AIB- India 2019 Conference
April 22-24, 2019

Call for Papers
Submission Deadline: 15th March 2019

Conference Theme
Going International: Challenges & Opportunities

Host Institution
ICFAI Foundation for Higher Education
(Deemed-to-be University under Section 3 of the UGC Act, 1956)

Venue: ICFAI Campus, Dottanapally, Shankarpally Road, Hyderabad - 501203.
ICFAI Foundation for Higher Education
The ICFAI Foundation for Higher Education (IFHE) is a Deemed to be University established under Section 3 of the UGC Act, 1956. It is accredited by NAAC with ‘A++’ grade, with an impressive score of 3.43 out of 4. IFHE is ranked 2nd in Telangana State and 15th out of 130 NAAC accredited universities in the country.
IFHE has three constituents-ICFAI Business School (IBS), Faculty of Science and Technology (FST) and ICFAI Law School. The University has an excellent Case Research Centre (CRC) which has a repository of 5000+ cases covering all areas of management. Some of the IIMs and leading business schools in India and abroad use the cases developed by the CRC.
ICFAI Business School (IBS), a constituent of the ICFAI Foundation for Higher Education, has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A** by CRISIL, EB2 IN by ICRA and as an “Excellent” Business School by Eduniversal. The World Consulting & Research Corporation (WCRC)– Asian Edition has ranked IBS Hyderabad, among the Asia’s Best Private Educational Institutions for the year 2012-13. In 2018, National Institute Ranking Framework (NIRF) rated the Institute 22nd in the category of Management colleges.

Nature and Scope of Conference
This conference will bring together scholars from multiple disciplines and countries, to examine international business in the vibrant Indian context.

Conference Theme: Going International: Challenges & Opportunities
The 2019 AIB -India Chapter Conference will explore the challenges and opportunities in Going International. Foreign investments from India have been changing considerably not only in terms of magnitude but also in terms of geographical spread and sectoral composition. Analysis of the trends in direct investments over the last decade reveals that while investment flows, both inward and outward, were rather muted during the early part of the decade, they have gained momentum during the recent years.
India is an economy with a changing institutional environment, so the country’s situation is an interesting context to examine the influence of certain variables on international decisions made by multinational enterprises. Very little is known about strategies of Indian multinational enterprises as compared to multinational enterprises from developed economies. This conference will discuss and debate the factors that lead Indian firms to enter foreign markets through various entry strategies. More specifically, the conference will focus on what external and internal factors lead Indian enterprises to enter a foreign market through various entry strategies; whether Indian enterprises, with exposure to slow industrial development, infrastructure and capacity, display the same patterns of behaviour as multinational enterprises from other countries.

From a theoretical point of view, emerging economies like India are a new context with their own characteristics in terms of how their resources are configured when compared with developed countries; for example, firms from developing countries do not usually have the same ownership advantages as large multinational enterprises from developed economies. This means that traditional theories alone may not suffice to study the internationalisation process carried out by emerging market enterprises. The internationalisation of Indian enterprises and the determinants of their expansion is an interesting area of research. A multi-theoretical approach appears to be more appropriate to analyse the determining factors of entry mode choice of emerging Indian enterprises. In doing so, there is need to integrate the existing literature on internationalisation with the institutional perspective.

Note: The AIB-India Conference will be followed immediately by the first module of the 2019-20 International Business (Ind-IB) Research workshop.
Conference Tracks:
Submissions addressing the conference theme may pertain to the following potential topics including and not limited to:

• International entrepreneurship
• Emerging Market Multinational Enterprises
• SMEs and international new ventures
• Internationalization of Networked Market Places (ecommerce) Internationalization and human resource management
• Politics, Culture, Sustainability and Internationalization International Marketing
• International Trade, Economics and IB

Submissions
We welcome three forms of:

• **Competitive Papers:** Suitable for work at an advanced stage of development, competitive papers submitted for review should be up to 25 double-spaced (A4) pages in length, including references, figures and tables.

• **Interactive Sessions:** Interactive sessions are primarily designed for shorter manuscripts (in research note formats) or work-in-progress pieces that could benefit from informal feedback from other participants. Interactive sessions are held in a roundtable discussion format with shorter oral presentations allowing for an engaging interaction with other researchers with similar interests.

• **Panel proposals:** Suitable for focused panel sessions that explore a common theme, panel proposals that address the conference theme are especially welcome.

Submissions should be e-mailed to aibindia@iimb.ac.in with “AIB-India 2019 conference” in the subject line. The deadline for submissions is Friday, 15th March 2019.
The registration cost includes conference kit, lodging and food for 2/3 nights.

The 2019-20 offering of International Business Research Workshop (Ind-IB) will consist of three two-day, intensive modules, each adjacent to a scheduled AIB-India Chapter event. The Modules are scheduled for April 2019, December 2019 and April 2020.

Participants are expected to attend all three of the modules. Ind-IB is designed to be a program, rather than a series of stand-alone courses. Participants would also be entitled course completion certificate upon attendance of all three modules.

In order to register for the conference, you must be a member of the Academy of International Business; see https://aib.msu.edu/membership/aboutindmembership.asp for information. Note that residents of India should be eligible for the US$25 electronic membership.

Payment mode for Registration Fee: Payment can be done by online transfer as follows:

**NEFT details**

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<th>Bank Account in the Name of</th>
<th>IFHE – Seminars &amp; Workshops A/c</th>
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<tr>
<td>Name of Bank</td>
<td>ICICI Bank</td>
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<tr>
<td>Address</td>
<td>Nerella House No. 4, Nagarjuna Hills, Punjagutta, Hyderabad-500082, Telangana.</td>
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<td>Account Number</td>
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**Note:** Delegates may also pay the registration fee by demand draft payable on “IFHE – Seminars & Workshops A/c”, payable in Hyderabad on any bank.

**Conference Organizing Committee:**

**Dr. Rajesh S. Upadhyayula**
Conference Chair, Indian Institute of Management, Kozhikode

**Dr. K. G. Suresh**
Conference Co-Chair, ICFAI Business School (IBS), ICFAI Foundation for Higher Education (IFHE), Hyderabad

**Important Dates**

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<th>Event</th>
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<tr>
<td>Call for papers</td>
<td>1st January, 2019</td>
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<tr>
<td>Last date for paper submission</td>
<td>15th March, 2019</td>
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<tr>
<td>Notification of acceptance</td>
<td>23rd March, 2019</td>
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<tr>
<td>Registration deadline</td>
<td>6th April, 2019</td>
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For queries, contact: Ms. C. Shankari, AIB - India Chapter Office
E-mail: aibindia@iimb.ac.in, Ph: 9500032495, 6380338272