



## Call for Papers

**Academy of International Business US Northeast Annual Conference  
Friday, October 14 & Saturday, October 15 (2022)**

<https://us-ne.aib.world/>

**Conference Theme**

*Innovation, Entrepreneurship and Social Sustainability*

**Proposal Abstract Deadline: August 1, 2022**

Submission: <https://meetings.aib.msu.edu/us-ne/2022/>

**Welcome Message from Dr. Ram Mudambi (<https://youtu.be/4vdAISmgEvs>)**

**American University  
Kogod School of Business  
4400 Massachusetts Ave NW  
Washington, DC 20016**



**AMERICAN UNIVERSITY**  
W A S H I N G T O N , D C



## CONFERENCE HIGHLIGHTS

### Research Keynote

**Lucia Piscitello**, Professor of International Business, Politecnico di Milano (Italy)

### Executive Keynote

**Francesco Vanni d'Archirafi**, Chairman, Euroclear

### Global Policy Panel

**Paloma Bernal Turnes**, Senior Economist Advisor (Consultant), Ministry of International Affairs of Costa Rica

**Barbara Kotschwar**, Executive Director, Visa Economic Empowerment Institute, Visa U.S.A.

**Sunil Sharma**, Distinguished Visiting Scholar, Elliott School of International Affairs, The George Washington University

### Meet The Editors Panel

**Sharon Alvarez**, University of Pittsburgh, Associate Editor, *Academy of Management Review*, former Associate Editor, *Strategic Entrepreneurship Journal*

**John Cantwell**, Rutgers University, AIB Fellow, former Editor-in-Chief, *Journal of International Business Studies*, former President of the European International Business Academy (EIBA)

**Jonathan Doh**, Villanova University, AIB Fellow, AOM Fellow, General Editor, *Journal of Management Studies*, incoming Area Editor, *Journal of International Business Studies*, former Editor-in-Chief, *Journal of World Business*

**Ram Mudambi**, Temple University, AIB Fellow, Co-Editor, *Global Strategy Journal*, Area Editor, *Journal of International Business Policy*, Consulting Editor & former Area Editor, *Journal of International Business Studies*

**Anu Phene**, George Washington University, AIB Fellow, Associate Editor, *Global Strategy Journal*, Consulting Editor, *Journal of International Business Studies*

**George O. White III**, University of Michigan-Flint, Associate Editor, *Multinational Business Review*, Guest Editor, *Journal of International Management*

### Senior Scholar Cafes hosted by:

**Jonathan Doh**, General Editor, *Journal of Management Studies* and incoming Area Editor, *Journal of International Business Studies*

**Ram Mudambi**, Co-Editor, *Global Strategy Journal* and Area Editor, *Journal of International Business Policy*

More hosts will be announced in due course

### Journal of International Business Policy PDW

Conference Theme Special Issue at *Multinational Business Review*

### Doctoral Consortium

Several Best Paper Awards!!!

### **Chapter Chair**

Crystal Jiang, Bryant University

### **Conference Chairs**

Jonathan Doh, Villanova University

Ram Mudambi, Temple University

### **Program Chairs**

Frank L DuBois, American University

George O White III, University of Michigan-Flint

### **Conference Tracks**

#### **Track 1: Conference Theme – Innovation, Entrepreneurship and Social Sustainability**

Track Chair: Vishal Gupta, University of Alabama

Track Chair: Sunny Li Sun, University of Massachusetts-Lowell

#### **Track 2: Business – Government Relations and International Political Economy**

Track Chair: Ilgaz Arikan, Kent State University

Track Chair: Rodrigo Bandeira de Mello, Merrimack College

#### **Track 3: The Changing Global Environment and IB Strategy**

Track Chair: Marcelo Alvarado-Vargas, University of Toledo

Track Chair: Juan Bu, Indiana University

#### **Track 4: Ethics, Institutions and Corporate Social Responsibility**

Track Chair: Ivan Montiel, Baruch College (CUNY)

Track Chair: Keith Kelley, University of Michigan-Flint

#### **Track 5: International Human Resource Management**

Track Chair: Juana Du, Royal Roads University, Canada

Track Chair: Kathrin Hanek, University of Dayton

#### **Track 6: Outsourcing, Insourcing and Supply Chain Networks**

Track Chair: Debmalya Mukherjee, University of Akron

Track Chair: Mona Bahl, Illinois State University

#### **Track 7: International Marketing**

Track Chair: Shichun Xu, University of Michigan-Flint

Track Chair: Li Shen, Juniata College

#### **Track 8: International Accounting, Finance and Economics**

Track Chair: Liu Wang, Providence College

Track Chair: Cathy (Ying) Zheng, Bryant University

### **Track 9: International Business Operations and Information Technology**

Track Chair: Irem Demirkan, Loyola University Maryland

Track Chair: Frank L DuBois, American University

### **Track 10: International Business Pedagogy and Experiential Education**

Track Chair: Elzotbek Rustambekov, Bryant University

Track Chair: Alex Settles, University of Florida

**About AIB:** The Academy of International Business is the leading association of scholars and specialists in the field of international business. Members include scholars from leading academic institutions, as well as consultants and researchers with an interest in international business. As the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues, AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.

**About AIB US NE:** Academy of International Business US Northeast (AIB US NE) is the regional chapter of the Academy of International Business. Our region stretches from Maine to Virginia along the Northeast coast of the U.S., and central states including Illinois, Indiana, Michigan, Ohio and Wisconsin. We are the largest U.S. Chapter in the AIB community of scholars and practitioners. Our mission is to provide an opportunity for interaction and sharing of ideas of researching, teaching, and practicing international business among our members. One of our main venues for this purpose is our annual conference.

**Conference Overview:** The global business environment is facing an unprecedented level of uncertainty and change. The recent period of de-globalization, the Covid-19 pandemic, geopolitical events, and the global supply chain crisis have spurred many firms operating across borders to increasingly focus on (and reconsider) the nature of cross-border knowledge-sourcing strategies. This includes changes in the geography of R&D and innovation, as well as the international fragmentation of production activities (Papanastassiou, Pearce, and Zanfei, 2020). The orchestration of GVCs by MNEs had already generated populist pressures in local economies, especially in advanced countries (Lorenzen, Mudambi, and Schotter, 2020) and these disruptions have exacerbated them. During this period, revolutionary innovations and technological advancements have also increased the usage of digital technologies, artificial intelligence, blockchain, and big data, spurring entrepreneurial advancements made by firms operating globally (Autio, Mudambi, and Yoo, 2021). At the same time, social sustainability, such as the notion of achieving social equity, environmental protection, and economic viability, has come to the forefront of international business practices. Hence, international business research has begun to conceptualize how multinational enterprises can be more innovative in contributing to social sustainability by re-assessing value chain activities to mitigate negative externalities (such as overuse of natural resources) and investing in host communities to help solve problems relating to underdevelopment (Montiel, Cuervo-Cazurra, Park, Antolin-Lopez, & Husted, 2021). Yet, while this area of research is nascent, it is also unclear as to its implications for both firms and their stakeholders. For example, Bruton, Sutter, and Lenz (2021) recently found that results have been mixed concerning whether entrepreneurial activities by firms operating in emerging economies help to reduce inequality.

Continuing with these important lines of inquiry, we hope that this conference provides a platform for scholarly discourse on the theme of “innovation, entrepreneurship, and social sustainability” in times of uncertainty and change. We therefore welcome scholars and practitioners from around the world to join us **in person**, in the nation’s capital of Washington, D.C., during the peak of the beautiful autumn season, to discuss our theme topic and other issues relating to international business, which may include but are not limited to the following:

- Innovation, entrepreneurship, and social sustainability in global business
- Scope, scale, and economic impact of social sustainability
- The global environment and multinational strategic entrepreneurship
- Entrepreneurship and innovation’s influence on capital, trade, people, and information
- Cross-cultural differences and management in a virtual environment/workplace
- How do multinationals engage external stakeholders, such as religious and ideological groups, political institutions and civil society organizations to encourage environmental protection?
- Innovation in international accounting, economics, and finance
- Adaptation of new technology and business model innovation
- Big data analytics, artificial intelligence, automation, and smart learning in multinationals
- Disruptive technology, open innovation, and new product development
- New forms of organizing innovation in global value chains of large companies
- The relationship between entrepreneurship and social equity
- Governance of the multinational, law, and regulations in an uncertain world
- Business ethics, corporate social responsibility, and the social impact of entrepreneurship
- Multinational nonmarket strategy and political economy during a period of anti-globalization
- Corporate strategy and nonmarket risk management in comparative contexts
- How multinationals are affecting institutional changes in different countries and regions
- Innovations in global talent acquisition and management of foreign subsidiaries
- Re-shoring, entry mode choice, M&A, and corporate divestments
- Digitization, blockchain, and supply chain management
- Fintech and international finance
- Artificial intelligence and digital innovation
- Digital marketing and E-commerce
- Emerging market multinational innovation and social sustainability
- COVID-19’s impact on multinational enterprise operations
- The pedagogy of International Business

We emphasize that while we are particularly interested in proposal abstracts (200-250 words) on the conference theme, we welcome submissions on any international business topic within the broader global business research agenda.

**Submission Instructions:**

Please submit your proposal at: <https://meetings.aib.msu.edu/us-ne/2022/>

We welcome submissions in two formats – paper proposals and panel proposals. For paper proposals, please submit a 200-250 word abstract of your proposal for consideration in the conference. Abstracts of more than 250 words are not accepted into the submission system.

For panel proposals, please submit a brief (200-250 word) description of the panel along with the names of three to five-panel members. Each panel session will last for 90 minutes and will consist of presentations by three to five delegates around the same topical area, followed by Q&A between presenters and the audience. All panel members must attend the conference.

Please note, even though the system has an abstract box, you still need to upload your abstract as a PDF or WORD file as an attachment to complete the submission.

Further, you may submit a full-length paper for consideration for the conference awards. After the conference submission deadline, please email your paper to Dr. George O. White III at [gowhite@umich.edu](mailto:gowhite@umich.edu) by **September 10, 2022** for awards consideration.

### **Best Paper Awards**

Best overall conference paper: \$500  
Best conference theme paper: \$500  
Best research methodology paper: \$500  
Best paper on emerging markets: \$500  
“That is Novel!!!” paper: \$500  
Best early career paper (< 6 years since PhD): \$500  
Best doctoral student paper: \$500  
Best undergraduate/master’s student paper award: \$500

### **JIBP Pre-Conference Paper Development Workshop**

*The Journal of International Business Policy* (JIBP) will hold a paper development workshop (PDW) in conjunction with the conference. Additional details will follow.

### **Conference Theme Special Issue**

In addition, AIB US NE is partnering with Multinational Business Review (MBR) (<https://www.emeraldgrouppublishing.com/journal/mbr>) in running a special issue tied to the theme of this year’s conference concerning innovation, entrepreneurship and social sustainability in international business.

### **Timeline for Proposals & Registration:**

Call for Proposals Distributed:	April 1, 2022
Deadline for Proposal Abstracts:	<b>August 1, 2022</b>
Proposal Review Period:	August 1 – August 16, 2022
Decisions Delivered by:	<b>August 6 – August 16, 2022</b>
Deadline for Full Papers:	<b>September 10, 2022</b> (optional, only for Best Paper Award)
Early Bird Registration ends:	September 16, 2022
Regular Registration ends:	October 8, 2022

**Faculty and students are expected to be current AIB members at the time of the conference.** If you are currently an AIB member, but your membership expires before November 1, 2022, then you must renew your membership while you register for the conference. AIB World will contact registrants directly regarding membership. Faculty membership: \$120; students: \$60.

### **Conference Registration:**

#### **Faculty and Practitioners:**

Early Bird Registration: \$295 (USD)  
Regular Registration: \$345 (USD)

#### **Full-time Graduate & Undergraduate Students:**

Early Bird Registration: \$ 95 (USD)  
Regular Registration: \$135 (USD)

**In addition, a number of undergraduate/graduate/doctoral students scholarships will be awarded that will waive the conference fee and provide travel stipends.**

**Conference Cancellations/Refunds:** Refunds will be processed on an individual case basis. There will be a \$50 processing fee for cancellations prior to September 15, 2022. No refund will be issued for cancellations after September 25, 2022 or for no shows.

### **Who should attend?**

Representatives from all countries and from institutions of all types and missions including:

- Higher education faculty members from all disciplines
- MNE managers
- Graduate and undergraduate students preparing to become professionals – joint proposals from graduate/undergraduate students and their faculty mentors/advisors are welcome
- Instructional technologists, course designers, and faculty developers
- Higher education executives, administrators, and managers
- Representatives from business and government who work with higher education institutions
- Representatives of local embassies, NGOs, and other global organizations.

**The Conference City:** Washington, DC is a global city noted for its status as the center of the US government. It is headquarters to several major multilateral organizations (the IMF and World Bank) as well as numerous NGOs and think tanks focused on examining and developing policy positions on various global issues. The District, Maryland and Virginia suburbs are also home to a number of major MNEs and their regional HQs such as VW/Audi, Nestle, BAE Systems, Lockheed Martin, Danaher, Deloitte, and Marriott International among others. DC is also home to world class museums, cultural institutions as well as several major sports teams. Founded in 1893, American University combines a tradition of strong undergraduate and graduate education with a focus on experiential learning, global leadership, and public service. A student-centered research institution situated in a residential neighborhood of the nation's capital, we are home to eight prestigious schools and colleges, over 170 programs, and more than 14,000

students. Your host, the Kogod School of Business was founded in 1955 and has grown into an important institution for graduate and undergraduate education for both US based and international students. Publications such as the Princeton Review and US News and World Report have ranked several of our programs in their top 10 lists; with the undergraduate IB program ranked #8 in the USNWR rankings. AU is located in upper Northwest Washington, DC adjacent to embassies, government offices and upscale homes. The location is approximately 2 miles from downtown DC and is easily accessible by Bus, Metro and rideshare from the 3 major airports that serve Washington. For more information: <https://www.american.edu/challenge-accepted/>

**For more details on this CFP, please contact:**

Program Chairs: Frank L DuBois, American University                      fdubois@american.edu  
George O White III, University of Michigan-Flint      gowhite@umich.edu

Conference Chairs: Jonathan Doh, Villanova University                      Jonathan.doh@villanova.edu  
Ram Mudambi, Temple University                      ram.mudambi@temple.edu

**AIB US NE Board of Directors:**

**Chapter Chair**

Crystal Jiang, Bryant University

**Vice Chair**

Jun Li, University of New Hampshire

**Chapter Treasurer**

Anna Lamin, Northeastern University

**Advisory Board**

John Cantwell, Rutgers University  
Jonathan Doh, Villanova School of Business  
Mohammad Elahee, Quinnipiac University  
Margaret Goralski, Quinnipiac University  
Ram Mudambi, Temple University  
Attila Yaprak, Wayne State University