

## POST-EVENT SUMMARY REPORT

**Name of Event:** Annual Strategy & International Business Symposium

**Date of Event:** 26-27 September 2016

**Location of Event:** Lucas House, The University of Birmingham

**Number of Attendees:** 14 Speakers/Discussants and 40 Participants

**Funding Source:** The Birmingham Business School, Strategy & International Business Group and The Research Methods – Special Interest Group (RM-SIG) within the Academy of International Business (AIB)

**Founders:** Dr Agnieszka Chidlow; Prof. Stephen Tallman, Prof. Pervez Ghauri, Dr Layla Branicki

**Organiser/Chair:** Dr Agnieszka Chidlow

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On Monday 26 September 2016 The Strategy and International Business (SIB) group had successfully organised its first Annual Strategy and International Business Symposium. The aim of the event was to advance the understanding of various emerging topics within the international business and strategy as well as the quality and diversity of research methodologies applied within those areas. Further, as the event drawn upon eminent fractional appointments associated with the SIB group, the event also aimed to support PhD students and faculty members to achieve higher quality publications, as well as to provide a platform for joint-authored publications and networking.

In order to contribute to the external recognition, regarding both research excellence and community within the School, as well as to invite external PhD students and junior faculty as part of network building, the event was advertised using the University's website (<http://www.birmingham.ac.uk/schools/business/events/2016/september/strategy-int-business-symposium.aspx>) and also prominent research networks such as The Academy of International Business (AIB), The Academy of International Business UK & I Chapter (AIB-UK&I), European International Business Academy (EIBA) and British Academy of Management (AoM).

This process lead to an overwhelming external interest. Due to funding restrictions and the fact that the attendance priority was given to our PhD students and junior faculty, only 15 external attendees were selected. They came from leading nationally and internationally institutions such as, for example, Manchester Business School, Warwick Business School, Leeds University The University of Glasgow, The University of Indiana (USA) and Uppsala University (Sweden).

Following the registration process on the afternoon of Monday 26 September 2016. Prof. Simon Collinson and Dr Agnieszka Chidlow were on hand to open the conference where Prof. Collinson delivered a talk titled "*The Declining Relevance and Legitimacy of IB Scholarship in a World that Really Needs it*", late published in the AIB Insights in 2017 (Vol.17, Issue 2, p.7-10) and presented during a special panel session during the AIB Annual meeting in Dubai in June 2017.

Subsequently, on the morning of Tuesday 27 September 2016 four special sessions where delivered simultaneously by eminent speakers: (1) Prof. Oded Shenkar talked about "*Culture and IB Scholarship*", (2) Prof. John Child spoke about "*SME IB models: The Role of the Context and Experience*", (3) Prof Pervez Ghauri and Prof. Stephen Tallman discussed "*New Developments in IB Strategy*" and (4) Prof. Michael Mol shared his experience regarding "*The Relationship Between Management Innovation and Management Fashion*". These were then followed by three more hands-on and pro-active simultaneous discussion sessions delivered by the following scholars: (1) Prof. Mark Saunders, Dr. Agnieszka Chidlow and Dr. Layla Branicki discussed "*What is data: The*

*New Ways in Which Various Forms of Data are now Being Used in Leading Journals*”, (2) Prof. Steve Brammer, Prof. Amon Chizema and Dr. Pamela Robinson talked about “CSR and Corporate Issues”, and (3) Dr. Shlomo Tarba and Dr. Emanuel Gomes elaborated on “*International Entry Modes*”. Afterwards, another special session titled “*Interdisciplinary research and collaborating within other fields. Making an impact with your research*”. This was delivered by the Editors of the A-list IB and Strategy journals, namely Prof. Pervez Ghauri, Prof. Oded Shenkar and Prof. Stephen Tallman. After that, the Prof. Simon Collinson and Dr Agnieszka Chidlow delivered the closing remarks.

Throughout Tuesday 27 September 2016, all participants had the opportunity to choose among various special and discussion sessions. At the beginning of each session the participants were presented with background information and scholars’ research interests and academic achievements in order to demonstrate the quality of academic advice/support offered during the event. Further, following a structured process of information sharing, exchange and brainstorming throughout the event, the participants had the various opportunities to discuss their work and publications.

During the course of the symposium it was evident that all participants benefited and enjoyed from academic interactions as a number of them has either personally thanked Dr Agnieszka Chidlow for organising the event after the closing remarks or e-mailed her, for example, the following comments:

*“Thanks a lot for organising such a great event, and I enjoyed it very much! I knew Birmingham Business School was a good one, but I did not know there were so many prestigious professors and inspiring scholars in Strategy and International Business areas until I joined this Symposium. All the speakers and discussants were keen to share their knowledge and experience, and to help young researchers. The sessions and themes were very well designed, including big pictures such as Prof Simon Collinson's opening keynote, also attention to details such as Prof P. Ghauri and Prof. S. Tallman's talk about new developments in international business strategy. As an early career researcher, I have learned not only the practical techniques like how to use data and how to publish good journal articles, also a new angle to look at the IB discipline as a whole. I feel very much inspired and motivated. Thank you very much! I look forward to joining your new events in future.”*

*“I think it was a very well organised event with very well chosen speakers and diverse participants. I would really like if it becomes an annual event.”*