

## The 19<sup>th</sup> China Goes Global™ Conference

### China and “Fractured Globalization”: Moving forward in an age of uncertainty

Hosted by the Mr. and Mrs. S. H. Wong Center for the Study of Multinational Corporations  
July 17-18<sup>th</sup>, 2025, San Francisco Bay Area

After a wave of recent anti-globalization electoral successes across the globe, the progress towards greater global interdependence has encountered substantial headwinds, not least of which is the spectre of a global trade war. This conference seeks to unravel the complexities of China's continuously evolving globalization journey. Will the future be marked by collaboration or contention? How will these dynamics reshape China's relationships with global entities? Will China stay the course in its own outward-looking foreign economic policy? Can China and Chinese companies take advantage of cracks in the Western partnerships while avoiding the challenges of xenophobic nationalist policies?

We invite **pioneering** contributions related to the larger project of China's globalization journey 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.  
China's changing relationships with the United States, Europe and other regions.

#### MACRO INSIGHTS

China's industrial evolution journey and its global implications, including regional and national responses.  
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.  
China's adoption of the UN SDGs, green economy, climate change-related technologies, etc.  
Service industries in support of China's globalization.

#### 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?

### **Legacy:**

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

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

**Keynoters:** Ken Jarrett, Albright Stonebridge Group, former president Am Cham, Shanghai  
Ken Wilcox, former CEO Silicon Valley Bank

**Publication Opportunity:** Exceptional papers may be featured in future issues of the [International Journal of Emerging Markets](#) or others. Many papers have been included in books and other publications.

**Networking & Other Activities:** Engage with global experts, enjoy local activities, receptions, and more! Workshops on article publishing, dissertation and thesis completion may be offered for graduate students.

**Submission Guidelines:** Submit your contributions via email to [submission@chinagoesglobal.org](mailto:submission@chinagoesglobal.org). Ensure adherence to the style and reference guide provided on the website at [Paper Submission – The Chinese Globalization Association](#)

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

**Rolling submission to:** [submission@chinagoesglobal.org](mailto:submission@chinagoesglobal.org)

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

If needed, revised paper submission final deadline: June 15, 2025.

**Registration:** THANKS TO THE GENEROSITY OF SEVERAL SPONSORS, A LIMITED NUMBER OF REGISTRATION FEE WAIVERS ARE AVAILABLE.



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

Conference meals and activities are included with registration. A link for a limited number of discounted lodging that includes breakfast will be sent after registration

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

## **Organizing Committee**

**Julian CHANG**, USA

**John R. McIntyre**, Scheller College of Business, Georgia Institute of Technology, USA

**Francesca SPIGARELLI**, University of Macerata, Italy

**William WANG Hua**, emlyon business school, France

**Wenxian ZHANG**, Rollins College, USA

with

**Jean-Marc F. Blanchard**, Founding Executive Director, Wong MNC Center.

## **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 2025 sponsoring host, the Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations, to NACA-Atlanta for sponsorship, and to Prof. Xiaohua Yang at the University of San Francisco for in-kind support.



\*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/>



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For information about the conference venue, see [The Doubletree by Hilton](#)

link for conference-rate room reservations will be made available upon registration.



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