



Call for Papers

Academy of International Business, Southeast USA Chapter

October 26-28, 2023

Atlanta, GA

Conference Chair

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Conference Theme

***The Impact of Technology and Social Networks
on Global Connectedness***

Submission Deadline: June 1, 2023

AIB-SE announces its 2023 annual conference with the theme: [The Impact of Technology and Social Networks on Global Connectedness](#). Connectedness is a state of being joined or linked “socially, emotionally, spiritually, or professionally with others” (www.dictionary.com).¹ Heuristically, effective social networks should positively influence connectedness across the globe. Unfortunately, over the past two years, there has been an increase in governmental restrictions blocking the flow of digital information, international travel and tourism have been

¹ Dictionary.com. (n.d.). *Connectedness definition & meaning*. Retrieved January 13, 2023, from <https://www.dictionary.com/browse/connectedness>.

slow to recover to pre-pandemic rates², and the rising trend of nationalism continues to threaten the flow of trade and capital.³ How can technology, a primary driver of global connectedness, accelerate international trade and protect privacy? Advances in technology may revolutionize global business yet increase inequality, whereby connectedness is decreased. We acknowledge the DHL Global Connectedness Index as a measure of year over year change and call on researchers to provide more nuanced antecedents and outcomes of being linked or joined through this years' conference tracks.

This year's conference takes place in Buckhead, a business district within the city of Atlanta, GA. The conference is cohosted by both Georgia State University's Robinson College of Business, CIBER and Georgia Institute of Technology, Scheller College of Business, CIBER. Buckhead is known for upscale malls, art galleries, and diverse cultural events.

AIB-SE (<https://us-se.aib.world>) is one of the largest and most active regional divisions of the Academy of International Business's thirteen worldwide chapters. AIB-SE's annual conference centers on the presentation of the newest ideas in international business to a global audience of academic scholars and business practitioners. The conference is characterized by a strong professional focus, providing participants with a supportive and collegial platform to discuss and develop their ideas, as well as an opportunity for the mentoring of authors to enhance their papers for publication. Over the past twelve years, AIB-SE has experienced significant transformation and growth, becoming a reputable academic meeting of choice for around 250 participants from around the globe.

Conference Highlights

1. **Professional Development** – AIB-SE has traditionally had a strong focus on professional development. As in past years, the 2023 conference will feature paper development, methodological, and IB teaching workshops. In addition, attendees may sign-up for doctoral student and all faculty consortia. Paper submissions are evaluated for interactive and competitive paper, and undergraduate student sessions. Submissions are encouraged for roundtable, and special panel sessions focused on cutting-edge issues in international business. Details on each of these will be released over the coming months.
2. **Publishing Opportunities** – **(1)** All accepted conference papers will be published as abstracts in the *2023 AIB-SE Conference Proceedings*. **(2)** The best papers of the conference may be considered for publication in AIB-SE's own journal, *International Business: Research Teaching and Practice* (IBRTP).
3. **Conference Awards** – Prestigious awards with cash prizes will be given for the conference's *Best Paper, Best Paper—Doctoral Student, Best Paper—Master's / Undergraduate Student*. Consistent with the developmental focus of AIB-SE, we also recognize the *Best Reviewer* and the *Best Student Reviewer*.

² World Travel & Tourism Council. (August 2022). *Travel & Tourism Economic Impact 2022: Global Trends*. Travel & Tourism Economic Impact | World Travel & Tourism Council (WTTC).

³ Altman, S. A., & Bastian, C. R. (2021). *DHL Global Connectedness Index 2020: The State of Globalization in a Distancing World*. In partnership with New York University, Stern School of Business.

Keynote Speaker – We are thrilled that our keynote speaker will be Distinguished Scholar, **Dr. Peter Buckley**. Dr. Buckley is Professor of International Business and the Founder Director of the Center for International Business, University of Leeds, (CIBUL), UK and Founder Director of Business Confucius Institute at the University of Leeds (BCIUL). Dr. Buckley has held Visiting Professorships at the University of Paris I: Panthon-Sorbonne, Faculty of Management and Organization, University of Groningen, University of Rennes I, Hong Kong City University, BI Oslo, University of Granada, University of Lancaster, and University of Reading. He has published 28 books in English and one in German, and many of these have been translated into other languages. In addition, he has written over 250 refereed articles on foreign direct investment, the multinational enterprise, international management, and the economics of tourism in leading British, US, Japanese, and European journals, including 25 articles in the Journal of International Business Studies. ResearchGate lists over 29,786 citations. Google Scholar lists over 53,248 citations (h-index of 94). In 1985, he was elected a Fellow of the AIB and remains the youngest person to be so elected. Other Fellowships include British Academy of Management (BAM), Royal Society of Arts (RSA), European International Business Academy (EIBA), and in 2014, he was elected a Fellow of the British Academy (FBA). Dr. Buckley received the Viipuri Prize in Strategic Management and Business Economics for his outstanding record in the field of International Business research. He was named the Booz Alen Hamilton Strategy+Business Eminent Scholar in Management Prize at the Academy of Management Annual Meeting, Anaheim, California, in 2008. He was appointed an Officer of the Order of the British Empire (OBE) in the Queens New Year Honors List 2012.

Paper and Panel Submissions

Paper and panel submissions for AIB-SE 2023 are organized under the following topical tracks. Each paper or panel proposal can only be submitted to one track via the online submission system. A separate announcement will be made when the online system is activated for submissions. Please note that should a paper be accepted, at least one author (the presenting author) must register for the conference in order for the paper to be published in the program and proceedings. For accepted panels, **all** panelists must register for the conference for their name to appear in the program and proceedings. Please select the track that is the best fit for your submission from the list below:

1. IB Theory & Global Strategies

This track seeks both conceptual and empirical submissions that advance our understanding of International Business theory from any disciplinary lenses. The submissions may include single- or multi-country studies that investigate any international business phenomenon—including, but not restricted to: (1) IB theories/paradigms, (2) FDI and trade trends and their implications, and (3) global supply / value chains, MNC / MNEs global business strategies, logistics, and their impact on organizational competitiveness and performance. We encourage submissions that examine changing hierarchies, global value chains, strategies, institutional, political, and regulatory factors and how these relate to institutional or economic changes in home and host countries. We welcome a diverse range of topics within each of the above-mentioned themes.

Track Chairs:

Qian (Cecilia) Gu, Georgia State University, Atlanta, GA USA qgu@gsu.edu

Dasol Sim, Florida International University, Miami, FL USA dsim001@fiu.edu

2. Internationalization Processes & Emerging Markets

Emerging economies' share of global GDP is increasing rapidly as their growth far outpaces the traditionally developed countries. This track welcomes theoretical and empirical papers that report novel explorations of issues related to doing business in an emerging market. Some examples might include research on city clusters, new business models, government-private sector cooperation, sustainability challenges, institutional weakness, varieties of capitalism or firms' transitions from a culture of incremental innovation to a culture of breakthrough innovation. We are also interested in papers that aim to clarify to what extent emerging market multinationals can be considered unique and papers reporting work on foreign direct investment trends and strategies in and from emerging markets. Empirical papers exploring under-researched emerging markets beyond the BRICs (Brazil, Russia, India, and China) in Africa, Asia, Eastern European or Latin America are particularly encouraged.

Track Chairs:

Aurora Genin, Indiana University, Bloomington, IN, USA augenin@iu.edu

Kai Xu, University of Texas at San Antonio, San Antonio, TX USA kai.xu@utsa.edu

3. Governments, Institutions, & Sustainability

Papers that examine how the regulatory and/or political environments shape, influence and impact international firms, NGOs, and state-owned enterprises. Appropriate for this track are papers dealing with institutional and political risk including regulation, policy, and trade relations. Relatedly, international firms may deploy nonmarket strategies, such as corporate political activities and corporate social responsibility strategies to mitigate these risks. International firms are key societal actors and are increasingly called on to consider and contribute to the sustainable development challenge in their decisions and actions. Multinational enterprises have taken up the challenge, though progress has been slow. This may be partly due to the managerial difficulties of balancing shareholder needs and stakeholder interests, and limited resources to address the promise-performance gap. The track welcomes papers that explore firms' engagement in sustainability through: reducing carbon footprints; better use of resources throughout the value chains; managing and engaging employees to create a sustainable business; climate change; performance monitoring; creation of a holistic thinking and action; adopting circular economy techniques; implementing latest digital technologies; achieving United Nations' Sustainable Development goals; or working with national and international policies. *In addition to business sustainability, this track welcomes research on corporate social responsibility (CSR), green business, and other related issues.* This track invites empirical, and conceptual, and theoretical research that addresses these issues and increases understanding on how international business shapes and is shaped by sustainability. Contributions that guide scholars to navigate sustainability research to gain actionable knowledge for managers are also welcome.

Track Chairs:

MD Tareq Bin Hossain, Thammasat Business School, Phra Nakhon, Bangkok, Thailand, hossain@tbs.tu.ac.th

Kaveh Moghaddam McAdam, University of Houston-Victoria, Victoria, TX USA moghaddamk@uhv.edu

4. Culture, Gender, & Diversity

This track encompasses papers dealing with global leadership, effective multicultural teams, cross-cultural management, global talent management and cultural diversity which are all vital to the management of human resources within the multinational firm. Specific HR activities of interest are recruitment and selection, training, performance management, compensation, retention as well as leadership development. In addition, the track includes papers that address societal challenges (e.g., global migration and refugees, gender, and diversity). Diversity significantly impacts how firms conduct business across borders and manage multinationals and their employees. For example, different societies and organizations vary in terms of expected gender roles, their acceptance of homosexuality and nontraditional gender roles. These are often compounded by diversity, such as race, ethnicity, physical abilities, language, class, or religion. Contributions may be empirical or conceptual, comparative, or apply single-country analysis.

Track Chairs:

Amanda Budde-Sung, Air Force Academy, Colorado Springs, CO, USA
amanda.budde-sung@afacademy.af.edu

Pearl Alexander, Georgia Institute of Technology, Atlanta GA, USA
pearl.alexander@gatech.edu

5. International Marketing Strategy & Entrepreneurship

This track invites papers that address international entrepreneurial and marketing issues in cross-national and cross-cultural environments such as assessing competitive environments, target markets, brand equity, relationships across borders, adaptation/standardization strategies, social media marketing, marketing analytics/metrics, and corporate social responsibility. How are international firms addressing these issues? How are managers addressing new stakeholder demands and cross-border challenges? We welcome contributions focusing on the use of digital marketing tools to research and reach affinity audiences and the implications on international marketing. We also welcome contributions focusing on navigating cultural, social, legal, and economic differences, consumer ethnocentrism, and others provided there is a strong international marketing or entrepreneurship positioning of the paper.

Track Chairs:

Christine Sichtmann, University of Applied Sciences Bern, Bern Switzerland
christina.sichtmann@univie.ac.at

Clark Johnson, Pepperdine University, Malibu, CA USA
Clark.Johnson@pepperdine.edu

6. International Accounting, Economics, & Finance

The track emphasizes investment and financing choices, financial and corporate reporting, and risk management in multinational firms. Firms utilize various governance approaches and allocate decision-making to maximize organizational value while following financial reporting requirements of various nations. Corporate governance encompasses varying levels of internal and external oversight- board structures, compensation practices, ownership patterns, shareholder activism efforts, and disclosure choices across firms and national markets. We invite contributions on international finance and accounting, sustainable finance, MNE management, and corporate

governance practices in an international context. We welcome novel research on the determinants of governance practice such as legal, financial and political institutions, and their influences on performance, outcomes, accounting standards, financial reporting quality, tax planning practices, financial risk management practices, CSR practices, bank lending, capital market development, venture capital development, and mergers and acquisitions. We also welcome submissions that address the influences of international investors on firm strategies, such as international private equity, sovereign wealth funds, international hedge funds, and crowdfunding. In terms of the strategies and practices international investors follow and disseminate, papers could address ownership changes or continuity, the limits of ownership and property rights, location-specific financial advantages, and the pursuit of sustainable practices in target firms.

Track Chairs:

Daniel Indro, Penn State University Great Valley, Malvern, PA USA dc1@psu.edu

Joseph Krupka, Florida State University, Panama City, FL USA jkrupka@fsu.edu

7. International Business Teaching & Education

This track seeks to contribute to effective and innovative international business/international marketing teaching and learning at the classroom and curricular level. These empirical, conceptual, or case-based submissions may include, but are not limited to, topics such as managing classroom diversity, student research, simulations, case studies, role-plays, other technology-enhanced learning activities, essential IB coursework and competencies at distinct educational levels, study abroad programs, and accreditation processes.

Track Chairs:

Jun Wu, Georgia Gwinnett College, Lawrenceville, GA USA jwu1@ggc.edu

Eren Ozgen, Florida State University, Panama City, FL USA eozen@fsu.edu

8. Undergraduate/Graduate Students Research

All undergraduate and master's level submissions regardless of the topical area should be submitted to this special track for non-doctoral student work. This track is a great option for faculty who would like to expose their students who are interested in academic or research careers to the dynamics of a scholarly conference. An important requirement for submission to this track is that the first author must be a student, while subsequent authors may be professor(s) and/or student(s).

Track Chairs:

**Anshu Arora, University of the District of Columbia, Washington D.C., USA
anshu.arora@udc.edu**

**Anne Marie Swerg-Villegas, University of Louisville, Louisville, KY, USA
annemarie.zwergvillegas@louisville.edu**

**Francis Ulgado, Georgia Institute of Technology, Atlanta GA, USA
francis.ulgado@scheller.gatech.edu**

9. Conference Theme- Structured Abstract submission "New this year"

The Impact of Technology and Social Networks on Global Connectedness. Topics in this track should explore the drivers and barriers to global connectedness for which technology, technology usage or misuse are factors.

Track Chairs:

George Nakos, Clayton State University, Morrow, GA, USA GeorgeNakos@clayton.edu

Joie S. Hain, Clayton State University, Morrow, GA USA LindaHain@Clayton.edu

Conference Submission Instructions

All submissions will be handled through the AIB-SE online submission system. All manuscripts and proposals must be submitted by **June 1, 2023**. For up-to-date information about the conference, please see the conference website at <https://us-se.aib.world/>. Questions regarding this call for papers should be addressed to the appropriate Track Chairs or to the Program Chair.

- 1) **Competitive Sessions** – Submissions of fully developed papers are appropriate for consideration for competitive sessions. Competitive papers must be fewer than 10,000 words inclusive of all materials, including appendices and references.
- 2) **Interactive Sessions** – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to interactive sessions. These sessions are held in roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive papers should be 2,500 to no more than 5,000 words.

Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into competitive sessions. Lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited. Therefore, fully-developed papers, on occasion, may be placed in interactives session due to space constraints.

- 3) **Special Topic/Panel Sessions** – We invite special topic/panel sessions, which can be in a variety of formats. Proposals for special sessions should describe the topic, session format, and its importance to international business research or education and identify all individuals (with their qualifications) who will formally participate. Panel proposals should be limited to no more than 5,000 words. Selection of special topics/ panel sessions will be limited and according to the quality of the panel, and currency of the topic. The panel sessions are also used for new topics that are important in the current IB environment where in-depth research is yet to be conducted.

Submission Guidelines

All submissions must conform to the following guidelines:

- The document must be stripped of all identifying information: Do not include a cover page. The 'File Properties' for the documents should be cleaned to remove identifying information.
- Each manuscript should be accompanied with an abstract, not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 216×279 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12-point font.
- The manuscript should preferably be saved in PDF format to ensure that reviewers see it in the intended way. However, Microsoft Word files will also be accepted.
- Please ensure all files are checked for viruses using updated anti-virus software before submission.

After Submission

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their paper on the website acknowledging receipt of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript or proposal, please inform the program chairs. All manuscript submissions will be subject to a blind review process and will be evaluated based on interest to AIB-SE members, relevance to IB research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions. Panel proposals will be evaluated based on interest to AIB members, relevance to IB research, teaching and/or practice, quality, innovativeness, fit with conference theme, and diversity of participants. A more detailed Call for Papers is available at the 2023 AIB – SE annual conference website.

Organizers



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