

Call for Papers



September 18–20, 2026

Faculty of Business Administration
Memorial University of Newfoundland
St. John's, NL.

Conference Theme: Intelligent Business for a Sustainable Atlantic Canada

The Atlantic Schools of Business (ASB) Conference 2026 invites submissions from researchers, educators, and graduate students across all business disciplines. The ASB Conference is a long-standing and collegial gathering of business scholars from Atlantic Canada, providing a supportive environment for presenting research, exchanging ideas, and strengthening academic networks.

The 2026 theme, *“Intelligent Business for a Sustainable Atlantic Canada,”* emphasizes the transformative role of artificial intelligence, analytics, digital innovation, and responsible management practices in advancing sustainable development in the region. We welcome research that explores how intelligent systems, data-driven decision making, and sustainable strategies can enhance organizational performance, public policy, and societal well-being; as well as critical perspectives on AI and its impact on work, organization, and employment.

Areas of Interest and Conference Tracks

Submissions are welcome to the following tracks:

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| <ul style="list-style-type: none">• Accounting• Book launches• Business & Organization History• Cases & Cases-in-Progress• Communications• Conference Theme and Open track• Entrepreneurship• Ethics & Social Issues• Finance• Gender & Diversity | <ul style="list-style-type: none">• Human Resources/Industrial Relations• Indigenous Business, Economics, and Reconciliation• Management Information Systems• Management Education• Marketing• Operations Management• Organizational Behaviour• Strategy & International Business• Tourism & Hospitality |
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Both conceptual and empirical research are encouraged. Work-in-progress papers, completed studies, and graduate student research are all welcome.

Additionally, we invite proposals for interesting interactive **workshops** and **panel discussions**, especially on the conference theme but not limited to this.

Submission Guidelines

Authors are invited to submit their work-in-progress (approx. 1,200-1,500 words) or full papers (no more than 7000 words). Submissions must clearly outline the purpose, methodology, and key contributions of the research. Submissions must be emailed to the relevant track-chair. Please see the conference website (<https://www.asbconference.ca/>) for detailed track descriptions and submission details.

All paper submissions will undergo a double-blind peer review process. The ASB conference no longer publishes proceedings, and accepted papers are for presentation only.

Workshop and panel proposals should be sent by email to both conference co-chairs.

Key Dates

- **Submission Deadline:** July 15, 2026
- **Notification of Acceptance:** August 15, 2026
- **Registration Opens:** August 10, 2026
- **Early Registration Deadline:** August 31, 2026
- **Refund Request Deadline:** September 7, 2026

We look forward to welcoming you to St. John's in September 2026.

Reasons to Visit St. John's

If you need a reason other than to join a friendly and lively community of scholars, here are some key highlights of St. John's:

- George Street is legendary. Two blocks, wall-to-wall pubs, live music everywhere. You might walk in for one drink and leave knowing how to play the spoons and sing sea shanties with strangers.
- Take part in a "Screech-In" ceremony. It may involve kissing a cod and taking a shot of Newfoundland Screech. It's weird. It's hilarious. It's mandatory (okay, not really, but it should be!).
- Traditional Irish-Newfoundland folk music spills out of pubs nightly. You don't need a plan, just follow the sound of fiddles and accordions.
- Cod, lobster, mussels, you name it, it's local. The local menu is full of things that sound questionable but taste amazing: Cod tongues & cheeks, fish and brewis, toutons. These traditional dishes are still every where, right alongside modern cuisine in one of Canada's most interesting food cities.
- Visit Signal Hill! where the wind is so strong, it will either clear your mind or rearrange your hairstyle permanently, but the breathtaking ocean views make it absolutely worth it.
- The real attraction? Newfoundlanders. Expect jokes, stories, and conversations with strangers that turn into highlights of your trip.

Conference Chairs:

- Joerg Evermann (Associate Professor of Information Systems), Email: jevermann@mun.ca
- Iman Nosoghi (Assistant Professor of Operations Management), Email: iman.nosoghi@mun.ca