

## Conference Theme

### *Recovery in International Business Markets*

As markets begin to open again and travel is back on the horizon, the AIB Asia Pacific chapter warmly welcomes you all to participate in the first full face-to-face conference since our 2019 event in Cebu, the Philippines. It's been a long time since we have had the pleasure of seeing you all and we are very much looking forward to having a long awaited re-union and celebratory party in Bangkok. The theme relating to recovery is timely bearing in mind the current situation and the tasks facing all organisations, businesses and governments alike as we collectively grapple to respond to the devastation that Covid-19 has caused. Seeing the light at the end of the tunnel, we are optimistic that this conference can provide a perfect opportunity for us all to learn about the nature and type of recovery strategies that have been put in place to foster greater international business opportunities.

The conference provides an ideal vehicle for us to welcome leading research, cutting edge ideas and we particularly welcome papers across all areas of business and management. We also encourage working or work in progress papers from scholars in either emerging markets or developed nations from within and outside the Asia Pacific region. We position the conference based on our heritage to welcome all scholars. We aim for this to provide a developmental opportunity for young, aspiring scholars to meet, learn and work alongside our most senior AIB members. We are a friendly and welcoming bunch of IB scholars, so please come along and enjoy meeting new friends.

At AIB 2023, we hope to shed light on new developments and share our research ideas aimed at making a positive impact on the recovery of international markets.

## Important Dates

- 1 Submission Deadline:  
Wednesday, 13 September 2023
- 2 Acceptance Notification:  
Thursday, 21 September 2023

## Location

The Holiday Inn,  
Sukhumvit, Bangkok,  
Thailand



Hotel Reservation

## Host and Secretariat



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



School of Business  
The Hang Seng University of Hong Kong  
*A Dynamic School that CARES*

The Research Institute for Business (RIB)  
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Conference  
website



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## Call for Papers

The Academy of  
International Business  
Asia Pacific Conference  
2023

*Recovery in International Business Markets*

**6 - 8 December 2023**

## Suggested Topics

- Defeating COVID-19 in international business
- Regionalism, globalisation, and internationalisation
- International operations of born global companies and hidden champions
- Emerging market multinationals
- International human resource management
- International entrepreneurship
- International e-commerce management
- Pedagogy and teaching in IB
- Using case studies in IB teaching
- Digitalisation in international business
- The impact of information and computing technology on international business
- Institutions and international business
- Entrepreneurship and innovation in emerging markets
- International trade management
- International marketing strategies
- International accounting, taxation, economics and finance
- IB and education
- Social media and networking in international business

## Registration

	AIB members	Non AIB members
Early (On or before 30 Sept)	US\$ 375	US\$ 495 / US\$ 450 (include 1-year AIB membership fee <sup>1</sup> of US\$ 120/ US\$ 75 <sup>4</sup> )
Regular (After 30 Sept)	US\$ 475	US\$ 595 / US\$ 550 (include 1-year AIB membership fee <sup>1</sup> of US\$ 120/ US\$ 75 <sup>4</sup> )
Low Income <sup>2</sup>	US\$ 225	US\$ 285 / US\$ 255 (include 1-year AIB membership fee <sup>1</sup> of US\$ 60/ US\$ 30 <sup>4</sup> )
Student <sup>3</sup>	US\$ 225	US\$ 265 / US\$ 250 (include 1-year AIB membership fee <sup>1</sup> of US\$40/ US\$25 <sup>4</sup> )

Remark:

1. Membership fees are for 12 months, starting from the day AIB Headquarters processes your membership application. Please ensure that you have a valid AIB membership before registering for 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 income 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 classification of the World Bank). Full benefits and voting rights apply.

### Format and Important Dates

Submit an electronic copy of the extended abstract by **Tuesday, 31 October 2023** via the online submission. Unless specified, guidelines and style for abstract preparation should follow those of the Journal of International Business Studies (JIBS, <http://www.jibs.net>).

Acceptance notification will be sent by **Thursday, 21 September 2023**. The author(s) must certify that the accepted extended abstract is not copyrighted and has not been published elsewhere.

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, **Saturday, 30 September 2023**.

An individual author may not appear on more than two manuscripts.



Online submission