

## Instructions for Reviewers

The review process for the conference is **double-blind** and aims to advance research in the field of International Business. Our goal is to put together a **rigorous academic conference**, and your help is critical.

In order to provide valuable and developmental feedback to authors, please follow these **reviewing principles**:

### Key Review Principles

- **Be specific:** Instead of stating that you like or dislike a paper, identify challenges in the paper and suggest how they might be addressed.
- **Be constructive:** Your comments should help the authors improve their paper, especially junior scholars or doctoral students.
- **Be ethical:** If you suspect plagiarism or research fraud, contact the Track Chair.
- **Be objective:** If you recognize the author or have a conflict of interest, decline the review or alert the Track Chair.
- **Be on time:** Conference timelines are strict. Reviews must be completed by **1 September 2025**.

### Content Criteria

Please assess the paper in relation to the following points:

#### 1. Fit to the Conference / Track

- Is the topic relevant to International Business?
- Does it align with the conference theme or selected track?

#### 2. Theory

- Are concepts clearly defined?
- Does the paper advance our theoretical understanding?

#### 3. Literature Review

- Is it thorough and up to date?
- Are critical references included?

#### 4. Research Design and Methods

- Is the approach suitable to the research question?
- Are data, measurement, and analysis properly justified?

#### 5. Analysis and Findings

- Are the findings well grounded in data?
- Are they connected to the theoretical framework?

**6. Contribution**

- Does the paper offer new insights or a valuable perspective?

**7. Structure and Clarity**

- Is the manuscript logically organized and well-written?
- Does the title and abstract reflect the content accurately?