



EAST CHINA UNIVERSITY OF
SCIENCE AND TECHNOLOGY



UNIVERSITY OF
SAN FRANCISCO



Nottingham University
Business School
UK | CHINA | MALAYSIA



5th International Conference East China University of Science & Technology - University of San Francisco

CALL FOR PAPERS

Global Business in the Digital Age and Post-COVID-19

Date: June 12-13, 2021, China Time; June 11-12, 2021, US Pacific Standard Time

Virtual Conference

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Location: School of Business, East China University of Science and Technology,
Shanghai

Digital technology has profoundly reshaped global business. Not only has it accelerated the process of firm internationalization but also facilitated inter-firm cross-border cooperation. However, for the global top 100 digital multinationals, only 41% of their total assets are located overseas, compared with 65% for traditional multinationals, showing a considerable difference between these two groups. In terms of sales, 73% of digital multinationals' sales are overseas, compared with 64% for traditional multinationals. Furthermore, technological competition has intensified across national boundaries. However, the increasing geopolitical tensions and the rise of nationalism have led many countries to restrict the use of digital technology, thereby limiting the flow of information and cross-border business activities.

With the Covid-19 Pandemic and its impact on business digital transformation, companies face new opportunities and challenges in the global arena. How can they deal with the precarious changes and achieve sustainable international growth? What are the characteristics of effective business models in today's global business environment? These issues will be extensively discussed during the 5th ECUST & USF International Conference to be held virtually on June 12-13, 2021 (North America Pacific Standard Time: June 11-12). The Conference will provide a platform to exchange views on various business challenges and solutions in today's environment. During the two-day conference, there will be a variety of sessions/activities, including keynote speeches, academic and industry dialogues, an education leaders' forum, regular and special paper sessions, etc. We sincerely welcome scholars, education leaders, industry executives, entrepreneurs, and policymakers to participate in our discussions.

Conference Topic

The Conference is dedicated to providing a platform for participants to communicate with each other. All topics on global business are welcome, particularly those focusing on the impact of digital transformation and COVID-19.

Keynote Speeches sponsored by AIB Asia-Pacific Chapter

Marjorie A. Lyles Florida International University
J.T. Li Hong Kong University of Science and Technology

Deans' Panel

Tieju Ma Dean of School of Business, ECUST
Charles Moses Dean of School of Management, USF
Martin Lockett Dean of Nottingham University Business School China,
UNNC
Kathryn Graddy Dean of International Business School, Brandeis University

Executive Panel Keynote Speaker

Dantley Davis Chief Design Officer, Twitter
Brett Bonthron VP of Innovation, Salesforce
(*To be announced*) Managing Director, Tencent

English Panel: CSR in Digital Societies: A Cross-cultural Comparison

Liang Wang Associate Professor of strategy
Associate Director, China Business Studies Initiative
School of Management, University of San Francisco, USA
Co-editor of Journal of Business Ethics Special issue "Co-
evolution of Strategy, Innovation and Ethics: The China
Story and Beyond"
Jonathan P Allen Professor of digital innovation
School of Management, University of San Francisco, USA
Author of "Digital Entrepreneurship" and "Technology and
Inequality: Concentrated Wealth in a Digital World"
Peter Ping Li Li Dak Sum Chair Professor in International Business
Nottingham University Business School China
Professor of Chinese Business Studies
Copenhagen Business School, Denmark
Research Fellow
China Business Studies Initiative
University of San Francisco, USA
Peter Hofman Professor of Corporate Social Responsibility & Corporate
Governance
Nottingham University Business School China
Ying Lowrey Professor of Economics, Emerita
School of Social Sciences, Tsinghua University, China
Academic Committee Member of Ali-Research Institute
Author of "The Alibaba Way"

Abstracts & Panel Proposals

This Conference includes both Chinese and English sessions. We invite participants to submit papers or abstracts or panel proposals, preferably related to the conference theme. For abstract submissions, you will need to provide a ONE-page extended summary (Chinese or English) addressing the following and other related issues:

- Research Purpose
- Research Design/Research Methods

- Research Findings
- Limitations/Recommendations
- Practical Inspiration

Panel proposals must be submitted by the panel chair. All panel proposals must include:

- ✧ A Title Page that includes the panel name, the session format (e.g., pro and con debate, roundtable discussion etc.) and the panel participants.
- ✧ The name, affiliation, email address, and role of each participant in the panel (chair, other panelists). All panelists listed in the submission must appear and present at the conference. Each panel must specify a chair.
- ✧ An overview of the main issue(s) addressed or arguments to be made in the panel.
- ✧ Copies of emails or letters from each participant stating they agree to participate in the panel if the proposal is accepted.

Please note that the panel sessions will be scheduled in parallel in the afternoons of June 12th and 13th (China Time).

Opportunity to publish articles in the SSCI listed journal *Business Horizons*:

The conference will recommend high-quality full conference papers to *Business Horizons* for potential publication.

Business Horizons (Impact factor is 3.444, 59/147 in Business) publishes original articles of interest to business academicians and practitioners. Articles cover a wide range of topical areas within the general field of business, with emphasis on identifying important business issues, problems, or opportunities and recommending means to address these. Ideally, articles will prompt readers to think about business practice in new and innovative ways. *Business Horizons* fills a unique niche among business publications by publishing articles that strike a balance between the practical and the academic. To this end, articles published in *Business Horizons* are grounded in scholarship, yet are presented in a readable, non-technical format such that the content is accessible to a wide business audience. Here is a link to the guide for authors: <https://www.elsevier.com/journals/business-horizons/0007-6813/guide-for-authors>

Opportunity for PhD students in International Business to Compete for Best Dissertation Proposal Award

Sponsored by Nottingham University Business School China and supported by AIB Asia Pacific Chapter, the conference calls for the eligible PhD students to submit their PhD dissertation proposals and will confer up to two awards of RMB 6,000 each.

◆ Eligibility

The target doctoral students should conduct their PhD study in the area of international strategy of emerging market firms and are enrolled in a PhD program for no more than 3 years. They should be active AIB members at the time of proposal submission to the conference.

◆ Submission Guidelines

Proposals are to be submitted with the subject “Best PhD Dissertation Proposal Award” to ecust_usf_meeting@126.com. The proposal materials should include the following items and can be in English or Chinese as specified below.

1. Cover sheet (English)
 - a. Dissertation title
 - b. Student name
 - c. Institution
 - d. Dissertation supervisor
 - e. PhD enrollment and expected completion dates
2. Summary of the Proposal (no more than 500 words in English)
3. Dissertation Proposal of up to 10 pages, single spaced with the following items (English or Chinese)
 - a. Specific research questions, review of the relevant literature, and potential contributions
 - b. Research design including data collection and analytical methods
 - c. References
 - d. Research schedule
4. CV (English or Chinese)
5. A recommendation letter (English or Chinese) from the PhD supervisor in support of the proposal. This letter should be emailed to ecust_usf_meeting@126.com directly by the supervisor. It should include a statement of the student’s stage of completion in the PhD program, verification of the dissertation proposal, and comments on the potential quality and contributions of the dissertation.

◆ Timetable and evaluation

The submission deadline is May 10, 2021. The evaluation will be conducted by well-established English-Chinese bilingual IB scholars. Notification of the awards will be made during the conference.

◆ Acknowledgement

The awardees need to acknowledge in their theses (when finished) that their proposals won the award at the fifth ECUST-USF conference co-sponsored by Nottingham University Business School China and AIB Asia Pacific Chapter.

Opportunity to publish at *Asian Case Research Journal*

The conference will collaborate with *Asian Case Research Journal* for its special issue of “Exploring New Business Practices in the Era of COVID-19 Pandemic”, which focuses on Chinese company cases (so non-Chinese company cases will not be considered in this special issue). For the qualified cases accepted by this conference, we will recommend them to *Asian Case Research Journal* (but the journal will make its final decision). We will also invite the Editor-in-chief of *Asian Case Research Journal* to host a workshop at the conference to discuss with the accepted case authors on the case writing and revision for this special issue. Please see “Call-For-Cases” below for detailed information of the special issue.

Important Dates

Conference Date: June 12-13, 2021, China Time; June 11-12, 2021 US Pacific Standard Time

Deadline for submission of abstracts, papers & cases: **May 10, 2021**

Deadline for conference registration: **May 30, 2021**

Conference Registration

Please fill out the following registration form and send it to:

ecust_usf_meeting@126.com.

Name		Position	
University/Company		Attending Date	China Time: <input type="checkbox"/> June 12th <input type="checkbox"/> June 13th U.S. time: <input type="checkbox"/> June 11th <input type="checkbox"/> June 12th
Email	@	Phone	

Registration Fee

Due to the pandemic, the conference will be held in hybrid mode. We will waive the conference registration fee for online attendees.

Contact Info

Please send your submissions to the following Email : ecust_usf_meeting@126.com

For inquiries and questions about the conference, please contact the conference organizer via the above email.

Conference Chairs

Haifeng Yan	East China University of Science and Technology (ECUST)
Xiaohua Yang	University of San Francisco (USF)
Lei Li	University of Nottingham Ningbo China
Roger Chen	University of San Francisco

Program and Organizing Committee Chairs

Bing Wu	ECUST
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Conference Planning Committee (Alphabetical order by last name)

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Roger Chen	University of San Francisco
Taotao Chen	Tsinghua University
Ping Deng	Cleveland State University
Ziliang Deng	Renmin University of China
Gloria Ge	Griffith University
Xiaogang He	Shanghai University of Finance and Economics
Manli Huang	South China University of Technology
Donghong Li	Tsinghua University
Ji Li	Hong Kong Baptist University

Peter Ping Li	University of Nottingham Ningbo China
Weiwen Li	Sun Yat-sen University
Yu Li	University of International Business and Economics
Jane W. Lu	City University of Hong Kong
Ping Lv	University of Chinese Academy of Sciences
Chengyu Song	<i>Journal of Foreign Economies and Management</i>
Xinbo Sun	Northeastern University
Yimin Wang	Shandong University
Yonggui Wang	Foreign Economic and Trade University
Liqun Wei	Hong Kong Baptist University
William Wei	McVan University
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Jianzu Wu	Lanzhou University
Xianming Wu	Wuhan University
Xiaoyun Wu	Nankai University
Guopeng Xiang	Zhejiang Gongshang University
Hongming Xie	Guangzhou University
Luqun Xie	Shanghai Jiaotong University
Zhenzhen Xie	Tsinghua University
Hui Xu	Nankai University
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Gracy(J.Y.) Yang	University of Sydney
Guangyu Ye	South China University of Technology
Changjun Yi	HuaQiao University
Gangfeng Zhang	Zhejiang University
Xiao Zhang	Nanjing University
Qinqin Zheng	Fudan University
Changhui Zhou	Peking University
Jun Zhou	Soochow University
Wenbin Zhou	<i>Business Management Journal</i>

Conference Organizing Committee Members

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