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The internationalization of Latin American firms

Submission deadline: October 30, 2019

Guest Editors: Vivian Steinhäuser, The Pontifical Catholic University of Rio de Janeiro
(peuker.steinhauser@phd.iag.puc-rio.br)

Angela da Rocha, The Pontifical Catholic University of Rio de Janeiro, Coordinator of NUPIN (Center of International Business)

(angelarocha@iag.puc-rio.br)

Clarice Kogut, PhD at Coppead (Federal University of Rio de Janeiro) and Senior Researcher at The Pontifical Catholic University of Rio de Janeiro

(csecches@gmail.com)

Henrique Pacheco, Senior Researcher at The Pontifical Catholic University of Rio de Janeiro

(henriquefpacheco@gmail.com)

EMCS Editor-in-Chief: Michael Goldman, University of San Francisco

Submission guidelines

In preparing cases, authors are asked to follow the standard EMCS Author Guidelines available at

http://www.emeraldgrouppublishing.com/products/new/pdf/author_guidelines.pdf,

while keeping the specific guidelines of this call in mind.

All cases will be double-blind peer-reviewed before acceptance. Accepted cases receive a payment of £100 upon publication.



Overview

The internationalization of firms is a field of great interest to strategy research. The evolution of technology and communication has made the interaction between firms easier and faster, regardless of their relative distance, and increased the volume of interfirm negotiations globally. Teaching cases on the internationalization of firms are very impactful on management scholar education, but most have focused on large multinationals from developed countries. Therefore, this special section aims to offer readers a different perspective, presenting cases from a new context: Latin America. These cases should help faculty teach students from developed and other developing countries about the differences and peculiarities of Latin American companies when internationalizing, as well as helping students from the Latin American context to better understand internationalization theories and practice real world management challenges.

Cases on the internationalization of Latin American firms are particularly needed given the importance of the region globally and therefore the potential of these countries to contribute to a deeper understanding of internationalization theories. The region has, because of its language, culture and history, developed not only a special cultural identity, but a very specific way of doing business and politics.

The major recessions experienced by some countries have changed their economic landscape. How did these events impact the internationalization processes of Brazilian and Latin American firms? This is one of many questions which could be explored via teaching cases for this special section.

Submission Guidelines

To submit your case, first create an author account at <https://mc.manuscriptcentral.com/eemcs>, then follow the on-screen guidance which takes you through the submission process. Please select the 'Internationalization' option when prompted to choose from issue options. If you have any questions about the submission process, please contact the EMCS Publisher Claire Jackson at cjackson@emeraldgroup.com.

About Emerald Emerging Markets Case Studies Collection

Emerald Emerging Markets Case Studies is an online collection of peer-reviewed case studies focusing on business decision making and management development throughout key global emerging markets. Cases are written by case writers working in or closely with developing economies, offering local perspectives with global appeal.

EEMCS was developed in 2011 in response to increasing demand from business educators and practitioners for quality-controlled teaching cases focusing on global emerging markets. The collection receives regular content updates throughout the year and all cases benefit from a supportive peer-review process to ensure the highest quality content.