



AIB-SE 2026 Conference

November 5–7, 2026

**Borders, Battles, and Business: Competitive Advantage
in a Turbulent Global Environment**

Conference Program

University of the District of Columbia, Washington, DC



Conference Schedule

November 5–7, 2026 · Session details and room assignments follow this overview.

Thursday, November 5

Time	Program
9:00 AM–12:00 PM	Global Strategy Journal paper development workshop; Doctoral consortium
12:00–1:00 PM	Lunch
1:00–3:15 PM	Teaching skills workshop
3:30–5:45 PM	Research methods workshop
6:00–8:00 PM	Welcome cocktail reception & Industry Speaker

Friday, November 6

Time	Program
9:00–10:00 AM	Keynote welcome speech, Intro AIB-SE Fellows
10:00–10:30 AM	Coffee and networking
10:30–11:45 AM	Concurrent sessions, Ethics in IB Workshop
12:00–1:00 PM	Lunch
1:00–2:15 PM	Concurrent sessions
1:00-2:30 PM	X-Culture Master Teaching Certificate
2:15–2:45 PM	Break
2:45–4:00 PM	Concurrent sessions
4:00–5:15 PM	Concurrent sessions
4:00-5:30 PM	Shark Tank Session, Ethics in IB and the AIB Session, AIB-Insights Paper Development Workshop

Saturday, November 7

Time	Program
8:00–9:00 AM	Breakfast with Fellows
9:15–10:30 AM	Concurrent sessions
10:30–11:15 AM	Coffee and networking. Tribute to John McIntyre
11:15 AM–12:30 PM	Concurrent sessions; Meet-the-editors session
12:30–1:30 PM	Lunch
1:30–3:15 PM	AI & Robotics in Business workshop. (Social humanoid robots will be in attendance.)
3:30–4:45 PM	Case Teaching Workshop
5:30–8:00 PM	Gala dinner and awards

Conference Sessions

Thursday, November 5

1.1.1. Doctoral consortium

9:00 AM–12:00 PM · 38 1st floor room 121

1.1.2. Global Strategy Journal paper development workshop

9:00 AM–12:00 PM · Windows Lounge

Lunch.

12:00–1:00 PM · Windows Lounge

1.2.1. Teaching skills workshop

1:00–3:15 PM · 38 1st floor room 121

1.3.1. Research methods workshop

3:30–5:45 PM · 38 1st floor room 121

Welcome cocktail reception & Industry Speaker

6:00–8:00 PM · Ballroom

Friday, November 6

Keynote welcome speech, AIB-SE Fellows

9:00–10:00 AM · Ballroom

Coffee and networking

10:00–10:30 AM · 1st Floor Lobby

Concurrent Sessions 10:30–11:45 AM

2.1.1 CULTURE, LEADERSHIP, AND EMPLOYEES

10:30–11:45 AM · 38 1st Floor Room 104

Competitive paper session

27. (Mis)Measuring CQ: Why Cultural Intelligence Test Scores Often Mislead and What To Do About It

Vas Taras (The University of North Carolina at Greensboro)

67. Leadership in Global Virtual Teams: Does Climate Matter?

Amanda Budde-Sung (U.S. Air Force Academy); Justin Kraemer (Mae Fah Luang University);

Longzhu Dong (University of Wisconsin at Eau Claire)

104. When Expectations (Don't) Meet Reality: Expected Versus Observed Challenges (EVOC) in Global Virtual Teams

Vas Taras (The University of North Carolina at Greensboro); Longzhu Dong (University of Wisconsin at Eau Claire); Pakanat Kiratikosolrak (Emporia State University); Will Phillips (Emporia State University)

82. Why women engineers stay: self-determination theory and career stage in affective commitment

Linette Dawson (University of Tampa); Thomas G. Pittz (University of Tampa); Ashley Salaiz (University of Tampa); Stephanie Thomason (University of Tampa)

2.1.2 ETHICS IN IB AND THE AIB: PRACTICE AND THEORY DEVELOPMENT WORKSHOP

Gary Knight (Willamette University)

10:30–11:45 AM · Windows Lounge

2.1.3 TRADE, POLICY & GLOBAL VALUE CHAINS

10:30–11:45 AM · Building 38, 2nd Floor Room 211

Interactive session

48. Determinants of Foreign Value Added in EU Exports: Structured Abstract

Viktória Vörösová (Bratislava University of Economics and Business); Lucia Šátková (Bratislava University of Economics and Business)

52. Breaking Down Subnational Trade Barriers: Policy Insights and Lessons in an Era of Deglobalization

Sui Sui (Toronto Metropolitan University); Luka Panic (Toronto Metropolitan University); Jesse Bull (Florida International University)

88. Borders, Energy Dependence, and Trade Competitiveness: Evidence from Haiti's Trade Balance Using ARDL-ECM and Structural VAR Models

Segundo J. Castro-Gonzales (University of Puerto Rico- Rio Piedras Campus); Taylor Caceus (University of Puerto Rico- Rio Piedras Campus); Sadrac Jean Pierre (Université Notre-Dame d'Haïti); Michel Jean Fausner (Université Notre-Dame d'Haïti); Claudel Mombeuil (Université Notre-Dame d'Haïti)

111. Global Value Chain Restructuring and Intermediate Goods Competitiveness in Korea

Jeeyoun Lee (Seoul National University)

34. Between Global Tides and Local Ties: Thai Firms' Strategic Positioning in a Fractured Global Economy

Md Tareq Bin Hossain (Thammasat University); Irina Naomouva (University of Hartford); Ru-Shiun Liou (University of Tampa); Nazly Nardi (Purdue University)

LUNCH

12:00–1:00 PM · Windows Lounge

Concurrent Sessions 1:00–2:15 PM

2.2.1 INNOVATION AND INTERNATIONAL STRATEGY UNDER CONSTRAINTS

1:00–2:15 PM · 38 1st Floor Room 104

Competitive paper session

68. Innovation, institutions, and early stages internationalization trade-offs

Marleth Judith Morales Marengo (The University of Alabama)

54. International Lifestyle Entrepreneurship: A Mechanism-Based Framework of Diaspora Identity, Global Mobility, and Digital Infrastructure

Sabreena Zoha (Western Sydney University); Munir Hossain (Western Sydney University); Tendai Chikweche (Western Sydney University); Farooque Hossain (La Trobe University)

77. When External Knowledge Is Restricted: Data Capital and Innovation in Key Core Technologies

Lian Tang (Beijing University of Posts and Telecommunications); Hongbing Li (Beijing University of Posts and Telecommunications); Yifei Gong (Beijing University of Posts and Telecommunications)

90. Navigating Geopolitical Risk: The Impact on M&A Activities in Upstream Industries

Sung Namkung (University of the District of Columbia); Ruonan Liu (University of the District of Columbia)

2.2.2 INSTITUTIONS, MARKETS & STRATEGIC ADAPTATION IN A CHANGING ECONOMY

1:00–2:15 PM · Building 38, 2nd Floor Room 211

Interactive paper session

3. Beyond Promotion: A Mechanism-Based Framework for Evaluating Investment Promotion Agencies

Eduardo Russo (Sul Ross State University)

41. Institutional Quality, Internationalization, and Global Brand Value: Longitudinal Evidence from Leading Global Brands (2015–2025)

Sangwon Lee (Ball State University)

42. From Brain Drain to Company Drain: Economic Challenges for Lesser Developed and Emerging Markets

George Nakos (Clayton State University), Vaselina Vacheva (Norfolk State University), Robert Moussetis (North Central College)

79. An Exploration of Consumer Response to Extreme Economic Conditions – Implications for International Marketing Strategy

Luis Eduardo Torres (Georgia Gwinnett College), Phillip Hartley (Georgia Gwinnett College), Wes Routon (Georgia Gwinnett College)

87. Global Publishing Discoverability as International Market Access: A Conceptual Framework for Metadata, Platforms, and Audience Development

Philip Boutin (George Washington University)

2.2.3 USMCA 2026 AND BEYOND: COMPARING NORTH AMERICAN INSTITUTIONS, BUSINESS ADVOCACY, COUNTRY ANIMOSITY, AND NORTH AMERICAN COMPETITIVE STRATEGY

Panel Presentation

1:00–2:15 PM · 38 1st Floor Room 121

Panelists: Halia M. Valladares Montemayor (Simon Fraser University)

Karla Maria Nava Aguirre (Universidad de Monterrey (UDEM))

Ru-Shiun Liou (University of Tampa)

Sui Sui (Toronto Metropolitan University)

In this panel, the panelists will discuss how during the renegotiation of the North American Free Trade Agreement (NAFTA) between 2017-2018 and the revision of the US, Mexico and Canada (CUSMA/TMEC/USMCA) trade agreement during 2026, the private sector in the three countries developed private-public alliances. The discussion will focus on the advantages obtained for businesses in the three countries by having these alliances. How has the private sector benefited from the alliances? Who are the main beneficiaries? Which industry sectors in each country benefited from these alliances and why? What are the differences between the alliances in the three countries?

X-CULTURE MASTER TEACHING CERTIFICATE

1:00–2:30 PM · 38 2nd Floor 213

Break

2:15–2:45 PM

Concurrent Sessions 2:45–4:00 PM

2.3.1 GEOPOLITICAL RISK & RESILIENCE

2:45–4:00 PM · 38 1st Floor Room 104

Interactive session

22. Impacts of MNE employment on Host-Country National employees during active civil war conflict: A case study of Iraq & the Islamic State (2014-2017)

James Anthony Ridge (Sheffield Hallam University); Martin David Owens (Sheffield Hallam University); Elizabeth Johnson (Sheffield Hallam University)

24. Adversity as Advantage: Nigerian Banks, Institutional Distance, and Pan-African Expansion

Kenneth Kalu (Toronto Metropolitan University)

57. Boycotts in the Spotlight: Legitimacy Loss, Media Attention, and Foreign Divestment under Escalating Geopolitical Tension

Jin-Hyeong Sim (University of Texas at San Antonio)

94. Determinants of National Competitiveness

Abu Waheeduzzaman (Texas A&M University Corpus Christi)

115: Geopolitical Risk and Educational Development

Thanh Cong Nguyen (PHENIKAA University, Hanoi, Vietnam)

2.3.2 SUSTAINABILITY, ENERGY & GEOPOLITICS

2:45–4:00 PM · Windows Lounge

Poster session

29. Apples, Oranges, and Ecological Footprints: Environmental Measurement in Trade Openness: Structured Abstract

Lucia Šátková (Bratislava University of Economics and Business); Viktória Vörösová (Bratislava University of Economics and Business)

76. Facing Uncertainties during a Trade War: The Case of Jim Beam

Virginie Khare (Eckerd College)

44. Value Added and Sustainability Indicators in the Agricultural Sector

Natália Kabátová (Bratislava University of Economics and Business)

45. Resource productivity and SME Competitiveness in the EU: Structured Abstract

Silvia Kližanová (Bratislava University of Economics and Business)

58. Connector Economies in an Era of Geoeconomic Fragmentation: U.S. Outward FDI, Geopolitical Shocks, and Strategic Sectors

Janani Amalraj (Southern New Hampshire University); Dr. Tej Dhakar (SNHU); Prof. Peter Mayer (Boston University)

65. Decoupling the Product from the Nation - City-of-Origin Cues as a Buffer Against Country-of-Origin Liability

Nicolas Jankuhn (University of Southern Indiana); Woojong Sim (Emporia State University)

108. Energy Security and China's Renewable Energy Engagement in Egypt and Ethiopia

Mourad Dakhli (Georgia State University); Marta Szabo White (Georgia State University)

70. AI-Driven Data Analytics, Mobile Retail Platforms, and Competitive Advantage in China's Fashion Retail Industry

Daniel Rottig (Florida Gulf Coast University); Gustaf Rosengren (Florida Gulf Coast University); Annette Sanjuan-Santiago (Florida Gulf Coast University); Samantha Whitehead (Florida Gulf Coast University); Isabella Guetti (Florida Gulf Coast University)

2.3.3. 50 YEARS OF AIB-SE PANEL

2:45–4:00 PM · 38 2nd floor room 209

Panelists: Daniel Rottig (Florida Gulf Coast University)
Anshu Arora (University of the District of Columbia)
Amit Arora (University of the District of Columbia)
Robert Engle (Quinnipiac University)
Sue Godar (William Patterson University)
Matthew Mitchell (Drake University)
George Nakos (Clayton State University)
Irina Naoumova (University of Hartford)
Malika Richards (Pennsylvania State University)
Mohamad Sepehri (University of the District of Columbia)
Vas Taras (University of North Carolina at Greensboro)
Cheryl Van Deusen (University of North Florida)

Since its founding, the AIB-SE chapter has distinguished itself not merely by its culture of collegiality, but by a deliberate and sustained developmental mission - one that has shaped the careers of IB scholars, advanced the quality of international business research and education in the southeastern United States and beyond, and positioned the chapter as a model for regional academic communities. As AIB-SE reaches its 50th anniversary, this Fellows Panel brings together long-serving Fellows to reflect on the arc of the chapter's development: how the developmental mission emerged, how it was strengthened at pivotal moments - including the chapter's transition to a stand-alone annual conference - and how it can be sustained and extended into the next 50 years. Panelists will draw on direct institutional knowledge spanning decades to offer a historically grounded account of what AIB-SE has built and what it aspires to become.

Concurrent Sessions 4:00–5:15 PM

2.4.1. AI, INNOVATION & DIGITAL TRANSFORMATION

4:00–5:15 PM · 38 1st Floor Room 104

Interactive session

20. Assessing the Organizational Embeddedness of Decarbonization

Irina Naoumova (University of Hartford); Alexander N. Melnik (Kazan Federal Privolzhsky University); Irina O. Volkova (National Research University Higher School of Economics); Mikhail Kuzmin (Kazan Federal Privolzhsky University)

51. Culture's Impact on a Nation's Innovation: A Necessary Condition Analysis

Sana Quadri (Quinnipiac University)

64. Persistent Green Innovation Failure and Green Innovation: The Roles of Knowledge Absorption and AI Adoption

Jun Wu (Hohai University); Liwen Cheng (Hohai University); Wenjing Zhao (Hohai University); Jun Wu (Georgia Gwinnett College)

75. Is AI perfection desirable or overrated? A conceptual and analytical analysis of its adoption

Marcelo J. Alvarado-Vargas (University of Toledo); Maria Lapeira (Suffolk University); Yannick Thams (Florida Atlantic University)

110. The Regulatory Frontier of Social Robotics: Managing Deception, Hallucination, and Consumer Trust

Shannen Graham (University of the District of Columbia); Anshu Arora (University of the District of Columbia); Amit Arora (University of the District of Columbia)

2.4.2 SHARK TANK SESSION

4:00–5:30 PM · 38 2nd Floor 213

2.4.3 AIB-INSIGHTS PAPER DEVELOPMENT WORKSHOP

4:00–5:30 PM · Building 38, 2nd Floor Room 211

2.4.4. CORPORATE RESPONSIBILITY, SUSTAINABILITY, AND ACCOUNTABILITY

4:00–5:15 PM · 38 1st Floor Room 121

Competitive paper session

6. Inside and Out: How Strategic Emphasis and National Context Drive Internal and External CSR

Alexey Semenov (Belmont University); Arilova Randrianasolo (Loyola University Chicago)

105. Who Takes the Fall? Executive Accountability and the Timing of Turnover after Financial Restatements

Ruonan Liu (University of the District of Columbia); Botao Chen (University of the District of Columbia); Tih Koon Tan (University of the District of Columbia); Suzan Abed (University of the District of Columbia)

36. REMA 1000: Cutting Costs, Cutting Carbon

Morten Brante (Clayton State University); Keith Miller (Clayton State University); George Nakos (Clayton State University)

63. From Knowledge Seeking to NGO Knowledge Transfer: The Role of Organizational Value Logic Alignment in Environmental Cross-Sector Collaboration

Tianlin Zhou (Saint Louis University)
Pradeep Kumar Sharma (Saint Louis University)
Jui-Sheng Wang (Saint Louis University)

Saturday, November 7

Breakfast with Fellows

8:00–9:00 AM · Windows Lounge

Concurrent Sessions 9:15–10:30 AM

3.1.1. ENERGY, SUSTAINABILITY & GOVERNANCE

9:15–10:30 AM · 38 1st Floor Room 104

Interactive session

10. Navigating Regional Tensions: Energy Security and China's Renewable Energy Megaprojects in the Nile Basin

Mourad Dakhli (Georgia State University); Marta Szabo White (Georgia State University)

47. Mitigating Financial Constraints Through Biodiversity Performance: The Paradoxical Roles of Sustainability Governance and External Assurance

Jui-Sheng Wang (Saint Louis University); Dasol Sim (Saint Louis University)

61. Semiconductor Ecosystems Under Siege: How Weaponized Chokepoints Reconfigure Global Innovation Networks

George Malcolm Talbert (Georgia State University); Daniel Andrews (Florida Atlantic University); Qian Gu (Georgia State University)

62. From Biodiversity Risk to Host-Country Legitimacy: MNE Engagement with Indigenous and Local Communities

Pradeep Kumar Sharma (Saint Louis University); Tianlin Zhou (Saint Louis University)

3.1.2. INTERNATIONAL STRATEGY & INSTITUTIONS

9:15–10:30 AM · 38 2nd Floor 213

Interactive session

4. Breaking down subnational trade barriers: policy insights and lessons in an era of deglobalization

Sui Sui (Toronto Metropolitan University); Jesse Bull (Florida International University); Luka Panic (Toronto Metropolitan University)

83. Visible Compliance, Hidden Resistance: Executive Sabotage During Periods of Global Strategic Change

Jeffrey Kappen (Drake University); Matthew Mitchell (Drake University)

39. Post-Colonial Institutional Complexity and Hybrid Organizing

Garry Bruton (TCU); Arielle Badger Newman (Syracuse University); Baniyelme Zoogah (McMaster University)

71. Managing Mega Mergers: Institutional Pressures, Organizational Capabilities, and Cross-Border M&A in China's Hospitality Industry

Daniel Rottig (Florida Gulf Coast University); Daniel Rottig (Florida Gulf Coast University); David Chesley (Florida Gulf Coast University); Leysi Lopez Perez (Florida Gulf Coast University); Christian Oster (Florida Gulf Coast University)

72. Knowledge-Based Dynamic Capabilities: Bridging the Resource-Process Gap in Multinational Enterprises

Thomas Michael Santomauro (Florida Institute of Technology)

Charles E. Bryant (Florida Institute of Technology)

Rajshekhar G. Javalgi (Cleveland State University)

3.1.3. SOCIAL JUDGEMENTS, LEGITIMACY, AND GLOBAL MARKETS

9:15–10:30 AM · Building 38, 2nd Floor Room 211

Competitive paper session

74. Where do they come from? Foreign endorser social judgments and cultural contingency in match strategies

Brittney C. Bauer (Loyola University Chicago); Clark D. Johnson (Pepperdine University); Samishti Bhatia (Forrester); Arilova Randrianasolo (Loyola University Chicago)

5. Reputation for product innovation and consumer legitimacy across institutional contexts

Alexey Semenov (Belmont University)

98. Export Challenges for Mexican Wines to Canada: A CAGE Analysis Approach

Halia M. Valladares Montemayor (Simon Fraser University); Karla Maria Nava Aguirre (Universidad de Monterrey (UDEM))

102. Arranged Friendship: A New Construct, Instrument, and National Rankings

Vas Taras (The University of North Carolina at Greensboro); Ola Taras (The University of North Carolina at Greensboro)

3.1.4. FROM CURIOSITY TO CAREER PANEL

9:15–10:30 AM · 38 1st Floor Room 121

Panelists: Malika Richards (Pennsylvania State University)

Irina Naoumova (University of Hartford)

Wendy Ritz (Florida State University)

Amanda Budde-Sung (U.S. Air Force Academy)

Many students interested in global careers lack clarity about graduate education pathways and academic careers, particularly how one can pursue International Business (IB) research through a variety of doctoral disciplines. This panel brings together experienced scholars to demystify the journey from initial curiosity to becoming a professor engaged in IB research. Panelists will provide candid insights into selecting and applying to PhD or DBA programs in fields such as business, management, marketing, strategy, or economics, while developing a research focus in international business. The discussion will cover what doctoral study entails, how to succeed in a PhD program, and what academic careers look like across different institution types.

Coffee and networking. Tribute to John McIntyre

10:30–11:15 AM. Windows Lounge

3.2.1. PEOPLE, GLOBAL WORK & EDUCATION

11:15 AM–12:30 PM · Windows Lounge

Poster session

16. International Assignment Characteristics and Employee Retention Intention in U.S.-Based Multinational Enterprises: The Roles of Perceived Value and Cultural Distance

Victor Emilio Taurizano (Florida International University); Alexandre Squarize (Florida International University); Enrique Ramos O'Reilly (Florida International University)

35. A Paradigm Shift of Global Higher Education: Novel Challenges and Opportunities in the next 10 years

Robert Moussetis (North Central College); George Nakos (Clayton State University)

43. From Cost Advantage to Talent Advantage: Workforce as a Strategic Driver of Business Center Retention in Slovakia

Dagmar Váleková (Bratislava University of Economics and Business, Faculty of Commerce, Department of International Trade); Sonia Ferencikova (Bratislava University of Economics and Business, Faculty of Commerce, Department of International Trade)

81. Beyond the Numbers: A Systemic Analysis of Organizational Health of a Very Large Organization

Sergey Ivanov (University of the District of Columbia); Torri Hayslett (University of the District of Columbia)

56. The Effects of Continuous Learning on Organizations and Career Development in Japan

Yuko Kimura (Independent Researcher); Terry Wu (Ontario Tech University)

78. The Hidden Cost of Retail Concentration: Food Waste Across Global Supply Chains

Kashef Majid (University of Mary Washington)

3.2.2. EMPLOYEES, PURPOSE, & LEARNING IN INTERNATIONAL BUSINESS

11:15 AM–12:30 PM · Building 38, 2nd Floor Room 211

Interactive paper session

92. International Business as a Force for Global Good: A Public-Policy Case Study for Student Careers and Faculty Impact

Matthew Mitchell (Drake University), Jeffrey Kappan (Drake University)

38. NovaVida Case

William Dennis Boyce (Northern Kentucky University)

60. Uprooted Identities: Context Disruption and Identity Network Reconfiguration Among Expatriates

Emily McAnally (University of North Carolina Greensboro)

40. Pathways to Purpose: A Vocational Simulation

JC Blewitt (King's College, USA)

73. Undergraduate Research Experiences in International Business Education: Report on a Summer Workshop

Saul Valdiviezo (Springfield College), Sergio Lopez (Universidad de Santiago De Chile), Francisco Raygoza (University of Texas at El Paso), Luis Carcamo (University of Texas at El Paso), Mariana Quinlan (University of Texas at El Paso), Fernanda Garcia (University of Texas at El Paso)

3.2.3. Meet-the-editors session

11:15 AM–12:30 PM · 38 1st Floor Room 121

Lunch

12:30–1:30 PM · Windows Lounge

3.3.1. **AI & Robotics in Business workshop.** (Social humanoid robots will be in attendance.)

1:30–3:15 PM · Windows Lounge

Anshu Arora (University of the District of Columbia), Amit Arora (University of the District of Columbia)

K. Sivakumar (Lehigh University)

Monica Adya (Rutgers Business School)

This workshop aims to help you understand the landscape of Artificial Intelligence (AI) and Robotics, and how AI & Robotics can be applied in organizations to solve business problems. Robotics is a vast and growing field with diverse applications already being realized and others to come. In this workshop, we aim to introduce you to the myriad considerations, a business professional and a social roboticist would need to keep in mind when introducing robotics into a new area. After completing this workshop, you will be able to:

- *Understand the history, context and origins of AI*
- *Understand what it takes for businesses to leverage AI and AGENTIC AI for innovation, efficiency, and competitive advantage*
- *Discover key concepts surrounding robotics, robotics architecture, social robotics, and human-robot interaction (HRI)*
- *Discuss the principles, opportunities, and limitations of vite coding in AI-enabled development.*
- *Gain insights into AI regulation and governance frameworks around the world, with particular focus on the United States, European Union, and China.*

3.4.1. **Case Teaching Workshop**

3:30–4:45 PM · Building 38, 2nd Floor Room 211

Gala dinner and awards

5:30–8:00 PM · Heritage Hall