travelling via Charleroi airport is not very convenient, but it is likely to be cheaper. For more information: www.charleroi-airport.com/en/brussels-south-charleroi-airport/index.html.

Accommodation

Participants have to take care of booking their own accommodation. Leuven offers a nice variety of hotels, but their availability may be limited. For more information, see <http://www.leuven.be/en/tourism/staying/>.

One option is to book accommodation in the Irish College, i.e. the conference centre building where the workshop will take place (<http://www.leuveninstitute.eu>). The Irish College is a recently renovated historical building in the centre of Leuven that offers nice facilities (including free internet). For this event, rooms can be booked for 105€ per night for a single room including breakfast. Mention "LCIS event March 27" when you book a room. Make your reservation soon as there are only a limited number of rooms. Reservations can be made until March 1, 2013 by sending an e-mail to reception@leuveninstitute.eu.

For more information about the workshop, please contact Filip De Beule (filip.debeule@kuleuven.be).