

## Digital Globalization Research Summit

### Exploring New Questions, New Theories, and New Data in IB



This summit is organized by the AIB’s newest Shared Interest Group (SIG) on Digitalization. On July 1, 2023, AIB started the [Digitalization SIG](#) to bring together the community of scholars *exploring the intersection of digitalization and globalization*. While digital technologies create new opportunities for connecting, local communities are still important means of inspiration and support for the scholarly community. Signaling this duality of our networks, Digitalization SIG is organizing a simulcast with scholars meeting in local communities and connecting digitally across the globe. At each location, there is an opportunity to meet with the community of scholars in person, and for a specific period, connect digitally with the global community.

The goal of the global summit is to introduce you to the dispersed scholar communities across the globe, and also hear from inspiring scholars who are connecting the digital and global arenas to explore the new horizons of research opportunities for IB scholars. The summit is organized in two time zones (Channel A and B) as below, both on Wednesday, February 21, 2024. Each channel will have a panel of distinguished scholars and a Presidential chief guest. And each location has a Chair, a SIG scholar who will host the event.

Wednesday, February 21, 2024	
<p><b>Channel A</b>      <b>16:00 GMT</b></p> <p>San Jose; Atlanta; Boston; Montreal; Chicago; São Paulo; Leeds; London; Istanbul; Dubai.</p>	<p><b>Channel B</b>      <b>04:00 GMT</b></p> <p>Nairobi, Ahmedabad; Bangalore; Singapore; Beijing; Shanghai; Seoul; Tokyo; Brisbane; Sydney</p>
<p><b>Speakers</b>  <a href="#">Julian Birkinshaw</a>, London Business School  <a href="#">Prithwiraj Choudhury</a>, Harvard Business School  <a href="#">Annabelle Gawer</a>, University of Surrey</p>	<p><b>Speakers</b>  <a href="#">Anand Nandkumar</a>, Indian School of Business  <a href="#">Nan Jia</a>, University of Southern California  <a href="#">Kai Riemer</a>, University of Sydney</p>
<p><b>Chief Guest</b>  <a href="#">Maria Teresa Fleury</a>, Past President, AIB</p>	<p><b>Chief Guest</b>  <a href="#">Peter Liesch</a>, President, AIB</p>

You are welcome to join the community that is closest to you (please see the list of locations and host information at the end of this announcement). The local hosts will provide an opportunity to share your research idea and seek feedback as well as potential partnerships. The predominant thrust of the summit is ‘*capacity building in digital globalization research*’ within AIB. If you are not close to any of the above locations, you are still welcome to join the summit, by joining a virtual community.

**Registration:** Please see the final page of this document for links to our registration system. When registering, you will be asked to select the location you intend to join from (including virtual). You will also need to provide a brief (100-150 word) statement on your research interests. Once you register, the host will reach out to you with more specific information regarding the event.

Join this innovative summit. Get to know your scholarly community. Stay at the cutting edge of knowledge.

### AIB Digitalization Shared Interest Group (SIG) Leadership Team

[Charles Dhanaraj](#)  
 Chair  
 Georgia State University

[Noman Shaheer](#)  
 Vice Chair (Research)  
 University of Sydney

[Ellie Banalieva](#)  
 Vice Chair (Teaching)  
 Northeastern  
 University

[David Schulzmann](#)  
 Vice Chair (Practice)  
 University of Leeds &  
 Aalborg University

## Global Component (Simulcast)

-30 min:	Sound Check at all sites
0:00	Kickoff Welcome & Introduction by Chair, Dig-SIG
5:00	Presidential Welcome
10:00	Call-outs from Each Community
25:00	Panel: Digital Globalization Research
30:00	Speaker 1
40:00	Speaker 2
50:00	Speaker 3
60:00	Q&A from Moderator
70:00	Q&A from different locales (15 min)
85:00	Wrap-up
90:00	End of Global and Transfer to locale

## Local component (May vary from site to site)

- Meet and Greet Reception
- Meet prominent IB scholars in your local community to get feedback on your research.
- Pitch your research idea to get some feedback and, if needed, a potential partner.
- Listen to the informal discussion on your colleagues' research ideas and build your scholar network.
- Get some publishing insights from editors/associate editors/ERB members of IB journals in your local community.
- Build your research agenda and your research portfolio with your take-aways from the meeting.

## LOCAL TIMING AND LOCAL HOSTS

### CHANNEL A: FEB 21, 2024 (WED) TIME:16:00 GMT

CITY	LOCAL TIME START FINISH	LOCAL CHAIR &HOST	EMAIL	HOST INSTITUTION
San Jose	08:00 09:30	<a href="#">Tanvi Kothari</a>	<a href="mailto:tanvi.kothari@sjsu.edu">tanvi.kothari@sjsu.edu</a>	San Jose State University
Atlanta	11:00 12:30	<a href="#">Cecilia Gu</a>	<a href="mailto:gg@gsu.edu">gg@gsu.edu</a>	Georgia State University
Boston	11:00 12:30	<a href="#">Ellie Banalieva</a>	<a href="mailto:e.Banalieva@northeastern.edu">e.Banalieva@northeastern.edu</a>	Northeastern University
Montreal	11:00 12:30	<a href="#">Christian Keen</a>	<a href="mailto:christian.keen@fsa.ulaval.ca">christian.keen@fsa.ulaval.ca</a>	University Laval
Chicago	10:00 11:30	<a href="#">Ian Lee</a>	<a href="mailto:ilee1@luc.edu">ilee1@luc.edu</a>	Loyola University Chicago
São Paulo	13:00 14:30	<a href="#">Fernanda Cahen</a>	<a href="mailto:fernanda.cahen@espm.br">fernanda.cahen@espm.br</a>	ESPM
Leeds	16:00 17:30	<a href="#">David Schulzmann</a>	<a href="mailto:D.Schulzmann@leeds.ac.uk">D.Schulzmann@leeds.ac.uk</a>	University of Leeds
London	16:00 17:30	<a href="#">Salma Soliman</a>	<a href="mailto:S.Soliman@gold.ac.uk">S.Soliman@gold.ac.uk</a>	Goldsmith University of London
Istanbul	19:00 20:30	<a href="#">Pinar Buyukbalci</a>	<a href="mailto:pbuyuk@yildiz.edu.tr">pbuyuk@yildiz.edu.tr</a>	Yildiz Technical University
Dubai	20:00 21:30	<a href="#">Mohid Ul Asr Sayed</a>	<a href="mailto:mohid_sayed@isb.edu">mohid_sayed@isb.edu</a>	SP Jain School of Global Management

### CHANNEL B: FEB 21, 2024 (WED) TIME: 04:00 GMT

Nairobi	7:00 8:30	<a href="#">Beatrice Matiri</a>	<a href="mailto:bmaisori@usiu.ac.ke">bmaisori@usiu.ac.ke</a>	USIU Africa
Ahmedabad	9:30 11:00	<a href="#">Amit Karna</a>	<a href="mailto:karna@iima.ac.in">karna@iima.ac.in</a>	IIM Ahmedabad
Bangalore	9:30 11:00	<a href="#">Vardhini Jha</a>	<a href="mailto:srivardhini.jha@iimb.ac.in">srivardhini.jha@iimb.ac.in</a>	IIM Bangalore
Singapore	12:00 13:30	<a href="#">Liang CHEN</a>	<a href="mailto:liangchen@smu.edu.sg">liangchen@smu.edu.sg</a>	Singapore Management U
Beijing	12:00 13:30	<a href="#">Alex Zhang</a>	<a href="mailto:zhangpx@gsm.pku.edu.cn">zhangpx@gsm.pku.edu.cn</a>	Peking University
Shanghai	12:00 13:30	<a href="#">Tian Wei</a>	<a href="mailto:weitian@fudan.edu.cn">weitian@fudan.edu.cn</a>	Fudan University
Seoul	13:00 14:30	<a href="#">Jong Min Lee</a>	<a href="mailto:j.m.lee@yonsei.ac.kr">j.m.lee@yonsei.ac.kr</a>	Yonsei University
Tokyo	13:00 14:30	<a href="#">Kazuhiro Asakawa</a>	<a href="mailto:kaz.asakawa@gmail.com">kaz.asakawa@gmail.com</a>	Keio University
Brisbane	14:00 15:30	<a href="#">Peter Liesch</a>	<a href="mailto:p.liesch@business.uq.edu.au">p.liesch@business.uq.edu.au</a>	University of Queensland
Sydney	15:00 16:30	<a href="#">Noman Shaheer</a>	<a href="mailto:noman.shaheer@sydney.edu.au">noman.shaheer@sydney.edu.au</a>	University of Sydney

**Digital Globalization Research Summit**  
**Exploring New Questions, New Theories, and New Data in IB**



Digital platforms powered up by artificial intelligence (AI) are redefining the way we live, work, and connect with one another. The prospect of these new technologies to address grand challenges such as poverty, climate change, and healthcare has garnered the attention of academics, businesses, and governments across the globe. Digitalization is not new. Since the dawn of the internet, firms have increasingly adopted the digital processes, first to streamline the flow of information and eventually embedding product knowhow in algorithms that enhances the transferability across space. Digital technologies, mobile, cloud, analytics, and AI have powered this revolution and they have exponentially grown in speed and precision in recent years. The advent of generative AI, embedded in tools such as ChatGPT, has made digitalization visible and accessible to the public.

For IB scholars, business migration to the digital arena opens several new frontiers for exploration. As the global connectivity grows in scale and scope, what will be the emerging structure of global business? The study of IB has been synonymous with the study of multinational enterprises (MNEs) and more recently the interests have grown to incorporate the international new ventures and born global companies. Would digital platforms emerge as a dominant design of organizational form in IB? In the digital era, how would we think about “internationalization”? How should we think about the mix of digital and physical flow when we consider measures of internationalization?

At a more fundamental level, as data become core to the competitive advantage, creation, curation, transfer, and use of data, and more importantly, the intertwining of product knowhow and consumer data, raise several unfamiliar challenges for IB scholars. With increasing digital component of a product, one sees the decoupling of asset and revenue flows, and a distinct shift in the structure of the global value network. Concerns of privacy and security is increasing control of policy makers on the data flow, and the diversity of data governance regimes across the countries bring in new complexities for MNEs to leverage their scale and scope. Simultaneously, the scale-free and fungible nature of the data augmented by the network effects, give phenomenal market power to the dominant players.

IB theory has been propelled over the years by considerations of bounded rationality, transaction costs, and internalization. As the nature of the “asset” or “advantage” shifts towards digital, how do we capture the dynamics of data-centric businesses? Should we consider digital platforms a new type of franchising or a new genre of organization that deserves new theoretical considerations? The distinctiveness of markets and hierarchies is the foundation of IB theory, and market failure is central to explaining the emergence of MNEs. The profit maximizing firm is the central actor, and considerations of sustainability or equity are peripheral concerns. Are the anomalies of the empirical realities from extant theory growing, and if so, how should we respond?

For IB scholars, digitalization opens a new frontier. Digital flow leaves imprints across the data value chain, and as businesses and governments mature, we see vast amounts of real time data, which often require new ways of gathering, sorting, and curating. Analytical methodologies such as machine learning and deep learning are emerging as promising candidates. AI Chatbots open new frontiers of collecting data, and the algorithmic designs allow for rapid analysis and curating key insights. As the attention on the global flow of data increases exponentially, new analytical methodologies will be needed to capture the dynamics.

Digitalization may be the trigger for the renaissance of IB scholarship. MNEs play a significant role in these technologies, and digital platforms are emerging as new forms of global business. As data take the center stage in global governance, new challenges emerge, calling for new approaches in IB scholarship. The summit presents an opportunity to explore these questions and more and lay out an agenda for digital globalization scholarship.

## **REGISTRATION**

All event registrants must have a valid AIB membership through 21 February 2024 in order to participate in this event. Current members will be required to pay a registration fee (US\$5 for students/ US\$10 for faculty) in order to reserve their spot for the Digital Globalization Research Summit.

**Current AIB members should use this link to register:** <https://member.aib.world/forms/2024-DIG-SIG-Research-Summit.asp>

If you are a past member of AIB or new to our association, your registration fee will be added to the cost of a one-year membership.

**New or past AIB members should use this link to register:** <https://aib.regfox.com/dig-sig-2024-digital-globalization-research-summit-registration>

If registration fees for this event represent a serious financial hardship for you, please contact your local host chair for alternative funding options for this event.