

Professional Paper Development Workshop
April 23 & 24, 2019
LAU Beirut Campus

Working title: Endogenous Management Practices and Impact of New Technologies on Sustainability and Innovations in Emerging Markets, GCC and MENA Countries

Due to increased globalization and liberalization of economies, multi-national corporations (MNCs) from emerging markets (EMs) account for about 1/3 of the Fortune Global 500 listed companies, and they profoundly shape the evolving and complex global economy. Both national and multinational corporations operating in EMs encounter organizational and business challenges that pressure organizations to effectively manage their operations. When tackling such challenges, many key management practices differ across and within emerging countries and cultures. Evaluating the patterns of diffusion of management practices endogenous to specific markets is a key factor to overcoming these challenges.

In the era of digital transformation, the national corporations and MNCs in EMs enjoy opportunities stemming from new technologies made available by global enterprises helping these companies run at their best. Such technologies include cloud computing, big data analytics, electronic identification, blockchain, smart contracts and crypto currencies, all of which are increasingly utilized by corporations in all industries and of all sizes. Moreover, corporations in EMs are using these technologies and management practices pertaining to emerging markets to enhance their innovative capabilities, enabling MNCs to gain competitive advantage and helping national companies to reach global status. The management practices undertaken by these corporations along with the use of new technologies available must focus on the effect of present actions on societies, environments, and ecosystems of the future. These sustainable practices, which are vital to the continuing operation of any corporation, imply that corporations must not use resources beyond what can be regenerated. Recent studies found that the corporations operating in the EMs in general, and in GCC and MENA countries in particular, are underachieving in most aspects of sustainability; however, these studies indicate the existence of a strong positive relationship between sustainability and corporate performance. Although recent research studies related to EMs have primarily focused on China and India, few of these studies have considered GCC and MENA EMs.

To clarify what constitutes the MENA region with the most widely used and acceptable definition, we have used membership countries considered under the Academy of International Business MENA Chapter as a guideline.¹ Since the economic crisis in 2008 and subsequent Arab Spring in 2010, MENA has struggled to move beyond turbulence, and governments have managed to refocus on economic development with the aim of transforming themselves into competitive and responsible participants in the global market (see, for example, the UAE hosting the Expo 2020). While the world is increasingly interconnected via goods, markets, labor, and knowledge flow, we are at the intersection of challenging times that raise important and interesting issues that need to be addressed, such as the strategic role the MENA region plays in the global business community. Also, entering and operating in MENA for many MNCs is challenging because of the unique and diversified political, religious, cultural, and commercial environment of the region. How do MNCs cope in this environment? How do they handle and overcome such challenges to survive and prosper?

Scope and Objectives:

Grounded on the above description, this workshop aims at exploring and advancing the theorization of national and multinational corporations from emerging economies with a focus on the GCC and MENA countries. Issues to consider may include (but not limited to):

- The exploration of the diverse key management practices (formulation of strategies, HR, , skills formation, operations, decision making, corporate governance, corporate social responsibility, etc.) performed by national corporations and MNCs operating in EMs.
- The evaluation of the patterns of diffusion of management practices undertaken by corporations from various industries (service, manufacturing, hospitality, transportation, higher education, etc.) in emerging economies.
- Benchmarking financial, economic, operational and environmental performance of EMs corporations with the global best practices.
- The importance of embracing endogenous management and marketing practices by corporations that operate within cultural differences across countries.
- The examination of how management and marketing practices differ in the GCC, MENA, and emerging countries.
- The impact of new technologies (cloud computing, big data analytics, e-health, electronic identification, blockchain, smart contracts and crypto currencies) on innovations and sustainable practices in the GCC, MENA, and emerging countries.

Workshop format:

The workshop will be led by the editor in chief of the British Journal of Management and will be assisted by 3 other senior editors of top journals. It consists of the following activities aimed at facilitating the exchange of ideas:

¹ The countries under AIB-MENA are (in alphabetical order): Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, UAE, and Yemen.

- Paper development workshop (invited only) with selected full-paper submission
- Presentations (full-paper and research-in-progress)
- Topic table discussions (abstract/proposal submissions)

Please note that authors of selected high quality papers will be invited to submit their revised manuscripts to one of the following special issues (final decision is based on the reviewing process and in accordance with the rules and procedures of the pertaining journal):

1. International Journal of Organizational Analysis - SI A Multi-Level Analysis Of Sustainable Business Practices In Emerging Countries:
http://emeraldgrouppublishing.com/products/journals/call_for_papers.htm?id=8553
2. International Studies of Management & Organization - SI Management in the MENA Region:
<https://think.taylorandfrancis.com/international-studies-of-management-organization-si-management-in-mena-region/>
3. Management of Environmental Quality Journal - SI The Micro-foundations of Management of Environmental Quality:
http://emeraldgrouppublishing.com/products/journals/call_for_papers.htm?id=8190
4. Thunderbird International Business Review - SI Ambidextrous Organizational Business.
5. Journal of Knowledge Management - SI Health and ICT in Emerging Counties.
6. Book Chapter in Global Human Capital (Palgrave Macmillan):
<https://www.palgrave.com/gp/series/14623>

Submissions:

Initially, please submit your abstract to PDW2019@lau.edu.lb and CC nuhad.karkuti@lau.edu.lb using the subject line “LAU PDW 2019” and indicate the title and author names and affiliations for your submissions by 10th of April, 2019. Once your submission is approved, we will send the confirmation letter, after which you will be asked to register and to submit your full paper/research-in-progress by 20th of April, 2019. To maintain an intimate setting, we will accept only a limited number of submissions based on the quality of the proposal, fit with the expertise of our panel, and timeliness.

Bio of the workshop chair:

Professor Geoffrey Wood is Dean and Professor of International Business, at Essex Business School. Previously he was Professor of International Business at Warwick Business School, UK. He has authored/co-authored/edited sixteen books, and over one hundred and sixty articles in peer-reviewed journals. Previously he was Professor of International Business at Warwick Business School, UK. He holds honorary positions at Griffith and Monash University in Australia, and Witwatersrand and Nelson Mandela Universities in South Africa. Geoff’s research interests center on the relationship between institutional setting, corporate governance, firm finance, and firm level work and employment relations.

Geoffrey Wood is Editor in Chief of the British Journal of Management, Official Journal of the British Academy of Management (BAM), and is Associate Editor of the Academy of

Management Perspectives, Official Journal of the Academy of Management (US). He also serves on the BAM Council. He is also Co-Editor of the Annals of Corporate Governance.

He is also editor of the Chartered ABS Journal Ranking list, and International Reviewer of the ABDC Journal Guide.

He has had numerous research grants, including funding councils (e.g. ESRC), government departments (e.g. US Department of Labour; UK Department of Works and Pensions), charities (e.g. Nuffield Foundation), the labour movement (e.g. the ITF) and the European Union.

Recent articles (2014- present -- Current UK Research Excellence Framework Cycle - Sixteen articles in ABS List 4* journals; thirty-three in ABS 3* journals)

Brief Bio of the workshop organizers:

Dr. Vijay Pereira

Khalifa University, Abu Dhabi

Associate Editor (Strategic Management and Organisation Behaviour) - Journal of Business Research (ABS3*, ABDC 'A')

VP of the Academy of International Business (AIB)-MENA

Editorial Board:

Production and Operations Management Society Journal (ABS4*, ABDC 'A*')

Asia Pacific Journal of Management (ABS3*, ABDC 'A')

International Journal of HRM (ABS3*, ABDC 'A')

Dr. Yama Temouri

University of Wollongong, Dubai

Associate Editor-Business Research Quarterly, Academy of Management, Spain (Scopus Q1, Business, Management and Accounting)

Dr. Temouri has extensive consultancy experience, including projects for the OECD, European Commission and for several UK Government Departments, including the United Kingdom Trade and Investment (UKTI) Department; the Department for Business, Innovation and Services (BIS) and the Innovation foundation NESTA.

Dr. Sanjay Singh

Abu Dhabi University, Abu Dhabi, UAE.

Associate Editor- Management Decision (Scopus Q1, Business, Management and Accounting)

http://emeraldgroupublishing.com/products/journals/editorial_team.htm?id=md

Associate Editor- Journal of Asia Business Studies (Scopus Q2, Economics, Econometrics and Finance) http://emeraldgroupublishing.com/products/journals/editorial_team.htm?id=jabs

Organized three international conferences in collaboration with the Asia Academy of Management.