AIB 2024 meeting in Seoul: Call for Papers

Plan to submit a paper to the Research Methods and Theorizing track

The Research Methods and Theorizing track aims to recognize and highlight the outstanding use of advanced and non-traditional methodological techniques and theorizing approaches to examine important IB phenomena. We seek to showcase the rigorous, trustworthy, and transparent use of methods and theory development. We urge IB scholars to consider the following questions:

- How can we extend the dialogue between methods and disciplines?
- How do we theorize in IB research with a balance of scientific explanation and context? What does this mean for the generalizability of our theories?
- How can interdisciplinary research and triangulation be a source of methodological contribution?
- How to develop "context-constrained" or "context-dependent" theories?
- How can we exclude alternative explanations and integrate contextual elements in theorization?
- How can we embrace diverse contexts in international business research?
- How can we develop context-sensitive explanations or propose new theories across national or regional contexts?
- How can we innovatively integrate traditional quantitative and qualitative research methods to incorporate big data and emerging research methods?
- How can we address challenges in conducting rigorous research methods in emerging economies?
- How should we study change and dynamics over the longer term? What does it require from the method(s) and the scholar?
- How should we promote the assessment of trustworthiness and credibility in IB research, regardless of the research method chosen?
- What is the role of ontological and epistemological underpinnings in IB research? How can they be brought more to the limelight to enable transparency of studies?

Track Co-Chairs:
Arpit Raswant, Deakin University, arpit.raswant@deakin.edu.au
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In this Newsletter:

- **New RM-SIG: new board**
- **Reports on events at AIB meeting in Warsaw**
- **Report on RM-SIG webinar: Writing a mixed-method dissertation**
- **Recent events and publications**
- **AIB CIBER Doctoral Academy**
- **AIB Seoul 2024 Call for Papers**

Meet your new RM-SIG Board

Message from the President:

As the world becomes more vulnerable, uncertain, complex, and ambiguous (VUCA) as well as increasingly unsafe and full of 'grand challenges', the IB research community has a responsibility to provide impactful insights into world-wide phenomena. Research methods play a pivotal role in ensuring valid (both internally and externally), reliable, rigorous, and eventually meaningful and impactful scholarly contributions. To help in this endeavour, the AIB RM-SIG seeks to advance the quality, diversity and understanding of research methodologies in international business, and to promote innovation in research methodologies. As a shared-interest group made up of volunteers that tirelessly work towards these goals, we are always looking for more hands on deck and I strongly encourage anyone with a keen interest in research methodology from either an educational, technical, or research perspective to contact us either via the website, email, or at one of the AIB-sponsored conferences if you are interesting in helping out and being part of this amazing group!

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- **Arpit Raswant, Deakin University**
- **Evelyn Reithofer, WU Vienna**
- **Catherine Welch, Trinity College Dublin**

AIB 2023 annual meeting

Report on RM–SIG workshops

Surviving the Review Process: Behind the Scenes of Submitting Qualitative papers to IB Journals

Contributed by Duc Nguyen (University of Manchester)

In her lively, in-person three-hour masterclass, Rebecca Piekkari discussed the issues and challenges in publishing qualitative research in IB journals. Rebecca opened her discussion by outlining the valuable contributions of qualitative research in the field of IB and management. Qualitative research, Rebecca argued, is a 'broad church' with many rich traditions. However, qualitative research in IB has taken on certain conventions centred around positivistic assumptions; interview-based multiple case studies; cross-sectional designs; being 'thin' not 'thick' in contextualization; and, concerning, increasingly fashioned in a factor analytical/propositional-based style of theorizing.

Rebecca emphasized that these conventions are problematic for the field as they leave out the potential valuable contributions of single case studies; ethnography in different forms (e.g., global multi-sited ethnography); process/longitudinal research, including historical methods; the use of non-interview data especially in the era of Big Data; and diverse styles of theorizing.

To encourage the uptake of different traditions in qualitative research, Rebecca initiated an open methodological conversation with participants to better understand the challenges and concerns they had when submitting a qualitative manuscript to an IB journal. Following some lively discussions, Rebecca moderated a panel discussion with two pairs of authors who "survived the review process", along with their decision editors. The panel discussion offered advice from editors about how authors of qualitative manuscripts can maximise their chances of surviving the review process. Participants also gained insights from author teams of papers that have recently been published in *JIBS* and *JWB* on the challenges and tensions they faced, lessons they learned, and the key turning points and insights they obtained during the review process.

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Watch out for our qualitative methods offerings at AIB Seoul in 2024

Machine Learning for International Business Research

Contributed by Diletta Pegoraro (Politecnico di Milano) and Laurenz Tinhof (WU Vienna, Institute for International Business)

One of the masterclasses offered as a RM-SIG pre-conference activity at AIB2023 this year focused on Machine Learning for International Business Research. This masterclass was led by Prof. Thomas Lindner from the University of Innsbruck, alongside his Ph.D. student, Laurenz Tinhof, from WU Vienna. The integration of Machine Learning (ML) as a methodology for addressing challenges in IB unveils promising new research avenues. Although its adoption is in the nascent stages, ML holds the potential to explore a wide range of IB topics. A particularly promising prospective application of ML in IB is the reassessment of biases and heuristics that predominant IB theories – such as transaction cost economics, knowledge-based view, and liability of foreignness – employ to predict organizational decisions.

ML differentiates itself from the regression models which are still prevalently used in the field in two significant ways. Firstly, ML approaches exhibit greater flexibility in analysing complex environments. Unlike linear regression models, ML offers a diverse array of tools that tackle prevalent issues in IB, like multicollinearity and non-linear relationships between variables. Resorting to standard regression approaches in such scenarios would yield inaccurate and unreliable results. Secondly, the ML toolkit is primarily designed for prediction rather than hypothesis testing or validation. However, ML approaches, such as cross-validation, can also enhance the reliability and generalizability of confirmatory approaches common in IB research.

The masterclass covered two families of algorithms typically employed to model such complex relationships between variables: decision trees and neural networks. Decision trees work by using the explanatory variables to recursively split the data into smaller and smaller subsets until each subset contains a relatively homogeneous group of observations. The efficacy of this algorithm can be augmented by generating numerous "less-optimized" decision trees and consolidating their predictions – a procedure known as a random forest algorithm.

The other family of algorithms, neural networks, inspired by the human brain, comprise multiple mathematical neurons. These neurons accept explanatory variables as input and yield a non-linear output signal in response. Putting many of those neurons together in a layered structure, creates a deep learning algorithm. Deep learning algorithms are able to learn arbitrarily complex patterns in the data. In IB research those can, for example, be used for conducting analysis of textual data to assess country risk.

In the second segment of the masterclass, attendees were able to familiarize themselves with ML techniques in a hands-on exercise using an already prepared database in the R programming language. During this exercise, participants employed a variety of ML algorithms to predict the profitability of all international subsidiaries of the MNEs of a country.

Overall, ML emerges as a potent tool with the transformative potential to reshape IB research. Its methodologies will contribute to refining existing approaches, generating new data sources, and may even facilitate the exploration of entirely novel phenomena. By using ML to develop new theories and insights, IB scholars can help businesses to make better decisions and to operate more effectively in the global marketplace.

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All–Academy Reviewing Workshop

On July 6, 2023, at the annual conference in Warsaw, AIB hosted its first All-Academy Reviewing Workshop. Academic conferences and publishing depend on quality peer reviews. As researchers, we learn to write and engage in scholarly debates through the work we do as reviewers. To recognize the importance of reviewing and encourage quality reviews, the workshop consisted of three parts: 1) an opening plenary session, featuring a dialogue with journal editors-in-chief and scholars who have a track record of exemplary reviewing, 2) small roundtable group discussions, facilitated by journal editors and AIB Executive Board Members about how to go about producing a constructive review and 3) a concluding panel session focusing on ethics of reviewing. The following is a summary of the workshop.

Opening Plenary Session:

The opening plenary session was chaired by Andrew Delios and the panellists consisted of Rian Drogendijk, Liena Kano, Anthony Goerzen, Davina Vora, Rosalie Tung, Ari Van Assche, Roger Strange, Ajai Gaur, and Alvaro Cuervo-Cazurra. In dialogue with participants, the panel addressed several questions including: Why review? What are your tips for writing a good review? What are common mistakes that are made? And What role does the review play in the publication process?

Highlights from their discussion include:

- The "moral imperative" and "academic duty" to contribute to the community. Peer review is one of the cornerstones of the academic enterprise and is critical to maintaining rigorous quality standards of IB research papers.
- The advancement of the field would not be possible without high-quality reviews. Peer reviews act as a filter, ensuring that research papers are properly verified before publication. Moreover, the peer review process can and often does improve the overall quality of a manuscript as reviewers help authors to refine, further develop or correct inadvertent errors.
- Reviewers should strike a balance between empathy and friendliness while offering clear and actionable feedback to move a manuscript forward. Reviewers should not "do the job for the authors" but they should "render an impartial, unbiased, and accurate judgement" to help authors advance their projects which in the long term ultimately benefits the field as a whole.

Roundtable Discussions

The roundtable discussions were led by journal editors and AIB Executive Board members. The sessions were restricted to pre-admitted participants. The following are contributions from roundtable participants.

Anna Caroline Kehl, PhD student (University of Bremen)

Reviewing is a type of writing that comes with many unspoken rules and what makes a good review is not clear, especially when you are new to academia. Moreover, it is also unclear when you should start to engage in peer review. These were some of the questions that Peter Liesch and Randi Lunnan addressed in their roundtable discussion. They suggested that PhD students should review early on and start practising on published papers that are related to their topic. Peter explained that this process will not only help advance the student's knowledge of the topic but will also provide students with the opportunity to have meaningful discussions with their supervisors and other scholars.

Brian Vera, Early Career Researcher (University of Manchester)

Reviewing scientific papers is often time time-consuming commitment and the challenges and benefits are often unclear. Tailored to early career researchers, the roundtable discussion demystified the challenges and benefits. Ultimately, in being a reviewer you are not only supporting the community, but you are actually becoming a better researcher staying informed and being at the forefront of research in the field.

Closing Plenary Discussion: The Ethics of Reviewing

The concluding panel of the all-academy reviewing workshop addressed the issue of ethics in reviewing. The panel consists of Chuck Chun-Yau Kwok, Sarianna Lundan, and Rosalie Tung. The panel discussed ethical frameworks for reviewing, key ethical dilemmas that reviewers may encounter, where reviewers can obtain guidance, ethical implications of generative AI for reviewers and the role of AIB in supporting and encouraging responsible reviewing practices. Session 1 and 2 recordings of this workshop are available to AIB members: https://member.aib.world/videos/conferencevideos.asp
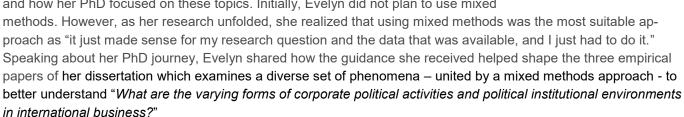
Report on AIB RM–SIG Webinar

Writing a Mixed-Methods PhD Dissertation: Insights from the Winner of the 2023 Buckley and Casson AIB Best Dissertation award

Contributed by Duc Nguyen (University of Manchester)

On September 12, 2023, the AIB RM-SIG hosted a webinar featuring Evelyn Reithofer, winner of the 2023 Buckley and Casson AIB dissertation award. In conversation with Niina Nummela, Evelyn shared her insights in writing her mixed methods dissertation titled "Corporate Political Activities and Political Environments in International Business". Hanna Gajewska-De Mattos moderated the session. The following is a summary of their discussion.

Evelyn Reithofer:

Evelyn opened the discussion by expressing her passion for politics and crisis events and how her PhD focused on these topics. Initially, Evelyn did not plan to use mixed methods. However, as her research unfolded, she realized that using mixed methods was the most suitable approach as "it just made sense for my research question and the data that was available, and I just had to do it." Speaking about her PhD journey, Evelyn shared how the guidance she received helped shape the three empirical papers of her dissertation which examines a diverse set of phenomena – united by a mixed methods approach - to better understand "*What are the varying forms of corporate political activities and political institutional environments in international business?*"

Evelyn's first paper was initially an in-depth longitudinal qualitative case study of the Arab Spring. This changed however after she received feedback from other scholars who wanted to see the propositions she developed tested. From these interactions, Evelyn would go on to change her methodology from a purely qualitative paper to include a quantitative component which showed the plausibility of the propositions she formulated in her qualitative analysis.

In the second paper, Evelyn studied the US presidential elections and abnormal stock returns. The initial results of

her quantitative analysis were interesting, but she found it difficult to interpret "how international firms actually affected elections." To better interpret the results, Evelyn designed a qualitative component which captured the contexts surrounding US elections. This inclusion would ultimately enabled her to develop more meaningful interpretations .

In the third paper, Evelyn examined a rich database on food authorization and how firms applying for regulatory approval would come to shape their political environments. The paper was originally designed as a qualitative study with structured interviews. Very early in the data collection, the study turned into a mixed methods study involving a regression analysis and in-depth interviews. In conversations with companies, Evelyn realised that "it made much more sense to go into further details and to deviate from my plans." In reflecting on the various pivots and changes she made, Evelyn said: "I think what was important for me was to be flexible enough to deviate from my plans. Because I deviated, I was able to contribute many more insights than I would have been had I stuck to my plans."

Niina Nummela:

Niina opened her discussion by sharing how she was in a position to read Evelyn's award-winning dissertation, which Niina described as "a very fascinating" and "very ambitious piece of work." Drawing on Evelyn's discussion, Niina highlighted the messiness of mixed methods research and how Evelyn's experiences are a perfect example of the challenges and opportunities that mixed methods research can bring to the field.

In conversation, Niina and Evelyn explored and discussed a variety of topics that sought to stimulate and encourage greater uptake in the use of mixed methods in IB. Some of the topics they discussed include the role of qualitative and quantitative methods in each paper; how to integrate the two different types of data and analysis; challenges and constraints in designing and executing a mixed methods study; and tips for PhD students who would like to use mixed methods in their research.

RM-SIG webinar recordings can be accessed by AIB members, visit:

https://member.aib.world/videos/rmsig.asp

Sage is publicising its tools dedicated to social research skills training, that can be found in its Methodspace:

Features of Sage Research Methods

- library of methods designed to support different needs and learning styles. S
- see how qualitative and quantitative methods are related with the Methods Map visualization
- round-the-clock support with videos from leading experts or the
- step-by-step Project Planner
- latest innovations in big data and digital methods
- data analysis

For more details, see https://www.methodspace.com/

CFXS 2023
Conference on Field Experiments in Strategy

Harvard Business School, Batten Hall ("The Hives")
Cambridge, MA

Report on the 4th Conference on Field Experiments in Strategy

Contributed by Jelena Cerar (WU Vienna University of Economics and Business)

We're excited to share highlights from the recent 4th Conference on Field Experiments in Strategy (CFXS), held at the prestigious Harvard Business School in Cambridge, MA on August 2nd and 3rd, 2023. This dynamic event was expertly organized by Hyunjin Kim, Rembrand Koning, and Sharique Hasan, and brought together leading scholars in the field of strategy.

Day one kicked off with an insightful PhD Student Workshop on Designing and Running Field Experiments, providing invaluable knowledge to the next generation of researchers. Following a delectable lunch, the conference officially opened with an engaging session on Entrepreneurship Outside Silicon Valley. This was followed by a thought-provoking exploration of Making Predictions in Strategy and culminated in a series of 10 experimental design pitches in various stages. The day concluded with a dinner at the heart of HBS.

Day two commenced with a stimulating session on Entrepreneurial Learning, illuminating key insights in this critical area. The program then shifted gears to address Gender and Market Frictions, shedding light on a topic of growing importance. After lunch, a distinguished panel featuring luminaries like Jana Gallus (UCLA), Albert Bravo-Biosca (Innovation Growth Lab), and Raffaella Sadun (HBS) discussed Building Organizational Infrastructure for Experimental Strategy Research at Scale, offering invaluable perspectives. The panel was followed by a session on Non-Market Strategy, providing a holistic view of strategic considerations, and the event concluded on a high note with the second round of experimental pitches at various stages, leaving attendees inspired and enlightened.

The conference was a resounding success, providing a platform for groundbreaking research and fostering collaboration among scholars. The gathering concluded with a convivial closing reception at HBS, marking the end of a truly enriching and impactful event.

2023 Research Methods e-Festival

The 2023 Research Methods e-Festival will take place between **7 and 9 November 2023**. The online event, organised by NCRM, will be a celebration of research methods with an interdisciplinary focus. Our packed programme includes 100 sessions in a variety of immersive formats. These range from "what is" and "how to" talks, to more research-focused webinars, expert panels doing deep dives into particular topics and workshops where you can get a taster for a new skill. There is something for everyone!

The event will be the 10th edition of NCRM's Research Methods Festival, which takes place every two years. For more information visit: https://www.ncrm.ac.uk/training/RMeF2023/index.php

Report on The 2nd EIBA EU CatChain Summer School

Contributed by Juan (Jane) Du (University of Sydney) and Diletta Pegoraro (Politecnico di Milano)

The 2nd EIBA EU CatChain Summer School on Innovation And Catching–Up Along The Global Value Chains: Research Methods And New Approaches In International Business has successfully taken place in Santander, Spain, from Monday 28th August to Friday 2nd of September in the beautiful venue of Palacio de la Magdalena.

The 2nd [EIBA EU CatChain Summer School](#) was held at the [Universidad Internacional Menéndez Pelayo](#) (UIMP)'s Magdalena Campus in Santander, Spain between 28 August – 1 September 2023. The school was co-organized and co-sponsored by the [EU CatChain Project](#) and [European International Business Academy (EIBA)](#). Themed "*Innovation and catching up along the global value chains (GVCs): research methods and new approaches in international business*", the summer school invited 13 leading scholars in GVCs and methodologists and gathered 27 participants from 13 countries.

The summer school was opened by Carlos Andradas, Rector of the UIMP, and Lucia Piscitello, EIBA Chair. It offered 14 sessions covering important traditional and emerging topics on GVCs, such as seizing opportunities of extensions in GVCs (Isabel Álvarez), innovation (John Cantwell), resilience (Torben Pedersen), re-globalization (Gary Gereffi), environmental upgrading (Valentina de Marchi), green window opportunities (Roberta Rabellotti) and sustainable supply chain policies (Ari Van Assche). Participants were also provided with opportunities to present their research and receive feedback from participating faculty during two discussion sessions.

The lectures focused on a range of methods to tackle the multi-dimensional nature and complexity of GVCs, such as simulations and experiments (Torben Pedersen), social network analysis (Leticia Blázquez), meta-analysis and meta regression analysis (Javier Velázquez), machine learning (Massimo Riccaboni), ethnographic approaches (Catherine Welch), and GVCs mapping (Diletta Pegoraro). In sum, the lectures were a powerful illustration of how an IB topic such as the GVC requires a diversity of methodological approaches to begin to do it justice.

Building on the lectures, the practical sessions offered participants hands on experience into how to design and use vignette experiments and simulations in IB, a type of method that uses short, descriptive scenarios to simulate responses from participants (Torben Pedersen); how to facilitate a social network analysis, focusing on the role of digital services in GVC integrations using trade data (Leticia Blázquez); how to conduct a meta-analysis and meta-regression to semi-automate a literature review (Javier Velázquez); the potential and usefulness of machine learning in IB (Massimo Riccaboni) and; how to design and deploy innovative methodologies in IB to uncover questionable firm activities and behaviour on local communities (Diletta Pegoraro & Catherine Welch).

It was the first time for most of the participants to have a week-long study and stay at a former royal residence, first

time to listen to lectures on sustainability and innovation in GVCs in a lighthouse, and first time to learn about global shipping and logistics from a solar powered boat in the sea organized by Santander Port. Scholars and students were able to meet in person to create and disseminate new knowledge, develop global partnerships through networking opportunities, and form friendship through informal discussions and evening walks along the beautiful coastlines of the Magdalena Peninsula.

Stay tuned for announcements about next year's EIBA Summer School!

Qual+ AAlto University School of Business

Qual+ Opening Event: A New International Center for Qualitative Management Research

Contributed by John Weston (Aalto University)

Qual+, the new Aalto University Center for Qualitative Management Studies, opened formally on September 7th and 8th, 2023. Qual+ promotes methodological and theoretical pluralism in management studies and invites all forms of qualitative research, including mixed and merged methods. The center's main objectives include advancing methodological connections across researchers, helping researchers learn and develop new methodologies, promoting multidisciplinary dialogue concerning the use of qualitative methodologies, and exploring future trends in qualitative methods. The center brings researchers together by organizing seminars, workshops, and community-building events. It builds on a long tradition of qualitative research scholarship at the School of Business (and its predecessor, the Helsinki School of Economics) and leverages Aalto's world-class qualitative research skills internationally.

Earlier in the opening week, **Tine Köhler** and **Joep Cornelissen** both led their own methods workshops. Tine's workshop, **"How to write research methods papers that make a methodological contribution"**, gave participants the chance to exchange views and evaluate some recent examples of good practice from *Organizational Research Methods*, of which Tine is Co-Editor-in-Chief. Joep's workshop, **"How to develop and write (about) theory"**, sought to define and demystify what many scholars regard as "much harder to deal with and think through compared to methods or the practical relevance of our research", as well as guiding participants in their own theorizing through practical exercises.

Rebecca Piekkari officially opened Qual+ and Day One of its two-day inaugural event as Director of the Center, joined by the Chair of the Board of Aalto University, Mikko Kosonen. Rebecca emphasized the timeliness of a qualitative research focus: "The world we live in is characterized by drastic geopolitical disruptions and societal transitions. This means that research aiming to predict the future and identify recurring patterns is not very useful. Quantitative methods alone are not enough if we want to address causal complexity, future uncertainty, and systemic and processual changes in order to produce racially new solutions." Aalto University already has a record of doing this through qualitative research. The purpose of Qual+ is to institutionalize that practice and expertise, and to capitalize on the distinctively close relationship between business and academia in Finland, as well as its extensive international research networks.

John Van Maanen kicked off the substantive content with a retrospective keynote speech, **"There and back again: Ruminations on ethnographic studies"**, referring to his seminal ethnographic work, and emphasizing the parity of discovery and storytelling in ethnography. "Bringing back the news"

of understudied cultures is not something to be undertaken lightly; it is an immersive and transformative way of knowing, and the cultural representations we produce through our ethnographic writing should strive to be commensurate to the weight of experience in their aesthetic qualities on the page.

Eero Vaara rounded off John's keynote with a commentary, "**Genres of qualitative work**", that identified four themes emerging from it: Van Maanen's inspirational personal journey in the ethnography; the practices of ethnography (including the parity of field work and text work, as well as our reflexive and critical awareness of institutional work); the process of abduction (and the roles of discovery and doubt); and the genres of ethnography.

Henri Schildt delivered the second keynote speech of the event, **"Cyborg inquiry: Can AI help us do better qualitative research?"**, including provocations and demonstrations of the use of AI in qualitative research. With a focus on ChatGPT as the currently best-known LLM (large language model), Henri struck an optimistic tone about how AI can already tackle aspects of coding work, potentially freeing up scholars to focus on the parts where humans still excel: intersubjective sensemaking.

The day concluded with two less formal speech events. First, a panel discussion turning to **"The future of qualitative management research"**, moderated by Saku Mantere. The panelists were Joep Cornelissen, Tine Köhler, Michael Pratt, John Van Maanen and Catherine Welch. Second, an academic speed-dating session, with half a dozen 5-minute shifts of intensive conversation about how we relate to qualitative research, punctuated by chain-shifting round a long table to face our next conversation partners.

Day Two kicked off with introductory remarks from institutional and international perspectives, thanks to Ilkka Niemelä, the Rector of Aalto University, and Timo Korkeamäki, the Dean of Aalto University School of Business.

Michael Pratt delivered the final keynote speech of the opening event on the topic of **"New developments in qualitative methods"**, informed by his career-long tally of editorial decision-making on over 600 academic articles. Mike observed that qualitative methods are relatively new to business schools, and that evaluative standards taken from quantitative traditions have been inappropriately applied to them in an effort to demonstrate their methodological legitimacy. But new standards of rigor have begun to gain traction as qualitative methods mature and diversify within business scholarship.

Susanne Tietze led a workshop opening up discussion on several critical angles on qualitative research. **"Are qualitative research methods dangerous? Cross-language perspectives"** invited participants to consider the socio-political, methodological and empirical implications of crossing linguistic barriers in research and in writing, in English and other languages. In the context of cross-language research, Susanne prompted participants to consider what it means for a researcher to act responsibly and behave ethically, what translation challenges are posed by functional languages, to what extent translation is treachery (*traduttore, traditore*), and whether international research is a monolingual (English) game.

Six parallel roundtable discussions followed, going deeper into some of the key themes of the opening events and the nascent program of Qual+. Tine Köhler's roundtable focused on **"Longitudinal qualitative fieldwork projects: Design, execution, publication possibilities"**. Saku Mantere asked **"Can methodology be an impediment to reasoning?"**. Mike Pratt's group discussed the possibility of **"Moving from data to convincing results?"** Henri Schildt led discussions on **"The creative leap in qualitative research"**. Susanne Tietze asked **"How does qualitative research (not change) in cross-language contexts?"**. And John Van Maanen's discussion focused on **"Challenges in your field work"**. Each of the six roundtables comprised two short and lively discussion sessions, wrapping up with a general discussion in the main venue lecture hall.

For videos and resources related to the opening event and other activities of Qual+, and to sign up to our newsletter and hear about future events, please see the Qual+ website: https://www.aalto.fi/en/department-of-management-studies/qual

Introducing the AIB–CIBER Certificate Program in International Business

Academy of International Business, CIBER (Centers for International Business Education and Research) and the University of Leeds are pleased to introduce a certificate program in International Business offered through the new AIB-CIBER Doctoral Academy. The program helps doctoral researchers build a foundation of knowledge in international business and develop a strong scholarly network required for a successful international academic career. The certificate program offered by the AIB-CIBER Doctoral Academy comprises in-person and online modules and workshops delivered by world-class experts in International Business. The studies in the Academy can be supplementary or become an integral part of the PhD studies at the home university. To find out more go to https://acda.aib.world/ [acda.aib.world] and follow the Academy's LinkedIn page for further updates: @AIB-CIBER Doctoral Academy.

SOFTWARE UPDATES FROM PROVALIS RESEARCH

WordStat 2023.1

WordStat 2023.1 is now available. It includes several new features include one for the analysis of corporations' financial disclosure information, the ability to export and run Power BI, Gephi, and NetDraw and to create custom colour palettes:

1. New importation routine to extract specific sections of 10-K and 10-Q financial filings and store them separately or merge them into single documents. The extraction routine also automatically identifies the company's name, time period (quarter and year), and stores them as variables for easy analysis.
2. Integration with Microsoft Power BI, which allows users to export text analysis results and metadata to Power BI Desktop for the creation of interactive dashboards and reports. By exporting text analysis results and metadata to Power BI Desktop, you can create compelling visualizations, gain deeper insights from your data, and easily share your findings with others.
3. A new option is available from the Dendrogram page that allows users to export co-occurrence data, along with additional information such as frequency and cluster numbers, to social network analysis software such as Gephi and NetDraw. Gephi offers layout algorithms and interactive features for real-time exploration, while NetDraw provides visualization options for network graphs.
4. Create custom color palettes. This feature provides greater control over the colors used for charts, word clouds, clustering, and other visualizations, enabling you to customize your output to suit your specific needs.

You can see a full description of the new features of WordStat 2023.1 on the What's New page and download the latest version here.

QDA Miner Lite 3.0

Provalis Research has released QDA Miner Lite 3.0. QDA Miner Lite is a scaled-down version of QDA Miner 6, a mixed method qualitative data analysis software. Some of the new features include full multilingual support for string variables, codes and comments, options to attach or edit memos to coded segments from the CODING RETRIEVAL tool, ability to display values above bars in bar charts and much more.

QDA Miner Lite is a useful tool for teaching qualitative analysis as well as for conducting empirical studies. You can see an overview of its capabilities and download QDA Miner Lite for free here.

Annual Meeting: AIB 2024 Seoul   2 July 2024 - 6 July 2024

The Dynamics of International Business

The turbulence that the world economy is experiencing is compelling firms to confront change, and reconsider how they do business across borders. Equally it highlights the need for international business scholars to confront change, and reconsider how they do research. All too often, international business research ignores the dynamic nature of phenomena and how changes occur. The AIB community needs a stronger conceptual and methodological basis for coming to terms with a world undergoing multiple transitions and facing simultaneous threats.

In this AIB meeting we will therefore be taking up the challenge of increasing the realism of IB theory and methods by reflecting the dynamism of the world we study. Conference participants are invited to consider the many implications of making dynamic processes a central consideration for international business research. These include, but are by no means limited to, the following issues:

- *Nature of change processes*: What are the different kinds of change taking place in an interconnected world that impact on cross-border transactions? How can we reflect in our studies the many forms that dynamic processes can take? e.g., Systemic change, external shocks, endogenous change, oscillations, discontinuous change, and other non-linear change patterns? How can we theorize and model simultaneous but contradictory dynamics, such as firm responses to both globalization and deglobalization pressures?
- *Research questions*: What research questions should we be asking so we shift the emphasis from questions about antecedents and outcomes to questions about how these outcomes occur – and how IB managers can influence them?
- *Theoretical approaches*: How can we make our theories more dynamic? Due in no small part to the field's legacy from neo-classical economics, theories in IB often assume stable entities, market equilibrium, linear developments, and the predictability of trendlines. Should we be turning to different theoretical traditions to understand cross-border activities, e.g., evolutionary theories, systems thinking, chaos theory?
- *Methodologies*: What are the research designs, methodological tools and innovations required to study, track, and explain the dynamics of phenomena? What can we do to move beyond cross-sectional designs and comparative statics? What can be gained from longitudinal, history-informed, and future-oriented research designs? What data should we be collecting to understand change processes in international business, and what are the ways to analyze them? Are there methodological advancements we can use to trace changes over time?
- *Process approaches to traditional IB topics*: What insights do we gain from a process- rather than variance-based orientation towards the topics we study in international business? For example, studying:
  - Internationalization processes rather than internationalization?
  - Subsidiary evolution rather than subsidiary roles?
  - Global value chain reconfiguration rather than global value chains?
  - Relocation strategies rather than location strategies?

- Cultural and institutional transformations rather than cultural and institutional differences?
- Global industry dynamics rather than global industry structure?
- Institutionalization processes rather than institutions?

Paradigmatic approaches: What are the possibilities for, and advantages of, adopting a greater diversity of paradigmatic lenses to study the dynamics of change? For example, what might we gain by adopting a process ontology, which conceives the world as a flow of events? What happens to our theoretical models if we commence with an assumption of disequilibrium rather than equilibrium?

Change and uncertainty: A focus on change draws attention to the fundamental uncertainty of the future and the limits of prediction. How then can we give due acknowledgement to uncertainty and indeterminacy in our theories?

The current period of upheaval challenges our existing assumptions and consensus, but also provides the opportunity to think anew. As the eminent economist George Shackle (1967) observed in his book The years of high theory, times of crisis often provoke a crisis of theory that leads to breakthroughs in knowledge. The ambition of the AIB 2024 annual meeting is to provide a forum where such bold thinking is encouraged.

Conference Tracks

1. Internationalization process and International Entrepreneurship
2. International marketing strategy and consumer behaviour
3. International finance, accounting, and corporate governance
4. Global strategy, organization, and value chains
5. International HRM, global leadership and cross-cultural management
6. Gender and diversity
7. Teaching and education
8. Research methods and theorizing
9. Emerging markets and emerging market MNEs
10. MNE state relations and international business policy
11. Sustainability in International Business
12. Knowledge, Innovation, and technology
13. Local Track: digital globalization of cultural industries: Korea vs. other countries
14. Dynamic, change, and processes in international business

For the full Call For Papers visit: https://www.aib.world/events/2024/contribute/call-for-papers/

Special Issue Call For Papers

STEERING TOWARDS MORE CREDIBLE AND SOCIETALLY RELEVANT INTERNATIONAL BUSINESS & MANAGEMENT RESEARCH

Aims and Scope

This Special Issue aims to steer the international business and management scholarship towards responsible research that is both credible and appropriate in addressing existing dilemmas surrounding social challenges (Aguinis, Cascio, & Ramani, 2017; Cuervo-Cazurra et al., 2016; Tsui & McKiernan, 2022). Conceiving research as a practical

tool of social relevance is important as there is an urgent need amongst scientific communities to play a more active role in ensuring that academic scholarship is "fit for purpose" (Hoffman, 2021). In doing so, it is imperative that academic scholarship meets the highest standards of credibility, trustworthiness, and methodological rigor advocated in top journals (e.g., Arnold, 2021; Beugelsdijk, van Witteloostuijn, & Mayer, 2020; Cuervo-Cazurra, Andersson, Brannen, Nielsen, & Reuber, 2016; Dau, Santagelo, & van Witteloostuijn, 2022; Eden, 2010), while at the same time contributing to addressing societally relevant topics. Only when both social relevance and academic rigor are at the forefront can academic scholarship truly make a credible societal impact! Therefore, this Special Issues seeks to foster a better understanding of how the international business and management academic community actively can conduct credible research with greater social relevance and impact by answering the following (not exhaustive list of) questions:

Potential Questions to be Addressed:

- How can responsible current international business and management research and practices contribute to the public good?
- What are the consequences of transitioning to more credible and relevant international business and management research (e.g. additional administrative burdens, performance expectations, work intensification etc.) and how can these be addressed?
- What strategies and initiatives can be implemented to promote greater transparency in data collection, analysis, and reporting to enhance the credibility and impact of international business and management research?
- In what ways can scholars bridge the gap between theoretical models and practical applicability in the context of international business and managerial practices?
- What are the ethical considerations and responsibilities of scholars in conducting research that impacts international business and management policies and practices?
- How can interdisciplinary approaches strengthen the credibility and social relevance of international business and management research in addressing global challenges?
- What role does diversity and inclusion play in producing research that is both credible and socially relevant in the field of international business and management research?
- How can international business and management research be aligned with and contribute to achieving the United Nations Sustainable Development Goals (SDGs)?
- How can international businesses and management research responsibly integrate and govern emerging technologies, such as AI and blockchain, to enhance both operational efficiency and societal well-being?
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Submission Guidelines

Prospective authors are invited to submit original research contributions that align with the aims and scope of this special issue. Submissions should adhere to the guidelines of the journal and clearly address the theme of "Steering Towards More Credible and Societally Relevant International Business & Management Research."

Important Dates:
- Submission Open (now)
- Submission Deadline: May 31, 2024
- Peer Review Completion: October, 2024
- Final Manuscript Submission: November 1, 2024
- Expected Publication: December issue, 2024

Guest Editors:

Bo Nielsen (University of Sydney); Jelena Cerar (WU Vienna University of Economics and Business); Roberta Aguzzoli (University of Durham); Agnieszka Chidlow (University of Birmingham)

For the full Call For Papers visit: https://journals.lib.unb.ca/index.php/JCIM/announcement

For inquiries and submission details, please contact:
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2024 RRBM Dare to Care Dissertation Scholar Awards

Sponsored by the Community for Responsible Research in Business and Management (RRBM) Co-Sponsor: The International Association for Chinese Management Research and the Georgia Tech Center for International Business Education & Research (Georgia Tech CIBER).

RRBM Dare to Care Dissertation Scholar Awards are for emerging business and management scholars who demonstrate an exceptional commitment to responsible research that matters to society in their doctoral dissertation research. Doctoral students selected as Dare to Care Dissertation Scholars in the 2024 award cycle receive financial support in the form of a scholarship of up to $10,000 as well as intellectual support from among the community of RRBM scholars. In addition, they become part of the college of active Dare to Care Dissertation Scholars who continue to learn with and from one another as they shape the future of business and management research to take on the grand challenges of our world. Eligible Research Topics and Methods The Selection Committee welcomes dissertation research that meets the following criteria: The dissertation research will generate knowledge or ideas to reduce inequality or promote social justice, especially focusing on the role of business organizations. Topics may include but are not limited to: income inequality; racial or gender equity; equal access to resources and opportunities; stakeholder well-being; etc. Research that contributes to meeting one or more of the social or economic dimensions of the United Nations' Sustainable Development Goals are of special interest to this dissertation scholarship program. Has a clearly stated research question accompanied by a well-developed and rigorous methodology to address the research question. The use of multiple methods is encouraged, including qualitative (case studies, observations, text analysis), quantitative (surveys, archival empirical), and experimentation (lab and field), as explained in the principles of responsible research. Applications will only be considered if the proposed research can provide actionable knowledge or ideas that firms or managers can use to develop policies or practices aimed at reducing economic and social injustice. The Selection Committee is particularly interested in dissertation research that:

The Eligible Applicant

1. Is a doctoral candidate enrolled in a business school in any of the disciplines as long as the research falls within the domain of the eligible research topics noted above.
2. 2. Is at the beginning stage of the dissertation research with a clear research question and a well-developed methodology proposed to address the question. Generally, such individuals will have already passed any qualifying exams applicable to their program.
3. 3. Demonstrates a commitment to the RRBM Principles of Responsible Research through (a) RRBM engagements and (b) a statement on alignment with responsible research principles submitted with the application materials.

We recommend attending the [Philosophical Foundation of Responsible Research](#) course which will be offered online September to November 2023. The course covers the topics of uncertainties in scientific reasoning, inductive risks, values in science, objectivity and responsibility, science and policy, science and society, and progress in science – foundational ideas of responsible research. The final assignment of this course is to develop a research idea related to the UN Sustainable Development Goals.

The Application & Proposal Content

Applications will be accepted online at www.rrbm.network/daretocare beginning January 1, 2024 and must be received by February 1, 2024. To be considered, applications must include each of the following four components.

Specific requirements for each item are forthcoming (1) A research proposal. (2) The applicant's CV. (3) Completion of the online application form. (4) Completion of an online recommendation form by two references Evaluation of Proposals Candidates will be evaluated on the strength of their research proposals and alignment with the award criteria. In addition, candidate proposals will be evaluated using the [Seven Principles of Responsible Research](), ensuring that the proposed research meets the standards of high relevance to the research domain specified in this program and strong methodological rigor with promise of credible findings.

Award winners will be announced May 1, 2024.

RM–SIG Best paper award 2023

Sponsored by Durham University

Contributed by Roberta Aguzzoli (Durham University)

Congratulations to the Award Winners: David W. Pan, Fort Hays State University / Texas A&M University, Texarkana; Li Shen, Juniata College; Alan J. Pan, Fort Hays State University; Berna Mutlu, University of Florida. At the 65th AIB conference in Warsaw, the AIB RM-SIG and Durham University Business School sponsored the Research Methods award. The three finalist papers were:

- What's the p(roblem)? The State of Hypothesis-Testing Research and Related Issues in International Business" by Jelena Cerar
- Fashions in International Business Research: A Comparative Case Study" by Riku Reunamäki, Linyu Liu, Maria Rumyantseva and Catherine Welch
- Acculturation Determinant Logic in The Luxury and Fashion Industry Across Cultures" by David W. Pan, Li Shen, Alan J. Pan, and Berna Mutlu.

The awarding committee was comprised of Cathy Cassell, Stewart Miller, Emmanuella Plakoyiannakii and Ursula Ott and awarded the paper "Acculturation Determinant Logic in The Luxury and Fashion Industry Across Cultures" as the winner. The criteria evaluate the paper's innovative methodological approaches, creative methodological solutions for the IB phenomenon, and insights emerging from the contributions to theory. The awarded paper situated culture as contextual and provided an integrative and holistic understanding of product innovation to brand development. It also scaled ethno-linguistic variables in international branding strategy, providing methodological innovation and practical insight.

The Best Paper Award will be offered again in 2024, so make sure you submit a paper to the AIB annual conference!

New publications

Delios, A., Welch, C., Nielsen, B., Aguinis, H., & Brewster, C. (2023). Reconsidering, refashioning, and reconceptualizing research methodology in international business. *Journal of World Business*, *58*(6), 101488.

Abstract: We introduce this *Journal of World Business* special issue on methodological advances in international business (IB) research. Due to technological advances and the availability of bigger, deeper, and multi-level data, there is a need to reconsider, refashion, and reconceptualize IB research methodology. To do so, we discuss ethnography, multilevel modeling, textual analysis and multimodal data, visual methods, machine learning, accommodating multiplicity in qualitative research, and crowdsourcing. The future is bright for the field of IB because there are almost unlimited contributions that it can make to organizations and societies. But, to continue to do so, we must adapt and rethink our "research business model:" The way we think, conduct research, and report results to make meaningful contributions and impact both IB theory and practice.

The articles in the special issue cover a wide range of topics:

- Necessary Conditions in International Business Research
- Combining Interpretivism and Positivism in International Business Research
- Time in Qualitative International Business Research: Four Styles of Temporal Theorizing
- Reflexive Engagement with Ethnography in International Business Studies
- Context and Contextualization: The Extended Case Method in Qualitative International Business Research
- Dynamic Factor Analysis: A New Methodology for International Business Research

Richter, N. F., Schlaegel, C., Taras, V., Alon, I., & Bird, A. (2023). Reviewing half a century of measuring cross-cultural competence: Aligning theoretical constructs and empirical measures. *International Business Review*, 102122.

Abstract: We provide a comprehensive review of how cross-cultural competence (CCC) has been measured over the past half-century in order to more closely align theoretical constructs and empirical measures. Based on a content analysis of 68 academic and commercial CCC instruments and a supplemental survey of 160 experts, we review the approaches used in these instruments to conceptualize and quantify CCC, discuss their limitations, and recommend best practices and directions for future researchers and practitioners when selecting and using CCC instruments or developing new alternatives.

Elsahn, Z., & Earl, A. (2022). Alternative ways of studying time in qualitative international business research: A review and future agenda. *Journal of International Management, 28*(3), 100957.

Abstract: Our study provides a systematic theoretical review of 304 qualitative-based articles published in seven international business journals from 2010 to 2020. We constructed a typology that provides alternative ways of studying time and is constituted by two dimensions: ontological conceptions of time (objective vs subjective) and theorising style of research (variance vs process). Our analysis and findings illustrate that time is mostly treated as objective and linear, and they highlight some concerning trends: lack of conceptual clarity; lack of diversity within and between paradigms; and lack of methodological clarity. We propose three pathways for advancing future research on time.

For more information on the RM-SIG, find us on the Web at:

https://rmsig.aib.world/

And on LinkedIn