

# 14<sup>th</sup> ANNUAL CONFERENCE ATLAS-AFMI

*Internationalization networks and internationalization of networks*

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**MARRAKECH, 13-15 MAY 2024**



**Call for papers**

Internationalization networks have existed since the mists of time. From the vast merchant networks of the Silk Roads to the business models of Alibaba and Amazon, the question which arises at several levels is related to the networks' capacity to create, share and diffuse value.

In the field of international business, researchers widely agree on the importance of networks in the internationalization of companies. This perspective emerged under the influence of researchers such as Johanson and Mattsson (1987), Forsgren (2002), and Coviello and Munro (1995, 1997). The latter have uncovered that "markets are a system of relationships connecting a number of actors, notably customers, suppliers, competitors and public and private institutions." (Coviello & Munro, 1995, p. 50). Research on typologies of networks and inter-organizational/individual relationships has considerably evolved since then. Consequently, three types of networks have emerged as being critical to understand international value chains (Sedzinauskienė et al., 2019): formal networks (customers, suppliers, distributors, etc.), informal networks (families, friends or other personal relationships) and finally intermediate networks (relationships with chambers of commerce, research institutes, trade promotion and internationalization assistance organizations that do not involve commercial transactions).

The network concept is at the crossroads of all internationalization theories: social capital approaches (Coviello & Munro, 1995, 1997), international entrepreneurship (Oviatt & McDougall, 2005), literature on international subsidiaries (Dunning, 1994), updated versions of the Uppsala model (Johanson & Vahlne, 2006, 2009; Vahlne & Johanson, 2013, 2017) as well as literature on resource-based internationalization (Ibeh, 2005; Peng, 2001).

The "network emergence" model posits that international networks emerge from pre-existing ties, such as relationships between members of the same community or kinship ties. The "network co-evolution" model assumes that international networks evolve in tandem with the economic, cultural and institutional environment in which they are embedded. More importantly, the "strategic network management" model highlights the importance of strategic planning in the creation and management of international networks.

To date, researchers continue to explore the various models and mechanisms underlying the process of corporate internationalization, while recognizing the importance of networks in this dynamic. Certainly, research on internationalization networks and the internationalization of networks is well established in the literature. However, many questions still remain unanswered in relation to innovation and entrepreneurship, sustainability and corporate social responsibility, economic inclusion, governance and the international economy. These questions that we aim to uncover during the conference are the following:

- How do internationalization networks influence companies' access to new markets?
- How do internationalization networks impact innovation and value creation on an international scale?
- Which cultural and institutional factors influence the dynamics of internationalization networks?
- How can internationalization networks contribute to the sustainable development and corporate social responsibility of global value chains?
- What are the best governance practices for internationalization networks to ensure effective collaboration and mutually beneficial outcomes?
- How can internationalization networks promote economic inclusion and reduce disparities between countries and regions?
- Which strategies enable small and medium-sized enterprises to leverage networks to internationalize?
- What are the effects of institutional policies and bilateral agreements on internationalization networks?

With these questions in mind, we invite International Business academic community, through the theoretical and empirical contributions of its members, to reflect on these questions in relation to our conference theme of international networks and the internationalization of networks.

We hope to see many of you in Marrakech, and we look forward to warmly welcoming you!

## References

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**Date: MAY 13-15, 2024**

**Host institution: Cadi AYYAD University Conference Center, Marrakech**

### Conference Organizing Committee

Oumaima CHAMCHATI, Economia, HEM Research Center

Mohamed Nabil EL MABROUKI, Université Cadi AYYAD

Caroline MINIALAI, Economia, HEM Research Center

Ahmed SABBARI, Université Cadi AYYAD

### Conference workshops and themes

- 1. Innovative methodologies for international business research:** Anne Bartel-Radic / Eric Milliot
- 2. International finance:** Ludivine Chalençon / Sophie Nivoix
- 3. Upheavals in the international environment and networks: Responses to crises, turbulences and global change:** Kaouther Ben Jemaa-Boubaya / Olivier Furrer / Jean-Paul Lemaire / Pierre-Bruno Ruffini
- 4. Responsible international business:** Hervé Cheillan / Philippe Very / Marion Vieu
- 5. International entrepreneurship and internationalization of SMEs:** Hamadou Boubacar / Susan Freeman / Loyda Gomez Santos / François Goxe
- 6. International entry modes:** Laure Dikmen / Foued Cheriet
- 7. Innovation and internationalization - Issues and challenges for companies:** Fadia Bahri-Korbi / Hela Chebbi / Jessica Lichy / Marion Neukam
- 8. International HRM and intercultural management:** Hamza Asshidi / Fabienne Münch / Michaël Viegas Pires / Madeleine Zalkind
- 9. International business in African context:** Suzanne Apitsa / Emmanuel Kamdem
- 10. Strategy and organization of multinational companies:** Hanane Beddi / Jacques Jaussaud
- 11. Family businesses internationalization:** Mohamed Farouk Nassiri / Caroline Minialai
- 12. Case study workshop:** Noémie Dominguez / Florence Gervais
- 13. Doctoral workshop:** Anne Bartel-Radic / Frédéric Prévot

### Dates to remember

- January 8<sup>th</sup>, 2024: deadline for submission of papers, doctoral projects and case studies (full text)
- February 12<sup>th</sup>, 2024: evaluations and decisions sent to authors
- February 25<sup>th</sup>, 2024: authors send their final versions of selected papers
- May 13<sup>th</sup>, 2024: Atlas-AFMI doctoral workshop and case study workshop, at the Cadi AYYAD University Conference Center, Marrakech
- May 14<sup>th</sup> and 15<sup>th</sup> 2024: Atlas-AFMI annual conference at Cadi AYYAD University Conference Center, Marrakech

### Potential publication outlets

- A selection of papers will be submitted to a special issue of **Management International** journal (FNEGE, rank 2).
- A collective book covering the conference theme will be published by **Vuibert** (Atlas-AFMI collection). The book could then be submitted to an Anglo-Saxon publisher.
- Case studies may be submitted for the **Atlas-AFMI 2024 award of the best case study** in international business, and high-quality case studies may also receive the **Atlas-AFMI labeling** (organized in cooperation with the CCMP, Case and Educational Media Center).

## Submission information

To submit a paper, doctoral project or case study please visit the following links:

<http://www.atlas-afmi.fr/> and <https://atlasafmi2024.sciencesconf.org>

Submissions must follow the format of *Management International* journal.  
(<https://www.managementinternational.ca/>)

