Coping with Political Risk. Case Studies from 1945 to the present

CFP: Submission to Edited Volume

Since the end of the Second World War, expanding operations or sales into new countries has been a mainstay strategy dilemma for businesses. Such promising markets frequently emerge in countries that are politically unstable and thus pose a particular challenge: while market or operative entry might result in significant first-mover advantages, the firm may have to contend with an overloaded juridical system, corruption, discrimination against minorities, (threat of) military conflict, or other forms of what today is referred to as political risk. Political risk take a unique form and scope in each context and can thus not be addressed with a textbook-like recipe.

Rather than convey generalized insights and methods for optimizing business objectives and strategies, this book aims to highlight the diversity of experiences of companies entering new markets or production sites. We aim at collecting a number of high-quality case studies that describe business decisions of multinational firms that entered or considered entering into markets in politically unstable countries since the end of the Second World War. Lines of questioning can include: why did a foreign market in an unstable region look attractive in the first place? How did the firm acquire information? How did it design the decision process? Did it consider effects on the overall image of the firm? In how far did the firm pursue strategies that were illegal or unethical in the home or market country?

We invite researchers active in the field of business history, contemporary history or business studies to propose case studies. In the first step, we invite submissions of an abstract of not more than 1,000 words. Each case study should address questions and problems that bear some relevance for today’s business environment—a dimension that should be elucidated in the abstract. It should be organized along the following lines: (1) What was the decision at stake? (2) What is the background of the firm? (3) How did the firm organize the decision process? (4) What were the results of the decision, and how did it turn out in the short and in the long run (5) What dimensions are relevant for contemporary businesses?

Each proposal should be accompanied by a short CV of the author(s) and is due by October 30, 2018. If accepted, the manuscript should be completed by May 1, 2019.

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