



IN COOPERATION WITH PONTIFICAL CATHOLIC UNIVERSITY
OF RIO DE JANEIRO



CALL FOR PROPOSALS

LATIN AMERICA'S BURGEONING STRATEGIC ROLE IN GLOBAL DEVELOPMENT



CONFERENCE PROGRAM CO-CHAIRS

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The Strategic Management Society (SMS) is pleased to announce a special conference in Brazil. The SMS brings together scholars, executives, and innovative policymakers in advancing state of the art research and practice in a unique special conference organized for the first time in Brazil.

Recent events have led to major changes in the world economy, with emerging markets gaining interest amongst global strategy scholars, business consultants, and managers. However, a review of publications on firms from emerging markets in top management journals reveals that the vast majority of recent work in this area has tended to focus on firms in Asia and transition economies. While China is the top emerging market destination of foreign direct investment (United Nations, 2009), other emerging markets provide important growth opportunities and offer distinct economic, political, and social challenges critical to the development of a more complete understanding of strategy issues which will shape the global economy for years to come.

This conference seeks to contribute to this understanding by creating a scholarly forum for the study of Latin America companies, industries, trade and investment. Latin America is demonstrating increasing strategic connections to other emerging markets and to the developed world. The Latin American region has gained prominence as an FDI destination – particularly for North American firms with close ties to the region as well as for European firms (and particularly Spanish companies), and as a source of imports (particularly to China). The “wide ranging trade liberalization, deregulation and privatization policies that took place throughout the region in the 1990s” have encouraged many Latin American countries to increase their outward foreign direct investment and other internationalization activities (United Nations, 2006: 132). Unfortunately, despite the importance of the region and its distinctive development process, the strategic management literature can provide limited recommendations to managers of firms from this region or entering the region due to the lack of Latin America-focused research.

This special conference will focus on the Latin America region, broadly defined to cover the countries in the Americas that were colonized by France, Portugal or Spain, and its role within both emerging market strategy studies and global development generally. The goal is to build on previous SMS Special Conferences that covered single country settings to allow discussion of the diversity of activities in the region. Accordingly, we call for contributions examining strategies for Latin America and Latin America's new strategic role in broader emerging market and globalization studies. We particularly hope to encourage research collaboration between Latin America scholars and scholars from other regions of the world.

Potential topics include (but are not limited to):

- Unique characteristics of Latin American MNCs and Multilatinas
- Applicability of core strategy theories (i.e., the resource based view, organizational economics, strategic group theory, agency theory, institutional theory) to this region
- Differences between Multilatina strategies and those of other emerging/developing market MNCs
- The corporation's role in society
- The importance of business groups in emerging markets
- Trade and foreign direct investment between Latin America and other markets
- Strategic alliances and mergers and acquisitions involving Latin American MNCs
- The institutional environment in Latin America and its relationship to foreign direct investment
- Exemplars or best practices of successful emerging market firms
- Successful strategies for sustainable practices (e.g., green energy) in Latin America

SUBMISSION GUIDELINES AND REQUIREMENTS

Invited are **proposals** (5-7 pages, for paper and panel sessions) relating to the conference theme.
Only original, unpublished work is sought.

Deadline for Submission of Proposals: October 15, 2010

To learn more about the
SMS Special Conference in Brazil
and about the submission process, please go to:
<http://rio.strategicmanagement.net>

About PUC-Rio: the Hosting Institution of this Event

PUC-Rio is helping to make this unique event possible through their generous support. PUC-Rio is a non-profit private university, recognized by the federal, state and municipal governments of Brazil for its higher education and social importance to the general public. Their focus on academic research includes 150 active research groups, with 400 research areas including Arts and Sciences, Business and Economics, Medicine, Engineering, and Technology among others.

IAG is the School of Business of PUC-Rio and will serve as our conference host. IAG's main objective is to train highly qualified managers and professionals to work in the private and public sectors. More than 50,000 professionals have studied at IAG. The School of Business (IAG) maintains its excellence by developing and offering programs that meet the market demands while incorporating the most recent business research.

Timeline:

June 1, 2010	Submission System Opens
October 15, 2010	Deadline for submission of proposals
November 16, 2010	Notifications of Review Program Committee Decisions
December 16, 2010	Presenter Registration Deadline
March 11 – 13, 2011	SMS Special Conference Rio

a professional society for the advancement of strategic management

The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of more than 2,500 members representing over 65 different countries. Membership, composed of academics, business practitioners, and consultants, focuses its attention on the development and dissemination of insights on the strategic management process, as well as fostering contacts and interchange around the world.

The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. The SMJ has become the leading scholarly publication in the field of Strategic Management. Since its inception, it has sought to promote the development of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance. Since 2007, the Society also publishes the Strategic Entrepreneurship Journal (SEJ).



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