
13th Annual conference Atlas-AFMI
Association Francophone of International Management
3-5 July 2023 at the IAE of the University of Bordeaux
« Decarbonising International Management »

Organising Committee:

- Emmanuelle Sauvage, Associate professor, IAE, University of Bordeaux
- Franck Duquesnois, Associate professor, IUT, University of Bordeaux
- Jan Schaaper, Associate professor, IAE, University of Bordeaux
- Philippe Very, EDHEC Business School, President of Atlas-AFMI

Call for papers

General theme of the conference

Under the now visible effect of climate change, there is a widespread awareness that it is urgent to act. In order to stop, or at least slow down, global warming, we need to tackle its causes, which are today well known: fossil fuels. It is the burning of the organic matter stored in the soil in the form of coal, gas and oil that is the main cause of CO₂ accumulation. What was formed over hundreds of millions of years has been put back into the atmosphere in a few decades, causing the greenhouse effect. Yet we have based our production-consumption system, and its correlated economic growth, on fossil fuels. We must therefore completely rethink and decarbonise the economic cycle of production and consumption.

Since Adam Smith (1776) and Ricardo (1817), economists have demonstrated that international trade can be beneficial to all participants in the exchange. Many economic theories since then have confirmed the link between economic growth and international trade. Thanks to, among other things, political will, the development of communication technologies and technological advances in transport, international trade has expanded. According to WTO statistics, international product flows have increased 40-fold since 1950. This phenomenon is not about to stop. Value chains have been decomposed and activities are located all over the world, resulting in many transport movements. Recent studies (Kim et al. 2019; Zhang et al. 2021, among others) demonstrate the evidence that CO₂ emissions from a globalised value chain are higher than those from domestic production. International trade has a negative effect on global warming.

The question that arises is: How can we reduce the CO₂ emissions caused by international trade? In other words: How can the management of international operations contribute to reducing CO₂ emissions?

This raises a number of issues, including the following:

- Delocalising, relocating: where should we locate economic activities?
- Following the examples of Patagonia or Merck, how can internationalised companies achieve carbon neutrality of their activities?

- Do environmental taxes help to decarbonise international trade? Research findings on this topic are not unanimous.
- Where do we stand with green logistics?
- As with the ban on fuel-engine cars in Europe, should we legislate? What would be the consequences for companies?
- What about reducing business travel? What are the new forms of international tele-working?
- Environmental communication versus greenwashing: how to be credible? What tools and indicators?
- How can we stimulate ecological innovation?
- What is the carbon footprint of virtual management and the cloud?

Your theoretical and empirical contributions on these issues are much appreciated so that our International Management academic community can help find solutions to decarbonise global economic activity.

You might also submit research papers in the field of international management, related to the themes listed below. Details of the calls for papers for the thematic conference tracks are published on our website: <http://www.atlas-afmi.fr/>.

List of conference tracks

1. International entrepreneurs and entrepreneurship

Susan Freeman, François Goxe, Michael Viegas-Pires, Loyda Gomez

2. International finance

Ludivine Chalençon, Sophie Nivoix

3. SME Internationalization and Exporting

Hamadou Boubacar, Ghassen Bouslama

4. Strategy and organization of multinational firms

Hanane Beddi, Jacques Jaussaud

5. Changes and upheavals in the international environment

Jean Paul Lemaire, Pierre-Bruno Ruffini

6. SAFARI : Alliances Strategies, Mergers & Acquisitions and International Networks

Foued Cheriet, Laure Dikmen

7. The internationalisation of companies and innovation in the light of new societal challenges

Marion Neukam, Caroline Mothe, Hela Chebbi

8. Digital and Internationalization

Fadia Bahri-Korbi, Wafa Bouaynaya, Jessica Lichy

9. International management in an African context

Suzanne Apitsa, Emmanuel Kamdem

10. HR and Intercultural Management: Cultural diversity within the different steps of international expansion

Philippe Mouillot, Fabienne Munch

11. International logistics and purchasing

Jennifer Lazzeri Gracia-Campo, Laurence Saglietto, Yuan Yao

12. International management and CSR

Marion Vieu, Hervé Cheillan

13. Innovative Methodologies for Research in International Business and Management

Anne Bartel-Radic, Eric Milliot

14. Atlas AFMI doctoral workshop

Frédéric Prévot, Anne Bartel-Radic

15. Pedagogical Case Studies in International Management

Noémie Dominguez, Florence Gervais

Potential publications:

- A selection of the best papers will be published in a thematic dossier of the journal **Management International** (FNEGE, rank 2).
- A collective book on the conference theme will be published by **Vuibert**, in the Atlas-AFMI collection. The book could then be submitted to an Anglo-Saxon publisher.
- Pedagogical cases can be proposed for the Atlas AFMI 2022 prize for the best Case in International Management, and high-quality cases can be labelled Atlas-AFMI (organised in cooperation with the CCMP, Centrale de Cas et de Médias Pédagogiques).

Dates to note:

- 30 January 2023: deadline for submission of papers, doctoral projects and pedagogical cases (full text)
- 27 February 2023: Evaluations of proposed communications and decisions to the authors
- 13 March 2023: authors send final versions of their paper, if selected by the scientific committee
- July 3, 2023: doctoral workshop and Atlas-AFMI pedagogical case workshop, at IAE Bordeaux
- 4 and 5 July 2023: Atlas-AFMI annual conference at IAE Bordeaux
- To submit a paper, a doctoral project or a case study: <https://atlasafmi2023.sciencesconf.org/>

For more information, please visit the Atlas-AFMI website: <http://www.atlas-afmi.fr/>

Or our LinkedIn page: <https://www.linkedin.com/groups/8544463/>