

Call for Papers

The 41st Euro-Asia Management Studies Association (EAMSA)

Annual Conference 2026

Chiang Mai University Business School, Chiang Mai

“Euro-Asia Intelligence for Sustainability and Sufficiency”

11-13 November 2026

(Pre-Conference Events: 10 November 2026)

Deadline for paper submission: 31 July 2026

Call for Papers:

- The EAMSA 2026 Annual Conference invites submissions that explore emerging ideas, challenges, and practices in business and management studies within and across European and Asian contexts. In addition to the conference’s main theme (see below), we also welcome papers addressing a broad range of business and management topics relevant to Europe and Asia.
- EAMSA aims to serve as an international platform for scholarly dialogue on Euro-Asia interactions in areas such as strategy, innovation, sustainability, governance, digital transformation, entrepreneurship, and public policy. We particularly encourage international, comparative, and cross-regional studies that advance understanding of Europe–Asia linkages.
- We welcome theoretical, conceptual, and empirical contributions employing diverse methodological approaches, including qualitative, quantitative, mixed-methods, and case-study research, addressing issues in European and/or Asian contexts.

Key Dates:

Paper submission system opens: 1 May 2026

Paper submission deadline: 31 July 2026

Paper acceptance notification: 31 August 2026

Conference dates: 11-13 November 2026 (Pre-Conference Events: 10 November 2026)

Main Conference Theme:

“Euro-Asia Intelligence for Sustainability and Sufficiency”

Against the backdrop of global uncertainty, technological disruption, climate change, and widening socio-economic inequalities, the concepts of sustainability and sufficiency have become central to contemporary business and policy debates. The EAMSA 2026 theme highlights the role of Euro-Asia intelligence, knowledge creation, data-driven insights, institutional learning, and cross-regional collaboration, in shaping resilient, inclusive, and responsible economic systems.

Complementing this dialogue is the Sufficiency Economy Philosophy (SEP), an approach to sustainable development that emphasizes a dynamic equilibrium among the economic, social, and environmental domains. Guided by virtue and wisdom, SEP promotes decision-making that accounts for both internal conditions and external forces. At its core, sufficiency advocates a balanced path of “neither excessive nor insufficient,” offering a pragmatic framework for addressing simultaneous and often competing stakeholder demands while sustaining long-term equilibrium.

The conference invites scholars to explore how businesses, governments, and societies in Europe and Asia leverage diverse forms of intelligence, managerial, technological, social, and institutional, to advance sustainable development, while embracing principles of sufficiency, moderation, and long-term value creation.

We cordially invite researchers from diverse disciplines—such as economics, demography, sociology, psychology, finance, marketing, management, entrepreneurship, and related fields—to submit papers examining how sustainability agendas, sufficiency-oriented strategies, and the Sustainable Development Goals (SDGs) are interpreted, implemented, and contested within and between Europe and Asia.

Conference Theme Track: Euro-Asia Intelligence for Sustainability and Sufficiency

We call for papers that are explicitly aligned with the conference theme and contribute cutting-edge knowledge to the field of business sustainability through the lens of the Sufficiency Economy Philosophy. Drawing on traditional business disciplines and/or multidisciplinary perspectives, we welcome conceptual, review, and empirical studies that advance understanding of sustainability, sufficiency, and long-term value creation in European and Asian contexts ([See Appendix 1](#))

Other potential topics include, but are not limited to, the following:

- **Sustainability, ESG & Responsible Investment:** Research on sustainability-oriented strategies, ESG integration, responsible investment, governance, and leadership practices that promote long-term value creation and sufficiency across European and Asian contexts.

- **Frontiers in management & Innovative intelligence:** A study of how emerging technologies like AI, FinTech, and neuromarketing, and data analytics are reshaping organizations. This research explores the impact of digital transformation on innovation and long-term business competitiveness.
- **Global & Regional Perspectives:** Research exploring how firms adapt to global change, respond to competitive and institutional challenges, and develop cross-border strategies, partnerships, and knowledge flows in international and regional contexts.
- **Entrepreneurship & International Business:** Analyses of entrepreneurial activity and international business strategies, including sustainable business models, innovation-driven internationalization, and the role of international business in advancing sustainable development.
- **Research method and Business education:** Studies that advance research methodologies and pedagogical practices in business and management education, including innovative quantitative, qualitative, mixed-methods, and emerging analytical approaches. Contributions may also address developments in curriculum design, assessment, experiential and research-led learning, and the use of digital and AI-enabled tools to strengthen students' analytical, critical thinking, and research competencies across undergraduate, graduate, and executive education.
- **Business Function Strategies:** Strategic issues across core business functions that support sustainability, resilience, and competitiveness, including organizational behavior, human resource management, operations and supply chains, risk management, accounting, marketing, and finance.

Types of Sessions:

There are three types of sessions for individual paper submissions. We therefore encourage established scholars and young/new scholars to present and discuss their research in progress in these sessions. Please select one type that best fits your submission:

Competitive Track: For completed papers eligible for the Best Paper Award. Authors submitting to the Competitive Track should ensure their papers are fully developed and well polished. The maximum length is **9,000 words** all-inclusive (including references, tables, and figures).

Interactive Track: For work-in-progress or conceptual papers seeking developmental feedback. 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).

Poster Track: For early-stage work or extended abstracts, ideal for sharing initial ideas or research designs. The maximum length is **1,500 words** all-inclusive (including body text,

references, figures/tables, and appendices).

The evaluation of papers will be based on analytical rigour, methods applied, originality, and contributions to the field of study on international business and management in Europe and Asia, as well as relevance to the conference theme. The Conference Committee may organize sessions that include both competitive and interactive papers when thematic coherence is deemed to be of greater importance.

Please follow the [Asian Business & Management journal](#) formatting guidelines.

Awards and Publications:

Abstract of all papers accepted will be included in the conference proceedings. However, you can choose to exclude it as you wish. Authors of selected papers will be invited to submit their papers to a special issue of Asian Business & Management.

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 42nd EAMSA Annual Conference 2026 will be hosted at Chiang Mai University Business School (CMUBS), a leading AACSB-accredited business school in Northern Thailand, established in 1965. Conveniently located near the heart of Chiang Mai, the venue benefits from the city's role as a regional economic and innovation hub. Chiang Mai offers a distinctive blend of economic vitality, rich cultural heritage, and strong tourism appeal. This unique combination provides an inspiring and welcoming environment for academic exchange, cross-regional dialogue, and networking among conference participants.

For further enquiries, please contact eamsa2026-cmubs@cmu.ac.th

Organising Committee:

Niyata Kawewong (Conference Chair)

Siriwut Buranapin

Adisak Theeranuphattana

Kemakorn Chaiprasit

Pitima Diskulnetivitya

Duraya Sukthomya

Manatip Tangeakchit

Weerapong Kitiwong

Kantatouj Amaranonta