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JDE-LRP Paper Development Workshop

Sponsored by Journal of Digital Economy (JDE), Long Range Planning (LRP) and
Academy of International Business (AIB), Asia Pacific Chapter

Academy of International Business (AIB) Special Theme Conference

Sustainable Development and International Competitiveness of Small and Medium-sized
Enterprises in the Post COVID-19 Era

Date: 10-11 June, 2023, China Time (UTC + 8)

Location: University of Nottingham Ningbo China

<https://www.nottingham.edu.cn/en/conferences/aib-special-theme-conference/home.aspx>

Submission deadline: 20 May 2023

The JDE-LRP Paper Development Workshop (PDW) will be held as part of AIB Special Theme Conference 2023 at the University of Nottingham Ningbo China (<https://www.nottingham.edu.cn/en/business/>). The PDW is organized by Prof. Ke Rong, JDE Editor in Chief (Tsinghua University), Prof. Chao Lu, JDE Associate Editor (Shanghai University), Prof. Xianwei Shi (Shanghai Jiaotong University), Dr. Di Zhou, Editorial Board Member of JDE (Tongji University). The purpose of the JDE-LRP PDW is to provide scholars with developmental feedback on their current research projects related to **platform multinational companies (PMNCs) in the global digital economy**, which is the scope of the ongoing joint special issue of JDE and LRP (<https://www.sciencedirect.com/journal/long-range-planning/about/call-for-papers#platform-multinationals-pmnc-in-the-global-digital-economy>). Also, the JDE-LRP PDW provides publication opportunities with *Journal of Digital Economy* and *Long Range Planning* that publish high-quality research related to IB strategies and the digital economy. Authors will be paired with the guest editors or other senior scholars for discussions on their papers or proposals. We will give comments on the papers or proposals accepted by the PDW. However, **we do not guarantee that papers or proposals accepted and discussed in the PDW will be published in JDE or LRP**. The high-quality full papers accepted by the PDW, if submitted to JDE or LRP, will still go through the required review process.

The objective of this PDW is to help us better understand the new organizational patterns of PMNCs operating in the digital economy and explore new theories around strategy, platform, business models, and international business theories. In this PDW, we are interested in research that examines the new phenomena and IB theories related to the digital economy and

digital regulation, especially research related to the latest practices in China. We hope that many of these papers or proposals discussed in the PDW will eventually be submitted to JDE or LRP. We suggest the following potential research questions, among others.

1. How do AI technologies (such as ChatGPT) impact the PMNCs' business development and governance globally?
2. How do the ecosystem stakeholders support PMNCs' globalization?
3. What are the antecedents of PMNCs' competitive advantages, and why are some location-bound?
4. How do the global competition of platforms/ecosystems differ from that of traditional firms?
5. How to regulate big techs in an international environment?
6. How to evaluate the effect of big tech regulation policies on big techs' international performance?
7. How to promote the cross-border flow of data through business model innovation?
8. What ecosystems surround the PMNCs, and what is the role of data or data ecosystem?
9. How do data resources influence the global competition of PMNCs?

To apply to attend the JDE-LRP PDW, you should submit your paper or proposal to Yuxue Luo via Yuxue.Luo@nottingham.edu.cn. The deadline for submissions is **20 May, 2023**. Each applicant can submit only one paper or proposal to the PDW and full paper submissions are preferred. The paper submitted for consideration must not have been published. Full papers must be less than 10,000 words in length. Proposals should not exceed a total of 7 pages/4000 words - 5 pages for the body which can include charts, graphs, diagrams, etc. and up to 2 pages of references. Your cover page should include all the author names, emails and affiliations.

You will be notified of the acceptance of your submission by **25 May**, and will need to confirm participation by **30 May**, which is the registration deadline for the conference. All participants must be AIB members and register for the conference at the time of confirming their attendance at the PDW.

We are looking forward to seeing you at the JDE-LRP PDW! Please don't hesitate to get in touch with following PDW organizers if you have any questions about it.

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