

Call for Papers

The 19th China Goes Global™ Conference: A Premier Gathering of Thought Leaders

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 17-18th, 2025, San Francisco Bay Area

After a wave of anti-globalization electoral successes across the globe, the progress towards greater global interdependence has encountered substantial headwinds. 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.

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 advanced graduate students.

Submission Guidelines: Submit your contributions via email to submission@chinagoesglobal.org by March 15, 2025. 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

Deadline for submission: March 15, 2025

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

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

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

Early bird registration due by April 16, 2025:	US\$449*
Regular registration due by July 1, 2025:	US \$599
PhD student rate:	US \$249 early bird (\$299 regular)

The registration fee includes reception, and conference meals.

*Early bird registrants will have first access to a limited number of discounted lodging that includes breakfast.

Conference registration does not include accommodation or travel costs.

Please send any questions to admin@chinagoesglobal.org

Organizing Committee

Julian CHANG, USA

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

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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.

**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/>*



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

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