



Nottingham University  
Business School  
UK | CHINA | MALAYSIA



EAST CHINA UNIVERSITY OF  
SCIENCE AND TECHNOLOGY



UNIVERSITY OF  
SAN FRANCISCO

## **Academy of International Business Special Theme Conference**

### **CALL FOR PAPERS**

# **Sustainable Development and International Competitiveness of Small and Medium-sized Enterprises in the Post COVID-19 Era**

### **Co-Hosts**

Nottingham University Business School China, University of Nottingham Ningbo China (UNNC)  
School of Business, East China University of Science and Technology (ECUST)  
School of Management, University of San Francisco (USF)

**Date: June 10-11, China Time (UTC + 8)**

**Location: University of Nottingham Ningbo China**

**199 Taikang East Road, Ningbo, Zhejiang, China**

The COVID-19 pandemic has wreaked havoc on the entire business world and driven out many small and medium-sized enterprises (SMEs), in particular, in the hospitality and service industries. The situation has been exacerbated by the resurgent protectionism/populism, the tendency of deglobalization, and the potential decoupling between the world's two largest economies. Nevertheless, some SMEs have weathered the disruptions effectively and shown strong competitiveness even in the global arena, in particular, those labelled as hidden champions or niche leaders.

What are the challenges as well as opportunities for SMEs in the post COVID-19 era? What could many SMEs learn from the hidden champions or niche leaders and develop sustainable business and international competitiveness in the coming years? Specifically, how would SMEs rejuvenate their businesses and ventures internationally? What would be their viable internationalization processes? How would they handle legitimization complexity influenced by their home and host country institutional environments? What about national security concerns faced by certain high-tech specialists?

We stress that the research issues as mentioned above are becoming even more important in today's volatile, uncertain, complex and ambiguous (VUCA) global environment. In this special theme conference, we encourage scholars in international business and other related areas such as international economics to share/disseminate their innovative research on the evolving global environments SMEs are facing and their sustainable development and international competitiveness in the future.

This AIB special theme conference is organized through the cooperation among AIB Asia Pacific Chapter, University of Nottingham Ningbo China, East China University of Science and Technology, and the University of San Francisco. It follows the pattern of the annual

international business conference which East China University of Science and Technology, and the University of San Francisco have been co-organizing since 2016. The conference is fully supported by AIB global leadership and the AIB Asia Pacific Chapter Executive Board. Among others, the following AIB fellows have confirmed their attendance and will give keynote speeches or deliver plenary panels during the conference.

JT Li, Hong Kong University of Science and Technology (in-person)  
Jane Lu, City University of Hong Kong (in-person)  
Jeremy Clegg, University of Leeds (virtually)  
Gary Knight, Willamette University (virtually)  
Nicole Coviello, Wilfried Laurier University (virtually)

The conference is dedicated to providing a platform for participants to communicate with one another on important international business issues, particularly those focusing on sustainable development and international competitiveness of SMEs in the post COVID-19 era. Some important research issues include:

- What drives international venturing of different types of SMEs? Are there some conspicuous differences between emerging and developed economy SMEs?
- Are there differential/unique foreign market entries and internationalization processes for SMEs in the post-COVID 19 era, especially in the contexts of Asian countries?
- How do hidden champions operate in the global arena? Are they less vulnerable than other SMEs in the face of global value chain reconfiguration?
- What international strategies do hidden champions pursue, and how do they pursue them, in the face of global institutional changes?
- What is the impact of China's Road and Belt Initiative on international venturing of SMEs, especially in relation to sustainable development?
- Would SMEs become more innovative in the process of internationalization based on learning and international alliances/networking?
- How do digital technologies affect the sustainable development and international venturing of SMEs?
- How do formal and informal institutions in home and host countries affect the legitimacy of SMEs? Are certain high-tech SMEs, for example, ill perceived and poorly treated in some host countries due to national security concerns?
- How do deglobalization and/or decoupling shape innovation, strategy, global talent flow, global value chain and sustainable development? What are the implications for SMEs based in the Asia Pacific region?

## **Abstracts & Panel Proposals**

This conference includes both English and Chinese sessions. We invite participants to submit full papers or extended abstracts or panel proposals related to the conference theme. For extended abstract submissions, you will need to provide an extended summary (English or Chinese) addressing the following, among others:

- ✧ Research Purpose

- ✧ Research Design/Research Methods
- ✧ Research Findings
- ✧ Contributions and Limitations
- ✧ Practical Implications

Panel proposals must be submitted by the panel chair. All panel proposals must include:

- ✧ A Title Page that includes the panel name, the session format (e.g., regular panel, debate, roundtable discussion) and the panel participants.
- ✧ The name, affiliation, email address, and role of each participant in the panel (chair, other panelists). All panelists listed in the submission must appear and present at the conference. Each panel must designate a chair.
- ✧ An overview of the main issue(s) addressed or arguments to be made by the panel.
- ✧ Copies of emails from each participant stating they agree to participate in the panel if the proposal is accepted.

### **Opportunity to publish with *Multinational Business Review (MBR)***

The conference will collaborate with *Multinational Business Review* (5-year Impact Factor 2021, 3.469) that publishes high-quality research on the nature and impact of the multinational enterprise (MNE) and the evolution of international business strategies. The high-quality full papers presented in the conference, if submitted to MBR, will receive a fast track review (albeit no guarantee of publication). MBR will organize a PDW for the conference. For detailed information, please contact Dr. Liang Wang, [lwang28@usfca.edu](mailto:lwang28@usfca.edu).

### **Opportunity to publish with *Long Range Planning (LRP)* and *Journal of Digital Economy (JDE)***

The joint editing team of the special issue on “*Platform Multinationals (PMNC) in the Global Digital Economy*” will organize a proposal development workshop for the conference. For detailed information, please contact Dr. Xiaoming He, [xiaominghe@ecust.edu.cn](mailto:xiaominghe@ecust.edu.cn).

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

Sponsored by Nottingham University Business School China and supported by AIB Asia Pacific Chapter, the conference calls for eligible PhD students to submit their PhD dissertation proposals and will confer up to two awards of RMB 6,000 each.

#### ◆ Eligibility

The target doctoral students should conduct their PhD study in the area of international business/international strategy, preferably with a focus on emerging market contexts, and be enrolled in a PhD program for no more than 3 years. They should be active AIB members at the time of proposal submission to the conference.

#### ◆ Submission Guidelines

Proposals are to be submitted with the subject “Best PhD Dissertation Proposal Award” to Dr. Abby Zhou, [Abby.Zhou@nottingham.edu.cn](mailto:Abby.Zhou@nottingham.edu.cn). The proposal materials should include the following items and can be in English or Chinese as specified below.

1. Cover sheet (English)
  - a. Dissertation title

- b. Student name
- c. Institution
- d. Dissertation supervisor
- e. PhD enrollment (with verifiable evidence) and expected completion dates
- 2. Summary of the Proposal (no more than 500 words in English)
- 3. Dissertation Proposal of up to 10 pages, single-spaced with the following items (English or Chinese)
  - a. Specific research questions, review of the relevant literature, and potential contributions
  - b. Research design including data collection and analytical methods
  - c. References
  - d. Research schedule
- 4. CV (English or Chinese)
- 5. A recommendation letter (English or Chinese) from the PhD supervisor in support of the proposal. This letter should be emailed to Dr. Abby Zhou, [Abby.Zhou@nottingham.edu.cn](mailto:Abby.Zhou@nottingham.edu.cn) directly by the supervisor. It should include a statement of the student's stage of completion in the PhD program, verification of the dissertation proposal, and comments on the potential quality and contributions of the dissertation.

◆ Timetable and evaluation

The submission deadline is **May 10, 2023**. The evaluation will be conducted by well-established English-Chinese bilingual IB scholars. Notification of the awards will be made during the conference.

◆ Acknowledgement

The awardees need to acknowledge in their theses (when finished) that their proposals won the award at the AIB Special Theme Conference 2023 in Ningbo, China, co-hosted by University of Nottingham Ningbo China, East China University of Science and Technology, and the University of San Francisco.

**Important Dates**

Conference Date: **June 10-11, 2023, China Time**

Deadline for submission of papers or extended abstracts or cases or panel proposals: **May 10, 2023 (China Time)**

Deadline for conference registration: **May 30, 2023 (China Time)**

**Conference Registration**

Please fill out the following registration form and send it to: [Ruiyi.Luo@nottingham.edu.cn](mailto:Ruiyi.Luo@nottingham.edu.cn).

Name		Faculty or PhD/Graduate Students	
Affiliation		Email	
Active AIB member (Yes/No)		Phone	

## Registration Fee

Payments in Chinese RMB

	AIB member	Non-AIB member (including one-year membership)
Regular	1500	2350
Low income	1000	1425
PhD and other Graduate Student	700	980

If you have trouble making a payment in Chinese RMB, please contact Dr. Jiarui Zhang, [jiarui.zhang@nottingham.edu.cn](mailto:jiarui.zhang@nottingham.edu.cn).

## Contact Information

For general inquiries and questions about the conference, please contact Yuxue Luo, [Yuxue.Luo@nottingham.edu.cn](mailto:Yuxue.Luo@nottingham.edu.cn).

## Conference Steering Committee (in alphabetical order)

Bradley Barnes, Chair of AIB Asia Pacific Chapter, Hang Seng University of Hong Kong  
Jeremy Clegg, Past president of AIB, University of Leeds  
Chuck Kwok, Past president of AIB, University of South Carolina  
JT Li, Advisory Board Member, AIB Asia Pacific Chapter, Hong Kong  
University of Science and Technology  
Jane Lu, Executive Board Member, AIB Asia Pacific Chapter, City University of  
Hong Kong  
Vasyl Taras, VP of Administration of AIB, University of North Carolina at Greensboro  
Changqi Wu, Former Chair of AIB China Chapter, Shandong University/Peking  
University  
Haifeng Yan, Vice President of East University of Science and Technology

## Conference Co-Chairs

Lei Li, Director for Chinese mainland, AIB Asia Pacific Chapter, UNNC  
Haifeng Yan, East China University of Science and Technology  
Xiaohua Yang, University of San Francisco

## Program Co-Chairs

Lei Li, Director for Chinese mainland, AIB Asia Pacific Chapter, UNNC  
Xiaoming He, East China University of Science and Technology  
Liang Wang, University of San Francisco



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## 国际商务学会(AIB)专题会议

### 征稿启事

### 后疫情时代的中小企业可持续发展与国际竞争力

日期：中国时间 6 月 10-11 日

地点：宁波诺丁汉大学

中国浙江省宁波市泰康东路 199 号

新冠疫情的大流行对整个商业世界造成了显而易见的破坏，尤其是在酒店娱乐和服务行业中使许多中小企业难以为继。这种情形因再度出现的保护主义/民粹主义，去全球化的趋势和世界两个最大经济体之间的脱钩形势而有所加剧。然而，有些中小企业却能有效地抵御住环境带来的严重干扰，甚至在全球舞台上表现出强大的竞争力，特别是那些少数被称为隐形冠军或专精特新企业。

后疫情时代里，中小企业面临的挑战和机遇是什么？众多中小企业能从隐形冠军或专精特新企业那里学到什么，以在未来几年内发展可持续的业务和国际竞争力？具体而言，中小企业将如何振兴其业务并进入国际市场？他们可行的国际化进程会是什么？他们将如何直面复杂的本国和东道国制度环境影响以实现合法化？某些高科技专项企业所面临的国家安全问题又该如何解决？

显然上述研究问题在当今动荡、不确定、复杂和模糊（VUCA）的全球环境中正变得更加重要。在这个国际商务学会(AIB)专题会议中，我们鼓励国际商务，国际经济及其他相关学者分享/交流他们在中小企业可持续发展和国际竞争力方面的创新研究。

本次专题会议是由国际商务学会亚太地区分会联手宁波诺丁汉大学，华东理工大学和旧金山大学举办的。自从 2016 来，华东理工大学和旧金山大学已经共同举办了六届国际商务会议。今年的国际商务会议延续了此模式，并得到了国际商务学会（AIB）全球执委会和亚太分会执委会的大力支持。其中，以下国际商务学会会士(AIB fellows)已经确认出席，并将在会议期间发表主题演讲或主持专题研讨。

李家涛 (JT LI)，香港科技大学 (线下)

吕文珍 (Jane Lu)，香港城市大学 (线下)

Jeremy Clegg，英国利兹大学 (线上)

Gary Knight，美国威拉米特大学 (线上)

Nicole Coviello，加拿大维尔弗雷德大学 (线上)

此次会议致力于为与会者提供一个平台，就重要的国际商务问题进行交流，特别是关注后疫情时代中小企业的可持续发展和国际竞争力等议题。一些重要的研究议题包括：

- 不同类型的中小企业国际化的驱动力是什么？新兴市场和发达经济体的中小型企业之间是否存在显著差异？
- 在后疫情时代，特别是在亚洲，中小企业是否有不同/独特的海外市场进入和国际化的进程？
- 隐形冠军在全球范围是如何运作的？在全球价值链重组面前，他们是否比其他中小企业更具抗风险性？
- 面对全球体制的变化，隐形冠军们采取什么样国际战略？
- 中国的“一带一路”倡议对中小企业成为国际企业有什么影响，特别是对可持续发展的影响是什么？
- 通过学习和国际合作，中小型企业是否会在国际化的过程中变得更加有创新性？
- 数字技术是如何影响中小型企业的可持续发展和国际化的？
- 母国和东道国的正式和非正式制度是如何影响中小企业的合法性的？由于国家安全等问题，某些高科技中小企业在一些东道国中是否受到了负面评价和对待？
- 逆全球化及脱钩如何重塑创新、战略、全球人才流动、全球价值链和可持续发展？这对亚太地区中的中小企业有什么影响？

## 摘要 & 专题讨论提案

此次会议将包括英文和中文的分组讨论。我们邀请与会者提交与会议主题相关的论文(paper)或论文扩展摘要(extended abstract)或分组讨论提案(panel proposal)。在提交论文扩展摘要时，您需要用英文或中文阐述以下内容：

- 研究目的
- 研究设计/研究方法
- 研究结果
- 贡献/局限
- 实际应用

分组讨论提案必须由小组主席提交。所有分组讨论提案必须包括：

- ✧ 一个标题页，包括分组讨论名称、会议形式（例如，常规分组讨论、正反辩论、圆桌讨论）和分组讨论参与者。
- ✧ 每位参与者的姓名、所属院校或机构、电子邮件地址和角色（主席、其他分组讨论成员）。提交的所有分组讨论参与者必须出席并在会议上进行演讲。每个分组讨论必须指定一名主席。
- ✧ 概述分组讨论的主要问题或提出的论点。
- ✧ 每名参与者通过电子邮件的确认，即如果提案被接受，他们同意参加该分组讨论。

### **Multinational Business Review 发表文章的机会**

会议与 Multinational Business Review (五年影响因子: 3.469) 的编辑委员会达成合作意向。如果高质量的会议论文投递到该期刊, 将获得快速审阅。该刊在会议期间将组织一个工作坊。详情请咨询王亮博士 [lwang28@usfca.edu](mailto:lwang28@usfca.edu)。

### **Long Range Planning 和 Journal of Digital Economy 的联合专刊发表文章的机会**

此联合专刊将在会议中组织一个工作坊, 对有意投稿的作者的建议书提供反馈意见。详情请咨询何晓明博士 [xiaominghe@ecust.edu.cn](mailto:xiaominghe@ecust.edu.cn)。

### **国际商务博士生竞争最佳论文研究计划奖的机会**

由诺丁汉大学商学院(中国)主办, 国际商务学会亚太分会支持, 会议将对符合条件的国际商务博士生递交的博士论文研究计划书进行评选, 最多可有两人获奖, 每人 6000 元人民币。

#### ◇ 申请资格

研究方向为以新兴市场为情境的国际商务或国际战略领域的博士生, 且博士课程学习不超过 3 年。在向会议提交研究计划书时, 该学生必须是国际商务学会会员。

#### ◇ 提交指南

研究计划将以“最佳博士论文研究计划奖 (Best PhD Dissertation Proposal Award)”为主题提交给 Dr. Abby Zhou, [Abby.Zhou@nottingham.edu.cn](mailto:Abby.Zhou@nottingham.edu.cn)。研究计划材料应包括以下项目:

1. 封面(英文)
  - a. 论文题目
  - b. 学生姓名
  - c. 所属院校
  - d. 论文导师
  - e. 博士生注册日期和论文预计完成日期
2. 研究计划书摘要(英文不超过 500 字)
3. 论文研究计划书(不超过 10 页), 单行距并列明以下项目(英文或中文)
  - a. 具体研究问题, 相关文献综述, 潜在贡献
  - b. 研究设计, 包括数据收集和分析方法
  - c. 文献引用 (references)



d. 研究日程安排

4. 简历(中文或英文)

5. 博士生导师的推荐信(中文或英文)。推荐信由导师直接电子邮件发给 Dr. Abby Zhou, [Abby.Zhou@nottingham.edu.cn](mailto:Abby.Zhou@nottingham.edu.cn)。此信应该就学生的博士课程完成阶段加以陈述, 对论文研究报告加以证实, 并对论文潜在质量和贡献的加以评论。

◇ 时间表及评估

提交截止日期为 **2023 年 5 月 10 日**, 将由精通英汉双语的知名国际商务学者进行评估。获奖通知将在会议期间发出。

◇ 致谢

获奖者承诺在论文终稿中注明博士研究计划书在宁波诺丁汉大学、华东理工大学和旧金山大学联合主办的国际商务学会 2023 专题会议上获得奖项。

### 重要日期

会议时间:中国时间 **2023 年 6 月 10-11 日**

论文, 扩展摘要、案例及分组讨论提案提交截止日期: **中国时间 2023 年 5 月 10 日**

会议报名截止日期: **中国时间 2023 年 5 月 30 日**

### 会议注册

请将如下的注册表填好, 然后发给: [Ruiyi.Luo@nottingham.edu.cn](mailto:Ruiyi.Luo@nottingham.edu.cn).

姓名		教员或博士生/其他研究生	
院校		电邮	
国际商务学会会员 (是/否)		电话	

## 注册费

人民币支付

	AIB 会员	非 AIB 会员 (含一年会费)
普通	1500	2350
低收入	1000	1425
学生	700	980

## 联络信息

关于会议的相关问题，请联络罗玉雪, [Yuxue.Luo@nottingham.edu.cn](mailto:Yuxue.Luo@nottingham.edu.cn).

## 会议指导委员会(按姓氏英文字母顺序排列)

Bradley Barnes	AIB 亚太分会主席, 香港恒生大学
Jeremy Clegg	AIB 前任主席, 英国利兹大学
Chuck Kwok	AIB 前任主席, 美国南卡罗来纳大学
李家涛 (JT Li)	AIB 亚太分会指导委员会委员, 香港科技大学
吕文珍 (Jane Lu)	AIB 亚太分会执委, 香港城市大学
Vasyl Taras:	AIB 现任行政副主席, 美国北卡罗来纳大学格林斯博罗分校
武常岐 (Changqi Wu)	前 AIB 中国主席, 山东大学/北京大学
阎海峰 (Haifeng Yan)	华东理工大学副校长

## 会议联合主席

李磊 (Lei Li)	AIB 亚太分会中国大陆主任, 宁波诺丁汉大学
阎海峰 (Haifeng Yan)	华东理工大学副校长
杨晓华 (Xiaohua Yang)	旧金山大学亚太创新与管理研究中心主任

## 会议议程联合主席

李磊 (Lei Li)	AIB 亚太分会中国大陆主任, 宁波诺丁汉大学
何晓明 (Xiaoming He)	华东理工大学
王亮 (Liang Wang)	旧金山大学