

## XVI Iberian International Business Conference

Hosted by the University of Valencia's Faculty of Economics

Valencia, October 14-15, 2021

Submission deadline: August 23, 2021

Dear colleague,

We take great pleasure in inviting you to the XVI Iberian International Business Conference (IIBC), which will again bring together a dynamic group of international business researchers, especially researchers from Spain and Portugal.

The conference will take place October 14-15 in Valencia, Spain, and will be hosted by the Faculty of Economics at the University of Valencia. Participants are invited to share their research, develop new ideas and expand their networks in a friendly and warm atmosphere.

The theme of the conference is: *Opportunities and challenges for Iberian firms: regionalization and sustainable growth in a new landscape*. A number of prominent intellectuals have suggested that the Covid-19 pandemic will result in a more fragmented and regionalized world economy. In this regionalization trend, external relationships and local knowledge will become critical. Capabilities other than those associated with product expertise, such as advanced regional knowledge or institutional links are likely to be key determinants of competitiveness in this new era. Additionally, political activity and corporate social responsibility will be prioritized for counteracting the negative impact of the pandemic.

Companies and governments are not immune to these shifts that require economic, politic and social actors to collaborate on potential solutions. Due to their unique geographical, institutional and cultural position, Iberian multinationals could become key actors that connect various regions. As such, they could play an important role in driving the development of spillovers and sustainable growth in certain regions, such as Latin America, to confront these new challenges. In this process, SMEs are no longer secondary agents. Instead, they are called to lead the change with new business models based on physical presence abroad and novel management formulas designed to bring them closer to customers around the world. Digitalization and sustainability are immediate challenges for firms aiming to operate globally or regionally in global value chains in a socially responsible way, regardless of their size, industry or location.

While the theme of the conference encourages work focused on these contemporary topics, manuscripts on traditional aspects of international business are also welcome as well as research focused on geographical locations other than Iberia. We expect IIBC 2021 to offer opportunities to strengthen cooperation among Iberian IB researchers and support the development of an increasingly active IB research community.

We look forward to seeing you in Valencia.

Cristina Villar, Conference chair 2021

## Conference Topics

Examples of topics that fit the conference's scope:

- Digitalization and IB
- FDI and global value-chain management
- International finance, accounting and governance
- Managing people across cultures
- Iberian firms on the global scene
- International marketing
- Networks, alliances and political ties
- Innovation and knowledge management
- Organization of the MNC and global strategy
- SMEs and international entrepreneurship
- Sustainability and social value creation in international business
- Regionalization of global value chains
- Reshoring and near-shoring

## Important Dates \*

Paper submission deadline: August 23, 2021

Communication of acceptance deadline: August 31, 2021

Early registration deadline: September 20, 2021

Late registration deadline: October 9, 2021

Conference dates: October 14 and 15, 2021

**\*Notice:** If the circumstances prevented the physical celebration of the conference it would take place virtually on the same dates.

## Submission Guidelines and Registration

Contributors are requested to send their submissions in an electronic format (word/pdf) by August 23, to [submissions@iibc2021.com](mailto:submissions@iibc2021.com). All papers must be submitted in English. Please follow the style guidelines on the conference website ([www.iibc2021.com](http://www.iibc2021.com)).

Registration: The conference fee is EUR 200 for those registering by September 20 and EUR 250 for those registering by October 9. The fee includes registration, documentation, lunches, coffee breaks and the conference dinner (accompanying persons not included).

## Venue and Location

The conference venue is the Faculty of Economics at the University of Valencia. Additional information on accommodation and transport is available on the conference website.

## Additional Information

For further information, please contact the organizers at the email address [info@iibc2021.com](mailto:info@iibc2021.com) or [cristina.villar@uv.es](mailto:cristina.villar@uv.es).