



Innovation in a Fragmenting World: Charting a New Course for International Business

2024 Academy of International Business (AIB) – Oceania Annual Research Symposium
and Paper Development and Methods Workshops

Date: 25-27 November

Location: Sydney, Australia

Host Institution: The University of Sydney Business School

The annual meeting of AIB-Oceania is renowned for its informal and collegial character, with excellent keynote speakers, journal editors, mentors and a developmental approach. Join us in person on 25-27 November 2024 for the Annual Research Symposium and Paper Development Workshop, hosted by The International Business Discipline, University of Sydney Business School.



Programme Chair -

Dr. Gracy (J.Y.) Yang - jingyu.yang@sydney.edu.au

Local Logistics -

Dr. Swati Nagar - swati.nagar@sydney.edu.au

PDW Contact -

Dr. Michael Murphree - michael.murphree@sydney.edu.au

Sponsorship and Accommodation

Dr. Carlos Vazquez Hernandez - carlos.vazquezhernandez@sydney.edu.au

SUBMIT YOUR WORK HERE (OPEN)

AIB MEMBER REGISTRATION (OPEN)

NON – MEMBER REGISTRATION (OPEN)

RESEARCH METHODS WORKSHOPS REGISTRATION – Coming soon

Keynote Speakers



[Professor Kaz Asakawa](#)

Kaz Asakawa is Professor of Global Innovation Management at Graduate School of Business Administration, Keio University, Japan. Kaz received his Ph.D. and M.Sc. from INSEAD, France, his MBA from Harvard Business School, and his BA *summa cum laude* in Political Economy from Waseda University, Japan.



[Professor Ajai Gaur](#)

Ajai Gaur is a Professor in the Department of Management and Global Business, Rutgers Business School, Rutgers University. He is also an affiliate faculty member with the Division of Global Affairs at the Rutgers University. He completed his Ph.D. in 2007 at the National University of Singapore.

Conference Tracks and Track Chairs

1. International HRM - [Dana L. Ott \(University of Otago, NZ\)](#) & [Lee Martin \(University of Sydney, AU\)](#)

Email - dana.ott@otago.ac.nz; lee.martin@sydney.edu.au

The International Human Resource Management track invites submissions concerning the management of human resources in international contexts, covering a range of perspectives from individual and team levels to organisational strategies. We welcome research that either directly addresses, or has implications for, HR policies and practices across diverse countries and cultural contexts or concerning individuals or teams from multiple geographical locations and backgrounds. Submissions are encouraged to explore a broad range of topics within the IHRM domain, including but not limited to:

- Strategies for global talent management and leadership development: Global mobility; cultural intelligence; multicultural individuals; and expatriation, and host country nationals.
- Operational Practices and Policies: Cross-border HRM practices and policies; the role of HRM in international mergers, acquisitions, and alliances; and technology and innovation in global HR practices.
- Contextual Influences on IHRM: Leadership and team management across cultures; The impact of cultural, legal, and economic differences on HRM in multinational corporations; Ethical considerations, and diversity and inclusion in international HRM.
- Emergent Challenges and Societal Impacts: Global migration and refugees.

2. Cross-Cultural Management - [Marina Iskhakova \(Australian National University, AU\)](#) & [Anna Earl \(University of Canterbury, NZ\)](#)

Email - Marina.Iskhakova@anu.edu.au; anna.earl@canterbury.ac.nz

Our Track offers a platform for scholars, practitioners, and PhD students to delve into a broad scope of fascinating Cross-Cultural Management topics, such as multicultural communications, expatriate management, diversity and inclusion, cross-cultural leadership, cultural intelligence, cross-cultural negotiations and cross-cultural conflict management, ethics across cultures, impact of cultural differences on organizational behaviour and strategy among the key ones. Consider submitting a paper to our stream as we examine the latest research, share best practices, and foster meaningful discussions to enhance our understanding and effectiveness in navigating Cultural diversity in international business contexts.

3. Internationalization process - [Meena Chavan \(Macquarie University, AU\)](#) & [Eldrede Kahiya \(University of Canterbury, NZ\)](#)

Email - meena.chavan@mq.edu.au; eldrede.kahiya@canterbury.ac.nz

Internationalisation process is the strategic progression through which businesses expand their operations beyond domestic borders to tap into new markets, capitalize on global opportunities, and enhance competitiveness. It involves a systematic approach that encompasses various stages, from market research and entry strategy development to establishing a presence in foreign markets and adapting to local cultures and regulations.

Topics of interest include, but are not limited to:

- Digitization (artificial intelligence, machine learning, blockchain, virtual/augmented reality) and its impact on the Internationalisation process.
- Novel Internationalisation Entry Modes.
- Digital Firm internationalisation vs Traditional Firm Internationalisation.
- Global supply chain management (Block Chain) innovations in the Internationalisation process.
- Geopolitical institutional challenges for Internationalisation.
- Sustainability and International Business/Trade at the local-global network.
- Challenges and risks in the internationalisation process in emerging economies.
- De- and re-internationalisation process
- Internationalisation process of retailers
- Internationalisation process of family businesses

4. FDI and MNE strategy - [Peter Zamborsky \(University of Auckland, NZ\)](#) & [Tao Bai \(University of Queensland, AU\)](#)

Email - p.zamborsky@auckland.ac.nz; t.bai@business.uq.edu.au

In recent years, there has been a notable surge in the intricacy and uncertainties surrounding international business, to a large degree driven by escalating geopolitical tensions, heightened nationalism, and growing protectionist measures. These factors present formidable hurdles for companies engaging in foreign direct investment (FDI) and crafting global strategies. The intensified scrutiny faced by multinational enterprises (MNEs) in foreign markets, coupled with industry policies favouring domestic companies, contribute to elevated entry barriers.

In light of these challenges, we invite submissions that explore FDI and MNE strategy, topics including but not limited to

- How are MNEs reassessing their decisions regarding subsidiary locations and realigning their strategies and global operations to navigate the changing environment?

- Are MNEs engaging in local adaptation to respond to the host country nationalist sentiments?
- How can MNEs better mitigate potential threats and leverage opportunities through alliances, partnerships or M&As?

Keywords: firm internationalization, FDI, location choice, global strategy, cross-border M&As, international strategic alliances, uncertainty, geopolitical risk, nationalism

5. Global value chain, organisation and innovation - [Gloria Ge \(Griffith University, AU\)](#) & [Yifan Zhong \(University of Western Australia, AU\)](#)

Email - gloria.ge@griffith.edu.au; yifan.zhong@uwa.edu.au

In the post-pandemic era, reconfiguring global value chains (GVCs) has emerged as a critical area of interest for multinational enterprises (MNEs). This reconfiguration is driven by the need to navigate the complexities introduced by economic fluctuations, geopolitical instabilities, and unpredictable government policies. This track explores how GVCs are reshaped by these dynamics, emphasizing the interplay between organization, innovation, and global strategy. We invite contributions that bridge gaps in international business (IB) theories and offer novel methodological approaches to understanding global value chains' complexities, organizational frameworks, and innovation policies and strategies that underpin successful global operations.

6. Institutional complexity, CSR, diversity and resilience to social change - [Weiting Zheng \(University of New South Wales, AU\)](#) & [Heidi Wechtler \(University of Newcastle, AU\)](#)

Email - weiting.zheng@unsw.edu.au; heidi.wechtler@newcastle.edu.au

We seek contributions that delve into the ways in which organizations around the globe navigate the complex dynamics of institutional expectations, integrate CSR into their strategic objectives, promote diversity within their organizations, and cultivate resilience within the international business space and in the face of changing social norms.

Pivotal for understanding the role of businesses in leading and responding to societal shifts in a globalized world, we welcome empirical, theoretical, and conceptual papers that offer novel insights and a nuanced examination of how international business institutional complexity shapes corporate strategies towards a more sustainable and equitable future.

Keywords: CSR; equity, diversity, and inclusion; institutions; international business; social change

7. Emerging markets and emerging markets firms - [Rob Jack \(Macquarie University, AU\)](#) & [Wu Zhan \(University of Sydney, AU\)](#)

Email - rob.jack@mq.edu.au; zhan.wu@sydney.edu.au

Emerging markets present a unique context for international business research. This track welcomes submissions to cover the challenges and opportunities of emerging markets. Papers on strategies of developed MNCs in emerging markets and strategies of MNCs from emerging markets in developed & developing economies fit the track. Additionally, we are keen to see research on the competitive dynamics and co-evolution between MNCs from developed economies and emerging market MNCs in and outside of emerging markets. Given the emerging yet important new norms in international business context (e.g., trade and tech war, de-globalization, de-coupling, techno-nationalism, rise of geopolitics, etc.), we particularly welcome research on the implications of the changes for MNCs from developed economies in emerging economies as well as MNCs from emerging economies.

8. Leadership, governance and board dynamics in International Business - [Andre Sammartino \(University of Melbourne, AU\)](#) & [Anish Purkayastha \(University of Sydney, AU\)](#)

Email - samma@unimelb.edu.au; anish.purkayastha@sydney.edu.au

This track encompasses papers dealing with the upper echelons of multinational enterprises, whether that be the executive suite or boards of directors. This may include explorations of the impact of leadership styles, demographics, experience, managerial cognition, and/or mindsets, on a range of processes or outcomes. The dynamic roles of time, interactions, and change may be a focus, as may the nature of executive-to-board relations. Institutional, cultural and historical influences on corporate governance are of interest, as are investigations of how multinational enterprises navigate differences in these influences across locations. We strongly encourage papers on non-traditional and non-corporate forms of organisation and governance, such as not-for-profits, family firms, state-owned enterprises, sovereign wealth funds, and start-ups, and/or papers focussing on diverse stakeholders, such as activist investors, audit executives, general counsel, ESG officers, lobby groups, and supranational regulators.

9. International Entrepreneurship - [Rui Torres de Oliveira \(Queensland University of Technology, AU\)](#) & [Chanaka Wijewardena \(University of Adelaide, AU\)](#)

Email - rui.torresdeoliveira@qut.edu.au; chanaka.wijewardena@adelaide.edu.au

This track explores the multifaceted nature of entrepreneurship on a global scale. Given the pivotal role of the entrepreneurs, this may include exploration of internationalization from an owner-manager perspective, investigating the cognition, mindset, and attitudes that drive entrepreneurial ventures across borders. That said, the firm-level or even

ecosystem-, industry- or institutional-levels of analysis are equally critical for understanding international new ventures.

We invite submissions to enhance our understanding of how entrepreneurs and their new ventures navigate international markets. Whether through empirical research, theoretical insights, or controversial pieces, we seek to understand the strategies, challenges, and opportunities encountered by owner-managers and the new ventures as they steer towards global expansion.

Topics of interest include, but are not limited to:

- The role of owner-manager cognition in internationalization decisions
- Entrepreneurial mindset and risk-taking behavior in international ventures
- Cultural influences on entrepreneurial attitudes towards internationalization
- International networking and relationship building for owner-managed enterprises
- Market entry modes and expansion strategies of owner-managed firms
- Technology adoption and digital entrepreneurship in the internationalization process
- Government policies, institutional support, and for owner-managed international ventures in Oceania.
- Sustainable entrepreneurship in emerging markets: Balancing profitability with social impact
- Exploring entrepreneurial ecosystems in the global context

10. AIB Oceania – Grand challenges - [Noemi Sinkovics \(University of Glasgow, UK\)](#) & [Matt Raskovic \(Auckland University of Technology, NZ\)](#)

Email - Noemi.Sinkovics@glasgow.ac.uk; matt.raskovic@aut.ac.nz

Oceania embodies the essence of the Pacific, representing the largest feature on our planet. However, its significance extends beyond its physical dimensions, encompassing the arena where the future of humanity will unfold in environmental, geopolitical, and geoeconomic realms. Oceania presents a multitude of complex challenges and issues, characterised by global drivers and nuanced local/regional dynamics. Track 10 invites submissions that explore the intersection between the ocean and international business to address various grand challenges or wicked problems. These may include sustainable development, climate change, decolonisation, inequality, social justice, human rights (including labour exploitation), and regional governance in alignment with the UN Sustainable Development Goals (SDGs). We particularly encourage submissions that focus on the Pacific Blue Economy and contribute to the achievement of UN SDG 14 (Life below water), provided they incorporate cross-border or international business perspectives.

11. PDW - [Miriam Moeller \(University of Queensland, AU\)](#) & [Michael Murphree \(University of Sydney, AU\)](#)

Email - m.moeller@business.uq.edu.au; michael.murphree@sydney.edu.au

We are pleased to announce the paper development workshop (PDW) to be offered at this year’s AIB-Oceania Conference at the University of Sydney. The PDW will be held on Wednesday, 27 November in the afternoon, with a planned time of two and one-half hours. This PDW targets early career scholars and PhD students offering a rare opportunity to have their advanced stage research article drafts reviewed for one-on-one feedback by two leading international business scholars. This opportunity will allow for direct focus on your work in two 30-minute dedicated sessions and will allow participants to engage in targeted reflections to strengthening their work for publication and impact. We are fortunate to have an outstanding line-up of committed reviewing mentors, including leading professors in the field of international Business, Management and Strategy:

- Kaz Asakawa – Keio University (AIB fellow)
- Ajai Gaur – Rutgers University (AIB fellow)
- Peter Liesch – University of Queensland (AIB fellow)
- Jane Lu – City University of Hong Kong (AIB fellow)
- Siah Hwee Ang – Victoria University of Wellington
- Lin Cui – Australian National University
- Fang Lee Cooke – Monash University
- Susan Freeman – University of South Australia
- Hussain Rammal – University of Adelaide
- Tine Koehler – University of Melbourne
- Vikas Kumar – University of Sydney
- Bo Nielsen – University of Sydney
- Wu Zhan – University of Sydney

The PDW will also include the opportunity to sit for an “interactive” paper session with other early career scholars to discuss early and developmental stage research you are performing or interested in performing. Finally, there will be a faculty mentor panel to allow for final free-flowing discussion on the research, writing and publication process.

Early career scholars and PhD students interested in this unique opportunity should submit an extended abstract of the paper they wish to have reviewed by **16 August** and the full text manuscript of accepted manuscripts by **30 September**. Places are limited and will be available on a first-come, first-served basis.

Registration

	Early bird (until 10 Oct 2024)	Regular (11 Oct onward)
AIB member	USD 95	USD 135
Non-AIB member	USD 95 + USD 120	USD 135 + USD 120
AIB student member	USD 95	USD 95
Non-AIB student member	USD 95 + USD 40	USD 95 + USD 40

Non-AIB delegates: In addition to the registration fee, non-AIB delegates need to become members of the Academy of International Business. The annual membership rate is **US\$120 for regular membership, and US\$40 for student members.** Please refer to <https://www.aib.world/membership/new-members/> for details of the AIB membership rate structure. Membership fees are for 12 months, starting from the day AIB Headquarters processes your membership application.

Registration will NOT be confirmed until full payment is received. The welcome reception on 25 November, luncheons and coffee breaks on 26 and 27 November, and the Symposium Dinner on 26 November (USD 85 per additional dinner guest) are included.

Methods workshops (25 November)

1 workshop A\$10, 2 workshops A\$20, 3 workshops A\$25, 4 workshops A\$30

Workshop 1: Bibliometric analysis and data visualisations in RStudio: how to become an expert in 90 minutes, by [A/professor Matt Raskovic from Auckland University of Technology](#)

Workshop 2: Unlocking the Complexities of Global Business: A Workshop on fsQCA Method, by [Dr. Yi Li from University of Sydney](#) & [Prof. David Fan from RMIT University](#)

Workshop 3: Literature Reviews in the Age of Information Overload, by [Dr Noemi Sinkovics from the University of Glasgow](#)

Workshop 4: Machine Learning in International Business, by [Dr. Noman Shaheer from University of Sydney](#)

Indicative Schedule

Key Dates:

Symposium Submission Deadline: **16 August 2024 (abstracts)**, a minimum of 750 words

Decision Announcement Date for all submissions: **16 September 2024**

Paper Development Workshop (PDW) Submission Deadline: **16 August 2024 (abstracts)** a minimum of 750 words.

PDW Full Paper Submission Deadline: **30 September 2024**, a maximum 10,000 words using JIBS guidelines for authors. Please note: The initial submission is only for abstracts. Please do not submit full papers until the abstract acceptance is confirmed.

Monday, 25 November (8am – 7pm):

- Four method workshops
- Welcome reception

Tuesday, 26 November (8am – 9pm)

- Keynote address
- Parallel paper sessions and special panels
- Annual General Meeting
- Dinner

Wednesday, 27 November (8am – 5:30pm)

- Parallel paper sessions and special panels
- PDW

LOCATION

CBD campus, University of Sydney Business School
Level 17, 133 Castlereagh Street
SYDNEY NSW 2000

HOTEL OPTION**HILTON SYDNEY**

Phone: +61 2 9265 6046

488 George Street, Sydney NSW 2000 Australia

sydney.hilton.com

Book directly here: [Book Now](#)

Promotion Code: GUSYD

10% discount

VIBE Hotel Sydney

Phone: +61 28272 3300

111 Goulburn St, Sydney NSW 2000

Book directly here: [Book Now](#)

Promotion Code: TH12974299

15% discount

Enquiries

Please contact the AIB-Oceania 2024 Research Symposium and PDW committee by emailing

Gracy (J.Y.) Yang - jingyu.yang@sydney.edu.au or **Swati Nagar** - swati.nagar@sydney.edu.au

For further details, visit the symposium website:

<https://oceania.aib.world/annual-symposium-2024/>

SUBMIT YOUR WORK HERE (OPEN)

AIB MEMBER REGISTRATION (OPEN)

NON – MEMBER REGISTRATION (OPEN)

RESEARCH METHODS WORKSHOPS REGISTRATION – Coming soon