

Call for papers at the International Conference in International Business (ICIB) 2025

Conference Theme: **Trends in Sustainable International Business**

There is currently serious concern of failing to meet the United Nations Sustainable Goals (SDGs) by 2030 (Grainger-Brown and Malekpour, 2019), with firms, organizations and governments underachieving to perform accordingly. One of the reasons for this level of underachievement may be due to the metrics operationalized for monitoring organizational SDGs' impact and achievements. Celone et al., (2020) argue that metrics and tools used to evaluate SDGs performance, are too diverse and heavily challenged, and the complexity of the process is further undermined by the scarcity of monitoring mechanisms with punitive abilities in place (Bull and Miklian, 2019). What further contributes to the challenge, is multinational enterprises (MNEs) lack of interest and limiting understanding of ways to communicate, implement, and measure SDGs' impact (van Tulder et al, 2023) and to encourage the development and use of technologies with sustainability considerations in mind i.e., sustainability by design. The ICIB2024 conference focuses on providing solutions to this challenge. The [Sustainable International Business \(SIB\)](#) research center of [Zuyd University of Applied Sciences](#) (Netherlands) invites scholars and industry practitioners, to submit work that examines ways of developing sustainable international business. The **ICIB 2024** conference themed: ***Trends in Sustainable International Business***, is **hosted by SIB on 26-28 of September 2024**, and **chaired by Prof. Dr. Ir. Nikos Kalogeras** (Zuyd University of Applied Sciences & CORMEC-Wageningen University & Research).

On behalf of SIB you are cordially invited to submit your work to the conference on the topic of your choice.

List of topic areas

The conference accepts empirical and conceptual papers in (and not limited to) the areas that follow:

- Sustainable and Circular Business Models
- Sustainable Enterprises and SDGs
- International & Transformative Marketing
- Multinational Enterprises' (MNEs) Sustainable Behaviour
- SMEs' Sustainable Entrepreneurship
- Co-operatives for Sustainable Transformation
- Sustainability in Business Education
- Sustainable Responsible Investing
- ESG Investing
- Sustainable Food Consumption and Food Chains
- Circular Strategies and Policies
- Issues of International Consumers
- Digital Marketing, CRM and Value Co-creation
- Sustainable Supply Chain Management
- Sustainable Digitalization & Business Analytics
- Ethical Considerations of Sustainable Development

- Communication of Sustainable Impact
- International Education Management
- Sustainable Tourism – Enterprise and Industry
- Sustainability in Hospitality Management
- E-business
- Sustainable E-trade
- Entrepreneurship & International Business Environment
- Social Entrepreneurship
- Developments in the European Union
- Global Budgetary Crisis Management by the European Union Institutions
- Sustainable Financial Management
- International Finance
- Globalization, MNCs, Competitiveness and Development
- International Political Economy and Business
- Strategic Issues of International Politics
- Labour Economics and Industrial Relations
- MNCs and Political Strategies
- Mergers & Acquisitions
- Impact and Determinants of Sustainable FDI
- FDI and European Economic Integration
- FDI, Trade and Regional Integration
- FDI and Transition
- Shadow Economy and Corruption
- Theory and Philosophy of International Relations
- Biosecurity and Global Health
- Fine Art Analytics
- Circularity in Construction & Demolition Industry
- Circularity in Fashion Industry
- Immersive Technologies & Sustainability

The conference will also host a parallel **student conference** on the following topics:

- Sustainable International Business and Communication
- Politics and Sustainable Development
- Sustainable Marketing and Supply Chain Management
- Business Disciplines and Fields
- Economics for Sustainability
- International Relations
- The Use of Immersive Technologies in Higher Education Learning

The student conference tracks will admit empirical and conceptual papers of higher education students. Students are encouraged to participate by offering a full presentation or by submitting a poster to the conference. For enquires about the student conference please contact Dr Sofia Daskou: s.daskou@nup.ac.cy

Submissions Information

Please see the conference website for all relevant information <https://www.icib.eu/>. 1-page paper summaries/abstracts (either for oral presentation or teleconference session or poster presentation) can be submitted [ONLINE via this PLATFORM](#) by the **31st of August 2024**. Please see here the [Publication Guide](#) and the [Presentations Guide](#). Notification of summaries/abstract acceptance will be communicated until **September 5th, 2024**.

- Submissions of **Presentation Slides (without full paper)** to BE UPLOADED IN THE PLATFORM by **20th of September 2024** (abstract will be included in the Conference Proceedings and a special issue of a sustainability-related journal)
- Submission of **FULL papers for publication** to BE UPLOADED IN THE PLATFORM by **20th of September 2024** (full paper will be included in the Conference Proceedings and selected papers will be included in a special issue of a sustainability-related journal after a peer review process).
- Submissions of **Posters** to BE UPLOADED IN THE PLATFORM until **20th of September 2024** (poster presentation will be included in the Conference Proceedings)

Teleconference sessions will take place on **26th of September 2024** (9:00 am to 5:00 pm Netherlands Local Time:). For information relevant to registrations, fees and accommodation please visit: <https://www.icib.eu/>.

References

Bull, B. and Miklian, J. (2019), "Towards global business engagement with development goals? Multilateral institutions and the SDGs in a changing global capitalism", *Business and Politics*, Vol. 21 No. 4, pp. 445-463.

Celone, A., Cammarano, A., Caputo, M. and Michelino, F. (2022), "Is it possible to improve the international business action towards the sustainable development goals?", *Critical Perspectives on International Business*, Vol. 18 No. 4, pp. 488-517. <https://doi.org/10.1108/cpoib-08-2020-0122>

Grainger-Brown, J. and Malekpour, S. (2019), "Implementing the sustainable development goals: a review of strategic tools and frameworks available to organisations", *Sustainability*, Vol. 11 No. 5, p. 1381.

van Tulder, R., Álvarez, I. and Giuliani, E. (2023), "Introduction: International Business Scholarship and the Sustainable Development Goals (SDGs): Seizing Opportunities, While Tackling Challenges", van Tulder, R., Giuliani, E. and Álvarez, I. (Ed.) *International Business and Sustainable Development Goals* (Progress in International Business Research, Vol. 17), Emerald Publishing Limited, Leeds, pp. 3-16. <https://doi.org/10.1108/S1745-886220230000017001>