



The Eighth Global Strategy and Emerging Markets (GSEM) Conference
Hosted by EGADE Business School, Tecnológico de Monterrey
May 26 - 27, 2025
Mexico City

Conference Theme: "Emerging Technologies and Emerging Markets"

The rapid advancement and adoption of emerging technologies, such as artificial intelligence, blockchain, and the Internet of Things, fundamentally reshape business processes, consumer behaviors, and competitive dynamics across industries. These technological developments are transforming the global business landscape, presenting both challenges and opportunities for firms operating in various markets, particularly in emerging economies.

As emerging markets continue to play an increasingly vital role in the global economy, while still grappling with unique developmental challenges, it is crucial to understand how technology and strategy intersect to shape the future of businesses in these dynamic environments. Emerging markets often face distinct institutional voids, resource constraints, and socio-economic disparities that can both hinder and catalyze technological adoption and innovation. This context creates a complex interplay between technological advancement, strategic decision-making, and local market conditions that demands careful examination.

The GSEM conference aims to explore how firms can navigate these new frontiers, addressing both general challenges in the global business landscape and the specific complexities of emerging markets. We welcome contributions that offer insights into how emerging technologies are reshaping competitive strategies, business models, and organizational structures across various market contexts. Of particular interest are studies that examine how firms in emerging markets leverage technology to overcome developmental challenges, as well as how global companies adapt their strategies to harness the unique opportunities presented by these dynamic economies.

By fostering dialogue between scholars focusing on emerging technologies, global strategy, and emerging markets, we hope to generate a rich understanding of the multifaceted relationships between these critical areas of research and practice.

Hosted by a group of schools passionate about global strategy and emerging markets, the GSEM conference has previously been held in Miami (2016); Boston (2017); Miami (2018); Dallas (2019); Ithaca, NY (2020); Vancouver (2022); and Copenhagen (2023).

Celebrating its tenth anniversary (and the first time in an emerging market), the 2025 GSEM Conference is hosted by EGADE Business School – Tecnológico de Monterrey in Mexico City. We invite scholars, practitioners, and policymakers to submit papers that explore the complex interplay between technology, strategy, and emerging markets.



We seek contributions that offer novel insights, rigorous analysis, and practical implications for businesses navigating these new frontiers. Examples of potential topics include, but are not limited to:

1. The impact of emerging technologies (e.g., AI, blockchain, 5G) on business models and strategies in emerging markets
2. Technology-driven innovation and entrepreneurship in emerging markets
3. The role of technology in addressing societal challenges and promoting sustainable development in emerging markets
4. Strategies for managing technological disruption and digital transformation in emerging market firms
5. Cross-border technology transfer and collaboration between emerging and developed markets
6. The influence of institutional environments on technology adoption and diffusion in emerging markets
7. Technology-enabled global value chains and their implications for emerging market firms
8. The role of government policies and regulations in shaping technology-driven growth in emerging markets
9. Emerging market multinationals' strategies for acquiring and leveraging technological capabilities
10. The impact of technology on inclusive growth, inequality, and social mobility in emerging markets

Note that these are examples. In general, we welcome papers on global strategy and emerging markets broadly defined.

We welcome conceptual, empirical, and methodological studies that contribute to the advancement of theory and practice at the intersection of technology, strategy, and emerging markets. Submissions from diverse disciplinary backgrounds, including economics, entrepreneurship, international business, public policy, and strategic management, are encouraged.

In addition to regular paper sessions, the conference will feature keynote speeches, panel discussions, and workshops that bring together leading scholars and practitioners to discuss the most pressing issues and cutting-edge research in this field.

Experience world-class excellence at EGADE Business School – Tecnológico de Monterrey, your host for the 2025 GSEM Conference. As the #1 ranked MBA program in Latin America for seven consecutive years (QS Global MBA Rankings 2024), EGADE stands at the forefront of innovation, entrepreneurship, and emerging market expertise.

We welcome submissions of abstracts (3 pages) and/or full papers that do not exceed 40 pages, all inclusive, with double-spaced text following Academy of Management Journal guidelines, via the conference website (<https://www.gsemconsortium.org/8th-gsem-conference>) by January 15, 2025. The authors of the accepted papers will be notified by February 28, 2025.



Conference Fees

General: \$100.00 USD
 Student: \$50.00 USD

Key dates

Paper submission deadline	January 15, 2025
Author notification of acceptance and general registration opens	February 28, 2025
Registration deadline	April 30, 2025
Conference	May 26 – 27, 2025

Organizing Committee

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EGADE Business School	Jack Austin Centre for Asia Pacific Business Studies	Center for Emerging Markets	Center for Global Business.	Emerging Markets Institute	Department of Wind and Energy Systems
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