**Conference Theme**

"RESILIENCE IN INTERNATIONAL BUSINESS"

In 2019 our annual conference was successfully staged in Cebu, the Philippines. At that time no one would have thought that this would have been our last face-to-face conference for several years. Now, almost three years on, the World is still grappling with the latest variants of Covid 19 and their impact on international business. It is estimated that global foreign direct investment diminished by over 40% in 2021 alone. Indeed, the virus has forced companies to search for new ways to survive and be successful. Those equipped with proactive, innovative, and carefully managed risk-taking behaviour are likely to stay afloat and may even grow in such turbulent conditions.

At AIB Asia Pacific, we think that under such harsh conditions, perhaps only the most flexible and resilient of businesses will be able to prosper and battle to survive. In such a volatile and uncertain environment, it is important for firms conducting international business to integrate and consolidate their resources, as well as remain positive. The extent of such effective resource integration and business resilience could well influence the survival (or failure) of international business ventures.

Moreover, the Covid-19 crisis has presented unique opportunities for international businesses that have engaged and invested in digitalisation. It is expected that the role of digitally enabled internationalising businesses i.e., born digitals has become more prevalent during the pandemic and this trend is likely to continue in the near future. It is therefore timely for international business practitioners and scholars to learn more about firms' digitalisation, and how this may contribute to the sustainability of international business ventures.

At this year’s conference, we particularly welcome contributions in these areas, as we seek to shed further light on resilience and sustainability for international businesses in the current climate. A Chinese track will be organized at this year’s conference.

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**Conference Organizer & Secretariat**

**Organizer**

![Academy of International Business](image)

**CHAPTER Asia Pacific**

**Host and Conference Venue**

**University of Nottingham**

UK | CHINA | MALAYSIA

Nottingham University Business School China
The University of Nottingham Ningbo China

**Address:** 199 Taikang East Road, Ningbo, 315100, China
**Website:** [https://www.nottingham.edu.cn/en/business/](https://www.nottingham.edu.cn/en/business/)

**Co-host and Secretariat**

![The Hang Seng University of Hong Kong](image)

The Research Institute for Business (RIB)
School of Business
The Hang Seng University of Hong Kong

**Address:** Hang Shin Link, Siu Lek Yuen, Shatin, New Territories
**Tel. No.:** (852) 3963 5651
**Email:** karichu@hsu.edu.hk
**Website:** [https://sbus.hsu.edu.hk/en/](https://sbus.hsu.edu.hk/en/)

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**2022 AIB ASIA PACIFIC REGIONAL CONFERENCE**

**Locations:**
The University of Nottingham Ningbo China, Ningbo, China
(7 - 8 December 2022)
The Hang Seng University of Hong Kong, Hong Kong, China
(9 December 2022)

*Extended* Deadlines
Submission: Thur, 20 October 2022
Registration: Thur, 10 November 2022
Registration

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<tr>
<th>AIB Members</th>
<th>Non AIB Members</th>
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<tr>
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**REMARKS:**

Please refer to [https://www.aib.world/membership/new-members/](https://www.aib.world/membership/new-members/) for details of AIB membership rate structure. Registration will NOT be confirmed until full payment is received. The registration fee includes luncheons, coffee breaks, and conference dinner.

1. Membership fees are for 12 months of membership, starting from the day AIB Headquarters processes your membership application. Please ensure that you have a valid AIB membership before registering the AIB Asia Pacific regional conference. To join or renew your AIB membership, please go to [https://www.aib.world/membership/](https://www.aib.world/membership/).

2. Individuals with gross annual incomes less than US$5,000. Full benefits and voting rights apply.

3. Proof of full-time student status is required. Full benefits and voting rights apply.

4. Available to individuals from low income or lower-middle-income economies only (according to the [classifications of the World Bank](https://www.wb.org/)). Full benefits and voting rights apply.

**FORMAT AND DEADLINES**


Acceptance notification will be sent by 30 October 2022.

The author(s) must certify that the accepted extended abstract is not copyrighted and has not been published elsewhere.

Extended abstracts will be arranged for presentation and publication ONLY if at least one of the authors registers for the Conference by the registration deadline, 10 November 2022.

An individual author may not appear on more than two manuscripts.

**CONFERENCE PROCEEDINGS**

Accepted extended abstract will be included in the Conference Proceedings. Except papers submitted to the Chinese track, papers and presentations should be in English.

**CONFERENCE LOCATION & ACCOMMODATION**

Ningbo is located on China's eastern seaboard, a two-hour train ride south of Shanghai, convenient for travel in and outside of China. It is a rapidly growing city with more than eight million people and a 7,000 year old history, allowing visitors to embrace both an exciting and culturally stimulating city. (Source: The University of Nottingham Ningbo China). The Conference accommodation will be announced in due course.