

## Call for Papers

### The 18<sup>th</sup> China Goes Global™ Conference: A Premier Gathering of Thought Leaders

Nov. 12 - 13<sup>th</sup> 2024

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

Hosted by EMLyon Business School

[15 Boulevard Diderot,](#)

75012, Paris, France

[www.chinagoesglobal.org](http://www.chinagoesglobal.org)

Amidst the backdrop of geopolitical shifts, such as the Russian invasion of Ukraine, and the persistent 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.

Comparative studies of China and other emerging markets.

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

Technological and innovative challenges in China's internationalization journey.

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

#### FIRM-LEVEL ANALYSES

Unpacking business models with “Chinese characteristics”.

Global ramifications of Chinese investments.

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

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

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

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

## Why Attend?

**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](mailto: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

Please note that all presenters and participants must register to attend the conference.

<b>Early bird</b> registration due by <b>August 15, 2024:</b>	US\$499
<b>Regular</b> registration due by <b>October 15, 2024:</b>	US \$649
<b>PhD student rate:</b>	US \$249 early bird (\$299 regular)

The registration fee includes reception, and conference meals.

**Conference registration does not include accommodation or travel costs.**

Please send any questions to [admin@chinagoesglobal.org](mailto: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. 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/>

**See you in Paris!**

