

# IB Conference

**30–31 March 2009** | University of Reading

We are delighted to announce our second two-day conference taking place in 2009.

## **Do new and emerging trends in IB require new theoretical and conceptual approaches?**

Building around a series of public debates, we want to 'pick out' important emerging trends and issues to help define future directions for IB research, with particular emphasis on conceptual and theoretical issues.

Our aims are to consider whether accepted conceptual approaches are too complacent in dealing with new issues and to promote cross-disciplinary thinking by maximising dialogue between researchers from different perspectives.

## **Themes for the 2009 conference**

- **Where do ownership advantages come from?**
- **Does corporate social responsibility affect development?**
- **Déjà vu all over again? What's really new about emerging markets?**
  - An economics/country perspective
  - A management/MNE perspective



## **Poster session submissions**

You are invited to submit an abstract (of up to 1000 words) for the Conference's poster sessions. Please do so before 1 December 2008 by emailing your abstract to [cibs@henley.reading.ac.uk](mailto:cibs@henley.reading.ac.uk). Please see our website for submission details.

## **Registration**

Attendance will be limited to 150 participants, so early registration is advised. Please visit our website for further information and to register.

For further information, please contact

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