

## Call for Papers

### The Academy of International Business Asia Pacific 2024 Conference “Re-imagine International Business: Accelerate Growth through Collaboration and Digital Transformation”

Dates: 4-6 December 2024 (Wednesday to Friday)

Location: School of Business, Guangdong University of Foreign Studies (GDUFS), Baiyun Campus  
Guangzhou, China

Submission Period: From NOW to 30 September 2024 (Monday)

Registration Deadline: 31 October 2024 (Thursday)



Host and Secretariat: The Research Institute for Business (RIB),  
School of Business, The Hang Seng University of Hong Kong  
Email address: [marvislee@hsu.edu.hk](mailto:marvislee@hsu.edu.hk)

Conference website: <https://sbus.hsu.edu.hk/en/aib-asiapacific-conference-2024/>

Online submission: <https://meetings.aib.msu.edu/asiapacific/2024/>

International business today faces many challenges, most notably continued deglobalization, intense climate change, and disruptive technologies, which are shaping the dynamics affecting multinationals and cross-border transactions. Constructive dialogue, collaboration and applications of new technologies, including artificial intelligence can help us overcome such obstacles, stimulate growth and move us forward. While AIB Asia Pacific welcomes papers on all topics related to international business from diverse disciplines, we specifically invite studies on the challenges surrounding deglobalization, socio-economic uncertainties, the re-organization of global supply chains, recovery in financial markets, applications of AI, social inequality, the digital economy, ESG, Fintech and SDGs.

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 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 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 group of IB scholars. So please come along and enjoy meeting new friends.

At AIB Asia Pacific 2024, we hope to shed light on new developments and share our research ideas aimed at embracing this new paradigm and being well-positioned to succeed in the ever-evolving global marketplace.

#### Suggested Topics

- Regionalism, globalization/deglobalization, and socio-economic uncertainties
- Information/digital and green technologies
- Fintech and SDGs

- FDI, multinationals & born global companies
- Emerging markets & multinationals
- International human resource management
- Strategic management
- Cross-border e-commerce
- Global supply chain & logistics
- Environmental sustainability & governance (ESG)
- China's Belt and Road Initiative (OBOR)
- Pedagogy and teaching in IB
- Applications of artificial intelligence (AI)
- Institutions and international business
- Geopolitical, economic environment and social inequality
- International accounting, taxation, economics and finance
- Entrepreneurship and innovation
- International trade management
- International marketing strategies
- Social media and networking in international business
- Special session & panel discussion proposals

### Invited Speakers and Journal Editors

	<p>Peter Liesch, University of Queensland, President of AIB and consulting editor of Journal of International Business Studies</p>
	<p>Jane Lu, City University of Hong Kong, AIB fellow and consulting editor of Asia Pacific Journal of Management</p>
	<p>Cathy Hsu, Hong Kong Polytechnic University and Editor-in-Chief of Tourism Management</p>
	<p>Ingyu Oh, Sookmyung Women's University, Korea and Deputy Editor, Asia Pacific Business Review</p>
	<p>Raffaele Filieri, Audencia University, France and Associate Editor, Journal of Business Research</p>

## AIB Asia Pacific 2024 to host a Special Session of Asia Pacific Business Review

- Please read the Call for Papers carefully.
- Full papers following the APBR guidelines must be submitted to the conference website.
- Please submit the paper to the APBR special issue track.

### Format and Important Dates

- Submit an electronic copy of the extended abstract on or before 30 September 2024 (Monday) via email to the Conference Secretariat. 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 on or before 15 October 2024 (Tuesday). 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 ONLY if at least one of the authors registers for the conference by the registration deadline 31 October 2024 (Thursday).
- An individual author may not appear on more than two manuscripts.
- The Conference programme will be announced in late September 2024.

### Conference Proceedings

Accepted extended abstract will be included in the Conference Proceedings and indexed by EI.

### Best Paper Awards

- A Best Paper Award will be given to one paper in each track and an overall Best Paper Award will be presented in memory of our colleague Dr Esther Li Ling Yee.
- Best papers will be recommended to the respective journals.

### Registration (Online registration link will be posted in due course)

	AIB members	Non AIB members
Early (On or before 31 August)	US\$ 375	US\$ 495 / US\$ 450 <sup>4</sup> (include 1-year AIB membership fee <sup>1</sup> of US\$ 120/ US\$ 75 <sup>4</sup> )
Regular (After 31 August)	US\$ 475	US\$ 595 / US\$ 550 <sup>4</sup> (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 <sup>4</sup> (include 1-year AIB membership fee <sup>1</sup> of US\$ 60/ US\$ 30 <sup>4</sup> )
Student	US\$ 225	US\$ 265 / US\$ 250 <sup>4</sup> (include 1-year AIB membership fee <sup>1</sup> of US\$40/ US\$25 <sup>4</sup> )

Remarks:

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

Registration will NOT be confirmed until full payment is received. The registration fee includes luncheons, coffee breaks, and a conference dinner.

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/>.

### Conference Venue

Guangdong University of Foreign Studies (GDUFS) Baiyun Campus, and Easeland Hotel (next to campus). Hotel room rates and booking information will be provided in due course.

## Visa and Travel Information

**Visa exemption for selected countries:** From March 14, 2024 to December 31, 2025, China has decided to implement a unilateral visa-free policy for ordinary passport holders from twelve countries: Germany, France, Italy, the Netherlands, Spain, Malaysia, Switzerland, Ireland, Hungary, Austria, Belgium and Luxembourg. Citizens holding ordinary passports from the above countries who come to China for business, tourism, family visit and transit purposes for no more than 15 days can enter China without a visa. People from the above-mentioned countries who do not meet the conditions for visa exemption still need to apply for a visa before entering China.

For further information or consultation on relevant visa exemption policies, please log on to the [National Immigration Administration Website](#).

Immigration Administration Service Hotline

Beijing: 0086-10-12367

Shanghai: 0086-21-12367

Guangdong: 0086-20-12367

**Visa-free transit for selected countries:** Aside from those countries with visa exemption agreements with China, with the approval of the State Council, Guangdong Province has adopted the 144-hour (6-day) visa-free transit policy for foreigners from May 1, 2024. Foreigners from over 50 countries who have valid international travel documents and a connecting ticket to a third country (region) (including an air, ship, or train ticket, or a bus ticket to Hong Kong or Macao) with a confirmed date and seat within 144 hours may enter through Guangzhou Baiyun International Airport, Shenzhen Bao'an International Airport, or Jieyang Chaoshan International Airport, and exit through one of the 32 ports approved by the State Council in Guangdong Province. The visa-free transit area is limited to Guangdong Province.

*\*Updated on 19 Apr 2024. Please check with the Chinese embassy or consulate in your country for details.*

### 26 European countries in the Schengen area:

1. Austria	2. Belgium	3. Czech Republic
4. Denmark	5. Estonia	6. Finland
7. France	8. Germany	9. Greece
10. Hungary	11. Iceland	12. Italy
13. Latvia	14. Lithuania	15. Luxembourg
16. Norway	17. Croatia	18. Malta
19. The Netherlands	20. Poland	21. Portugal
22. Slovakia	23. Slovenia	24. Spain
25. Sweden	26. Switzerland	

### 15 Other European countries:

1. Russia	2. The United Kingdom	3. Ireland
4. Cyprus	5. Bulgaria	6. Romania
7. Ukraine	8. Serbia	9. Bosnia
10. Herzegovina	11. Montenegro	12. Macedonia
13. Albania	14. Monaco	15. Belarus

### 6 American countries

1. The United States	2. Canada	3. Brazil
4. Mexico	5. Argentina	6. Chile

### 2 Oceania countries

1. Australia	2. New Zealand
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### 6 Asian countries

1. Republic of Korea	2. Japan	3. Singapore
4. Brunei	5. The United Arab Emirates	6. Qatar

# Conference Organizing Committee

## Conference Hosts:

### **Denghua YUAN**

Dean, School of Business, Guangdong University of Foreign Studies, Guangzhou, China.

### **Geng CUI**

Professor, School of Business, Guangdong University of Foreign Studies, Guangzhou, China.

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### **Tsui-Yii SHIH**

Professor, Marketing and International Business Strategy, National Taipei University of Business, Taiwan, China

### **Lianxi ZHOU**

Professor, Marketing, Brock University, Canada



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## Secretariat:

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### Benjamin YAU

Senior School Manager, School of Business  
The Hang Seng University of Hong Kong, Hong Kong SAR, China

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### Nancy SIU

Senior Executive Officer, School of Business  
The Hang Seng University of Hong Kong, Hong Kong SAR, China

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## About Guangzhou

A bastion of China's Lingnan (southern) culture, Guangzhou has a 2,200-year-old history. Known as the 'Flower City' and 'City of Rams', it's also one of the country's most dynamic cities and has been listed as China's second city with the greatest change by Forbes magazine for two consecutive years. You can explore both the ancient and recent history of Guangzhou at Nanyue King's Museum, Guangxiao Temple, Baiyun Mountain, Zhenhai Tower and Dr Sun Yat-sen Memorial Hall. Alternatively, you can witness China's spectacular transformation into modernity at the Canton Tower, Asian Games town, Pazhou International Convention and Exhibition Center, Guangdong Science Center, and Chimelong Tourism Resorts.



The city also offers visitors vibrant nightlife, beautiful views of the Pearl River, traditional diversions such as Cantonese opera and the circus, and, on the city's bar streets and within its cosy hotels, a more chilled-out pace. And of course, there is the food. Guangzhou is the stronghold of one of the world's most popular styles of Chinese cooking — Cantonese cuisine. For travellers, Guangzhou is also a major transportation hub, offering air, land and water-based connections to many domestic and international destinations. Guangzhou Baiyun International Airport is the third largest airport in China. It is an international airport. In total there are 193 airports around the world that have direct flights to Guangzhou, spread around 173 cities in 40 countries. Currently, there are 133 domestic flights to Guangzhou. Hong Kong (HKG) has direct flights to 123 destinations in 41 countries. From Hong Kong, it takes 60 minutes via high-speed rail from West Kowloon Station to reach Guangzhou.

Source: <https://www.discoverhongkong.com/eng/greater-bay-area/guangzhou.html>

## About GDUFS and Directions to Baiyun Campus

Guangdong University of Foreign Studies (GDUFS) is a major internationalized university in South China for its global-minded faculty and students, as well as its research on international languages, literature, culture, trade and strategic studies. The University serves 20,126 full-time undergraduate students, 4,716 graduate students and over 12,000 international and continuing-education students. The School of Business is committed to a vision of growing into a top-tier internationalized business school with distinctive features and excellent quality. The School of Business offers 5 undergraduate programmes, 7 master's degree programmes, and one doctoral programme.

For more information, please visit <https://www.gdufs.edu.cn/> and <https://bsen.gdufs.edu.cn/>.

## About Easeland Hotel

Easeland Hotel Guangzhou is located in Baiyun District, near Guangdong University of Foreign Studies at the foothills of the Baiyun Mountains. The resort-style hotel has 298 luxuriously decorated rooms, as well as a Chinese restaurant, a western restaurant, lobby bar, red wine house and other restaurants with different flavors. The hotel's conference and banquet facilities are advanced and can accommodate 1300 people for a conference and a 500-person banquet at the same time. The hotel also has a large open-air mountain spring swimming pool, fitness center and other rich leisure facilities. Guests can enjoy the luxurious experience of the hotel, the outdoors of Baiyun Mountain, and the humanistic atmosphere of universities.



Source: <http://easeland.hotels-guangzhou.com/>