



**EIBA LISBON** 20  
23

49<sup>th</sup> Conference of the European International Business Academy

## The Changing Global Power Balance: Challenges for European Firms

December 15-17, 2023 • ISEG - University of Lisbon, Portugal

### BACKGROUND

Over the last few years, several incidents (e.g., the Covid-19 pandemic, the war in Ukraine, the blockage of the Suez Canal, increasing US-China confrontation) have affected the world economy, leading businesses to adjust their operations, organizational structure, and strategies. These incidents have been accompanied by longstanding tendencies, such as the increasing relevance of nationalistic, populist and authoritarian governments, the control of social media, and the doubts regarding the economic advantages of globalization policies. On the business front, firms' commitments to sustainability and their role as active promoters of sustainable development have been pursued. Simultaneously, new developments in the so called 'Tech Cold War' and the increasing decoupling between China and the West are impacting the way that international businesses and international supply chains are managed.

Under the topic of 'The Changing Global Power Balance: Challenges for European Firms', the 2023 EIBA Annual Conference will be an opportunity to explore the ways how these turbulent conditions have affected international business and related fields. While combining the knowledge of international business research with other social sciences, the objective of this conference is to debate how this shift in the structural conditions affects the international strategies of MNCs, SMEs, and born globals, as well as to discuss the emerging new opportunities and challenges for European firms.

This EIBA Conference will explore these promising topics as well as more traditional ones related with international business, in the form of plenary sessions and a series of specific tracks arranged in parallel sessions. Special attention will be given to research that focuses on the impact of those recent incidents that have changed the economic, social and political environment and which have affected the competitiveness of European firms, as well as the new balance between the World economic blocks. We welcome and encourage empirical papers that adopt different methodological approaches and data, as well as conceptual or theoretical studies.

### CONFERENCE TRACKS

**1. The Changing Global Power Balance: Challenges for European Firms [Conference Theme]**

Lucia Piscitello & Teresa da Silva Lopes

**2. MNE Organization and Strategy**

Birgitte Grøgaard & Miguel Torres Preto

**3. MNEs, Corporate Social Responsibility and Sustainable Development**

Valentina De Marchi & Ana Madureira Simaens

**4. Subsidiary management and intra-corporate networks**

Ulf Andersson & Miguel Matos Torres

**5. International Value Chains and Inter-firm Networks**

Cristina Villar & Nuno Rosa Reis

**6. Internationalization Process of SMEs and International Entrepreneurship**

Alex Rialp, Angela da Rocha & Raquel Meneses

**7. International Marketing**

Emilia Rovira Nordman & Ana Lisboa

**8. International Finance, Accounting and Corporate Governance**

Jakob Müllner & Maria João Guedes

**9. International HRM and Cross-Cultural Issues**

Helene Tenzer & Carla Curado

**10. International Innovation and Technology Management**

Vittoria Scalera & Carlos M. P. Sousa

**11. International Business, Institutions and Public Policy**

Kristin Brandl & Ana Teresa Lehman

**12. Location, Digitalization and Servitization in IB**

Davide Castellani & Celeste Varum

**13. Teaching in International Business**

Filip De Beule & Susana Costa e Silva

**14. Emerging Markets**

Andrei Panibratov & Jorge Carneiro

## KEY DATES IN 2023

April 1	Submission system opens
<b>July 15</b>	<b>Submission deadline for papers and panel proposals</b>
September 1	Registration Opens
<b>September 1</b>	<b>Submission deadline for posters, doctoral events, and paper development workshops</b>
September 15	Decision notifications
<b>October 16</b>	<b>Early-bird registration deadline</b>
<b>December 15-17</b>	<b>EIBA Lisbon 2023 Conference!</b>

## OTHER ACTIVITIES

- John H. Dunning Doctoral Tutorial
- Danny Van Den Bulcke Doctoral Symposium
- EIBA Early Career Network
- Journal Paper Development Workshops – IBR | JIBS | JIBP
- EIBA General Assembly 2023
- Social networking events

For more information about these events, please visit the “Program” section on EIBA 2023 conference website.

## AWARDS

- Danny Van Den Bulcke Best Paper Prize
- EIBA Best Doctoral Thesis Proposal in IB Award
- Copenhagen Business School Prize
- IBR Best Journal Paper of the Year Award
- GSJ Global Strategy Research Prize
- Lazaridis Institute Best Paper Award for International Entrepreneurship
- EIBA Best Reviewer Award
- EIBA Distinguished Honorary Fellowship Award

For more information, please visit the “Awards” section on section on EIBA Lisbon 2023 conference website.

## FINAL REMARKS

We are looking forward to hosting you at ISEG - University of Lisbon!

Please check the EIBA Lisbon 2023 conference website <https://eiba2023.eiba.org> for any additional information.

To contact organizers, please send an email to: [eiba2023@iseg.ulisboa.pt](mailto:eiba2023@iseg.ulisboa.pt).

On behalf of the EIBA Lisbon 2023 Conference Team,

*Nuno Fernandes Crespo - EIBA President & EIBA 2023 Conference Chair*

*Vitor Corado Simões - EIBA 2023 Conference Co-chair*