

Call for Papers

Focused Issue of MIR

MULTINATIONALS AND THE CHANGING RULES OF COMPETITION: NEW CHALLENGES FOR IB RESEARCH

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Guest Editors

About the Focused Issue

The new global order that has emerged in the last decade has changed the rules of competition. The emergence of new technology producers and the rise of multinational enterprises (MNEs) in emerging markets (EM), among other developments, have indeed challenged the competitiveness of established players. EM MNEs are acquiring firms and brands in developed markets (DM) and the effects of these activities on the competitiveness of DM economies and firms are far from being entirely clear (Rugman/Li 2007). Likewise, DM MNEs are investing heavily in EM for cost-related reasons (Quélin/Duhamel 2003, Ramamurti 2004) and increasingly to source new knowledge, access talents and exploit skilled human capital (Quinn/Hilmer 1994, Bunyaratavej et al. 2007, Lewin et al. 2009). These investing strategies pose questions regarding their final effects on the competitiveness of the DM MNEs' activities in their home countries (Teece 1987, Kotabe 1990, Hemphill 2005, Eden 2008). The overall picture is further complicated by the financial crisis, the scale of which is still to be fully comprehended.

These developments challenge IB theories and paradigms, and raise the following research questions:

- *Are EM and EM MNEs a new "ecology" of places and firms? Does EM MNEs' strategy call for alternative conceptualizations of corporate strategy?*
- *Do we need new IB theories explaining FDI and international outsourcing? Can the internationalization process model be applied to EM MNEs? Is the firm-specific advantage (FSA) concept still useful? Is there a need for a re-conceptualization of FSA to distinguish between EM and DM MNEs' activities?*
- *How can EM MNEs be conceptualized within the eclectic paradigm? Are the OLI advantages equally relevant when looking at DM and EM MNEs? Is the paradigm still valid?*

Papers in this focused issue should address these questions. We especially welcome contributions proposing new conceptual viewpoints and comparative assessments of the suitability of alternative theoretical perspectives such as transaction costs, resource-based view, institutional theory and economic geography. To this end, it would be particularly valuable to explore how theories such as these can be combined. Empirical studies are also favoured. Possible paper topics include, but are not limited to:

- *The impact on their home country of DM MNEs' activities in EM.*
- *The impact of EM MNEs' activities on the host DM.*
- *Determinants and effects of M&As and alliances by EM MNEs in DM.*
- *Knowledge and talents' sourcing in EM by DM MNEs.*
- *The role of institutions in attracting and ruling MNEs' activities.*
- *The impact of economic geography and location on the activities of MNEs both from DM and EM.*

Submission Information

- Papers should be submitted electronically to MIRfocusedissue@unict.it. **The deadline for submission is March 30, 2010.** All papers will be subjected to double-blind peer review.
- Authors should submit their manuscripts as a word-file attachment which does not reveal their identity in the document (remove personal information from file properties in the tools-options-security tab). A separate cover page revealing author's name and affiliation should also be submitted. Manuscripts should be formatted using *mir* style guidelines, available at <http://www.mir-online.de>

About the Guest Editors

Pervez N. Ghauri, Professor of International Business, King's College London, UK. Professor Ghauri earned his Ph.D. from the Department of Business Studies in Uppsala University, Sweden, where he also taught for some years. He is also editor in chief of the *International Business Review* and is Vice President of the Academy of International Business. He has published widely on international business topics with several books and numerous articles in academic journals such as *JIBS*, *MIR*, *JWB*, *JBR*, *IMR* and *TIBR*.

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