

## Conference Organizer & Secretariat

### Organizer



### Co-organizer



### Secretariat

**Hong Kong Institute of Business Studies (HKIBS)**

**Address:** Tuen Mun, New Territories, H.K.

**Tel. No.:** 852-2616 8373

**Fax. No.:** 852-2572 4171

**Email:** [hkibs@LN.edu.hk](mailto:hkibs@LN.edu.hk)

**Websites:**

**HKIBS:** [www.LN.edu.hk/hkibs](http://www.LN.edu.hk/hkibs)

**AIBSEAR:** <http://www.LN.edu.hk/aibsear/main/index.html>

**Conference:**

<http://www.LN.edu.hk/hkibs/AIB/2019/aib2019/Home.html>

## Conference Venue



**Address:** Serging Osmeña Boulevard Corner of Juan Luna Ave. 6000 Cebu City Philippines

**Tel:** + 63 32 4029900

**Fax:** + 63 32 4029997

**Email:** [reservations.ceb@radisson.com](mailto:reservations.ceb@radisson.com)

**Website:** [radissonblu.com/hotel-cebu](http://radissonblu.com/hotel-cebu)

## Registration

	AIB Members	Non AIB Members**
		US\$565
Regular	US\$445	(include 1-year AIB membership fee <sup>1</sup> of US\$120)
Low Income <sup>2/</sup> Student <sup>3</sup>	US\$225	(include 1-year AIB membership fee of US\$60)
		US\$285
		US\$255
Electronic <sup>4</sup>	US\$225	(include 1-year AIB membership fee of US\$30)

\*Registration deadline is **31 August 2019**. An extra **US\$50** will be charged for late registration after the deadline and **US\$100** will be charged for registration after 30 October 2019.

**Registration will NOT be confirmed until full payment is received.**

**\*\*There is an increase in the conference registration rates due to an increase in the AIB membership fee since August 1, 2019.**

1. Membership fees are for 12 months of membership, starting from the day AIB Headquarters processes your membership application.
2. Individuals with gross annual incomes less than US\$25,000. Full benefits and voting rights apply.
3. Proof of full-time student status is required. Full benefits and voting rights apply.
4. Available to low income individuals from low income or lower-middle-income economies only (according to the classifications of the World Bank). Web access only to JIBS, AIB Newsletter and Member Directory. No print materials will be sent. Full benefits and voting rights apply.

The registration fee includes luncheons, coffee breaks, conference dinner, and a copy of Conference Proceedings.

Registration form can be downloaded at:  
<http://www.LN.edu.hk/hkibs/AIB/2019/aib2019/Home.html>

\* Conference Proceedings is in CD format and costs US\$25 for additional copy.



**Academy of International Business  
Southeast Asia Regional Conference**



**Lingnan 嶺南大學  
University 香港 Hong Kong**

# US-China Trade War Deglobalization and International Business

Cebu, Philippines, 5 - 7 December 2019

**Call For Papers**

**Submission by: 18 July 2019**

**Registration by: 31 August 2019**

The 2019 Academy of International Business (AIB) Southeast Asia Regional Conference is organized by **AIBSEAR** during **5-7 December 2019**, in **Cebu, Philippines**. The **theme** of the 2019 AIBSEAR Cebu Conference is **"US-China Trade War, Deglobalization, and International Business"**. In particular, this year's high quality papers will be invited to submit to **a Special Issue of the Journal of Business Research** relating to **"Bridging the gap between theory and practice in international business: Addressing management challenges"**.

We invite papers for presentation related to the conference theme from scholars, business executives, professionals, and public policy makers. Every paper submitted should have a global/international orientation and must be scholarly in content. We welcome conceptual, theoretical and empirical papers, using qualitative and/or quantitative methodologies. Manuscripts submitted must be complete papers. *Accepted full papers will be published in the Conference Proceedings. We plan to have the Proceedings published online and indexed by ISI and/or CPCI (Thomsonreuters).*



## US-China Trade War, Deglobalization, and International Business

“Radical doubts are gripping the global economy. The world appears to be wavering between two alternatives: either a wave of backlash and deglobalization, with nationalism and market segmentation, and national priorities set against “globalism”; or a transition to a very new kind of globalization, sometimes referred to as globalization 2.0” (James Haorld 2017). The withdrawal of US from several trade agreements and a pending trade war with China has ushered in a new era of deglobalization, upset the existing global supply chain. Together with other regional geopolitical events (e.g. Brexit), they are reshaping the horizon of international trade and business. These events and the unraveling trends will significantly affect the cross-border flows of products, capital, and people and a whole array of IB operations including finance, manufacturing, marketing and human resource management. As US renegotiates its trade treaties, many countries are assessing the implications and weigh their options so as to minimize risks and uncertainties. Since both US and China are large economies with a huge domestic market for imports, multinational companies are treading carefully as they rethink of their strategies for investment, manufacturing, and marketing. The implications are crucial for firms from emerging market economies including those in the ASEAN, who are late comers to global markets. To examine the ramification of these trends, we particularly welcome studies about the forces and drivers that shape the new horizon of the world marketplace, theoretical and empirical papers, as well as case studies, along with the outlooks for this region and beyond.

## Doctoral Students Program & Career Services

A special program and career services for doctoral students and junior scholars will be organized at the 2019 AIBSEAR Cebu Conference. For anyone who is interested, please send your CV/job posting to Professor **Sanjaya Singh Gaur** (email: sanjayag@sunway.edu.my).

## Best Paper Awards & JBR SI

Awards will be conferred at the conference (Awarded papers must be presented at the conference). **This year’s high quality papers will be invited to submit to a JBR SI** (More details can be found in the JBR SI Call for Paper and Conference website).

## Suggested Topics

**We particularly welcome papers related to the main theme as well as other topics, including but not limited to:**

- Big data and business analytics in IB
- Business cultures, education, ethics and corporate social responsibility
- Collaboration and competition of MNEs
- Corporate governance and leadership
- Cross-cultural/national consumer behavior
- Emerging market multinationals
- Entrepreneurship and innovation in emerging markets and economic growth
- Entry modes and locations
- Export marketing
- Human resource management, cross-cultural management,
- Institutions and organizational culture and practices
- International accounting, economics, finance and taxation
- International marketing strategies
- International supply chain and e-commerce management
- International trade management
- Management information systems/decision support systems
- National cultures and business systems
- One Belt One Road & Islamic financing
- Regionalism, globalization and internationalization
- Social media and networks in international business
- The impact of ICT on business operations and consumption

## Conference Proceedings

Papers will be double-blind reviewed for publication in the Conference Proceedings. Accepted *full* papers will be included in the Conference Proceedings only if the authors register with the Conference by the deadline.



## Official Language

Papers and presentations should be in **English**.

## Format and Deadlines

1. Submit an electronic copy of the complete manuscript by **18 July 2019** via the online submission. Unless specified below, guidelines and style for *full* paper preparation should follow those of the Journal of International Business Studies, otherwise submissions will be returned or not reviewed (JIBS, <http://www.jibs.net>).
2. The maximum length of the paper is 40 pages including ALL tables, appendices and references, with an abstract of no more than 100 words.
3. Acceptance notification will be sent by **15 August 2019**. The Conference Secretariat must receive final *full* manuscripts, by **31 August 2019**.
4. The author(s) must certify that the accepted paper is not copyrighted and has not been published elsewhere.
5. Papers will be arranged for presentation and publication **ONLY** if at least one of the authors registers for the Conference by the registration deadline, **31 August 2019**.
6. An individual author may not appear on more than **two** papers.

## Conference Location & Accommodation

Cebu is the Queen City of the south, both a dynamic business hub and famed leisure destination. A key landmark in this thriving city is the 5-star international deluxe Radisson Blu Cebu. Centrally situated in a commercial district, the Hotel is beside SM City Cebu, one of the biggest malls in the Philippines.

### Room Rates (PHP per room per night net, breakfast included)

Superior Room	Single/Double Occupancy	6,000
Deluxe Room	Single/Double Occupancy	7,000

## Reservation Deadline: September 30, 2019

Please make reservation directly with the hotel as soon as possible but no later than the reservation deadline to enjoy the special room rates and ensure room availability.