



EAST CHINA UNIVERSITY OF
SCIENCE AND TECHNOLOGY



UNIVERSITY OF
SAN FRANCISCO



Nottingham University
Business School
UK | CHINA | MALAYSIA



5th International Conference East China University of Science & Technology - University of San Francisco

CALL FOR PAPERS

Global Business in the Digital Age and Post-COVID-19

Date: June 12-13, 2021, China Time; June 11-12, 2021 US Pacific Standard Time

Virtual Conference

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Location: School of Business, East China University of Science and Technology, Shanghai

Digital technology has profoundly reshaped global business. Not only has it accelerated the process of firm internationalization but also facilitated inter-firm cross-border cooperation. However, for the global top 100 digital multinationals, only 41% of their total assets are located overseas, compared with 65% for traditional multinationals, showing a considerable difference between these two groups. In terms of sales, 73% of digital multinationals' sales are overseas, compared with 64% for traditional multinationals. Furthermore, technological competition has intensified across national boundaries. However, the increasing geopolitical tensions and the rise of nationalism have led many countries to restrict the use of digital technology, thereby limiting the flow of information and cross-border business activities.

With the Covid-19 Pandemic and its impact on business digital transformation, companies face new opportunities and challenges in the global arena. How can they deal with the precarious changes and achieve sustainable international growth? What are the characteristics of effective business models in today's global business environment? These issues will be extensively discussed during the 5th ECUST & USF International Conference to be held virtually on June 12-13, 2021 (North America Pacific Standard Time: June 11-12). The Conference will provide a platform to exchange views on various business challenges and solutions in today's environment. During the two-day conference, there will be a variety of sessions/activities, including keynote speeches, academic and industry dialogues, an education leaders' forum, regular and special paper sessions, etc. We sincerely welcome scholars, education leaders, industry executives, entrepreneurs, and policymakers to participate in our discussions.

Conference Topic

The Conference is dedicated to providing a platform for participants to communicate with each other. All topics on global business are welcome, particularly those focusing on the impact of digital transformation and COVID-19.

Keynote Speeches sponsored by AIB Asia-Pacific Chapter

Marjorie A. Lyles	Florida International University (to be confirmed)
JT Li	Hong Kong University of Science and Technology

Executive Panel Keynote Speaker:

Dantley Davis	Chief Design Officer, Twitter
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Abstracts & Papers

This Conference includes both Chinese and English sessions. We invite participants to submit papers or abstracts, preferably related to the conference theme. For abstract submissions, you will need to provide a ONE-page extended summary (Chinese or English) addressing the following and other related issues:

- Research Purpose
- Research Design/Research Methods
- Research Findings
- Limitations/Recommendations
- Practical Inspiration

Opportunity to publish articles in the SSCI listed journal *Business Horizons*:

The conference will recommend high-quality full conference papers to *Business Horizons* for potential publication.

Business Horizons (Impact factor is 3.444, 59/147 in Business) publishes original articles of interest to business academicians and practitioners. Articles cover a wide range of topical areas within the general field of business, with emphasis on identifying important business issues, problems, or opportunities and recommending means to address these. Ideally, articles will prompt readers to think about business practice in new and innovative ways. *Business Horizons* fills a unique niche among business publications by publishing articles that strike a balance between the practical and the academic. To this end, articles published in *Business Horizons* are grounded in scholarship, yet are presented in a readable, non-technical format such that the content is accessible to a wide business audience. Here is a link to the guide for authors: <https://www.elsevier.com/journals/business-horizons/0007-6813/guide-for-authors>

Opportunity for PhD students in International Business to Compete for Best Dissertation Proposal Award

The competition is sponsored by Nottingham University Business School China. The details will be announced later.

Important Dates

Conference Date: June 12-13, 2021, China Time; June 11-12, 2021 US Pacific Standard Time

Deadline for submission of abstracts, papers: **May 10, 2021**

Deadline for conference registration: **May 30, 2021**

Conference Registration and Fees (TBA)

Contact Info

Please send your submissions to the following Email : ecust_usf_meeting@126.com

For inquiries and questions about the conference, please contact the conference organizer via the above email.

Conference Chairs

Haifeng Yan East China University of Science and Technology (ECUST)

Xiaohua Yang University of San Francisco (USF)

Lei Li University of Nottingham Ningbo China

Program and Organizing Committee Chairs

Bing Wu ECUST

Roger Chen USF

Conference Planning Committee (Alphabetical order by last name)

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