

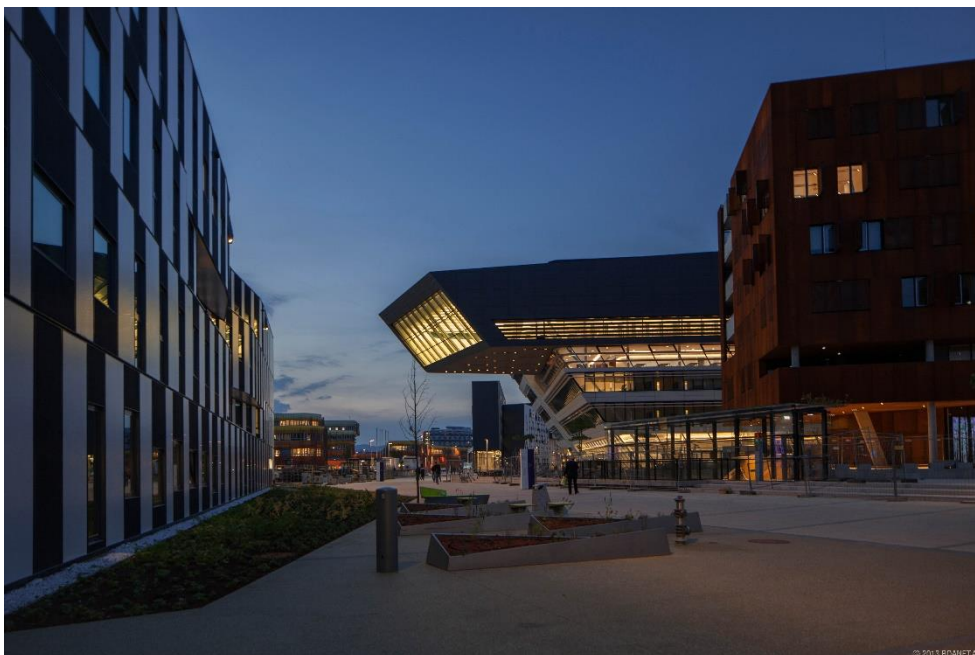
4th EIBA – Summer School on Research Methods in IB

“Artificial Intelligence, Machine Learning, and Big Data: Opportunities and Challenges for International Business Research”

The European International Business Academy (EIBA) in collaboration with the Vienna University of Economics and Business is pleased to announce that the 5th EIBA Summer School will be held at the iconic campus of the Vienna University of Economics and Business, September 1-6 2025.

The 5th EIBA Summer School, titled “Artificial Intelligence, Machine Learning, and Big Data: Opportunities and Challenges for International Business Research”, offers a unique opportunity for emerging scholars to engage with the rapidly evolving landscape of international business (IB). As digital multinational corporations (MNCs), platform-based companies, and AI-driven ecosystems redefine global markets, traditional IB frameworks are increasingly challenged. This program aims to explore how these transformations necessitate a rethinking of IB theories, a reorientation of research priorities, and a methodological evolution to capture the novel dynamics shaping international business today.

Participants will delve into the ways digitalization and data proliferation reshape IB scholarship. The summer school emphasizes four critical areas: (a) reevaluating foundational IB theories to better reflect the realities of digital MNCs and platform companies, (b) shifting research questions to address emerging issues such as algorithmic governance, digital supply chains, and data sovereignty, (c) leveraging new data sources, including big data and digital trace data, to improve existing measures or uncover previously unobservable phenomena, and (d) adopting cutting-edge empirical methods such as machine learning, network analysis, and natural language processing to analyze these trends effectively.



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Through this lens, participants will gain insights into how IB scholarship can remain relevant and impactful in the age of digital globalization. Designed specifically for PhD students, this summer school provides a transformative experience for those seeking to advance their academic careers. Participants will acquire state-of-the-art methodological skills through hands-on workshops led by experts, develop innovative research ideas in collaboration with senior scholars, and learn to contextualize traditional IB research within this rapidly changing digital reality. Furthermore, the program offers a vibrant platform for connecting with peers from around the world, fostering a collaborative community of future thought leaders in IB research. By the end of the week, attendees will not only have broadened their research toolkit but also gained invaluable perspectives to shape the future of IB scholarship.

Format And Goals:

The Summer School offers lectures delivered by leading international scholars on the specific designated topic, methodological workshops, and supervised teamwork.

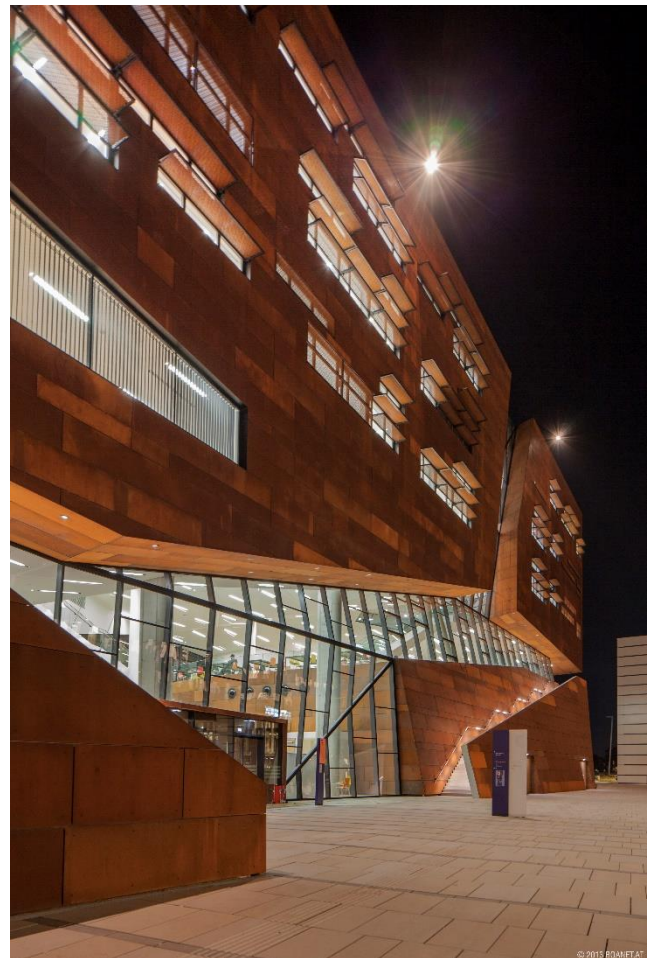
Great importance is given to networking activities, which are precious for sharing experiences and developing future collaboration among participants and with invited professors who are asked to stay a few days for that purpose. The organization aims to create moments for get-together activities.

Organizers: Dr. Jakob Müllner (Vienna University of Economics and Business)

Scientific Committee & Confirmed Faculty:

- Thomas Lindner (CBS, Denmark; U. of Innsbruck, Austria)
- Jakob Müllner (WU Vienna, Austria)
- Bo Nielsen (U. of Sydney, Australia)
- Lucia Piscitello (POLIMI, Italy)
- Jonas Puck (WU Vienna, Austria)
- Michael Wolfesberger (WU Vienna, Austria)

And more to be announced..



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Local Organizing Committee:

Dr. Jakob Müllner, PD Jakob.muellner@wu.ac.at

Polina Vetyukova Polina.Vetyukova@wu.ac.at

Application deadline on May 16th, 2025 (23:59 CET).

TARGET AND SELECTION OF PARTICIPANTS

The EIBA Summer School targets Ph.D. students, postdocs, and early career researchers. The number of students attending each program is limited to 30. The Summer School is particularly tailored for doctoral students and young postdoctoral scholars. The program provides networking opportunities and allows the development of global partnerships.

HOW TO APPLY

Prospective participants are required to send (by email to: jakob.muellner@wu.ac.at) a 1-page letter (pdf) organized as follows:

- name, department/university, current position (PhD student, postdoc, other)
- educational background;
- research activity and interests;
- motivations for participating in the School;
- proof of PhD id (if you are a student).
- Students applying for travel stipends should include a separate 0.5. page application explaining their financial needs.

SELECTION CRITERIA: The Scientific Committee will consider several criteria including the coherence of the motivation with the aim and scope of the school, the potential benefit for the student’s research, and the timeliness for the development of the student’s career.



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Applications

The application deadline is on May 16th, 2025 (23:59 CET). A notification email will be sent to successful applicants with further details for their registration by the end of May 2025. We will be also notifying unsuccessful applicants at the same time.

Registration Fee Please note: All the participants should be (or should become) EIBA Members

- EIBA Members: 550 euros
- EIBA Non-Members (Regular): 628.5 euros [550 euros plus membership fee 78.5€ (VAT included)]

EIBA and WU offer funding support for students requiring financial assistance, and those in need are encouraged to specify this in their application. What is included in the registration fee:

- 5 days of lectures and course materials
- Lunches and coffee breaks
- Social Events reception, excursion)
- Wi-fi connection

What is not included in the fee:

- Travelling costs (beyond possible EIBA Grants)
- Your accommodations costs

Transfers to the university campus

Hotel accommodation recommendations:

[Zoku Vienna](#)

[Superbude Vienna](#) Boutique Hotel

[Spark by Hilton](#)



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About the Host

WU Vienna (AACSB, EQUIS and AMBA accredited) is the public university of economics and business in Austria, and one of the leading universities of its kind in Europe. The Institute for International Business (IIB) at WU is one of the largest groups with a focus on International Business and Management in Europe, with a strong focus on delivering the highest quality output in research, teaching, and outreach.

Location

The Campus of WU Vienna stands as a striking example of modern design, sustainability, and inclusivity. Nestled near Vienna's Prater Park, the campus spans over 100,000 square meters, offering an inspiring environment for academic exchange and innovation. Designed by renowned architects, including Zaha Hadid and Hitoshi Abe, its bold, futuristic buildings are a harmonious blend of form and function. The Library & Learning Center, a centerpiece designed by Hadid, impresses with its dynamic, angular architecture and spacious interiors. Sustainability is at the heart of WU Vienna, evident in its green roofs, energy-efficient systems, and extensive use of eco-friendly materials. The campus holds a platinum certification from the Austrian Sustainable Building Council, underscoring its commitment to environmental responsibility. Accessibility is equally prioritized, with barrier-free pathways, elevators, and inclusive facilities ensuring seamless access for all visitors. Its well-connected location offers excellent public transport links, complemented by ample bicycle parking and pedestrian-friendly spaces.

