

Call for Papers



EUROPEAN MANAGEMENT JOURNAL

Special issue

“Is International Business Strategy Global or Regional?”

Focus of Special Issue: Despite popular thinking that the world is flat and that firms can adopt a global strategy, recent empirical research demonstrates that most of the world’s largest 500 firms operate regionally rather than globally. By ‘regional’ is meant either the core regions of the triad of the EU, United States, and Japan, or the broad triad regions of Europe, North America and Asia. What evidence is there that firms operate largely within their home region, across two regions (bi-regional) or across all three regions (global)? Are small and medium-sized enterprises (SMEs) born global or born regional? Is there a trend toward globalization? Within this broad focus, both theoretical and empirical papers will be considered, providing they are relevant to managers, including those dealing with the following special topics:

- Do data on foreign assets and/or foreign employees support or contest recent findings which report that the world’s largest 500 firms average 77% of their sales in their home region?
- Taking data over time, is there a trend toward more global or more regional activity for the world’s 500 largest firms?
- Are SMEs going international mainly within their home region and how is internationalization related to the age of the new venture?
- Are emerging economy MNEs, or SMEs expanding globally, bi-regionally, or largely within their home region?
- Do emerging economy MNEs require a new theory of internationalization, or do current theories apply, and to what extent are these related to the assumption of regional or global expansion?
- Is there a liability of intra-regional foreignness; if so, what is it, and how is it measured?
- Is there a Penrose-type effect which limits the expansion of a firm to its home region?
- Do European firms perform in a different manner from North American and/or Asian firms in their growth strategies and international expansions?

- If regions are defined in a different manner does the evidence on the lack of globalization change?
- Does country-level data support the firm-level findings of regionalization?
- What is the impact on performance of being a global firm, compared to a bi-regional or home-region based firm?
- What is the appropriate metric to measure multinationality; what are the problems (or possible advantages) of scope measures compared to metrics capturing magnitudes of foreign involvement?
- What is the appropriate metric to measure performance; do the networks or foreign subsidiaries in an MNE perform better or worse for home-region firms compared to global/transnational firms?
- Is innovation in MNEs affected by their degree of globalization or not?

The deadline for submissions is September 30, 2008. When preparing your manuscript for submission, please follow *European Management Journal* guidelines found at <http://www.elsevier.com/locate/emj>. Articles should be submitted directly to the online site at <http://ees.elsevier.com/emj/> and “special issue: Global or Regional?” should be selected as the article type.

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