



北京外国语大学  
BEIJING FOREIGN STUDIES UNIVERSITY



INTERNATIONAL  
BUSINESS  
SCHOOL  
国际商学院

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

## **Call for Case 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.

## I-CEE Center

### Research Center for the Internationalization of Companies from Emerging Economies

Since the 1990's, Foreign Direct Investment by MNEs based in emerging economies has increased significantly. Their internationalization path is quite different from the counterparts based in developed economies, also met with unique opportunities and challenges. Research in this area is far from sufficient, requiring more commitment and contribution from the intellectual institutions.

Research Center for the Internationalization of Companies from Emerging Economies, hereafter referred as I-CEE Center, was initiated by IBS.BFSU, 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.

### 1. Case Submission

- Both the teaching case and research case are welcome.
- Submission in English is accepted.
- Please include the Teaching Note for the teaching case.
- Please refer to the Ivey business cases for the contents. Visit link at: <https://www.iveycases.com/>
- **Topics: Any business topics involving a company from emerging economies doing business in another country.**  
*E.g., Xiaomi in India: Challenges of Its Future Growth*  
*Xiaomi - a company from China (Home country, emerging economy)*  
*India - Host country*  
*Issue - Challenges of Its Future Growth*
- Please note that the case involving a challenge, or a problem, or an issue is more preferred than

the “best practice” case.

- Word count: 3000-6000 words for the case, 1500-3000 words for the Teaching Note.
- Case language: English

## 2. **Video Clips**

- Lecture on the case, lasting 30 to 60 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.
- Each video clip lasts 10 to 30 minutes.
- Total length of all videos should be 1 to 3 hours.

## 3. **Benefits**

- Stipend for each accepted case: RMB 1500-2000 (around USD 260-320).
- Stipend for the video clips: RMB 1000-3000 depending on the length and the quality. (USD 320-480)
- 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 symposium 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.

## 4. **Copyright**

- All rights reserved worldwide for the Research Center for the Internationalization of Companies from Emerging Economies (I-CEE Center).
- Requests to reproduce excerpts or to photocopy, all other queries on rights and licenses, should be addressed to International Business School, Beijing Foreign Studies University.

## **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):**

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

**Phase 5 (before Nov. 31, 2022):**

- Submit the video.
- Stipend will be paid.

**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”**.

**Tel:** +86 010 88816563, +86 010 88816763

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

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

Facebook/ Twitter/ Instagram: @IBS.BFSU

Wechat: Study in BFSU

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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):