

## NETWORKS AND INTERNATIONALISATION

Most companies are connected with the international environment, for in order to survive and develop, they very often have to expand their operations beyond the local market and venture into international markets. Currently, the internationalisation process of a company is often analysed within the network models, which take into account the impact of business relationships and business networks on the firm's activities. The aim of the special track is to contribute to analytical and empirical knowledge about these processes.

Topics include (but are not limited to):

- impact of direct and indirect relationships on internationalization,
- benefits and problems regarding the establishment and management of foreign relationships,
- marketing, distribution, logistics management practices in international networks,
- global sourcing and international supplier networks,
- effects of alliances, mergers and acquisitions on supplier, distributor and customer relations,
- the significance of the relationships for rapid internationalization, international new ventures and born globals,
- changing relationships and interaction patterns between headquarters, subsidiaries and multinational companies,
- international infrastructural projects, competition, cooperation, public policies,
- internationalization of firms in transforming economies,
- interaction and exchange in global market networks.

Both empirical and theoretical papers are welcome.

### **Track Chairs**

Krzysztof Fonfara, Poznań University of Economics, Poland

Tibor Mandjak, Ecole de Management de Normandie, France

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