



## Call for Papers

Academy of International Business US Northeast Annual Conference  
Friday, October 4 & Saturday, October 5, 2024  
<https://us-ne.aib.world/>

### Conference Theme

*Global Connection and Artificial Intelligence*

Proposal Abstract Deadline: **August 1, 2024**  
Submission: <https://meetings.aib.msu.edu/us-ne/2024/>

Suffolk University  
Sawyer Business School  
73 Tremont St, Boston, MA 02108



## CONFERENCE OVERVIEW

In an era marked by rapid technological advancements and increasing global interconnectivity, the intersection of Global Connection and Artificial Intelligence (AI) is reshaping the landscape of international business and society. As AI technologies become more sophisticated, they offer unparalleled opportunities for enhancing global connections and transforming how businesses operate, innovate, and compete on the global stage. This year's conference theme, "Global Connection and Artificial Intelligence," focuses on exploring the dynamic interplay between AI and global connectivity and its implications for international business, society, and sustainability.

The rise of AI has prompted a reevaluation of global strategies, operations, and value chains, making it imperative for firms to navigate the complexities of digital transformation and cross-border interactions. This conference aims to foster scholarly and practical discourse on how AI can drive economic growth, innovation, and social good, while also addressing the challenges associated with data privacy, ethical considerations, and the digital divide. Scholars, practitioners, and policymakers worldwide are invited to Boston, a nexus of historical richness and technological innovation, for an in-depth exploration of AI's role in enhancing global connectivity. Situated near the iconic Boston Common, this gathering will focus on AI's potential to drive innovation, tackle societal challenges, and reshape international business landscapes, within the context of our rapidly evolving digital world. Our theme topics include but are not limited to:

- The role of AI in enhancing global business strategies and international collaboration.
- Ethical, social, and regulatory implications of AI in international contexts.
- AI-driven innovations and their impact on market dynamics.
- AI's influence on cultural adaptation, talent management, and HR practices in multinational corporations.
- Efficiency and resilience in global supply chains through artificial intelligence and digital technologies.
- The influence of AI on international marketing, consumer behavior, and digital platforms.
- Managing cross-cultural and geopolitical issues in the age of AI.
- Fintech and international finance.
- AI tools and methodologies in international business pedagogy and experiential education.
- Future trends in AI technology and their potential global impact.

We emphasize that while we are particularly interested in proposal abstracts (200-250 words) on the conference theme, we welcome submissions on any international business topic within the broader global business research agenda.

# CONFERENCE ORGANIZATION

## Chapter President

Jun Li, University of New Hampshire

## Conference Chairs

Margaret Goralski, Quinnipiac University  
Lucia Piscitello, Politecnico di Milano (Italy)

## Program Chairs

Sokol Celo, Suffolk University  
Ying (Cathy) Zheng, Bryant University

### **Track 1: Conference Theme – Global Connections and Artificial Intelligence**

Track Chair: Pelin Bicen, Suffolk University  
Track Chair: Mohammad Elahee, Quinnipiac University

### **Track 2: International Business Strategy**

Track Chair: Tatiana Lukoianove, Binghamton University (SUNY)  
Track Chair: Maria Lapeira, Suffolk University

### **Track 3: Innovation and Technology Management**

Track Chair: (I-Chen) Kim Wang, Suffolk University  
Track Chair: Walid Hejazi, University of Toronto

### **Track 4: International Entrepreneurship**

Track Chair: R. Isil Yavuz, Bryant University  
Track Chair: Mark Lehrer, Suffolk University

### **Track 5: Ethics, Corporate Social Responsibility & Sustainability**

Track Chair: Omer Gokalp, Suffolk University  
Track Chair: Kevin Chuah, Northeastern University

### **Track 6: Culture and International Human Resource Management**

Track Chair: Juana Du, Royal Roads University, Canada  
Track Chair: Marcelo Alvarado-Vargas, University of Toledo

### **Track 7: Global Supply Chain, Logistics & Operation**

Track Chair: Mona Bahl, Illinois State University  
Track Chair: Alison Chen, University of New Hampshire

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

Track Chair: Thomas Gruen, University of New Hampshire  
Track Chair: Lu Zhang, Michigan State University

### **Track 9: International Accounting, Finance and Economics**

Track Chair: Grigorios Livanis, Ohio University  
Track Chair: Liu Wang, Providence College

### **Track 10: International Business Pedagogy and Experiential Education**

Track Chair: Russell Seidle, Suffolk University  
Track Chair: Jing Betty Feng, Farmingdale State College

## CONFERENCE HIGHLIGHTS

### Research Keynote

### “Work-from-Anywhere: How AI is Changing the Geographic Boundaries of the Firm”

**Speaker: Prithwiraj (Raj) Choudhury**  
**Harvard Business School**  
Lumry Family Associate Professor  
Associate Editor at *Management Science*  
2023 Forbes Future of Work-50 list

### Meet The Editors Panel

**Ari Van Assche**, HEC Montréal  
Editor-in-Chief, *Journal of International Business Policy*

**John Cantwell**, Rutgers University, AIB Fellow  
former Editor-in-Chief, *Journal of International Business Studies*

**Elie Chrysostome**, University of Western Ontario  
Editor-in-Chief, *Journal of Comparative International Management*

**Jonathan Doh**, Villanova University  
AIB Fellow, AOM Fellow  
General Editor, *Journal of Management Studies*,  
Area Editor, *Journal of International Business Studies*  
former Editor-in-Chief, *Journal of World Business*

**Ram Mudambi**, Temple University, AIB Fellow  
Area Editor, *Journal of International Business Policy*,  
Consulting Editor & former Area Editor, *Journal of International Business Studies*

**Lucia Piscitello**, Politecnico di Milano (Italy), AIB Fellow  
former Associate Editor, *Global Strategy Journal*,  
former Co-Editor-in-Chief, *Journal of Industrial and Business Economics*.

### Industry Panel

Executives Forum on Conference Theme

### Dean’s Panel

Business School Deans’ Forum on Conference Theme

### JIBS & JIBP Joint Paper Development Workshop

The *Journal of International Business Studies* (JIBS) and the *Journal of International Business Policy* (JIBP) will hold a joint paper development workshop (PDW) for authors admitted to the PDW.

### Doctoral Consortium

Doctoral Consortium will be held on October 3<sup>rd</sup>.  
Scholarship available for eligible students!  
Faculty Mentors:

Bulent Aybar, Southern New Hampshire University  
Elie Chrysostome, University of Western Ontario  
Crystal Jiang, Bryant University  
Maria Lapeira, Suffolk University  
Susan M. Mudambi, Temple University  
Attila Yaprak, Wayne State University

### Publication Opportunity

In a Special Issue of  
*Journal of Comparative International Management*

### Best Paper Awards

Best Conference Paper Award  
Best Theme Paper Award  
Best Student Paper Award  
Best Paper on Emerging Markets  
“That is Novel!” Paper Award

**Social & Networking: Consortium Reception / Fellow’s Cafes / WAIB Social / Conference Gala**

## CONFERENCE CITY AND HOST INSTITUTION



**The Conference City:** Boston, Massachusetts is a city steeped in American history and innovation, boasting an exceptional blend of cultural richness and modern sophistication. Home to Harvard and MIT, Boston is a hub for education, technology, and medicine. Visitors can explore the historic Freedom Trail, relish the artistic treasures of the Museum of Fine Arts, or enjoy a leisurely stroll in the Boston Public Garden. The city's diverse neighborhoods offer a mosaic of experiences, from the Italian flair of the North End to the bustling streets of Downtown. Boston's innovation ecosystem is vibrant, hosting numerous startups and global firms, making it a nexus of progress and tradition. The waterfront invites exploration with its scenic views and seafood restaurants, while Fenway Park offers a slice of American baseball heritage. Boston's compact size belies its vast offerings, from cutting-edge academic conferences to world-class dining and entertainment, making it an ideal location for both intellectual engagement and leisure. For more on what Boston has to offer, visit <http://www.bostonusa.com>.



**The Host Institution:** Suffolk University, guided by its mission and vision, is dedicated to utilizing education, inclusion, and engagement as catalysts for positive change within communities. With a commitment to excellence, the university offers experiential and transformational learning opportunities, fostering extraordinary outcomes for its graduates. Central to Suffolk's ethos is its dedication to providing a student-centered experience, characterized by pedagogically appropriate class sizes and personalized mentoring relationships. The institution is firmly rooted in the belief that every academically qualified student should have access to enriching educational opportunities, enabling them to pursue their personal and career aspirations. Embracing a teacher-scholar model, Suffolk University prioritizes scholarly and professional excellence across diverse academic domains. The university champions academic freedom, intellectual exchange, and the generation of practical and relevant knowledge on local, national, and global scales. Suffolk University also emphasizes sound financial management practices to ensure the delivery of an exceptional educational experience at a reasonable cost. The university actively engages with the community, forging partnerships that facilitate internships, career development, and job placement opportunities for its students and alumni. With a commitment to social responsibility, Suffolk integrates civic engagement and service learning throughout its curriculum, nurturing responsible global citizenship. The university celebrates diversity and promotes inclusivity among its student body, faculty, and staff, recognizing the enrichment that arises from a multitude of perspectives and backgrounds. Suffolk University upholds principles of integrity, empowering its constituents to provide accurate and comprehensive information while maintaining ethical and transparent governance structures. Through its unwavering dedication to education, engagement, and ethical conduct, Suffolk University strives to make a meaningful impact on individuals and communities alike.

## SUBMISSION & CONFERENCE REGISTRATION

Submit at <https://meetings.aib.msu.edu/us-ne/2024/>

We welcome submissions in two formats – 1) papers (abstracts or full-length) and 2) panel proposals.

For papers, please submit a 200-250 word abstract of your proposal for consideration at the conference. We offer two types of presentation formats. The first is a traditional presentation with slides for a more structured delivery of content. The second is a round-table discussion for interactive engagement and debate, which for the first time! Please note that 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 abstract box has a 250-word limit.

To be considered for a conference award and/or JIBS-JIBP joint PDW, you must e-mail a full-length paper (40 page maximum) to Dr. Ying (Cathy) Zheng at [czheng@bryant.edu](mailto:czheng@bryant.edu) by August 1, 2024. Be sure to specify in your email if you are applying for the PDW and/or a conference award.

For panel proposals, please submit a brief (200-250 words) description of the panel along with the names of three to five panel members. Each panel session will last for 75 minutes and will consist of presentations by three to five delegates around the same topical area, followed by a Q&A between presenters and the audience. All panel members must attend the conference. For questions regarding conference submission, please contact Dr. Ying(Cathy) Zheng at [czheng@bryant.edu](mailto:czheng@bryant.edu).

### Submission

Deadline for Proposal Submission  
**August 1, 2024**

Deadline for Full Papers for awards or  
JIBS/JIBP PDW:  
**August 1, 2024**

### Conference Registration

Deadline for Early Bird Registration  
**September 2, 2024**

Deadline for Regular Registration  
**September 16, 2024**

## CONFERENCE REGISTRATION

**Faculty and full-time 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, 2024, then you must renew your membership while you register for the conference. AIB World will contact registrants directly regarding membership. Faculty membership: \$120; Full-time students: \$60.

**Conference Cancellations/Refunds:** Refunds will be processed on an individual case basis. There will be a \$50 processing fee for cancellations prior to September 22, 2024. No refund will be issued for cancellations after September 22, 2024, or for no-shows.

Full-time student scholarships are available, and application information will follow.

### Faculty and Practitioners Registration Fees:

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

### Full-time Graduate & Undergraduate Students Registration Fees:

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

## **AIB U.S. NORTHEAST CHAPTER**

**About AIB:** The Academy of International Business is the leading association of scholars and specialists in the field of international business. Members include scholars from leading academic institutions, as well as consultants and researchers with an interest in international business. As the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues, AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.

**About AIB US NE:** The 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 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 of ideas for researching, teaching, and practicing international business among our members. One of our main venues for this purpose is our annual conference.

### **AIB US Northeast Chapter Leadership**

#### **Chapter President**

Jun Li, University of New Hampshire

#### **Chapter Vice Presidents**

Juan Bu, Academic Programs, Indiana University  
Liu Wang, Events and Operations, Providence University

#### **Chapter Treasurer**

Anna Lamin, Northeastern University

#### **Chapter Clerk**

Crystal Jiang, Bryant University

#### **Chapter Assistant Clerk**

Pallavi Shukla, Rutgers University

#### **AIBNE Advisory Board**

John Cantwell, Rutgers University  
Jonathan Doh, Villanova School of Business  
Mohammad Elahee, Quinnipiac University  
Margaret Goralski, Quinnipiac University  
Crystal Jiang, Bryant University  
Ram Mudambi, Temple University  
Attila Yaprak, Wayne State University