

Conference Organizer & Secretariat

Organizer



Secretariat

The Research Institute for Business (RIB)
School of Business
The Hang Seng University of Hong Kong (HSUHK)

Address: Hang Shin Link, Siu Lek Yuen, Shatin,
New Territories

Tel. No.: (852) 3963 5088

Email: wzhu@hsu.edu.hk

Websites: <https://sbus.hsu.edu.hk/en/>

Conference: <https://sbus.hsu.edu.hk/en/aib/>

Conference Venue



The Hang Seng University of Hong Kong

Hang Shin Link,
Siu Lek Yuen, Shatin, New Territories,
Hong Kong

Updated on 3/9/2020

Registration

	AIB Members**	Non AIB Members
Regular	US\$150*	US\$270/ US\$225 ⁴ (include 1-year AIB membership fee ¹ of US\$120 /US\$75 ⁴)
Low Income ²	US\$75	US\$135/ US\$105 ⁴ (include 1-year AIB membership fee of US\$60/ US\$30 ⁴)
Student ³	US\$75	US\$115/US\$100 ⁴ (include 1-year AIB membership fee of US\$40/ US\$25 ⁴)

AIB has a new membership rate structure. Please refer to <https://www.aib.world/membership/new-members/> for details.

Registration deadline is **31 October 2020**. For those who submitted by original deadline, please register before 30 September

1. Membership fees are for 12 months of membership, starting from the day AIB Headquarters processes your membership application. **Please ensure that you have a valid AIB membership before registering the AIBSEAR conference. To join or renew your AIB membership, please go to : <https://www.aib.world/membership/>**
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](#)). Full benefits and voting rights apply.

The registration fee includes luncheons, coffee breaks, and conference dinner.

***Please note that the conference fee for this year is at a special low rate as HSUHK has kindly agreed to host the event due to the unforeseen COVID-19 situation.**

**** For participants who attend face to face mode only.**



Academy of International Business Southeast Asia Regional Conference



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong

The Future of IB in Turbulent Times

Hong Kong, 3-5 December 2020

Conference Call

Submission by: **30 September 2020 (Extended)**

Registration by: **31 October 2020 (Extended)**

The 2020 Academy of International Business (AIB) Southeast Asia Regional Conference will now be held at The Hang Seng University of Hong Kong (HSUHK). Our original plan was to host this year's conference in Siem Reap, Cambodia. However, **due to the novel COVID-19 virus**, we will stage the event in Hong Kong. The **theme** of the 2020 AIBSEAR Conference is **"The Future of IB in Turbulent Times"**. If the climate makes travel impossible, then you will have the opportunity to deliver your study via video conference through Zoom or Microsoft Teams. However, if conditions are favourable and safe, you will be able to attend the conference in-person.

We invite you to send us an **abstract** of the paper that you would like to present. We invite abstracts for presentation that are particularly related to the conference theme or other areas of business and management from scholars, business executives, professionals and public policy makers. Every abstract submitted should have a global/international orientation and must be scholarly in content. We welcome conceptual, theoretical and empirical studies, using qualitative or quantitative methodologies. We also welcome teaching cases, so we can share best practice accordingly.

We look forward to seeing you either in person or on-line in December.

Suggested Topics



The Future of International Business in Turbulent Times

The theme of this 2020 conference is “*The Future of IB in Turbulent Times*”. The theme reflects the challenges faced by us all as we grapple with this problem in unpredictable and turbulent times. COVID-19 has spread to become a global pandemic at rapid pace. The implications to the business world have been unprecedented. The tourism industry took the first hit and financial markets have collapsed. Consequently, economic recession or depression is nothing but inevitable. The depth and breath of the impact has strengthened the fact that the world is interdependent and deeply connected. When parts of China were locked down, the supply chain of several multinational and local firms were severely interrupted. Companies have had to rewrite their strategies and crisis management became top priority. Several measures had to be implemented simultaneously, such as the scramble to source raw materials, the closure of stores and factories, as well as ensuring the safety of workers and employees.

ASEAN economies which have been powered by SMEs are particularly vulnerable, since they often do not have sufficient resources and capital to sustain the length of this crisis. When opportunities are limited, new business models have to be realised. Marketing, finance, human resources and operations have to adjust or completely be overhauled. For most countries where social distancing is required, online platforms for running business is no longer a choice, but a necessity for business survival.

The academic world has no escape either from this pandemic. Similar to the world of business, online activities have become the norm, with the majority of lecturers and students struggling to adjust in such a short timeframe. Although doubts and questions about academic integrity and the achievement of learning outcomes are raised, lecturers are running out of options as their teaching has been tested.

When we make this announcement call for this year’s conference, we have no idea when and how this pandemic will end. We don’t know how this will alter the business and academic world. One certainty is that the future of international business will definitely be influenced by COVID-19.

We particularly welcome studies 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
- Online Teaching in turbulent times
- Regionalism, globalization and internationalization
- Social media and networks in international business
- The Future of IB in turbulent times
- The impact of ICT on business operations and consumption

Official Language

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

Format and Deadlines

1. Submit an electronic copy of *the abstract* by **30 September 2020** via the online submission. Unless specified below, guidelines and style for *abstract* preparation should follow those of the Journal of International Business Studies (JIBS, <http://www.jibs.net>).
2. Acceptance notification will be sent by **15 October 2020**.
3. The author(s) must certify that the accepted abstract is not copyrighted and has not been published elsewhere.
4. Abstracts will be arranged for presentation and publication **ONLY** if at least one of the authors registers for the Conference by the registration deadline, **31 October 2020**.
5. An individual author may not appear on more than **two** manuscripts.

Conference Proceedings

Accepted *abstract* will be included in the **Online** Conference Proceedings.

Conference Location & Accommodation

Hong Kong, situated on the southeast coast of China, Hong Kong’s strategic location on the Pearl River Delta and South China Sea has made it one of the world’s most thriving and cosmopolitan cities.

HSUHK has a preferential rate for participants who may wish to stay at the newly built 5-star **Alva Hotel by Royal**, which is just a few minutes walk from the campus. Further details of the rate will be provided in due course.