



*CALL FOR PAPERS*

**Asia's Presence in Latin America:  
Marketing and Geopolitics in the 21<sup>st</sup> Century**

The *Journal of Global Initiatives*, a publication of Kennesaw State University, will publish a Special Issue on **Asia's Presence in Latin America: Marketing and Geopolitics in the 21<sup>st</sup> Century**. The Special Issue is co-sponsored by Kennesaw State University's Institute for Global Initiatives ([www.kennesaw.edu/globalinstitute](http://www.kennesaw.edu/globalinstitute)) and the India, China & America Institute (<http://www.icainstitute.org/about.html>).

The Special Issue will bring together manuscripts by thought leaders from the private sector, governmental agencies, non-governmental organizations, and diverse academic disciplines that focus on the multi-dimensional impact of Asia's contemporary presence in Latin America in four general topic areas. It will also provide a platform for the presentation of original research and perspectives regarding three critical aspects of this burgeoning phenomenon and their prospective implications and consequences. Specifically, the future development of Asia—particularly China and India—and the (a) related impact on the Latin American market and culture, or any single country or cluster of countries within the region; (b) related problems and opportunities in Latin American energy and natural resource development, acquisition, storage, distribution and security; and (c) types, nature and extent of shifts in geopolitical and soft power in Latin America. It is understood that cross-border relationships in one or more of the topic areas generate implications, predictable and unforeseen, beyond the particular national units or parties of interest involved, as do the trade arrangements and activities in which they engage. Thus, contributors are invited to integrate multiple-country/multiple-bloc perspectives in their research-informed manuscripts.

Original manuscripts are invited that address the impact of Asia in Latin America, including, but not limited to, the following topic areas:

- Economic policies:
  - Bilateral Trade agreements
  - Effects on Concepts of Capitalism
  - Import/Export
  - Infrastructure Building
  - Markets
  - Resources
- Geopolitics:
  - Asian-centric Power Structures
  - Immigration Policies
  - Security
- Industries:
  - Agribusiness
  - Banking
  - Energy
  - Information & Communications Technology
  - Media
  - Tourism
- Culture:
  - Language Expectations, Policies & Practices
  - Presence, Variations, Uses and Limitations of Soft Power

Submission Description and Requirements:

1. Submissions are invited in the following categories:
  - a. Brief papers, maximum 10 pages
  - b. Full papers, maximum of 25 pages



Note that all manuscripts must be original, not previously published or submitted elsewhere or under review.

2. Submit manuscripts electronically, in APA format (5<sup>th</sup> edition) and Microsoft Word or compatible format, to:

Robert A. DeVillar, PhD

[rdevilla@kennesaw.edu](mailto:rdevilla@kennesaw.edu)

3. As papers will be double blind reviewed, please ensure that only the cover page has the name or names of the author or authors of the manuscript.
4. Critical Dates:
  - a. Initial Manuscript Submission Due Date: November 1, 2009
  - b. Notification Date of Manuscript Selection Decision: January 15, 2010
  - c. Final Revised Manuscript Due Date (if necessary): February 15, 2010