

Call for papers at the 12th International Conference in International Business (ICIB) 2024

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 12th ICIB2024 conference focuses on providing solutions to these challenges. 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 following areas:

- Case Studies in Sustainable International Business
- Sustainable Business Models & Strategies
- International Marketing
- Multinational Enterprises (MNEs)
- Drivers of SMEs' Sustainability Transition
- Co-operatives for Sustainable Transformation
- Sustainability in Business Education
- Sustainable Responsible Investing
- ESG investing
- Sustainable Food Consumption & Food Chains
- Circular Economies & Business Models
- Issues of International Consumers
- Digital Marketing, CRM & Value Co-creation
- Sustainable Supply Chain Management
- Sustainable Digitalization
- Ethical Considerations of Sustainable Development

- Biodiversity Conservation at Business Sites
- Risk Management
- 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 (EU)
- Global Budgetary Crisis Management by the EU institutions
- Sustainable Financial Management
- International Finance
- Sustainable Fashion
- Sustainable and Green Buildings
- Market-based Aspects of Recycled Materials
- Globalization, MNCs, Competitiveness & Development
- International Political Economy and Business
- Strategic Issues of International Politics
- Labour Economics & Industrial Relations
- MNCs & Political Strategies
- Mergers & Acquisitions
- Impact & Determinants of Sustainable FDI
- FDI and European Economic Integration
- FDI, Trade & Regional Integration
- FDI & Transition
- Shadow Economy & Corruption
- Theory & Philosophy of International Relations
- Biosecurity & Global Health
- Fine Art Analytics

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 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 (either for oral presentation or teleconference session or poster presentation) can be submitted ONLINE via this PLATFORM by the **15th of September 2024**. Please see here the [Publication Guide](#) and the [Presentations Guide](#).

- 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 **1st of December 2024** (full paper will be included in the Conference Proceedings and a special issue of a sustainability-related journal).
- 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 SEP 2025**(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. <https://doi.org/10.1017/bap.2019.27>
- 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. <https://doi.org/10.3390/su11051381>
- 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>