



AIB Asia Pacific Regional Conference

Conference Theme

During the past decade, the annual conference of our AIB Asia Pacific Chapter (formally known as AIBSEAR) has been dedicated to globalization-related themes. Certain terms such as connectivity, network, and cooperation have been a part of our previous themes.

*“The Future of International Business –
Post COVID-19.”*

Trends in International Business showed the benefits of economic cooperation through the facilitation of trade, investment, and cross-border activities. One global market for inputs and outputs allows firms to achieve efficiency by taking advantage of economic interdependence. As manufacturers have been relocating, emerging economies, including countries in the Asia Pacific region, are now an integral part of this new global supply chain.

Last year we convened the conference under the theme “turbulent time,” where COVID-19 forced companies to rewrite their strategies and crisis management was the top priority. As businesses have settled down, it is time to re-evaluate their long-term strategy. Reliance on foreign countries to serve local consumers may no longer be a risk-free strategy. Deglobalization is on the agenda now. The challenge is how to continually take advantage of globalization whilst simultaneously hedging against its risks. This transition period poses a risk particularly to the Asia Pacific region, as we are now inseparably linked to globalization’s outcome.

Conference Organizer & Secretariat

Organizer



Host and Conference Venue



*Mahidol University International College
Nakhonpathom, Thailand*

*Address: 999 Phutthamonthon Sai 4 Rd,
Salaya, Phutthamonthon District,
Nakhon Pathom 73170, Thailand
Tel. No.: (66) 2 700 5000*

Websites: <https://muic.mahidol.ac.th/eng/>

Co-host and Secretariat



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

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



2021 AIB Asia Pacific Regional Conference

Date: 8-10 December 2021

**Conference Venue:
Mahidol University International College,
Nakhonpathom Campus,
Nakhonpathom, Thailand**

**Submission Deadline: 10 September 2021 (Extended)
Registration Deadline: 15 October 2021 (Extended)**

Suggested Topics

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
- COVID-19 and international business
- Cross-cultural/national consumer behavior
- Digitalization in IB
- De-Globalisation and Decoupling
- 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 entrepreneurship
- International marketing strategies
- International supply chain and e-commerce management
- International trade management
- Management information systems/decision support systems
- National cultures and business systems
- 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

Format and Deadlines

1. Submit an electronic copy of the **extended abstract** by **10 September 2021** 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 **30 September 2021**.
3. The author(s) must certify that the accepted extended abstract is not copyrighted and has not been published elsewhere.
4. Extended abstracts will be arranged for presentation and publication **ONLY** if at least one of the authors registers for the Conference by the registration deadline, **15 October 2021**.
5. An individual author may not appear on more than two manuscripts.

Official Language

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

Conference Proceedings

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

Conference Location & Accommodation

Nakhonpathom Province is 56km away from Bangkok. It can be easily and quickly reached by train from Central Bangkok.

The Conference accommodation will be announced later.

Registration (Updated)

For Onsite Participants		
	AIB Members	Non AIB Members
Regular	US\$50	US\$170/ US\$125 ⁴ (include 1-year AIB membership fee ¹ of US\$120/ US\$75 ⁴)
Low Income ²	US\$25	US\$85/ US\$55 ⁴ (include 1-year AIB membership fee of US\$60/US\$30 ⁴)
Student ³	US\$25	US\$65/US\$50 ⁴ (include 1-year AIB membership fee of US\$40/ US\$25 ⁴)
For Online Participants (Zoom Meeting)		
Regular		1-year AIB membership fee ¹ of US\$120/US\$75 ⁴
Low Income ²	Free of Charge	1-year AIB membership fee of US\$60/US\$30 ⁴
Student ³		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 **15 October, 2021**.

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

Remarks:

- 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 AIB Asia Pacific regional 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 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 and coffee breaks.