

## **Call for papers**

### **38<sup>th</sup> Euro-Asia Management Studies Association (EAMSA) Annual Conference**

Keio University, Faculty of Business and Commerce, Tokyo, Japan

28 - 30 October 2022

(pre-conference event on 27 October)

Deadline for paper submission: 31 July 2022

### **Achieving the Sustainable Development Goals: Prospects and Implications for Euro-Asia Business**

#### **Conference Theme:**

Achieving the UN Sustainable Development Goals (SDGs) adopted in 2015 will require action by governments globally, including in Europe and Asia, as well as changes in business practices and novel partnerships amongst public and private actors. This year's EAMSA Conference will focus on key opportunities and challenges arising in the global effort to achieve these goals, taking a Euro-Asia perspective on business and policy approaches related to SDGs.

The SDGs present a new development paradigm in which sustainable development is the responsibility of different stakeholders, such as governments, MNEs and civil society. The SDGs go beyond typical 'north-south' or 'developed-developing' countries dichotomies of economic growth to represent sustainability as a global, society-wide concern. The recent pandemics have raised even further the value of a more resilient global governance system, linking ecological, social and economic sustainability issues across the international community. Growing interdependence and the development of extensive GVCs by MNEs in Europe and Asia amplify the need for more sustainable international business practices if economic growth in Europe and Asia is to be pursued.

While there is ongoing assessment of the impact of MNEs on host and home economies, the multi-layered evolution of the current global agenda provides an opportunity to study more deeply the interaction between business and sustainability goals at the MNE level, within and between Europe and Asia. The implication is that MNEs have the potential to influence the scope and direction of progress to be achieved *vis-à-vis* sustainable development in both home and host countries in Europe and Asia.

#### **Call for Papers:**

We cordially invite researchers in the areas of business, organisation studies, management science and development/industrial economics to explore how business, government and societies are responding to the SDGs across and within Europe and Asia, as a key feature of the global business landscape. The 38<sup>th</sup> annual EAMSA Conference will be hosted by Keio University Faculty of Business and Commerce, located at Mita campus in central Tokyo, Japan.



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 'Achieving the SDGs', especially in Europe and Asia contexts.

However, we also welcome paper submissions in the broader fields of international business, economics, management and area studies that fall outside the main conference theme but deal with issues of international business in Europe and Asia, and business and management interactions within and between the two regions. Thus, we invite submissions that enhance current debate focusing on business, area studies, economics and management literatures, with special focus on SDGs and sustainable policies and practices within or between Europe and Asia.

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

- Sustainable strategies adopted by firms
- Changes in government policies and impact on firms' sustainable practices
- Euro-Asia joint initiatives to achieve SDGs
- Regional integration and its implications for SDGs
- The role of formal and informal institutions in regionalization, and implications for SDGs
- Global marketing, SDGs, and ethical consumption
- Issues for ethical consumers / producers
- Social, economic and environmental impacts of SDGs
- SDGs' contribution to economic development within and between countries
- Sustainable human resource management
- Sustainable supply-chain strategies
- Sustainable business practices, inter- and intra-firm networks
- Sustainable knowledge management practices in MNEs
- Entrepreneurship, start-ups and SDGs
- Corporate governance divergence and convergence
- The role of formal and informal institutions, international business, and SDGs
- MNE entry strategies and SDGs (including implications of entry or exit strategies, relocation, or market re-entry).
- Sustainability impacts of MNEs in host markets (including MNEs' contribution to capability-building of local firms, linkages between MNEs and local firms, MNEs' socio-economic and environmental impact on host countries)

### **Conference Venue and Programme:**

The conference will take place at Keio University's Mita campus. Established in 1858 by Yukichi Fukuzawa as a small school of Western learning, Keio was Japan's very first private institution of higher learning. Over the 160 years since its founding, Keio has thrived under its founder's motto of *jitsugaku*,<sup>1</sup> or empirical science, as it continues its mission to transform Japan as a modern nation through contributions to education, research, and medicine. Located in central Tokyo, the economic and business

hub of Tokyo with very strong connections with both European and Asian counterparts, Keio University is perfect location to discuss the conference theme of Achieving the SDGs.

In addition to the parallel paper presentation sessions and the plenary session on the theme, participants are invited to attend the welcome reception, keynote speakers and panel sessions for both academics and managers, a company visit (TBA), and conference dinner. For more information, please visit the conference website.

### **Deadlines:**

- Paper submission: Sunday 31 July 2022.
- Paper acceptance notification: Wednesday 31 August 2022.
- Conference dates: Friday 28 to Sunday 30 October 2022.  
(pre-conference event on Thursday 27 October 2022)

### **Paper Submission:**

There are three types of session 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).

**PhD Track:** PhD candidates and other young scholars are invited to present their work at various stages of progress (from the proposal stage to post-fieldwork analysis, with a maximum of 5,000 words).

Conference organisers may consider mixing types of paper in the program, should thematic coherence for each session be a primary concern. Papers should generally 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 three tracks (competitive/interactive/PhD). A panel of experts will select the doctoral submissions worthy of the award, based on the quality and contribution to 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 and PhD 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.

Please submit your paper to <https://easychair.org/my/conference?conf=eamsa2022>

Please do not write your names and contact details on the front page of your paper. When submitting your paper to Easy Chair, your name and contact details must register on the unique form of Easy Chair.

Please visit the EAMSA website for further details at  
<https://sites.google.com/view/eamsa2022tokyo/home>

For inquiries, please email the conference organisers at: [eamsa2022tokyo@gmail.com](mailto:eamsa2022tokyo@gmail.com)

### **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**

- Chie Iguchi – Keio University, Faculty of Business and Commerce (Conference Chair)
- Kohei Mishima – Keio University, Faculty of Economics
- Yoichi Matsumoto – Keio University, Faculty of Business and Commerce
- Tomoki Sekiguchi – Kyoto University, Graduate School of Management (EAMSA President)
- Yoshikazu Sakamoto – Nihon University, College of Commerce
- Masashi Arai – Asia University, Faculty of International Relations
- Tamiko Kasahara – University of Shizuoka, School of Management and Information

### **Contact**

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Map: <https://www.keio.ac.jp/en/maps/>

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<sup>i</sup> *Jitsugaku* (実学) is a way of learning about the world applied by Keio University's founder Yukichi Fukuzawa through the application of reason, observation, and verification. It stemmed from his desire to break free of the Confucian ideals that informed scholarship in 19th-century Japan. *Jitsugaku* is science in the truest sense of the word and a powerful tool in Keio University's never-ending search for practical solutions to real-life problems.