

## LUT Idea Development Workshop: “Land of the Curious”

Date: Wednesday, December 11, 2024, 09:00-12:00

Location: LUT University, Lappeenranta, Finland



We warmly invite you to participate in the **LUT Idea Generation Workshop** to be held in “**The Land of the Curious**” at Lappeenranta, Finland. This workshop will be organised before the 2024 EIBA Annual Meeting. In this workshop, several prominent editors of top International Business (IB), Global Strategic Management (GS), and Organisational Behaviour (OB) will work with you to develop your research ideas with the aim of developing promising avenues for future research and providing insights into how to publish in top journals.

### Who is this event for?

This workshop is open to all scholars interested in innovative business research. It is particularly aimed at:

- Young scholars unfamiliar with the publication process.
- Established scholars aspiring to publish in top-tier journals.
- Researchers who have not previously published in IB journals.

### Workshop goals

The main objectives of this workshop are:

- To help participants generate promising research ideas.
- To discuss why it is important to develop high quality ideas at the front end of the research process
- To develop these ideas into structured academic research questions.
- To provide insights into what makes an idea worth pursuing for high-impact IB research.

### How is this event structured?

#### *1. Introduction & framing the core questions*

The workshop will start with an interactive **panel discussion** involving prominent editors of leading journals. The panel will address foundational questions such as:

- What is a good idea?
  - Exploring characteristics that make an idea novel, relevant, and impactful.
- How do you come up with a good research idea?
  - Techniques for identifying gaps in the literature, observing trends, and translating practical phenomena into research topics.
- What makes a good theoretical contribution to IB?
  - How to ensure an idea contributes meaningfully to IB theory.
- How can empirical research make a strong impact?
  - Tips for ensuring empirical work is phenomenologically relevant but adds value to the academic field.

#### *2. Transforming contemporary phenomena into research questions*

A key element will involve turning emerging global trends and phenomena into academic questions.

This part will include:

- Discussions on how to observe contemporary issues—such as digital transformation, climate change, and shifting global supply chains—and translate them into research topics.
- Exercises on refining broad topics into testable research questions that can lead to significant theoretical contributions.

### *3. Interactive idea generation activity*

Participants will engage in a facilitated ideation session where:

- Editors and attendees will work together in small groups
- The goal will be to brainstorm and refine participants' initial ideas, ensuring each has a clear research question, potential theoretical framing, and an empirical approach

### *4. Breakout groups for focused development*

In the latter part of the workshop, participants will be divided into small groups. Each group will be paired with a senior editor to:

- Refine research ideas: Focus on detailing a conceptual model, identify key literature to provide a 'hook'
- Feedback and Framing: Discuss how to frame the ideas for high-impact publications.
- Planning Next Steps: Identify the next actions needed to further develop the research idea post-workshop.

## **Practical preparation steps for participants**

To make the most of the workshop, participants should:

1. **Pre-Readings:** Familiarize themselves with recent publications in top IB/GS/OB journals to understand current trends and standards. Required and recommended pre-readings (if the papers are behind a paywall for you, [click here to access](#)):
  - Graebner and Eisenhardt (2004), Kozlowski et al. (2017), Santangelo and Verbeke (2022), Van Assche and De Marchi (2024), Marchi et al. (2024)
2. **Idea Submission:** Submit a 2-page (max.) proposal of the research idea they wish to discuss, including:
  - (a) A brief background, (b) Key research question(s), (c) The planned theoretical model.
3. **Observation Exercise:** Before the workshop, participants are encouraged to identify a contemporary phenomenon that has not yet obtained appropriate traction in the literature, that interests them and consider why it could be significant for IB research.

## **How can I register for the idea generation workshop?**

Pre-registration is required by October 25, 2024. Please submit your information and a 2-page(max.) proposal using the form:

- Registration Link: <https://forms.gle/mS1hWxAsnjcyZ7696>
- Note that spaces are limited (20 participants) and will be assigned on a first-come, first-serve basis. All participants must be registered for the 2024 EIBA Conference.

## **Facilitating journal editors (confirmed)**

- [Prof Ulf Andersson \(Mälardalen University\)](#), [ulf.r.andersson@mdh.se](mailto:ulf.r.andersson@mdh.se) (JWB)
- [Prof Grazia Santangelo \(CBS\)](#), [gs.si@cbs.dk](mailto:gs.si@cbs.dk) (GSJ)
- [Prof Ari Van-Assche \(HEC Montreal\)](#), [ari.van-assche@hec.ca](mailto:ari.van-assche@hec.ca) (JIBP)
- [Prof Mo Wang \(University of Florida\)](#), [mo.wang@warrington.ufl.edu](mailto:mo.wang@warrington.ufl.edu) (JAP)

## **Workshop organisers – contact information**

- [Prof Olli Kuivalainen \(LUT University\)](#), [olli.kuivalainen@lut.fi](mailto:olli.kuivalainen@lut.fi)

- [Dr Alex Settles \(University of Florida\), alex.settles@ufl.edu](#)
- [Prof Rudolf R Sinkovics \(Durham University\), rudolf.sinkovics@durham.ac.uk](#)
- [Prof Juha Vääänen \(LUT University\), juha.vaatanen@lut.fi](#)

## References

- Graebner, M. E., & Eisenhardt, K. M. (2004). The seller's side of the story: Acquisition as courtship and governance as syndicate in entrepreneurial firms. *Administrative Science Quarterly*, 49(3), 366-403. <https://doi.org/10.2307/4131440>
- Kozlowski, S. W. J., Chen, G., & Salas, E. (2017). One hundred years of the journal of applied psychology: Background, evolution, and scientific trends. *Journal of Applied Psychology*, 102(3), 237-253. <https://doi.org/10.1037/apl0000192>
- Marchi, V. D., Assche, A. V., Cernat, L., Prado, V. L. D., Hoekman, B., Miroux, A., Miroudot, S., Rossi, A., & Santos-Paulino, A. (2024). From the editors: Crafting impactful articles that resonate with policy actors. *Journal of International Business Policy*, forthcoming.
- Santangelo, G. D., & Verbeke, A. (2022). Actionable guidelines to improve 'theory-related' contributions to international business research. *Journal of International Business Studies*, 53(9), 1843-1855. <https://doi.org/10.1057/s41267-022-00567-x>
- Van Assche, A., & De Marchi, V. (2024). Defining the boundaries of international business policy research. *Journal of International Business Policy*, 7(1), 1-11. <https://doi.org/10.1057/s42214-023-00182-z>

## Travel information

### *By Plane and train*

Fly to Helsinki, then take a train to Lappeenranta. Use the [VR \(National Railway operator\)](#) on-line service to find schedules and buy tickets.

- The distance between Helsinki and Lappeenranta is approximately 230 km (two hours by train). Helsinki Airport is situated 19 km from the centre of Helsinki.
- The easiest way to reach Lappeenranta from Helsinki Vantaa Airport (HEL) is by train. The local commuter "P" train leaves the airport every 10 minutes and connects to Tikkurila (Dickursby) station, where you can change to the direct train to Lappeenranta. The train ride is about 2 hours long. Changing at Tikkurila means you don't have to come all the way to Helsinki's main railway station. But if you do, the change is easy to make there as well.
- When in Lappeenranta, take a taxi or a city bus from the station to the LUT campus.
- Note: There is a [small airport in Lappeenranta](#) mainly servicing charter flights. At the moment there are scheduled flights from/to Bergamo, Italy.

### *Shared taxi from Helsinki to Lappeenranta*

If your flight arrives later than the last train leaving Helsinki (usually around 9 PM), you can order a shared taxi service from Taksi Saimaa to pick you up from the HEL airport and bring you to your accommodation in Lappeenranta. It is also available if your flight is in early morning and you won't reach it with the first train leaving Lappeenranta. See more info on the schedule and how to prebook it [here](#).

### *City bus in Lappeenranta*

Getting to the Lappeenranta city centre from the train station is easiest by bus. Bus line 5 leaves from Lappeenranta train station to the city centre every 15 to 30 minutes. It is also possible to walk to the city centre from the train station, which is about 1 km away.

- The LUT university campus is located 6 km west of the city centre. Two bus lines, lines 1 and 5, connect the city centre and the LUT campus, ensuring very easy travel of about 15-20 mins long.
- The bus stop at the city centre is called "Keskusta" and the LUT campus is called "Yliopisto." See information about city bus lines 1 and 5 here: <https://lappeenranta.digitransit.fi/>