



EAST CHINA UNIVERSITY OF
SCIENCE AND TECHNOLOGY



UNIVERSITY OF
SAN FRANCISCO

**AIB Special Theme Conference &
The 7th East China University of Science and Technology - University of
San Francisco International Symposium**

**FDI & Trade of Emerging Markets in the Digital Era: Bridging
International Business and International Economics**

**Date: June 22-23, 2024
Location: Shanghai, China**

The digital economy is the future direction of global development. The emergence of new digital technologies such as 5G, artificial intelligence, big data, and cloud computing has transformed the way data and information are transmitted, ushering in a new era of digital globalization. The development of digital technologies and infrastructure has facilitated the cross-border flow of massive data and information, driving global trade and investment into a new stage. According to the *Digital Trade Development and Cooperation Report 2023*, the global scale of digital service trade reached US \$ 3.82 trillion in 2022, with a year-on-year growth rate of 3.9%. ICT (telecommunications, computers, and information) services continue to lead the growth of segmented digital service trade, while investments in the digital field by multinational corporations continue to grow rapidly.

Opportunities and challenges coexist in the digital era. On the one hand, the convergence of massive data resources with digital technology, new materials technology, and advanced manufacturing technology has made data a new key production factor. Data not only directly creates value but also indirectly promotes the cross-border flow of goods, services, capital, and other factors. The contribution of cross-border data flows to global economic growth has surpassed traditional cross-border trade and investment. On the other hand, the uneven diffusion of digital technology has led to the widening of the digital divide, and the risks in the digital field are shifting from personal privacy leakage to the upgrading of national sovereignty security. The intense competition surrounding digital technology and the burgeoning generative artificial intelligence technology has become a new focus of geopolitical competition, exacerbating the uncertainty and volatility of the global trade and investment environment. These issues pose a series of questions for academia and practitioners: In the era of digital globalization, what changes are taking place in the foreign investment and trade of emerging market countries, industries, and enterprises? What are the underlying mechanisms behind these changes? Facing new geopolitical competition, what challenges do emerging market enterprises face in their international business activities? How should enterprises adjust their foreign investment strategies and trade models in the future? These questions require urgent and thoughtful discussion.

In light of this, AIB Asia Pacific Chapter, the School of Business at East China University of Science and Technology (ECUST), and the Center for Business Studies and Innovation in Asia-Pacific at the University of San Francisco (USF) will co-host the AIB Special Theme Conference and the 7th ECUST-USF International Conference on June 22-23, 2024 in Shanghai, China. Over the two-day event, we will bring together scholars in international business and international economics and trade from different parts of the world to engage in extensive discussions in various sessions, such as keynote speeches, academic and industry dialogues, and paper presentations on foreign direct investment and trade issues in emerging markets in the digital age. We sincerely welcome scholars, industry leaders, entrepreneurs, and policymakers to join our discussions.

Conference Theme

The conference aims to provide a platform for participants to exchange ideas and share insights freely. Any topics related to foreign direct investment and trade in the context of emerging markets are encouraged.

Keynote Speakers (Continuously Updated):

Peter Liesch, University of Queensland, AIB fellow and current chair
JT Li, Hong Kong University of Science and Technology, AIB fellow
Michele Geraci, Visiting Professor of Finance and Economics at Shanghai New York University, former Deputy Minister of Economic Development of Italy

Abstract Submission

We invite participants to submit relevant research and topics on foreign direct investment and trade in emerging markets in the digital era. The submission deadline is June 1, 2024. If you plan to attend, please provide an extended abstract of approximately one page, including, but not limited to, the following:

- Research Purpose
- Research Design/Methodology
- Research Findings
- Limitations/Research Recommendations
- Practical Insights

Important Dates

Conference Dates: June 22-23, 2024

Registration Deadline: June 15, 2024

Conference Registration

Name		Faculty/PhD student/other graduate student	
Affiliation		Email	
AIB member (Y/N)		Phone Number	

Conference fee (payment in RMB)

	AIB Member	Non-AIB Member (including one-year AIB membership fee)
Regular	600	1470
Student	400	680

Bank Account Information:

Account Number: 033296-08017003862

Account Holder: East China University of Science and Technology

Bank: Agricultural Bank of China, Caoxi Branch, Shanghai

Note: Name + Affiliation + School of Business Conference Fee (Please specify "Business School Conference Fee" when making the transfer!)

The fee includes meals and conference materials during the event. Accommodation is not included and should be arranged independently.

Contact Information

Please send abstracts to the following email: ECUST2024_USF_AIBA@163.com.

For inquiries and questions about the conference, you can contact the organizing committee via the above email.

Journal Support

The Journal of International Management (JIM) will organize a workshop during the conference to explain the requirements for the special issue and provide feedback on proposals or draft papers from authors interested in contributing to the special issue. The theme of the special issue is “Improving Rigor in Research: Replication Studies in International Management”. Please refer to the official website of JIM for further details.

Link: <https://www.sciencedirect.com/journal/journal-of-international-management/about/call-for-papers>

Conference Steering Committee (in alphabetical order)

Bradley Barnes, Chair of AIB Asia Pacific Chapter, Lingnan University, Hong Kong

JT Li, Member of the Steering Committee of AIB Asia Pacific Chapter, Hong Kong
University of Science and Technology

Peter Liesch, Current Chair of AIB, University of Queensland, Australia

Changqi Wu, Former Chair of AIB China, Shandong University/Peking University

Haifeng Yan, Vice President of East China University of Science and Technology

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Lei Li, University of Nottingham Ningbo China

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