

Call for Papers

The Academy of International Business Asia Pacific 2026 Conference *International Business and the 5Rs: Recovery, Rebound, Resilience, Regionalisation and Responsibility*

Date: 8-11 December 2026 (Tuesday to Friday)
(Morning of day 4 dedicated to Global Education Management*)

Location: The Dusit Thani Hotel, Pattaya, Thailand

Submission Deadline: **31 July 2026**

Online submission:

<https://www.ln.edu.hk/oge/aib-asia-pacific-chapter/conference2026-cfp>



Host and Secretariat: Mahidol University International College and Lingnan University

As we attempt to navigate through dangerous waters, the current economic and political climate has probably never been as challenging for international business. The theme for this year's conference is the 5Rs. First, businesses are facing difficult times ahead and need to consider their recovery strategies. Likewise, there is a need to rebound, i.e., spring back after the damaging impact that several wars are inflicting on trade. Third, the challenge is to maintain resilience through these difficult periods. Fourth, perhaps regionalization offers a safe haven for businesses to continue to resurrect their international trade efforts, and finally, arguably it is important for us to advocate being more responsible for our actions and how we can help contribute to a sustainable future. We welcome papers across all topics and disciplines surrounding international business. In particular, we invite papers that can further expand on these 5Rs across any aspect of management and business.

As normal, we will accept both competitive papers as well as we encourage work in progress papers from scholars in either emerging markets or developed nations from within and outside the Asia Pacific region. The conference has long been trying to support early career scholars and provide them with an opportunity to brush shoulders with our most senior AIB fellows. This conference will be hosted in a friendly and welcoming manner, so please come along and expect to enjoy your time!!!

Suggested Topics

- AI, big data and business analytics in international business
- Case research for theoretical development and teaching
- Creative and blue ocean international education management in turbulent times
- De-globalisation and decoupling
- Digitalisation in international business
- Environmental, social and governance (ESG) in international business
- Emerging market multinational corporations (MNCs)
- Entrepreneurship and innovations in emerging markets
- Fintech and SDGs
- Global supply chains and logistics
- Implications of cross-border tariffs for international business
- Information/digital and green technologies
- International accounting, taxation, economics and finance
- International entrepreneurship
- International human resource management
- International marketing strategies
- International trade management
- Internationalisation of born-global firms and hidden champions
- Regionalisation and globalisation
- Resilience and rebalancing in global value chains
- Social media and networks in international business
- Strategic management
- The impact of information and computing technology (ICT) on international business

*Global Education Management - Special Track

As mentioned in the call, and building on last year's success, we will add a track aimed at exploring **Global Education Management**. We welcome papers on areas including cross cultural issues in higher education, pedagogy and best practice in international management surrounding universities and students. This dedicated track will be established over the duration of the conference, with a special plenary session taking place on Friday morning, following the traditional three day conference.

Format and Important Dates

- Submit an electronic copy of your abstract or full paper by **31 July 2026 (Friday)** via the following link:
<https://www.ln.edu.hk/oge/aib-asia-pacific-chapter/conference2026-cfp>.
 - If submitting a full competitive paper, please follow guidelines and style of the *Journal of International Business Studies* (**JIBS**, <http://www.jibs.net>).
- Acceptance notifications will be sent within one week of submission. The author(s) must certify that the work is not copyrighted and has not been published elsewhere.
- Abstracts and competitive papers will be arranged for presentation ONLY if at least one of the authors registers for the conference.
- An individual author may not appear on more than two manuscripts.
- The programme will be announced around one month before the start of the conference.

Conference Proceedings

Accepted extended abstracts will be included in the Conference Proceedings.

Best Paper Awards

Best papers will be given to one paper in each track, and an overall best paper will be presented in memory of our colleague Dr Esther Li Ling Yee.

Registration (Online registration link will be posted in due course)

	Conference Fee*
Regular	HK\$3711 (US\$ 475)
Low Income and students	HK\$1758 (US\$ 225)

*** Please note that all delegates must be AIB members and show proof of their membership. Non-members can see the AIB membership rate structure and make payment accordingly via <https://www.aib.world/membership/new-members/>.**

Registration will NOT be confirmed until full payment is received. The registration fee includes luncheons, coffee breaks, and a conference dinner. Membership fees are for 12 months, starting from the day AIB Headquarters processes your membership application. Please ensure that you have a valid AIB membership before registering for the AIB Asia Pacific regional conference. To join or renew your AIB membership, please go to: <https://www.aib.world/membership/>.

Conference Venue

The conference will be hosted at the Dusit Thani Hotel in Pattaya. A special AIB delegate rate has been negotiated of **THB4,200** including all taxes including buffet breakfast **until 7 August**.

Once you have registered, you can make your hotel reservation via emailing **Nittaya Niyomdech** (Sales Manager): nittaya.ot@dusit.com

Conference Organising Committee

Conference co-hosts and Sponsors:

Professors:

Yingyot CHIARAVUTTHI, Amonrat THOUMRUNGROJE, Olimpia C. RACELA, Thanarerak THANAKIJSOMBAT, Alessandro STASI, Bablu DHAR, Dolchai LA-ORNUAL and Pandej CHINTRAKARN
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Professor, Graduate School of Management, Kyoto University, Japan

Tsui-Yii SHIH

Professor, Marketing and International Business Strategy, National Taipei University of Business, Taiwan

Lianxi ZHOU

Professor, Marketing, Brock University, Canada

Dorra YAHIAOUI

Full Professor, Head of the Research Centre of Excellence in International Business, Kedge Business School, France

Secretariat:

Michael Chmielinski (AIB AP Secretariat)

Office of Global Education, Lingnan University, Hong Kong SAR, China

About Pattaya, Thailand

Beyond its reputation as a resort city, Pattaya reflects Thailand's broader trajectory of economic and cultural development. The city's growth has been supported by significant investment in transport, accommodation, and international services, positioning it as a hub for both regional and global visitors. At the same time, Pattaya retains elements of traditional Thai culture, visible in its temples, local crafts, and culinary traditions, offering participants a meaningful encounter with the country's heritage alongside modern conveniences. Thailand itself is widely recognized for its role in higher education, international collaboration, and cultural exchange within Southeast Asia. With a long history of welcoming international students and scholars, Thailand exemplifies the intersection of tradition and globalization in education.



For more information, please visit:

<https://www.tourismthailand.org/Destinations/Provinces/Pattaya/469>

About Mahidol University

Mahidol University traces its origins to the establishment of Siriraj Hospital in 1888, which later became Thailand's first medical school. Officially founded as the University of Medical Sciences in 1943, it was renamed in 1969 in honor of Prince Mahidol of Songkla, revered as the Father of Modern Medicine and Public Health in Thailand. Today, Mahidol is an autonomous public research university with multiple campuses across Bangkok and provincial regions, offering programs in medicine, science, social sciences, liberal arts, and the humanities. It consistently ranks among the top universities in Asia, with a reputation for rigorous academic standards and impactful research. For more information, please visit: <https://mahidol.ac.th/>.

Visa and Travel Information

Thailand offers visa-free entry to citizens from most countries and territories. To check if you are the unlucky one who needs a visa please visit: <https://www.thaievisa.go.th>. All visitors to Thailand need to complete Thailand Digital Arrival Card (TDAC) within three days before arrival. You can complete the form online: <https://tdac.immigration.go.th/arrival-card>.

About Dusit Thani Pattaya Hotel Source: <https://www.dusit.com/dusitthani-pattaya/>

Guests can enjoy the luxurious experience of the hotel.

