

## 4<sup>th</sup> Globalization Day in Brussels: Geopolitical Tensions and IB

*How do multinational enterprises navigate a world increasingly affected by geopolitical tensions? This question took center stage at the 2025 Globalization Day in Brussels, where a diverse community of international scholars from leading institutions gathered to explore what this shifting landscape means for International Business.*

Organized by ESCP's Research Center "The Future of European Multinationals" in collaboration with Vrije Universiteit Amsterdam and Vlerick Business School, the 4th edition of the Research Day on Globalization highlighted how geopolitics is reshaping International Business.

In her keynote, Professor Grazia Santangelo (Copenhagen Business School) shed light on how multinational enterprises can strategically navigate the geopolitical storm. A panel discussion with Professors Ana Colovic (NEOMA Business School), Lorenz Graf-Vlachy (TU Dortmund University), Li Ma (Guanghua School of Management, Peking University), and Arjen Slangen (KU Leuven) expanded the debate, emphasizing the implications of global turbulence for strategy, upper echelons, organization, and technology. Early-career researchers contributed to the program by presenting their current projects across four thematic tracks: geopolitics and disruptions, technology and innovation in IB, sustainability and equality in IB, and IB strategy. In a forward-looking closing keynote, Professor Rajneesh Narula (Henley Business School, University of Reading) invited the audience to consider how global supply chains may evolve over the next decade.

The event was complemented by a doctoral workshop held the day before with Professors Xavier Martin (Tilburg University) and Arjen Slangen, providing PhD students in IB with guidance on research design, publication strategies, and positioning their work within the field.

