



**2<sup>nd</sup> Annual International Conference**  
**April 26, 2006**  
**Euromed Marseille Ecole de Management (France)**

**Call for Paper and Case Study**

**Managing International Joint Ventures  
in Emerging Countries**  
**(Organized by the Chinese Euro-Mediterranean  
Center for Diversity - CEMCD)**

**Co-organized by:**

Euromed Marseille Ecole de Management (France)  
Antai School of Management, Shanghai Jiaotong University (P.R. of China)

**Conference Programme Co-Chairs:**

François SILVA  
Professor and Research Dean – Euromed Marseille Ecole de Management

Pierre-Xavier MESCHI  
Professor – Euromed Marseille Ecole de Management & U. de la Méditerranée

William Hua WANG  
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Ningyu TANG  
Associate Professor – Antai School of Management, Shanghai Jiaotong University

In the wake of the success of the 1<sup>st</sup> CEMCD conference, a second meeting will be held in Marseilles in April 2006. The first conference on “International Strategy and Management of Chinese and European Firms: A Comparative Analysis” was organized in Shanghai Jiaotong University. It was part of all the different events that occurred during the “Week of Marseille in Shanghai” (from May 29 to June 2, 2005). This first conference led to the birth of the Chinese Euro-Mediterranean Center for Diversity (CEMCD) which is a Euromed Marseille and Jiaotong University joint research center. This research center aims to explore the issue of managing Sino-European diversity, alliances and networks, as it applies to European firms and businesses operating in China.

The CEMCD invites papers and case studies for its second conference on the following theme: “Managing International Joint Ventures in Emerging Countries.” The 2<sup>nd</sup> CEMCD Conference

will engage academics, executives and consultants on presenting and discussing knowledge and practice achievements in the field of joint ventures, alliances and networks in emerging countries. Emerging countries, especially BRIC countries (Brazil, Russia, India and China), have been the hot spot for foreign direct investment. The joint venture is the most popular mode of investment in such countries. An international joint venture (IJV) is formed *whenever two or more sponsors [from different countries] bring given assets to an independent legal entity and are paid for some or all of their contribution from the profits earned by the entity* (Hennart, 1988: 362). Research into the management of IJV has been fruitful. It has provided consistent findings and advances on different key issues such as IJV structure, control, HRM, performance, and cross-culture. Due to the higher uncertainty and country risk levels in emerging countries, IJVs in such countries are themselves subject to greater risk and uncertainty than in developed countries: *For international joint ventures formed in developing or transforming economies, the turbulent political and economic environments together with the intercultural and interorganizational dynamics have made managing international joint ventures particularly challenging* (Yan, 1998: 773).

The 2<sup>nd</sup> CEMCD Conference will shed light on the unique nature and features of managing IJV in emerging countries. More specifically, issues related to the broad theme of the conference include, but are not restricted to the following:

- Foreign direct investment and IJV in emerging countries
- IJV in different BRIC countries: Brazil, Russia, India and China
- IJV in the emerging countries of the Mediterranean area (*e.g.*, Morocco, Tunisia, Turkey and Egypt)
- “South-South” IJV or IJV between emerging countries
- HRM and IJV in emerging countries
- Performance of IJV in emerging countries
- Country risk, corruption and IJV in emerging countries
- Financial and stock market issues of IJV in emerging countries
- Technology and competence transfer in IJV in emerging countries
- Relationship network effects and consequences of IJV in emerging countries
- Governance issues of IJV in emerging countries
- Divestment and selloff of IJV in emerging countries
- Case studies and teaching IJV issues

The conference programme will consist of keynote speeches and parallel paper sessions. In keeping with CEMCD tradition, paper and case study sessions will be designed to integrate research and practice.

#### **Selection Committee**

Louis CHENG (Hong Kong Polytechnic University, China)

Dominique JOLLY (CERAM, France)

Corinne GRENIER (Euromed Marseille Ecole de Management, France)

Gilles GUIEU (Université de la Méditerranée, France)

Bernard PARANQUE (Euromed Marseille Ecole de Management, France)

Hieu PHAM DUC (University of Hanoi, Ecole Supérieure de Commerce, Vietnam)

Lingnan OUYANG (Antai School of Management, Shanghai Jiaotong University, China)

Frédéric PREVOT (Euromed Marseille Ecole de Management, France)

Edson Luiz RICCIO (Universidade de São Paulo, Faculdade de Economia, Brazil)

Robert SPENCER (Euromed Marseille Ecole de Management, France)

Abderrahim ZAOUA (Université Abdelmalek Essadi, ENCG de Tanger, Morocco)



## Call for Paper and Case Study

### Managing International Joint Ventures in Emerging Countries

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Center for Diversity - CEMCD)

#### Conference Agenda

February 20, 2006	Submission deadline
March, 2006	Notification of acceptance by the Selection Committee
Early April, 2006	Conference Programme available on the Euromed's Web site
April 26, 2006	2 <sup>nd</sup> CEMCD Conference

#### Submission Guidelines

■ Submissions (and oral presentations) must be made either in English or in French (see the French version of the call for paper and case study) and in the form of an abstract of no more than three pages (MS Word, A-4 paper, font 12, double spacing with margins of 1 inch) excluding the cover page.

■ The cover page must include the following information: title of the paper, name of the author(s), academic status and affiliation, postal and email addresses, telephone and fax number of the author to whom send all correspondence.

■ Manuscript could be submitted either by post mail or electronically. In the case of a paper submission, please send your proposal at the following address:

Département de la Recherche

2<sup>nd</sup> CEMCD Conference

Euromed Marseille Ecole de Management

Domaine de Luminy

BP 921

13 288 Marseille Cedex 9

France

In the case of an electronic submission, please email your proposal at the following email address: pierre-xavier.meschi@euromed-marseille.com

■ Selected submissions presented at the conference will be published in the proceedings of the conference. The proceedings will include abstracts of all the papers presented at the conference.

■ All submissions must be original and should not have been previously accepted for publication in a journal, presented in another conference or be under review at another conference.

■ All submissions will be blind reviewed by two members of the Selection Committee.