

Dear Colleagues,

We are excited to be hosting the 48th Academy of International Business UK & Ireland Chapter Conference.

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14 – 16 April 2021, University of Greenwich (ONLINE)

We are very excited since this will be the first ever online AIB-UKI conference.

Theme: International Business: Mega Trends and the need of rethinking current terminologies

International Business is challenged by some states where globalisation is not seen as a necessary vehicle for prosperity and economic growth. Businesses face obstacles to internationalise their operations in markets when higher tariffs are imposed. A big question emerges: Will economies focus more on their domestic markets rather than opening them to FDI and international trade? The AIB-UKI conference in Greenwich will examine those challenges by stimulating interesting discussions. The Mega Trends in International Business offer an interesting angle on those topics and their implication for research. Moreover, for many years the International Business research community has been referring to emerging markets, those terminologies can be challenged by asking the right questions in the right setting. International Entrepreneurship offers interesting angles to analyse the challenges entrepreneurs face in the international arena. Social capital and effectuation are becoming essential during these challenging times. We aim to offer a setting where scholars will creatively debate and propel the field forward. We welcome paper submissions relevant to the conference's theme but we also welcome **ALL submissions in IB and related areas, and especially those relevant to our tracks.**

The AIB UK & Ireland Chapter organises the doctoral colloquium for PhD students doing research in the area of International Business. The Doctoral Colloquium provides doctoral researchers in international business with the opportunity to present and discuss their research with a panel of distinguished scholars in interactive sessions that are open to all conference delegates.

Keynote Speakers: Professors Garry Bruton, Tamer Cavusgil, Sylvie Chetty and Nicole Coviello.

While we focus on this theme, we welcome papers in ALL areas of international business. Our tracks are as follows:

1. Internationalisation of family firms

Track Chairs: Tanja Leppäaho (LUT University) and Allan Discua Cruz (University of Lancaster)

2. Emerging economies

Track Chairs: Kevin Ibeh (Birkbeck, University of London) and Jose Godinez (UMass, Lowell, USA)

3. SME internationalisation and International Entrepreneurship

Track Chairs: Alfredo D'Angelo (Università Cattolica del Sacro Cuore) and Margaret Fletcher (University of Glasgow)

4. Networks and internationalisation

Track chairs: Bruce Cronin (University of Greenwich) and Sara Gorgoni (University of Greenwich)

5. Research Methods in IB

Track Chairs: Emmanuella Plakoyiannaki (University of Vienna) and Elizabeth Rose (University of Leeds)

6. Pedagogy and teaching methods in IB

Track Chairs: Denise Hawkes (University of Greenwich) and Maleeha Ashraf (University of Greenwich)

7. Global Strategy

Track Chairs: Shameen Prashantham (CEIBS) and Veselina Stoyanova (University of Strathclyde)

8. International Marketing

Track Chairs: Constantinos N. Leonidou (University of Leeds) and Eva Mavroudi (University of Leeds)

9. Innovation, Geography and IB

Track Chairs: Marina Papanastassiou (University of Leeds) and Marianna Marra (University of Sussex)

10. International Human Resource Management

Track Chairs: Washika Haak-Saheem (University of Reading) and Lena Langosch (University of Greenwich)

11. Nonmarket strategy in International Business

Track Chairs: Thomas Lawton (University College Cork, University of Surrey) and Vikrant Shirodkar (University of Sussex)

The conference will offer you unique opportunities such as:

- AIB Fellows e-café (The AIB Fellows' e-café sessions will cover a variety of topics, which will help IB scholars to identify new topics and to interact with the Fellows)
- Meet the editors (JIBS, JWB, IBR, GSJ, JIBP, MBR, CPOIB, Transnational Corporations)
- JIBS PDW and IBR PDW
- Qualitative Research Workshop
- Mentoring Event for Women in AIB
- Publishers' and sponsors' e-corner
- Panel discussions and special sessions (more information to follow)

Award opportunities at the AIB-UKI conference:

- Palgrave Macmillan Best Conference Paper Prize
- RIBAF (Research in International Business and Finance)
- PJ Buckley & PN Ghauri Early Career Researcher award
- Global Strategy Journal Best Paper Prize
- University of Birmingham Research Methods Best Paper Award
- The Michael Z. Brooke Doctoral Prize
- The Neil Hood and Stephen Young Prize
- Adam Smith Best Doctoral Dissertation Award

IMPORTANT DATES

Paper submission opens: 24 December 2020

Submission deadline main conference: 1 February 2021

Submission deadline doctoral colloquium: 19 February 2021

Submission deadline Adam Smith Best Doctoral Dissertation Award: 19 February 2021

Registration of presenter(s) deadline: 26 March, 2021

Doctoral Colloquium: 14 April 2021

Main Conference: 15-16 April 2021

Please see below the links for the conference site and the submission site:

<https://www.aib-uki.org/conference.html>

<https://www.conference-service.com/AIB-UKI-2021/welcome.html>

Conference Chair: [Spiros Batas](#)

We are looking forward to e-welcoming you at Greenwich and we do hope that you will join us.

Warm wishes,

Spiros