



## 12<sup>th</sup> AIB-MENA Conference 2024

### Innovating for Sustainability in a Global and Digital World

December 16-18, University of Birmingham Dubai, UAE



#### **Conference Co-Chairs:**

Dr Yama Temouri (AIB-MENA Vice President), Khalifa University, UAE

Dr Saneesh Edacherian, University of Birmingham, Dubai, UAE

#### **Conference Organizing Committee:**

Professor Chengang Wang, University of Birmingham, UK

Professor Stephanie Decker, University of Birmingham, UK

Professor Linda Hsieh, University of Birmingham, UK

Professor Immanuel Azaad Moonesar (AIB-MENA President), Mohammed Bin Rashid  
School of Government, Dubai, UAE

# Call for Papers

The United Nations' 17 Sustainable Development Goals (SDGs) represent the most pressing challenges that humanity confronts in the realms of environmental, social, and economic sustainability. Through open strategy, innovation and technological advancements, organizations and businesses are playing a key role in addressing market concerns in both their national and international operations as well as advancing the achievement of SDGs.

However, innovating for sustainability presents a complex paradox. On one hand, the development of new technologies and solutions is instrumental in addressing pressing global challenges and advancing SDGs across countries. On the other hand, these very innovations can inadvertently spawn new environmental and social challenges, as evidenced in sectors such as electric vehicles, biofuels, and generative AI. Thus, the task of harmonizing economic growth with the resource constraints of our planet persists as a paramount challenge for governments, businesses, and communities.

The AIB-MENA 2024 International Business Conference invites scholars, practitioners, and policymakers to contribute to a vibrant dialogue on the intersection of innovation, sustainability, and global business. As we navigate the complex landscape of the 21st century against the backdrop of Covid-19, advanced technologies, and geopolitical conflicts, the conference aims to explore how individuals, private and public organizations, third sector and governments can drive positive change while addressing the pressing challenges outlined by the United Nations' 17 SDGs, guiding our efforts toward environmental stewardship, social equity, and economic prosperity. In this context, the conference seeks to delve into the following critical questions:

- **Innovation and Sustainability:** How can innovation be harnessed to advance sustainability agenda? What novel approaches, technologies, and strategies can we adopt to create positive impact? How to balance the benefits of new technologies with potential environmental and societal challenges?
- **Resource Constraints and Development:** Given the finite nature of resources, how to leverage recent technological advancements for sustainable development? How to incentivize sustainable practices by individuals, organizations and governments? What is the role of international cooperation in achieving the UN SDGs?
- **Megatrends Shaping the Global Economy:** As digital transformation continues to disrupt traditional business models; how can we ensure Just Transition is just, e.g. fair future of work and equitably distributed benefits of economic and environmental transformation? What strategies can be employed to prevent a digital divide and promote digital inclusion in line with the UN SDGs? With the ongoing geopolitical shifts and conflicts, how can businesses build economic resilience? What role can governments play in facilitating just transition?

The conference welcomes original research that explores different international business and management topics pertinent to the conference themes, as well as proposals for panel discussion sessions aimed at generating dialogue that is thought-provoking and educational for international business scholars and practitioners. Submissions that concentrate on/bear significant implications for the MENA region or stimulate discussions, collaboration, and innovation in advancing regional sustainability agenda are especially encouraged.

## Submission Guidelines:

Paper submission: The conference accepts both fully developed research papers and short papers (case study, conceptual paper, technical paper, literature review, research note, or works-in-progress which typically includes introduction, methods, and expected results/contributions). Fully developed papers must be fewer than 10,000 words and short papers fewer than 8,000 words inclusive of all material, including references and appendices. All submissions must include an abstract (Max. 150 words)

Panel discussion proposal submission: The submission must provide an overview of the main issue(s) addressed, including the significance of the related contributions (Max. 1500 words), all participants' affiliation and contact information, and presentation titles and short abstracts (Max. 100 words) if relevant.

All submissions must have a clear international business/management focus.

All submissions must be in English and in PDF or MS Word

All submissions must be made through our official online submission portal.

Submission system will **open by June 1, 2024**, visit the website:

<https://mena.aib.world/events/aib-mena-conference/>

Submission System: <https://meetings.aib.msu.edu/mena/2024/>

## Keynote Speakers

[Professor Rebecca \(Becky\) Reuber](#)

University of Toronto, Canada



[Professor Pawan Budhwar](#)

Aston University, United Kingdom



## Other Speakers

[Professor Pervez N. Ghauri](#), University of Birmingham, United Kingdom

[Professor Mehdi Boussebaa](#), University of Glasgow, United Kingdom

## **Paper development and Publication Opportunities**

A selection of papers will be considered for inclusion in a special issue on innovating for sustainability in a global and digital world in *Critical Perspective on International Business*.

The conference will also hold Paper Development Workshops for the *Journal of International Business Studies* and the *Journal of International Business Policy*, respectively. More details on these two PDWs will be released in June 2024.

## **Awards**

- 1) Overall best paper award
- 2) Best paper on conference theme
- 3) Best methodology paper
- 4) Best doctoral student paper award

To be eligible for doctoral student paper award, the paper needs to be 1) first authored and presented by a doctoral student, and 2) not yet accepted/published in a journal.

## **CONFERENCE TRACKS**

### **1. Sustainability in International Business**

Track Co-Chairs: Dr Selim Cakir, University of Birmingham, UK  
Dr Irene Chu, University of Newcastle, UK

Keywords: Sustainability development goals (SDGs); Sustainable global value chains (GVCs); Responsible Business; Corporate social responsibility (CSR); Wicked problems; Business ethics; Value co-creation, Stakeholders; Sustainable human resources; Circular economy; Digital sustainability; Environmental Sustainability; Green development; Pollution; Climate change, Social and/or Environmental Externalities; Energy Transition; Inequality; Social welfare; Social innovation; Human rights.

### **2. Knowledge, Innovation, Technology, and Digitalization**

Track Co-Chairs: Prof. Nikolaos Papageorgiadis, University of Liverpool, UK  
Dr Ziko Konwar, University of Leeds, UK

Keywords: Knowledge governance; Knowledge sharing; International R&D; R&D strategy and management; Management of innovation; Reverse innovation; Open innovation; Innovation networks; National innovation systems; Innovation clusters; Information technology; Digital technology; Digital platform; International technology strategy; Reverse technology transfer; Technology transfer; Replication and imitation; Appropriability regimes; Inventor mobility; Patenting strategy; Local embeddedness; Cross-border connectivity; Internet; Big data; Analytics.

### **3. MNE Government Relationships and International Business Policy**

Track Co-Chairs: Dr Yama Temouri, Khalifa University, UAE

Prof. Chengang Wang, University of Birmingham, UK

Keywords: Institutions; Institutional environment; Institutional voids; Institutional disruptions; Institutional change; Government; Political environment; Legal environment; International business policy; Nonmarket strategy; Corporate Political Activity; Political strategies; Corporate diplomacy; Social sustainability; Supranational governance; Regional integration; Trade agreements; Trade disputes; Uncertainty; Volatility; Social license; Country risk; Political risk; Disaster risk; Societal impact; Social movements; Rule of law; Government intervention; Protectionism; Trade barriers; Foreign trade zone; Subsidies and incentives; Global governance; Instability; Migration; Poverty; Protectionism; Stakeholders; US-China rivalry; Geopolitics.

#### 4. Diversity, Equity, and Fairness in International Business

Track Co-Chairs: Dr Saneesh Edacherian, University of Birmingham Dubai, UAE

Dr Heather Jeffrey, University of Birmingham Dubai, UAE

Keywords: Diversity, Equity and Inclusion (DEI); Belonging; DEI business cases; the link between DEI and corporate strategy; Microfoundations of DEI; DEI and social entrepreneurship; DEI and non-government organizations (NGOs); Diffusion of DEI practices; Standardization-localization of DEI practices; Regional, national and sub-national differences in DEI practices; DEI practices and policies in emerging markets; DEI and institutional (de)evolution; Social identity; Identity intersectionality; Social construction of differences and inequalities; Discrimination; Performativity; Inclusiveness; Representation; Advocacy; Social justice; Diversity and creativity; Double-edged sword of diversity; Race; Ethnicity; Social class; Religion; Gender and gender identity; Gender roles; Gender and language; Gender equality and equity; Gender-based leadership differences; Gender and internationalization; Women in the multinational organization; Gender relations at work; Gender and entrepreneurship; Gender and innovation; Gender and the SDGs; Intersectionality of gender, race and other social identities; Gendered networks; Gender fatigue; Gender and social movements; Gender-related international business policy.

#### 5. Global strategy, Organization, and Value Chains

Track Co-Chairs: Prof. Pervez Ghauri, University of Birmingham, UK

Prof. Linda Hsieh, University of Birmingham, UK

Keywords: Global strategy; Globalization of services; Growth strategies; Competitive strategy; Global value chains; Global production networks; Global operations; Global sourcing; Outsourcing; Offshoring; Geography of IB activities; Relocation of production; Reshoring; Mergers and acquisitions; Joint ventures and alliances; Entry modes; Location strategy; Parent-subsidiary relationships; Foreign subsidiary management; MNE performance; Organizational learning; Organizational culture; Boundary spanning; Organizational change and development; Organizational structure; Organization of international operations; Organizational capabilities; Strategy implementation.

#### 6. Internationalization Process of SMEs and International Entrepreneurship

Track Co-Chairs: Dr Carole Couper, University of Birmingham, UK

Dr Mingchu Wang, University of Greenwich, UK

Keywords: International entrepreneurship; Social entrepreneurship; SMEs; Entrepreneurial networks; SME exporters/importers; International new ventures; Born-global firms; Born-digital firms; Opportunity discovery; Opportunity exploitation; Entrepreneurial internationalization; Opportunity entrepreneurship; International entrepreneurial orientation; Internationalization process; Foreign entry modes and SMEs; Speed of internationalization; Innovation and entrepreneurship.

## 7. Teaching and Education in International Business

Track Co-Chairs: Prof. Immanuel Azaad Moonesar, MBRSG, UAE

Dr Marcio Amaral-Baptista, Africa Business School, Morocco

Keywords: Experiential learning; Developing an IB curriculum; Internationalizing the business school; Multidisciplinary teaching; Cross-cultural classrooms; Critical perspectives; Case teaching; Executive education; Role of international experience; Simulations and role-playing; Blended learning; Hybrid teaching; Multimedia in IB teaching; IB teaching tools; Travel Abroad; Global Virtual Exchange; Collaborative Online International Learning (COIL); Management of IB education; Management of educational markets; Competences for teaching IB; Future of IB education; Teaching Sustainability; Education for Sustainability; DEIB and Teaching and Learning; IB and education.

## 8. International Finance, Accounting, and Corporate Governance

Track Co-Chairs: Dr Alex Wollenberg, Khalifa University, UAE

Dr Vidya Panicker, Loughborough University, UK

Keywords: International finance and taxation; Transfer pricing; Corporate malfeasance; Accounting standards and conventions; Non-financial accounting standards; Non-financial reporting standards; International financial reporting; Valuation; Capital structure; Financial risk management; Macroeconomic risk management; Global risks; Exchange rate exposure; International financial integration; International cross-listing; Ownership structure; Institutional investors; State ownership; Family ownership; Shareholder activism; Business groups; Board diversity; Board processes, and effectiveness; Directorship interlocks; CEO turnover; CEO-board dynamics; Firm-stakeholder relationships; Stakeholder activism; Shareholder rights protections; Management compensation; Institutional investors; Mutual funds; Pension funds; International private equity; Sovereign wealth funds; International venture capital; International hedge funds; International crowdfunding; Sustainable finance; fintech; *Financial inclusion; Financial literacy; Green Finance; Islamic Finance.*

## 9. International Marketing

Track Co-Chairs: Dr Rohitkumar Trivedi, University of Bradford, UK

Prof Xinming He, Durham University, UK

Keywords: Cross-cultural marketing; International marketing; Global marketing; Advertising; Pricing; Marketing channels; Distribution channels; Products/services; Standardization/Adaptation; Brand management; Consumer behaviour; Customer relationships; Customer Experience; Cross-cultural consumer behaviour; Country-of-origin effects; Consumer animosity; Consumer well-being; Digital marketing; Social media marketing; Global retailing; Professional services marketing; B2B marketing; Relationship marketing; Technology-driven marketing/Technology marketing; Entrepreneurial marketing; Sustainable marketing; Green marketing; Marketing to governments; Market targeting; Segmentation.

## 10. International Human Resource Management and Cross-Cultural Management

Track Co-Chairs: Prof Dorra Yahiaoui, Kedge Business School, France  
Prof Vijay Pereira, NEOMA Business School, France

Keywords: Cross-cultural management; International human resource management; Comparative human resource management; Cross-cultural leadership; International leadership; Expatriate management; Human resource management and institutions; Human resource management and culture; Expatriate management; International staffing; International compensation; International careers; Cultural diversity; Cross-cultural communication; Cross-cultural adjustment; Multicultural teams; International virtual teams; Intercultural competences; Cultural intelligence; International teams; Multi-cultural identity; International migration; International mobility; Diasporas; Returnees; International work-family issues; Cross-cultural values and practices; Ethics across cultures.

11. General Track: While the conference encourages submissions to the specific tracks listed above, it is also open to submissions outside the scope of these specific tracks. For example, papers that aim to develop methodological or theorizing approaches for international business research, or papers in the field of international business history, are welcome.

Track Co-Chairs: Dr Samuel Adomako, University of Birmingham, UK  
Prof Stephanie Decker, University of Birmingham, UK

**For conference related queries, please email: [aib-mena@lists.bham.ac.uk](mailto:aib-mena@lists.bham.ac.uk)**

### **Key Dates**

Submission System opens by 1 June 2024

Paper submission deadline for papers, panel proposals, and PDWs - 31 July 2024

Decision notification - 31 August 2024

Early-bird registration deadline - 20 October 2024

Presenter registration deadline - 3 November 2024

Standard registration deadline - 30 November 2024

Conference Dates: 16-18 December 2024