

## POST-EVENT SUMMARY REPORT

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

**Date of Event:** 19 October 2017

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

**Number of Attendees:** 12 Speakers/Discussants and 34 Registered 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

**Supportive Staff:** Mr. Andrew Maile and Ms Emily Pickering

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On Thursday 19 October 2017 The Department of Strategy and International Business (SIB) had successfully organised its second Annual Strategy and International Business Symposium (ASIBS). As in the previous year, 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 3 eminent fractional appointments associated with the SIB group as well as 2 external speakers, 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 as well as to invite external PhD students and junior faculty (as part of network building), the event was advertised using the following:

- a) The University's website (<https://www.birmingham.ac.uk/schools/business/events/2017/10/Annual-Strategy-International-Business-Symposium.aspx>).
- b) A poster designed especially for the event (see attached) that was posted around the University's campus.
- c) Prominent research networks such as The Academy of International Business (AIB), The Academy of International Business UK & I Chapter (AIB-UK&I) and European International Business Academy (EIBA).

The outreach process lead to an overwhelming internal & external interest. However, due to funding restrictions and the fact that the attendance priority was given to our PhD students and junior faculty, only 35 participants were selected. The external participants came from nationally recognised institutions such as Warwick Business School, The University of Leeds and The University of Glasgow. Please see attached list.

Upon registration both speakers/discussants and participants received an information pack containing the following information:

- a) A name badge.
- b) The map of the campus.
- c) A copy of the schedule.
- d) A copy of the mini event's poster.
- e) A post-event survey.

Following the registration process, Prof. Simon Collinson and Dr Agnieszka Chidlow were on hand to formally open the conference where Prof. Collinson delivered an opening keynote titled "*Connecting the levels of analysis (micro-macro) by looking at how MNEs impact regional growth.*" Subsequently, the event was organized into four special sessions on various topics (before lunch)

and four discussion sessions (after lunch). The event was closed by closing remarks titled: “*Editors’ perspectives regarding interdisciplinary research and collaborating within other fields*”. Please see attached schedule.

Throughout the day, 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.

At the end of the event, all participants were asked to fill in the post-event survey. The aim of the survey was to gather feedback about/from the event for future planning. Out of 35 registered participants, 19 returned the questionnaire (56%). Based on returned questionnaires (please see attached copies) and the summary table (attached) the event:

- a) Was rated as **excellent**.
- b) All participant would happily recommend the event in the future.
- c) Offered a very good range of sessions/topics.
- d) Had informal & friendly atmosphere.
- e) Involved key and experienced faculty/speakers/editors.
- f) All speakers/discussants were supportive and friendly.

In addition to this, during the course of day it was also evident that all participants benefited from academic interactions as well as enjoyed networking opportunities, as a significant number of them personally thanked Dr Agnieszka Chidlow for organising such a stimulating event.