

EIBA HISTORY PANEL

‘INTERNATIONAL BUSINESS IN A CONFUSED WORLD ORDER: EIBA RECOLLECTIONS AND VISIONS’

Time: Sunday, December 15th 2019 08:30-10:00

Location: MK G.02

Panel (order of presentation):

Vítor Corado SIMÕES

Peter J. BUCKLEY

Sarianna M. LUNDAN

Luisa GAGLIARDI

Isabel ÁLVAREZ

Time for Introduction and Wrap-up by the Chairman: 5 minutes

Time per Panelist: 11 minutes (5 in the first round, and 6 in the second round)

Time for Discussion: About 25 minutes (15 minutes plus 10 minutes)

Background: In 2013, with a view to expand EIBA membership among Brazilian IB researchers, Jorge Carneiro asked Bent Petersen and myself to deliver presentations on our EIBA experiences at the Conference of ANPAD (Associação Brasileira de Pesquisa em Administração de Empresas). Later, Jorge asked me to convene a Panel at EIBA Rio 2015 on the history of EIBA. The Panel had three main objectives: (1) to provide younger generations, including the South American academics, information and ‘stories’ about the history of EIBA and visions for its future; (2) to allow older members from the audience to remind moments they have lived and provide their own memories; and (3) to elicit a debate to generate new ideas for building the future of EIBA.

The positive reception from the EIBA community together with the exchange of views held at the EIBA Fellows Business Meeting in Rio, led to organise other editions of the Panel in 2016 (Vienna), 2017 (Milan), and 2018 (Poznań). The 2019 Leeds Panel corresponds therefore the fifth edition of the Panel on ‘EIBA Recollections and Visions’.

“A Confused World Order”: The *motto* for the Leeds Conference is “International Business in a confused world order”. This is an appropriate way to characterize the present International Business environment. When the President of the United States of America, the main driver of the globalisation movement that spanned the last four decades, stated in his speech at the UN General Assembly on September 24, 2019 that

“The future does not belong to the globalists. The future belongs to patriots,” (The Guardian, 2019),

one cannot be but confused. Such a confusion increases when one witnesses the move of China, formerly a closed country, to launch its own globalizing initiative (‘Belt and Road’) (see Frankopan, 2018) and to appear as the main supporter of the World Trade Organization.

The perspective of a globalizing world is at stake. Nationalistic approaches are gaining ground. Diverging from Stiglitz’s (2002) views, the “discontents” with globalization are mainly emerging in developed countries, supporting nationalistic and authoritarian policy approaches. The Brexit itself is an expression of such a nationalistic drive. In this vein, initiatives to set up legal frameworks to control FDI have increased recently (Kobrin, 2017; UNCTAD, 2019), including in Europe (Lundan, 2018). Even the European Union has not been immune to this trend, and the Regulation (EU) 2019/452 of the European Parliament and of the Council of 19 March 2019 establishing a framework for the screening of foreign direct investments into the Union, will apply from October 11, 2020

onwards. This Regulation is largely a reaction to the investments undertaken by non-European companies, especially Chinese state-owned firms, in the EU (Lundan, 2018; Ahlborn & Lignières, 2019).

A look at recent IB literature suggests that globalization may be receding. It is not just the arguments of regionalization (Rugman & Verbeke, 2004; Verbeke, Coeurderoy & Matt, 2017) or semi-globalisation (Ghemawat, 2017). Value chains increasingly appear to become regional and not global, the connections between US- and China-centered value chains declining between 2011 and 2015 (Degain, Meng & Wang, 2017). FDI flows in 2018 declined 13% with regard to 2017 (UNCTAD, 2019). The evidence provided by Witt (2019) comes in the same direction. Is it likely, as Witt (2019) suggested, that the decline of American hegemony together with the still insufficient clout of China are leading to a breaking down of globalization and to the strengthening of economic blocks led by regional powers?

I would suggest the Panel to address these issues, with a view to identify the main features of the present, confused world order as well as to discuss the shape it may take in the future. More specifically, three issues are suggested for discussion: (1) Is globalization receding? (2) Which might be implications of these developments for IB research, namely on what concerns international management and FDI policy? (3) Which might be the implications of these developments for EIBA's future activities?

Organisation of the Session: This year the session will be organised in two rounds. After the Chair's introduction, each Panelist will have 5 minutes to present his/her recollections about the history of EIBA and visions for EIBA's future. 10 to 15 minutes for questions from the floor will follow. The second round is focused on specific aspects (see assignments below) of the "confused world order" will be addressed, concluding with brief implications for EIBA. This will lead to a 10 to 15 minutes exchange with the floor. Both exchange rounds are very important since they provide opportunities to gather the contributions from the EIBA community as well as to share views on EIBA's future challenges.

Panel members: The Panel includes five EIBA colleagues plus the Chair. The basic 'template' for the selection of participants was based on the following considerations: (1) two EIBA Fellows, with an outstanding research track on IB policy; (2) the organiser of the next EIBA Conference (EIBA Madrid 2020); and (3) a young, promising scholar,

winner of the Copenhagen Business School Prize. These considerations led to the Panel presented below (intended order of presentation):

VÍTOR CORADO SIMÕES

EIBA Fellow, Organiser of EIBA Lisbon 1993, and member of the EIBA Fellows team in charge of EIBA History. ADVANCE/CSG, ISEG – Lisbon School of Economics and Management, University of Lisboa, Portugal.

First EIBA Conference: 1986 (London)

Topics for Presentation: Introduction. Rationale for the Panel and presentation of the Panelists. Conclusions of the session.

PETER J. BUCKLEY

EIBA Fellow. Former Chair of EIBA (2009-2012). University of Leeds (UK). *Honoris Causa* degrees: Dr hc (Uppsala, Sweden); DSc hon (Lappeenranta, Finland), Dr. Merc.H.C. (Copenhagen, Denmark), and Doctor of Laws (h.c.) (Carleton, Canada). Founder Director of CIBUL (1995) and Founder Director of the Business Confucius Institute at the University of Leeds (BCIUL). Officer of the Order of the British Empire (OBE).

First EIBA Conference: 1974 (Jouy-en-Josas). This was in fact a pre-EIBA Conference.

Topics for Presentation:

Round 1: The birth of EIBA. My perspective about the evolution of EIBA.

Round 2: A view from China: The Belt-and-Road initiative. Future challenges and opportunities for IB research and EIBA.

SARIANNA LUNDAN

EIBA Fellow. Co-organiser of EIBA Maastricht (2000) and Organiser of EIBA Bremen (2013). University of Bremen (Germany). Visiting Professor, Aalto University (Finland). Editor-in-Chief of the Journal of International Business Policy.

First EIBA Conference: 1994 (Warsaw) [please confirm]

Topics for presentation:

Round 1: My first EIBA. My 25 years of EIBA: how the organization has changed? Comparing the challenges of organising EIBA Maastricht and EIBA Bremen.

Round 2: The evolution of national (and international, viz. OECD) policies towards FDI. Implications for EIBA.

LUISA GAGLIARDI

Co-winner of the Copenhagen Business School Prize, EIBA 2017. Bocconi University (Milan, Italy) and London School of Economics (London, UK).

First EIBA Conference: 2017 (Milan)

Topics for presentation:

Round 1: My first EIBA: pluses & minuses. Why did I come back to EIBA? How can EIBA attract young scholars in adjacent fields

Round 2: European uncertainties in a “confused world order”. Business implications of current political and societal trends. Likely effects on IB research and EIBA.

ISABEL ÁLVAREZ

Organiser of EIBA 2020 Madrid. Complutense University Madrid (Spain). Associate Professor at the Economics Department, Universidad Complutense de Madrid, and Chair of ICEI (Instituto Complutense de Estudios Internacionales).

First EIBA Conference: 2003 (Copenhagen)

Topics for presentation:

Round 1: My first EIBA. My view about the evolution of EIBA. Coming back to Madrid 30 years later: the main features of EIBA Madrid.

Round 2: Europe-Latin America business relationships: Opportunities and challenges in a “confused world order”. Implications for IB research and EIBA.

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