

# Reflections and Highlights from the Asia Academy of Management (AAOM) Special Conference

Bangkok, Thailand | June 18–21, 2025

## A New Chapter in Academic Convening

The Asia Academy of Management (AAOM) launched its first-ever Special Conference in Bangkok, co-hosted by NIDA Business School, under the theme: “Institutional Complexities and Managerial Responses.” This inaugural event marked a pivotal expansion in AAOM’s engagement calendar, designed to deepen scholarly dialogue and innovation during the traditional “off-year” between its biennial conferences.

## Keynotes, Panels & Plenaries

At the intellectual heart of the conference was a powerful keynote address by Prof. Yadong Luo (University of Miami), who challenged attendees to rethink global business in the age of disorder, techno-nationalism, and geo-economic fragmentation. He introduced the concept of immunergy, the fusion of corporate immunity and energy, as a strategic imperative for firms operating in fractured environments.



## Other notable sessions included:

- **Executive Panel with AACSB and Regional Deans:** Dialogue on evolving business education in Asia
- **Plenary on Multinational Strategy in Geopolitical Turbulence:** Distinguished panelists explored how multinational corporations recalibrate strategy, operations, and risk management amid rising geopolitical tensions and regional fragmentation.



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- **Meet the APJM Editors:** Editors provided tips to getting published in APJM



## Global Reach and Diverse Voices

The Special Conference drew over 110 papers, 80 abstracts, 5 panels, and attendees from more than 30 countries, spanning Asia, Europe, Africa, the Americas, and Oceania.



## Mentorship and Paper Development

A cornerstone of the conference was its commitment to scholarly development, most notably through:

- Journal of World Business Paper Development Workshop
- AAOM Doctoral Consortium

Mentors offered insight into navigating publication, research careers, and post-dissertation strategy. The sessions were marked by candid storytelling and expert guidance tailored to young researchers.



## Culture, Community and Collaboration

The gala dinner combined cultural immersion with academic celebration, featuring traditional Thai dancing and kickboxing performance and culinary exploration. Unlike many academic events, the atmosphere embraced informality, curiosity, and connection, reflecting AAOM's commitment to building a vibrant and inclusive scholarly community.





## Closing Reflections

The AAOM 2025 Special Conference reimagined what a regional academic gathering could be. By integrating rigorous scholarship with regional relevance, and by providing platforms for both seasoned leaders and emerging voices, the conference became more than a meeting. It became a milestone in the evolving landscape of global management research.





