

GLOBAL STRATEGY CONFERENCE

LEVERAGING MEGATRENDS FOR GLOBAL ADVANTAGE

Call for Papers

Tokyo, December 16-17, 2010

**Organized by the Center for Global Communications (GLOCOM),
International University of Japan**

The rise of China and India is bringing about tectonic changes in the global competitive landscape. Executives and their firms, industries and nations everywhere are already beginning to feel the effects of 5 megatrends driven by China and India's rapid development:

- Exploding mega-markets for nearly every product and service
- Platforms and options for reducing global cost structures
- New dynamic hubs for technology and innovation
- Emerging competitors with global ambitions implementing disruptive strategies
- Escalating stakes and challenges of sustainable growth

This conference will bring together empirical researchers and thoughtful executives to understand the specific challenges and opportunities these megatrends represent and how firms can respond to them in a way that increases their global competitive advantage. We are inviting abstracts for papers and presentations that are grounded in actual business practice—whether in-depth case studies or other empirical data—and generate insights in the form of new or revised strategy frameworks, models and concepts that have broad relevance. Selected papers will be organized into panel presentations and facilitated discussions for the conference. An

honorarium of US\$1,000 will be provided to one author of each selected paper who is residing outside of Japan to offset travel expenses incurred to attend and present at the conference and also prepare their paper to be a chapter in an edited volume.

CONFERENCE

Chair and Keynote Speaker: Anil Gupta, INSEAD
Steering Committee: Toshiro Wakayama, International University of Japan
Steven White, CEIBS (Shanghai)
Ji Soo Kim, KAIST Business School (Seoul)

Venue and Dates: The International House of Japan (Tokyo)
URL: www.i-house.or.jp/en
December 16-17, 2010

THEMES

We invite empirical papers of all methodologies that address strategic issues related to any of the 5 megatrends listed above. The papers should have high-impact messages of broad relevance for executives, derived from a combination of conceptual rigor and careful empirical analysis of current business settings. They should be written for a management audience in the style of *Harvard Business Review* and *Sloan Management Review*.

Examples of specific themes related to the 5 megatrends that are the focus of this conference include (but are not limited to):

Competitors and Competitive Strategies

- New global competitors from emerging economies
- MNCs vs. local firms in emerging markets

- Developed-country MNCs vs. developing country MNCs in third countries
- Emergence of new business models and “disruptive strategies”
- Strategic transformation
- Creating and competing for the “fortune at the base of the pyramid”

Innovation

- In and for emerging markets
- In emerging markets, for the world (“reverse innovation”)
- Global innovation networks—distributed within a firm or among firms

Organizational challenges

- Making and executing new global strategies
- Attracting, developing and integrating talent and leadership globally
- New organizational forms, structures and processes
- Global knowledge management and organizational learning
- Evolving relationships among subunits and between HQ and subsidiaries, including changes in subsidiary mandates
- Managing global partnerships

Tensions

- Global efficiency vs. local adaptation
- Shareholders vs stakeholder views of the firm and competing strategic objectives
- Exploration vs. exploitation in the choice between new vs. familiar markets, customers, and operating environments
- Planned vs. emergent strategies
- Sustainability and the tension between economic value vs. social value

SUBMISSION GUIDELINES

Important dates:

- Papers or extended abstracts : July 31, 2010
- Acceptance notification: September 15, 2010
- Conference registration,
conference presentation file,
and revised/extended abstracts: October 31, 2010
- Final papers for edited volume: March 15, 2010

Papers or extended abstracts

As a first step, please submit either a full paper (maximum 25 double-spaced pages) or an extended abstract (approximately 4 double-spaced pages). If an abstract, please be sure to describe the focal issue of your study in both managerial and conceptual terms, your empirical setting and data-collecting methods, and key findings, insights and managerial implications (even if preliminary). Papers and presentations must be in English. Initial submissions may be submitted as either Word or PDF files, but final versions must be submitted as Word documents. Submissions should be sent by email to:

Steering Committee, Global Strategy Conference

Email: gstrategy@iuj.ac.jp

All submissions must be original and should not have been previously accepted for publication in a journal, other conference's proceedings, or edited volume.

All papers and abstracts will be initially screened by the steering committee to make sure they are in line with the focus of the conference; namely, that they provide some insight into how firms may improve their competitive advantage by leveraging one or more of the 5 megatrends. Suitable papers and abstracts

will then be reviewed by 2 reviewers. Notifications of acceptance and reviewers' comments will then be sent to the authors by September 15, 2010.

Accepted papers will be grouped by common theme, with approximately 3 papers scheduled to be presented per conference session. Seven sessions are scheduled for the 2-day conference.

Final version of the papers (due by March 15, 2011) should follow the Academy of Management guidelines; in particular, that includes A-4 or Letter-size paper, 12pt font, double-spacing, and 2.5cm/1" margins. Editors will format the papers for the edited volume on behalf of authors.

Authors and presenters will be provided complimentary registration to the conference, and presenters residing outside of Japan will be provided a US\$1,000 honorarium to offset travel fees to the conference. The registration fee for non-presenters is JPY50,000, including conference materials, lunches, and first-day reception and dinner.

At least one of the authors must register to attend and present before the conference registration deadline (October 31, 2010). Otherwise, the paper will not be included in the conference program.

For more information

For questions concerning the content of papers, abstracts or presentations, contact:

Professor Toshiro Wakayama

Email: wakayama@iuj.ac.jp

For questions concerning logistics, hotel or other arrangements, contact:

Ms. Keiko Akiyama

Email: keiko@glocom.ac.jp