



AIB 2024 SEOUL

2-6 July 2024

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CALL FOR PAPERS

THE DYNAMICS OF INTERNATIONAL BUSINESS

The turbulence that the world economy is experiencing is compelling firms to confront change, and reconsider how they do business across borders. Equally it highlights the need for international business scholars to confront change, and reconsider how they do research.

All too often, international business research ignores the dynamic nature of phenomena and how changes occur. The AIB community needs a stronger conceptual and methodological basis for coming to terms with a world undergoing multiple transitions and facing simultaneous threats.

In this AIB meeting we will therefore be taking up the challenge of increasing the realism of IB theory and methods by reflecting the dynamism of the world we study. Conference participants are invited to consider the many implications of making dynamic processes a central consideration for international business research. These include, but are by no means limited to, the following issues:

- *Nature of change processes:* What are the different kinds of change taking place in an interconnected world that impact on cross-border transactions? How can we reflect in our studies the many forms that dynamic processes can take? e.g., Systemic change, long-run change, external shocks, endogenous change, oscillations, discontinuous change, and other non-linear change patterns? How can we theorize and model simultaneous but contradictory dynamics, such as firm responses to both globalization and deglobalization pressures?
- *Research questions:* What research questions should we be asking so we shift the emphasis from questions about antecedents and outcomes to questions about how these outcomes occur - and how IB managers can influence them?
- *Theoretical approaches:* How can we make our theories more dynamic? Due in no small part to the field's legacy from neo-classical economics, theories in IB often assume stable entities, market equilibrium, linear developments, and the predictability of trendlines. Should we be turning to different theoretical traditions to understand cross-border activities, e.g., evolutionary theories, systems thinking, chaos theory?
- *Methodologies:* What are the research designs, methodological tools and innovations required to study, track, and explain the dynamics of phenomena? What can we do to move beyond cross-sectional designs and comparative statics? What can be gained from longitudinal, history-

informed, and future-oriented research designs? What data should we be collecting to understand change processes in international business, and what are the ways to analyze them? Are there methodological advancements we can use to trace changes over time?

- *Process approaches to traditional IB topics:* What insights do we gain from a process- rather than variance-based orientation towards the topics we study in international business? For example, studying:
 - Internationalization processes rather than internationalization?
 - Subsidiary evolution rather than subsidiary roles?
 - Global value chain reconfiguration rather than global value chains?
 - Relocation strategies rather than location strategies?
 - Cultural and institutional transformations rather than cultural and institutional differences?
 - Global industry dynamics rather than global industry structure?
 - Institutionalization processes rather than institutions?
- *Paradigmatic approaches:* What are the possibilities for, and advantages of, adopting a greater diversity of paradigmatic lenses to study the dynamics of change? For example, what might we gain by adopting a process ontology, which conceives the world as a flow of events? What happens to our theoretical models if we commence with an assumption of disequilibrium rather than equilibrium?
- *Change and uncertainty:* A focus on change draws attention to the fundamental uncertainty of the future and the limits of prediction. How then can we give due acknowledgement to uncertainty and indeterminacy in our theories?

The current period of upheaval challenges our existing assumptions and consensus, but also provides the opportunity to think anew. As the eminent economist George Shackle (1967) observed in his book *The years of high theory*, times of crisis often provoke a crisis of theory that leads to breakthroughs in knowledge. The ambition of the AIB 2024 annual meeting is to provide a forum where such bold thinking is encouraged.

CONFERENCE TRACKS

1. Internationalization processes and international entrepreneurship

Track Co-Chairs:

Yuli Suseno, RMIT, yuli.suseno@rmit.edu.au

Yee Kwan Tang, University of Glasgow, Yee.Tang@glasgow.ac.uk

The global business environment continues to experience significant changes due to the disruptions caused by the pandemic, geopolitical tensions, rapid technological advancement, and a range of global development challenges. This turbulent situation highlights the need for global entrepreneurs and entrepreneurial enterprises to be dynamic and adaptable in identifying and exploiting emerging business opportunities amid uncertainty and volatility. Such opportunities include fostering new venture creation, expanding existing businesses, and driving innovation across national borders, all of which have far-reaching implications for global business and societal progress. This track invites contributions that examine internationalization processes and activities with an emphasis on

entrepreneurial endeavors that actively seize opportunities, including those arising from digital technologies. It also encourages contributions that delve into entrepreneurial processes and activities directed at addressing social and economic challenges, utilizing various theoretical lenses, methodologies, and datasets.

Keywords: international entrepreneurship; entrepreneurial internationalization; entrepreneurial networks; entrepreneurial capabilities; digital internationalization; digital entrepreneurship; international new ventures; born-global firms; born-digital firms; opportunity entrepreneurship; international entrepreneurial orientation; internationalization process; foreign entry modes and SMEs; speed of internationalization; innovation and entrepreneurship.

2. International marketing strategy and consumer behavior

Track Co-Chairs:

Daekwan Kim, Florida State University, dkim@fsu.edu

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The international marketing field is evolving rapidly under the influences of digitalization, technological advances, sustainability pressures, geopolitical conflicts and tension, and regulatory restrictions. How do international marketing managers cope with, or even thrive under, such challenges? How do consumers respond to these challenges and changes? Succeeding in ever more complex, interconnected and at the same time fragmented consumer markets requires an in-depth understanding of cross-national and cross-cultural similarities/differences, as well as how these similarities/differences affect firms and their customers. This track seeks contributions from both international marketing strategy and consumer behavior sub-fields within international marketing.

Keywords: Cross-cultural marketing; International marketing theory; International marketing in emerging markets; International marketing communications; International pricing; Distribution channels; Products/services; Standardization/Adaptation; Brand management; Cross-cultural consumer behavior; Country-of-origin effects; Consumer animosity; Digital, social media / e-commerce marketing; Marketing and AI; Social marketing; Internet platform marketing; Global retailing; Professional services marketing; B2B marketing and buyer-seller relationships; Relationship marketing / customer relationships; Technology-driven marketing / Technology marketing; Marketing innovations; Entrepreneurial marketing; Sustainable / green marketing; Marketing to governments; Market targeting and segmentation; Marketing modelling.

3. International finance, accounting, and corporate governance

Track Co-Chairs:

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The track emphasizes investment and financing choices, financial and corporate reporting, and risk management in multinational firms. Firms utilize various governance approaches 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 environments such as legal, financial, and political institutions, and their influences on performance outcomes, financial reporting quality, accounting and tax practices, financial risk management practices, ESG practices, climate risk management, 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 venture capital, international hedge funds, and international crowdfunding.

Keywords: International finance and taxation; Transfer pricing; Corporate malfeasance; Accounting standards and conventions; Non-financial accounting standards; Non-financial reporting standards; International financial reporting; Valuation; Capital structure; Financial risk management; Macroeconomic risk management; Global risks; Exchange rate exposure; International financial integration; International cross-listing; Ownership structure; Institutional investors; State ownership; Family ownership; Shareholder activism; Business groups; Board diversity; Board processes and effectiveness; Directorship interlocks; CEO turnover; CEO-board dynamics; Firm-stakeholder relationships; Stakeholder activism; Shareholder rights protections; Management compensation; Institutional investors; Mutual funds; Pension funds; International private equity; Sovereign wealth funds; International venture capital; International hedge funds; International crowdfunding; Sustainable finance; Climate risk; Fintech.

4. Global strategy, organization, and value chains

Track Co-Chairs:

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

Ryan Tang, Griffith University, ryan.tang@griffith.edu.au

Global dynamics are reshaping multinational enterprises' (MNEs) strategic decisions in the post-pandemic era. With macro-economic challenges rippling across firms worldwide, geopolitical tensions between countries and volatile government policies bring additional complexities for MNEs, compelling them to maintain responsiveness and adaptability. The evolving landscape of global strategy not only challenges existing IB theories and methodologies, but also opens up opportunities for research. The track welcomes a broad array of pertinent topics, including but not limited to foreign entry strategies, foreign exit and divestment strategies, reinternationalization, outsourcing and offshoring strategies, reshoring and backshoring strategies, relocation (of production, marketing, HQ or innovation centers), dynamics of coordinating and governing global value chains, dynamic integration of market and nonmarket strategies, strategic responses to geopolitical tensions and national volatilities, as well as MNEs' capabilities to adopt one or a combination of these strategies and their implications for MNE performance.

Keywords: Global strategy; Dynamics of strategy; Growth strategies; Competitive strategy; Global value chains; Global factory; Global production networks; Global sourcing; Geography of IB activities; Relocation strategies; Reshoring; Stakeholder management; Interaction between market and non-market strategies; Mergers and acquisitions; Joint ventures and alliances; Location strategy; Parent-subsidiary dynamics; Foreign subsidiary management; MNE performance; Organizational change; Organizational structure and restructuring; Organizational capabilities.

5. International HRM, global leadership and cross-cultural management

Track Co-Chairs:

Hae-Jung Hong, NEOMA Business School, Hae-Jung.HONG@neoma-bs.fr

Sachiko Yamao, Keio University, yamao@kbs.keio.ac.jp

This track encompasses papers dealing with global talent management, global leadership, cross-cultural management, effective multicultural teams, and cultural diversity which are all vital to the management of human resources within the multinational firm. This track also includes papers dealing with a range of international HR activities from recruitment and selection to training, performance management, compensation, retention as well as leadership development, and managing multicultural teams. It also covers various international organizational behavior topics and such as the positive and negative effects of diversity for individuals, teams, and organizations, and issues related to cross-cultural management and global mobility. In addition, the track includes papers that address grand societal challenges (e.g., global migration and refugees) and the people related and cultural implications for the multinational firm.

Keywords: Cross-cultural management; International human resource management; Global leadership; Cross-cultural leadership; Cosmopolitans; Global mindset; Expatriate management; Global talent management; Training and development; Selection and retention; Performance appraisal and Compensation; Global staffing; International mobility; international careers; Cultural diversity; Cross-cultural communication; Cross-cultural adjustment; Multicultural teams; Virtual teams; Intercultural competence; Bicultural and multicultural identity; International migration; Returnees; Diasporans; Work-family issues; Cross-cultural values, ethics and practices; Hybrid and remote working; Green and sustainable HRM; HRM in different cultural settings; Digital HRM and AI.

6. Gender and diversity

Track Co-Chairs:

Yuka Fujimoto, Sunway University, yukaf@sunway.edu.my

Andre Pekerti, University of Queensland, a.pekerti@uq.edu.au

The track invites empirical, conceptual, methodological and review papers that advance our understanding of any aspect of diversity, equity and inclusion (DEI) across all domains (i.e., strategy, leadership, HRM, marketing, entrepreneurship, innovation, policy) and all levels of IB (i.e., supranational level, national level, industry level, organizational level, team level, community level and/or individual level). We welcome papers that reflect and capture the colorful reality of today's diverse world and advance our understanding of the intersectionality of various aspects of diversity and belonging within multinational organizations, multinational teams and/or across societies. So far, we have mostly looked at isolated aspects of diversity connected to gender, race and ethnicity. Our examination of the additive and compounding effects of various types of diversity on firm performance, effectiveness of teams and/or competitiveness of nations remains limited. Understanding the specific mechanisms through which intersectional social identities connected to gender identity, sexual orientation, immigration status, indigenous identity, different ableness and/or neurodiverse status shape IB outcomes and processes at various levels can further constitute a fruitful avenue for IB research and policy. We also encourage methodological papers advancing our

understanding of how to operationalize intersectionality in DEI terms and measure its effects on performance within IB contexts. Papers addressing LGBTQIA+ communities, neurodiverse individuals, those differently abled and/or indigenous voices are especially welcome, as is cutting edge IB research on gender, race and ethnicity.

Keywords: Diversity, Equity and Inclusion (DEI) in multinationals; Microfoundations of DEI; DEI and social entrepreneurship; DEI and non-government organizations (NGOs); Regional, national and sub-national differences in DEI practices; Social identity and belonging; Social construction of differences and inequalities; Discrimination; Representation; Advocacy; Social justice; Allyship; Minorities; Diversity and creativity; Race; Ethnicity; Social class; Religion; Gender, gender roles and gender identity; Gender and language; Gender equality and equity; Women in the multinational organization; Gender relations at work; Gender and entrepreneurship; Gender and innovation; Gender and the SDGs; Intersectionality of gender, race and other social identities; Gendered networks; Gender and social movements; Gender backlash; Masculinity; the LGBTQIA+ community; Sexuality at the workplace; Sex trafficking; Indigenous voices and representation; Neurodiversity; Different ableness; Ageism; Decolonization.

7. Teaching and education

Track Co-Chairs:

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The main objectives of this track are facilitating development and sharing of best teaching practices, providing a forum for teaching-related knowledge sharing, and promoting research on teaching and education that showcases the importance of IB courses in business school curricula. This track addresses IB teaching at every level – undergraduate, graduate, MBA, and executive – and covers all aspects of teaching IB, including student engagement, motivation, learning outcomes, and classroom diversity. Specifically, it focuses on the use of different tools and pedagogies such as experiential learning, cases, simulations, role-play, and various forms of multimedia to enhance IB teaching. To this end, this track invites submissions of scholarly papers, interactive session proposals, and panels that stimulate teaching innovation and promote best practices in IB teaching.

Following the general theme of the AIB 2024 Annual Meeting, Dynamics of International Business, we are especially welcoming teaching and learning centered contributions related to prepare future responsible leaders to navigate the intricacies of the dynamic international business environment. Overall, there are three areas that the track would like to encourage. First, innovative teaching practices, curriculum design, and pedagogical approaches that empower students to understand and thrive in the ever-evolving global landscape. Second, development of faculty skills that harness the power of AI technology to support digital fluency, internationalization of the curriculum, cross-cultural learning environments, and multidisciplinary approaches. Third, presentations centered on critical issues in the current dynamic and complex global business landscape that directly influence teaching and learning practices, encompassing sustainability, equality/equity, geopolitics, digital disruption, trade challenges, and more, with a strong emphasis on their relevance to effective education and skill development.

Keywords: Experiential learning; Developing an IB curriculum; Internationalizing the business school; Multidisciplinary teaching; Cross-cultural classrooms; Critical perspectives; Case teaching; Executive education; Role of international experience; Simulations and role-playing; Blended learning; Hybrid

teaching; Multimedia in IB teaching; IB teaching tools; Travel Abroad; Global Virtual Exchange; Collaborative Online International Learning (COIL); Management of IB education; Management of educational markets; Competences for teaching IB; Future of IB education; Teaching Sustainability; Education for Sustainability; DEIB and Teaching and Learning; IB and education.

8. Research methods and theorizing

Track Co-Chairs:

Arpit Raswant, Deakin University, arpit.raswant@deakin.edu.au

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The Research Methods and Theorizing track builds on the premise that high-quality and innovative research methods are at the heart of progressive and vibrant academic scholarship. Developing, challenging, and improving methodological best practices are crucial to the relevance, credibility, and growth of our International Business (IB) discipline. Accordingly, we aim to recognize and highlight the outstanding use of advanced and non-traditional methodological techniques and theorizing approaches to examine important IB phenomena. We seek to showcase the rigorous, trustworthy, and transparent use of methods and theory development. We urge IB scholars to consider the following questions:

- How can we extend the dialogue between methods and disciplines?
- How do we theorize in IB research with a balance of scientific explanation and context? What does this mean for the generalizability of our theories?
- How can interdisciplinary research and triangulation be a source of methodological contribution?
- How to develop “context-constrained” or “context-dependent” theories?
- How can we exclude alternative explanations and integrate contextual elements in theorization?
- How can we embrace diverse contexts in international business research?
- How can we develop context-sensitive explanations or propose new theories across national or regional contexts?
- How can we innovatively integrate traditional quantitative and qualitative research methods to incorporate big data and emerging research methods, such as Machine Learning (ML) techniques and advanced approaches in Natural Language Processing (NLP)?
- How can we address challenges in conducting rigorous research methods in emerging economies?
- How should we study change and dynamics over the longer term? What does it require from the method(s) and the scholar?
- How should we promote the assessment of trustworthiness and credibility in IB research, regardless of the research method chosen?
- What is the role of ontological and epistemological underpinnings in IB research? How can they be brought more to the limelight to enable transparency of studies?

Keywords: Research methodology; Mixed methods; Qualitative research; Quantitative research; Case study; Ethnography; Interviews; Surveys; Experiments, Triangulation, Methodological rigor/reliability/replicability; Meta-analysis; Interdisciplinary research; Methodological innovations; Machine learning; Natural Language Processing; Equivalence; Trustworthiness; Styles of theorizing; Philosophy of science; Contextualization; Longitudinal research.

9. Emerging markets and emerging market MNEs

Track Co-Chairs:

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Emerging markets significantly shape the global business landscape, serving as vital arenas for multinational enterprises (MNEs) to compete and understand their distinctive dynamics. Recent studies highlight the ascent of Emerging Market MNEs (EMNEs) adopting innovative strategies for heightened competitiveness. For example, incremental innovation has evolved into disruptive innovation within emerging markets or through their involvement in global innovation networks. The dimensions of sustainable development and Sustainable Development Goals (SDGs) further enrich the discourse on these markets. This track invites submissions that explore diverse dimensions of emerging markets, contributing to our understanding of the transformation of this phenomenon. We welcome research on both market and non-market strategies, novel business models, social innovation, multi-stakeholder partnerships, public-private collaborations, international cooperation, global networking, and sustainability topics, including environmentalism, diversity, and gender equality. We also seek studies that analyze emerging market trends, alongside traditional areas such as foreign direct investment, internationalization strategies, and the dynamic capabilities of emerging market firms. While research on prominent regions like BRICS is valuable, we particularly encourage investigations into lesser-studied markets like Africa, the Middle East, Eastern Europe, Central Asia, Latin America, and the Caribbean. The track welcomes theoretical and conceptual papers that advance the theorization of emerging markets. The use of innovative methodologies, including methodological triangulation, qualitative exploration, and machine learning tools, are also of interest.

Keywords: Emerging market multinational enterprises (EMNEs); Economic development; Emerging market environments; Foreign versus indigenous MNEs in emerging markets; State-owned enterprises in emerging markets; Innovation in emerging markets; Family conglomerates; Privatization; emerging market firms in global networks and global value chains; Corporate social responsibility in emerging markets; Internationalization of EMNEs; EMNEs' diversity and inclusion strategies; EMNEs and sustainable development; EMNEs and climate change; EMNEs and global risks.

10. MNE state relations and international business policy

Track Co-Chairs:

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What are the dynamics of firms, governments, and society in the international business arena? With political systems and ideologies in flux, populism on the rise, trade deals being altered or discarded, and geopolitical tensions intensifying, there is a pressing need to understand how to mitigate and navigate social, political and economic disruptions. This reality has given rise to complex political, social, and business challenges, and has brought into question not only how MNEs are impacted by domestic and global uncertainty, but what role they play in shaping policies targeted to alleviate and

manage it. What strategies and tactics can MNEs adopt to manage social and political challenges and achieve competitive advantage? How can nonmarket strategies enable MNEs to better manage complex nonmarket and geopolitical risks? What are innovative business approaches to environmental and social challenges, especially in vulnerable areas? How are developments in emerging digital technologies such as AI changing the global political, social and business landscape, and how can MNEs face these challenges? In some cases, MNEs are engaged in social and political issues such as navigating climate change agreements or addressing global migration. In other cases, businesses can help to find solutions to social, economic, or political tensions. This track invites empirical, conceptual, and theoretical papers that address these issues and increase understanding of the role of the firm in politics, government, and society. Contributions that guide scholars and practitioners to produce actionable knowledge for managers are also welcome.

Keywords: Institutions / Institutional environment; Institutional voids; Institutional change; Political environment, government and public policies; Legal environment and regulations; Corporate Political Activity and political strategies; Corporate diplomacy; Social sustainability; Regional integration; Trade agreements; Trade disputes; Social license; Country and political risks; Societal impact; Social movements; government intervention; Protectionism; Trade barriers and protectionism; Foreign trade zone; Subsidies and incentives; Global governance; Migration; Poverty and social inequality; Stakeholders; Deglobalization; Geopolitics.

11. Sustainability in international business

Track Co-Chairs:

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Eun Sun Godwin, University of Wolverhampton, E.Godwin@wlv.ac.uk

Grand challenges such as climate change, biodiversity depletion, poverty and inequality are profound changes to the global landscape affecting international business. Sustainability is now integral to global economic development and to firms' international business engagement (i.e., operations, behavior and interaction with stakeholders). International firms are key societal actors so are being called on to contribute to meeting the sustainable development goals in their decisions and actions. Multinational enterprises are responding, though progress has been slow and uneven. This may be partly due to the managerial difficulties of balancing shareholder interests and stakeholder needs, limited commitment to sustainability, and limited resources to address the promise-performance gap.

This track invites empirical, conceptual, and theoretical research that addresses sustainability issues and increases understanding on how international business shapes and is shaped by environmental and societal challenges. The track welcomes papers that explore firms' engagement in sustainability including, but not limited to: reducing carbon footprints; better use of resources throughout firm and industry value chains; managing and engaging employees to create a sustainable business; stakeholder engagement; climate change: performance monitoring; addressing wicked problems; adopting circular economy techniques; implementing advanced digital technologies; achieving United Nations' Sustainable Development goals; addressing inequalities and engaging in social innovation by working with national and international policies. The track also welcomes papers that explore the limits of firms' actions to tackle global sustainability challenges as well as the role of firms' national and international stakeholders in the sustainability transition. Contributions that guide scholars to generate actionable knowledge for managers are also welcome.

Keywords: Sustainability development goals (SDGs); Sustainable global value chains (GVCs); Responsible business and management; Corporate social responsibility (CSR); Wicked problems; Business ethics; Value co-creation, Stakeholders; Sustainable human resources; Circular economy; Digital sustainability; Environmental sustainability; Green development; Climate change, Social and/or environmental externalities; Energy transition; Inequality, social welfare and just transition; Social innovation / Social entrepreneurship; Human Rights; Green innovation (including Industry 5.0).

12. Knowledge, innovation, and technology

Track Co-Chairs:

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Knowledge is for many firms one of the most important sources of competitive advantage and managing knowledge globally is becoming more complex in this new phase of globalization. This track addresses how knowledge is created, transferred, assimilated, transformed and used internationally. This can occur through the processes of innovation, learning, research and development (R&D), etc. The track will explore how MNEs and internationalizing firms learn, manage knowledge and innovate, and how MNEs orchestrate local knowledge globally to gain and sustain competitive advantage on a global scale. Some examples of topics of interest include: Why do global and local networks of innovation interact? How do firms manage cross-national systems of open innovation for the benefit of all partners in a collaborative innovation initiative? Which governance mechanisms are most conducive to knowledge development? How do MNEs transfer knowledge and organizational practices across borders given a changing global geography of innovation? How do firms manage knowledge acquisition and sharing across emerging economies? How do firms create and appropriate value through global innovation? We especially welcome studies that address global knowledge management issues in the context of dynamic and challenging global and local environments. Diverse theoretical approaches and methodologies are welcome.

Keywords: Absorptive capacity; Appropriability regimes; Centers of excellence; Exploration vs. exploitation; Digitalization; Global open innovation; Innovation clusters; Knowledge search and technology scouting; Knowledge creation, sourcing and acquisition; Knowledge management; Knowledge governance mechanisms; Knowledge sharing and knowledge transfer; Learning alliances and collaboration; Licensing; National and regional innovation systems; Networks for innovation; Organizational learning in MNCs; Innovation strategies; Replication and imitation; R&D outsourcing; R&D offshoring; R&D subsidiaries; R&D and technology management; University-MNC relationships; Intellectual property protection and management.

13. Digital Globalization of Cultural Industries: Korea vs. Other Countries (Local Track)

Track Co-Chairs:

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The spread of Korean popular culture around the world, popularly termed as “Hallyu” or the “Korean wave”, has created a successful virtuous cycle of culture, state subsidies, and the emergence of new

multinationals from Korea. Digitalization has been a key enabler and accelerator of these dynamics. This track seeks submissions that examine the digitalization of cultural industry dynamics in Korea and in other countries, assessing its impact on society, culture, and economy. Relevant questions include but are not limited to:

- What has enabled Korea's global success in telecommunications and cultural industry? How did Korean MNCs leverage the country's telecom wave as the basis for its cultural wave? How do these dynamics compare to observations from other countries?
- Are there countries that have attempted such expansion but failed? Are there other countries that may have a strong telecom industry but have not chosen or were not interested in leveraging it to their cultural industries?
- What has been the role of different institutional actors, e.g., government, entrepreneurs and startups, established firms, and consumers whether nationally or internationally in any country's cultural industry abroad? Has the globalization of the cultural industry been a source of 'soft power' abroad or has it created opposition?
- How did Korea's cultural industry navigate the COVID pandemic period and its aftermath? How does this compare to other Korean multinationals and their post-pandemic strategies? How does this compare to other nations and their post-pandemic strategies?
- How has the Korean cultural industry managed to keep themselves competitive in a multi-polar digital world? What are the future prospects for Korean firms or their foreign business alliances in such an ever-changing, multi-polar digital world?
- What can firms and policymakers from other parts of the world learn from the Korean wave?

Keywords: Cultural industries, Korean cultural industries, Digital cultural industries, Korean multinationals, Korean wave, Korean exports, Cultural exports

14. Conference track: Dynamics, change and processes in international business

Track Co-Chairs:

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Submissions are invited that take a dynamic approach to studying international business phenomena. Shifting towards a dynamic view of international business can be done in many ways, such as:

- examining different types of change taking place in the global business environment;
- asking questions about how phenomena evolve over time (their flow, pace, rhythms, and overall temporal dynamics);
- applying theoretical approaches that emphasize change (such as evolutionary theories, systems thinking and chaos theory);
- conducting history-informed or future-oriented studies;
- taking a process- rather than variance-based approach to international business topics; and
- exploring actors' agency in (re)producing change processes through their practices.

To this end, research is welcomed that studies internationalization processes rather than internationalization as a discrete event; subsidiary evolution rather than subsidiary roles; global value chain reconfiguration rather than global value chains; cultural and institutional transformations rather than cultural and institutional differences; global industry dynamics rather

than global industry structure; path (re)creation rather than path dependency; and institutionalization processes rather than institutions. Papers are particularly welcome that take a bold and fresh approach to studying traditional IB topics.

Keywords: Dynamic approaches, Process research, Process theories, History-informed research, Futures studies, Path creation, Temporal dynamics, Change processes, Theories of change

Submitting Your Work

All submissions must be made through AIB's online submission system by **10 January 2024**. The submission system will open 1 November 2023. Please refer to the AIB 2024 Submission Guide for information on how to prepare and submit your work.