

## Call for papers

**“Future internationalisation strategies:  
focus on best practices of Export Management”**

**5th Research Workshop on Export Management**

**HEG Arc, Neuchâtel**

**7th November 2022**

*Hybrid event*

## Event overview

The HEG Arc (Haute école de gestion Arc), in partnership with ESCE (International Business School Paris), LEM (Lille Economics Management) and ULCO (Université Littoral Côte d'Opale), is proud to organise this 5<sup>th</sup> Export Management annual scientific workshop, which will take place in Neuchâtel, Switzerland and online.

## Conference Theme

Many companies across the world have the desire to export their activities outside the national borders, which could be initiated by different ways, such as : being present at fairs and exhibitions in order to capture trends and find out what competitors are offering; developing a relationship with their abroad customers, who can assist the firm in the export and integration processes in the host country; being present on social media; developing contacts with other firms located in the same region, allowing knowledge sharing and encouraging local firms to export.

The objective of this workshop is not only to exchange best practices of export management from SMEs and MNCs but also the role they play together, the future strategy the companies should adopt to respond to global challenges and also the dark-side of the exporting relationships.

During this scientific workshop, the role MNCs and SMEs play together in regional export performance will be discussed. The future strategies the companies should adopt to respond to the current global challenges and also the dark-side of the exporting relationships will be debated. This workshop aims at creating relationships between economic sciences and management sciences and promoting this interdisciplinary analysis in the academic area of SMEs and MNCs export studies. It highlights the contributions and methodologies related to each of these disciplines and allow young researchers present and discuss their work with senior researchers and practionners.

## Submission guidelines

Authors are initially requested to submit a synopsis (700 words) of their paper indicating the key theoretical and empirical questions addressed in the paper, the conceptual field(s) informing the paper, if applicable the data set used in the paper and the major theoretical and empirical contributions of the paper. All synopses for the conference need to be sent before **21<sup>st</sup> September 2022** to [stefanie.hasler@he-arc.ch](mailto:stefanie.hasler@he-arc.ch).

All submissions will be subjected to a competitive review process on the basis of originality, rigor and relevance. No author information or other identifying information should appear anywhere in the submission. All authors will be informed about the outcome of the review process no later than October, 6th 2022.

Authors of selected papers are requested to submit completed papers (4000-6000 words, without references, graphs and tables) by 20<sup>th</sup> October 2022.

## Primarily program (*subject to change*)

07.45 – 08.15 Registration, coffee and croissants

08.15 – 08.30 Welcome

08.30 – 09.00 *Export strategies in Switzerland: A practitioner's perspective*

09.00 – 09.45 *Dark-side triggers in exporting relationships*

Keynote speaker : **Dr Matthew Robson**, Professor of Marketing and International Management, Cardiff Business School, United Kingdom

09.45 – 10.15 Coffee break

10.15 – 11.45 Parallel session 1

Co-chaired by **Dr Lamia Ben Hamida** & **Dr Claude Obadia**

11.45 – 13.15 Buffet Lunch

13.15 – 14.00 *Relational strategies: SME internationalisation in a time of crisis*

Keynote speaker : **Dr Carole Couper**, Associate Professor in Strategy and International Business at Birmingham Business School, University of Birmingham, UK

14h00 – 15.30 Parallel session 2

Co-chaired by **Dr Dora Triki** & **Stefanie Hasler**

15.30 – 15.45 Coffee break

15.45 – 16.30 *Publishing Challenges*

Speakers : **Dr Dafnis Coudounaris**, Associate Professor of Innovation Management, School of Economics and Business Administration, University of Tartu, Estonia and

**Dr Claude Obadia**, Professor of International Business, International Business School ESCE, France

16.30 – 17.00 Closing session

## Speaker biographies



**Dr Matthey Robson's** teaching and research interests focus on international, strategic, relationship, and retail marketing. He has published in many journals of international repute including British Journal of Management, International Marketing Review, Journal of International Business Studies, Journal of International Marketing, Journal of Marketing, Journal of World Business, Management International Review, and Organization Science. He currently serves as Associate Editor of Journal of International Marketing, and is on the Editorial Advisory Board of British Journal of Management, International Marketing Review, Journal of International Business Studies, Journal of Marketing Channels, and Journal of Management Studies. Prof. Robson has been involved in consultancy work for Cummins, Holiday Inn, General Motors, and Marks and Spencer, among other firms.



**Dr Carole Couper** is an Associate Professor in Strategy and International Business at Birmingham Business School, University of Birmingham, UK. A Chinese Studies graduate in her native France in the 1980s, Carole went on to work as an International Sales and Marketing Manager for small, medium and large firms, witnessing first-hand the challenges encountered by European SMEs when internationalising to distant markets such as China. This experience informed Carole's decision to engage in a PhD and explore the internationalisation of UK SMEs to China, across significant institutional differences. Carole's thesis was subsequently awarded the 2016 Adam Smith Business School Alumni Prize for PhD Excellence. Carole's research interests include small firm internationalisation between institutionally distant markets and qualitative research methods in a cross-national context. She has published in the Journal of International Business Studies, the Asia-Pacific Journal of Management and Management & Organization Review.



**Dr Dafnis N. Coudounaris** is an Associate Professor (Visiting) in International Business, Aalborg University Business School, Aalborg University, Aalborg, Denmark. His current research interests are in the areas of export marketing, internationalization of SMEs, international entrepreneurship, tourism marketing, entrepreneurial marketing, and divestment. His articles appeared in various journals, such as the Journal of Business Research, Psychology & Marketing, Management International Review, Journal of International Management, International Business Review, Scandinavian Journal of Hospitality and Tourism, Tourism Management Perspectives, Leisure Studies, Review of International Business and Strategy, Journal of Global Marketing, International Journal of Globalisation and Small Business, International Journal of Export Marketing and others. He is editor-in-chief of the International Journal of Export Marketing

(IJEXPORTM) (published by Inderscience Publishers), which is in the ABS1 List of CABS since 24<sup>th</sup> June 2021. He is also editor-in-chief of both the Nordic Journal of Tourism (NJT) (published by Inderscience Publishers) and the Innovation Management Entrepreneurial Process (IMEP). Since November 2018, he has developed the annual conference of Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference.



**Claude Obadia** is a Professor of International Business at ESCE, Paris. He is a member of the Editorial Review Board of the Journal of International Business Studies (starting January 2023). His research focuses on the management of export relationships and on strategic issues in international marketing. His work has been published in Journal of International Business Studies, International Business Review, International Marketing Review, Journal of International Marketing, and Management International Review, among other outlets. Before joining academia, Claude Obadia spent more than 20 years as an executive and consultant in various countries of Europe and South America. He holds a PhD from La Sorbonne (Université Paris I).

## Scientific committee

Dr Lamia Ben Hamida (HEG Arc, Neuchâtel, CH)

Dr Carole Couper (Birmingham Business School, UK)

Dr Raluca MOGOS DESCOTES (CEREFIGE, Université de Lorraine, ULCO & LEM,FR)

Dr Claude OBADIA (ESCE International Business School, FR)

Dr Oksana PIERRE KANTARUK (IAE Metz School of Management, CEREFIGE, Université de Lorraine, FR)

Dr Matthew Robson (Cardiff Business School, UK)

Dr Dora TRIKI (ESCE International Business School, FR)

Dr Björn WALLISER (IAE Nancy School of Management, CEREFIGE, Université de Lorraine, FR)

## Organisation committee

### HEG Arc :

Lamia Ben Hamida, HES Professor

Stefanie Hasler, Collaborator

### ESCE :

Dora Triki, Associate professor

Claude Obadia, Professor

### ULCO & LEM :

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## Contact

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