Women in the Academy of International Business

WAIB NEWSLETTER, FEBRUARY 2026

LOOKING BACK AND MOVING FORWARD

Dear WAIB Community,

I have the honour of leading WAIB through a very significant year. 2026 does not only mark its 25th anniversary. It is also a year in which providing hope, support, and guidance feels more important than ever. To mark this important milestone, WAIB will organise a series of online events designed for ease of attendance across regions.

Together, we will celebrate 25 years of institution building, support, and paving the way.

Twenty-five years ago, our founder, Lorraine Eden, founded WAIB in 2001 to create a dedicated forum for networking and mentorship for women in AIB, and to advance research on gender and gender-related issues in international business. Since then, WAIB has grown steadily, with the mailing list expanding from 173 members in 2001 to 1,561 members in January 2026. WAIB has a strong voice today, and we extend our sincere thanks to Lorraine, as well as to all past Presidents and Board members, for their dedication and hard work in building this community.

Every WAIB President has the privilege of shaping their own message and stewarding WAIB and its mission. WAIB's distinctive strength lies in how its three priorities — networking, academic mentorship, and research on gender and gender-related issues — interconnect and reinforce one another in practice. To me, this strength is expressed through leadership values and practices grounded in relational and stewardship-based approaches. It is about nurturing, mentoring, and empowering. It is about holding space quietly or loudly, depending on what is needed. It is about facilitating transitions, bringing people together, and demonstrating that there is a constructive way through conflict; that visibility does not have to come at a price; and that we are stronger together.

WAIB does not only build bridges; it also builds ladders and elevators, because we acknowledge that to cross a bridge, one must first be able to access it. WAIB is a space to grow, a test bed for ideas, and a place where questions can be asked without repercussions. It is a space to find your voice and to share your wisdom.

Going forward, its mission shall continue to bring and maintain balance in whatever form it is needed — for women, and for everyone else who needs a safe and supportive space. As we mark this milestone year, WAIB continues to align its work with internationally recognised principles, including commitments reflected in the UN Sustainable Development Goal on gender equality (SDG 5), alongside the interconnected goals of quality education (SDG 4) and decent work and economic growth (SDG 8).

Follow us on **LinkedIn** and sign up to our mailing list to find out more about what we have planned for this milestone year.

On behalf of the WAIB Board, I wish all Friends of WAIB a Happy New Year filled with balance, self-realisation, peace, and happiness.

Professor Noemi Sinkovics *(WAIB President 2025-2027)*

MEET THE WAIB BOARD 2025-2027

The WAIB Board is a vibrant and internationally connected leadership team, whose members are celebrated through our **LinkedIn Spotlight series,** highlighting their scholarly journeys, service, and contributions to the international business community. Led by **Noemi Sinkovics** (President) and **Yingying Zhang** (Vice-President), the Board includes **Irina Surdu-Nardella** (Academic Research Officer), **Erica Piros Kovacs** (Events and Membership Officer), **Swati Nagar** (Communications Officer), **Heidy Montero-Teran** (Student Member-at-Large), **June Lee** and **Elizabeth Rose** (Components Officers), and **Rimi Zakaria** (Secretary-Treasurer). Together, they bring energy and leadership to WAIB's mission of fostering connection, visibility, and support for women scholars in international business across career stages and global contexts. We invite readers to explore the Spotlight articles and learn more about the people behind this work.

A MESSAGE OF CONGRATULATIONS TO LORRAINE EDEN

On behalf of the WAIB Board, we warmly congratulate Lorraine Eden on receiving the AIB Fellows Distinguished Service Award. This prestigious recognition by the Academy of International Business honours Lorraine's extraordinary and sustained service to our scholarly community. Her contributions have helped shape institutions, strengthen governance, and advance inclusion across the Academy over many years.

For WAIB, this award holds particular significance. Lorraine's role in founding WAIB in 2001 and her continued engagement with the community have had a lasting influence on how WAIB supports, connects, and mentors scholars around the world. We are grateful for her leadership, her example of service, and the foundations she helped to build.

We are pleased to celebrate this moment with Lorraine and to recognise the impact of her work on WAIB, AIB, and the wider international business community. Below, we share a note of congratulations from our current and past presidents:

Message from Noemi Sinkovics (President 2025-2027): Warmest congratulations to Lorraine Eden on receiving the AIB Fellows Distinguished Service Award. Reading Lorrain's chapter on the history of WAIB, I was struck once again by the clarity of purpose that runs through her leadership. Her belief in *carpe diem* — in seizing the moment when one is in a position to make a difference — captures so well the spirit in which WAIB was founded and nurtured. She saw a need, recognised the opportunity, and acted with conviction and generosity.

WAIB exists because she chose not to let that moment pass. Over the past 25 years, countless scholars have benefited from that decision — through connection, mentorship, encouragement, and the confidence to step forward. Lorraine's example continues to remind us that leadership is not only about roles or titles, but about using influence responsibly and constructively. This award is a richly deserved recognition of a lifetime of service. Thank you, Lorraine, for the path you opened, the community you built, and the standard you set for all of us who follow!

Message from Saba Colakoglu (President 2023 – 2025): I am beyond delighted to celebrate and congratulate Professor Lorraine Eden on receiving the AIB Distinguished Service Award. For decades, she has been a powerful force for good, advancing an inclusive, collaborative, and positive scholarly community within AIB and beyond. I am deeply grateful for her founding of WAIB and for championing mentorship, inclusion, and leadership opportunities for countless women international business scholars around the world. Her vision, generosity, and graceful presence are a continuous source of inspiration and her enduring legacy. Congratulations, Lorraine!"

Message from Lyn Amine (President 2003-2005): As former President of Women in the Academy of International Business (WAIB), I am honored to congratulate Lorraine Eden on receiving the 2025 Award for Distinguished Service to the Academy of International Business. Lorraine is the third person and first woman to receive this award and all of us in WAIB are extremely proud of her achievement. As always, Lorraine is blazing a path forward for women scholars in IB. On a personal note, I continue to admire Lorraine's many years of selfless dedication to the search for knowledge and service to others. Her generosity of spirit is remarkable, and we are lucky to have her as a colleague, friend, and leader.

Message from Amanda Budde-Sung (President 2019-2021): Congratulations to Lorraine Eden on this incredibly well-deserved Distinguished Service Award! As the founder of WAIB, an exceptional mentor, a shaper of the international business community, and a steadfast champion of women in our field, she has made an impact that reaches far beyond any single role. Her generosity, leadership, support, and remarkable ability to turn challenges into solutions continue to inspire us all.

Message from Amanda Bullough (President 2015-2017): Lorraine has been a huge inspiration and dear mentor to me. Her guidance throughout my leadership roles with WAIB made an indelible mark on my career. She has set a wonderful example to follow and offered brilliant perspectives that impacted my decision-making, critical thinking ability, and leadership competency. I will be eternally grateful for having Lorraine Eden in my life.

Message from Dana Minbaeva (President 2021-2023): On behalf of WAIB, we warmly congratulate Professor Lorraine Eden on receiving the AIB Fellows Distinguished Service Award. As the founder of Women in the Academy of International Business (WAIB) in 2001, Lorraine's vision and leadership laid the foundation for a global community that has supported, connected, and empowered women scholars in international business for more than two decades. Her commitment to inclusion, mentorship, and institutional impact has shaped WAIB's mission and culture and continues to inspire generations of scholars. This recognition by the AIB Fellows is a fitting tribute to her extraordinary and lasting service to the Academy.

Message from Malika Richards (President 2017-2019): As a past WAIB President, I'm thrilled to celebrate your well-deserved Distinguished Service Award. Your leadership and vision built WAIB into the strong, supportive community we know today. Initiatives like WAIB Helping Hands—offering mentoring and guidance to scholars—are a lasting part of your legacy. Thank you for inspiring us all!

Message from Susan Forquer Gupta (President 2007-2009): Congratulations on a much deserved recognition of your consistent and high level of service to AIB and the IB discipline, as a mentor, leader, and good colleague. All the best!

With sincere congratulations, The WAIB Board

DISCOVER WAIB WEBINARS - BRINGING THE COMMUNITY TOGETHER

Discover WAIB Webinars (Autumn 2025)

In October 2025, WAIB hosted two *Discover WAIB* webinars to welcome new and returning members and to introduce them to the breadth of activities and opportunities within the WAIB community. The

two sessions were scheduled across different time zones, reflecting WAIB's global reach and commitment to accessibility.

The webinars offered an overview of WAIB's mission, history, and organisational journey, from its founding in 2001 to its development into a vibrant, international network. Participants learned about how WAIB operates within the Academy of International Business and how members can engage at different career stages.

A key focus was on WAIB's ongoing initiatives, including Speed Mentoring, Paper Coaching Workshops, the *Paving the Way* webinar series, and the Helping Hands Scholarships, which support PhD students and early career scholars. These activities illustrate how WAIB creates practical opportunities for mentoring, skill development, and professional connection across regions.

The sessions also highlighted the strength and scale of the WAIB community, with over 1,000 registered members, 1,689 LinkedIn followers, 1,561 mailing list subscribers, and a growing global presence. Importantly, participants actively contributed ideas for potential new initiatives, offering valuable perspectives on how WAIB can continue to evolve and enhance its impact.

We thank everyone who joined the webinars, shared insights, and contributed suggestions. For those who were unable to attend, slides and information on joining the WAIB mailing list and registering as a member are available, and we warmly invite continued engagement in future WAIB activities.

WAIB – Emerging Markets SIG – AIB UK & Ireland Online Paper Coaching Workshop (Autumn 2025)

In late November and early December 2025, Women in the Academy of International Business, the Emerging Markets SIG, and the AIB UK & Ireland Chapter jointly delivered an online Paper Coaching Workshop to support scholars working on international business research at all stages of development.

This workshop marked WAIB's fourth Paper Coaching Workshop and the first to be delivered fully online, enabling broad participation across regions and time zones. The call attracted over 80 submissions from scholars worldwide. Thanks to the generous time commitment of 46 mentors, we were able to accept all submissions that met the criteria, matching each author with an experienced scholar for a one-to-one virtual coaching session. The workshop supported papers at different stages, including early research ideas, partially developed manuscripts, and near-submission drafts. Many participants used the coaching as a stepping stone toward AIB 2026 in Manchester and future journal submissions. We hope to see many of these papers presented at the conference and published in the near future.The workshop was organised by Beth Rose (WAIB Components Officer, EM SIG ESEMP Lead East), Noemi Sinkovics (WAIB President, Chair AIB UK&I), Irina Surdu (WAIB Research Officer, AIB UK&I DC Convener), and YingYing Zhang Zhang (WAIB Vice President, Chair EM SIG), whose coordination and commitment made this mentoring effort possible. We extend our sincere thanks to all mentors who contributed their time and expertise.

Mentors: Lorraine Eden, Mary Yoko Brannen, Eleanor Westney, Anne-Wil Harzing, Ans Kolk, Paula Caligiuri, Ruth Aguilera, Beth Rose, Allan Bird, Timothy Devinney, Saul Estrin, Ajai Gaur, Gary Knight, Stewart Miller, Rebecca Piekkari, Lucia Piscitello, Ravi Ramamurti, Becky Reuber, Paul Vaaler, Arjen van Witteloostuijn, Rob Grosse, Attila Yaprak, Charles Dhanaraj, Dan Li, Noemi Sinkovics, YingYing Zhang Zhang, Irina Surdu, Sorin Kramer, Hinrich Voss, Esther Tippmann, Davide Castellani, Stephanie Wang, Rudolf Sinkovics, Ursula Ott, Roberta Aguzzoli, Emmanuella Plakoyiannaki, Roseline Wanjiru, Anna Morgan-Thomas, Maoling Bu, Stephen Chen, Ziad Elsahn, Zhaleh Najaf i Tavani, Irene Chu, Benjamin Bader, Rafael Corredoira, Kathi Bader.

This initiative reflects the strength of collaboration across WAIB, the Emerging Markets SIG, and AIB UK & Ireland, as well as the continued commitment of our community to mentoring, capacity building, and scholarly development.

Paving the Way Interview Series

WAIB board member Erica Piros Kovacs sits down with Fabia Tetteroo-Beuno

In September **Erica Piros Kovacs** (Events and Membership Officer) had the privilege of hearing Fabia Tetteroo-Bueno share her remarkable global career journey - from starting as a trainee in Brazil to becoming Senior Vice President for Global Commercial Healthcare Informatics at Philips. Her professional path spans Germany, the Netherlands, China, the Philippines, and Latin America, offering a truly international perspective on leadership and transformation. A timely and inspiring reminder of the work WAIB, academia, and industry must collectively champion to support the next generation of global leaders. A key message from Fabia was clear: the biggest gap between academia and industry today lies in preparing the workforce for a world reshaped by AI. She emphasised the urgent need for deeper collaboration between universities and companies to understand:

the future of work and the importance of industry engagement the societal and ethical implications of AI

the skills younger generations will need to thrive

WAIB WOMEN OF THE YEAR 2025 CAROLYN EGRI

Please join us in congratulating this year's WAIB Women of the Year - Carolyn Egri. We share a brief note of thanks from her below -

Carolyn Egri

(Simon Fraser University)

I am honoured to receive the WAIB Woman of the Year 2025 Award – especially when I look at the list of previous recipients whose record of career "firsts" is incredible.

For me, being "first" has not been an objective or even a thought about. I just did what felt intuitively right. In my family, I was the first to go to university and receive an undergraduate degree, a masters degree and a PhD, and the first to become a university professor. When my grandparents and parents immigrated to Canada in the 1930s, one of their dreams was higher education for the next generations. I am so very grateful for their sacrifices that made this possible.

Being the "first" as a woman in a profession or organizational role and the "extra attention" it brings can be a mixed experience. For example, my first job after my undergraduate degree was in an HR management trainee program. During the recruitment process, I was excited to be interviewed by the Vice-President of Human Resources. Later I found out that the three men hired into the program that year weren't interviewed by the VP. Only then did I realize that it really wasn't extra attention but extra scrutiny because I was the first female hired into the program. By the time I left the organization six years later, the majority of trainees in this fast-track management program were women.

Being "first" means realizing that others did much to make these opportunities possible – both directly and indirectly. We are indebted to so many and should not take for granted their efforts to advance freedom from discrimination as a basic human right.

About 40 years ago, I was fortunate to attend a university lecture at which Gloria Steinem was the speaker. Gloria Steinem is an icon of the U.S. women's movement who founded Ms. Magazine in 1969. There was a question from an audience member about what should be done about the younger generation who didn't think that any more needed to be done to combat gender discrimination; who thought that the feminist movement had outlived its usefulness and was irrelevant. I'll never forget Gloria Steinem's response. After a long pause, she simply said "Don't worry – life will radicalize them".

Unfortunately, I believe that "life" is radicalizing many women today. That includes my eldest granddaughter whose 17thbirthday is today.

Recent events are showing that the principles and values of diversity, equity and inclusion cannot be taken for granted, and are not as firmly embedded in the social, cultural, economic and political fabrics as we once thought. Instead, these principles and values are fragile and require constant vigilance, nurturing and protection. During this time, it is even more important to have the WAIB Interest Group for:

Networking – to connect and inform.

Mentorship – to support others.

Research – to document, analyze and understand what is happening, where, and why.

In the spirit of “when you have lemons, make lemonade”, recent developments have created research opportunities. In record time, many corporations are erasing DEI from their annual reports and websites, and dissolving DEI programs. How are these organizations different/same as those that are not making these changes? What is the impact on employee morale, retention and attraction? What is the impact of DEI change/no change on corporate reputation, competitiveness and survival? Political, socioeconomic and cultural institutional boundaries are porous – where and how will these DEI developments spread across countries?

As women and scholars, our work is clearly not done. Once again, thank you for this honour which is especially meaningful during these challenging times.

PAPERS, PANELS, AND EVENTS - A SNAPSHOT OF AIB 2025 LOUISVILLE

Below is a snapshot of WAIB engagement at AIB 2025 Louisville:

We would like to warmly congratulate the recipients of the WAIB Awards, announced at the WAIB Awards Ceremony held during the coffee break at the 2025 AIB Conference in Louisville. The ceremony celebrated outstanding contributions across the community, recognising the winners of WAIB’s Woman of the Year Award, Emerging Scholar Award, Best Paper Award, and the recipients of the Helping Hands Scholarships.

In particular, we congratulate the recipients of the **WAIB Best Paper Award**: Vas Taras (University of North Carolina at Greensboro), Vitaliy Strohush (Elon University), and Tobias Blay (University of Goettingen) for their paper *“The Gender Gap in the Better-Than-Average Effect: The Difference in Men’s and Women’s Self-Ratings in the International Workplace.”*

We also extend our warm congratulations to **Jill Juergensen (University of Surrey)**, recipient of the **WAIB Emerging Scholar Award**. We celebrate all awardees and thank them for their inspiring contributions to our scholarly community.

Finally; we would also like to congratulate the **Helping Hands Scholarship Award Winners** - **Lani Faith Gacula, Naomi Gideon David, Pearl Gyan-Amponsah, Thi-Ha-Trang “Lucy” Dang.**

Session 0.04.2 - Pre-Conference Workshop **Sat, June 28 - 13:30-16:30**

WAIB Paper Coaching Workshop

At the 2025 AIB Conference in Louisville, WAIB hosted its 3rd Annual Paper Coaching Workshop - an engaging afternoon of idea exchange, mentorship, and community building. The workshop featured panel insights from leading scholars on publishing impactful research, interactive small-group idea generation and pitching, and closed paper development roundtables offering tailored feedback on works-in-progress. Distinguished panelists and coaches included Gabriel Benito, Yujin Jeong, Geoffrey Jones, Jing Li, Jane Lu, Stewart Miller, Grazia Santangelo, Oded Shenkar, Jordan Siegel, Catherine Welch, Daphne Yiu, and Anthea Zhang, alongside a strong cohort of closed-session participants, reflecting WAIB’s ongoing commitment to nurturing inclusive and supportive scholarly development.

Session 2.4.16 - WAIB Speed Mentoring Event **Tues, July 1 - 14:15-14:30 Track: 14. Clinics and Cafés**
Room: Olmsted 3

WAIB Speed Mentoring Event

Chair: Noemi Sinkovics, Newcastle University

WAIB's ninth annual Speed Mentoring event was successfully delivered at the AIB 2025 Conference in Louisville, bringing together early-career and established international business scholars for a dynamic and highly engaged session. Modeled on a speed-dating format, participants rotated through a series of focused one-to-one conversations with experienced mentors, receiving candid, practical advice on research trajectories, publishing, teaching, service, and career navigation. Feedback highlighted the energy of the format, the openness of mentors, and the value of concise, targeted exchanges in a supportive setting. Preparations are now underway for the next iteration—look out for the call for applications for the WAIB Speed Mentoring event at AIB 2026.

How to Sign-up for 2026 Manchester: The speed mentoring event is for AIB members who identify as female and by RSVP only. To sign up as a mentee please go to the following link. Hurry up - spaces are limited and go fast: **Mentee Registration Form**

Speed Mentors: - Anna Morgan-Thomas, University of Glasgow; Agnieszka Chidlow - University of Birmingham; Catherine Welch - Trinity College Dublin; Elizabeth L. Rose - Indian Institute of Management Udaipur; Frances Fabian - University of Memphis; Lorraine Eden - Texas A&M University; Margaret Fletcher - University of Glasgow; Maria Alejandra Gonzalez-Perez - Universidad EAFIT; Melanie Lorenz – Florida Atlantic University; Noemi Sinkovics – Newcastle University; Ram Mudambi - Temple University; Sharon Alvarez - University of Pittsburgh; Stewart R. Miller - Durham University; Timothy M. Devinney, University of Manchester

WAIB Speed Mentoring at AIB Louisville 2025

WAIB Social Reception

At the 2025 AIB Conference in Louisville, WAIB brought members and friends together through two vibrant social events that strengthened connections across our community. On Monday, 30 June, the open-invitation WAIB SIG Social, organised by the AIB Secretariat, was held in Room CW2, providing a relaxed opportunity to reconnect and network with colleagues from across the Academy. Later that evening, WAIB hosted its Networking and Business Reception at Pin + Proof, the Omni Hotel's speakeasy bar, where members gathered over light refreshments and a WAIB-themed cocktail to celebrate the strength and collegiality of the WAIB community in an informal and welcoming setting.

WAIB Social at AIB Conference in Louisville 2025

The Hat that Stole the Conference - AIB 2025

We always like to hear about the lived experiences of our members. In this newsletter we are looking back at the AIB 2025 conference through the eyes of Prof. Anna Morgan-Thomas "**THE HAT THAT STOLE THE CONFERENCE**: At this year's AIB conference in Kentucky, I didn't take home an award—but I did bring a hat. A rather flamboyant fascinator, in fact. What started as a fun nod to Churchill Downs turned into a joyful moment of community. Women (and a few bold men!) borrowed it, posed with it, laughed, and made it their own. The fascinator became a symbol of visibility, connection, and unapologetic presence in our academic world. Academia can be serious. But joy, playfulness, and community-building matter too. Huge thanks to all the wonderful women who shared the moment with me—and especially to Women in AIB **Noemi Sinkovics**; **Prof Agnieszka (Aggie) Chidlow**, **Elizabeth Rose**, **Mariola Ciszewska-Mlinarič**, **Desislava Dikova**, **Jurgita Sekliuckiene Cristina Sambrook** for championing community, inclusion, and flair in international business scholarship.

CALL FOR APPLICATIONS: 2026 WAIB PAPER COACHING WORKSHOP

WAIB invites applications for its **2026 in-person Paper Coaching Workshop**, taking place during the AIB 2026 Conference on **29 June 2026 (15:30–18:00 GMT)**. This developmental workshop is open to scholars at **all career stages** who are working on international business research and would benefit from focused, constructive feedback.

Participants will receive **tailored mentoring from experienced IB scholars** in small coaching groups, supporting papers at any stage - from early research ideas to near-submission manuscripts. The session reflects WAIB's broader capacity-building mission within the AIB community and is open to all scholars, regardless of gender or background. All IB topics are welcome.

How to apply:

Applicants should submit an **extended abstract (maximum 5 pages, single-spaced; references, tables, and figures excluded)** by **10 March 2026**, indicating whether they seek feedback on a research idea or a partially completed manuscript. Acceptance notifications will be sent by **30 March 2026**. If submissions exceed capacity, priority may be given to more advanced papers.

The workshop will focus on strengthening theoretical framing and contribution, improving journal positioning, and providing **practical, actionable feedback** in a supportive and collegial environment.

Workshop organisers / points of contact:

Elizabeth L. Rose · Irina Surdu · Noemi Sinkovics · Yingying Zhang-Zhang Look out for the application link and further details via WAIB and AIB channels.

DONOR RECOGNITION 2024-25

We extend our sincere thanks to all who have generously contributed to the WAIB General Fund and Helping Hands Fund. Your support plays a vital role in strengthening our community - enabling WAIB to host meaningful networking and recognition events at the AIB Annual Meeting, and providing Helping Hands Scholarships that assist lower-income women scholars to participate in the conference and advance their academic careers. If you would like to support these initiatives or view our donors by year, we warmly invite you to visit **our website**. Every contribution, large or small, makes a meaningful difference in sustaining an inclusive, supportive, and vibrant WAIB community.

The list below recognizes donors who donated between July 2024 and June 2025.

July 2024 – June 2025 Donors

Institutional Donor

CIBER at Georgia Institute of Technology

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