



## **Strategic Management Society Special Conference**

### ***CHINA STRATEGIES***

**Shanghai, China  
May 29-30, 2007**

*Co-sponsored with*

**China Europe International Business School (CEIBS)  
Shanghai National Accounting Institute (SNAI)  
Samsung Economic Research Institute (SERI)**

***HOST:***

**CEIBS Campus in Shanghai, China**

**Co-Chairs:**

**Asia**

Seung Ho “Sam” Park (*CEIBS/SERI*) and Li Kouqing (*SNAI*)

**Non-Asia Regions**

Haiyang Li (*Rice University*) and Mike Peng (*University of Texas at Dallas*)

***THEME:***

**Successful Strategies in Chinese Markets (Chinese Firms and Foreign MNCs) and International Markets (Chinese Firms)**

How do Chinese and foreign firms compete in various Chinese product and geographic markets? How do Chinese firms compete overseas? What determines the international success and failure of these firms? As global competition unfolds in China and Chinese firms unleash their competitive strategies around the world, there are a series of timely, important, yet unanswered questions that confront strategic management scholars and practitioners.

Early foreign entrants into Chinese markets often had to justify their “exotic” endeavors. Today, multinationals not involved in Chinese markets are likely to miss significant opportunities as China’s economy continues to evolve and grow. Likewise, the global strategy community, represented by the SMS, has experienced a similar transformation. There is no doubt that China strategies represent an important dimension of global strategies.

In this spirit of integrating global strategy and China strategy, the SMS is launching its first China-based mini-conference.

## **Potential topics include (but are not limited to):**

Chinese firms' strategies for entering foreign markets  
Competitive dynamics in Chinese markets  
Corporate governance in Chinese firms  
Corporate restructuring  
Entrepreneurship in China  
Industry restructuring and evolution  
Mergers and acquisitions in China  
Multinational R&D centers in China  
Organizational learning practices in Chinese firms  
Technology strategies and development of new technologies  
Using alliances to gain a competitive advantage

## **SUBMISSION GUIDELINES AND REQUIREMENTS**

The Strategic Management Society invites you to submit proposals (panels, papers, and posters) relating to the conference theme or on matters of interest to the field of strategic management in China.

Presenters who accept an invitation must be available to present at anytime during the conference. Submitters will be notified of review committee decisions by December 15, 2006. No reviewer comments will be supplied to proposal submitters.

## **ALL PROPOSALS MUST BE RECEIVED BY**

**October 15, 2006**

Only original, unpublished work is sought. The cover page should be a separate sheet to include the following items:

1. Title of paper.
2. Each author's name should be on a separate line below the title. The affiliation, address, telephone, fax, and email of each author must be clearly indicated as well.
3. Three to five key words should be supplied to aid in the indexing of the paper.
4. Proposals will be accepted for review in English or Chinese. Portions of the program will be in English and portions of the program will be in Chinese.

The body of each proposal should not exceed five (5) pages. References should be listed and should not exceed two (2) pages, for a maximum of eight (8) pages with the cover page. All proposals should be single spaced, with one-inch margins, typed no smaller than 10 point font.

All proposals will be reviewed by at least two members of the Review Committee.

Paper submissions selected for the conference program may be selected for inclusion in the SMS Book Series.

At least one author listed on the paper proposal must register for the conference and present the work.

**Authors in Asia should submit their proposals in electronic form to:**

Samsung Economic Research Institute China  
25/F China Merchants Tower  
No. 118 Jian Guo Lu, Chao Yang District  
Beijing, China 100022

Email: [sms@seri.org](mailto:sms@seri.org)

**Authors outside of Asia should submit their proposals in electronic form to:**

Mays Business School  
Texas A&M University  
College Station, Texas 77843-4221

Email: [SMS@mays.tamu.edu](mailto:SMS@mays.tamu.edu)

**Additional Cosponsors:**

**Asia Academy of Management (AAOM)**  
***Asia Pacific Journal of Management (APJM)***  
**International Association of Chinese Management Research (IACMR)**  
**Peking University**  
**Samsung China**  
**Shanghai Jiao Tong University**  
**Xi'an Jiao Tong University**

If you have any questions about these requirements or about the conference itself, please contact the SMS Executive Office. The SMS website contains all of the latest information on the conference.

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