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** **"Raising Standards, Raising Value: Thailand's Shift toward High Value and Responsible Tourism"** *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)* *Rob van Tulder Erasmus University Rotterdam (Netherlands)* *Elizabeth Yi Wang University of Leeds (UK)*	Dusit 11 Dusit Thani Pattaya
Session 1B	**Geopolitics, Decoupling & Resilience** *Session Chair: Wynona BENSON* **M0002: Affecting Global Peace: Challenges for International Business** *Abu WAHEEDUZZAMAN, Texas A&M University Corpus Christi (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)* **M0007: Competing for Multinationals: Multinational Relocation Strategy and Subnational Investment Policy in Vietnam** *Wynona BENSON, Brigham Young University - Hawaii (USA)*	Dusit 12-13 Dusit Thani Pattaya
Session 1C	**Consumer Behaviour & Digital Marketing** *Session Chair: Peixin ZUO* **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)* **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)* **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)*	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** *Session Chair: Tai Ming WUT*	Dusit 11 Dusit Thani Pattaya
	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)*	
	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)*	
	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)*	
Session 2B	**Entrepreneurship, Family Firms & SMEs** *Session Chair: Shehnaz TEHSEEN*	Dusit 12-13 Dusit Thani Pattaya
	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)*	
	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)*	
	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)*	

Session 2C	**Financial Markets, Green Finance & Investment** *Session Chair: Poomsanti WAIRITH* **M0104: Geopolitical Risk, Economic Policy Uncertainty, and Thailand's Equity Market** *Vikkram (Vik) SINGH, Toronto Metropolitan University (Canada)* **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)* **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)*	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** *Session Chair: Michal Wojewodzki*	Dusit 11 Dusit Thani Pattaya
	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)*	
	M0063: Do credit rating agencies price biodiversity risk? Evidence from the S&P 500 *Michal Wojewodzki, Lingnan University (Hong Kong SAR, China)*	
	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)*	
Session 3B	**State, Ideology & Nonmarket Strategy** *Session Chair: Jianhua ZHANG*	Dusit 12-13 Dusit Thani Pattaya
	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)*	
	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)*	
	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)*	

Session 3C	**Crisis Management & MSME Resilience** *Session Chair: Steve Maverick CHAVES*	Dusit 14 Dusit Thani Pattaya

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)

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)

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)

10:45 – 11:15	**Tea Break**	Dusit Thani Pattaya

11:15 – 12:30	Concurrent Session 4	
Session 4A	**Political Ties, Bribery & Corporate Governance** *Session Chair: Chomsorn TANGDENCHAI*	Dusit 11 Dusit Thani Pattaya

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)

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)

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)

Session 4B	**Brands, Communities & Gaming** *Session Chair: Jieqiong MA* **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** *Session Chair: Andrei Carlos Torresani PAZA* **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** *Session Chair: Aamir SUHAIL*	Dusit 11 Dusit Thani Pattaya
	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)*	
	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)*	
Session 5B	**The Future of Work: Platforms, Gig Work & Labour Markets** *Session Chair: Alfred PRESBITERO*	Dusit 12-13 Dusit Thani Pattaya
	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)*	
	M0028: Crowdsourcing platform workers in a developing country context: Surfacing crystallizers, concomitants and consequences *Alfred PRESBITERO, Deakin University (Australia)*	

Session 5C	**Innovation Networks, R&D & Technology Decoupling** *Session Chair: Henry F.L. CHUNG*	Dusit 14 Dusit Thani Pattaya
	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)*	
	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)*	
15:15 – 15:45	**Tea Break**	Dusit Thani Pattaya
15:45 – 17:00	**Concurrent Session 6**	
Session 6A	**AI, Technology Adoption & the Multinational Enterprise** *Session Chair: Kun KONG*	Dusit 11 Dusit Thani Pattaya
	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)*	
	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)*	

Session 6B **Institutions & Digital Governance** — Dusit 12-13, Dusit Thani Pattaya

Session Chair: Marcel WELSEN

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 University (Canada)
Muhammad MOHIUDDIN, Laval University (Canada)

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)

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)

Session 6C **Exporting & SME Internationalization** — Dusit 14, Dusit Thani Pattaya

Session Chair: Lianxi ZHOU

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)

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)

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)

10th December 2026, Thursday		
09:30 – 10:45	**Concurrent Session 7**	
Session 7A	**Trade, Regionalism & RCEP** *Session Chair: Liane W.Y. LEE* **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)* **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)*	Dusit 11 Dusit Thani Pattaya
Session 7B	**Cross-Cultural Management, Language & Leadership** *Session Chair: Tomoki SEKIGUCHI* **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)* **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)*	Dusit 12-13 Dusit Thani Pattaya

Session 7C	**Green Innovation & Sustainable Transitions** *Session Chair: Karina Alexandrovna BOGATERYVA* **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)* **M0183: The Green Cannibalization Paradox: Cost Sharing and Consumer Subsidies in Competing Product Markets** *Manish KUMAR, IIM 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)*	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** *Session Chair: Chen You LEE* **M0042: When Performance Falls Short: Configuration-Guided Search and MNE Reconfiguration** *Mengkun QI, The University of Cambridge (UK)* **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)* **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)*	Dusit 11 Dusit Thani Pattaya

Session 8B	**Digital Commerce & Platforms** *Session Chair: Somu GORAI* **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 University (South Korea)*	Dusit 12-13 Dusit Thani Pattaya
Session 8C	**Expatriates & Global Mobility** *Session Chair: Elaine FARNDALE* **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)* **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)*	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** *Session Chair: Eko Heru PRASETYO* **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** *Session Chair: Min Han Kyaw* **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** *Session Chair: Hirohisa SHIMURA* **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)* **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)* **M0029: Co-creation through Difference: Generosity as a Relational Capability for Cross-border Value Creation under Polycrisis** *Hirohisa SHIMURA, Soka University (Japan)*	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** *Session Chair: Chenho CHAO* **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)* **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)* **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)*	Dusit 11 Dusit Thani Pattaya

Session 10B **ESG, CSR & Greenwashing** — Dusit 12-13, Dusit Thani Pattaya

Session Chair: Olga GARANINA

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, Kanto Gakuen University (Japan)

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

Session Chair: Sungjin J. HONG

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)

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)

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

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** **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)* **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)* **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)*	Dusit 11 Dusit Thani Pattaya