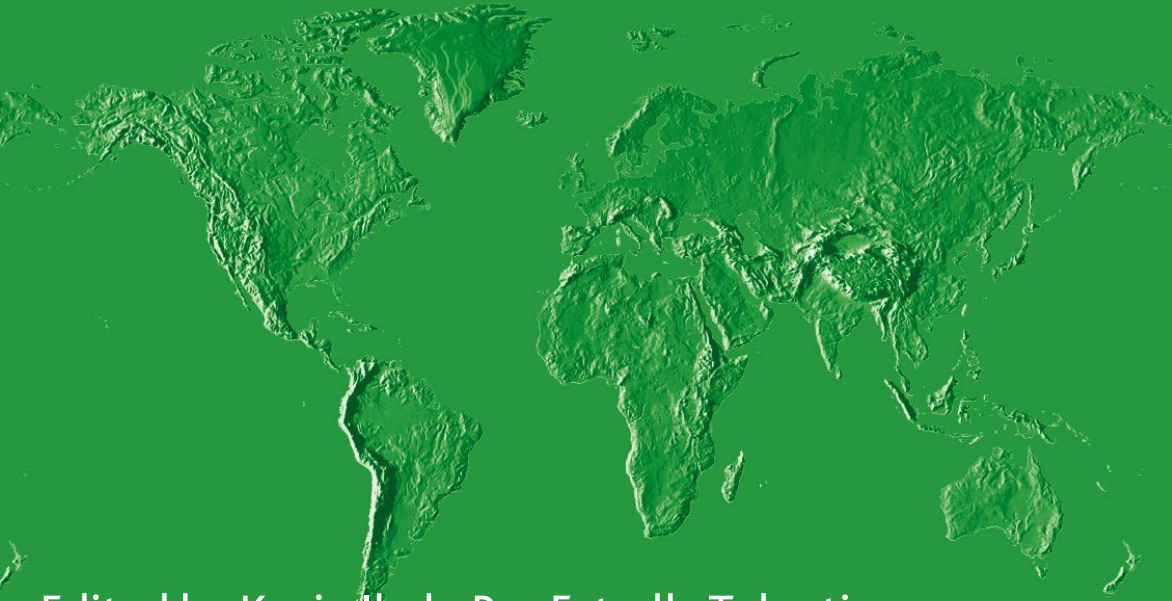


Growth Frontiers in International Business



Edited by Kevin Ibeh, Paz Estrella Tolentino,
Odile E.M. Janne, Xiaming Liu



Kevin Ibeh • Paz Estrella Tolentino • Odile E. M. Janne •
Xiaming Liu
Editors

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Foreword

The 43rd Academy of International Business UK and Ireland Chapter (AIB-UKI) Conference was hosted by the Department of Management, Birkbeck, University of London, on 7–9 April 2016, and this volume of the Palgrave AIB Book Series contains a selection of some of the best sessions and papers presented at the Conference.

The theme of the 2016 Conference was “International Business in a multi-speed global economy”, and the Conference programme stimulated discussion and furthered debate about the role of international businesses and policies in revitalising the faltering post-crisis multi-speed global economy. Professor Pankaj Ghemawat of New York University and IESE and Robert Whyte of the World Bank Group headlined the Conference’s Opening Plenary, while Professor Julian Birkinshaw of the London Business School delivered a keynote at the inaugural Founders’ Plenary, a new initiative introduced to honour the Founding/Early Members & Past Chairs of AIB-UKI. The Special Panels also featured acclaimed professors and policy and industry speakers, notably from the European Commission, Commonwealth Commission, House of Lords and Banco Santander.

Closely related to the theme of the Conference, this volume is entitled “Growth Frontiers in International Business”. Its 13 chapters are grouped into four parts, specifically Policy Frontiers, Emerging Market Frontiers, Innovative Pathways and Ethical Growth Avenues, each of which showcases important growth domains in contemporary international business.

I hope you find this book to be interesting and useful. I also hope it encourages you to get involved in the work of the Academy of International Business

United Kingdom & Ireland Chapter. The AIB UK & Ireland website (<http://www.aib-uki.org/>) provides a wide range of information about the Chapter and matters of interest to international business scholars.

Heinz Tüselmann
Chair, Academy of International Business, UK & Ireland Chapter

Acknowledgement

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