



**10th Asia Academy of Management Conference
10th Taiwan Academy of Management Conference**

19-20 June, 2017

Joint Conference Call for Papers

“Contextualization: The Role of Context in Theory Building and Exploring New Ideas”

Program Co-Chairs

AAOM:

Seung-Hyun (Sean) Lee, University of Texas at Dallas
Vikas Kumar, University of Sydney

TAOM:

Shu-Cheng Steve Chi, National Taiwan University
Jia-Chi Huang, National Chengchi University

Conference Venue:

International Convention Center, Kitakyushu City, Fukuoka, Japan

Keynote Speaker:

Alain Verbeke, Editor-in-Chief, *Journal of International Business Studies* (JIBS)

Submission Deadline: October 15, 2016

The Asia Academy of Management (AAOM) and the Taiwan Academy of Management (TAOM) invite papers for the joint conference on the theme of the role of context in theory building and exploring new ideas.

Can one size fit all? Many theories developed in the Western context, while important and informative, may not fit to all other areas such as Asia. Early on, when Japanese economy was booming, scholars searched for new theories that can explain the phenomenon. With the recent dramatic economic development in Asia, it is time for new theories to emerge that fit the Asian context. At the same time, Asian context can give new insights to the existing theories.

It is no surprise that the role of “context” in understanding business phenomena has become prominent in international business, strategy and management disciplines. The rise of emerging markets in the global economy and the new breed of multinationals emanating from these markets have pushed scholars to take a critical look at some of the mainstream theories such as the transaction cost economies, the resource dependence theory. New theories and frameworks such as the LLL (linkage, leverage and learning) and the Springboard perspective have emerged and provided powerful explanations of this new wave of internationalization. In fact, understanding the increasing global competitiveness of emerging market multinationals may only be possible with a thorough analysis of their internationalization strategies, institutional background and innovation potential.

Similarly, in the field of strategy new perspectives have emerged as a result of attempting to apply theories developed with a western lens in contexts with very different contextual characteristics. For example, the ubiquitous presence of business groups as the prominent organizational form which continue to thrive in most emerging markets have questioned the efficacy of pursuing a focused strategy. The notion that organizations, through a diversified strategy, fill the role of intermediaries in contexts that lack them have become popular with renewed work on institutional context.

Contexts in the “East” are very different from those in the West in terms of culture, institutions, philosophy and intellectual tradition with serious implications on our (in) ability to comprehensively understand management practice globally without explicitly incorporating the contextual uniqueness in our theoretical and empirical analyses. Attempts to examine the interface between theory and context have enabled cross-context theory borrowing to become more context sensitive. The emerging economy context while challenging assumptions of existing theories, also provide an ideal laboratory to investigate interaction between the firm and context.

This joint conference call for papers is to push our thinking with increased vigour and enthusiasm in exploring the ideas of ‘contextualizing theory’ to varied aspects of firm strategic behavior that have not yet caught the attention of scholars. We invite submissions on issues related to the broad theme of the conference that include, but are not restricted to, the following:

- How can the Asian emerging market context help in refining existing theories on internationalization, innovation and institutions?
- What are the limitations on cross-context theory borrowing from the West (developed markets) to the East (Asian emerging markets)?
- What aspects of firm strategy and management in the Asian emerging markets have the greatest need for new theories and paradigms for a more comprehensive explanation of firm behaviour?
- What specific management practice in the Asian emerging market has the potential to cross contexts and better inform practice in the West?
- How can the diversity within the Asian emerging market context contribute to a more enriching theory-context analysis?
- Can there be theories that apply only to selected contexts such as China or India?
- What are the likely limitations of research focused on contextualizing theory?
- How can researchers guard against common pitfalls of research focused on contextualizing theory?
- How are Asian firms different in value creation and value appropriation compared to their counterparts in the West?
- What are the microfoundations of strategic issues in Asia and how are they different from those in the West?
- Do family firms in the East behave differently from those in the West?
- How do Asian latecomers behave differently from the current dominant firms from the West?

The conference program will consist of keynote speeches, symposiums, competitive paper sessions and interactive poster sessions. All symposiums, competitive paper submissions and interactive poster session submissions will be competitively reviewed.

Important Note: In organizing this joint conference, AAOM and TAOM will handle the submitted papers separately (see submission guidelines below). Therefore please submit your papers to either AAOM's (Prof. Seunghyun Lee and Prof. Vikas Kumar at aaom2017@gmail.com) or TAOM's program chairs (Prof. Shu-Cheng Steve Chi and Prof. Jia-Chi Huang) respectively.

For details of submission, please see the AAOM's and the TAOM's guidelines below.

SUBMISSION DEADLINE is Oct. 15, 2016

See Asia Academy of Management Web-page: <http://aaom.asia/>
and Taiwan Academy of Management Web-page: www.taom.org.tw

AAoM SUBMISSION GUIDELINES

- Though submissions relating to the major theme of the conference are encouraged, papers can deal with other issues relating to the broad topic of Asia (including Taiwan) management systems and strategies of Asian firms. The papers may be grounded in any major management disciplines including business strategy, organizational behavior and theory, human resource management, international management, and ethics and social issues in management. Conceptual, theory-building, or empirical papers from the above areas are welcome.
- All submissions must be original, should not have been previously accepted for publication in a journal or presented in another conference, or is currently under review at another conference.
- All papers will go through a double-blind review process. Accepted papers will be assigned to paper presentation or interactive paper sessions by the Program Chair and uploaded to the AAoM conference website with a password given to the registered conference participants. Papers presented at the conference will be published in the CD proceedings of the conference.
- Papers should be prepared and presented in English. There is no page limit but contributors are encouraged to limit their paper to less than or equal to 40 pages (A-4 paper, font 12, double spacing with margins of 1 inch) including the abstract, text, references, table and figures. The format follows the Academy of Management style.

Please submit a separate title page with author information. Please name your articles by the *Lastname_Firstname* of the first author.

- At least one of the authors must register before the deadline of registration, attend and present the paper in person at the conference. Otherwise, the paper will not be included in the conference program and proceedings. If absence from a scheduled meeting is unavoidable, participants must contact AAoM Secretariat as early as possible and pursue suitable alternative arrangements.
- Manuscript prepared in Microsoft Word should be submitted electronically to the Co-Program Chairs, Prof. Seung-Hyun (Sean) Lee and Prof. Vikas Kumar at aaom2017@gmail.com. Do not send submissions directly to track chairs. Please indicate the appropriate track in which you wish your paper to be reviewed in the cover page of the submission.

ENQUIRY

For questions concerning paper submission, please contact either Prof. Seung-Hyun (Sean) Lee (lee.1085@utdallas.edu) or Prof. Vikas Kumar (vikas.kumar@sydney.edu.au).

TRACK CHAIRS

[Do not send submissions to track chairs, all submissions must be sent to Program Chair at aaom2017@gmail.com.]

1. Strategic Management
Jing Li, Simon Fraser University, Canada
Email: jingli@sfu.ca
Yong Li, SUNY Buffalo, USA
Email: YL67@buffalo.edu
2. Organization & Management Theory:
Junichi Yamanoi, Waseda University, Japan
Email: yamanoi@waseda.jp
Gracy Yang, University of Sydney, Australia
Email: gracy.yang@sydney.edu.au
3. Entrepreneurship, Technology, & Innovation Management
Pavida Pananod, Thammasat University, Thailand
Email: pavida@tbs.tu.ac.th
Amit Karna, Indian Institute of Management (Ahmedabad), India
Email: karna@iima.ac.in
4. Organizational Behavior
Sunghoon Kim, University of New South Wales, Australia
Email: sunghoon.kim@unsw.edu.au
5. International Management
Susan Hong Zhu, Peking University, China
Email: zhuhong@phbs.pku.edu.cn
6. Human Resources Management
Tomoki Sekiguchi, Osaka University, Japan
Email: tomoki@econ.osaka-u.ac.jp

Other Related Activities:

AAOM Doctoral Student Development Workshop

The Asia Academy of Management will also organize a doctoral student development workshop during the conference. The workshop will consist of panels of experts in management research who will speak on doing research and providing feedback to scholarly work of doctoral students. Doctoral students in the dissertation stage are strongly encouraged to come. Details of applications will be announced later.

The Workshop's Chair is Prof. Kazuhiro Asakawa, Keio University, Japan
(email: asakawa@kbs.keio.ac.jp)

TAOM SUBMISSION GUIDELINES

- Though submissions relating to the major theme of the conference are encouraged, papers can deal with other issues relating to the broad topic of Asia (especially Taiwan and China) management systems and strategies of Asian firms. The papers may be grounded in any major management disciplines including business strategy, organizational behavior and theory, human resource management, international management, and ethics and social issues in management. Conceptual, theory-building, or empirical papers from the above disciplines are welcome.
- All submissions must be original and should not have been previously accepted for publication in a journal, presented in another conference or be under review at another conference.
- All papers will be blind reviewed. Accepted papers will be assigned to paper or interactive paper sessions by the Program Chair. Papers presented at the conference will be published in the CD proceedings of the conference.
- Papers should be prepared and presented either in English or Chinese. There is no page limit but contributors are encouraged to limit their paper to less than or equal to 20 pages (A-4 paper, font 12, double spacing with margins of 1 inch) including the cover page, abstract, text, references, table and figures. The format follows the Academy of Management style.
- At least one of the authors must register before the deadline of registration, attend and present the paper in person at the conference. Otherwise, the paper will not be included in the conference program and proceedings. If absence from a scheduled meeting is unavoidable, participants must contact TAOM Secretariat (Mr. Chih-Chieh Chu at d02741004@ntu.edu.tw) as early as possible and pursue suitable alternative arrangements.
- TAOM has both Chinese session and English session. Your manuscript could be submitted either in Chinese or in English. **Manuscript prepared in Microsoft Word should be submitted electronically to the Co-Program Chair Prof. Shu-Cheng Steve Chi and Prof. Jia-Chi Huang at taom.taiwan@gmail.com.** Do not send submissions directly to track chairs. Please indicate the appropriate track in which you wish your paper to be reviewed in the cover page of the submission.

ENQUIRY

For questions about this Call for Submissions or the conference, please contact Program Chair **Prof. Shu-Cheng Steve Chi or Prof. Jia-Chi Huang**. General information about TAOM may be found on the website: www.taom.org.tw.

English session Track Chair

[Do not send submissions to track chairs, all submissions must be sent to Program Chair at taom.taiwan@gmail.com.]

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| <p>1. Strategic Management/Technology Management /International Business
Mei-Chih Hu, National Tsing Hua University
E-mail: mchu@mx.nthu.edu.tw</p> | <p>2. Organizational Behavior/Human Resource Management
Shyh-jeer Chen, National Sun Yat-sen University
E-mail: schen@cm.nsysu.edu.tw</p> |
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Chinese session Track Chair

[Do not send submissions to track chairs, all submissions must be sent to Program Chair.]

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Shu-Jou Lin, National Taiwan Normal University
E-mail: lin.sj@ntnu.edu.tw</p> | <p>3. Organizational Behavior
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| <p>2. International Business
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E-mail: hominchen@ntu.edu.tw</p> | <p>4. Human Resource Management
Nien-Chi Liu, National Central University
E-mail: nliu@cc.ncu.edu.tw</p> |

中文徵稿通知 (台灣組織與管理學會 TAOM)

我們誠徵本次大會主題包括組織行為與理論、人力資源管理、國際企業、策略與科技管理各領域的原創性文章，歡迎探討有關亞洲企業在管理議題的論文。

原創性指該論文並未以任何一種語言在任何學術會議發表過，或該論文並未在任何學術刊物及書籍刊登過。

來稿將採用匿名評審。稿件以中文形式呈現，A4大小、12號字、兩倍行距、頁邊設為1英吋，稿件含標題頁、摘要、主文、參考文獻及各圖表，以不多於20頁為主。

稿件作者中至少要有一位作者在指定時間內完成註冊、出席研討會並報告論文，否則該稿件將無法進入研討會發表議程。如果無法出席，請儘早聯絡TAOM：朱志傑秘書

(d02741004@ntu.edu.tw)，以利後續作業。

TAOM同時舉辦中文與英文場次，您的稿件需以英文或中文撰寫，並註明投稿的場次和領域，以Word電子檔傳送戚樹誠教授及黃家齊教授 (taom.taiwan@gmail.com)，請勿直接向各track chair交稿件。

English session Track Chair

[Do not send submissions to track chairs, all submissions must be sent to Program Chair.]

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|---|--|
| <p>1. 策略/科技管理/國際企業
胡美智 (Mei-Chih Hu) 台灣清華大學
E-mail: mchu@mx.nthu.edu.tw</p> | <p>2. 組織行為/人力資源管理
陳世哲 (Shyh-jeer Chen) 台灣中山大學
Email: jchuang@nccu.edu.tw</p> |
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Chinese session Track Chair

[Do not send submissions to track chairs, all submissions must be sent to Program Chair.]

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| <p>1. 策略與科技管理
林舒柔 (Shu-Jou Lin) 台灣師範大學</p> | <p>3. 組織行為
莊智薰 (Chih-Hsun Chuang) 中興大學</p> |
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2. 國際企業

陳厚銘 (Ho-Min Chen) 台灣大學

E-mail: hominchen@ntu.edu.tw

4. 人力資源管理

劉念琪 (Nien-Chi Liu) 中央大學

E-mail: nliu@cc.ncu.edu.tw

Program:

The joint conference will start with a reception in the evening before the first day conference, followed by two full days of programs on 19-20 June.

Registration fees:

All conference participants will pay the registration fees. Early bird fee is anticipated to be HKD 3200 (approximately US\$400).

Conference registration fees also include a two-year complimentary AAoM full membership and subscription of the *Asia Pacific Journal of Management*, the official journal of AAoM. Doctoral students and participants from low-income countries may apply for reduced fees.

Transportation and Accommodation:

Updated details about transportation and accommodation options will be updated on conference website.

Local Host Chair:

For questions concerning logistic arrangement, please contact:

Professor Wang, Dean, University of Kitakyushu. Email: ang@kitakyu-u.ac.jp