



CALL FOR PAPERS

International Conference
**Managing MNE Dynamics and Sustainable Development:
Best Strategies, Practices and Models**

December 12 – 14, 2012, New Delhi, India

www.mesd2012.org



The third MESD International Conference (MESD'12) is jointly organized by the Shaheed Bhagat Singh Evening College of the University of Delhi (India) which also hosts the conference this year, the ICN Business School (France), the CEREFIGE¹ of the Université de Lorraine (France), and the Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, USA .

Who Should Participate?

This international conference will be of great interest to researchers, scientists, experts, consultants and other professionals working in the broad areas of Multi National Enterprises engaged in sustainable development and its several dimensions. We are looking forward to the participation of persons in a position to influence the strategic and future vision of their companies in the full range of sustainable development issues. This conference also seeks to meet needs of governmental, industry associations and regulatory bodies, the UN family of institutions and non-governmental organizations. We welcome paper proposals from research faculties, business decision makers and policy practitioners, as well as advanced graduate students. The conference can also be of interest to, among others: Senior Executives

¹Centre Européen de Recherche en Economie Financière et Gestion des Entreprises

in Sustainable Development, Resource Development Management and Strategic Planning of Multinational Companies.

MESD'12 Main Topic

The MESD'12 raises the key question of the role multinational enterprises play in the dynamic sustainable business environment. Because of the size and scope of their trans-border activities, multinationals are global environmental actors and stewards. Their corporate strategies can accelerate or slow the sustainable development process of the regions. Contrasting U.S., European-based and Indian-multinational enterprises, roadmaps will yield innovative solutions for one of the central issues of our era.

MESD'12 Tracks

The following tracks are only indicative of topics broadly fitting into the core of the conference. Other submissions fitting into the theme of the conference are most welcome.

1) MNE and Managing Sustainable Business Dynamics:

- Decisional structures
- Organizational behavior and implementing strategies ranging from human resources to technology and communications

2) MNE Strategic Choices and Sustainable Development :

- International entry strategies
- Mergers and acquisitions, strategic alliances and joint ventures
- Cross border strategies

3) Factors and Motivations of Sustainable Practices:

- The macro-economic, market, social, and political factors which define the emergence and diffusion of multinational strategies and practices as well as country or region-specific-institutional and managing cross-cultural issues

4) MNEs and Ethical Issues:

- The normative and corporate governance frameworks
- The role of MNEs in evolving regional and international regimes (treaties, codes, norms, standards, monitoring systems) and the impacts of MNEs' courses of action
- Transparency in operations and regulatory framework: business ethics, CSR; corporate governance

5) MNEs and Innovative Sustainable Strategies:

- Innovative strategies and practices for competitiveness
- Innovative finances for sustainable development: financialization of agri-commodities market in India and sustainable development
- Financial networks and growth of MNEs
- Emergence of Strong supply chain networks
- Entrepreneurial issues, practices and born global firms

6) **Multinational Enterprises and Emerging Nations:**

- Critical issues in the initial and ensuing stages of implementation depending on the global growth context (India, China and other emerging nations)
- Managing Cross-cultural Issues and challenges

General Policies

The language of the conference and all submissions is **English**. Submissions to MESD'12 must be **original**. They must not already have been published or accepted in a journal or conference proceedings nor presented at another conference. Further, they must not be currently under consideration for publication or presentation elsewhere. To encourage broad participation, the program committee discourages **multiple appearances** by the same individual on the program. Participants are requested to make no more than two submissions. Further, participants can appear as significant presenters only once in the MESD Conference Program. ***At least one author of every accepted submission must register for the conference.***

Important Dates

- ❖ Extended abstracts' and Research Papers
Submissions start date May 16, 2012
- ❖ Submission deadline September 10, 2012
- ❖ Peer-Reviewing deadline October 10, 2012
- ❖ Early registration start date July 10, 2012
- ❖ Submission deadline for final papers November 10, 2012
- ❖ Early registration deadline October 15, 2012
- ❖ Conference dates December 12-14, 2012

Extended Abstracts Papers and Review Process

An extended abstract is a scholarly presentation of summary work consisting of a short description (3 to 5 pages). It is intended to establish if research question(s) is pertinent to the MESD'2012 conference. The extended abstract must include: title, authors (in a separate page), key question, main hypotheses, problem, state-of-the art, methods used (if applicable), main findings, and some core references. Please

bear in mind that **submitted extended abstracts need to be uploaded as prescribed in the website without author information** as the reviewers will be directly downloading these submissions for evaluation in the double-blind review process. Extended abstracts are submitted to the peer-review process and its approval means the paper has been accepted for presentation at the conference. You have to follow the regular submission process. Extended abstracts should be sent before the deadline. After the review process of the extended abstract, the authors will be asked to prepare and submit the final paper.

In addition to extended abstracts, authors and scholars who are already working under these broad areas are encouraged to submit their working/full papers. The submissions under these categories would also subject to the same double-blind review process and deadlines as given above.

A double-blind peer-review process is applied to ensure that evaluations are as error-free as possible and of the highest possible caliber. Before undergoing peer review, papers will be checked for compliance with submission guidelines and for overall appropriateness for the conference. Papers that pass the initial screening process will then be double-blind reviewed. The Program Co-Chairs reserve the right to shift a submission from one track to another as they deem appropriate. Reviewers should provide constructive feedback and make suggestions to authors in order to improve the quality of the paper. The authors' identities are not known to the reviewers. The research papers will be evaluated according to the following criteria: relevance to selected research conference topics; clear definition of the core issue; mastery of the concepts used; theoretical and methodological contribution; advancement of the research agenda; usefulness to management practices; depth of the analyses and arguments; validity and consistency of the discussions; quality of the literature review; readability of the text; conformity with submission guidelines.

Final Paper Formatting

The accepted final papers will be published in proceedings on USB key and the best of them in a special issue of an international business journal to enrich a growing body of policy and management literature. In order to give the proceedings a consistent, high-quality appearance, we ask that authors follow some basic guidelines. You should download the MESD 2012 template from the conference website (<http://www.mesd2012.org/formatting.htm>) and format your final paper exactly like this document. The easiest way to use this template is to download it from the conference webpage and replace the content with your own material. The template file contains specially formatted styles (e.g., Normal, Heading, Bullet, Table Text, References, Title, Author and Affiliation) that are designed to reduce the work in formatting your final submission. Final papers uploaded for inclusion in the Proceedings MUST include author information on a title cover page, must not be "locked" and should have no headers, footers or

page numbers. These papers may also be downloaded by discussants and sessions chairs, but are not available to the general public.

Submissions

A paperless submission and blind peer review process will be used for the 2012 International MESD Conference. Please submit your extended abstracts and papers using the on-line system (<http://mesd2012.org/submit/>). Other means of submission place unnecessary burden on the program chairs, track chairs and reviewers. The submission process is very simple involving just a single step. In this step you will be asked to provide information about the document to submit (Full Name, Email ID, Telephone, Title Topic, Subject, Message and Attachment). Once the completed form is validated, you will receive a confirmation email to your email address. This email contain "paper id" which will be used to track the status of your submitted paper. If you do not receive this email within the 24 hours following your submission, please contact submission@mesd2012.org.

After you complete the submission process, you can check status of your submitted paper using your email id and paper Number (Receive in email). When you put your email and paper# in "check status" you will automatically login to our online paper center. You may view all your submissions and their response by admin. You may also upload a new file. If you encounter any difficulty with the submission process, feel free to contact postmaster@mesd2012.org

Publications

We are looking forward to a rigorous and focused exchange of ideas. After the selection process is completed, we will publish selected papers and presentations in an electronic proceedings book. The most qualified papers will be published in a special issue of international business journals or in a book to enrich a growing body of policy and management literature.

"Best Practices" Papers

Best Practices may be defined as an efficient way, method or technique used to accomplish tasks and/or resolve problems, approved and recognized by organizations. The implementation of such practices comes from the need to overcome new problems or the necessity to improve the way organizations operate. The notion of « Best Practices » often implies a long and complex process beginning with the identification of the problem and resulting in its solution. Contributing to « Best Practices » infers providing a precise description of this process and accepting to exchange and share experiences with other organizations. This allows us to broaden the use of the proposed practices, which will eventually become approved and documented procedures and methods.

In order to guarantee a high quality of « Best Practices » papers, it is important that their content be consistent. For this, we recommend that authors organize and structure their papers in the following manner:

The problem and its context (20%): Presentation of the organization and its internal and external environments; the problem, its origin, and its impact on the organization's activity; the primary reasons for investigating solutions.

The process used to solve the problem (40%): The intended goals of the project; the collection and processing of data, statistics, facts; the major steps of the process; the strategy and method employed; performance evaluation criteria.

Results and perspectives (40%): Fulfillment of economic, environmental, or societal goals; the key success factors; the obstacles and challenges encountered; conclusive information for the organization; perspectives for the future.

To format their papers for submission, authors should use the same guidelines as described for research papers.

To evaluate "Best Practices" papers, we will use the same review process and criteria as explained for scientific papers.

Grants

A limited number of active participants whose papers significantly added value to the conference may be eligible for partial grants to help defray the costs of travel. Preference will be given to those whose institutions are unable to fund them completely (e.g. universities in developing countries). The details will be notified later, Please note that the recipient's eligibility for the grant is contingent upon registration for the MESD 2012 conference. In all cases, the payment will be presented to the successful recipient at the end of the conference.

Conference Registration Information

Early registration will open on July 10, 2012. The last day for conference registration via the website, call in or fax is October 15, 2012.

Fees

Conference registration fees can be paid through conference website. Registration fees include Conference Kit, all conference days Tea/Coffee, Lunch / one Dinner but no accommodation. If you are a

student, proof of student status, such as a scan of your student identification, is required and can be e-mailed to: registar@mesd2012.org. On-site payment will be accepted in cash only.

Fees	Registration type		
	Early registration	Regular registration	Onsite registration
Delegates(Other than SAARC Countries And India)	\$300	\$350	\$400
SAARC Countries & Students	\$100	\$150	\$200
Delegates from India(Public Academic Institutions/Universities)	\$ 25	\$30	\$50
Other delegates	\$50	\$75	\$100

Accommodation Arrangements

We are working out with our University to reserve some rooms in the International Guest House and other guest houses for MESD 2012 participants. Once it is finalized, the participants may book directly with the link given in the web site. Our teams are working with a number of hotels in Delhi to reserve rooms at a special rate for the conference. More information will be provided through our web site soon. Arrangements and payment should be made directly with the hotel of your choice. See the hotels section of the conference website for the latest information.

Other Information

Delhi and India is famous for tourism. For more information visit <http://www.incredibleindia.org> and www.tourisminindia.com. The conference organizers are working out the feasibility of organizing an one day trip to the Majestic Taj Mahal in Agra on December 15, 2012 with a nominal fee. Once the details are finalized it will be uploaded,

We hope to have you on board

Conference Co-chairs

Rabi Narayan **Kar**, Silvester **Ivanaj**, Vera **Ivanaj** and John **McIntyre**,