

Call for Papers:

AIB Insights Special Issue on “Gender in International Business and Management”

Special Issue Co-Editors:

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According to Catalyst, there were only two female CEOs leading Fortune 500 companies (0.4%) in 2000 (Catalyst, 2000). By 2019, this number had only increased to 24 (4.8%) (Catalyst, 2019). Historically, there have been only 73 female Fortune 500 CEOs. Similar low numbers are found in India (2.5% of executive directors in firms of the Bombay Stock Exchange 100; (Catalyst, 2015), Australia (15.4% of CEOs), and Canada (1.7%) (Catalyst, 2016). The World Economic Forum concluded that at the current rate, it will take 170 years to reach global gender equality in health, education, economics, and politics (Schwab et al., 2016). Such disparities may explain why most gender research in international business focuses on challenges of gender and the lack of equity between genders in business. However, women are earning more educational degrees and it is widely accepted that their increased involvement in all facets of business, from sales, human resource management, and representation on corporate boards, improves firm performance.

Despite these benefits, there is a paucity of research examining gender effects in international business. Yet, existing findings may provide a foundation for future investigations. For example, research on American, German, Japanese, Singaporean and French expatriates identified gender differences in expatriate turnover intentions (Lee et al., 2017). Research in emerging economies found that family and state ownership of firms influenced gender diversity on corporate boards (Saeed et al., 2017). Scholars are investigating specific barriers women face when securing technology start-up funding in Latin America (Kuschel et al., 2017). Recent culture research found that in-group collectivism influenced women’s entrepreneurial decisions, while institutional collectivism essentially did not (Bullough et al., 2017). Additionally, perceived company international proactiveness has been demonstrated to be an important variable influencing attitudes towards women’s career advancement in Latin America (Herman et al., 2017).

The Women in the Academy of International Business (WAIB) (<http://kelley.iu.edu/waib/>) has long championed gender equality and *AIB Insights* is working with some of its leaders to produce this special issue. Insights from gender research are critical to uncovering the impact of gender, which may increase diversity in the leadership of multinational organizations and inform public policy. We seek papers discussing effects of gender in international business for a Special Issue of *AIB Insights*. Potential topics include, *but are not limited to*, effects of gender on global culture; leadership; human resource issues; marketing; international institutions, regulations, and policies; economic development; and entrepreneurship.

Submissions of approximately 2,500 words (including minimal references, figures and tables) should follow *AIB Insights* Editorial Policy: https://documents.aib.msu.edu/publications/insights/AIB_Insights_Editorial_Policy.pdf. Please submit your manuscripts to <https://meetings.aib.msu.edu/insights>. **Submission deadline is August 15, 2019.**

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For Submissions, Ideas And Questions, Please Contact: insights@aib.msu.edu

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