



WENZHOU-KEAN
UNIVERSITY



EAST CHINA UNIVERSITY OF
SCIENCE AND TECHNOLOGY



UNIVERSITY OF
SAN FRANCISCO

Academy of International Business Special Theme Conference

CALL FOR PAPERS

Internationalization and Sustainable Development of
Private/Family Enterprises

Co-Hosts

Academy of International Business Asia Pacific Chapter

Wenzhou-Kean University

East China University of Science and Technology

University of San Francisco

Conference Organizing Institutions

College of Business and Public Management, Wenzhou-Kean University,

School of Business, East China University of Science and Technology,

Center for Business Studies and Innovation in Asia-Pacific, University of San
Francisco

Zhejiang Kean Entrepreneurship and Innovation Institute, Wenzhou-Kean University

Education Development Foundation, Wenzhou-Kean University,

Bay Area Council

Date: June 7-9, 2025, China Time (UTC + 8)

Location: Wenzhou-Kean University

88 Daxue Road, Wenzhou, China



As engines of innovation and entrepreneurship, private enterprises, have made remarkable contributions to economic and social development. In the global arena, private enterprises face both opportunities and challenges. In recent years, trade protectionism, geopolitical conflicts, cross-border regulations, and technological barriers have emerged as most critical factors influencing private enterprises' survival and growth in international markets. To ensure sustainable long-term development, private enterprises must manage effectively the complex interplay between globalization and localization.

Meanwhile, the advance of digital technology and associated innovations have ushered in new paradigms for internationalization and sustainable development of private enterprises. In particular, emerging technologies, such as big data, artificial intelligence, and blockchain, have enhanced the dynamics of global and local competitive strategies of private enterprises. Furthermore, these technologies have enabled private enterprises to prioritize green development and social responsibility, which is essential for achieving long-term sustainability. Consequently, scholars and practitioners have become increasingly interested in exploring how private enterprises can effectively undertake international transformation and digital innovation to achieve strategic goals that balance global vision with localized innovation.

Notably, family businesses, a form of private enterprises, face unique challenges and opportunities in the global marketplace. On the one hand, internationalization has expanded access to emerging markets, improving resource allocation and operational

efficiency. On the other hand, the rise of anti-globalization trends poses resistance to their internationalization processes. Key areas of research include strategies for balancing internationalization and localization, preserving family legacy, and fostering innovation amid globalization's dynamic landscape.

This special theme conference is hosted by the Academy of International Business Asia Pacific Chapter, Wenzhou-Kean University (WKU), East China University of Science and Technology (ECUST), and University of San Francisco (USF), organized by the College of Business and Public Management (WKU), School of Business (ECUST), and Center for Business Studies and Innovation in Asia-Pacific (USF). Furthermore, the conference is supported by Zhejiang Kean Entrepreneurship and Innovation Institute (WKU), Education Development Foundation (WKU), and the Bay Area Council (San Francisco).

The conference aims to provide a platform for idea exchange among scholars, business professionals, and policymakers. During the three-day conference, a series of activities such as keynote speeches, dialogues with thought leaders, paper presentations, and company visits will be carried out. Both scholars and practitioners who are interested in the topics mentioned above are welcome to join the discussion.

The International Business Special Theme Conference, initiated by East China University of Science and Technology and University of San Francisco, has successfully been held annually since 2016. Building on this legacy, the 8th special theme conference aims to expand its impact by addressing pivotal research topics and engaging a diverse audience. The conference is fully supported by the AIB global leadership and the AIB Asia Pacific Chapter Executive Board. The following AIB fellows (in alphabetical order) have confirmed their attendance and will give keynote speeches and/or deliver plenary panels during the conference.

JT Li, Hong Kong University of Science and Technology

Jane Lu, City University of Hong Kong

The conference provides a platform for participants to communicate with one another on important international business issues, particularly those related to the internationalization and sustainable development of private/family enterprises.

Research topics may include but are not limited to the following:

- ❖ Internationalization and localization of private/family enterprises

- ❖ Sustainable development of private/family enterprises facing globalization
- ❖ Applications of emerging technologies (e.g., artificial intelligence, big data, blockchain, financial technology, digital marketing) in sustainability of private/family enterprises
- ❖ Internationalization strategies for private/family businesses, especially in the Asia Pacific region
- ❖ Impacts of deglobalization and decoupling on private/family businesses
- ❖ Strategies for private/family businesses to overcome trade protectionism and geopolitical risks
- ❖ Developing global supply chains of private/family businesses
- ❖ Embedding sustainable development of private/family businesses into internationalization strategies
- ❖ Social responsibility of private/family businesses in international markets
- ❖ Private/family businesses going overseas and coping with cultural differences and policy barriers
- ❖ Family businesses preserving legacy through generations, especially with cross-border comparisons.
- ❖ Family businesses fostering innovation in the global arena

Paper Submission

This conference includes both English and Chinese sessions. We invite participants to submit full papers or extended abstracts addressing internationalization and sustainable development of private/family businesses. The submission deadline is **May 26, 2025**.

The extended abstract of the paper should not exceed 2 pages and 500 words. The full paper should not exceed 10 pages and 5000 words (Times New Roman, single-space, font size 12 point, excluding references). The extended abstract must include the following main contents, written in English or Chinese:

- ❖ Research Purpose
- ❖ Research Design/Research Methods
- ❖ Research Findings (relevant to empirical studies)

- ❖ Theoretical Implications and Limitations
- ❖ Practical Implications

Full papers or extended abstracts should be submitted to: aib_submission@wku.edu.cn

Best Paper Award

This AIB special theme conference will select three best papers with monetary prizes. Unpublished full papers in English accepted by the conference will qualify for competing for the Best Paper Award.

- ❖ First Place
- ❖ Second Place
- ❖ Third Place

Important Dates

Conference Date: **June 7-9, 2025, China Time**

Full paper or extended abstract submission deadline: **May 26, 2025, China Time**

Registration deadline: **May 31, 2025, China Time**

Confirmed highlights

- Conference theme keynote speeches (in alphabetical order)
 - Ling Chen, Zhejiang University
 - Francesco Ciabuschi, Uppsala University
 - Ziliang Deng, Peking University
 - JT Li, Hong Kong University of Science and Technology
 - Changqi Wu, Peking University (Moderator)
- JIBS Special Issue session
 - Jane Lu, City University of Hong Kong
- Journal of Business Research session
 - Junhong Chu, University of Hong Kong
- Executive panel: China-U.S. trade relations and implications for private firms
 - Roger Chen, University of San Francisco (Moderator)
- AI application in business panel
 - Roger Chen, University of San Francisco (Moderator)
- Business case workshop
 - William Wei, Algoma University

Conference Registration

Please fill out the registration form, send the form and payment receipt to:

aib@wzku.onmicrosoft.com

1. Registration Form

Name		Faculty of PhD/Graduate Student	
Affiliation		Email	
Active AIB Member (YES/NO)		Phone	

2. Registration Fee

	AIB member	Non-AIB member (including one-year membership)
Regular	1,000 RMB	1,850 RMB
PhD/Graduate Student	600 RMB	880 RMB

Payment Details:

Account number: 1203 2020 0904 5435 292

Account name: Wenzhou-Kean University

Bank: Wenzhou Branch, Industrial and Commercial Bank of China

Contact Information

Paper submission: aib_submission@wku.edu.cn

General inquiries: aib@wzku.onmicrosoft.com

Participating Journals

The special issue of *Journal of International Business Studies (JIBS)* will host a special Q&A session on the journal's paper submissions during the conference. The panelists will explain the special issue's submission requirements in detail and answer questions from the audience. The special issue's theme is "Family Business Research on International Business in a Changing World." For more information, please visit the journal's website.

<https://www.palgrave.com/gp/journal/41267/authors/call-for-papers-and-proposals>

Dr. Nikolaos Panagopoulos, Senior Editor of *Journal of Business Research (JBR)*, will attend the conference and lead a discussion on the main areas of paper submission to JBR (including family business research) and the specific requirements of the journal for review and acceptance. Speakers participating in this conference can consider submitting manuscripts to JBR for publication. JBR publishes papers covering a variety of disciplines related to the theme of this conference, such as corporate strategic management, entrepreneurship, international business, corporate social responsibility, and digital marketing. For more information, please visit the journal's website.

<https://www.sciencedirect.com/journal/journal-of-business-research>

Conference Steering Committee (in alphabetical order)

Gang Bao	President of Wenzhou-Kean University
Bradley Barnes	Chair of AIB Asia Pacific Chapter, Lingnan University
Peter Liesch	Immediate Past President of AIB, University of Queensland
JT Li	Advisory Board Member, AIB Asia Pacific Chapter, Hong Kong University of Science and Technology
Jane Lu	VP Administration of AIB, City University of Hong Kong
Gary Knight	President of AIB, Willamette University
Haifeng Yan	Vice President of East China University of Science and Technology

Conference Co-Chairs

Haifeng Yan	East China University of Science and Technology
Lei Li	University of Nottingham Ningbo China
Xiaohua Yang	University of San Francisco
Yixin Yang	Wenzhou-Kean University

Program Co-Chairs

Hing Kai Chan	Wenzhou-Kean University
Rongjuan Chen	Wenzhou-Kean University
Xiaoming He	East China University of Science and Technology
Roger Chen	University of San Francisco

Program Director

Haojie Jiang	Wenzhou-Kean University
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