



University
of Glasgow | Adam Smith
Business School

Proposal to host the
**Academy of International
Business UK & Ireland
Chapter 2020**



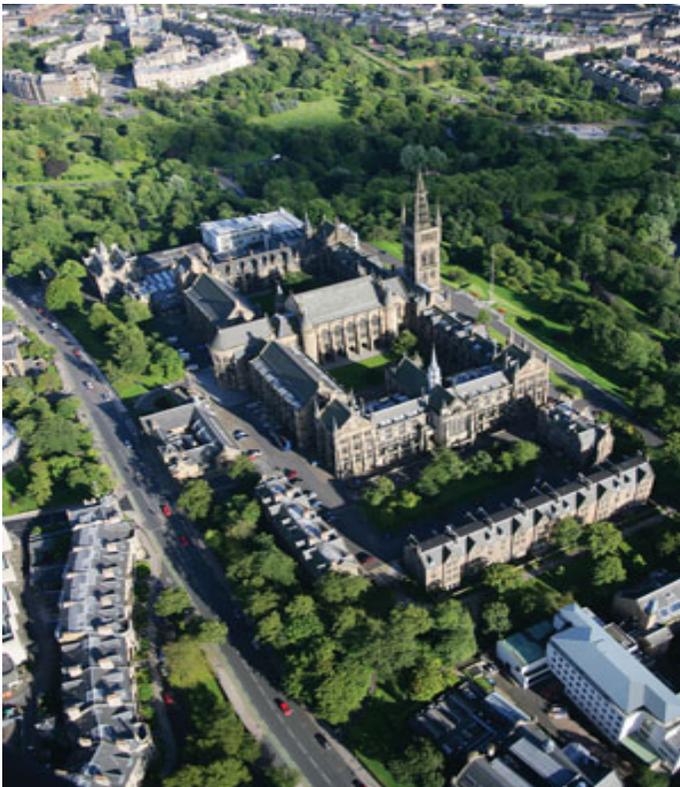


Date: 2-4th of April, 2020

Host: Adam Smith Business School

Venue: University of Glasgow

University Avenue, Glasgow G12 8QQ, UK





The relevance of the IB as a discipline in an increasingly de- globalising world

- Although the current world economy is still interconnected, there is a gradual - or even rapid de-globalisation- and increased economic nationalism and protectionism [Kaspar, 2017]. Its becoming evident to policy makers, academics, business leaders and general public that there is an increased resistance to globalisation. More emerging markets are adopting a more shielded international business policy, engaging less in international business and some developed economies are becoming more resistant to globalisation [Boddewyn and Rottig, 2017; Kasper, 2017] .
- Does this mean that globalisation is perceived as a threat to economic success and prosperity? As manifested in UK's withdrawal from EU market; the U.S. polling out of the multilateral trans-pacific partnership trade deal and the 'deep freeze' on the Transatlantic Trade and Investment Partnership (TTIP) between U.S. and the European Union [The Guardian, 2017; Brexit, 2017; The Financial Times, 2018]. In line with this there has been important calls for a better response from the IB research community and strengthening the role of IB research in the future [AIB worldwide Conference, 2017; Kaspar, 2017].
- Thus, the broad theme of this conference is to answer '*How should the upcoming research agenda respond and reflect recent changes in the global landscape?*'



Founded in 1451, the University of Glasgow is the fourth oldest university in the English-speaking world.

- **Over the last five centuries and more, GU:**
 - Fostered the talents of **seven Nobel laureates**, **one Prime Minister** and **Scotland's inaugural First Minister**.
 - Welcomed **Albert Einstein** to give a lecture on the origins of the “General Theory of Relativity”.
 - **Scotland's first female graduates** completed their degrees here in 1894.



- Adam Smith (1723?-1790): moral philosopher and political economist was:
 - appointed Professor of Logic at the University in 1751.
 - He became Professor of Moral Philosophy the following year and held the chair until 1764.
 - Smith served as Dean of Faculties and as Rector from 1787 to 1789.
 - The University has a business school, a building, a library, a chair and a research foundation named in his honour.
- By organising the AIB UKI conference at the UOG, participants will be walking in the footsteps of some of the world's most renowned academics: the father of modern economics.





- More than 26,000 **students** from over 140 countries.
- **Research intensive institution with a global reach.**
- **The University of Glasgow has a clear mission:**

“To undertake world-leading research and to provide an intellectually stimulating learning environment, thus delivering benefits to culture, society and the economy”.





- **With more than 1,500 postgraduate students studying in 37 Master and 7 PhD programmes, we are the largest Business School in Scotland and the second largest in the UK.**
- **Professor John Finch, Head of School**





By Air:

a. Glasgow International Airport

First Bus service (77) connects the West End of Glasgow and the airport. The Glasgow Airport Express (500) bus service connects the city centre and the airport. Taxi fare from the airport to the West End costs approximately £21.

b. Other options by air:

Glasgow Prestwick Airport and Edinburgh International Airport

By coach: Buchanan Bus Station is the main terminus for long distance coaches and is close to Buchanan Street subway station.

By train: Intercity links to all major cities. There are two city-centre terminals, Glasgow Queen Street and Glasgow Central (served by Buchanan St and St Enoch subway stations respectively).

By Car: Motorway links provide access to major UK cities. Visit [Red Planet Travel](#) for maps and directions.





- **The city of Glasgow has a reputation throughout the world as a friendly and welcoming place with a vibrant cultural life.**
 - Glasgow was recently voted the UK's number one destination in TripAdvisor's Travellers' Choice Awards.
 - Lonely Planet (2011) as possessing "*a warmth and energy that leaves every visitor impressed*".





- Glasgow is a port city on the River Clyde in Scotland.
- It's famed for its Victorian and art nouveau architecture, a rich legacy of the city's 18th–20th-century prosperity due to trade and shipbuilding.
- Today it's a national cultural hub, home to institutions including the Scottish Opera, Scottish Ballet and National Theatre of Scotland, as well as acclaimed museums and a thriving music scene.







- Located in the West End
- Easy walking distance to hotels, restaurants, pubs, museums and gardens
- Surrounded by public transport

