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US West

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**Academy of International Business
U.S. West Chapter**

2023 Annual Conference

“International Business in a Post-COVID World”

March 16 – 18, 2023

University of Nevada, Las Vegas, Nevada, USA

SUBMISSION DEADLINE: NOVEMBER 30, 2022

CALL FOR PAPERS

The **AIB US-West Chapter** announces its **2023 Annual Conference**, to be hosted by **University of Nevada, Las Vegas**. The 2023 Conference theme is ***“International Business in a Post-COVID World.”*** The COVID-19 pandemic caused disruptions to the social, economic, and political landscape of countries across the globe. These disruptions also impacted firms, large and small, with some firms thriving and others failing to survive. The global health crisis continues to drive changes and transformations to the scope, nature, and dynamics of international business. Product and process innovations, digitization, cross-border mobility, new ways of work, business resilience, and corporate social responsibility, are just but some of the topics currently garnering attention as firms, societies, and governments emerge from the pandemic.

The conference seeks to enhance knowledge development of international business matters. In addition to the main them, the conference will feature various tracks for competitive sessions and panels, keynote speakers from academia and business, a

paper development workshop, pedagogical sessions, and networking opportunities.

The conference is an opportunity to present scholarly work and obtain critical feedback in a professional setting. We encourage the participation of professors of all ranks and doctoral students. Submitted papers can range from works-in-progress to complete articles aimed for journal publication; they can be conceptual, theoretical, and empirical. Case studies can also be submitted to the Teaching IB track.

AIB-US West is one of 13 regional chapters of the Academy of International Business (AIB), the leading academic organization for scholars and practitioners of international business. The Chapter brings together scholars from 19 U.S. states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming. In addition, the chapter's annual conference welcomes scholars from all over the world. The conference's professional development focus provides a collegial and supportive platform to discuss and develop ideas, and an opportunity for mentoring authors to enhance their papers for publication.

Conference Venue

The 2023 Conference will be hosted by the Lee Business School, at University of Nevada, Las Vegas (UNLV). The **Lee Business School** is one of the largest schools at UNLV with approximately 3,500 undergraduate students, 500 graduate students, and more than 100 faculty and staff, and offers the only accredited business program in Southern Nevada. The school offers 10 undergraduate majors, 14 minors, and 7 graduate degrees. The Lee Business School is among the top 5% of business colleges worldwide to hold international dual AACSB accreditation in business and accounting.

UNLV is a doctoral-degree-granting institution of approximately 30,000 students and more than 3,000 faculty and staff that is classified by the Carnegie Foundation for the Advancement of Teaching as a research university with very high research activity. UNLV offers a broad range of respected academic programs and is on a path to join the top tier of national public research universities. It consistently ranks among the most diverse universities in the country. The university is committed to recruiting and retaining top students and faculty, educating the region's diversifying population, and driving economic activity through increased research and community partnerships.

Las Vegas is internationally renowned as a tourist destination featuring gaming, shopping, and world-class dining and entertainment. It boasts superb tourism infrastructure including convenient airport access and plentiful accommodations for every budget and taste. As an international convention and tourism destination with a very diverse population, Las Vegas is also a hub for international business activity. In contrast to the fame of its bright lights, the city's position as a gateway to natural and historic attractions such as Zion Canyon, Lake Mead, Hoover Dam, Death Valley and mining ghost towns is perhaps underappreciated. What happens in Vegas can only happen in Vegas!

Conference Highlights

AIB US-West is committed to professional development. The 2023 Conference will feature some of the following activities:

- Competitive Papers and Panel Sessions on leading issues in international business.
- Special track on “The International Tourism and Hospitality Industry in a Post-COVID World.”
- Paper Development Workshop (PDW) and Meet the Editors Session.
- Pedagogical session sponsored by Rocky Mountain CIBER (RMCIBER).
- Workshop-type sessions sponsored by AIB’s Special Interest Groups.
- Awards: The conference will recognize Best Papers and Best Student Paper.

Submissions

Paper, Panel, and Case Study submissions for AIB US-West 2023 are organized under the following topical tracks. Submit your paper or panel proposal to just one track. Please select the track that best fits your submission from the list below. Case studies should be submitted to the “Teaching International Business” track.

1. Conference Theme Track: International Business in a Post-COVID World

The COVID-19 pandemic caused disruptions to the social, economic, and political landscape of countries across the globe. These disruptions impacted firms, large and small, with some firms thriving and others failing to survive. The global crisis continues to drive changes and transformations to the scope, nature, and dynamics of international business. Product and process innovations, digitization, cross-border mobility, new ways of work, business resilience, and corporate social responsibility, are just but some of the topics currently garnering attention as firms, societies, and governments emerge from the pandemic. This track welcomes papers that explore post-pandemic recovery strategies, creativity, and innovation in private and public organizations. Papers that explore the reconceptualization of international businesses’ ethical responsibilities for alleviating societal ills (for example, effects of the pandemic on disadvantaged and vulnerable populations, the environment, and small and informal businesses), and issues related to talent management in a post-COVID world (e.g., changes to workers’ expectations, well-being and work-life balance and integration; diversity, equity, and inclusion in the workplace, new work modalities, etc.) are also encouraged.

2. Special Local Track: The International Tourism and Hospitality Industry in a Post-COVID World

The COVID-19 pandemic wreaked havoc on the tourism and hospitality industries, caused by a reduction in worldwide travel driven by country- or region-level closures, economic collapse, and consumers’ health concerns. Tourism (and

hospitality) represent a significant amount of economic activity in many countries, driving GDP, jobs, foreign direct investment, service exports, foreign exchange value, and tax revenue. The industry is also highly interconnected, whereby a crisis in the industry is likely to have serious consequences in related industries and sectors (transportation, food production and processing, entertainment, etc.). Especially at risk due to the negative effects of the pandemic were disadvantaged sectors of the population that depend on the tourism and hospitality industries (e.g., formal and informal micro and small business; women, youth, and migrants, who tend to disproportionately work in the sector as well as be the first to let go). This track welcomes papers that examine the various effects of the pandemic on the global tourism and hospitality industries, including effects on emerging economies and small island states that are highly dependent on tourism. Papers may also examine corporate and marketing strategies used to build resilience during and after the pandemic; repositioning of a business to survive and thrive; and the adoption of technology or other innovations to adapt to the challenges presented by the health and economic crises.

3. *The Internationalization Process and International Entrepreneurship*

The COVID pandemic had a significant impact on entrepreneurs and SMEs around the world. This track seeks contributions that examine internationalization processes primarily as an entrepreneurial process of discovering, assessing and exploiting international business opportunities from various theoretical lenses, using a variety of methodological approaches and datasets. Contributions may examine the internationalization process for different kinds of firms, whether small and entrepreneurial firms, established multinationals, or latecomer MNEs from emerging markets. Submissions may focus on the characteristics of the internationalization process, as well as the various kinds of human, financial and political resources firms draw on in their internationalization. This track will also cover contributions that examine the social impact of entrepreneurship in a post-COVID world as well as the specific influence of different kinds of entrepreneurs such as women, expatriates, and others.

Keywords: Internationalization process; Entry modes; International entrepreneurship; SMEs internationalization; Entrepreneurial networks; SME exporters/importers; International new ventures; Born-global firms; Born-digital firms; Opportunity recognition; International innovation; International social entrepreneurship.

4. *International Marketing and Consumer Behavior*

This track focuses on such traditional international marketing topics as customers, brands, products, channels, and relationships in cross-national settings. Additionally, the field of international marketing is transforming rapidly under the influences of: digitalization, technological advances, sustainability and social responsibility pressures, changing consumer needs and expectations, regulatory restrictions, and

a much larger geographic landscape that now includes emerging markets. How do international marketing managers cope with these challenges? How is the scope of work changing for marketing managers? Will the changes adopted during the pandemic endure in a post-pandemic landscape? How do/will consumers respond to these challenges and changes?

International business faces ever more complex, interconnected and at the same time fragmented consumer markets. This track seeks contributions that address market complexity such as how companies best serve multicultural market places and tailor multicultural marketing communications. Cross-national and cross-cultural consumer research is of interest, especially as it intersects with topics such as consumer co-creation, consumer engagement, and the development of global brand communities. Another area of interest lies at the intersection of global business and consumer well-being with research on transformative consumer research and the United Nation's Sustainable Development Goals. Also invited are contributions on business responsiveness and corporate social responsibility in addressing world issues of importance including but not limited to obesity, health, climate change, and poverty.

Keywords: Cross-cultural marketing; International marketing; Global marketing; Targeting; Segmentation; Advertising; Pricing; Distribution channels; Products/services; Standardization and Adaptation; Brand management; Consumer behavior; Customer relationships; Customer Experience; Cross-cultural consumer behavior; Country-of-origin effects; Consumer well-being; Digital marketing; Social media marketing; Global retailing; Services marketing; B2B marketing; Relationship marketing; Technology-driven marketing; Sustainable marketing; Green marketing; Social Marketing.

5. *Global Strategy, Organization, and Value Chains*

The COVID pandemic caused a myriad of disruptions to global firms' strategies and value chains. Global firms will likely continue to face challenges during the current post-pandemic recovery period, with uncertainty and volatility greatly influencing their strategies, organizations and value chains. These disruptions can bring both risks and opportunities. Relevant topics for the track include, but are not limited to, international expansion, cross-border mergers and acquisitions, location strategy, entry mode decisions, outsourcing and offshoring decisions (and their reversal), the management, coordination, and governance of global value chains, as well as the development of MNEs' organizational capabilities and performance. Submissions to this track may also address questions such as: What strategies and organizational forms do global firms adopt at different points in their evolution? What strategies might global firms adopt to overcome the integration-responsiveness dilemma and to achieve an effective balance between centralization and decentralization in a post-pandemic world? Other topics suitable for this track include: Organizational change, organizational capabilities, and organizational performance, boundary of firms in

value chains, and the management and coordination of the different functions that comprise disaggregated global value chains, the cross-border coordination of contractual and equity-based relationships throughout the value chain, the changing dynamics of global value chain coordination and governance, as well as policy implications on global value chains.

Keywords: Global strategy; Globalization of services; Growth strategies; Competitive strategy; Global value chains; Global production networks; Global operations; Global sourcing; Outsourcing; Offshoring; Reshoring; Cross-border mergers and acquisitions; Joint ventures and alliances; Location strategy; Parent-subsidiary relationships; Foreign subsidiary management; MNE performance; Organizational learning; Organizational culture; Organizational change and development; Organizational structure; Organizational capabilities.

6. *Global Innovation and Knowledge Management*

The creation, transfer and outcomes of knowledge are central to international business strategy. Knowledge creation can occur through the processes of innovation, learning, research and development (R&D), etc. This track explores how MNEs and internationalizing firms learn, manage knowledge, and innovate, and how MNEs leverage and integrate local knowledge to gain and sustain competitive advantage on a global scale. Contributions to this track will examine the internal and external aspects of innovation activities, with the internal aspects being focused on knowledge generation and transfer within the MNE, and the external being focused on contractual and equity-based collaborations with international partners. The track also examines the changing geography of innovation, the access of the multinational firm to location bound sources of innovation, and the influence of national and regional innovation systems. Other topics of interest include: Why and how do global and local networks of innovation interact? How do MNEs transfer knowledge and organizational practices across borders in the evolving post-COVID global environment? How do firms manage knowledge acquisition and sharing in emerging economies?

Keywords: Absorptive capacity; Boundary spanning; Exploration vs. exploitation; Digitalization; Global and local knowledge; Open innovation; Innovation clusters; Knowledge acquisition; Knowledge creation; Knowledge governance mechanisms; Knowledge sharing; Knowledge transfer; Learning across borders; Licensing; National and regional innovation systems; Networks for innovation; Organizational learning in MNCs; Reverse knowledge transfer; Replication and imitation; R&D outsourcing and offshoring; Technology management; Value creation.

7. *International HRM, Global Leadership, and Cross-Cultural Management*

Global leadership, cross-cultural management, global talent management and diversity management are vital to the management of human resources within the multinational firm. This track encompasses papers dealing with the range of HR activities from recruitment and selection to training, performance management, compensation, retention as well as leadership development, and managing multicultural teams within the multinational firm. It also covers organizational behavior topics such as the implications of equity, diversity, and inclusion for individuals, teams, and organizations, issues related to cross-cultural management, and the role of language in multinational organizations. In addition, the track welcomes papers that address grand societal challenges relevant to leaders and talent managers (e.g., global migration, climate change, etc.). In 2020, the pandemic brought about a blurring of the line between home and working lives. The experience has left many professionals hoping to rebalance their lives, while simultaneously adopting some of the ways of work that increased their productive and job satisfaction (e.g., working from home occasionally to avoid long commutes). Thus, this track also encourages work that examines the future of work in a post-COVID world.

Keywords: Cross-cultural management; International human resource management; Global leadership; Cross-cultural leadership; Cosmopolitans; Global mindset; Expatriate management; Talent management; Training and development; Retention; Selection; Performance appraisal; Compensation; Leadership development; Global staffing; International mobility; Education and international careers; Cultural diversity; Cross-cultural communication; Cross-cultural adjustment; Multicultural teams; Virtual teams; Intercultural competence; Cultural intelligence; Bicultural and multicultural identity; International migration; Returnees; Diasporas; Work-family issues; Work-life balance; Cross-cultural values and practices; Local compliance; Cultural synergy; Ethics across cultures; Hybrid working; The future of expatriation after COVID-19; Trust and control in hybrid/international teams; Aging workforce; Remote work; Digital HRM.

8. *International Finance, Accounting, and Corporate Governance*

Firms utilize various governance approaches and allocate decision-making to maximize organizational value while following financial reporting requirements of various nations. Corporate governance encompasses varying levels of internal and external oversight – board structures, compensation practices, ownership patterns, shareholder activism efforts, and disclosure choices across firms and national markets. The track emphasizes investment and financing choices, financial and corporate reporting, and risk management in multinational firms. We invite contributions on international finance and accounting, sustainable finance, MNE management, and corporate governance practices in an international context. We welcome novel research on the determinants of governance practices such as legal,

financial, and political institutions, and their influences on performance outcomes, accounting standards, financial reporting quality, tax planning practices, financial risk management practices, climate risk management, capital market development, venture capital development, and cross border mergers and acquisitions. We also welcome submissions that address the influences of international investors on firm strategies, such as international private equity, sovereign wealth funds, international venture capital, international hedge funds, and international crowdfunding.

Keywords: International finance and taxation; Transfer pricing; Corporate malfeasance; Accounting standards and conventions; Non-financial accounting standards; Non-financial reporting standards; International financial reporting; Valuation; Capital structure; Financial risk management; Exchange rate exposure; International financial integration; International cross-listing; Ownership structure; Institutional investors; State ownership; Family ownership; Business groups; Board diversity; Board processes; CEO turnover; CEO-board dynamics; Firm-stakeholder relationships; Institutional investors; International private equity; Sovereign wealth funds; International venture capital; International hedge funds; International crowdfunding; Sustainable finance; Fintech.

9. *Multinationals-Government Relationships*

We seek manuscripts that analyze the bi-directional relationships between multinationals and governments. Contributions to this track can focus on the political strategies of multinationals, examining questions such as: How do international firms develop political strategies to obtain governmental support, shape regulation, and/or achieve their objectives?; How do international firms interact with the government to manage and reduce social, economic, legal and political risk?; How can nonmarket strategies enable MNEs to better manage complex nonmarket and geopolitical risks?; How do international firms respond to diverse and divergent institutional environments? What strategies and tactics can MNEs adopt to manage social and political challenges and achieve competitive advantage? What are innovative business approaches to environmental and social challenges, especially in vulnerable areas? Submissions to this track may also focus on government policy that supports or hinders the strategies of domestic and foreign multinationals. We welcome manuscripts that study for-profit and non-for-profit global organizations, firms that internationalize via trade or foreign direct investment, and governments at the supranational, national, or subnational levels.

Keywords: Institutions; Institutional environment; Institutional voids; Institutional disruptions; Institutional change; Political environment; Legal environment; Nonmarket strategy; Corporate Social Responsibility; Political strategies; Social sustainability; Regional integration; Trade agreements; Trade disputes; Uncertainty; Volatility; Country risk; Political risk; Disaster risk; Societal impact; Rule of law; Government intervention; Protectionism; Trade barriers; Foreign trade zone; Public policy; Global governance; Migration; Poverty; Protectionism; Stakeholders.

10. Emerging Markets and Emerging Markets MNEs

The global importance of emerging markets and emerging market firms continues to grow. This track welcomes theoretical and empirical papers that report novel explorations of issues related to doing business in emerging markets. Some examples might include research on city clusters, new business models, government-private sector cooperation, varieties of capitalism or firms' transitions from a culture of incremental innovation to a culture of breakthrough innovation. We are also interested in papers that aim to clarify to what extent emerging market multinationals can be considered unique and papers reporting work on foreign direct investment trends and strategies in emerging markets. Empirical papers exploring under-researched emerging markets in Africa, Asia, Eastern Europe or Latin America are particularly encouraged.

Keywords: Emerging markets; Emerging market opportunities; Transition economies; Capitalism; Socialism; Colonialism; Economic development; Comparative and competitive advantages; Emerging market institutional environment; Foreign versus indigenous MNEs; State-owned enterprises in emerging markets; Family conglomerates; Privatization; Emerging market firm; Theory of EMNE; Internationalization of EMNEs; EMNEs and value chains; EMNEs' diversity and inclusion strategies; EMNEs and sustainable development; EMNEs and climate change; EMNEs and global risk; VUCA in emerging markets.

11. Diversity in International Business

This track invites empirical, conceptual, methodological and review papers that advance our understanding of any aspect of diversity, equity and inclusion (DEI) across all domains (i.e., strategy, leadership, HRM, marketing, entrepreneurship, innovation, policy) and all levels of IB (i.e., supranational level, national level, industry level, organizational level, team level, community level and/or individual level). We welcome papers that reflect and capture the complex and multi-faceted reality of today's diverse world and advance our understanding of the intersectionality of various aspects of diversity and belonging within multinational organizations, multinational teams and/or across societies. Examination of the additive and compounding effects of various types of diversity on firm performance, effectiveness of teams and/or competitiveness of nations remains limited. Understanding the specific mechanisms through which intersectional social identities connected to gender identity, sexual orientation, immigration status, indigenous identity, different ableness and/or other forms of diversity shape IB outcomes and processes at various levels can constitute an important new area of IB research and policy. Papers addressing LGBTQIA+ communities, neurodiverse individuals, those differently abled and/or indigenous voices are especially welcome, as is cutting edge IB research on gender, race and ethnicity, and migratory status.

Keywords: Diversity, Equity and Inclusion (DEI); Equity and Equality; Links between DEI and corporate strategy; DEI and social entrepreneurship; DEI and non-government organizations (NGOs); Diffusion of DEI practices; Regional, national and sub-national differences in DEI practices; Social identity; Identity intersectionality; Social construction of differences and inequalities; Discrimination; Inclusiveness; Social justice; Allyship; Minorities; Race; Ethnicity; Social class; Religion; Gender and gender identity; Gender roles; Gender-based leadership differences; Gender and internationalization; Gender and entrepreneurship; Gender and innovation; Diversity and the SDGs; Intersectionality of gender, race and other social identities; Masculinity; LGBTQIA+ community; Sexuality at the workplace; Sex trafficking; Immigration status and discrimination; Indigenous voices and representation; Neurodiversity; Different ableness; Ageism; Decolonization of the IB curriculum.

12. International Business Teaching and Education

This track's main objectives are facilitating development and sharing of best teaching practices, providing a forum for teaching-related knowledge sharing, and promoting research on teaching and education that showcase the importance of IB courses in business school curricula. This track addresses IB teaching at every level: undergraduate, graduate, MBA, and executive and covers all aspects of teaching IB, including student engagement, motivation, learning outcomes, and classroom diversity. Specifically, it focuses on the use of different tools and pedagogies such as experiential learning, cases, simulations, role-play, and various forms of multimedia to enhance IB teaching. The track welcomes submissions of scholarly papers, interactive session proposals, panels, and case studies that stimulate teaching innovation and promote best practices in IB teaching. Work that focuses on the development of faculty skills that support digital education, internationalization of the curriculum, cross-cultural learning environments, and multidisciplinary approaches are also encouraged. Research submitted may also to answer questions such as, how do we make international business topics relevant to our students, to their future careers, and to the businesses in which they will work? And, how can we enable those we teach to practice international business and undertake the internationalization process more effectively through the application of our body of knowledge? Finally, the track invites papers and proposals directly related to the conference theme such as approaches for teaching management of global crises, and adaptability and resilience of individuals and firms operating in global environments.

Keywords: Experiential learning; IB curriculum; Internationalizing the business school; Internationalizing the curriculum; Cross-cultural classrooms; DEI and IB Teaching; Critical perspectives; Case teaching; Simulations and role-playing; Blended learning; Hybrid teaching; Multimedia in IB teaching; IB teaching tools; Study Abroad; Travel Abroad; Global Virtual Exchange; Collaborative Online International Learning (COIL); Management of IB education; Future of IB education.

Conference Submission Guidelines

All submissions will be handled through the AIB US-West online submission system <https://meetings.aib.msu.edu/us-w/2023/>

No extended abstracts or email submissions accepted.

All manuscripts and panel proposals must be submitted by **November 30, 2023**.

For up-to-date information, please check the chapter website at <https://us-west.aib.world/>

All submissions must conform to the following guidelines:

- The document, including 'document properties', must be stripped of all identifying information. Do not include a cover page.
- Each manuscript should be accompanied by an Abstract not to exceed 200 words.
- Submissions must be formatted as follows: Letter sized page (8.5"x11" or 215x280 mm), with one-inch (2.5 cm) margins, double-spaced, Times New Roman 12-point font or equivalent.
- Competitive papers should not exceed 10,000 words, and must comply with the *JIBS* style requirements (<http://www.jibs.net>; click on 'Instructions for Authors').
- Panel proposals should have 3-5 scholars and/or students as well as a chair/discussant. Proposals should be no more than 2,000 words, and describe the topic, session format, its importance to IB research or education, and the names and contact information and qualifications of all panel participants.
- We recommend you submit your paper in PDF format to ensure reviewers see it as intended. Microsoft Word files are also acceptable.
- Check all files for viruses using updated anti-virus software before submission.

After Submission

Authors will be sent an automatic e-mail confirmation message upon successful uploading of their submission. If you do not receive an acknowledgment within 24 hours of submitting your manuscript or proposal, please inform the conference co-chairs. All submissions will be subject to a blind review process and will be evaluated based on relevance to IB research, teaching and/or practice, rigor, methods (if applicable), innovativeness, and significance of conclusions. Authors of papers and panels selected for presentation will be notified by January 10, 2023. At least one author for each accepted paper must register for the conference no later than February 10, 2023 to secure a place on the program.

Questions regarding this call for papers should be addressed to Conference Co-Chairs Drs. Nila Wiese and Tanvi Kothari (nwiese@pugetsound.edu; Tanvi.kothari@sjsu.edu).

Registration Fees

	AIB Member	Non-Member
<i>Registration Rates for Faculty and Practitioners</i>		
January 1 - February 15, 2023	\$200	\$320
February 16 – March 15, 2023	\$250	\$370
<i>Registration Rates for Students, Low Income, and Emeritus Faculty</i>		
January 1 - February 15, 2023	\$125	\$185
February 16 – March 15, 2023	\$175	\$235

More Information on the AIB

The Academy of International Business is the leading association of scholars and practitioners in the field of international business. Established in 1959, the AIB has over 3,000 members, across 13 chapters in more than 90 countries.

We acknowledge the support of the Rocky Mountain CIBER Network (including University of Colorado Denver and BYU CIBERs), and the Western Region CIBERs (University of Washington CIBER, Loyola Marymount University CIBER, and San Diego State University CIBER).



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