

Fifth Annual *Global Strategy and Emerging Markets* (GSEM) Conference: Competing in the Digital World

May 13-15, 2020

Cornell S.C. Johnson College of Business, Cornell University, Ithaca, New York 14853

Co-chairs: Lourdes Casanova, Chris Marquis, Mike Peng, Ravi Ramamurti

Cornell University Emerging Markets Institute (EMI) and partners — The University of Texas at Dallas Center for Global Business (CGB) and Northeastern University Center for Emerging Markets (CEM)— are pleased to announce the *fifth* annual Global Strategy and Emerging Markets (GSEM) Conference. Previous GSEM conferences have been held in Miami (2016), Boston (2017), Miami (2018) and Dallas (2019). This conference provides a platform to bring together senior and junior scholars, doctoral students, and practitioners in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship with shared interests in global strategy, emerging markets, and emerging market multinationals.

The theme of GSEM 2020 is “Competing in the Digital Word.” Digital technologies—including internet of things, 5G, cloud computing, AI, big data, and other new information technologies—are profoundly influencing the global economy by reshaping the rules of competition, generating new business models and enabling innovative ecosystems. Digital technologies are creating new business opportunities for emerging markets to improve their competitiveness and in some instances to leapfrog existing business practices and become world leaders. Examples of possible topics include, but are not limited to:

- How does digitalization affect firms’ competitive strategy, competitive dynamics, M&As, strategic alliances and joint ventures?
- How does digitalization affect international business activities, e.g., multinational enterprises, FDI and cross-border and trade activities?
- How does digitalization affect organizational learning, knowledge creation, and firms’ internal integration of knowledge?
- What is the relationship between digitalization and innovation?
- How do digital technologies affect entrepreneurship, e.g., opportunity discovery versus creation, market failure and uncertainty, and entrepreneurial financing (by venture capitalists, IPO, etc.)?

- How do digital technologies influence cross-cultural management, e.g., how these technologies affect cultural orientations and practices of managers and other organizational members, individual values and cognitive structures?
- What are implications of digitalization on firms' economic systems (e.g., interorganizational network, their relationship with competitors, suppliers, and customers) and business models?
- How do digital technologies redefine firms' boundary and affect organizational structure and design (e.g., non-hierarchical organizations)?
- How does digitalization contribute to existing management theories (e.g., by questioning, modifying, and adding new assumptions) or advancing new ones (e.g., by asking and answering new questions)?

We welcome you to submit papers (≤ 40 pages all-inclusive with double-spaced text following *Academy of Management Journal* guidelines) OR proposals (5 single-spaced pages all-inclusive following Strategic Management Society conference guidelines). Please submit your papers to emiconference@cornell.edu. In addition to research presentations, the conference will feature (1) keynote speeches, (2) a "meet with editors" session, (3) a Cornell "research day," (4) a paper development session, and (5) an industry (practitioner/policymaker) panel.

Official conference hotels: [Ithaca Marriott Downtown](#), [Hilton Garden, Ithaca](#) (more information to follow). There will be a shuttle service between the hotel and campus.

Key dates

Paper submission deadline	February 20, 2020
Author notification of acceptance	March 10, 2020
Registration deadline (Already open now!)	Apr 15, 2020 (one author for each accepted paper/proposal must register)
Conference dates (save the dates)	May 13, 2020 (evening reception) May 14, 2020 (Optional Dinner) May 15, 2020

[Click for Conference Registration](#)

\$80 faculty / \$40 Ph.D. students. The fee covers meals and materials at the conference. For more information, contact: emiconference@cornell.edu