**Multinational Business Review**

**Call for Papers: Special issue on "Multinationals & Emerging Markets"**

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Visiting Fellow, Northumbria University, U.K., 2006-09.

**Need and Significance of the Topic**

With a high growth rate and still significant untapped potential, emerging markets are the growth engines of the world economy. The term ‘emerging market’ was originally coined by IFC to describe a fairly narrow list of middle-to-higher income economies among the developing countries, with stock markets in which foreigners could buy securities. The term’s meaning has since been expanded to include more or less all developing countries. On the one hand, a number of multinationals are emerging from these countries like China, India, Brazil, Russia, Egypt, etc. which have started providing competition to established global players. The numbers in Global Fortune 500 from emerging markets are increasing. On the other hand, multinationals from the developed countries are lured by the huge untapped potential of these emerging markets. The success record of multinationals in emerging markets as well as that of multinationals from emerging markets has been mixed. How to face the changing realities of global business requires substantial strategic thought, guidance and implementation. Contributions are invited on various aspects of multinational business on emerging markets.

**A Suggested List of Topical Areas:** A list of suggested topics includes but is not limited to the following:

- Rise of Emerging Markets
- Emergence of Multinationals from Emerging Markets
- Strategies of Multinational firms from Emerging Markets
- Competitiveness
- Mergers and Acquisitions
- Cooperative Strategies
- Multinational Firms’ Strategies in Emerging Markets
- Conquering Emerging Markets
- Increasing shift of Multinational Firms’ R & D to Emerging Markets
- Corporate Governance Issues
- Issues of Corruption and Ethics
- Future of Multinationals in/from Emerging Market

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**Schedule**

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