

Call for Papers
The 41st Euro-Asia Management Studies Association (EAMSA)
Annual Conference 2025

Copenhagen Business School, Denmark

***Digital Transformation in Europe and Asia:
Opportunities and Challenges***

5 - 7 November 2025

(Tue. 4 Nov.: Paper Development Workshop)

Extended deadline for paper submission: **1 August 2025**

Call for Papers:

- The EAMSA 2025 Annual Conference invites submissions that explore new dimensions and issues in business and management studies in the contexts of Europe and Asia. In addition to this year's main theme (*see below*), **we also welcome papers on general business and management topics related to Asian and European contexts.**
- EAMSA strives to be a platform for broader discussions on international business and management studies focusing on interactions between Asia and Europe, e.g., strategy, innovation, sustainability, and policy analysis, amongst others. We particularly encourage authors to submit international comparative studies.
- We are open to studies employing different methodological approaches, including theoretical, conceptual and empirical papers that draw on qualitative, quantitative, mixed or case-study approaches to explore issues in the context of Asia and/or Europe.

Key Dates:

- **Paper submission deadline:** 1st August 2025 (extended)
- **Paper acceptance notification:** 31 August 2025
- **Conference dates:** 5–7 Nov. 2025 (Paper development workshop on 4 Nov.)

Paper Development Workshop (PDW) (Tue. 4 November 2025):

The aims of this pre-conference workshop are twofold: To support PhD students and early-career researchers to make progress in their papers regardless of the papers' status and topics, and to develop papers targeting the forthcoming special issue of ***Asian Business & Management*** on a similar theme. (The call for papers for the special issue will be announced separately in due course.)

- When you submit your paper to the EAMSA Conference 2025, please indicate whether you are interested in participating in the workshop.

Main Conference Theme:

“Digital Transformation in Europe and Asia: Opportunities and Challenges”

Driven by advances in technologies such as artificial intelligence, blockchain and autonomous systems, digital transformation has become a critical factor in various industries around the world. Digital transformation refers to the process of integrating digital technologies into all areas of a business or organisation, fundamentally changing how it operates and delivers value to its customers. It involves not just the adoption of new technologies but also a cultural shift in how businesses think and work. Given this, firms need to adopt and explore digital technologies for economic and social changes.

This phenomenon offers us a unique opportunity to develop our insights into how institutional contexts shape technological innovation and adoption patterns in Asia and Europe. Notably, these regions are part of intensifying geopolitical competition over strategic technologies, exemplified by supply chain tensions, competing technical standards, and technology export controls in various products across industries. The interplay between geopolitics and digital transformation also shapes firms' strategic choices, innovation trajectories, and market access. Moreover, digital transformation is not just about technology—it is important to rethink business models, workflows, and even the organisation's culture to make full use of the possibilities offered by digital tools and resources.

Potential topics regarding this year's theme include, but are not limited to, the following:

International Business perspective

- How do Asian firms leverage their domestic digital capabilities for international expansion?
- How do multinational corporations adapt their digital strategies to diverse Asian market contexts?
- How do Asian firms' approaches to digital internationalisation differ from traditional internationalisation patterns?
- How do Asian firms balance local responsiveness with global integration in their digital transformation strategies?
- How do Asian firms' positions in global digital value chains influence their innovation capabilities?

Innovation perspective

- How do Asian firms' approach to innovation in digital technologies differ from Western innovation models?
- How do cultural attitudes influence digital transformation initiatives in Asian organisations?
- How do Asian firms integrate traditional knowledge systems with digital innovation practices?
- How do Asian firms' R&D collaboration patterns in digital technologies differ across institutional contexts?

Organizational perspective

- How do cultural hierarchies in Asian organisations influence bottom-up digital innovation initiatives?
- How do Asian organisations adapt their management practices when implementing digital workplace technologies?

- How do traditional business networks in Asia transform when adopting digital platforms?
- How will emerging businesses and new practices affect individual employees? – What are re-skilling requirements and key issues concerning human resources?
- How do state-sponsored digital initiatives influence the evolution of private-sector ecosystems in Asian economies?

Institutional perspective

- How do different configurations of state-market relationships across Asian economies influence firms' digital transformation trajectories?
- How do firms adapt their digital innovation strategies when operating across multiple Asian regulatory environments?
- How does the interplay between formal institutions and informal networks shape the adoption of emerging technologies in Asian business groups?
- How do different models of data governance across Asian economies influence firms' AI development and deployment strategies?
- How do state-owned enterprises in Asian economies balance political mandates with market-driven digital transformation imperatives?
- How do cultural factors shape cooperation and competition dynamics in Asian digital ecosystems?

Geopolitical perspective

- How do US-China technology tensions influence Asian firms' strategic choices in developing indigenous capabilities in digital technologies?
- How do shifting alliance patterns in Asia influence cross-border digital innovation networks among firms?
- How do national security concerns shape Asian firms' adoption of foreign versus domestic digital platforms?
- How do regional economic integration initiatives (e.g., ASEAN and RCEP) influence Asian firms' digital transformation strategies?
- How do technology export controls and sanctions influence Asian firms' innovation trajectories and market strategies?
- How do competing technical standards and protocols influence Asian firms' choices in developing digital infrastructure?

Types of Sessions:

There are two types of sessions. Please select one type that best fits your submission:

- **Competitive sessions:** Submissions to Competitive Sessions should be fully developed and polished papers. The maximum length is 9,000 words all-inclusive (including body text, references, figures/tables and appendices).
- **Interactive sessions:** Submissions to Interactive Sessions are shorter manuscripts or work-in-progress. The length limit is a maximum of 6,000 words all-inclusive (including body text, references, figures/tables and appendices).

All competitive papers will be sent for double-blind review by two reviewers. Interactive papers will be evaluated by one reviewer. The evaluation of papers will be based on relevance to the conference theme, analytical rigour, methods applied, originality, and contributions to the field of study on international business and management in Europe and Asia.

In the programme, the conference committee may organise some sessions with competitive and interactive papers mixed if thematic coherence is more important.

Submission Guide:

Please submit your paper in two files. Only WORD or PDF files are accepted.

- 1) The title page: At the top right of the title page, please state;
 - Session type (competitive or interactive)
 - Title of the manuscript
 - The full names, positions, and affiliations of all co-authors
 - Full contact details including email, postal address and phone numbers for the corresponding author, and
 - [Please also indicate if you are interested in participating in the pre-conference PWD.](#)
- 2) A manuscript file: Please re-state the manuscript title, followed by an abstract of 100-150 words and 5-8 keywords. Then, start the body of the paper immediately after these.
 - Please include all figures, tables and appendices if you have any, at the end of the manuscript file, rather than submitting them separately.

No particular rules for formatting, but if you are unsure, we suggest following the *Asian Business & Management* guidelines, available [here](#).

- ❖ Please submit your paper **by email** to eamsa2025@cbs.dk
- ❖ More updates & registration: Please visit the conference website at; <https://eamsa2025.cbs.dk/>
- Some travel grants are available for researchers at early career stages and in low-income countries. Please visit the information page of the conference website at; <https://eamsa2025.cbs.dk/travel-grant/>

Awards and Publications:

All accepted papers will be included in the conference proceedings. Awards will be given to the best paper, best reviewer, and best PhD student's paper. Palgrave Macmillan will provide a prize for the best paper. Authors of selected papers will be invited to submit their papers to a special issue of *Asian Business & Management*.

Conference Venue:

The 41st EAMSA conference will be held at Copenhagen Business School (CBS). CBS is located in proximity to the heart of Copenhagen, the capital city of Denmark.

Conference Committee

Faith Hatani (Chair)
Ari Kokko
Björn Jindra
Stine Haakonsson

- For any inquiries related to EAMSA 2025, please contact Faith Hatani at fha.egb@cbs.dk