



CALL FOR PROPOSALS

STRATEGIC MANAGEMENT IN THE ASIAN CENTURY – DEALING WITH DYNAMISM, DIVERSITY AND DEVELOPMENT



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A considerable amount of the discussion relating to growth of Asia and the trans-Pacific region has focused on the relatively recent development of India and China. However, the development of this region has been a more than half-century phenomenon, evidenced by the early development of Japan as the region's engine and the subsequent development of the East and South Asian tiger states. Even the liberalization policies of the more developed economies of Australia and New Zealand had significant roles to play in this development. Asia is considerably more than these developments or the marquee countries that receive the vast majority of the discussion. Asia and the trans-Pacific region are composed of remarkable economic, political, and social diversity. Politically, we see countries with varying legal and regulatory institutions. Furthermore, Asia is an assortment of vibrant urban and regional markets, climate zones ranging from the polar to the tropical, and economies that range from the fully developed to those barely pulling themselves out of decades of isolation. Each country and market represents a different environment and context worthy of examination by management scholars, both because the dynamism and diversity present managers and strategists with unmatched challenges, and because studying such contexts presents scholars with opportunities to examine development as it occurs. This special conference focuses on assessing and furthering managerial frameworks and theories that guide strategy formulation and implementation and the management of strategic performance in dynamic, diverse and evolving environments of Asia and the trans-Pacific region. The conference combines six in-depth tracks with integrative plenary sessions that together contribute to the theme of *Strategic Management in the Asian Century – Dealing with Dynamism, Diversity and Development*.

We invite conceptual and/or empirical submissions that relate to any of the following: competitive strategy, corporate strategy, global strategy, strategy process, knowledge & innovation, strategy practice, strategic entrepreneurship, strategic human capital, stakeholder strategy, cooperative strategies, strategic leadership & governance, and/or behavioral strategy. We are explicitly interested in conceptual submissions that are grounded in a wide range of social sciences theory and that advance the development of theory in strategic management. As such, we encourage submissions irrespective of the methodological and philosophical differences operating in different scholarly traditions. Empirical studies, whether based on quantitative, qualitative, or case-based data and methods, must investigate data that are, in some way, Asian and/or trans-Pacific in scope. Below are some key illustrative research questions for the following themed and special tracks.

CONFERENCE THEME TRACKS

Track A: Dynamism

Track Chairs: Veronique Ambrosini, *Monash University* and William Patterson, *Avison Consulting*

What are the key types of strategic resources and capabilities needed to operate in this region? Which kinds of dynamic capabilities do successful firms deploy and in which contexts do they work? What are the challenges in seizing and eventually exploiting the opportunities present in the region? To what extent are the drivers of growth and diversification different in the region?

Track B: Diversity

Track Chairs: Sunil Venaik, *University of Queensland* and Sabina Nielsen, *Copenhagen Business School*

Firms reconcile universalism and diversity in strategizing and managing their strategic performance. How can firms leverage the strategic opportunities for arbitraging similarities and difference? How will universalism and diversity drive new forms of multinational enterprises? How can firms best access the benefits and limit the risks of balancing universalism and diversity?

Track C: Development

Track Chairs: Stephen Chen, *University of Newcastle* and George Shinkle, *University of New South Wales*

Countries have a wide variation in both levels and paths of development. How has the long-term development of these economies influenced firm strategies and performance? How have entrepreneurship and social entrepreneurship evolved with and influenced development of the region? What is the role of cooperative strategies in leveraging development opportunities?

Track D: Comparative Frameworks

Track Chairs: Elizabeth Maitland, *University of New South Wales* and Jane Lu, *University of Melbourne*

Context matters. What aspects of strategic management are universal? How do firms manage political pressures and government in weak institutional settings? How can the cultural, political, and economic contexts, as well as varying developmental stages, within the region be utilized as a laboratory for testing, extending and innovating in theory and practice?

CONFERENCE SPECIAL TRACKS

Track E: Teaching & Training

Track Chairs: Delwyn Clark, *Waikato University* and Tim Mazzarol, *University of Western Australia*

This track aims to improve the teaching of strategy in Asia and the trans-Pacific region by sharing best practices and research on teaching and learning in this context. How do teaching and learning styles vary in these different and diverse cultures? How do you decide on the best mix of local, regional or global case studies to include in your courses?

Track F: Research Methods

Track Chairs: Bo Nielsen, *Copenhagen Business School* and Snejina Michailova, *University of Auckland*

This track is focused on critiques, commentaries and discussion about key methodological research issues in the field of strategic management, with a particular emphasis on the Asia-Pacific region. What is the relationship among theoretic advances, data and methods? What are region-specific research designs?

SUBMISSION GUIDELINES AND REQUIREMENTS

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

Deadline for Submission of Proposals: May 1, 2014

To learn more about the
SMS Special Conference Sydney
and the submission process, please go to:
sydney.strategicmanagement.net

Timeline:

May 1, 2014	Submission Deadline for Proposals
May 8, 2014	Co-Author Confirmation Deadline
Early July, 2014	Notifications of Program Review Committee Decisions
August 1, 2014	Early Registration and Presenter Registration Deadline
December 6–8, 2014	SMS Special Conference Sydney

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 nearly 3,000 members representing over 80 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. This Class A journal has become the leading scholarly publication in the field of Strategic Management and is consistently rated one of the top publications in the management area. In 2007 the Society launched the Strategic Entrepreneurship Journal (SEJ) and in 2010 the Global Strategy Journal (GSJ). The intent is for these new quarterly publications to soon also become Class A journals and to promote the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance, just as their sister publication SMJ has done for many years.



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