Conference Schedule

8th December 2026, Tuesday		
Registration & Opening		
09:00 – 09:30	**Registration & Refreshments**	Napalai B Dusit Thani Pattaya
09:30 – 09:45	**Opening & Welcome Remarks** Introduction of Distinguished Guests	Napalai B Dusit Thani Pattaya
	 **Prof. Bradley R BARNES** *President of AIB Asia Pacific Chapter* *Professor and Special Advisor to President on Internationalization /* *Director of Global Education, Lingnan University (Hong Kong SAR, China)*	
	 **Assoc. Prof. Dr. Yingyot CHIARAVUTTHI** *Dean of Mahidol University International College* *Mahidol University (Thailand)*	
Keynote Session		
09:45 – 10:30	**Keynote Speech I**  **Mr. Athuek PRASENMOON** *Director - Division of Tourist Attraction Development,* *Department of Tourism (Thailand)*	Napalai B Dusit Thani Pattaya
10:30 – 11:00	**Tea Break**	Napalai B Dusit Thani Pattaya
11:00 – 12:00	 ***Keynote Speech II*** **Prof. Shige Makino** *AIB Fellow and Incoming President of AIB* *Kyoto University (Japan)*	Napalai B Dusit Thani Pattaya
	 ***Keynote Speech III*** **"Sustainability as a Strategy for Growth and Resilience"** **Ms. Ramrada NINNAD** *Chief Sustainability Officer* *Mae Fah Luang Foundation under Royal Patronage (MFLF) (Thailand)*	
12:00 – 14:00	**Lunch**	The Cascade Dusit Thani Pattaya

8th December 2026, Tuesday		
14:00 – 15:15	**AIB Asia Pacific Board Meeting (by invitation ONLY)**	Venue to be confirmed
14:00 – 15:15	**Concurrent Session 1**	
Session 1A	**Panel Session** **Partnerships for Sustainable International Businesses – Thailand and MUIC Experience** Moderator *Walanchalee Wattanacharoensil, Mahidol University International College (Thailand)* Panelists *Isabel Medalho Pereira Rodrigues, Mahidol University International College (Thailand)* *Benjalux Sakunasingha, Mahidol University International College (Thailand)* *Roman Meinhold, Mahidol University International College (Thailand)* *Thanarerk Thanakijsombat, Mahidol University International College (Thailand)* *Nuntana Udomkit, Mahidol University International College (Thailand)*	Dusit 11 Dusit Thani Pattaya
Session 1B	**Geopolitics, Decoupling & Resilience** **M0002: Affecting Global Peace: Challenges for International Business** *Abu WAHEEDUZZAMAN, Texas A&M University Corpus Christi (USA)* **M0007: Competing for Multinationals: Multinational Relocation Strategy and Subnational Investment Policy in Vietnam** *Wynona BENSON, Brigham Young University - Hawaii (USA)* **M0053: Resilience and Decoupling in Global Supply Chains: Board Social Capital amid Geopolitical Tension** *Weitao ZHOU, University of Melbourne (Australia)* *Helen HU, University of Melbourne (Australia)* *Bingkun ZHANG, University of Melbourne (Australia)* **M0162: Economic Nationalism and Weaponized Interdependence: Evidence from Rare-Earth-Dependent Patent Internationalization** *Florence OLEN, National Chung Hsing University (Taiwan)* *Yen-Chen HO, National Chung Hsing University (Taiwan)* *Yi-Xun FANG, National Chung Hsing University (Taiwan)*	Dusit 12-13 Dusit Thani Pattaya
Session 1C	**Consumer Behaviour & Digital Marketing** **M0036: Designing Rewards, Shaping Outcomes: Evidence from Crowdfunding** *Yuho CHUNG, Lingnan University (Hong Kong SAR, China)* *Ling PENG, Lingnan University (Hong Kong SAR, China)* *Wanyi ZHENG, Hong Kong Baptist University (Hong Kong SAR, China)* **M0113: The Power of Words in Live Streaming** *Ling PENG, Lingnan University (Hong Kong SAR, China)* *Yuho CHUNG, Lingnan University (Hong Kong SAR, China)* *Geng CUI, Lingnan University (Hong Kong SAR, China)* *Qiaofei WANG, Lingnan University (Hong Kong SAR, China)* **M0115: From Public Social Media to Subscription-Based Parasocial Media: A qualitative process model** *Peixin ZUO, City University of Macau (Macao SAR, China)* *Xin CHAI, City University of Macau (Macao SAR, China)* **M0182: Artificially Elevated Expectations: The Consequences of AI-Idealized Advertising for Consumer Satisfaction** *Anannya GOGOI, IIM Ranchi (India)* *Manish KUMAR, IIM Ranchi (India)* *Tuhin SENGUPTA, IIM Ranchi (India)*	Dusit 14 Dusit Thani Pattaya
15:15 – 15:45	**Tea Break**	Dusit Thani Pattaya

15:45 – 17:00	Concurrent Session 2	
Session 2A	**Global Value Chains & Sustainable Supply Chains** **M0073: Backward vertical relations at the palm oil industry in Thailand** *Supachip THONGRONG, Mahidol University International College (Thailand)* *Isabel MEDALHO PEREIRA RODRIGUES, Mahidol University International College (Thailand)* **M0023: Green supply chain management of international suppliers and local corporate sustainable performance** *Tai Ming WUT, The Hong Kong Polytechnic University (Hong Kong SAR, China)* *Shun-mun Helen WONG, The Hong Kong Polytechnic University (Hong Kong SAR, China)* *Ah-heung Elaine CHAN, The Hong Kong Polytechnic University (Hong Kong SAR, China)* *Ka-man Carmen SUM, The Hong Kong Polytechnic University (Hong Kong SAR, China)* **M0134: Governing Sustainability in Global Supply Chains: How Upstream Concentration Shapes ESG Performance Through Financial and Innovation Pathways** *Thi Phuong PHAM, National Chengchi University (Taiwan)* *Danchi TAN, National Chengchi University (Taiwan)* **M0159: Greening Supply Chains Across Countries: How Green Incentives and National Cultures Shape Supplier Greening** *Bjoern FRANK, Waseda University (Japan)* *August GRUPP, Stoelzle Glass Group (Austria)* *Yingfei HU, Waseda University (Japan)* **M0141: Governing from Below: Informal Credit and Power in an Emerging Agri-Export Value Chain** *Anukul Prakash ANURAG, Indian Institute of Management Ahmedabad (India)* *Sukhpal SINGH, Indian Institute of Management Ahmedabad (India)*	Dusit 11 Dusit Thani Pattaya
Session 2B	**Entrepreneurship, Family Firms & SMEs** **M0094: Born Or Married Into The Business: Legitimacy, Kinship, And Women's Succession In Male–Dominated Family Firms In Thailand** *Papawadee PANJAWATTANAKUN, Mahidol University International College (Thailand)* *Malinvisa SAKDIYAKORN, Mahidol University International College (Thailand)* *Supara KAPASUWAN, Mahidol University International College (Thailand)* **M0093: Tacit Design Thinking and Entrepreneurial Competency Development: The Role of Innovation Enablers in Early-Stage Ventures** *Shehnaz TEHSEEN, Sunway University (Malaysia)* *Syed Monirul HOSSAIN, Sunway University (Malaysia)* *Felix OROLE, Australian Catholic University (Australia)* *Stephen Thomas HOMER, Sunway University (Malaysia)* **M0121: Influence of Digital Technology Factor in Predicting E-Entrepreneurial Intention: The Double-Edged Sword Effect of Artificial Intelligence Dependence** *Chomsorn TANGDENCHAI, Assumption University (Thailand)* *Nichnan SAKOLVIENG, Assumption University (Thailand)* *Kaimook NUMGAROONAROONROJ, Assumption University (Thailand)* **M0135: Linking Entrepreneurial Orientation and Business Model Innovation with Market Performance: Does the Organizational Architecture Matter?** *Sujeong KIM, Yeungnam University (South Korea)* *Taekyung PARK, Yeungnam University (South Korea)* **M0198: From Founder Selling to Sales Organization: Marketing and Sales Development in High-Tech Academic Spin-Offs** *Silvio CARDINALI, UNIVPM (Italy)*	Dusit 12-13 Dusit Thani Pattaya

Session 2C	**Financial Markets, Green Finance & Investment** **M0104: Geopolitical Risk, Economic Policy Uncertainty, and Thailand's Equity Market** *Vikkram (Vik) SINGH, Toronto Metropolitan University (Canada)* **M0123: Do Public-Private Partnerships and Blended Finance Independently Reduce the Cost of Capital? Early Evidence from Energy Transition Projects** *Poomsanti WAIRITH, Université Paris Dauphine-PSL (France)* **M0079: ESG Uncertainty and Sustainable Development Paradox: Estimating Role of Financial Technology** *Noman ARSHED, Sunway University (Malaysia)* *Numan KHAN, Sunway University (Malaysia)* *Mudeer AHMAD KHATTAK, Sunway University (Malaysia)* *Ling Foon CHAN, Sunway University (Malaysia)* **M0055: From Vulnerability to Resilience: Green Finance, Generative AI, and Climate Adaptation in G7 Economies** *Numan KHAN, Sunway University (Malaysia)* *Mudeer Ahmad KHATTAK, Sunway University (Malaysia)* *Noman ARSHAD, Sunway University (Malaysia)* *Ling Foon CHAN, Sunway University (Malaysia)* **M0129: ESG Investing, ESG Premium and Risk Dynamics: Evidence from the Hong Kong Equity Market** *Bun Tak Michael WONG, Lingnan University (Hong Kong SAR, China)*	Dusit 14 Dusit Thani Pattaya
19:00 – 21:00	**Conference Dinner** Presentation of The Dr Esther Ling-Yee Li Best Paper Awards	Napalai B Dusit Thani Pattaya

9th December 2026, Wednesday		
09:30 – 10:45	**Concurrent Session 3**	
Session 3A	**Ethics, Values & Corporate Responsibility** **M0096: The Psychological Pathway from Financial Strain to Employee Cheating** *Kraivin Paripont CHINTAKANANDA, University of Macau (Macao SAR, China)* *Carry Ka Yee MAK, University of Macau (Macao SAR, China)* *Kim Oi Mei KUOK, University of Macau (Macao SAR, China)* **M0026: When Exit Is Not Innocent: Multinational Enterprises, Structural Injustice, and Corporate Tragic Dilemmas** *Chin RUAMPS, Audencia Business School (France)* **M0102: Moral Responsibility Shifting in Global Value Chains: A Recursive Process Model of Power and Burden Redistribution** *Maciej MITREGA, University of Economics in Katowice (Poland)* **M0163: Examining the Linkage Between Confucian Values (Junzi), Employee Outcomes and Corporate Performance** *Michal CHMIELINSKI, Lingnan University (Hong Kong SAR, China)* *Bradley R BARNES, Lingnan University (Hong Kong SAR, China)* *Nancy CHEN, Lingnan University (Hong Kong SAR, China)*	Dusit 11 Dusit Thani Pattaya
Session 3B	**State, Ideology & Nonmarket Strategy** **M0072: Beyond Ideology as Context: Ideological Adaptability as a Firm-Level Dynamic Capability** *Changrui OU, University of Edinburgh (UK)* *Keyan LAI, University of Edinburgh (UK)* *Ishbel MCWHA-HERMANN, University of Edinburgh (UK)* **M0084: When the State Becomes the Evaluator: MNE Responses to Extreme State-Led Negative Social Judgement** *Keyan LAI, University of Edinburgh (UK)* **M0059: Nonmarket Foreignness of Emerging Market Multinationals** *Jianhua ZHANG, Charles Darwin University (Australia)* *Rajeev SHARMA, Charles Darwin University (Australia)* *Michael ERDIAW-KWASIE, Charles Darwin University (Australia)* *Amila UDAGE, Charles Darwin University (Australia)* **M0150: Losing the Host Country: MNE Nonmarket Strategy and Discursive Legitimation Struggles over Facebook's Free Basics in India** *Abraham KOSHY, Indian Institute of Management Bangalore (India)* *Snigdha SHANKAR, Indian Institute of Management Bangalore (India)*	Dusit 12-13 Dusit Thani Pattaya

Session 3C	**Crisis Management & MSME Resilience** **M0112: From Default Mode to Crisis Management: A TPB-Informed Analysis of MSME Crisis-Response Behavior and Prospective Financing in Cagayan de Oro City, Philippines** *Mariela ALCAPARAS, Ateneo de Manila University (Philippines)* *Bryan ERFE, Ateneo de Manila University (Philippines)* *Steve Maverick CHAVES, Ateneo de Manila University (Philippines)* *Proceso Jr. FERNANDEZ, Ateneo de Manila University (Philippines)* *Benjamin MIRASOL, Ateneo de Manila University (Philippines)* *Vanessa MALAPIT, Ateneo de Manila University (Philippines)* **M0114: Institutional Embeddedness, Firm Age, and MSME Crisis Resilience across Two Philippine Peripheral Cities** *Steve Maverick CHAVES, Ateneo de Manila University (Philippines)* *Bryan James ERFE, Ateneo de Manila University (Philippines)* *Mariela ALCAPARAS, Ateneo de Manila University (Philippines)* *Proceso Jr FERNANDEZ, Ateneo de Manila University (Philippines)* *Benjamin MIRASOL, Ateneo de Manila University (Philippines)* *Vanessa MALAPIT, Ateneo de Manila University (Philippines)* **M0181: When Cities Reclaim Space: A Nonmarket Strategy Lens on Spatial Enforcement and MSME Sustainability in Makassar, Indonesia** *Baginda HAMZAH, Hasanuddin University (Indonesia)* *Abdullah SANUSI, Hasanuddin University (Indonesia)* *Rianda Ridho Hafizh THAHA, Hasanuddin University (Indonesia)* **M0186: Mixed Methods Framework for Studying Polycrisis Turnarounds** *Suja KARTHIKA, Hong Kong Metropolitan University (Hong Kong SAR, China)*	Dusit 14 Dusit Thani Pattaya
10:45 – 11:15	**Tea Break**	Dusit Thani Pattaya

11:15 – 12:30	Concurrent Session 4	
Session 4A	**Political Ties, Bribery & Corporate Governance** **M0067: Bribery as a Conditional Nonmarket Response:A Process Model of MNE FDI under Weak Host-Country Institutions** *Tang-Shun CHUANG, Chaoyang University of Technology & Providence University (Taiwan)* *Yu-Ching CHIAO, National Chung Hsing University (Taiwan)* *Chun-Ju HUANG, National Taichung University of Science and Technology (Taiwan)* *Yu-Ting WANG, National Chung Hsing University (Taiwan)* **M0125: When Bribery Becomes Normal: Environmental Volatility, Rationalization, and Managerial Tenure in an Emerging Market** *Chomsorn TANGDENCHAI, Assumption University (Thailand)* *Asda CHINTAKANANDA, National Institute of Development Administration (Thailand)* *Amonrat THOUMRUNGROJE, Mahidol University International College (Thailand)* **M0068: Turning Responsibility into Transparency: How Board Monitoring and Corporate Complexity Shape CSR Disclosure Quality** *Yu-Ching CHIAO, National Chung Hsing University (Taiwan)* *Yu-Ting WANG, National Chung Hsing University (Taiwan)* *Chun-Chien LIN, National Chin-Yi University of Technology (Taiwan)* *Yi-Jung HSU, National Chung Hsing University (Taiwan)* *Tung-Hsin TSAI, Micron Memory Taiwan Co., Ltd (Taiwan)* **M0185: Do Political Ties Matter for International Joint Ventures' Innovation? The Moderating Effects of Multinational Corporations' Technology Transfer and Local Market Focus** *Yu-Ching CHIAO, National Chung Hsing University (Taiwan)* *Chun-Chien LIN, National Chin-Yi University of Technology (Taiwan)* *Ke-Sin CHEN, National Chung Hsing University (Taiwan)* *Yi-Jung HSU, National Chung Hsing University (Taiwan)* **M0027: Ownership Structure, Executive Pay Ratio, and the Performance-Linked Excess** *Arun Kumar TRIPATHY, Management Development Institute Gurgaon (India)* *Amit K GUPTA, Management Development Institute Gurgaon (India)* *Nidhi S BISHT, Management Development Institute Gurgaon (India)*	Dusit 11 Dusit Thani Pattaya
Session 4B	**Brands, Communities & Gaming** **M0088: Consumer Innovation Beyond Borders: The Role of Global Gaming Communities in International Knowledge Transfer (work-in-progress)** *Magdalena HOFMAN-KOHLMEYER, University of Econoomics in Katowice (Poland)* **M0155: Brand co-creation and brand co-destruction in computer game market. The issue of game modding communityy.** *Alina CZAPLA, University of Economics in Katowice (Poland)* *Magdalena HOFMAN-KOHLMEYER, University of Economics in Katowice (Poland)* **M0158: Social Stigma as a Barrier to Purchasing Metaverse-inspired Products: an International Business Perspective** *Agnieszka MALECKA, University of Economics in Katowice (Poland)* *Maciej MITRĘGA, University of Economics in Katowice (Poland)* *Gregor PFAJFAR, University of Ljubljana (Slovenia)* **M0173: Innovation-Driven Brand Purpose: The Value-Creation Process** *Gloria Haruni ANAJOHN, National Pingtung University of Science and Technology (Taiwan)* *Chao-Chin HUANG, National Pingtung University of Science and Technology (Taiwan)* **M0092: Vintage Charm or Modern Vibe: Understanding Ephemeral and Iconic Luxury Purchase from A Regulatory Focus Perspective** *Jieqiong MA, Hofstra University (USA)* *Jie YANG, Stony Brook University (USA)*	Dusit 12-13 Dusit Thani Pattaya

Session 4C	**Subsidiary Strategy & Management** **M0074: Does Distributive Fairness Always Stimulate Subsidiary Initiative? The Moderation Effects of Dual Embeddedness** *Hsiang-Lin CHENG, National Chung Cheng University (Taiwan)* *Simon Hung-Yu SHEN, National Chung Cheng University (Taiwan)* **M0075: How Do Subsidiary Executives Influence Subsidiary Initiative Actions? Joint Effect of Their Entrepreneurial Psychological and Social Cognition** *Hsiang-Lin CHENG, National Chung Cheng University (Taiwan)* *Chun-Yen CHEN, National Chung Cheng University (Taiwan)* **M0140: Constrained Adaptation: How Institutional Complexity and Structural Constraint Shape Subsidiary Strategy in Brazil's Automotive Industry** *Andrei Carlos Torresani PAZA, The University of Sydney (Australia)* *Vikas KUMAR, The University of Sydney (Australia)* *Anish PURKAYASTHA, The University of Sydney (Australia)* **M0145: A Clean Slate: Business Model Innovation by a Newly Established Subsidiary in an Emerging Market** *Andrei Carlos Torresani PAZA, The University of Sydney (Australia)* *Vikas KUMAR, The University of Sydney (Australia)* *Anish PURKAYASTHA, The University of Sydney (Australia)*	Dusit 14 Dusit Thani Pattaya
12:30 – 14:00	**Lunch**	The Cascade Dusit Thani Pattaya
14:00 – 15:15	**Concurrent Session 5**	
Session 5A	**Employee Attitudes, Trust & Turnover** **M0016: Connected at Work: A Meta-Analytic Review of Job Embeddedness and Turnover Intention in the Hospitality Industry** *Aamir SUHAIL, Tecnologico de Monterrey (Mexico)* *Salman Ali KHAN, Universiti Teknologi (Malaysia)* *Naif ALSAGR, Imam Mohammad Ibn Saud Islamic University (Saudi Arabia)* **M0071: The influence of work family conflict on turnover intention: the mediating role of pay satisfaction and organizational commitment** *Joanne, Sow Hup CHAN, University of Macau (Macao SAR, China)* *Kim, Oi Mei KUOK, University of Macau (Macao SAR, China)* *Carry, Ka Yee MAK, University of Macau (Macao SAR, China)* *Kraivin CHINTAKANANDA, University of Macau (Macao SAR, China)* **M0192: AI-Driven Job Insecurity and Turnover Intention: Rethinking the Role of Emotional Intelligence in AI-Disrupted Work Environments** *Azizah AMIRAH, Universitas Airlangga (Indonesia)* *Fiona Niska Dinda NADIA, Universitas Airlangga (Indonesia)* *Nuri HERACHWATI, Universitas Airlangga (Indonesia)* *Rasyidi Faiz AKBAR, Universitas Negeri Surabaya (Indonesia)* **M0013: Leadership Interpretation in Multinational Subsidiaries: Trust, Resistance, and Employee Silence** *Komila AMINJONOVA, American University of Technology (Uzbekistan)*	Dusit 11 Dusit Thani Pattaya

Session 5B	**The Future of Work: Platforms, Gig Work & Labour Markets** **M0028: Crowdsourcing platform workers in a developing country context: Surfacing crystallizers, concomitants and consequences** *Alfred PRESBITERO, Deakin University (Australia)* **M0142: Constructing and Sustaining Meaningful Work Amid Precarity: A Qualitative Study of Generation Z Gig Workers in Malaysia** *Kavitha SATHASIVAM, Sunway University (Malaysia)* *Marcella Isabelle MOREL DU BOIL, Sunway University (Malaysia)* *Stephen HOMER, Sunway University (Malaysia)* *Kit Yeng SIN, Sunway University (Malaysia)* *Subbulakshmi SOMU, Dayananda Sagar College of Arts, Science and Commerce Bangalore (India)* **M0199: Exploring Taiwanese Labor Market Changes in Three Main Sectors during Post Pandemic Years** *Hsiang-Chun CHEN, National Yunlin University of Science and Technology (Taiwan)* *Yum-Jin LI, National Yunlin University of Science and Technology (Taiwan)* **M0111: "If it ain't broke, don't fix it": Employees' perspectives on trade unions in the Indian IT industry post the COVID-19 pandemic** *Lokesh MALVIYA, Jindal Global Business School (India)*	Dusit 12-13 Dusit Thani Pattaya
Session 5C	**Innovation Networks, R&D & Technology Decoupling** **M0130: Geopolitical Risk and the Innovation Decoupling: Evidence from Chinese Firms** *Zhijing ZHU, University of Nottingham Ningbo (China)* *Yuwen ZHANG, University of Nottingham Ningbo (China)* **M0015: Global Innovation Networks of Multinational Companies based in ASEAN Countries - A Quantitative Comparative Analysis -** *Masayuki KONDO, Yokohama National University (Japan)* **M0178: Distance or Agency? Subsidiary-Led University Co-patenting and Innovation Quality in Japanese Multinationals (1990-2024)** *Takafumi MORI, Ritsumeikan University (Japan)* **M0076: Product Innovation and Business Sustainability in Emerging Economies: The Moderating Roles of Market Orientation and Culture** *Rutriana MEILISA, National Central University, Taiwan (Taiwan)* *Meng-Han HO, National Central University (Taiwan)* *Henry F.L. CHUNG, Massey University Auckland (New Zealand)*	Dusit 14 Dusit Thani Pattaya
15:15 – 15:45	**Tea Break**	Dusit Thani Pattaya

15:45 – 17:00	Concurrent Session 6	
Session 6A	**AI, Technology Adoption & the Multinational Enterprise** **M0133: Global AI, Fragmented Worlds: The Multipolar Innovation Architecture of Multinational Enterprises** *Kun KONG, University of Macau (Macao SAR, China)* *Lin YUAN, University of Macau (Macao SAR, China)* *Xiaoyun CHEN, University of Macau (Macao SAR, China)* **M0200: Unpacking AI Investment Along the Innovation Value Chain** *Ruiyi (Vivian) LUO, Zhejiang Gongshang University (China)* *Lei LI, University of Nottingham Ningbo (China)* *Martin LOCKETT, University of Nottingham Ningbo (China)* **M0122: Renewing Bounded Rationality for International Ventures: How AI Recalibrates Entrepreneurial Judgment** *Mohammad ARAB YOUSOF ABAD, St. Petersburg University (Russia)* *Anastasiya KIRILLOVNA LASKOVAYA, St. Petersburg University (Russia)* *Polina NIKOLAYEVNA TSYMBALOVA, St. Petersburg University (Russia)* **M0117: Understanding the factors that influence Artificial Intelligence (AI) Adoption in the Emerging Market Healthcare Sector** *Beenish ARSHAD, National University of Computer and Emerging Sciences (Pakistan)* **M0103: From AI Readiness to Foreign Market Commitment: Internal AI Capability, Adoption, and Entry Mode Choice** *Hoang VU, Toronto Metropolitan University (Canada)* *Vikkram (Vik) SINGH, Toronto Metropolitan University (Canada)* *Liang (Arthur) LI, University of Calgary (Canada)* *Sui SUI, Toronto Metropolitan University (Canada)*	Dusit 11 Dusit Thani Pattaya
Session 6B	**Institutions & Digital Governance** **M0011: Institutional Complexity in Global Digital Governance, Compliance Practices, and Strategic Resilience: Evidence from Taiwanese Multinational Enterprises** *Kuan Chi CHEN, National Chiayi University (Taiwan)* *Yi An CHEN, National Chiayi University (Taiwan)* **M0048: Divergent Paths in the Same Field: Ecosystem Adaptation of Digital Payment Platforms under Institutional Events** *Hung-Wen CHEN, National Yunlin University of Science and Technology (Taiwan)* **M0041: AI-Augmented Epistemic Governance in International Business Theory-Building** *Sina Mirzaye SHIRKOOHI, Laval Univeristy (Canada)* *Muhammad MOHIUDDIN, Laval Univeristy (Canada)* **M0049: Architectural Control Against the Data Wall: Governing Due Diligence in Asia-Pacific Supply Chains** *Marcel WELSEN, WSB University (Poland)* *Mário Henrique OGASAVARA, Escola Superior de Propaganda e Marketing (Brazil)* *Łukasz SUŁKOWSKI, Jagiellonian University (Poland)* **M0089: How Do MNEs Leverage Subnational Location Choice to Mitigate Institutional Voids? Findings from Vietnam** *Thao N. LE, National Chengchi University (Taiwan)* *Danchi TAN, National Chengchi University (Taiwan)*	Dusit 12-13 Dusit Thani Pattaya

Session 6C	**Exporting & SME Internationalization** **M0128: Why Doesn't Access Translate to Exports? Firm-Level Capabilities and the FTA Utilisation Gap Among Indian SMEs** *Dishant MAHESHWARI, Indian Institute of Management Ahmedabad (India)* **M0196: Readiness in the Making: A Recursive Process Model of Cooperative Export Capability Development** *Novika Candra ASTUTI, Bandung Institute of Technology (Indonesia)* **M0194: Exploring the Role of Socioemotional Wealth and Family-Driven Resources in the Internationalization of Family Businesses in Indonesia** *Novika Candra ASTUTI, Bandung Institute of Technology (Indonesia)* **M0172: From Digital Insight to Global Impact: How SMEs Build Capabilities for International Growth** *Lianxi ZHOU, Brock University (Canada)* *Wensong BAI, Uppsala University (Sweden)* *Zhijing ZHU, University of Nottingham Ningbo (China)* **M0195: Moving Beyond the Home Network: Firm Networks and International Managerial Experience across Platform and Traditional Firms** *Fangyu ZHANG, The University of Auckland (New Zealand)* *Sihong WU, University of Auckland (New Zealand)* *Zheng Joseph YAN, University of Auckland (New Zealand)*	Dusit 14 Dusit Thani Pattaya

10th December 2026, Thursday		
09:30 – 10:45	**Concurrent Session 7**	
Session 7A	**Trade, Regionalism & RCEP** **M0043: Does Sentiment Matter? A Study of RCEP and Relations on Trade** *Liane W.Y. LEE, Lingnan University (Hong Kong SAR, China)* *Bradley R BARNES, Lingnan University (Hong Kong SAR, China)* *Michal WOJEWODZKI, Lingnan University (Hong Kong SAR, China)* *Eve M.H. CHAN, Technological and Higher Education Institute of Hong Kong (Hong Kong SAR, China)* *Piyush SHARMA, Curtin University (Australia)* **M0149: Trade regionalism in East Asian in the context of RCEP; Implications for international and regional businesses** *Magdalena SUSKA, SGH Warsaw School of Economics (Poland)* **M0120: Innovation Networks and Value Chain Reconfiguration in the Post-Globalization Era: A China–ASEAN Perspective** *Keying ZHANG, Xiamen University Malaysia (Malaysia)* *Junjie YANG, Xiamen University Malaysia (Malaysia)* **M0131: Resilience as Dynamic Capability: Evidence from Global Value Chain Recovery Following Exogenous Shocks** *Dishant MAHESHWARI, Indian Institute of Management Ahmedabad (India)*	Dusit 11 Dusit Thani Pattaya
Session 7B	**Cross-Cultural Management, Language & Leadership** **M0176: English as a Corporate Language and Organizational Transformation: A Case Study of Unlearning in a Japanese IT Company** *Sakae KUMANO, Tsukuba University (Japan)* **M0080: Cultivating Leadership-Generative Relations: A Ba–Kata–Keiko Process Model for Distributed Leadership in Cross-Border Teams** *Ami SATO, Kyoto University (Japan)* *Takatoshi IKEDA, Yamato University (Japan)* *Tomoki SEKIGUCHI, Kyoto University (Japan)* **M0175: From Values to Innovation: How Ethical Work Values Drive Workplace Innovation through Leadership in Western and Eastern SMEs** *Nuttawuth MUENJOHN, Murdoch University (Australia)* *Adela MCMURRAY, Flinders University (Australia)* *Thi Tuyet TRAN, RMIT University (Australia)* *Anuruck WATANATHAWORNWONG, Assumption University (Thailand)* *Ella XU, Murdoch University (Australia)* **M0060: Expatriate Integration in Japan's ICT Sector: A Structured Review of Organizational and Contextual Influences** *Martin ZHOU, Kyoto University (Japan)*	Dusit 12-13 Dusit Thani Pattaya

Session 7C	**Green Innovation & Sustainable Transitions** **M0024: When Ethanol-Blended Fuel Policy Hurt: A Multistakeholder Perspective from Developing Economies** *Utkarsh SHIVAM, Indian Institute of Management Ranchi (India)* *Mohit RAY, Indian Institute of Management Kashipur (India)* **M0040: Electric Vehicles for Sustainable Public Transportation: A Review of Trends and Future Directions** *Utkarsh SHIVAM, Indian Institute of Management Ranchi (India)* **M0046: From Liquidity Pressure to Green Innovation: Crisis Cash-Flow Tactics, Employee Slack, and SME Performance** *Rafik SMARA, Saint Petersburg State University (Russia)* *Karina Alexandrovna BOGATERYVA, Saint Petersburg State University (Russia)* **M0183: The Green Cannibalization Paradox: Cost Sharing and Consumer Subsidies in Competing Product Markets** *Manish KUMAR, IIM Ranchi (India)*	Dusit 14 Dusit Thani Pattaya
10:45 – 11:15	**Tea Break**	Dusit Thani Pattaya
11:15 – 12:30	**Concurrent Session 8**	
Session 8A	**MNE Strategy, Location & Reconfiguration** **M0042: When Performance Falls Short: Configuration-Guided Search and MNE Reconfiguration** *Mengkun QI, The University of Cambridge (UK)* **M0161: Structural and Dynamic Determinants of Risk Attention Allocation in Multinational Enterprises: A Semantic Network Analysis of 10-K Filings** *Chen You LEE, National Chung Hsing University (Taiwan)* *Yen Chen HO, National Chung Hsing University (Taiwan)* **M0086: The Omitted Home Market: Four Properties** *Wayne LIN, National Yunlin University of Science and Technology (Taiwan)* **M0050: Cultural Agglomeration and MNE Location Choice: A Hierarchical Identity-Differentiated Organizational Ecology Approach** *George Z PENG, University of Regina (Canada)* **M0030: Demographic Asymmetry and MNE Strategy: Resilience, Regionalisation, and Responsibility in a Demographically Divergent World** *Saeko UJIIE, Waseda University (Japan)*	Dusit 11 Dusit Thani Pattaya
Session 8B	**Digital Commerce & Platforms** **M0201: From E-Commerce to Quick Commerce: A Multi-Objective Optimization Model for Resilient and Responsible Fulfilment in Asia-Pacific Markets** *Somu GORAI, IIM Ranchi (India)* *Yogesh PARATE, IIM Kozhikode (India)* **M0170: Toward Sustainable Q-Commerce: Designing Nudges to Reduce Ultra-fast Delivery** *Ben KRISHNA, Indian Institute of Management Kashipur (India)* **M0171: Drivers of IT Modularity in MSMEs: The Role of organizational and environment variables** *Ben KRISHNA, Indian Institute of Management Kashipur (India)* **M0045: Psychological Mechanisms Of Mobile Payment Gamification: A Serial Mediation Model** *Gia-Han HOANG, VNU-HCM International University (Vietnam)* *Hai-Trung NGUYEN (Vietnam)* **M0083: Smart Saving or Silent Spending? AI Shopping Agents, Perceived Monetary Gain, and Impulse-Driven Consumption in Digital Fashion Retail** *Habin KIM, Hanyang Univerisity (South Korea)*	Dusit 12-13 Dusit Thani Pattaya

Session 8C	**Expatriates & Global Mobility** **M0047: International Mobility in a Fragmented World: Reframing Cross-Border Work in Multinational Enterprises** *Elaine FARNDALE, Penn State University (USA)* *Wayne CASCIO, University of Colorado Denver (USA)* *Chris BREWSTER, Henley Business School, University of Reading (UK)* **M0052: Resource Caravans Across Borders: A Configurational Perspective on Personal and Relational Resources in Expatriation** *Secil BAYRAKTAR, Toulouse Business School (TBS Education) (France)* *Alfredo JIMENEZ, Kedge Business School (France)* *Seong-jin CHOI, Hanyang University (South Korea)* **M0058: Cross-Cultural Leadership Behaviour Adjustment Among Expatriate Leaders: Antecedents and Evidence from China** *Chin-Ju TSAI, Royal Holloway, University of London (UK)* **M0197: From Crisis Experience to Post-Crisis Reconfiguration: Decision Rules and Expatriate Staffing in Japanese Multinational Enterprises** *Kazuya ISE, Kyorin University (Japan)* *Yasushi MORIUCHI, Senshu University (Japan)*	Dusit 14 Dusit Thani Pattaya
12:30 – 14:00	**Lunch**	The Cascade Dusit Thani Pattaya
14:00 – 15:15	**Concurrent Session 9**	
Session 9A	**Motivation, Personality & Collective Dynamics** **M0095: Perceived Autonomy and Employee Motivation in Nepal's Hybrid Co-Working Spaces** *Anmol BASNET, Herald College Kathmandu/University of Wolverhampton, (UK / Nepal)* *Felix OROLE, Australian Catholic University (Australia)* *Rita GORA, LBEF College/ Asian Pacific University, (Nepal / Malaysia)* *Sulaimon ADEWALE, University of South Africa, Pretoria (South Africa)* *Tosin TIAMIYU, Sunway University (Malaysia)* *Shehnaz TEHSEEN, Sunway University (Malaysia)* *Mary ANTHONY, The University of Notre Dame (Australia)* **M0098: Personality Traits and Employee Risk-Taking in Regulated Organizational Context: Evidence from Nepal's Banking Sector** *Rita GORA, LBEF College/ Asian Pacific University, (Nepal / Malaysia)* *Felix OROLE, Australian Catholic University (Australia)* *Sulaimon ADEWALE, University of South Africa (South Africa)* *Shehnaz TEHSEEN, Sunway University, Bandar Sunway (Malaysia)* *Anmol BASNET, Herald College Kathmandu (Nepal)* *Mary ANTHONY, The University of Notre Dame (Australia)* **M0066: Collective Intelligence in Organizations: A Systematic Review of Emergence, Interaction, and Multi-Level Dynamics** *Luodi JIANG, University of Macau (Macau SAR, China)* *Wenjie ZHU, Universiti Putra Malaysia (Malaysia)* **M0184: Organizational Citizenship Behavior in Public Sector Organizations: The Role of Perceived Organizational Prestige and Impression Management Motives** *Mohammad Fakhruddin MUDZAKKIR, Universitas Airlangga (Indonesia)* *Eko Heru PRASETYO, Institute of Science Tokyo (Japan)* *Lutfilhadi QISTHI, Universitas Airlangga (Indonesia)*	Dusit 11 Dusit Thani Pattaya

Session 9B	**Migration, Diaspora & Skilled Migrants** **M0001: Market orientation, top management team and B2B strategic performance: The case of Asian immigrant enterprises** *Henry F. L. CHUNG, Massey University (New Zealand)* *Chun Yueh CHANG, National Sun Yat-sen University (Taiwan)* *Fanli ZHOU, Massey University (New Zealand)* *Mia Hsiao-Wen HO, National Taiwan University (Taiwan)* *Chin-Ching YIN, National Taipei University of Technology (Taiwan)* *Shin-I SHIH, National Sun Yat-sen University (Taiwan)* **M0085: Beyond Ethnic Enclaves: How Forced Migrants Access Export Markets** *Burçin HATIPOĞLU, University of New South Wales (Australia)* *Kerem GÜRSES, La Salle University (Spain)* *Eren AKKAN, Kedge Business School (France)* *Burçin GÜÇLÜ, ICN Business School (Germany)* **M0010: Digitally Mediated Diaspora Networks and the Evolution of Psychological Contracts: A Process-Based Analysis of Skilled Migrant Turnover in Japanese Firms** *Min Han Kyaw, Tohoku University (Japan)* **M0061: Push, Pull, and Anchor: Turnover Intention of Southeast Asian Skilled Migrants in Japanese Firms** *Min Han Kyaw, Tohoku University (Japan)*	Dusit 12-13 Dusit Thani Pattaya
Session 9C	**Organizational Resilience, Capabilities & Transformation** **M0105: Mobilising Invisible Assets for Crisis Resilience: The Strategic Role of Middle Managers in Japanese and Uzbek Banks** *Elena KHANZADYAN, Management Development Institute of Singapore in Tashkent (Uzbekistan)* **M0029: Co-creation through Difference: Generosity as a Relational Capability for Cross-border Value Creation under Polycrisis** *Hirohisa SHIMURA, Soka University (Japan)* **M0132: The Ambidexterity–resilience Nexus: Driving SME Sustainability in Emerging Markets** *Yulia ARAY, St. Petersburg University / Mohammed bin Rashid School of Government (Russia/UAE)* *Karina BOGATYREVA, St. Petersburg University (Russia)* *Anastasia LASKOVAYA, St. Petersburg University (Russia)* *Olga GARANINA, St. Petersburg University (Russia)* *Diana DMITRIEVA, St. Petersburg University (Russia)* **M0303: Transformation Value Management (TVM): A Ten-Construct Framework for Enterprise Transformation Value Realization** *Brandon SRIVICHIT, Chulalongkorn University (Thailand)*	Dusit 14 Dusit Thani Pattaya
15:15 – 15:30	**Tea Break**	Dusit Thani Pattaya

15:30 – 17:00	Concurrent Session 10	
Session 10A	**Marketing Strategy, Culture & Sustainable Consumption**	Dusit 11 Dusit Thani Pattaya
	M0160: The Effectiveness of Proactive versus Responsive Market Orientation: Differences Across National Cultures *Dinush WIMALACHANDRA, Brandix Apparel Solutions Limited (Sri Lanka)* *Bjoern FRANK, Waseda University (Japan)*	
	M0166: Power Distance Belief and Willingness to Recommend Innovations *Chia-Shen LIU, National Taiwan University of Science and Technology (Taiwan)* *Xuehua WANG, Tongji University (China)* *Chenho CHAO, Emlyon Business School (China)*	
	M0190: Toward Slow Fashion: Customer Orientation and Responsible Consumption in an Emerging Southeast Asian Market *Warapon DANSIRI, Kasetsart University (Thailand)* *Danupol HOONSOPON, Chulalongkorn University (Thailand)*	
	M0110: Cognitive and emotional resonance in the context of platform-mediated tour guiding in Japan *Eko Heru PRASETYO, Institute of Science Tokyo (Japan)* *Yimin ZHANG, Saitama University (Japan)*	
	M0126: Price Tolerance over Advertising Appeal: Young Malaysian Consumers' Purchase Intention toward Facebook Advertising *Kit Yeng SIN Sunway University (Malaysia)* *Motoki Watabe, Sunway University (Malaysia)* *May Chiun Lo, Universiti Malaysia Sarawak (Malaysia)* *Abang Azlan Mohamad, Universiti Malaysia Sarawak (Malaysia)* *Kavitha Sathasivam, Sunway University (Malaysia)* *Vui-Yee KOON Sunway University (Malaysia)*	
Session 10B	**ESG, CSR & Greenwashing**	Dusit 12-13 Dusit Thani Pattaya
	M0004: ESG Evaluation in Regional Institutional Environments: Provincial Green Policy Discourse in China *Yun LIU, Henan University of Economics and Law (China)* *Ada Hiu Kan WONG, Singapore University of Social Sciences (Singapore)* *Kuowei ZHAO, Macau University of Science and Technology (Macau SAR, China)* *Ge ZHAN, Longsou GAI Technology R&D Centre (China)*	
	M0057: International Learning of Corporate Social Responsibility by Multinational Enterprises *Shinya SUZUKI, Musashi University (Japan)* *Yadie YANG, The Hong Kong Polytechnic University (Hong Kong SAR, China)*	
	M0101: The Disadvantaged-Market Compensatory Effect: Third-Party ESG Ratings and Relative Market Position *Wayne LIN, National Yunlin University of Science and Technology (Taiwan)*	
	M0127: Greenwashing and internationalization: Signal credibility failure as a liability of foreignness *Changjun YI, Huaqiao University (China)* *Shuangjia QIU, Huaqiao University (China)* *Zhibin LIN, Durham University (UK)* *Chusheng CHEN, Huaqiao University (China)*	
	M0136: Not All Partnerships Are Green: Heterogeneous Partnership Forms and Environmental Performance in the Metal Industry *Olga GARANINA, St. Petersburg University (Russia)* *Liubov ERMOLAEVA, St. Petersburg University (Russia)* *Daria KLISHEVICH, Independent Researcher (Russia)*	

Session 10C Emerging Market Firms: Legitimacy & Diversification

Dusit 14
Dusit Thani
Pattaya

M0025: Emerging Market Firms' Internationalization and Relational Legitimacy-building Strategies: Foreign Bank Ties as a Driver of Export Intensity
Bibek BHATTACHARYA, Indian Institute of Management Ahmedabad (India)
Sumit CHAKRABORTY, Indian Institute of Management Indore (India)
Shishir PATIL, Indian Institute of Management Ahmedabad (India)

M0167: Export Intensity and Product Diversification: A Nonlinear Relationship Moderated by Firm Age and Institutional Effectiveness
Shishir PATIL, Indian Institute of Management Ahmedabad (India)

M0056: Performance implications of unplanned product diversification
Sungjin J. HONG, Yeungnam University (South Korea)

M0118: Environmental Regulatory Gaps and Green Factor Allocation: Evidence from Chinese Firms' OFDI
Juanyu HAN, Utrecht University School of Economics (Netherlands)
Julia SWART, Utrecht University School of Economics (Netherlands)
Jacob JORDAAN, Utrecht University School of Economics (Netherlands)

M0020: Business Groups as a Shock-Contingent Signal: Evidence from FIIs in India
Adithya NALINI, Indian Institute of Management Ahmedabad (India)

11th December 2026, Friday		
09:30	**Registration**	Dusit 11 Dusit Thani Pattaya
10:00 – 12:15	**Global Education Management Workshop**	Dusit 11 Dusit Thani Pattaya
GEM Track	**Global Education Management Track: Paper Presentations** **M0869: Developing and Delivering an Inter-disciplinary Sustainable Development Programme Through Cross-Faculty Collaboration.** *Paul WHITLA Lingnan University (Hong Kong SAR, China)* *Bradley R. BARNES, Lingnan University (Hong Kong SAR, China)* **M0006: From Human-Designed to AI-Generated Exam Tasks: A Quantitative Evaluation** *Niklas LETTOW, University of Hagen (Germany)* **M0008: Student Resistance to Digital Examinations: An Innovation Perspective** *Kristopher PANTANI, Fernuniversität in Hagen (Germany)* **M0012: Teaching Cross-Cultural Competence through Experiential Learning: Reflections on an Innovative International Service-Learning Project in India** *David WERNICK, Florida International University (USA)* **M0051: Tokyo Kimono Shoes: A Sustainable Startup Blazes a Trail in Japanese Heritage Fashion** *David WERNICK, Florida International University (USA)* *Ayushi CHAUDHARY, Temple University (USA)* **M0109: Preparing Students for Collaborative Learning Across Borders: Computer-Mediated Simulation as a Preparatory Pedagogy for International Collaborations** *Saifon SINGHATONG, Mahidol University International College (Thailand)* *Wallapa SUENGKAMOLPISUT, Mahidol University International College (Thailand)* **M0870: Sustainability Knowledge and Education as Drivers of Green Entrepreneurial Behaviour: The Mediating Role of Green Entrepreneurial Intention** *Faizan UL HAQ, Universiti Utara Malaysia (Malaysia)* *Asim MASOOD, Universiti Utara Malaysia (Malaysia)*	Dusit 11 Dusit Thani Pattaya