

Call for Papers

The Myth of Harmony! Strategic Realities in IB Practices

For decades, international business (IB) was built on the myth of global harmony—a belief that economic integration, free trade, and cross-border cooperation would create a stable and prosperous world. In Greek mythology, Harmonia represented balance and unity, and for much of the late 20th and early 21st centuries, this ideal seemed to shape globalization narratives. However, today's world tells a different story. Disruptive technologies, geopolitical conflicts, economic fragmentation, and shifting trade policies have shattered the illusion of seamless international cooperation, forcing firms to rethink their strategies and practices in an increasingly uncertain landscape.

While globalization has driven economic growth and innovation, recent crises have exposed deep vulnerabilities in global supply chains, trade networks, and governance structures. The rapid advancement of Generative AI, automation, and digital transformation is reshaping industries, while wars in Ukraine, the Middle East, and Sudan, tensions in the Red Sea, and deteriorating US-China relations are disrupting global markets. Furthermore, recent policies of the new U.S. administration under President Trump, along with fundamental shifts in political ideologies worldwide, indicates a move away from hyper-globalization.

At the same time, the promise of a harmonious, sustainable future remains elusive. The failure to meet Sustainable Development Goals (SDGs), the growing urgency of climate change, and shifting societal expectations demand a re-evaluation of business practices.

Within the above framework, businesses must develop new strategies to navigate this evolving terrain.

In this era of uncertainty, we must ask: Was the harmony of globalization ever more than a myth? What new strategies and practices will firms need to thrive in a fragmented world?

We invite submissions of conceptual, empirical, and review papers, as well as provocative essays that challenge existing IB paradigms under the following 14 tracks:

1. The Myth of Harmony! Strategic Realities in IB Practices

Tamar Almor – Constantina Kottaridi

2. Internationalization of SMEs and Internationalization Methods

George Nakos – Dimitris Kyrkilis – Katerina Kampouri

3. Knowledge, Technology, Digitalization and Innovation

Mario Kafouros - Kyriakos Drivas

4. Crafting Strategy for Today's Global Marketplace

Vasiliki Bamiatzi - Makafui Kwame Kumodzie-Dussey

5. International Marketing in Multicultural, Multilingual Environments

Leonidas Chatzithomas - Marina Kyriakou

6. International Finance, Accounting and Corporate Governance

Konstantinos Bozos - Panagiotis Chronopoulos

7. Democracy, Institutions, Economic Growth and the Multinational Enterprise

Fragkiskos Filippaios - Mehmet Demirbag

8. Government Policies, Politics, International relations and IB

Ana T. Tavares-Lehmann - Christos Papazoglou

9. Emerging Markets

Roshan Boojihawon - Dimitris Giakoulas

10. Green Transition, Sustainability and International Business

Giorgos Kleftodimos - Dimitris Karkanis

11. Teaching, Methods and Theory in IB

Bo Bernhard Nielsen - Irina Gokh

12. Drivers and outcomes of foreign divestment

Alex Mohr - Palitha Konara

13. International HRM, Cross-Cultural Management, and Global Teams

Günter Stahl - Marina Latukha - Vlad Vaiman

14. Special IB TRack: IB Microfoundations

Dimitris Georgakakis - Liena Kano - Liang (Arthur) Li