

Call for Papers

The 18th China Goes Global™ Conference: A Premier Gathering of Thought Leaders

“China and Globalization: Navigating the Nexus of Conflict and Cooperation”

Hosted by EMLyon Business School

[15 Boulevard Diderot,](#)

75012, Paris, France

Nov. 12-13th, 2024

Amidst the backdrop of geopolitical shifts, such as the Russian invasion of Ukraine, the Israel-Hamas conflict, and the persistent lingering challenges of the COVID-19 pandemic, China's role in the global landscape is evolving. For the first time in 25 years, foreign investment into China has declined, while China's ODI in 2022 was up almost 1% YOY and non-financial ODI up over 2%. This conference seeks to unravel the complexities of China's evolving globalization journey. Will the future be marked by collaboration or contention? How will these dynamics reshape China's relationships with global entities?

We invite pioneering contributions from business, management, and broader social sciences disciplines. This is an opportunity to present your insights, research papers, book reviews, and panel proposals, especially, but not exclusively, in the following domains:

THEORETICAL PERSPECTIVES

Exploration of Chinese-centric globalization theories.

Evaluating Western theories in the context of China's global ascent.

Impact of Chinese state capitalism on global structures.

MACRO INSIGHTS

China's industrial evolution and its global implications.

China's engagements across continents: From Asia to the Americas.

China's digital frontier: AI, big data, privacy, and the global implications.

Comparative studies of China and other emerging markets.

Global ramifications of Chinese investments.

Technological and innovative challenges in China's internationalization journey.

The role of UN SDGs, green economy, climate change-related technologies, etc.

FIRM-LEVEL ANALYSES

China's competitors: industry, innovation, and technology in Europe/US/Emerging Countries

Cultural nuances, trust dynamics, and reputation management of Chinese multinationals.

Techno-entrepreneurship, e-commerce, online development in and out of China.

Unpacking business models with “Chinese characteristics”.

Why Attend?

Based in a leading European business school's central Paris graduate business school, this unique opportunity offers a mix of scholars and corporate practitioners to evaluate the different effects of China's economic development and international business strategies, defining the future shape of China-centered events in Asia and, more generally, globally, focused on key defined questions above.

Keynotes:



Peter Buckley, University of Manchester, “Fractured Globalisation - Policy and Company Strategies”



Andrea Goldstein, OECD, on the globalization experience of Indonesia, between China, the US and Japan.

Other speakers awaiting final confirmation include Jean-Marc Blanchard, Wong Center, California; David Dubois, INSEAD Fontainebleau; Denis Simon, University of North Carolina.

Legacy: Since 2006, the China *goes* Global™ conferences have been a beacon for discussions on China's global influence.

Diverse Participation: A blend of scholars, practitioners, and students ensures rich discussions.

Publication Opportunity: Exceptional papers may be featured in future issues of the [International Journal of Emerging Markets](#).

Networking & Other Activities: Engage with global experts, enjoy local activities, receptions, and more!

Submission Guidelines

Submit your contributions via email to submission@chinagoesglobal.org by **July 15, 2024**.

Ensure adherence to the style and reference guide provided on the website.

Submissions will be reviewed and accepted on a rolling basis.

USE OF GENERATIVE AI: Generative AI is a powerful tool which can be used to increase productivity and improve readability. The conference organizers do not prohibit the responsible use of generative AI tools, but expect that authors will present accepted papers IRL and require the following disclaimer be added:

“Note: This paper was produced with assistance from [insert name of tool], a generative AI agent. It has been reviewed by the authors and checked for veracity of information and potential plagiarism. The named authors assume full responsibility for the content of this work.”

Important Dates

Deadline for submission: July 15, 2024

Paper acceptance/rejection: Within three weeks of submission in most cases.

If needed, revised paper submission final deadline: October 15, 2024

Registration Fee: All presenters and participants must register to attend the conference.

Early bird registration due by **August 15, 2024:** US\$499

Regular registration due by **October 15, 2024:** US \$649

PhD student rate: US \$249 early bird (\$299 regular)

The registration fee includes reception, and conference meals.

Conference registration does not include accommodation or travel costs. Visit our [2024 conference page](#) for updates on hotels.

Please send any questions to admin@chinagoesglobal.org

Organizing Committee

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China Goes Global – SPONSORSHIP Opportunities

We encourage sponsorships from colleges, universities, and corporations for financial support for the annual meeting. By sponsoring, you gain recognition and visibility for your organization, including a potential keynote address. Learn more about our sponsorship tiers at

<http://www.chinagoesglobal.org/conference/conference-sponsors/>

Thank you to our 2024 sponsoring host, EM Lyon Business School.

*The **Chinese Globalization Association** (CGA is a not-for-profit corporation with the aim to promote and disseminate research on Chinese globalization.) For more information, visit: <http://www.chinagoesglobal.org/>

