

On October 7, 2014, the International Monetary Fund announced that China had surpassed the United States as the world's largest economy, a distinction held by the US since 1873 when it overtook Great Britain. This global phenomenon is not well understood and is fraught with opportunities and challenges. In 2012, China became one of the largest global investors, according to the joint statistic report by the Ministry of Commerce, the National Bureau of Statistics, and the State Administration of Foreign Exchange in China. Outward FDI amounted to USD 87.8 billion. At the end of 2012, 16,000 Chinese investors had set up nearly 22,000 overseas enterprises in 179 countries and regions. Despite the impressive growth in foreign direct investment flows from China, the stock of foreign investment held by Chinese investors, compared to the size of the Chinese economy and the size of the total world investment, is still relatively small. This means that the growth of outward foreign direct investment from China is likely to continue its turbo-charged acceleration.

Many questions arise with the rise of China and its transnational companies, both state-owned and private. What are the motivations of Chinese state-owned enterprises? How are different firm configurations and industries internationalizing? What role will Chinese firms and government play in the future value-added chain of production and consumption? How will the rise of China affect bi-lateral and multi-lateral international relations? How will institutions evolve in response to changing governance, nationally and internationally? The answers to these questions and others can be derived from different analytical frameworks deriving from various disciplines: economics, international business, political science, sociology and public policy. Research is also sought from the various business disciplines: strategy, operations finance, marketing. We invite multi-disciplinary outlooks and analyses of the globalization of China.

Three distinctive features of annual conference and, specifically, the forthcoming 9<sup>th</sup> annual conference of China goes Global need to be highlighted. First, the conference is developmental in nature and we invite collaboration, constructive feedback, panel discussions, and mentoring. Best papers are also given the chance to be published in the [International Journal of Emerging Markets](#), a scopus ranked journal by Emerald. The conference will have both posters and competitive papers to accommodate papers with different levels of development. Second, we have fun. In addition to insightful paper, the conference also includes a reception, a performance, company visit, and great people. For the review of CGA 2014 conference, including photo gallery, please see: <http://www.chinagoesglobal.org/past-conferences/photos-from-past-conferences/>. Finally, the conference is always accented with world re-known keynoters from the academe and business. For a list of previous keynoters, please see: <http://www.chinagoesglobal.org/past-conferences/previous-key-noters/>

**Topics that will be considered for inclusion (among others):**

- Testing the limits of Western-centric theories in the context of China's globalization
- Development of new Chinese-centric and indigenous theories
- The rise of the emerging markets multinationals
- Comparison of China with other emerging markets
- Chinese engagement in India, Asia, America, Australia, Latin America, and other regions
- Impact of Chinese foreign direct investment
- The role of government in shaping the "going out" policy and its impact of internationalization
- Chinese state capitalism and alternative economic systems
- Explanations of Chinese flows of people, goods, ideas and money
- Sustainable development and corporate social responsibility (CSR) of Chinese multinationals
- Global supply chain/logistics issues
- Managing and organizing Chinese companies/subsidiaries abroad
- Culture, trust, reputation of Chinese multinationals
- Innovation, techno-entrepreneurship, e-commerce, online development

## Submission

We encourage completed papers but also accept works-in-progress papers and roundtable discussion proposals reflecting a range of theoretical and practical perspectives on the globalization of China and Chinese institutions, firms and people.

Submissions must be done online: <http://www.chinagoesglobal.org/conference/paper-submission/>

Submitted papers will be double-blind reviewed for consideration in the conference. Please submit your paper through our online submission system no later **than April 15, 2015**. Papers should follow the author style and referencing guide provided on the conference website. By submitting a paper, all authors also agree to review up to 3 papers.

The conference provides an ideal opportunity for scholars and practitioners, as well as Ph.D. students to share and discuss their most recent high-quality work with other experts in this research field. Selected papers will be published in an annual special issue of the International Journal of Emerging Markets (Emerald Publishing).

## Important Dates

Deadline for submission: April 15, 2015  
Paper acceptance/rejection: May 30, 2015  
Revised paper submission: June 30, 2015

## Registration Fee

Please note that all presenters and participants must register to attend the conference.

**Student rate:** \$ 249 early bird (\$299 regular)

**Early bird** registration due on **June 30, 2015:** \$499  
**Regular** registration due on **August 15, 2015:** \$649

The registration fee includes one-year CGA membership, reception, and conference dinner. Conference registration does not include accommodation or travel costs.

## Organizing Committee

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*\*The **Chinese Globalization Association** (CGA is a not-for-profit corporation with the aim to promote research on Chinese Globalization. The China Goes Global conference participants' from 2014 are automatically members of the CGA until October 2015). For more information, visit:*

<http://www.chinagoesglobal.org/>



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The China Goes Global Conference solicits sponsorships from colleges, universities, and corporations to provide financial support for the annual meeting. By sponsoring, you gain recognition and visibility for your organization. Learn more about our sponsorship tiers below and by contacting Prof. Dr. Ilan Alon ([ialon@rollins.edu](mailto:ialon@rollins.edu)).

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- Invitation to award ceremony to present award
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- Logo on website of Chinese Globalization Website (CGA)

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