



## **EIBA 2021 Madrid**

### **47<sup>th</sup> EIBA Annual Conference**

**10-12 December 2021**  
**Complutense University of Madrid, Spain**

*“Firms, Innovation, and Location:  
Reshaping International Business for  
Sustainable Development”*

<https://eiba2021.eiba.org/>

The challenges defined in the Sustainable Development Goals (SDGs) have moved the traditional development agenda forward. The UN's 2030 Agenda implies a radical shift from prior approaches; economic, political, and social actors have all been called to action, given that potential solutions are to be executed globally. Business firms in particular – along with governments, NGOs, universities and other social actors – should take a more active role in contributing to sustainable development.

The presiding theme for EIBA 2021 is “Firms, Innovation, and Location: Reshaping International Business for Sustainable Development”. The rationale is to discuss local actions that can be applied to global solutions and flows of information to and from the IB community. Firms are no longer limited to responsibility for the correction of negative effects in terms of sustainable development; they are also active players and solution providers, being a major channel for investment and innovation. This is particularly true in view of the assumption that innovation is a problem-solving process in a wide range of fields, from the technical and economic to social and environmental issues. Aspects such as energy, infrastructure, or urban mobility, among others, necessarily require the establishment of local and international partnerships alike, to advance the SGDs in a way that will involve individuals (business leaders, policymakers, scholars), institutions, and international organizations.

MNEs have a dominant position from the perspective of IB, because they act locally (whether at home or in host countries) and yet are international in nature, through FDI and trade. The distributional impacts of their activity in terms of (for example) inequality or the gender gap can be addressed from both local and transnational angles, in consideration of the spatial heterogeneity between different levels and the consequences for sustainable development. Sustainable entrepreneurship and small and medium firms are also relevant, entering into the scene via global value chains. At the same time, academic activity entails the discussion of research that ultimately results in scientific outputs, while case studies on firms and data collection from national and international organizations directly feed IB research, becoming important inputs for stakeholders.

The advance of academic knowledge results from collective efforts, and the theme of the EIBA 2021 Madrid conference will be operationalized through a selection of topics traditional to IB, along with parallel and panel sessions devoted to specific issues that seek to further integrate local actors (business leaders and policymakers) into the discussion. We encourage the submission of panels with interdisciplinary perspectives to enhance the inclusion of new approaches to global challenges such as climate change, migration, poverty, and peace.

## Conference Tracks & Track Chairs

(See the EIBA 2021 Madrid conference website for detailed descriptions and submission instructions, etc.)

- 1. International Business and the 2030 Agenda** *[conference theme track]*  
Elisa Giuliani, University of Pisa, Italy  
Anne Jacqueminet, Bocconi University, Italy
- 2. Economic Geography and International Business**  
Luisa Gagliardi, Bocconi University, Italy  
Davide Castellani, University of Reading, UK
- 3. Innovation and Knowledge Management**  
Grazia Santangelo, Copenhagen Business School, Denmark  
Marcelo Cano-Kollmann, Ohio University, USA
- 4. Intersections between International Business and Public Policy**  
Ana Teresa Tavares-Lehmann, University of Porto, Portugal  
Ari Van Assche, École des Hautes Études Commerciales Montréal, Canada
- 5. Global Value Chain**  
Ram Mudambi, Temple University, USA  
Valentina De Marchi, University of Padova, Italy
- 6. SMEs and International Entrepreneurship**  
Alex Rialp, Autonomous University of Barcelona, Spain  
Natasha Evers, Trinity Business School | Trinity College Dublin, Ireland  
Arild Aspelund, Norwegian University of Science and Technology, Norway
- 7. Emerging Markets**  
Shlomo Tarba, University of Birmingham, UK  
Ilan Alon, University of Agder, Norway
- 8. Business History**  
Teresa da Silva Lopes, University of York, UK  
Mark Casson, University of Reading, UK
- 9. MNE Organization and Global Strategy**  
Jens Gammelgaard, Copenhagen Business School, Denmark  
Paloma Miravittles, University of Barcelona, Spain  
Cristina Villar, University of Valencia, Spain
- 10. International Finance, Accounting and Corporate Governance**  
Jakob Müllner, Vienna University of Economics and Business, Austria  
Igor Filatotchev, King's College London, UK
- 11. International Marketing**  
Ulrike Mayrhofer, IAE Nice | Université Côte d'Azur, France  
Eric Milliot, Université de Nantes | Atlas-AFMI President, France
- 12. International Human Resources Management and Cross-Cultural Issues**  
Cristina López Duarte, University of Oviedo, Spain  
Dana Minbaeva, Copenhagen Business School, Denmark
- 13. International Business Networks**  
Ulf Andersson, Mälardalen University, Sweden
- 14. New Approaches and Methods in IB Research and Teaching in the 2020s**  
Bo Nielsen, Copenhagen Business School, Denmark | University of Sydney, Australia  
Catherine Welch, University of Sydney, Australia
- 15. The New International Business Landscape Following the Emergence of Covid-19**  
Philippe Gugler, University of Fribourg, Switzerland



## Other Activities

(See the EIBA 2021 Madrid conference website for details & updates on these as well as other EIBA 2021 activities)

- John H. Dunning Doctoral Tutorial (JHD-DT)
- Danny Van Den Bulcke Doctoral Symposium (DVDB-DS)
- EIBA Early Career Network (EIBA-ECN) Workshop
- Paper Development Workshops (PDWs) – IBR | JIBS | JIBP
- Social networking events (including the conference gala dinner)

## Awards

(See the EIBA 2021 Madrid conference website for details & updates on these as well as other EIBA 2021 awards)

- Danny Van Den Bulcke Best Paper Prize
- EIBA Best Doctoral Thesis Proposal in IB Award
- SSE Gunnar Hedlund Award
- Copenhagen Business School Prize
- IBR Best Journal Paper of the Year Award
- GSJ Global Strategy Research Prize
- Lazaridis Institute Best Paper Award for International Entrepreneurship
- EIBA Best Reviewer Award
- EIBA Distinguished Honorary Fellowship Award

## Key Dates

<b>April 15, 2021</b>	Submission opens
<b>July 15, 2021</b>	Submission deadline for papers (competitive   interactive) and panel proposals
<b>September 1, 2021</b>	Registration opens
<b>September 1, 2021</b>	Submission deadline for posters, doctoral events (JHD-DT   DVDB-DS) and paper development workshops (PDWs)
<b>September 15, 2021</b>	Decision notifications
<b>October 15, 2021</b>	Early-bird registration deadline
<b>December 10-12, 2021</b>	EIBA 2021 Madrid Conference

## Consult & Contact Us

Please visit and consult the EIBA 2021 Madrid website <https://eiba2021.eiba.org> for any conference-related information – this site is regularly updated. If you cannot find what you are looking for or would like to contact us, please send an e-mail inquiry to: [eiba2021@ucm.es](mailto:eiba2021@ucm.es) – you will receive a reply promptly.

*We look forward to welcoming you to EIBA 2021 Madrid in December!*

On behalf of the EIBA 2021 Madrid Conference Team,

*Isabel Álvarez*

EIBA President & EIBA 2021 Conference Chair  
Complutense University of Madrid

