



## CALL FOR PAPERS FOR THE 2019 EAMSA CONFERENCE AT VORARLBERG UNIVERSITY OF APPLIED SCIENCES, AUSTRIA

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### **Non-routine Environments: European-Asian Business in Times of Shock**

The 36<sup>th</sup> Euro-Asia Management Studies Association's (EAMSA) annual conference will take place at Vorarlberg University of Applied Sciences, Dornbirn, Austria, from 2<sup>nd</sup> to 5<sup>th</sup> of October 2019.

EAMSA aims to explore the management and organisation of European-Asian business. We cordially invite scholars to explore contemporary challenges to theory and practice of business in Europe, Asia, and their interplay.

Next to this open Euro-Asia business stream, this year's conference will also have a thematic stream. Here we wish to collectively explore how firms operate in non-routine environments where shocks are the new normal. Be it in Europe, be it in Asia, risk and uncertainty are part of everyday decision-making. We either look into the past to figure out how to go about things, or we wrestle with beliefs what tomorrow may bring. Simply put, we base our decisions on analysis and gut feelings (or any combination of the two). But what happens if environmental spheres become so rash and random that we can no longer predict the future with any degree of certainty? The Fukushima triple disaster or Avian influenza pandemic are examples of disasters that question the extent to which we can 'really' shape the world around us. Human-made crises such as the Brexit referendum or the looming trade wars kindled by the Trump administration, too, test how things are routinely done. Shocks are not necessarily always external or cosmic. Inside events, too, can affect an organisation's course. The space shuttle Challenger catastrophe or the Diesel-emission scandal shows how operational limitations build up to unexpected outcomes. As volatility rises, this conference turns to Euro-Asia organisations and asks how they prepare for significant adversity and what they can do to shape the shifting world around us.

The sheer speed and global scope of Euro-Asia business operations today is astonishing. So is their growing exposure to hard-to-predict and disorientating events. And an accelerating vulnerability is the result of that. Although uncertainty and risk are prevailing perspectives in the business, management and organisational studies literature, how firms operate in non-routine landscapes, when we do not know what lies ahead, is unclear. This shortage of knowledge is in sharp contrast to the tremendous impact shocks have on the success (or indeed the survival) of organisations. The aftermath of an unforeseen event is likely to affect organisations at all levels: individuals, groups, institutions, and networks. An understanding of how organisations and people within them experience and move on from significant adversity is an urgent concern in Europe and Asia.

For the thematic stream, we cordially invite submissions that illustrate or reflect on practices surrounding shocks. We are particularly interested in contributions that explore what makes some organisations better able than others to bounce back or forward from turmoil. What prepares the ground for navigating and adapting successfully in non-routine environments? What is the role of “soft” factors (read language, culture, customs) in dealing with latent dangers? Or are Euro-Asia organisations essentially bound by similar “hard” factors (read formalised business processes and structures) marshalling adjustment before, during or after hard-to-predict events? We welcome work that draws from archival, conceptual, or empirical approaches to the conference theme. The focus of the papers may include, but are not be limited to, the following:

- There should be a strong human side to shock events. Are there cultural differences in dealing with uncertainty and risk, and if so what are they? Are we essentially helpless in the grand scheme of things, or do we believe we are essentially responsible for our fate? Based on such culturally reinforced assumptions, do we see in risk something negative or positive?
- Certainly, the role of Human Resource Management in absorbing shock, then, is significant. How can HR help an organisation to prepare for unforeseen events so that it can function effectively? What can we do to support staff in dealing with the fallout from an unexpected event (including health issues)? What about leadership styles during a crisis?
- Recent financial crises and macroeconomic shocks have gained wide media attention. They exert significant influence on real business activities. Despite or precisely because revisions of regulatory legislation in Europe and Asia financial institutions still suffer severe problems. What are the systemic risks involved today? What is the role of risk-taking at banks and how and to what extent do Euro-Asia institutions differ? What measures are offered to assess, structure and control for relevant risks?
- At the core, Supply Chain Management (SCM) is about risk and dealing with the unknown. However, increasing complexity and interconnectedness exposes supply chains to even more significant risks. What about the destructive power of resurgent protectionism that hangs over Euro-Asian supply chains? How can firms build up capacities for resisting disruption and shock? What thinking emerges in Asia and Europe when it comes to SCM capacities for recovery? What is the impact of Artificial Intelligence on supply chains and does this carry perhaps in itself risks?
- Reputation is a real asset to any company. External or internal shocks easily endanger credibility and brand building efforts. How can marketing help to maintain stability in the face of crisis? Next to (short-term) crisis communication, what role (if any) can marketing play in Europe and Asia to transform operations and (re)connect with changing needs and wants of customers?

**For this thematic stream**, we invite competitive papers, interactive papers and panel papers that deal with the challenges for business in Europe and Asian arising from non-routine environments.

**For the open Euro-Asia Business stream**, we invite competitive papers and interactive papers that address issues that are of interest to both researchers from Europe and Asia. Papers should have implications for international business and may draw from different disciplines.

## PAPER SUBMISSION

We welcome four types of submissions:

- Competitive papers: Fully developed papers should be submitted for consideration in competitive sessions. Competitive papers should not exceed 9,000 words, including appendices and references.
- Interactive papers: work-in-progress papers should be submitted for interactive sessions. These sessions are specifically designed to help authors develop their work through interaction with researchers with similar interests. Interactive papers should not exceed 6,000 words, including appendices and references.
- Panel papers: panel papers explore the potential of the “shock” theme for their area. In response to feedback and conference discussions authors might develop the topic into a full paper or even into a proper research project. It is our hope that we might also see collaborative work emerge from these panel sessions. Panel papers should not exceed 3,000 words, including appendices and references.
- PhD track: we warmly welcome PhD candidates and encourage young scholars to present their work at different stages of progress. Doctoral papers should not exceed 6,000 words, including appendices and references.

Please select the submission type closest to your manuscript proposal.

Competitive papers will be subjected to a double-blind peer review process, all other submissions will be evaluated by one reviewer. In our assessment we will look for originality, rigor and relevance to business and management issues in Europe and Asia and to the conference theme.

## GUIDELINES FOR AUTHORS

- Submissions must follow the ‘Asian Business and Management’ journal [style guide](#).
- No author information should appear anywhere in the submission.
- At least one author of each paper must register for the conference.

## 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.

## YOUR PATHWAY TO US

- Deadline for paper submission: Friday 28 June 2019
- Paper acceptance notification: Monday 12 August 2019

## **ORGANISING COMMITTEE**

Sierk Horn – FH Vorarlberg (Conference Chair)

Markus Ilg – FH Vorarlberg

Markus Taube – Universität Duisburg Essen (EAMSA President)

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