

Dear All

Join us for the 13th AIB-MENA Conference on December 15-17, 2025. This year, we will meet at the University of Wollongong in Dubai, Dubai, UAE.

We look forward to welcoming you in Dubai!

AIB-MENA 2025 Annual Conference

Dubai, UAE

December 15-17, 2025

CALL FOR PAPERS

Conference Theme:

Future of International Business in the AI-driven Global World

Conference Co-Chairs:

Dr. Sadaf Khurshid, University of Wollongong in Dubai, UAE

Dr. Jaeyoung Cho, University of Wollongong in Dubai, UAE

Dr. Arijit Sikdar, University of Wollongong in Dubai, UAE

Dr. Saneesh Edacherian, Birmingham University, Dubai, UAE

Host Institution:

University of Wollongong in Dubai, UAE



Dear AIB members and friends,

Join us for the 13th AIB-MENA Conference on December 15-17, 2025. This year, we will meet in the mesmerising city Dubai at University of Wollongong in Dubai (UOWD).

It was established in 1993, the University of Wollongong in Dubai stands as the first international Australian university in the UAE. It operates as a branch campus of the University of Wollongong, which also maintains campuses in Australia, Hong Kong, and Malaysia.

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.

Description:

As the world enters an era of AI-driven transformation, businesses must adapt to remain competitive, resilient, and sustainable. AI is not only reshaping industries and enhancing business ecosystems but also redefining international trade, cross-border investment, and multinational enterprise (MNE) strategies. In this context, international business scholars play a critical role in examining how AI influences firm internationalization, knowledge transfer, market entry strategies, and the restructuring of global value chains. The United Arab Emirates (UAE) has emerged as a global leader in this transformation, integrating artificial intelligence, innovation, and sustainability as key pillars of its national economic strategy. AI and digital technologies are shaping the UAE's economic diversification efforts, fostering smart cities, advancing fintech solutions, and transforming traditional industries such as energy, logistics, and finance. This raises essential questions for international business researchers regarding AI-driven competitive advantage, regulatory adaptations, and the evolving role of institutions in facilitating AI-driven economies.

This AIB-MENA chapter conference seeks to explore the profound impact of AI on international business, global strategy, and sustainable development, while addressing the opportunities and challenges AI presents across industries. AI has accelerated global economic evolution, influencing cross-border knowledge flows, global supply chains, and international collaboration among firms, governments, and academics.

From an international business perspective, AI is not just a technological disruptor; it represents a fundamental shift in organizational design, decision-making, and value creation across diverse geopolitical contexts. AI-driven business models are revolutionizing how multinational enterprises engage with markets, allocate resources, and manage risks in an increasingly volatile and

interconnected global economy. This premier gathering of scholars, industry leaders, and policymakers will provide a platform to discuss cutting-edge research and practical insights into how AI, digitalization, and innovation are revolutionizing economic diversification, industrial development, business efficiency, and sustainable economic growth. The conference will also delve into the ethical considerations of AI deployment, addressing concerns such as data privacy, AI biases, regulatory challenges, and the social impact of automation. Furthermore, discussions will explore how AI is transforming the teaching and research landscape in international business, shaping the skills and competencies required for future global business leaders. This conference promises to be a transformative platform for thought leadership, innovation, and strategic insights, paving the way for a sustainable and AI-driven future in international business and global strategy.

1. AI and Sustainability in International Business

This theme explores how businesses leverage artificial intelligence (AI) to enhance sustainability and responsible business practices in global operations. Topics include AI-driven solutions for achieving Sustainable Development Goals (SDGs), optimizing green value chains, enabling circular economies, mitigating climate change, improving pollution control, and advancing corporate social responsibility (CSR). The focus is on how AI-powered innovations help firms balance profitability with ethical and environmental responsibilities, driving sustainable growth in international markets.

2. Knowledge, Innovation, Technology, and Digitalization

This theme examines the role of AI, digital platforms, and innovation networks in shaping business competitiveness. Discussions include R&D strategy, knowledge sharing, reverse innovation, big data, patenting strategies, and the impact of digital transformation on international business.

3. MNE-Government Relationships and International Business Policy

This theme focuses on the regulatory, political, and institutional factors shaping international business strategies. Topics include trade policies, institutional change, corporate diplomacy, geopolitical risks, and government intervention in an AI-driven global economy.

4. Diversity, Equity, and Fairness in International Business

This theme examines DEI (Diversity, Equity, and Inclusion) and its implications for global organizations. Topics include inclusive leadership, intersectionality, institutional DEI policies, gender diversity, race and ethnicity in IB, and social responsibility in multinational firms.

5. Global Strategy, Organization, and Value Chains

This theme explores how MNEs optimize their global strategies, supply chains, and organizational structures in response to digitalization and AI-driven market shifts. Topics include outsourcing, reshoring, entry strategies, parent-subsidiary relationships, and competitive strategies.

6. Internationalization Process of SMEs and International Entrepreneurship

This theme focuses on how SMEs and startups expand internationally, exploring themes such as born-global firms, entrepreneurial ecosystems, cross-border networking, and innovation-driven internationalization.

7. Teaching and Education in International Business

This theme addresses evolving IB teaching methodologies in response to AI and globalization. Topics include blended learning, experiential education, internationalized curricula, and technology-enhanced learning tools.

8. International Finance, Accounting, and Corporate Governance

This theme examines financial and governance strategies in a globalized economy, covering international taxation, financial inclusion, fintech, green finance, shareholder activism, and board diversity.

9. International Marketing

This theme explores how businesses adapt marketing strategies to international markets, examining cross-cultural consumer behavior, digital marketing, branding, and AI-driven customer engagement.

10. International Human Resource Management and Cross-Cultural Management

This theme investigates HRM strategies in multinational firms, covering expatriate management, cultural intelligence, cross-border leadership, and global workforce dynamics.

11. General Track

This theme welcomes submissions beyond the listed themes, including novel methodologies, theorizing approaches in IB, and historical perspectives on international business.

Why Attend?

- Engage with leading scholars, policymakers, and business leaders on cutting-edge AI and business research.
- Discover how AI and sustainability are reshaping international business models and economic development.
- Network with global professionals, industry experts, and researchers at interactive sessions and

panel discussions.

- Gain insights into regional and global AI policies, ethical implications, and corporate governance in an AI-driven world.
- Participate in workshops and educational forums on AI-driven research methodologies and strategic business innovation.

This conference promises to be a transformative platform for thought leadership, innovation, and strategic insights, paving the way for a sustainable and AI-driven future in international business.

Save the Dates:

Submission System Opens: 2 June 2025

Paper submission deadline for papers, panel proposals, and PDWs: 1 August 2025

Decision Notifications: 1 September 2025

Registration Deadline for Presenters: 3 November 2025

Early Bird Registration Deadline: 20 October 2025

Regular Registration Deadline: 22 November 2025a

Late Registration Deadline: 8 December 2025

On-Site Registration Availability: 15-17 December 2025

Join us as we explore the *Future of International Business in the AI-Driven Global World!*

Should you have any questions, do not hesitate to email: jaeyoungcho@uowdubai.ac.ae ;
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