



جامعة نيويورك أبوظبي



NYU | ABU DHABI



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Academy of  
International  
Business

## World Investment Forum 2023: Academic Track Programme

16-19 October 2023 in Abu Dhabi, United Arab Emirates

In collaboration with

AIB, Centre for Finance and Development - Geneva Graduate Institute, Centre for Economic Policy Research- CEPR, NYU Abu-Dhabi, and UNU-WIDER

### Monday, 16 October

Hall 2 Room VII

11:30-13:00 **Opening of the Academic Track: Research Policy Dialogue**

### Tuesday, 17 October

Hall 2 Room VII

16:30-17:10 **1.1: International Business: International Business and Social Challenges**

Multinational enterprises (MNEs) are well placed to help address some of the world's largest social challenges, such as poverty, inequality, malnutrition, refugee migration, and discrimination; however, questions remain on when and how MNEs' actions are most successful. What are the greatest obstacles to withholding MNEs' investment in addressing social challenges? How can we overcome social washing? How does ESG commitment influence the social performance of MNEs? In this session, leading academics and practitioners will provide their views on these questions.

**Chair:** Rudolph Sinkovics, Professor in International Business, *University of Glasgow*

**Speakers:**

- Shasha Zhao, Senior Lecturer in International Business and Innovation, *University of Surrey*
- Fernanda Garcia, Associate Professor of Management and Robert E. and Jacqueline Skov Endowed Chair in Business Ethics, *University of Texas*

**Practitioner's insight:**

- Anila Noor, Founder, *New Women Connectors*

17:20-18:00 **1.2: International Business: MNE Innovation for Sustainability**

With time running out to achieve the 17 Sustainable Development Goals (SDGs) (the midpoint for implementation is this year), there are growing calls on multinational enterprises (MNEs) to act with renewed urgency to intensify their contribution to a sustainable future by providing innovative solutions that avoid further harm and actively do good. But how is MNE innovation for

sustainability best boosted? Which policies and institutional environments are most conducive to MNE innovation for sustainability? In this session, leading academics and practitioners will provide their views on these questions.

**Chair:** Robert Grosse, Professor of Business Administration and Director for Latin America, *Thunderbird School of Global Management*

**Speakers:**

- Chris Pitelis, Professor and Head of the Department of International Business, *Leeds University*
- Elizabeth Wang, Associate Professor of International Business, *University of Leeds*

**Practitioner's insight:**

- Detlef Zuhlke, Professor and Founder, *SmartFactory EU*

**Wednesday, 18 October**

Hall 2 Room VII

09:30-10:30 **2.1 International Business: International Business Policy for Sustainable Growth**

Multinational enterprises (MNEs) face a growing sustainability imperative, where they are increasingly held accountable by capital markets, governments, and other stakeholders for the environmental, social, and governance (ESG) impacts of their actions. How have global policy trends helped create this sustainability imperative? What are key barriers that reduce the effectiveness and scalability of these policies? Does deglobalization and regionalization endanger the further development of global sustainability policies? In this session, leading academics and practitioners will provide their views on these questions.

**Chair:** Kristin Brandl, Associate Professor, *University of Victoria and Copenhagen Business School*

**Speakers:**

- Tommaso Ferretti, Assistant Professor of International Business, *University of Ottawa*
- Elizabeth Moore, Assistant Teaching Professor, International Business and Strategy, *Northeastern University*
- Steven Altman, Adjunct Assistant Professor and Director, Center for the Future Management, DHL Initiative on Globalization, *NYU*

**Practitioner's insight:**

- Marcial Smester, Managing Director, *PRODOMINICANA*

10:30-11:30 **2.2: International Business: International Business and Environmental Challenges**

Assuring a sustainable future more than ever requires innovation on climate change mitigation, including energy efficiency as well as low-carbon and non-carbon technologies, carbon reduction technologies, carbon capture, and storage technologies. How can multinational enterprises (MNEs), international business, and foreign direct investment contribute to this innovation on climate change mitigation? What capabilities do countries and firms need to foster this type of innovation? In this session, leading academics and practitioners will provide their views on these questions.

**Chair:** Sarianna Lundan, Professor of International Business, *University of Bremen*

**Speakers:**

- Roberta Rabellotti, Professor of Political Economy, *Università di Pavia*
- Zarlisht Razeq, Research Fellow, *Warwick Business School*
- Abderaouf Bouguerra, Senior Lecturer (Associate Professor) in Strategy and International Business, *University of Surrey*

**Practitioner's insight:**

- Andrew Mackenzie, Senior Lecturer, Head of Institute of Sustainable Development

11:30-12:30 **2.3: International Economics and Development: Green Finance and Inclusion**

Global efforts to rapidly mitigate climate change call for directing capital towards environmentally responsible projects. However, finding the right balance between decarbonization goals and ensuring energy security is a critical challenge for policymakers and businesses alike. What role do governments play in supporting green finance? Are the investment trends in non-renewable energy sources consistent with energy transition objectives? How does green finance affect the well being of populations in emerging countries. And, what is its impact on critical upstream industries? In this session, leading academics and practitioners will provide their research insights and views on these questions.

**Chair:** Kunal Sen, Director of Development Economics, *UNU-WIDER*

**Speakers:**

- Lea Felicitas Tschan, PhD Candidate, *University of St. Gallen*
- Paul Vaaler, Professor and John and Bruce Mooty Chair in Law & Business, Strategic Management and Entrepreneurship, *University of Minnesota*

- Melissa Vergara Fernandez, Postdoctoral Researcher, *Erasmus University Rotterdam*
- Stephania Mageste, Associate Economic Affairs Officer, ECLAC

**Practitioner's insight:**

- Brad Handler, Program Manager, *Sustainable Finance Lab*

**Wednesday, 18 October**

Hall 2 Room VII

15:00-16:15 **3.1: International Economics and Development: Investing in Sustainable Development**

Trade and foreign direct investment (FDI) can significantly contribute to the economic development of receiving countries. Can FDI-related technological transfers help address climate and environmental issues? Can the positive economic effects from FDI spillover to neighboring countries and reduce poverty rates? What do these spatial effects imply for regional integration policies? Do absorption capacities and the efforts of Investment Promotion Agencies (IPA) matter in determining the impact of FDI in the receiving economy? In this session, leading academics and practitioners will provide research insights and views on these questions.

**Chair:** Ugo Panizza, Professor of Economics and Director Center for Finance and Development, *IHEID*

**Speakers:**

- Claire Brunel, Associate Professor of Economics, *American University*
- Ignacio Marra, PhD Candidate, *Inter-American Development Bank and Université libre de Bruxelles*
- Sodiq Arogundade, Research Fellow, School of Economics, University of Johannesburg
- Konstantin M. Wacker, Assistant Professor of Economics and Business, *University of Groningen*

**Practitioner's insight:**

- Yasmin Sebah, Senior Lecturer, Middlesex University Dubai

16:45-18:00 **3.2: International Economics and Development: FDI and energy transition**

The 2023 World Investment Report calls for urgent support to enable developing countries to attract significantly more investment for their energy transition. What drives investments in their energy transition? What are some important roadblocks in their decarbonizing efforts? And how do investments in energy transition impact the economic activity and environmental quality in these countries? In this session, leading academics and practitioners will provide their research insights and views on these questions.

**Chair:** Bernardo Bortolotti, Professor of Economics, *NYU Abu Dhabi*

**Speakers:**

- Zakaria Boulanouar, Assistant Professor of Economics and Finance, *College of Business and Economics, The United Arab Emirates University*
- Mark Akrofi, PhD Candidate, *United Nations University*
- Mongbet Zounkifirou, PhD Candidate, *University of Yaoundé*
- Elisa Navarra, PhD candidate, *Université libre de Bruxelles and European Center for Advanced Research in Economics and Statistics (ECARES)*

**Practitioner's insight:**

- Jean-Christophe Barth, Executive Director, *WAPPP*

**Thursday, 19 October**

Hall 2 Room VII

11:30-12:30 **4.1: International Economics and Development: FDI and Gender Equality**

FDI is associated with multiple benefits for the receiving country and its population, but benefits are not gender equal. How can FDI translate into gender-equitable benefits? Which policies can enable or challenge gender equity in FDI host countries? What type of FDI and investment policies impact equitable employment and wage opportunities? In this session, leading academics and practitioners will provide their research insights and views on these questions.

**Chair:** Aurelie Dariel, Adjunct Professor of Economics, *NYU Abu Dhabi*

**Speakers:**

- Julia Calvert, Senior Lecturer in International Political Economy, *University of Edinburgh*
- Valeria Esquivel, Employment Policies and Gender Specialist, *ILO*
- Shruti Sharma, Assistant Professor of Economics, *City University of New York*

**Practitioner's insight:**

- Wendy Teleki, *Head of Secretariat, Women Entrepreneurs Finance Initiative, The World Bank Group*

**Thursday, 19 October**

Hall 2 Room VII

16:30-18:00 **Closing of the Academic Track**



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### Other Academic-related sessions to attend:

- [Sustainable Finance and Business: Academic and Practitioner Dialogue](#) – Wednesday 18 October
- [High-Level International Investment Agreements Conference 2023](#) – Wednesday 18 October

### Other Academic Partners

