

We are delighted to invite you to the **13th AIB-MENA Conference**, hosted by the **University of Wollongong in Dubai (UOWD)** from **December 15–17, 2025** in the vibrant city of **Dubai, UAE**.

This year's theme is: ***Future of International Business in the AI-driven Global World***

As AI continues to reshape global business dynamics, this conference offers a timely platform to explore how AI, sustainability, innovation, and digital transformation are redefining international business strategies.

Conference Tracks:

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.

Key Dates:

- **Submission Opens:** 2 June 2025
- **Submission Deadline:** 1 August 2025
- **Notification of Decisions:** 1 September 2025
- **Early Bird Deadline:** 20 October 2025
- **Regular Deadline:** 22 November 2025
- **Late Registration:** 8 December 2025
- **On-Site Registration:** 15–17 December 2025

Looking forward to seeing you. For any queries, please contact arijitsikdar@uowdubai.ac.ae , sadafkhurshid@uowdubai.ac.ae and jaeyoungcho@uowdubai.ac.ae

Conference Website: <https://mena.aib.world/events/call-for-paper-dec-2025-future-of-international-business-in-the-ai-driven-global-world/>

Conference Registration Fees:

Regular Member Rates¹

Early	1 September 2025– 20 October 2025	\$290 USD
Standard	21 October 2025– 22 November 2025	\$390 USD
Late ⁴	23 November 2025– 9 December 2025	\$450 USD
Onsite ⁴	16 December 2025– 18 December 2025	\$500 USD

Student² and Low-Income Rates³

Early	1 September 2025– 20 October 2025	\$250 USD
Standard	21 October 2025– 22 November 2025	\$290 USD
Late ⁴	23 November 2025– 9 December 2025	\$330 USD
Onsite ⁴	16 December 2025– 18 December 2025	\$370 USD

Notes:

1. Conference Registration fees include access to all conference sessions and gala dinner.
2. Proof of full-time student status is required.
3. Individuals with gross annual incomes less than US\$25,000 and pays for low-income AIB membership fee.
4. For late and onsite registrations, conference gala dinner is not guaranteed.

More details: <https://www.aib.world/membership/new-members/>