



## Call for Papers

**Academy of International Business US Northeast Annual Conference**  
**Friday, October 15 & Saturday, October 16, 2021**

Abstract submission:  
<https://meetings.aib.msu.edu/us-ne/2021/>

Conference Registration:  
<https://aib.regfox.com/aib-us-northeast-2021-chapter-conference>

**Conference Theme**  
*Opportunities and Challenges in the Global Arena:  
Technology, Digitalization, & Business*

**Sacred Heart University**  
**Jack Welch College of Business and Technology**  
3135 Easton Tpke, Fairfield CT 06825 USA

**Proposal Abstract Deadline: August 15, 2021**

### Keynote Speaker

**Dr. Lucia Piscitello**  
European International Business Academy Fellow  
Professor of International Business and Economics  
Politecnico di Milano, Italy

**Conference Chairs**  
John Cantwell, Rutgers University  
Irem Demirkhan, Loyola University Maryland  
Jing'an Tang, Sacred Heart University

**Program Chairs**  
Jun Li, University of New Hampshire  
Xu Niu, Sacred Heart University

## **Conference Tracks**

### **Track 1: Conference Theme – International Business and Technology**

Track Chair: Tatiana Vashchilko, University of Calgary, CANADA  
Track Chair: Michael Zhang, Sacred Heart University

### **Track 2: The Changing Global Environment and IB Strategy**

Track Chair: Omer Gokalp, Suffolk University  
Track Chair: Valerie Christian, Sacred Heart University

### **Track 3: International Technology Innovation**

Track Chair: Ermira Zifla, University of New Hampshire  
Track Chair: Tolga Kaya, Sacred Heart University

### **Track 4: International Human Resource Management**

Track Chair: Juanna Du, Royal Roads University, CANADA  
Track Chair: Janice Gassam, Sacred Heart University

### **Track 5: Outsourcing and Supply Chain Networks**

Track Chair: Golshan Javadian, Morgan State University  
Track Chair: Kathy Dhanda, Sacred Heart University

### **Track 6: International Economics and Finance**

Track Chair: Liu Wang, Providence College  
Track Chair: Michael Gorman, Sacred Heart University

### **Track 7: International Entrepreneurship**

Track Chair: Vishal Gupta, University of Alabama  
Track Chair: Felipe Cortes, Sacred Heart University

### **Track 8: International Marketing**

Track Chair: Li Shen, Juniata College  
Track Chair: Timothy Reilly, Sacred Heart University

### **Track 9: International Accounting and Information Systems**

Track Chair: Andres Ramirez, Bryant University  
Track Chair: Daniel Shim, Sacred Heart University

### **Track 10: Pedagogy of International Business and Technology**

Track Chair: Alexander Settles, University of Florida  
Track Chair: Enda McGovern, Sacred Heart University

### **Track 11: Ethics, Corporate Social Responsibilities, and Sustainability**

Track Chair: Eileen Kwesiga, Bryant University  
Track Chair: Mahfuja Malik, Sacred Heart University

**About AIB:** The Academy of International Business is the leading association of scholars and specialists in international business. Members include scholars from the leading academic institutions, consultants, and researchers with interest in international business. As the leading global community of scholars for creating and disseminating knowledge about international business and policy issues, AIB transcends single academic disciplines and managerial functions to enhance business education and practice among its members.

**About AIB US NE:** Academy of International Business US Northeast (AIB US NE) is the regional chapter of the Academy of International Business. Our region stretches from Maine to Virginia along the northeast coast of the U.S. and recently acquired central states, including Illinois, Indiana, Michigan, Ohio, and Wisconsin. We are the largest U.S. Chapter in the AIB community of scholars and practitioners. Our mission is to provide an opportunity for interaction and sharing ideas of researching, teaching, and practicing international business among our members. One of our main venues for this purpose is our annual conference.

**Conference Overview** The increasing integration of digitalization in today's global economy and the constant technological innovation from all sectors have profoundly transformed the face of international business activities. The development of digital technologies disrupts and destabilizes existing business models, competitions, industry boundaries by changing the game rules and altering relationships among businesses, suppliers, customers, and other entities, including local, national, international, government, and NGOs. This wave of change is characterized as "the fourth industrial revolution" (Schwab, 2016) and the "new logic of competition" (Kimura, Reeves, and Whitaker, 2019). During the pandemic, many companies have expedited the speed of adopting digital technologies, and many changes could stay for the long haul. Indeed, competitiveness in the 2020s has become digitally global, interdependent, and interpenetrating across all industries, sectors of economics, and national borders.

This wave of technology change has undoubtedly impacted the global business environment and operations in many significant ways. Researchers in the international business field have been called to investigate such impact theoretically and empirically (Tulder, Verbeke, and Piscitello, 2019). Continuing this scholarly pursuit, we welcome scholars and practitioners around the world to join us **in person**, in Connecticut, during the peak of beautiful foliage season, to discuss the theme topic, which includes but are not limited to the following:

- Industrial revolution 4.0, a new logic of competition and international business
- Adoption and adaptation of new technology and platforms (big data analytics, artificial intelligence, automation, smart learning, etc.)
- Disruptive technology, open innovation, and new product development
- Digitization, blockchain, and supply chain management
- Fintech and international finance
- Cross-cultural differences and management in a virtual environment/workplace
- Digital marketing and E-commerce
- Digital entrepreneurship and international entrepreneurship
- Collaboration - capital, trade, people, the information in the digital world
- Governance, regulations in the new economy
- Business ethics, sustainability, and social impact of the digital economy
- COVID-19 outbreak and firm's digitalization transformation
- Pedagogy of International Business in the digital world

Even though we are interested in proposal abstracts on the conference theme, we welcome submissions on any international business topic within the broader global business research agenda.

### **Submission Instructions:**

Please submit your abstract proposal to <https://meetings.aib.msu.edu/us-ne/2021/>

We welcome submissions in two formats – paper proposals and panel proposals.

For **paper proposals**, please submit a 200-250 word abstract of your proposal for consideration at the conference. Abstracts of more than 250 words are not accepted into the submission system. You may submit a full-length paper for consideration for the conference awards. After the conference submission deadline but before September 19, 2021, please email your paper to Dr. Irem Demirkan at [idemirkan@loyola.edu](mailto:idemirkan@loyola.edu) for award consideration. At least one author must attend the conference to be considered for an award.

For **panel proposals**, please submit a brief (200-250 word) description of the panel along with the names of three to five panel members. Each panel session will last for 90 minutes and will consist of presentations by three to five delegates around the same topical area, followed by Q&A between presenters and the audience. All panel members must attend the conference.

Please note, even though the system has an abstract box, you still need to upload your abstract as a PDF or WORD file as an attachment to complete the submission.

The **best papers** from the AIB US NE Conference will be considered for publication in a Special Issue of the *New England Journal of Entrepreneurship* (NEJE). After a peer-review process, the selected manuscripts will be published in 2022. NEJE is a double-blind peer-reviewed journal that aims to foster dialogue and innovation in studies of entrepreneurship and small & family-owned business management. NEJE is listed in Cabell's and is ranked in the Australian Business Deans Council (ABDC) Journal List. Since January 2018, NEJE is published by Emerald and is in the process of applying for The Emerging Sources Citation Index (ESCI).

### **Timeline for Proposals & Registration:**

Submission opens:	May 15, 2021
Deadline for proposal abstracts:	August 15, 2021
Proposal review period:	August 16 – August 30, 2021
Decisions delivered by:	August 31- September 3, 2021
Deadline for full papers:	September 15, 2021 (optional, only for Best Paper Award consideration)
Registration opens:	August 15, 2021
Early bird registration ends:	September 15, 2021
Regular registration ends:	October 4, 2021

**Faculty and students are expected to be current AIB members at the time of the conference.** If you are currently an AIB member, but your membership expires before November 1, 2021, you must renew your membership while registering for the conference.

Faculty membership: \$120; students: \$60. To join or renew your AIB membership online, visit:  
<https://www.aib.world/membership/>

**Conference Registration:**

<https://aib.regfox.com/aib-us-northeast-2021-chapter-conference>

**Fees:**

Faculty and Practitioners:

Early Bird Registration:	\$295 (USD)
Regular Registration:	\$345 (USD)

Full-time Graduate & Undergraduate Students:

Early Bird Registration:	\$ 95 (USD)
Regular Registration:	\$135 (USD)

**Notes:**

All paper presentations will be **in person** and on-site. At least one author must register and attend the conference in person to present.

**Conference Cancellations/Refunds:** Refunds will be processed on an individual case basis. There will be a \$50 processing fee for cancellations before October 8, 2021. No refund will be issued for cancellations after October 8, 2021, or for no-shows.

**Who should attend?**

Representatives from all countries and institutions of all types and missions including:

- Higher education faculty members from all disciplines
- Graduate and undergraduate students preparing to become professionals – joint proposals from graduate/undergraduate students and their faculty mentors/advisors are welcome
- Instructional technologists, course designers, and faculty developers
- Higher education executives, administrators, and managers
- Representatives from business and government who work with higher education institutions
- City leaders of Fairfield who work with higher education institutions

### **The Conference City:**

In 1635, Puritans and Congregationalists in the Massachusetts Bay Colony were dissatisfied with the rate of Anglican reform. They sought to establish an ecclesiastical society subject to their own rules and regulations. The Massachusetts General Court permitted them to settle in Windsor, Wethersfield, and Hartford, an area known as Connecticut. Fairfield was one of the two principal settlements of the Connecticut Colony. World War I brought Fairfield out of its agrarian past by triggering an unprecedented economic boom in Bridgeport, which was the center of a large munitions industry at the time. This prosperity created a housing shortage in the city, and many workers moved to Fairfield to build their homes. The trolley and later cars made the countryside of Fairfield accessible to these newly wealthy members of society. Fairfield became the home of the corporate headquarters of General Electric (GE), one of the world's largest companies. In May 2017, GE relocated to Boston, Massachusetts. The GE World Headquarters was purchased by Sacred Heart University and renovated into the Jack Welch College of Business and Technology's Innovation Campus. Fairfield is located 60 miles north of New York City and is accessible by Metro North and Amtrack train service. The Sacred Heart University campus is located close to two rail stations.

### **For more details on this CFP, please contact:**

Program Chairs: Jun Li, University of New Hampshire [jun.li@unh.edu](mailto:jun.li@unh.edu)  
Xu Niu, Sacred Heart University [niux@sacredheart.edu](mailto:niux@sacredheart.edu)

Conference Chairs: John Cantwell, Rutgers University [cantwell@business.rutgers.edu](mailto:cantwell@business.rutgers.edu)  
Irem Demirkhan, Loyola University Maryland [idemirkan@loyola.edu](mailto:idemirkan@loyola.edu)  
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### **AIB US NE Board of Directors:**

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