

# **Research Center for the Internationalization of Companies from Emerging Economies (I-CEE Center)**

## **Call for Submission**

**International Business School  
Beijing Foreign Studies University  
Beijing, China**

## **About Us**

**Beijing Foreign Studies University, or BFSU**, is one of China's top universities under the direct leadership of the Chinese Ministry of Education. It is listed under Project 985, Project 211 and Double First-Class Project of China. BFSU has, since 1941, produced a large number of qualified professionals who, after graduation, work in and outside China as diplomats, translators/interpreters, educators, businessmen/women, journalists, lawyers, bankers, etc. Among BFSU alumni, over 400 have worked as ambassadors, and over 2,000 as counselors. BFSU is thus known as "a cradle for diplomats".

**International Business School, or IBS**, founded in 2001, is the youngest and most dynamic school at BFSU, the largest in terms of student number, and the most internationalized business school in China, with 1200 Chinese students and 600 international students from over 80 countries studying together. From Australia to the United States, Japan to South Africa, Finland to Chile, we have partnered with over 400 universities, research institutes, and international organizations in 88 countries and regions.

**Research Center for the Internationalization of Companies from Emerging Economies, or I-CEE Center**, was initiated by IBS.BFSU in 2021, in collaboration with our international partners. Based on extensive cooperation with scholars from all over the world, we strive to encourage and support the research on the international business of MNEs from emerging economies, aiming to help companies and policymakers to better understand this topic, therefore succeed in developing and carrying out the internationalization strategies.

## **Step 1 - Case Submission**

**Topic: Any business topics involving a company from A country doing business in B country. (A country should be an emerging economy)**

*E.g., Xiaomi in India: Challenges of Its Future Growth*

*Xiaomi - a company from China (A country, emerging economy)*

*India - B country*

*Issue - Challenges of Its Future Growth*

- Both the research case and teaching case are welcome. Please include the Teaching Note for the teaching case.
- Submission in English or Chinese is accepted.
- Word count: 3000-6000 words for the case, 1500-3000 words for the Teaching Note.
- Please refer to the Ivey business cases for the contents. Visit link at: <https://www.iveycases.com/>
- Please note that the case involving a challenge, or a problem, or an issue is more preferred than the "best practice" case.

## **Step 2 - Video Recording**

- Lecture on the case, lasting 60-120 minutes, targeting the junior, senior, or master students who are equipped with fundamental business knowledge.
- On-spot video showing the production or other business activities is highly encouraged.

- Other supplementary videos, including but not limited to: interview with the company executives, employees, consumers, customers, suppliers, competitors, any other stakeholders.

### **Benefits**

- Stipend for each accepted case: RMB 1500-2000 (around USD 250-300) pretax.
- Stipend for the video: RMB 1500-3000 (USD 250-400) pretax depending on the length and the quality.
- Extra stipend for the case accepted by the case database of Ivey, Harvard Business School, Asia Case Research Center of the University of Hong Kong, or other world-renowned case database, and marked with “Supported by I-CEE Center, International Business School, Beijing Foreign Studies University”.
- **Global forum will be organized every year, with detailed arrangements to be released 3 months before the event. Awarded case authors will be invited to participate, or give a speech. Selected cases will be published as conference proceedings.**

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### **Timeline**

#### **Phase 1 (before April 30, 2022):**

- Submit the Registration Form (Attachment 1)

#### **Phase 2 (before June 30, 2022):**

- Submit the complete case.

#### **Phase 3 (before July 30, 2022):**

- Authors of the accepted cases will be notified, to start the video production.

#### **Phase 4 (August 27, 2022):**

- Online Global Forum. Authors of the accepted cases will be invited to make a presentation.

#### **Phase 5 (before Nov 30, 2022):**

- Submit the video.
- After approval, stipend will be paid within 1-3 months.

### **Contacts**

All submissions shall be emailed to [solbridge@bfsu.edu.cn](mailto:solbridge@bfsu.edu.cn) or [IceeCenter@gmail.com](mailto:IceeCenter@gmail.com) **subjected as “I-CEE Center case submission”.**

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Please follow IBS.BFSU official accounts to get the latest information.

Website: <https://ibs.bfsu.edu.cn/en/> <https://solbridge.bfsu.edu.cn/>



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Wechat: Study in BFSU

I-CEE Center  
International Business School  
Beijing Foreign Studies University

## **Attachment 1: Registration Form**

### **Author Information**

Passport Name:

Gender:

Birth Date:

Highest Education Qualification:

Institution:

Position:

Email:

Tel:

Address:

Research Area:

### **Case Proposal**

Title:

The company involved:

Industry:

Issues: diversity, inclusion, equity, tolerance, cultural conflict, etc.

Disciplines: Organizational Behavior/Leadership, International Strategy, Marketing, Trade, etc.

Setting: Cambodia, China, Uzbekistan, etc.

Abstract (around 200 words):