CALL FOR EXTENDED ABSTRACTS

International Conference on Export Promotion
Thursday, December 15th, 2016 – The Netherlands

Venue: Windesheim University of Applied Sciences – Zwolle (The Netherlands)

In collaboration with Shanghai University of International Business and Economics – China & Telfer School of Management – University of Ottawa – Canada.

Special guest & key note speaker:

Professor Masaaki Kotabe
The Washburn Chair Professor of International Business and Marketing
Temple University - The Fox School of Business - Philadelphia

Organizing team:

Martine Spence – Telfer School of Management – University of Ottawa - Canada

Haiyan Yan – Shanghai University of International Business and Economics - China

Huub Ruël – Windesheim University of Applied Sciences – The Netherlands

CALL FOR EXTENDED ABSTRACTS

Submission deadline: September 15th, 2016

Innovating Export Promotion: Challenges for Research and Practice
Introduction to the theme:

Exports are of major importance for most economies around the world. By exporting goods and services, firms expand market share and increase revenue, which in turn results in more profit and more jobs.

Almost a decade after the financial crisis that resulted in a global economic recession, growth in many parts of the world is still fragile.

Many governments are choosing to initiate or revitalize their export promotion programs (EPPs) in order to support their national businesses in their export activities and generate economic growth in this way.

Such EPPs can be considered as information brokers and facilitators for firms. They can entail seminars for potential exporters, counseling, how-to-export handbooks, financing, and market information and development programs such as the dissemination of sales leads to local firms, participation in foreign trade missions and trade shows, preparation of market analyses, and export newsletters.

EPPs exist on a supranational, national, regional, provincial and city level. Major players in the execution of export promotion are export promotion agencies (EPAs). Since the 1990s, the number of EPAs has tripled.

Challenges for international trade and export

However, today’s global economy is full of challenges that affect international trade and export. First of all, the global economy is far from a set of open markets where it is easy to trade across borders. For businesses exporting implies various transaction and coordination activities. Countries, states, or regional economic blocs such as the EU impose all kinds of regulations or restrictions on exporters to their markets. Trade agreements between nations or economic blocs are meant to tackle the barriers but do not seem to do so.

Furthermore, protectionist language from politicians in the US, the UK, and the EU is not a promising sign for a more open global economy. Major economic powers such as China are not easily convinced of the benefit of lowering barriers for exporters to their markets.

On top of that, tensions in international relations, for example between Europe and the US on the one hand and Russia on the other, the threat of global terrorism, technological and digital developments, emerging economies’ growing impact as well as their fragility (for example, Brazil), Africa’s struggle to develop and claim its place in the global economy, and last but not least, the need for sustainability measures to contain climate change and promote environmental protection, all challenge export promotion and call for innovation and the revision of EPPs.

The key question is: Are today’s EPPs the right ones for the exports of tomorrow?

This international conference will address this question with the central theme:

Innovating Export Promotion: Challenges for research and practice.
Export promotion research

Research on export promotion and on EPPs has dealt mainly with the question of to what extent EPPs are effective, whether they work and do result in higher exports or more businesses and organizations involved in exports.

Approaches to measure the impact or effect of EPPs and of EPAs focus either on the aggregated and bilateral trade flow level or on the impact at the firm level. However, research on both levels appears to be inconclusive.

Interestingly, research on export promotion has experienced peaks and dips, with a peak in the 1990s and early 2000s but a sharp decline since then, despite the renewed attention export promotion has received from governments at the national, regional, and city levels around the world since the financial crisis.

This call for extended abstracts aims to ‘re-energize’ and ‘re-vamp’ that research and practice. We observe that:

- Existing research is unclear about the effects of export promotion
- Existing research does not provide a consensus on how to measure export performance
- Existing research focuses mostly on developed markets and barely on developing countries
- Existing research lacks theory
- Existing research mostly focuses on EPPs as a whole but not on the instrument level such as trade missions or export information services or export training.

Call for extended abstracts from researchers and practitioners

We are calling for extended abstracts from researchers and from export promotion practitioners.

Suggested topics for export promotion research (but not limited to):

- New ways for measuring export promotion performance and results
- Export promotion instrument and transaction costs for business
- EPPs and developing countries
- Technological innovation and export promotion
- EPPs for specific types of industry
- Born globals and EPPs
- New theoretical approaches to study and explain export promotion
- Export promotion instrument innovation
- Regional economic development and export promotion
- Comparison of EPPs
- New business venturing and export promotion
- Export promotion and climate change
- Export promotion and family business
- Firm internationalization and EPP usage
- Export promotion and gender

Suggested topics for cases in export promotion practice (but not limited to):

- Export promotion best practices
- Examples of innovative export promotion instruments
- Regional economic development and export promotion
- Business cases of export promotion usage
- Examples of impact of export promotion at the firm level
- City or regional export promotion
- Technology and export promotion
- Export promotion usage by young firms

DATE: December 15th, 2016 – The Netherlands (morning: key notes; afternoon: a research presentations track and a practitioners’ presentation track).

HOST and ORGANIZING UNIVERSITY: Windesheim University of Applied Sciences – Faculty of Business, Media & Law (Zwolle - The Netherlands)

ORGANIZING COMMITTEE: Martine Spence (University of Ottawa – Telfer School of Management), Yan Helen (Shanghai University of International Business and Economics), Huub Ruël (Windesheim UoAS, The Netherlands)

GOAL OF THE CONFERENCE
Re-energizing, innovating and re-vamping the research and practice of export promotion and export promotion programs

CALL FOR EXTENDED ABSTRACTS
Researchers and practitioners with a scholarly interest from around the world are invited to submit an extended abstract of a paper to be presented at this conference.

Those whose abstracts are accepted will be included in conference proceedings.

Furthermore, as a follow-up, the organizers are working on a special issue for an international journal.

Extended abstract format
The conference committee welcomes extended abstracts of empirical papers as well as of conceptual/theoretical papers and of practitioners’ cases and experiences.

Abstracts should clearly reflect the content of the full paper, as the committee will decide on acceptance or not based on this.

Length of an extended abstract: min 500 words – max 1000 words (excluding references)

Language: English

Important dates:
Extended abstracts deadline: September 15th, 2016; Acceptance notification: September 30th, 2016; Final full paper submission: November 1st, 2016

Send submissions to:
hjm.ruel@windesheim.nl or Lectoraat.internationalbusiness@windesheim.nl