**[Fifth Annual](http://www.cvent.com/events/5th-annual-global-strategy-and-emerging-markets-gsem-conference-competing-in-the-digital-world/event-summary-379619bb985a4bcf8488d1e551f80046.aspx) *[Global Strategy and Emerging Markets](http://www.cvent.com/events/5th-annual-global-strategy-and-emerging-markets-gsem-conference-competing-in-the-digital-world/event-summary-379619bb985a4bcf8488d1e551f80046.aspx) (GSEM)* Conference: Competing in the Digital World**

**Nov 7-8, 2020**

**Virtual conference hosted by Cornell S.C. Johnson College of Business**

**Co-chairs**: [Lourdes Casanova](https://www.johnson.cornell.edu/faculty-research/faculty/lc683/), [Chris Marquis](https://www.johnson.cornell.edu/faculty-research/faculty/cm794/), [Mike Peng](https://personal.utdallas.edu/~mikepeng/), [Ravi Ramamurti](https://damore-mckim.northeastern.edu/people/ravi-ramamurti/), [Daniel Shapiro](https://beedie.sfu.ca/profiles/DanielShapiro)

Cornell University [Emerging Markets Institute](https://www.johnson.cornell.edu/Emerging-Markets-Institute) (EMI) and partners — Northeastern University Center for Emerging Markets (CEM), The Simon Fraser University Jack Austin Centre For Asia Pacific Business Studies, and The University of Texas at Dallas Center for Global Business (CGB) — are pleased to announce the ***fifth*** annual Global Strategy and Emerging Markets (GSEM) Conference. Previous GSEM conferences have been held in Miami (2016), Boston (2017), Miami (2018) and Dallas (2019). This conference provides a platform to bring together senior and junior scholars, doctoral students, and practitioners in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship with shared interests in global strategy, emerging markets, and emerging market multinationals.

The theme of GSEM 2020 is “Competing in the Digital Word.” Digital technologies—including internet of things, 5G, cloud computing, AI, big data, and other new information technologies—are profoundly influencing the global economy by reshaping the rules of competition, generating new business models and enabling innovative ecosystems. Digital technologies are creating new business opportunities for emerging markets to improve their competitiveness and in some instances to leapfrog existing business practices and become world leaders. Examples of possible topics include, but are not limited to:

* How does digitalization affect firms’ competitive strategy, competitive dynamics, M&As, strategic alliances and joint ventures?
* How does digitalization affect international business activities, e.g., multinational enterprises, FDI and cross-border and trade activities?
* How does digitalization affect organizational learning, knowledge creation, and firms’ internal integration of knowledge?
* What is the relationship between digitalization and innovation?
* How do digitalization and other information technologies affect agricultural production and/or environmental sustainability?
* How do digital technologies affect entrepreneurship, e.g., opportunity discovery versus creation, market failure and uncertainty, and entrepreneurial financing (by venture capitalists, IPO, etc.)?
* How do digital technologies influence cross-cultural management, e.g., how these technologies affect cultural orientations and practices of managers and other organizational members, individual values and cognitive structures?
* What are implications of digitalization on firms’ economic systems (e.g., interorganizational network, their relationship with competitors, suppliers, and customers) and business models?
* How do digital technologies redefine firms’ boundary and affect organizational structure and design (e.g., non-hierarchical organizations)?
* How does digitalization contribute to existing management theories (e.g., by questioning, modifying, and adding new assumptions) or advancing new ones (e.g., by asking and answering new questions)?

We welcome you to submit papers (≤ 40 pages all-inclusive with double-spaced text following [*Academy of Management Journal* guidelines](https://www.strategicmanagement.net/minneapolis/call-for-proposals/submission-guidelines)) *OR* proposals (5 single-spaced pages all-inclusive following Strategic Management Society conference guidelines). Please submit your papers to [emiconference@cornell.edu](mailto:emiconference@cornell.edu). In addition to research paper presentations, the conference will feature (1) keynote speeches, (2) a “meet with editors” session, and (3) paper development roundtables.

Based on a research committee’s evaluation, we will provide a Best Paper Award.

The whole conference will be conducted online through Zoom. We will have a two-day conference from 3-8 pm PST / 6-11 pm EST /ADD CEST/ 8 am-1 pm AEST/ 7am-12 pm China Standard Time/4:30-9:30 am India Standard Time. All virtual sessions will be live. If necessary, presenters may record their presentation for broadcast during their time slot, but we strongly encourage the presentations to be part of the live conference program.

**Key dates**

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| Paper submission deadline | August 30, 2020 |
| Author notification of acceptance | September 10, 2020 |
| Registration deadline  (Already open now!) | October 15, 2020 (one author for each accepted paper/proposal must register) |
| **Conference dates (save the dates)** | November 7 and 8 |

$20 faculty /free for Ph.D. students. Free registration EMI123

For more information, contact: [emiconference@cornell.eduCampus](mailto:emiconference@cornell.eduCampus)

Campus Groups: <http://bit.ly/38HNDQR> Cornell Events <http://bit.ly/2SUPrkl>

Website and Registration: <http://bit.ly/GSEM2020>