



CALL FOR PROPOSALS

CONTEXTUALIZING STRATEGIC MANAGEMENT IN ASIA: INSTITUTIONS, INNOVATION AND INTERNATIONALIZATION

PROGRAM CHAIRS

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Since the 2008 financial crisis, the Asian economies have been an engine of global economic growth. Accordingly, Asia has become a central topic in global business and strategic management, and has attracted both abundant attention and substantial investment from global firms.

However, the rise of Asia comes together with major challenges, especially in terms of massive transformation in its fundamental economic, social, political, and legal institutions. The recent anti-corruption campaign in China, for example, has profoundly shaped the ways of doing business there. The change of leadership in India has also created new ways of thinking and the development of new business models. How, then, can companies most effectively address the challenges brought by such changes? At the same time, there has been uneven development among the countries of the Asian region, as evidenced by various data on economic growth and social conditions. Companies from inside and outside the region have been closely following these developments and constantly exploring and developing location-specific advantages associated with their firm-specific assets.

What innovation models are particularly effective in Asian societies? What are the unique challenges of internationalization facing emerging market firms? What are the globalization paths they commonly follow? Given the unequal economic development and rising concerns about environmental and social issues in Asia, how should local and multinational companies approach corporate social responsibility and sustainable development?

Given these important questions and substantial challenges, we have developed the 3-Is (Institutions, Innovation, and Internationalization) as the theme for this special conference and call for contextualizing strategic management research and practice in Asia. Scholars will explore the limits of trying to apply existing theoretical perspectives in Asia, develop Asia-specific management theory and propose new theories tailored for Asian contexts. The emerging mixed ownership structures enable scholars to explore the potential of cooperation between public and private actors with differing social and economic interests. How can the public sector learn from the private sector through such cooperation, and vice versa? And what are the strategic choices and their performance implications for mixed-ownership enterprises?

As Asian governments have been striving to upgrade the industrial structure of their economies they have often called for organizations to cultivate innovation capability. Different paths to this goal have emerged. Some Asian firms have proved capable of developing an ability to innovate faster and more efficiently than their western counterparts. What are the impacts of national context on a firm's chances of developing a distinctive innovation capability? How do government policies facilitate or hinder a firm's efforts in this area? The Conference Program Chairs and Track Directors will welcome submissions in the following theme tracks:

Track A: Institutions: Institutional Transformation and Implications for Strategy and Corporate Governance

Track B: Institutions: Non-market-based Strategies and Institutional Voids

Track C: Innovation: Innovation and Entrepreneurship in Emerging Markets

Track D: Innovation: New Business Models and Strategies in the Digital Economy

Track E: Internationalization: Global Strategies for Emerging Market and Developed Economy Firms

Track F: Internationalization: Regional Economic Imbalances, Corporate Social Responsibility (CSR) & Sustainability

Timeline:

May 12, 2016	Submission Deadline for Proposals
May 19, 2015	Co-Author Confirmation Deadline
Early July, 2016	Notification of Program Review Committee Decisions
Mid-October, 2016	Conference Program Available Online
December 10-12, 2016	SMS Special Conference in Hong Kong

SUBMISSION GUIDELINES AND REQUIREMENTS

Proposals (5-7 pages, for paper and panel sessions) relating to the conference theme are invited.

Only original, unpublished work is sought.

Deadline for Submission of Proposals: May 12, 2016

To learn more about the
SMS Special Conference in Hong Kong and
to read the full Call for Proposals please go to:
hongkong.strategicmanagement.net

a professional society for the advancement of strategic management

The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of nearly 3,000 members representing over 80 different countries. Membership, composed of academics, business practitioners, and consultants, focuses its attention on the development and dissemination of insights on the strategic management process, as well as fostering contacts and interchange around the world.

The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. This Class A journal has become the leading scholarly publication in the field of Strategic Management and is consistently rated one of the top publications in the management area. In 2007 the Society launched the Strategic Entrepreneurship Journal (SEJ) and in 2010 the Global Strategy Journal (GSJ). The intent is for these quarterly publications to become Class A journals and to promote the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance, just as their sister publication SMJ has done for many years.



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