

## **AIB-MENA 2023 Annual Conference**

Rabat, Morocco

December 10-13, 2023

### **CALL FOR PAPERS**

#### **Conference Theme:**

Scaling Inclusive Entrepreneurship Across Borders for a Sustainable Future

#### **Conference Co-Chairs:**

Dr. Yama Temouri (AIB Vice President), Khalifa University, UAE & Aston University, UK  
Dr. Marcio Amaral-Baptista, Africa Business School, Mohammed VI Polytechnic University, Morocco

#### **Host Institution:**

Africa Business School, Mohammed VI Polytechnic University, Rabat, Morocco

Dear AIB members and friends,

Join us for the 11th AIB-MENA Conference on December 10-13, 2023. This year, we will meet in the vibrant city of Rabat, Morocco, at the Africa Business School, Mohammed VI Polytechnic University. We aim to provide you with a memorable experience, adding to the relevance of academic conferences as a showcase of ground-breaking research by building bridges with practitioners and society to create value that significantly transcends the forum.

We will explore the contemporary theme of “Scaling Inclusive Entrepreneurship Across Borders for a Sustainable Future,” given the scaling of sustainable and inclusive solutions in the MENA region and its alignment with the role of academia as an active agent for societal change. The United Nations’ 2030 Agenda for Sustainable Development is based on the steadfast principle of “leave no one behind (LNOB).” Entrepreneurship is a transformational driver and one of the keys to reaching the UN Sustainable Development Goals (SDGs) and driving economic growth based on sustainable development principles. However, inclusivity is essential for promoting a more diverse, equitable, and sustainable business ecosystem that advances prosperity for all.

For several reasons, inclusive entrepreneurship is pivotal in promoting sustainable development principles by reducing inequality in marginalized communities and fostering growth across borders. First, inclusive entrepreneurship drives growth by creating new jobs, especially in underrepresented communities. This allows individuals and communities to prosper and contribute to the local and global economy. Second, inclusive entrepreneurship brings new perspectives and ideas, driving innovation and creativity. When entrepreneurs from diverse backgrounds work together, they

mobilize unique skills and experiences that can produce innovative solutions to societal challenges. Third, inclusive entrepreneurship helps build social cohesion by connecting people from diverse backgrounds around shared goals. In fourth place, inclusive entrepreneurship can positively impact the environment because several entrepreneurs focus on developing environmentally sustainable products or services that can reduce negative impacts on the planet. Finally, inclusive entrepreneurship can benefit from international collaborations, creating opportunities for entrepreneurs to partner across borders, share knowledge, and access new markets.

Inclusive entrepreneurship should be a priority for countries looking to develop their economies and promote societal advancement. Scaling inclusive entrepreneurship across borders entails resource access, regulatory framework advancements, infrastructure, cultural sensitivity, education, and training. It also requires superior levels of collaboration among entrepreneurs, organizations, and governments. In Morocco and other MENA countries, efforts have been made to promote inclusive entrepreneurship through government programs, private sector initiatives, and civil society organizations to support underrepresented groups such as women, youth, and rural populations in starting and growing businesses. However, regional entrepreneurs still face sweeping challenges in expanding their ventures due to barriers to finding partners to expand into new markets, domestic policies prioritizing larger companies, and low government spending on research and development. Scaling inclusive entrepreneurship in the region is thus an essential priority for economic growth and job creation. By pooling their efforts and improving their competitiveness, regional ventures can strengthen market linkages, reduce inequality, and create a more prosperous and equitable society.

The implications for the International Business (IB) agenda are significant. For instance, emerging firms can identify new market opportunities in the MENA region by scanning the needs of diverse communities and developing products and services that meet those needs. Secondly, inclusive entrepreneurship aligns with IB's growing emphasis on corporate social responsibility. By promoting social and environmental sustainability, new ventures can attract growth capital, meet emerging customer requirements and enhance their reputation. In third place, new ventures can attract and retain talent across borders by promoting a culture of diversity and inclusion, thus improving employee satisfaction and reducing turnover. In terms of advocacy, companies can work with governments and policymakers to enact policies that support inclusive entrepreneurship and a more equitable and sustainable business environment.

At the 2023 AIB-MENA Conference, we will focus our minds on offering new insight and contributions into this and other IB topics that promote MENA as a region of unique management solutions to some of the world's most pressing challenges. We welcome conceptual and empirical papers that employ quantitative, qualitative, or mixed methods approaches to address one or more topics within the following tracks. The detailed program of our stimulating, interactive keynotes and roundtables, workshops, symposia, and much more, will be posted soon at <https://mena.aib.world/events/aib-mena-conference/>.

**Tracks:****1. International Entrepreneurship**

Track Chair: Professor Bouchra Rahmouni, Africa Business School, Morocco, email: [Bouchra.Rahmouni@um6p.ma](mailto:Bouchra.Rahmouni@um6p.ma)

Keywords: *International entrepreneurship; Social entrepreneurship; SMEs; Entrepreneurial networks; SME exporters/importers; International new ventures; Born-global firms; Born-digital firms; Business development; Opportunity discovery; Opportunity exploitation; Entrepreneurial internationalization; International venturing; Entrepreneurial alertness; International innovation; Eco friendly product; Adapted social impact; Blue economy; Green economy; Sustainable impact; Inclusive growth etc.*

**2. International Marketing**

Track Chair: Dr. Ha-Phuong Luong, Aston University, UK, email: [h.luong10@aston.ac.uk](mailto:h.luong10@aston.ac.uk)

Keywords: *Cross-cultural marketing; International marketing; Global marketing; Advertising; Pricing; Marketing channels; Distribution channels; Products/services; Standardization/Adaptation; Brand management; Consumer behavior; Customer relationships; Customer Experience; Cross-cultural consumer behavior; Country-of-origin effects; Consumer animosity; Consumer well-being; Digital marketing; Social media marketing; Global retailing; Professional services marketing; B2B marketing; Relationship marketing; Technology-driven marketing / Technology marketing; Entrepreneurial marketing; Sustainable marketing; Green marketing; Marketing to governments; Market targeting; Segmentation etc.*

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

Track Chair: Dr. Abdulkader Aljandali, Africa Business School, Mohammed VI Polytechnic University, Morocco, email: [abdulkader.aljandali@um6p.ma](mailto:abdulkader.aljandali@um6p.ma)

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; Macroeconomic risk management; Global risks; Exchange rate exposure; International financial integration; International cross-listing; Ownership structure; Institutional investors; State ownership; Family ownership; Shareholder activism; Business groups; Board diversity; Board processes, and effectiveness; Directorship interlocks; CEO turnover; CEO-board dynamics; Firm-stakeholder relationships; Stakeholder activism; Shareholder rights protections; Management compensation; Institutional investors; Mutual funds; Pension funds; International private equity; Sovereign wealth funds; International venture capital; International hedge funds; International crowdfunding;*

*Sustainable finance; Climate risk; Fintech; Financial inclusion; Financial literacy; Green Finance; Islamic Finance etc.*

#### **4. Global strategy, Organization, and Value Chains**

Track Chair: Dr. Marcio Amaral-Baptista, Africa Business School, Mohammed VI Polytechnic University, Morocco, email: [marcio.amaralbaptista@um6p.ma](mailto:marcio.amaralbaptista@um6p.ma)

Keywords: *Global strategy; Globalization of services; Growth strategies; Competitive strategy; Global value chains; Global production networks; Global operations; Global sourcing; Outsourcing; Offshoring; Geography of IB activities; Relocation of production; Reshoring; Backshoring; Mergers and acquisitions; Joint ventures and alliances; Entry modes; FDI; Exporting/Importing; Location strategy; Parent-subsidiary relationships; Foreign subsidiary management; MNE performance; Organizational learning; Organizational culture; Boundary spanning; Organizational change and development; Organizational structure; Organization of international operations; Organizational capabilities; Strategy implementation; Sustainability strategies etc.*

#### **5. International Human Resource Management, Global Leadership, and Cross-cultural Management**

Track Chair: Dr. Leonardo Liberman, Africa Business School, Mohammed VI Polytechnic University, Morocco, email: [leonardo.liberman@um6p.ma](mailto:leonardo.liberman@um6p.ma)

Keywords: *Cross-cultural management; International human resource management; Comparative human resource management; Cross-cultural leadership; International leadership; Expatriate management; Human resource management and institutions; Human resource management and culture; Expatriate management; International staffing; International compensation; International careers; Cultural diversity; Cross-cultural communication; Cross-cultural adjustment; Multicultural teams; International virtual teams; Intercultural competences; Cultural intelligence; International teams; Multi-cultural identity; International migration; International mobility; Diasporas; Returnees; International work-family issues; Cross-cultural values and practices; Ethics across cultures etc.*

#### **6. Gender and Diversity**

Track Chair: Professor Melodena Stephens, Mohammed Bin Rashid School of Government, UAE, email: [melodena.stephensb@mbrsg.ac.ae](mailto:melodena.stephensb@mbrsg.ac.ae)

Keywords: *Diversity, Equity and Inclusion (DEI); Belonging; DEI business cases; the link between DEI and corporate strategy; Microfoundations of DEI; DEI and social entrepreneurship; DEI and non-government organizations (NGOs); Diffusion of DEI practices; Standardization-localization of*

*DEI practices; Regional, national and sub-national differences in DEI practices; DEI practices and policies in emerging markets; DEI and institutional (de)evolution; Social identity; Identity intersectionality; Social construction of differences and inequalities; Discrimination; Performativity; Inclusiveness; Representation; Advocacy; Social justice; Allyship; Minorities; Economics of belonging; Diversity and creativity; Double-edged sword of diversity; Race; Ethnicity; Social class; Religion; Gender and gender identity; Gender roles; Gender and language; Gender equality and equity; Gender-based leadership differences; Gender and internationalization; Women in the multinational organization; Gender relations at work; Gender and entrepreneurship; Gender and innovation; Gender and the SDGs; Intersectionality of gender, race and other social identities; Gendered networks; Gender fatigue; Gender and social movements; Gender-related international business policy; Gender backlash; Masculinity and fragile masculinity; Gender and sexual orientation; the LGBTQIA+ community; Sexuality at the workplace; Sex trafficking; Immigration status and discrimination; Indigenous voices and representation; Ancestry; Neurodiversity; Different ableness; Ageism; Decolonization; DEI and education and learning etc.*

## **7. Teaching and Education**

Track Co-Chairs: Dr. Immanuel Moonesar, Mohammed Bin Rashid School of Government, UAE, email: [immanuel.moonesar@mbrsg.ac.ae](mailto:immanuel.moonesar@mbrsg.ac.ae); Dr. Cyntia Vilasboas Calixto Casnici, University of Leeds, UK, email: [c.casnici@leeds.ac.uk](mailto:c.casnici@leeds.ac.uk)

Keywords: *Experiential learning; Developing an IB curriculum; Internationalizing the business school; Internationalizing the curriculum; Multidisciplinary teaching; Cross-cultural classrooms; Critical perspectives; Case teaching; Executive education; Role of international experience; Simulations and role-playing; Blended learning; Hybrid teaching; Multimedia in IB teaching; IB teaching tools; Travel Abroad; Global Virtual Exchange; Collaborative Online International Learning (COIL); Management of IB education; Management of educational markets; Competences for teaching IB; Future of IB education; Teaching Sustainability; Education for Sustainability; DEIB and Teaching; IB and education etc.*

## **8. MNE State Relations and International Business Policy**

Track Chair: Dr. Yama Temouri, Khalifa University, UAE, email: [yama.temouri@ku.ac.ae](mailto:yama.temouri@ku.ac.ae)

Keywords: *Institutions; Institutional environment; Institutional voids; Institutional disruptions; Institutional change; Government; Political environment; Legal environment; International business policy; Nonmarket strategy; Corporate Social Responsibility; Corporate Political Activity; Political strategies; Corporate diplomacy; Social sustainability; Supranational governance; Regional integration; Trade agreements; Trade disputes; Uncertainty; Volatility; Social license; Country risk; Political risk; Disaster risk; Societal impact; Social movements; Rule of law; Law; Regulation; Government intervention; Protectionism; Trade barriers; Foreign trade zone; Subsidies and incentives; Public policy;*

*Global governance; Instability; Migration; Poverty; Protectionism; Stakeholders; US-China rivalry; Geopolitics; Hegemonic stability; Resilience etc.*

## 9. Sustainability in International Business

Track Chair: Dr. Saneesh Edacherian, Birmingham University in Dubai, UAE, email: [s.edacherian@bham.ac.uk](mailto:s.edacherian@bham.ac.uk)

Keywords: *Sustainability development goals (SDGs); Sustainable global value chains (GVCs); Responsible Business; Corporate social responsibility (CSR); Wicked problems; Business ethics; Value co-creation, Stakeholders; Sustainable human resources; Circular economy; Digital sustainability; Environmental sustainability; Green development; Pollution; Climate change, Social and/or Environmental Externalities; Energy Transition; Inequality; Social welfare; Social innovation, Human rights etc.*

## 10. Knowledge, Innovation, and Technology

Track Chair: Dr. Xiaocan Yuan, Warwick University, UK, email: [xiaocan.yuan@wbs.ac.uk](mailto:xiaocan.yuan@wbs.ac.uk)

Keywords: *Cross-border innovation; Internationalization of R&D; Absorptive capacity; Appropriability regimes; Boundary spanning; Centers of excellence; Exploration vs. exploitation; Digitalization; Global and local knowledge; Global open innovation; Innovation clusters; Knowledge search; Knowledge acquisition; Knowledge creation; Knowledge orchestration; Knowledge governance mechanisms; Knowledge sourcing; Knowledge sharing; Knowledge transfer; Learning across borders; Learning alliances; Licensing; National and regional innovation systems; Networks for innovation; Organizational learning in MNCs; Reverse knowledge transfer; Replication and imitation; R&D outsourcing; R&D offshoring; R&D subsidiaries; Technology management; Technology scouting; Uncertainty; University-MNC relationships; Value creation and value appropriation etc.*

### Brief information about the host institution:

**Africa Business School** - <https://abs.um6p.ma>

Africa Business School (ABS) is the business school of Mohammed VI Polytechnic University, based in Rabat, Morocco. ABS is supported by the OCP Group, a Moroccan company and the global leader of the phosphate and phosphate-based fertilizer industries, from its inception in 2016. This innovative partnership-based approach has shaped the School's philosophy: to articulate research, teaching, and advisory interventions that inform and drive organizational learning, transformation, and impact in real-life settings in Morocco, Africa, and worldwide. ABS has forged strategic collaborations with institutions such as Columbia Business School, HEC Paris, École Polytechnique, IMD, and MIT. With eight research clusters (Applied Cognitive Science, Business Analytics and Value Networks, Business Economics and Energy, Entrepreneurship, Finance,



Marketing, Organizational Behavior and Leadership, and Strategy), ABS has a diverse faculty of 40 scholars from 15 nationalities. Working in collaboration with AIB-MENA, ABS won the bid to host the 2023 AIB-MENA Annual Conference in Rabat.

**Submitting your work:**

All submissions must be made through AIB's online submission system, which will open on June 15. Please refer to the Conference Submission Guide at <https://mena.aib.world/events/aib-mena-conference/> for information on how to prepare and submit your work.

**Important dates:**

Registration opens - TBD

Submission deadline for papers, panel proposals, and PDWs - July 31

Decision notification start - August 25

Early-bird registration deadline - October 20

Conference - December 10-13