

IBR Special Issue for the 50th Anniversary of EIBA: Building on the European foundations of IB Scholarship

Extended deadline for submission: September 1, 2024

As the official journal of EIBA, the *International Business Review* (IBR) will join the anniversary celebrations with this special issue. The aim of the issue is to pay tribute to European IB scholarship by inviting scholars from all over the world to reflect on the European legacy in IB (Buckley & Casson, 2021) and apply a distinctively European perspective to the pressing issues of today.

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Special issue information:

The 50th EIBA Annual Conference in 2024 will bring the International Business (IB) community together not only to celebrate the past 50 years, but also to collectively envision the future of IB scholarship. In this time, EIBA has helped to generate research with noticeable impact on the management of European multinationals as well as on public policy. In many European economies the business-academia relationship is very close, contributing to research that has been both impactful and rigorous.

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At the time of the founding of EIBA in the early 1970s, the massive increase in trade and investment associated with globalization was still to come. The first three decades of EIBA were thus characterized by growing optimism about the great potential offered by globalization to raise standards of living and contribute to peace and prosperity in the world. Today, however, this optimism has given way to a more pessimistic outlook. The defining features of contemporary globalization include geopolitical turbulence and increasing political polarization (Evenett & Pisani, 2023), and economic inequality within and between countries, cities, and multinational corporations (Ghauri, Strange & Cooke, 2021). At the same time, the call for collaboration between various stakeholders to resolve the challenges of sustainability for both people and the planet is more pressing than ever (Georgallis, Albino-Pimentel & Kondratenko, 2021; Patala et al. 2021).

In this special issue, we are looking for contributions that explicitly adopt a European perspective on IB. This can mean that they deal with phenomena that are specific to the European context, draw on data about Europe and/or use theories, models or concepts originating from Europe in building the arguments. In terms of relevant phenomena, these could include e.g. the activities of the European Union in regulating the digital economy and the energy transition, EU expansion or Brexit. In terms of perspective, we invite contributions to the special

issue that examine how the theoretical approaches and paradigms associated with European scholarship, such as internalization theory and the eclectic paradigm (Buckley and Casson, 1976; Dunning, 1980); the Uppsala and Helsinki models of firm internationalization with their subsequent developments (Johanson & Vahlne, 1977; Luostarinen, 1979; Putzhammer et al., 2020), the evolutionary models of international networks for knowledge creation and sharing (Cantwell, 1989; Cantwell, Dunning & Lundan, 2010; Cantwell & Piscitello, 1999; Kogut & Zander, 1993), language in IB (Aichhorn & Puck, 2017; Back & Piekkari, 2024; Tenzer, Pudelko & Zellmer-Bruhn, 2021), or the work on international entrepreneurship and SME internationalization (Zucchella, 2021), and varieties of capitalism, institutions and state-owned enterprises (Hall & Soskice 2001; Colli et al., 2014), can shed light on the challenges we face today. While remaining open to all methodological approaches to research, we also wish to acknowledge and build on the long tradition of qualitative IB research in Europe championed by Pervez Ghauri - the founding Editor-in-Chief of IBR. This legacy has rendered European IB scholarship more pluralistic and multivocal compared to the dominance of quantitative methodologies in IB research elsewhere.

We cast a wide net in this special issue to examine the managerial and policy issues of the future through the lens of European IB scholarship. These include topics that are tied directly to the European context, as well as topics where the European perspective contributes to the understanding of global issues. We welcome contributions that speak to the interdisciplinary legacy of IB, including research joining European IB scholarship with other fields such as economics, innovation studies, cross-cultural studies, translation studies, organization theory, organizational behaviour, geography or international relations.

The topics relevant to the European context may include, but are by no means limited to, the following:

- Emerging and transition economies, including trade and FDI, with a focus on Central and Eastern Europe.
- European regional integration and disintegration initiatives and their impacts on MNE strategies and GVCs.
- The role of the EU in geopolitics and its impact on MNEs.
- The "Brussels effect", how EU regulations can be used to shape a global standard (e.g. CBAM, the proposed Corporate Sustainability Due Diligence Directive).
- The impact of recent EU industrial policies on MNEs such as the European Green Deal, the Critical Raw Materials Act, and the European Chips Act.
- Analyses of the evolution of IB research over time in particular institutional centers in Europe.

We also welcome submissions that explore European contributions to a specific area of IB research, including:

- Knowledge and innovation management.
- Development and use of cross-sector and public-private partnerships.
- Institutions, ethics and MNEs' behavior; work on the dark side of globalization.
- Language in IB.

- Culture in its different forms.
- Diversity, equity and inclusion in international firms and other types of organizations; the effects of migration on both societal and organizational levels.
- Developing and harnessing disruptive technologies (e.g., AI & big data).
- Creativity and atypical research contexts in IB.
- Methodological and theoretical innovations in European IB scholarship.

Special Issue Workshop

The special issue editors will invite selected authors to participate in a paper development workshop after the first round of paper review. The workshop will take place in connection with the EIBA 2024 conference in Helsinki. Invitation to the workshop does not guarantee acceptance of papers for publication in the special issue.

Deadlines

- September 1, 2024: Deadline for submission of full manuscripts
- November 1, 2024: Decisions on submitted manuscripts.
- December 2024: Paper development workshop (by invitation).
- April 1, 2025: Deadline for the submission of revised manuscripts.
- August 1, 2025: Final decisions on revised manuscripts.
- December 2025: Publication of IBR special issue.

Manuscript submission information:

The [International Business Review](#)'s submission system will be open for submissions to our Special Issue from March 18th, 2024. When submitting your manuscript to [Editorial Manager](#), please select the article type "VSI: EIBA". Please submit your manuscript before September 1st, 2024.

All submissions deemed suitable to be sent for peer review will be reviewed by at least two independent reviewers. Once your manuscript is accepted, it will go into production, and will be simultaneously published in the current regular issue and pulled into the online Special Issue. Articles from this Special Issue will appear in different regular issues of the journal, though they will be clearly marked and branded as Special Issue articles.

Please ensure you read the Guide for Authors before writing your manuscript. The Guide for Authors and link to submit your manuscript is available on the Journal's homepage at: [International Business Review | Journal | ScienceDirect.com by Elsevier](#)

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