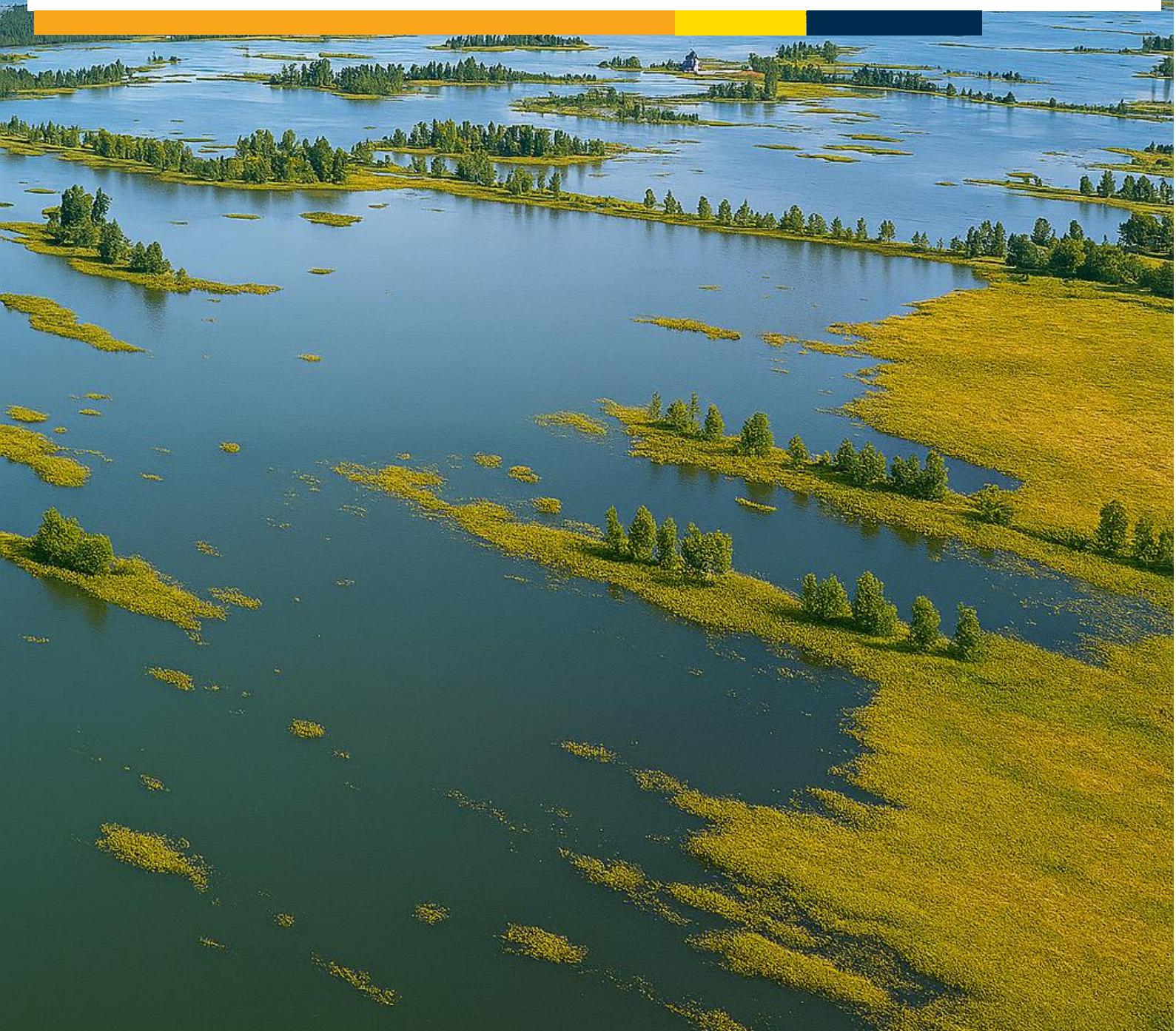


Vaasa, Finland

18th Vaasa International Business Conference

Call for Papers

**Scaling Sustainable International
Business in a New Digital-
Geopolitical Landscape**



This year's conference theme: "Scaling Sustainable International Business in a New Digital-Geopolitical Landscape" encompasses a wide range of topic areas in fields of IB contributing to scaling sustainable international business to knowledge, innovation and digitalization in a global world. However, we accept papers in all areas of IB from a wide range of viewpoints and methodological approaches, including key areas such as:

- Scaling Sustainable International Business
 - Sustainable global value chains (GVCs); Corporate social responsibility (CSR) across different institutional contexts; Climate change mitigation strategies; Business ethics; Circular economy; The role of international business in achieving the Sustainable Development Goals (SDGs).
- Knowledge, Innovation & Digitalization in a Global World
 - Digital transformation; International R&D; Reverse innovation; Open innovation; Digital platform business; Industrial Internet; Internet of Things; Cloud computing; Digital business models; AI & robotics; Disruptive technologies; Blockchain; Internationalization of Born Digitals; Data security & regulations; Analytics; Big Data.
- Geopolitics, global risks, and disruptions in International Business
 - Geopolitics; Political risk; Geopolitical uncertainty; Global risk management; Geopolitical shocks; Corporate diplomacy; Trade wars and protectionism; Sovereignty and governance; State intervention and industrial policy; Economic and resource nationalism; Regional integration; Strategic alliances; Customs and borders control, Global value chain resilience; Global North, Global South, Multipolarization, Techno-nationalism, Geopolitical rivalry.
- International Entrepreneurship and Value Creation
 - Exporting; Gradual/Rapid internationalization; Early internationalization; De(/Re)-internationalization; International entrepreneurship; Migrant entrepreneurship; Entrepreneurial networks; SME exporters; International new ventures; Born-global firms; Entrepreneurial decision-making; Entrepreneurial behaviour; the mechanisms of value creation in unfamiliar or crisis markets.
- International Marketing Strategies and Customer Relationships
 - Cross-cultural marketing; Marketing channels; Distribution channels; Standardization/Adaptation; Brand management; Customer relationships; Customer Experience; Cross-cultural consumer behaviour; Country-of-origin effects; Digital marketing; Social media marketing; Global retailing; Relationship marketing.
- Global Strategy, Leadership, and Management in Organizations
 - Global value chains; Global operations; Outsourcing; Offshoring; Mergers and acquisitions; Joint ventures and alliances; Parent-subsidiary relationships; Organization of international operations; Cross-cultural management; International human resource management; Global leadership; Expatriate management; Talent management; Training and development; Global staffing; International mobility.
- Emerging Markets and Emerging Market Multi-National Enterprises (EMNEs)
 - Emerging market opportunities; Transition economies; Colonialism; Economic development & well-being; Emerging market institutional environment; Foreign versus indigenous MNEs; State-owned enterprises in emerging markets; Family conglomerates; Privatization; Internationalization of EMNEs.

The conference is chaired by Prof. Peter Gabrielsson, Assoc. Prof. Anisur Faroque, and Assoc. Prof. Emilene Leite.



Prof. Peter Gabrielsson
University of Vaasa



Assoc. Prof. Anisur Faroque
University of Vaasa



Assoc. Prof. Emilene Leite
University of Vaasa

The other conference board members are:



Prof. Ulf Andersson
Mälardalen University



Prof. Desislava Dikova
Vienna University



Prof. Jean-Françoise Hennart
Tilburg University



Prof. Pervez Ghauri
University of Birmingham



Prof. Ismail Golgeci
University of Auckland



Prof. Zaheer Khan
University of Aberdeen



Prof. Gary Knight
Willamette University



Prof. Klaus Meyer
Ivey Business School



Prof. Roger Strange
University of Sussex



Prof. Antonella Zucchella
University of Pavia

The Vaasa International Business conference is the largest conference in its field in the Nordic countries with some 100 participants, and throughout its history it has attracted scholars from all over the world. We offer the participants the chance to present their own research in sessions, as well as attend panel discussions. The moderate size of the conference as well as the local facilities provided the university have always encouraged lively discussions and networking among peers.

The conference fee includes participation in a doctoral tutorial for doctoral students on August 18, 2026. For KATAJA member universities in Finland, the tutorial is free of charge. Students are allocated two renowned scholars as discussants from the conference board and/or from distinguished professors attending the conference, who will provide comments and feedback on their research proposals.

We accept competitive and work-in-progress papers. **Submission deadline for all papers in the conference and doctoral tutorial is 8th May 2026.** The doctoral tutorial is on the **18th of August 2026** and the main conference on the **19-20th of August 2026**.

Submission and further information is available at the conference website:

<https://sites.uwasa.fi/internationalbusinessconference/>

We're looking forward to hosting you in Vaasa!