

Call for papers

39th Euro-Asia Management Studies Association (EAMSA)

Annual Conference

**European Institute of Japanese Studies,
Stockholm School of Economics, Stockholm, Sweden**

22 - 25 November 2023

(Note! Extended deadline for paper submission: 14 August 2023)

Europe and Asia in the Green Economy - Dynamics and Implications

Conference Theme:

After the pandemic, the world is now facing a set of new and interrelated challenges. Bringing back economically viable growth in mature and emerging countries is key, as well as handling the imminent climate challenge. However, coming out of the pandemic constraints, the world is now also facing economic and financial challenges in relation to inflation and rapidly rising interest rates. In addition, the war in Ukraine has shown the complexity of geoeconomics and geopolitics. Hence, the world economy needs to handle a set of interrelated and difficult issues.

Within this set of challenges, the transition towards a more sustainable or green economy is paramount, despite the more short-term economic challenges facing policymakers. The theme of the EAMSA 2023 conference aims to develop a constructive discussion for moving the transition of the green economy forward. The concept of the green economy could have different connotations and implications in different economies and geographies based on the industrial development, configuration and interconnectedness to global value chains and regional and global production networks. We seek to stimulate a debate on how the transition towards a green economy could be facilitated and how this development can be attached to various sectors of the economy as well as strategy development taking place on the corporate level.

The green transition does not only foresee a reduced environmental impact but also growth that is sustainable from the viewpoint of economic and social development. In this sense, the transition bridges issues of global economic development, but can also be seen at the regional level of economic development. At the centre of this transition, companies will play a pivotal role. Policy has the possibility to influence development, but the corporate dimension in pushing the transition forward is evident in most sectors. This underscores the connections to markets and consumption as pressures from more informed customers will be vital. In all, this sets management, strategy and location at the centre of development. Swedish companies as well as the public sector have long been at the forefront of work on transitioning towards more sustainable business. The city of Stockholm has in addition been a centre for leading entrepreneurship in transforming traditional

sectors, but more recently a fertile ground for companies at the intersection of goods and digital services. Here the business connections to the rapidly growing economies in Asia has been paramount for many firms.

The overall transition will be driven by aspects such as digitalization, growth of the service economy, dematerialization of value creation, the platform economy and the circular economy just to mention a few. All of them with the potential of driving the pace of the green economy as well as the direction in Europe and Asia. This creates both new possibilities and challenges for economic interrelations between Europe and Asia on several levels. With a strong commitment towards the rules-based world order in relation to trade and investment, but also in relation to the development of the green economy, it would be possible to enhance economic cooperation among countries and companies in Europe and Asia.

Call for Papers:

We cordially invite researchers in the areas of business, organisation studies, management science, economic geography and development/industrial economics to explore how businesses, governments and societies are responding to the development of a green and sustainable economy in terms of environmental and economic and social aspects.

Authors are encouraged to submit theoretical, conceptual and empirical papers that draw on qualitative, quantitative, mixed and case-study approaches to explore, evaluate, critique and debate issues arising from the conference theme and, in particular, ideas surrounding the theme of the green economy especially in Europe and Asia contexts.

As EAMSA strives to be a platform for wider discussions on interrelations between Asia and Europe, we also welcome paper submissions in the broader fields of international business, economic geography, economics, management and area studies that might fall outside the main conference theme.

Potential topics include, but are not limited to, the following:

- Economic integration; trade and FDI as driving forces for economic development
- Regional integration and implications for the green economy
- Theoretical aspects of sustainability and the green economy
- Finance and the transition towards the green economy
- Companies and the rules-based world order
- Internationalization of service industries and the green economy
- Digitalization and dematerialization of MNEs activity
- Impact of smart city development in Europe and Asia
- The development of circular economy in Europe and Asia
- Management in a turbulent environment
- A new world order: Geoeconomics and geopolitics – firm level implications
- Implication for GVCs and GPNs in the transition towards the green economy
- Challenges for Global HRM practice
- Sustainable strategy development on the firm level
- Ethical aspects of marketing and consumption in Europe and Asia
- The development of the platform economy in Europe and Asia.
- Joint policy formation in Europe and Asia

- Decoupling and resilience among MNEs in the green transition
- How 'green' are Asian and European Economies really?
- Europe and Asia in The Green Economy: Is there transition fast enough?

Conference Venue and Programme:

The conference is hosted by the European Institute of Japanese Studies (EIJ) at Stockholm School of Economics (SSE). The venue for the conference will be the centrally located campus of SSE in Stockholm city centre.

Registration

More information and registration here: <https://www.trippus.net/EAMSA23/Early>

Deadlines:

- **Extended** Paper submission: 14 August 2023.
- Paper acceptance notification: 15 September 2023.
- Conference dates: 22-25 November 2023.
(pre-conference event on Wednesday 22 November 2023)

Paper Submission:

There are two types of sessions for individual paper submissions. We, therefore, encourage established scholars and young/new scholars to present and discuss their research in progress in these sessions. Please select the most appropriate format from the following:

Competitive Papers: The most developed and polished papers should be submitted for inclusion in competitive sessions (maximum of 9,000 words inclusive of all materials, including appendices and references).

Interactive Papers: Papers on work-in-progress should be submitted for the interactive sessions (maximum of 6,000 words inclusive of all materials, including appendices and references).

Conference organisers may consider mixing types of paper in the program, should thematic coherence for each session be a primary concern. Papers should follow the Asian Business & Management journal guidelines.

EAMSA is committed to promoting excellence in young researchers. To facilitate doctoral researchers' participation in its annual conference, EAMSA will provide financial support towards the conference fee for up to ten PhD submissions (the corresponding author must be a PhD candidate) to any of the tracks (competitive/interactive). A panel of experts will select the doctoral submissions worthy of the award, based on the quality and contribution to the knowledge of relevance to Euro-Asia management issues. Doctoral students who have been selected for the award will be notified during the conference. All competitive papers will be sent for double-blind review to two reviewers. Interactive papers will be evaluated by one reviewer. The evaluation of papers will be based on relevance to the conference theme and to international business and management issues in Europe and Asia, analytical rigour, methods applied, originality, and contributions to the area.

Submissions should be sent to: nanhee.lee@hhs.se



**Euro-Asia
Management Studies
Association**

Awards and Publications:

All papers accepted will be included in the conference proceedings. Authors of selected papers will be invited to submit their papers to a Special Issue of Asian Business and Management. Awards will be given to the best paper, best reviewers, and best papers submitted by PhD students. Palgrave Macmillan will provide a prize for the best paper.

Organising Committee

Patrik Ström – European Institute of Japanese Studies (EIJIS), Stockholm School of Economics

Anders C. Johansson – Stockholm China Research Institute (SCERI), Stockholm School of Economics

Åsa Rognes Malmström - European Institute of Japanese Studies and the Asia program, Swedish Institute of International Affairs (UI).

Richard Nakamura – Centre for International Business Studies (CIBS), School of Business Economics and Law, University of Gothenburg.