

2nd Globalization Day in Amsterdam: From Globalization, Regionalization to Slowbalization; What implications for business decisions?

How do businesses make strategic decisions when the pace of global integration slows, multilateralism weakens, and regionalization accelerates? This question guided the workshop held at VU Amsterdam, bringing together a vibrant group of scholars and early-career researchers to discuss the business implications of “slowbalization”.

Organized by the VU Knowledge Hub for Global Business Development in collaboration with ESCP Business School, the event brought together scholars to discuss the links between macro-level shifts in the global economy and firm-level decisions.

In the opening keynote, Professor Xavier Martin (Tilburg School of Economics and Management) provided insights into how strategy, International Business, and innovation research can help explain—and anticipate—organisational responses to slowing globalization. A panel discussion on “Globalization, Regionalization, Slowbalization: Future research avenues and Publication strategies” followed, featuring Professor Yu Liu (Erasmus University), Professor Vittoria Scalera (University of Amsterdam), Professor Dr. Christian Schwens (University of Cologne), and Professor Florian Zapkau (WU Vienna), who reflected on emerging research directions and shared practical guidance on positioning and publishing work in this evolving area.

The afternoon spotlighted presentations of ongoing paper projects by PhD students and early-career faculty, sparking constructive feedback and cross-topic exchange. The day concluded with a closing keynote by Professor Mirko Benischke (Rotterdam School of Management).

