

EIBA-Workshop 'How to craft an IB paper', October 13, 2023
GRM-lab, IAE Nice, Université Côte d'Azur, France

The European International Business Academy (EIBA), in collaboration with IBR (International Business Review) and JAMI (Journée d'Automne du Management International), is organizing an EIBA-Workshop on 'How to craft an IB paper' at the GRM-lab, IAE Nice, Université Côte d'Azur, France. This workshop is part of the JAMI series (and organized as the 4th 'Journée d'Automne du Management International'), which aims to bring together doctoral students and junior and senior scholars in International Business in the South of France. The EIBA-W is open to all scholars from around Europe and the world, particularly targeting early-career IB scholars.

The EIBA-W is organized as a workshop that helps craft and develop academic papers and includes feedback from renowned scholars and editors in International Business. The objective is to provide doctoral students and junior IB scholars the opportunity to craft academic papers, discuss working papers with senior IB scholars, and gain advice from journal editors. All sessions are interactive, and participants will receive constructive feedback to help develop their papers for IB conference and journal submissions. Participants without submissions are also welcome. All participants will benefit from helpful guidance provided by senior IB scholars and journal editors as well as networking opportunities.

Organization Committee:

Ulrike MAYRHOFER (GRM, IAE Nice, Université Côte d'Azur) ulrike.mayrhofer@univ-cotedazur.fr
 Marion VIEU (LEST, Aix-Marseille Université) marion.vieu@univ-amu.fr
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Workshop fees:

Doctoral students: 30 EUR prorated EIBA membership 2023.

Scholars: 40 EUR prorated EIBA membership 2023.

All participants must be registered EIBA members in 2023.

Workshop registration and EIBA membership confirmation **before September 15, 2023**: contact: anne-laure.marteaux@eiasm.be

Program of the EIBA-W:

9.30-10.00 a.m.	Welcome coffee (Salle du Conseil, 3rd floor)
10.00-11.00 a.m.	Round table: 'Presentation of EIBA and International Business Review' (Salle du Conseil, 3rd floor)
11.00-12.30 a.m.	Paper development session 'Crafting the introduction, theory and literature review of an IB paper' (Salle du Conseil, 3 rd floor; Rooms 1A36 and 1A46, 1 st floor)
12.30- 2.00 p.m.	Lunch break (Salle du Conseil, 3rd floor)
2.00- 3.30 p.m.	Paper development session 'Crafting the methods, findings, discussion and conclusion of an IB paper' (Salle du Conseil, 3rd floor; Rooms 1A36 and 1A46, 1st floor)
3.30- 4.00 p.m.	Coffee break (Salle du Conseil, 3rd floor)
4.00- 5.00 p.m.	Round table: 'How to publish in international business journals: tips & trends' (Salle du Conseil, 3rd floor)
5.00- 5.30 p.m.	Conclusion by the organization committee (Salle du Conseil, 3rd floor)

Group 1: Emerging markets and global value-chains (Salle du Conseil, 3rd floor)

Discussants: Kristin Brandl and Marion Vieu

Valérie Fossats-Vasselin (IUT Lyon 1, Université Claude Bernard Lyon 1, France): “Coordination of subsidiaries of MNCs in Asia”

Issam Mejri (IPAG Business School, Nice, France): “SMEs in emerging markets: Navigating institutional complexity for international development”

Federica Sacco (University of Pavia, Italy): “Two birds with one stone? An in-depth study on resilience and sustainability in a semiconductor global value chain”

Xiaoxuan Yang (Université Côte d’Azur, IAE Nice, GRM, France): “Country of origin effects on customer-based brand equity in product categories of Chinese brands”

Group 2: Global entrepreneurship and SMEs (Room 1A36, 1st floor)

Discussants: Pervez Ghauri and Franck Brulhart

Eunice Cascant (Magellan, IAE Lyon, Université Jean Moulin Lyon 3, France): “The relevance of entrepreneurship on highly skilled female refugees. A systematic review of literature”

Olga Chevé (Adekvat and ESSCA School of Management, France) and Xavier Lesage (ESSCA School of Management, France): “The emergence of new micro-foundations in the dual process of internationalization and digitalization”

Magali Pino (Università degli Studi di Torino, Italy; Magellan, IAE Lyon, Université Jean Moulin Lyon 3, France): “Unpacking the role of clusters and digitalisation in SMEs internationalisation: A European perspective”

Alessio Travasi (University of Urbino “Carlo Bo”, Italy), Giorgia Masili (University of Roma Tre, Italy) and Fabio Musso (University of Urbino “Carlo Bo”, Italy): “Emerging born global business models”

Group 3: Managing cross-border relationships (Room 1A46, 1st floor)

Discussants: Roger Strange and Alexandre Bohas

Jan-Peter Gustafsson (Jyväskylä University School of Business and Economics, Finland): “Individual level relations to home country in international business-government relations: review article”

Sachin Kumar Raut (University of Agder, Norway) and Ilan Alon (University of Agder, Norway): “Influence of multicultural paradox mindset on creative performance: An examination of mediating variables in global virtual teams”

Priit Tinitis (Aalto University School of Business, Finland): “Improving evaluation of government support for exports: Implications of type 1 and type 2 errors, time, and evolution”

Stefano Valdemarin (ESSCA School of Management, France): “The V-Wave, a two-level model for studying international network evolution”

EIBA Guest Speakers:

Kristin BRANDL, University of Victoria and Copenhagen Business School
Pervez GHOURI, Birmingham Business School, University of Birmingham
Roger STRANGE, University of Sussex Business School



Kristin BRANDL is an Associate Professor at the University of Victoria, Canada and Copenhagen Business School. She studies the impact of (national and supranational) policy and regulations on global business environments and firm strategy, with a focus on developing countries. She also examines global knowledge sourcing, especially related to service and innovation activities, focusing on production processes, characteristics, structures, and value propositions (Global Value Chains). Her research has been published in the *Journal of International Business Studies*, *Journal of World Business*, *Global Strategy Journal*, *International Business Review*, and the *International Journal of Operations and Production Management*. She is on the editorial review boards of the *Journal of International Business Studies*, the *Global Strategy Journal*, and *International Business Review*. She is also a board member of the European International Business Academy, the Academy of International Business-Canada Chapter and the Academy of International Business Emerging Market Shared Interest Group.



Pervez GHOURI completed his PhD at the Department of Business Studies, Uppsala University, Uppsala (Sweden) where he also taught for several years. Over the years Pervez has worked at Oslo Business School and King's College London as Chair and Head of International Business and Strategy. Currently, Pervez is Professor and Chair of International Business at University of Birmingham, United Kingdom. At present his research deals with the externalities of Multinational Enterprises and their role in achieving United Nation's Sustainable Development Goals. Pervez has published numerous books including the *Research Methods in Business Studies*, now in 5th edition, by Cambridge University Press. He has authored more than 150 journal articles in journals such as *Journal of International Business Studies*, *Journal of World Business*, *Journal of Organizational Behavior*, *International Marketing Review*, *Journal of Business Research*, *Management International Review* and *Long Range Planning*. In parallel, Pervez has been the founding Editor-in-Chief of the *International Business Review*. He was Editor (Europe) for the *Journal of World Business* between 2007-2014. At present he is Consulting Editor for *Journal of International Business Studies* since January 2017. Pervez is a Fellow for both the European International Business Academy (EIBA) and the Academy of International Business (AIB), where he was also elected Vice President between 2008 and 2010. Pervez has also been consulting companies such as BP, Ericsson and Airbus Industries.



Roger STRANGE is Professor of International Business at the University of Sussex Business School, United Kingdom. His research focuses on four main areas of International Business: the reasons for the outsourcing of primary activities and the externalization of production in global value chains (GVCs); the effects of corporate governance factors on foreign direct investment (FDI) decisions; the determinants of MNE subsidiary location; and the impact of new digital technologies on international business theory and practice. Roger is currently the co-Editor-in-Chief of *International Business Review*. He is also a member of the Editorial Review Boards of the *Journal of International Business Studies*, *Journal of International Business Policy*, *Journal of World Business*, *Global Strategy Journal*, *Journal of Management & Governance*, and *Asia Pacific Business Review*. He is a Fellow of both the Academy of International Business (AIB) and the European International Business Academy (EIBA). He is a former President of EIBA.

Practical information:

The EIBA-W will take place at **IAE Nice, Université Côte d'Azur, Campus Saint-Jean d'Angély, 5 rue du 22ème B.C.A., 06300 Nice.**

The best way to get from the airport or train station to the city-center or university is to take the tram (tickets can be bought at the tram station).

City-center can be reached by Tram Line T2 (direction: 'Port Lympia') from 'Aéroport' station or by tram Line T1 (direction: 'Hôpital Pasteur') from 'Gare Thiers' station.

Access from city-center to university: Tram Line T1 (direction: 'Hôpital Pasteur') to 'Saint-Jean d'Angély Université' station (or walking distance: 2 km).

Access from train station to university: Tram Line T1 (direction: 'Hôpital Pasteur') from 'Gare Thiers' station to 'Saint-Jean d'Angély/Université' station.

Access from airport to university: Tram Line T2 (direction: 'Port Lympia') from 'Aéroport' to 'Jean Médecin' station, then Line T1 from 'Jean Médecin' station to 'Saint-Jean d'Angély Université' station.

Recommended hotels in the city-center:

Hôtel Florence***: 3, Rue Paul Déroulède

Hôtel ibis Nice Centre Notre-Dame***: 41 Rue Lamartine

Hôtel Vendôme***: 26, Rue Pastorelli

Recommended hotels close to the university:

Hôtel Novotel Nice Centre Vieux Nice****: 8-10, Esplanade du Parvis de l'Europe

Hôtel du Pin Nice Port***: 6, rue Emmanuel Philibert, Place du Pin

EasyHotel Nice Centre des Congrès**: 38, Rue Barberis