Call for Papers

Academy of International Business US Northeast Annual Conference
Friday, October 2nd & Saturday, October 3rd, 2026

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

Conference Theme

Rethinking Global Strategy: Adaptation, Resilience, and Renewal

Proposal Abstract Deadline: August 1, 2026
Submission: https://meetings.aib.msu.edu/us-ne/2026/

Suffolk University
Sawyer Business School
73 Tremont St, Boston, MA 02108

SUFFOLK UNIVERSITY BOSTON

CONFERENCE OVERVIEW

"It will appear that a measurable uncertainty, or 'risk' proper... is so far different from an unmeasurable one that it is not in effect an uncertainty at all."

Frank H. Knight, Risk, Uncertainty, and Profit (1921: 23)

Uncertainty is a chronic, structural feature of the global economy. Today's global businesses operate in a world of true uncertainty that cannot be reliably predicted, priced, or planned for, a condition that is fundamentally distinct from measurable risk (Knight, 1921). For decades, most global businesses have ignored this reality. They pursued hyper-efficient global strategies, treating resilience as a cost to cut rather than a capability to build (Sheffi & Rice Jr., 2005). Recently, the pandemic and the escalation of geopolitical tensions have shattered this complacency, revealing how quickly optimized global operations can become points of vulnerability. This has compelled global businesses to rethink the foundations of global strategy, emphasizing adaptation and renewal rather than efficiency alone. International business scholars had long anticipated this shift. Buckley and Casson (1998) cautioned us that strategic flexibility under uncertainty would prove central to international business theories, arguing that firms must balance the efficiency gains of global coordination with the costly but essential capacity to adapt when conditions shift. Luo (2000) anticipated that global businesses would need to go beyond mere survival and proactively build adaptive capacity to convert turbulence into competitive advantage. This year's conference theme, 'Rethinking Global Strategy: Adaptation, Resilience, and Renewal,' is a homage to the prescient thinking of these IB scholars. We invite scholars and practitioners to explore how multinational firms can design strategies that are inherently resilient, continuously adaptive, and oriented toward long-term renewal in an era of persistent change.

The possibilities for exploring how global businesses can build resilient strategies and adapt to persistent uncertainty are vast. A growing body of research shows that resilience is not a single capability but a system of them. Agility, redundancy, collaboration, and a deeply embedded culture of risk awareness together enable firms to sense, adapt, and transform in the face of shifting global conditions (Ponomarov and Holcomb, 2009; Tukamuhabwa, Stevenson, Busby, and Zorzini, 2015). At the same time, Industry 4.0 technologies are reshaping what resilience looks like in practice. Artificial intelligence, big data analytics, and digital twins are giving firms the power to anticipate disruptions before they strike, not merely react after the damage is done (Lücker, Timonina-Farkas, and Seifert, 2025). At this year's conference, we will bring together leading researchers, business leaders, and policymakers to examine how organizations are harnessing these capabilities to renew their global strategies, e.g., reconfiguring supply networks, investing in adaptive capacity, cultivating collaborative ecosystems, and pursuing new models of sustainable international growth. Boston is a city of intellectual restlessness, a place where competing visions of the future collide and where the tension between established ways and radical renewal is a defining feature of its character (James, 1886). Suffolk University will host participants from around the globe to engage with the forward-looking strategic questions that will define the next era of international business. Our theme topics include, but are not limited to:

1. How are firms rethinking the foundations of global strategy to build resilience, foster adaptation, and pursue renewal in an era of persistent geopolitical, economic, and technological uncertainty?

2. What strategic frameworks best explain how firms compete, grow, and create value across borders in an increasingly fragmented global landscape?
3. How do firms develop, transfer, and protect technological capabilities across national boundaries, and what role does innovation play in sustaining international competitiveness?
4. How do entrepreneurs identify and exploit opportunities across borders, and what enables new ventures to internationalize successfully under conditions of uncertainty?
5. How do firms navigate competing ethical expectations, stakeholder demands, and sustainability imperatives across diverse institutional and cultural environments?
6. How do cultural differences and workforce management practices shape organizational effectiveness, talent mobility, and employee experience in multinational settings?
7. How are firms redesigning supply chains, logistics networks, and global operations to balance efficiency, resilience, and responsiveness in a disruption-prone world?
8. How do firms adapt to marketing strategies, brand positioning, and consumer engagement across markets with different preferences, regulations, and competitive dynamics?
9. How do cross-border differences in financial systems, regulatory regimes, and macroeconomic conditions affect firm valuation, capital allocation, and economic performance?
10. How should educators prepare for the next generation of global business leaders, and what pedagogical approaches best develop the competencies demanded by an uncertain world?

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.

CONFERENCE ORGANIZATION

Chapter President
Jun Li, University of New Hampshire

Conference Chairs
Ari Van Assche, HEC Montreal
Anna Lamin, Northeastern University

Program Chairs
Soni Jha, Purdue University Fort Wayne
Omer Gokalp, Suffolk University

Track 1: Conference Theme – Rethinking Global Strategy: Adaptation, Resilience, and Renewal
Track Chair: Lucia Piscitello, Politecnico di Milano
Track Chair: Omrane Guedhami, University of South Carolina

Track 2: International Business Strategy
Track Chair: Nishant Kathuria, Texas State University
Track Chair: Sokol Celo, Suffolk University

Track 3: Innovation and Technology Management
Track Chair: Marcelo Alvarado-Vargas, University of Toledo
Track Chair: Russell Seidle, Suffolk University

Track 4: International Entrepreneurship
Track Chair: Rimi Zakaria, University of Wisconsin Whitewater
Track Chair: Maria Lapeira, Suffolk University

Track 5: Ethics, Corporate Social Responsibility & Sustainability
Track Chair: Ishva Minefee, University of Illinois Urbana-Champaign
Track Chair: Alexander Berman, St. John's University

Track 6: Culture and International Human Resource Management
Track Chair: Qin Yang, Robert Morris University
Track Chair: Juana Du, Royal Roads University

Track 7: Global Supply Chain, Logistics & Operations
Track Chair: Shyamala Sethuram, Baruch College, CUNY
Track Chair: Kim Wang, Suffolk University

Track 8: International Marketing
Track Chair: Goksel Yalcinkaya, University of New Hampshire
Track Chair: Li Chen, Suffolk University

Track 9: International Accounting, Finance, and Economics
Track Chair: Abu Jalal, Suffolk University
Track Chair: Liu Wang, Providence College

Track 10: International Business Pedagogy and Experiential Education
Track Chair: Alex Settles, University of Florida
Track Chair: Tanvi Kothari, San Jose State University

CONFERENCE HIGHLIGHTS

Research Keynote

Rethinking Global Strategy: Adaptation, Resilience, and Renewal

Speaker: William Kerr
Harvard Business School
D'Arbeloff Professor of Business Administration
Senior Associate Dean for Faculty Development and Research
Co-director: Managing the Future of Work initiative
Faculty Chair: Launching New Ventures program

Meet The Editors Panel
Editors from several leading Strategy and International Business journals will be joining us.

Organizers
Jonathan Doh, Villanova University

Industry Panel
Executives Forum on Conference Theme

Dean's Panel
Business School Deans' Forum on Conference Theme

Teaching Workshop
Beyond Cheating: Harnessing Generative AI for Deeper Learning

Organizers
Alex Settles, University of Florida

Early Career Researchers' Workshop

Organizers
Soni Jha, Purdue University Fort Wayne

Doctoral Consortium
Doctoral Consortium will be held on October 1st

Scholarship available for eligible students!

Organizers
Attila Yaprak, Wayne State University
Crystal Jiang, Bryant University

CIBUL Best Paper Awards*

Best Conference Paper Award
Best Theme Paper Award
Best Student Paper Award
Best Paper on Emerging Markets
"That is Novel!" Paper Award

* Sponsored by the Center for International Business at the University of Leeds.

Social & Networking: Consortium Reception / Lunch & Learn with Fellows / Conference Gala

CONFERENCE CITY AND HOST INSTITUTION

The Conference City: Boston, Massachusetts, is a city steeped in American history and innovation, boasting an exceptional blend of cultural richness and modern sophistication. Home to Harvard and MIT, Boston is a hub for education, technology, and medicine. Visitors can explore the historic Freedom Trail, relish the artistic treasures of the Museum of Fine Arts, or enjoy a leisurely stroll in the Boston Public Garden. The city's diverse neighborhoods offer a mosaic of experiences, from the Italian flair of the North End to the bustling streets of Downtown. Boston's innovation ecosystem is vibrant, hosting numerous startups and global firms, making it a nexus of progress and tradition. The waterfront invites exploration with its scenic views and seafood restaurants, while Fenway Park offers a slice of American baseball heritage. Boston's compact size belies its vast offerings, from cutting-edge academic conferences to world-class dining and entertainment, making it an ideal location for both intellectual engagement and leisure. For more on what Boston has to offer, visit http://www.bostonusa.com.

The Host Institution: The Sawyer Business School (SBS) at Suffolk University is located in the heart of downtown Boston, offering direct access to the city's financial district, government institutions, and vibrant innovation ecosystem. As the host of AIBNE 2026, SBS is committed to advancing global business scholarship and fostering meaningful engagement between academia and practice.
SBS provides a dynamic, student-centered learning environment characterized by small class sizes, personalized mentoring, and a strong emphasis on experiential learning. The school offers a comprehensive portfolio of undergraduate and graduate programs with a global orientation, preparing students to lead in an increasingly interconnected and rapidly evolving business landscape. Faculty at SBS combine rigorous academic research with practical industry experience, contributing to both scholarly knowledge and real-world impact. Through close partnerships with local and international organizations, SBS integrates immersive learning opportunities into its curriculum, enabling students to engage with contemporary business challenges. Its central location and strong industry connections create a unique platform for collaboration, innovation, and professional development for both students and faculty.

SUBMISSION & CONFERENCE REGISTRATION

Submit at https://meetings.aib.msu.edu/us-ne/2026/

We welcome submissions in two formats: 1) papers (abstracts or full-length) and 2) panel proposals.

For papers, please submit a 200-250-word abstract of your proposal for consideration at the conference. We offer two types of presentation formats. The first is a traditional presentation with slides for a more structured delivery of content. The second is a round-table discussion for interactive engagement and debate. Please note that 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. The abstract box has a 250-word limit.

To be considered for a conference award, you must email a full-length paper (40-page maximum) to Dr. Soni Jha at aibne2026@pfw.edu by August 8, 2026. When emailing us, please be sure to indicate which conference award you'd like to be considered for.

For panel proposals, please submit a brief (200-250 words) description of the panel along with the names of three to five panel members, along with confirmations for panelists. Each panel session should last 75 minutes and feature presentations by three to five delegates on the same topic, followed by a Q&A between the presenters and the audience. All panel members must attend the conference. For questions regarding conference submission, please contact Dr. Soni Jha at aibne2026@pfw.edu.

Submission	**Conference Registration**
Deadline for Proposal Submission **August 1, 2026**	Deadline for Early Bird Registration **September 2, 2026**
Deadline for Full Papers for Awards **August 8, 2026**	Deadline for Regular Registration **September 16, 2026**

CONFERENCE REGISTRATION

Faculty and full-time 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, 2026, then you must renew your membership while you register for the conference. AIB World will contact registrants directly regarding membership. Faculty membership: $120; Full-time students: $60.

Conference Cancellations/Refunds: Refunds will be processed on an individual case basis. There will be a $50 processing fee for cancellations before September 15, 2026. No refund will be issued for cancellations after September 15, 2026, or for no-shows.

Full-time student scholarships are available, and application information will follow.

Faculty and Practitioners Registration Fees:	
Early Bird Registration:	$295 (USD)
Regular Registration:	$345 (USD)

Full-time Graduate & Undergraduate Students Registration Fees:	
Early Bird Registration:	$ 95 (USD)
Regular Registration:	$135 (USD)

AIB U.S. NORTHEAST CHAPTER

About AIB: The Academy of International Business is the leading association of scholars and specialists in international business. Members include scholars from leading academic institutions, 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: The 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 the 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 ideas for researching, teaching, and practicing international business among our members. One of our main venues for this purpose is our annual conference.

AIB US Northeast Chapter Leadership

Chapter Chair
Jun Li, University of New Hampshire

Chapter Vice Chair
Ying (Cathy) Zheng, Bryant University

Chapter Secretary
Crystal Jiang, Bryant University

Chapter Vice President
Liu Wang, Events and Operations, Providence College
Soni Jha, Academic Programs, Purdue University Fort Wayne

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