



## THE 2<sup>ND</sup> ANNUAL AIB SUSTAINABILITY SIG PHD AND EARLY CAREER RESEARCHERS VIRTUAL SYMPOSIUM

### Aims of the Symposium

Sustainability has now become a top priority for international business (IB) practitioners and researchers alike. The Sustainability Shared Interest Group (SIG) of the Academy of International Business (AIB) has been leading and supporting this development in IB research.

Since the SIG's official launch in 2020, the AIB Sustainability SIG has concentrated its efforts in providing a platform for IB researchers. While the sustainability topic is relevant and appealing to researchers of all academic standing, there is a continuing, growing interest among PhD and early career researchers. The Sustainability SIG has organized the 2nd annual symposium for current PhD and early career (within 5 years) researchers to provide a platform for discussion, exchange, and feedback for the doctoral student community interested in sustainability and IB.

The event is virtual and includes (1) a panel discussion with Q&A, (2) a breakout room session for participants who are grouped based on topic relevance to share and discuss their research. The event will take place on 18 January, 2023 (exact time will be included in the acceptance email).

To participate in the AIB sustainability SIG symposium, please submit an extended abstract (maximum 1 page, excluding references) of your current research project on sustainability, by 30 November 2022. Topics can fall into research fields such as the UN's Sustainability Development Goals in IB, sustainability in emerging economics, circular and sharing economy, sustainability issues related to innovation, the global value chain, and other topics on sustainability in international business research. Abstracts should be submitted to [sustainabilitysig@aib.world](mailto:sustainabilitysig@aib.world) with the subject line '2<sup>nd</sup> Annual SIG symposium'. The event will take place online and open to all current AIB members (including PhD members). To join AIB, please visit <https://www.aib.world/membership/>

Acceptance of abstract emails will be sent out by end of December 2022. Questions can be directed to event organizers John Dilyard ([jdilyard@sfc.edu](mailto:jdilyard@sfc.edu)) and Shasha Zhao ([shasha.zhao@surrey.ac.uk](mailto:shasha.zhao@surrey.ac.uk)).

### Panel Speakers

- **Martin Heinberg**, University of Leeds, United Kingdom

Bio: Martin Heinberg is an Associate Professor of Marketing at Leeds University Business School. Martin's sustainability-related research interests lie on corporate social responsibility, corporate philanthropy, and corporate transparency in emerging markets (esp. China). His research has been accepted for publication in internationally renowned academic journals including the Journal of International Business Studies, the Journal of the Academy of Marketing Science, Journal of International Marketing, Journal of Business Research, and the International Marketing Review. His

research has been recognized with the Alan M. Rugman Young Scholar Award (finalist 2020; winner 2016) from the Academy of International Business.

- **Maria V. Ilieva**, University of Leeds, United Kingdom

Maria V. Ilieva is a Lecturer in International Business at The University of Leeds, United Kingdom. She is a Communications officer at AIB Sustainability SIG, an Executive Board ordinary member of the AIB Oceania Chapter, Social media editor at CPoIB journal, and Guest editor of a SI at AD-Minister journal. Maria presented her research at international conferences, PDWs, Doctoral consortiums, and Early career development workshops at AIB, AIB Oceania Chapter, AIB LAC Chapter, AJBS, ICGS, EGOS, SASE, IFSAM, AAOS, JABA among others. She has been a reviewer at the same international conferences, and at CPoIB, Management decision, and AD-Minister journals. Maria won a Best reviewer award at AIB 2020 conference. She is a track chair at AIB Oceania 2022 “Ethical Leadership, Corporate Social Responsibility and Humanitarian Perspectives” track and served as a session chair at AIB 2022, 2019, AIB LAC 2021, ICGS 2020 conferences. She presented her course for teaching sustainability at a webinar in April 2021 organized jointly by GSU CIBER and AIB Teaching & Education SIG, and a panel at AIB 2021 organized by AIB Teaching & Education SIG and AIB Sustainability SIG. She was a guest lecturer at Pontificia Universidad Católica del Perú (PUCP), Peru in August 2022 and accepted an invitation for a guest lecture at The University of the West Indies, Mona, Jamaica. This teaching course is also published as a book chapter at a Handbook Shaping a sustainable future: Innovative teaching practices for educating responsible leaders, Nomos (forthcoming). She was a panelist at AIB 2022 and a webinar speaker at the International Meeting of Management 2020. Maria holds a PhD in Business Administration from Osaka City University, Japan and received the 8th Okamura Award 2021 for Female researcher from the same university. Her research and teaching interests are in sustainability and CSR in the interconnection between international business and corporate governance. Before joining academia Maria Ilieva worked as a trainer in a French insurance company and was a project manager for sales animation and e-learning projects for nearly 700 bank employees in 150 offices in Bulgaria.

- **Marc Oberhauser**, ESCP Business School, Spain

Marc Oberhauser is an Assistant Professor of Management at ESCP Business School, Madrid. Before joining ESCP Business School in 2021, he was a postdoctoral researcher at the Department of International Management at Friedrich-Alexander University Erlangen-Nürnberg, Germany, with which he is still affiliated. Marc holds a doctoral degree in Business Administration and Management from Friedrich-Alexander University Erlangen-Nürnberg, Germany. His teaching experience covers International Management, International Marketing, and Research Methods. Marc's research interests comprise international business and emerging markets. In his research, Marc aims at integrating sustainability-related topics within the International Business domain and thereby bridging the gap between sustainability- and IB-research. Exemplary studies focus on CSR diffusion along Global Value Chains, CSR orientations in India, and Ethical attitudes in Russia. In addition, Marc has a particular interest in critical management studies, investigating the downsides of for example corporate operation or global initiatives. For instance, he works on the topic of corporate misconduct of multinational enterprises. Marc regularly serves as an ad hoc reviewer for several academic journals, and is a Committee Officer of the AIB Sustainability SIG.

- **Haitao Yu**, IESEG School of Management, France

Haitao Yu is an Assistant Professor in Strategy and Sustainability at IESEG School of Management (Paris campus). Haitao has obtained his PhD degree from the Ivey Business School in 2021, working on sustainability in international management. Starting from issues that companies face when internationalizing, Haitao draws on literature in human geography to harness the concept of ‘place’

and apply it to international management. In his PhD research, he conducted ethnographic study with a Tibetan luxury enterprise that is locally embedded and globally connected.