



**European International Business Academy (EIBA)  
38<sup>th</sup> Annual Conference**

**University of Sussex, Brighton, United Kingdom  
December 7-9<sup>th</sup> 2012**

***International Business and Sustainable Development***

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## Welcome Message

It is our great honour and privilege to be able to invite you to the 38<sup>th</sup> EIBA Annual Conference ([www.eiba2012.org](http://www.eiba2012.org)), to be hosted by the Department of Business & Management at the University of Sussex, UK. The theme of the 2012 conference is *International Business and Sustainable Development*.

The most widely-quoted definition of sustainable development is 'development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.' In September 2005, the United Nations World Summit identified three interdependent and mutually-reinforcing components of sustainable development, namely economic development, social development, and environmental protection. Furthermore the Summit stressed the important role that foreign direct investment (FDI) could play in the development process, particularly in developing and emerging economies. This conference seeks to address the issues of how international business contributes to this process. The greater integration of goods, factor and capital markets means that countries are even more interdependent. The impressive growth rates of many emerging economies, not just the BRICs but other countries in Asia, Eastern Europe and even Africa, are stimulating a new international economic order. Direct investments by MNEs and SMEs in developing and emerging economies are on the rise, but so too are investments in developed countries by firms from emerging economies. Consumer needs and expectations are evolving worldwide. Many firms are adjusting their supply chains to take advantage of these global developments, and the outsourcing and offshoring of both manufacturing and service activities are increasingly important phenomena. At the same time, firms are increasingly being held responsible for their impact of their international activities upon people and upon the environment.

We are delighted to report that we have been able to assemble an outstanding conference programme. There are two plenary sessions closely linked to the conference theme: the opening plenary features John Humphrey and Hubert Schmitz (Institute for Development Studies, Sussex) on the topic of the *Global Green Economy: a Value Chain Perspective*, whilst the Sunday plenary will feature Martin Wolf (Financial Times) on the *Limits to Growth in the 21<sup>st</sup> Century*. Both sessions should provide much fascinating material for all IB scholars. The third plenary will celebrate the seminal work of Paul Beamish on *Joint Ventures and Strategic Alliances: Theory and Practice*.

In addition, there are seven special panel sessions featuring many of the leading IB scholars in Europe (and beyond):

- Transnational private governance;
- Critical perspectives on the international new venture literature;
- Emerging market multinationals in advanced countries;
- FDI, regional value chains and sustainable development;
- Cultural differences between and within countries;
- Experimenting with alternative approaches to teaching IB online; and
- The brewery industry in a global context.

And, if that array of delights was not enough, we also have a *Meet the Editors* session featuring the editors of the *Journal of International Business Studies*, *Journal of*

*Management & Governance, International Business Review, International Journal of Emerging Markets, Journal of World Business, Management Business Review and Management International Review.*

In addition, there are sixteen parallel sessions of competitive and interactive papers. We received 431 paper submissions this year – a record. There are 205 competitive papers in the programme (a 48% acceptance rate), and a further 151 interactive papers.

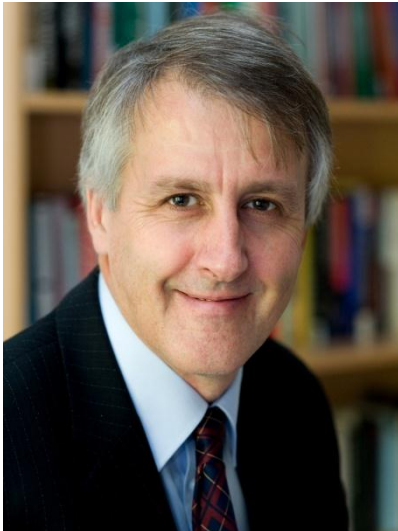
And last, but certainly not least, the 2012 Conference will host three events specifically aimed at doctoral students:

- The 26<sup>th</sup> John H. Dunning Doctoral Tutorial for International Business;
- The 3<sup>rd</sup> COST-EIBA Doctoral Think Tank, where the focus is on issues related to MNEs from emerging and transition economies;
- and, a new innovation for 2012, the EIBA Doctoral Symposium.

The aims of all three events are to provide Ph.D students with the opportunity to discuss their research with distinguished international faculty, and to allow the students to become acquainted with an international network of researchers in international business.

We hope that you find the 2012 EIBA Conference to be a stimulating experience, both intellectually and socially. Last but not least, we offer seasonal greetings to one and all, add our best wishes for a happy and productive New Year, and look forward to seeing you all again for the 2012 Conference at the University of Bremen.

Roger Strange  
EIBA President  
Co-Chair 2012 EIBA Conference



Pervez Ghauri  
Editor, *International Business Review*  
Co-Chair 2012 EIBA Conference



## The Programme at a Glance

### Thursday

<b>Time</b>	<b>Event</b>	<b>Room</b>
<b>0830 – 1220</b>	<b>COST-EIBA Doctoral Think Tank</b>	Note 1
<b>1000 – 1220</b>	<b>COST Working Groups</b>	Note 2
<b>1000 – 1020</b>	<b>Coffee (DTT participants only)</b>	Note 3
<b>1220 – 1320</b>	<b>Lunch (DTT participants only)</b>	Note 3
<b>1320 – 1700</b>	<b>COST-EIBA Doctoral Think Tank (continued)</b>	Note 1
<b>1430 – 1730</b>	<b>COST Management Committee Meeting</b>	Note 2
<b>1520 – 1535</b>	<b>Tea &amp; coffee (for Committee &amp; DTT participants only)</b>	Note 3

Notes: (1) Bramber House Conference Centre, Meeting Rooms 1 & 2  
 (2) Bramber House Conference Centre, Gallery 1  
 (3) Bramber House Conference Centre, Terrace Room

**Friday**

<b>Time</b>	<b>Event</b>	<b>Room</b>
<b>0830 – 1200</b>	<b>John H. Dunning Doctoral Tutorial</b>	Note 1
<b>1000 – 1030</b>	<b>Coffee (for EIBA ExCo &amp; DT participants only)</b>	Note 2
<b>1030 – 1200</b>	<b>EIBA Executive Committee Meeting</b>	Note 3
<b>1200 – 1330</b>	<b>Lunch (for EIBA Board &amp; DT participants only)</b>	Note 2
<b>1330 – 1700</b>	<b>John H. Dunning Doctoral Tutorial (continued)</b>	Note 1
<b>1330 – 1630</b>	<b>EIBA Board Meeting</b>	Note 4
<b>1515 – 1545</b>	<b>Tea &amp; coffee (for EIBA Board &amp; DT participants only)</b>	Note 2
<b>1400 – 1450</b>	<b>Virginia Thorp &amp; Keri Dickens on ‘Publishing your Ph.D Thesis’</b>	JUB G35
<b>1500 – 1630</b>	<b>EIBA Doctoral Symposium</b>	
	Session DS1	FUL 102
	Session DS2	FUL 110
	Session DS3	FUL 112
	Session DS4	FUL 202
<b>1500 – 1700</b>	<b>Registration</b>	JUB G22
<b>1700 – 1900</b>	<b>Welcome Address: Peter Buckley, Roger Strange &amp; Rob van Tulder Plenary Session I: John Humphrey &amp; Hubert Schmitz</b>	JUB G08
<b>1900 – 2100</b>	<b>Welcome Reception</b>	Bramber House

Notes: (1) Bramber House Conference Centre, Meeting Rooms 1 & 2  
(2) Bramber House Conference Centre, Terrace Room  
(3) Bramber House Conference Centre, Meeting Rooms 3 & 4  
(4) Bramber House Conference Centre, Gallery 1

## Saturday Morning

Time	Track	Session number	Session title	Room
<b>0900 – 1030</b>	1	A1	Regulations and investment incentives	JUB 115
	2	A2	Acquisitions by EMNEs	FUL 201
	3	A3	FDI theory	JUB 144
	4	A4	Global production and sourcing strategies	JUB 116
	5	A5	Entrepreneurial decision-making	FUL 203
	8	A7	Expatriate performance	FUL 101
	9	A8	On-line entrepreneurship and marketing	JUB G35
	9	A9	Marketing strategies	JUB G36
	13	A10	Corporate governance	JUB G31
	1	A11	The private sector and sustainable development	JUB 117
	3	A12	IB reviews and future research agendas	JUB 118
	5	A13	Capabilities in SME internationalization	FUL A
	5	A14	Learning from internationalization	FUL B
	10	A15	Entry and ownership modes	JUB 155
	11	A16	The benefits of alliances	JUB 135
	<b>EIBA Fellows' Business Meeting</b>			FUL 112
<b>1030 – 1100</b>	<b>Coffee</b>			JUB cafe
<b>1100 – 1230</b>	<b>Plenary Session II: Paul Beamish</b>			JUB G08
<b>1230 – 1430</b>	<b>Lunch</b>			Bramber House
<b>1330 - 1430</b>	<b>Progress in International Business Research Launch of PIBR vol.7 'New Policy Challenges in International Business'</b>			FUL A
<b>1330 - 1415</b>	<b>AIB Western Europe Chapter meeting</b>			FUL B

## Saturday Afternoon

Time	Track	Session number	Session title	Room
<b>1430 – 1600</b>	panel	B1	Transnational private governance	FUL A
	panel	B2	Critical perspectives on the INV literature	FUL B
	1	B3	Collaboration in environmental/energy projects	JUB 115
	2	B5	Outward FDI from the Asia-Pacific	FUL 203
	4	B6	Offshoring and outsourcing in R&D and services	FUL 201
	7	B7	Capital structure and financial performance	JUB G31
	8	B8	Managing human resources	FUL 101
	10	B9	Contemporary challenges for IB strategy	JUB 144
	10	B10	Multinationality and performance	JUB 155
	12	B11	Subsidiary innovation	JUB G35
	13	B12	Responsible governance	JUB G36
	2	B13	Foreign market entry	JUB 116
	8	B14	Language and cross-cultural issues	JUB 117
	9	B15	International marketing	JUB 118
	11	B16	The experiences of alliances and IJVs	JUB 135
<b>1600 – 1630</b>	<b>Tea &amp; coffee</b>			JUB cafe
<b>1630 – 1800</b>	panel	C1	Meet the Editors	FUL A
	panel	C2	EMNEs in Advanced Countries	FUL B
	5	C3	SME global and regional strategies	JUB 144
	6	C4	R&D internationalization	FUL 203
	7	C5	International banks	FUL 201
	8	C6	Human resources and performance	FUL 101
	10	C7	The internationalization process	JUB 155
	11	C8	Business networks	JUB G35
	12	C9	Subsidiary networks	JUB G36
	14	C10	New IB research practices and methodologies	JUB G31
	6	C12	Knowledge management and innovation	JUB 115
	7	C13	International finance	JUB 116
	10	C14	FDI and host economies	JUB 114
	11	C15	Trust and social capital	JUB 118
	12	C16	Subsidiary strategies	JUB 135
<b>1800 – 1900</b>	<b>Reception for Peter Buckley OBE</b>			JUB cafe



**Sunday Morning**

<b>Time</b>	<b>Track</b>	<b>Session number</b>	<b>Session title</b>	<b>Room</b>
<b>0900 - 1030</b>	1	D1	Corporate social responsibility and human rights	JUB 115
	3	D2	The location of FDI	FUL 201
	5	D3	The influence of SME dynamic capabilities	FUL A
	5	D4	The determinants of SME performance	FUL B
	6	D5	Technology and technology transfer in MNEs	FUL 101
	7	D6	Executive remuneration, retention and monitoring	JUB G35
	8	D7	The effects of national culture	JUB G36
	10	D8	Location determinants and impacts	JUB 144
	10	D9	The activities of MNE subsidiaries	JUB 155
	12	D10	Knowledge transfer within MNEs	JUB G31
	10	D11	Internationalization: concepts and determinants	FUL 203
	1	D12	Stakeholder influences	JUB 116
	4	D13	Conceptual and theoretical perspectives	JUB 117
	5	D14	The process of internationalization	JUB 118
	11	D16	On clusters and networks	JUB 135
<b>1030 - 1100</b>	<b>Coffee</b>			JUB cafe
<b>1100 - 1230</b>	<b>Plenary Session III: Martin Wolf</b>			JUB G08
<b>1230 - 1400</b>	<b>Lunch</b>			Bramber House

### Sunday Afternoon

Time	Track	Session number	Session title	Room
<b>1400 - 1530</b>	panel	E1	FDI, regional value chains and development	FUL A
	panel	E2	Cultural differences between and within countries	FUL B
	2	E3	Emerging MNEs in advanced economies	JUB G35
	3	E4	Culture and psychic distance	JUB G36
	5	E6	The process of SME internationalization	JUB 144
	5	E7	The difficulties of SME internationalization	JUB 155
	6	E8	Reverse technology transfer in MNEs	JUB G31
	8	E9	International staffing practices	JUB 115
	9	E10	Marketing and firm performance	JUB 116
	10	E11	Outside influences on firm strategy	FUL 203
	10	E12	Ownership and entry mode	FUL 201
	2	E13	The process of EMNE internationalization	JUB 117
	5	E14	The drivers of SME internationalization	JUB 118
	8	E15	HR issues in MNEs	JUB 135
	10	E16	International strategies	FUL 101
		E17	Demonstration of IB Business Game	JUB G23
<b>1530 - 1600</b>	<b>Tea &amp; coffee</b>			JUB cafe
<b>1600 - 1730</b>	panel	F1	Alternative approaches to teaching IB online	FUL A
	panel	F2	The brewery industry in a global context	FUL B
	1	F3	Sustainable development in emerging economies	JUB G36
	2	F4	The strategies of EM firms	FUL 203
	4	F5	The coordination of global value chain activities	JUB 144
	5	F6	The influence of the entrepreneur	JUB 155
	6	F7	Innovation and technology transfer	FUL 201
	9	F8	Media and advertising	JUB G31
	10	F9	International business & the Commonwealth	JUB G08
	11	F10	Strategic alliances and joint ventures	FUL 101
	12	F11	Subsidiary development	JUB G35
	4	F12	Empirical studies of global value chains	JUB 115
	9	F13	Expatriates and international assignments	JUB 116
	10	F14	Political and regulatory influences	JUB 117
	13	F15	Corporate governance	JUB 118
	14	F16	IB research and training	JUB 135
<b>1740 - 1830</b>	<b>EIBA General Assembly</b>			JUB G08
<b>2000 - 0100</b>	<b>Gala Dinner</b>			Grand Hotel

## **Conference Organisation**

The 2012 EIBA Conference is hosted by the Department of Business & Management at the University of Sussex:

Conference Chairs:

Roger Strange (University of Sussex) & Pervez Ghauri (King's College London)

Local Organising Committee:

Ödül Bozkurt, Norifumi Kawai, Vikrant Shirodkar & Yong Yang (University of Sussex)

Conference Administrators:

Snehal Patel & Yvonne Barnes

Website:

Russell Eke

Room Bookings & Catering:

Cat Stead

Conference Assistants:

David Eggleton, Olaya Moldes Andres, Boidurjo Mukhopadhyay & Anannit Sumawong

## Tracks and Track Chairs

The reviewing process at the EIBA conference is coordinated by the Chairs of the 14 tracks, and they all deserve a vote of thanks for their hard work and professionalism:

Track 1: International Business and Sustainable Development  
Chair: Rob van Tulder (Rotterdam School of Management)

Track 2: Multinationals from Emerging Markets  
Chair: Filip De Beule (University of Leuven)

Track 3: IB Theory and International Economics  
Chair: Niron Hashai (Hebrew University)

Track 4: Supply Chain Strategies, Offshoring and Outsourcing  
Chair: Torben Pedersen (Copenhagen Business School)

Track 5: SMEs, Entrepreneurship and Innovation  
Chair: Niina Nummela (University of Turku)

Track 6: Knowledge Management and Technology Transfer  
Chair: Rudolf Sinkovics (Manchester Business School)

Track 7: International Finance and Accounting  
Chair: Lars Oxelheim (Lund University)

Track 8: International HRM and Cross-Cultural Issues  
Chair: Jonas Puck (WU Vienna)

Track 9: International Marketing  
Chair: Per Servais (University of Southern Denmark)

Track 10: MNE Strategy and Organization  
Chair: Jorge Carneiro (Pontifical Catholic University of Rio de Janeiro)

Track 11: Networks and Alliances  
Chair: Jorma Larimo (University of Vaasa)

Track 12: Subsidiary Strategies and HQ-Subsidiary Relations  
Chair: Gabriel Benito (BI Norwegian Business School)

Track 13: Corporate Governance and Corporate Social Responsibility  
Chair: Trond Randøy (University of Agder)

Track 14: IB Research Methodology and Teaching  
Chair: Rebecca Piekkari (Aalto University)

## **EIBA Fellows & National Representatives**

EIBA is governed by a Board, chaired by Peter Buckley (University of Leeds, UK) and comprising elected national representatives from all countries with significant attendance at the annual conference. The Executive Secretary to the Board is Ene Kannel (EIASM).

The national representatives are:

- Australia: Catherine Welch
- Austria: Tina Ambos
- Belgium: Filip De Beule
- Brazil: Jorge Carneiro
- Canada: Chang Hoon Oh
- Denmark; Jens Gammelgaard
- Estonia: Enn Listra
- Finland: Niina Nummela
- France: Claude Obadia
- Germany: Stefan Schmid
- Greece: Pavlos Dimitratos
- Ireland: Dorota Piaskowska
- Israel: Orly Yeheskel
- Italy: Grazia Santangelo
- Netherlands: Rob van Tulder
- Norway: Trond Randøy
- Poland: Marian Gorynia
- Portugal: Ana Teresa Tavares-Lehmann
- Romania: Liviu Voinea
- Slovenia: Andreja Jaklič
- Spain: José Pla-Barber
- Sweden: Rian Drogendijk
- Switzerland: Philippe Gugler
- United Kingdom: Roger Strange
- USA: Ronaldo Parente

The governance of EIBA is complemented and supported by the EIBA fellows under the leadership of their Dean, Daniel van den Bulcke (University of Antwerp, Netherlands): The current active EIBA Fellows are: Peter Buckley, John Cantwell, Juan José Duran-Herrera, Mats Forsgren, Pervez Ghauri, John Hagedoorn, Jean-François Hennart, Seev Hirsch, Sarianna Lundan, Reijo Luostarinen, Klaus Macharzina, Krzysztof Obloj, Lars Oxelheim, Marina Papanastassiou, Rebecca Piekkari, Francesca Sanna-Randaccio, Vitor Corado Simões, Örjan Sölvell, and Marjan Svetličič.

New EIBA members are encouraged to introduce themselves to the National Representatives during the course of the conference.

## Publishers

The following publishers have stands at the 2012 Conference in Jubilee Room G30:

Edward Elgar

Elsevier

Emerald Group

Oxford University Press

Palgrave Macmillan

Routledge

Special thanks are due to:

- Virginia Thorp & Keri Dickens (Palgrave Macmillan) for volunteering a talk on 'Publishing your Ph.D Thesis' as part of the EIBA Doctoral Symposium.
- Elsevier for their continued support and publication of the *International Business Review*.
- Emerald for their sponsorship of the *IMR* International Marketing Award and the *IJoEM* Best Paper Award on Emerging Markets.

## General Information

### Transportation between Brighton and the University

For the convenience of the EIBA participants, complementary coach transportation between Brighton and the University of Sussex as follows:

- Friday 7 December (2100, after the Welcome Reception):  
Coaches depart from outside Bramber House to Brighton
- Saturday 8 December (0800)  
Coaches depart from outside the Grand Hotel to the University of Sussex
- Saturday 8 December (1900, after the Reception)  
Coaches depart from outside Bramber House to Brighton
- Sunday 9 December (0800)  
Coaches depart from outside the Grand Hotel to the University of Sussex
- Sunday 9 December (1830, after the General Assembly)  
Coaches depart from outside Bramber House to Brighton

Delegates wishing to travel independently from Brighton to the University campus have a number of options:

- Trains run between **Brighton** rail station and **Falmer** station every 15 minutes and the journey time is 8 minutes. Falmer station is directly opposite the University campus. Pedestrian access is through a subway under the A27 road – follow the signs for the University of Sussex (the University of Brighton also has a campus at Falmer). The cost of a single ticket is £2.40, and an off-peak day return is £3.20.
- Bus #23 and #25 run from the **Old Steine** (near the pier) in Brighton to/from the University of Sussex campus. For travel from Brighton, wait at bus stop **F** opposite the Royal Pavilion. For travel from the University, wait at the bus stop in front of the Fulton Building. The buses run every 10-15 minutes and the journey time is about 30 minutes. There is also a night bus (#N25). The cost of a single ticket is £2.20, but daily saver tickets (offering unlimited travel) are available for £4.00. Further details and timetables are available at [www.buses.co.uk](http://www.buses.co.uk).
- Taxis may be ordered by calling one of the following numbers: 01273-202020, 01273-204060, 01273-747474, or 01273-205205. The cost for a trip from Brighton to the University should be £15-20 – the driver will expect an additional tip of 10%. I suggest you instruct the driver to collect/deliver you to Bramber House on the University of Sussex campus: make sure you specify the University of Sussex (not the University of Brighton).

### Internet Access

You can connect to the University's wi-fi system (eduroam) from most of the buildings on campus including Jubilee and Fulton (where the EIBA conference sessions are taking place) & Bramber House (where meals are served). Instructions on how to connect are available from the EIBA registration desk in Jubilee G22. If you encounter problems, the IT services assistants are available in Jubilee G22 at the following times:

- Friday: 1500 -1700 hours
- Saturday: 0800 – 1500 hours
- Sunday: 0800 – 1300 hours

## COST-EIBA Doctoral Think Tank

### *Emerging Markets and their Corporate Players: Significance and Impact*

**Date & time:** Thursday 6 December (0830 – 1700)

**Room:** Bramber House Conference Centre, Meeting Rooms 1 & 2

**Chairs:** Lucia Piscitello (Politecnico di Milano) & Danny Van Den Bulcke (University of Antwerp)

**Faculty:** Helena Barnard (Pretoria University), Filip De Beule (University of Leuven) & Nagesh Kumar (UN Economic & Social Commission for Asia and the Pacific)

0830 – 0835 Welcome by Louis Brennan (Chair of COST Action Programme IS0905)

0835 – 0845 Introduction by Danny Van Den Bulcke

0845 – 0925 *Organizational attractiveness of Southern multinational firms operating in Europe and the United States*

Terry Alkire (SKEMA Business School)

0925 – 1005 *Emerging market multinationals, business groups and group-specific advantages*

Roderick Bugador (University of Reading)

1005 – 1020 Coffee

1020 – 1100 *The influence of risk perception on internationalisation: evidence from Chinese private investment in Africa*

Liang Chen (University of Leeds)

1100 – 1140 *The internationalization process: a political-based view*

Francisco Figueira de Lemos (Uppsala University)

1140 – 1220 *Developing firms alliance capability in emerging markets: a new perspective on accessing location-specific advantages within network-based environments*

Dimitry Jacob (Queen's University Belfast)

1220 – 1320 Lunch

1320 – 1400 *Strategies of emerging multinational banks in sub-Saharan Africa*

Adeline Pelletier (London School of Economics & Political Science)

1400 – 1440 *Trust and relational capabilities in strategic alliances: an empirical study of MNE subsidiaries in Thai manufacturing sector*

Rapeeporn Rungsithong (University of Bath)

1440 – 1520 *FDI performance of Polish firms: the role of firm and host-country determinants and entry modes*

Piotr Trapczynski (Poznan University of Economics)

1520 – 1535 Tea & coffee

1535 – 1615 *Internationalisation of developing country multinationals: a study of process, motivation, and strategy of Indian firms in the UK*

Varun Chaturbhuj Tripathi (University of Reading)

1615 – 1655 *Co-location, social capital and knowledge exchange of European MNCs through country-of-origin industrial agglomeration in China: evidence from Mondragon Kunshan Industrial Park, East China*

Berrbizne Urzelai (Mondragon University)



## John H. Dunning Doctoral Tutorial

**Date & time:** Friday 7 December (0830 – 1700)  
**Room:** Bramber House Conference Centre, Meeting Rooms 1 & 2  
**Chairs:** Jean-François Hennart (Tilburg University) & Rebecca Piekkari (Aalto University)  
**Faculty:** Gabriel Benito (BI Norwegian Business School), Timothy Devinney (University of Technology, Sydney) & Suzana Rodrigues (Rotterdam School of Management)

- 0830 – 0845 Introduction
- 0845 – 0925 *Disentangling the role of international experiences on psychic distance*  
Moritz Martin Botts (European University Viadrina)
- 0925 – 1005 *SMEs' international expansion and location strategies in gateway countries*  
Noémie Dominguez (Jean Moulin Lyon 3 University)
- 1005 – 1045 *Retaliatory foothold expansion in attackers' home markets*  
Wolfgang Gleich (University of Augsburg)
- 1045 – 1100 Coffee
- 1100 – 1140 *The role of socially-based networks in international entrepreneurship: capability development, network resource flows and internationalization of SMEs - the case of Anatolian Tigers and MUSIAD from Turkey*  
Yusuf Kurt (Manchester Business School)
- 1140 – 1220 *Headquarters value creation through the development of innovation project capabilities: explaining the performance of top-down global deployment of strategic capabilities*  
Olof Lindahl (Uppsala University)
- 1220 – 1320 Lunch
- 1320 – 1400 *The effect of national institutional systems of intellectual property protection and enforcement (ISI) on the intellectual property (IP) management strategies of firms: the case of India and China*  
Elizabeth Mason (University of Leeds)
- 1400 – 1440 *Brands in their local context: an emerging markets study in Brazil, Russia, India and China*  
Janina Schaumann (Lund University)
- 1440 – 1520 *The mediating process of bilateral development by FDI in infrastructure: operation of Chinese infrastructure multinationals in Africa*  
Yuxuan Tang (University of Reading)
- 1520 – 1535 Tea & coffee
- 1535 – 1615 *The liability of inter-group bias in multicultural teams: a network perspective*  
Pekka Vahtera (University of Leeds)
- 1615 – 1655 *The comparison on the survival of emerging country firms and developed country firms operating in the US*  
Kun Michelle Yang (Florida International University)

## EIBA Doctoral Symposium

**Date & time:** Friday 7 December (1400 – 1630)

**Chairs:** Jeremy Clegg (University of Leeds) and Ödül Bozkurt (University of Sussex)

### Opening Session (Room: Jubilee G35)

1400 – 1450 Virginia Thorp & Keri Dickens (Palgrave) on 'Publishing your Ph.D thesis'

### Session DS1 (Room: Fulton 102)

**Faculty:** Peter Gabrielsson (University of Vaasa), Antonella Zuchella (University of Pavia) & Robert Pearce (University of Reading)

1500 – 1530 *Effects of competitive advantages on export behavior: a case of SMEs in an emerging economy*

Abu Hanifah Ayob (Université Toulouse 1 Capitole)

1530 – 1600 *The actual condition of distribution and consumption in the BOP market: the case of Sari-Sari stores in the Philippines*

Toyoko Funahashi (Meiji University)

1600 – 1630 *Internationalization in context: institutional and network perspectives on internationalization - a study of US and Swedish biotech SMEs*

Nurgül Özbek (Stockholm School of Economics)

### Session DS2 (Room: Fulton 110)

**Faculty:** Mark Casson (University of Reading), Mika Gabrielsson (University of Eastern Finland) & Grazia Ietto-Gillies (London South Bank University)

1500 – 1530 *Determinants of foreign direct investment in sub-Saharan Africa and its impact on economic growth*

Godwin Okafor (Bournemouth University Business School)

1530 – 1600 *A value chain perspective on the internationalization process of modular product manufacturers*

Rasha Rezk (University of Cambridge)

1600 – 1630 *Internationalization process of Chinese born-globals*

Xiaotian Zhang (University of Tartu)

### Session DS3 (Room: Fulton 112)

**Faculty:** Marion Frenz (Birkbeck College) & Francesca Sanna-Randaccio (University of Rome, La Sapienza)

1500 – 1530 *Multinational performance variations*

Janja Trstenjak (University of Leeds)

1530 – 1600 *The impact of tax and regulation on the profitability of inward investment in selected Asian countries*

Elfrida Yanti

**Session DS4 (Room: Fulton 202)**

**Faculty:** **Grazia Santangelo (University of Catania) & Joachim Wolf (University of Kiel)**

1500 – 1530 *Efficiency or legitimacy: an empirical examination of Japanese companies FDI*  
Bongju Kim (Meiji University)

1530 – 1600 *Storytelling: a tool for diversity?*  
Monica Norberg (University of Gotland)

## Conference Programme (Friday 7 December)

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### Welcome Address

Date & time: Friday 7 December (1700 – 1730)

Room: Jubilee G08

EIBA Chair: Peter Buckley (University of Leeds)

EIBA President: Roger Strange (University of Sussex)

Editor, PIBR Book Series: Rob van Tulder (Rotterdam School of Management)

### Opening Plenary Session I

Date & time: Friday 7 December (1730 – 1900)

Room: Jubilee G08

John Humphrey & Hubert Schmitz (IDS, University of Sussex)

*The Global Green Economy: a Value Chain Perspective*

Chair: Rob van Tulder (Rotterdam School of Management)

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### Welcome Reception

Date & Time: Friday 7 December (1900 – 2100)

Venue: Bramber House (Eat Central & Dine Central)

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## Conference Programme (Saturday 8 December)

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### **Session A1: Regulations and Investment Incentives (Competitive)**

Chair: Aloysius Newenham-Kahindi (University of Saskatchewan)  
 Track: International Business and Sustainable Development  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee 115

*Environmental regulations and multinational corporations' foreign market entry investments (#80)*

Chang Hoon Oh (Simon Fraser University) & Jorge Rivera (George Washington University)

*Effectiveness of investment incentives (#76)*

Anže Burger (University of Ljubljana), Andreja Jaklič (University of Ljubljana) & Matija Rojec (University of Ljubljana)

*Framework for green supply chain integration with the usage of ISO 14001 environmental management system (#472)*

Tomasz Surmacs (Rzeskow University) & Barbara Fura (Rzeskow University)

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### **Session A2: Foreign Direct Investment by EMNEs (Competitive)**

Chair: Rajneesh Narula (University of Reading)  
 Track: Multinationals from Emerging Markets  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Fulton 201

*Determinants of international acquisitions: the case of Tata (#72)*

Laura Rienda (University of Alicante), Enrique Claver (University of Alicante) & Diego Quer (University of Alicante)

*How IB theory explains greenfield or acquisition by Chinese MNEs (#134)*

Ziyi Wei (University of Reading)

*Acquisitions of companies and acquisitions of knowledge: do emerging and advanced multinational companies strategic behaviors differ? (#499)*

Stefano Elia (Politecnico di Milano), Lucia Piscitello (Politecnico di Milano) & Filip De Beule (University of Leuven)

*Why do firms use public support during their internationalization process? A country-level perspective (#725)*

Miguel Matos Torres (University of Aveiro) & Francisco Figueira de Lemos (Uppsala University)

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**Session A3: FDI Theory (Competitive)**

Chair: Alan Rugman (University of Reading)  
 Track: IB Theory and International Economics  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee 144

*Is ownership advantage a necessary condition for the emergence of the MNE? (#48)*

Niron Hashai (Hebrew University) & Peter Buckley (University of Leeds)

*Re-thinking internationalization theory (#704)*

Douglas Dow (Melbourne Business School) Peter Liesch (University of Queensland),  
 Catherine Welch (University of Sydney) & Lawrence Welch (Melbourne Business  
 School)

*International business strategy: a supply chain perspective (#16)*

Mark Casson (University of Reading) & Nigel Wadeson (University of Reading)

*Is the impact of corporate nationality socially constructed? (#149)*

Yvonne Sefrin (International Graduate School Zittau), Stefan Eckert (International  
 Graduate School Zittau), Arkadiusz Ral-Trebacz (International Graduate School  
 Zittau) & Georg Trautnitz (University of Bamberg)

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**Session A4: Global Production and Sourcing Strategies (Competitive)**

Chair: Robert Pearce (University of Reading)  
 Track: Supply Chain Strategies, Offshoring and Outsourcing  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee 116

*The evolving geography of production hubs across East Asia (#133)*

Gabriele Suder (SKEMA Business School), Peter Liesch (University of Queensland),  
 Satoshi Inomata (JETRO-IDE), Irina Mihailova (Jormanainen) (Aalto University)  
 & Bo Meng (JETRO-IDE)

*Imports, intra-firm trade and productivity: evidence from Spanish manufacturing firms  
 (#399)*

Carlos Bellido (Universidad de Zaragoza) & Marisa Ramirez Aleson (Universidad de  
 Zaragoza)

*Using value chain analysis to explore the internationalisation process of modular product  
 manufacturer: an emerging country perspective (#576)*

Rasha Rezk (University of Cambridge) & Jagjit Srari (University of Cambridge)

*Technology sourcing and a 'creative transition' in subsidiaries: the case of MNE operations in  
 China (#260)*

Marina Papanastassiou (Copenhagen Business School), Si Zhang (Tsinghua  
 University) & Robert Pearce (University of Reading)

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**Session A5: Entrepreneurial Decision-Making (Competitive)**

Chair: Marian Jones (University of Glasgow)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Fulton 203

*Experiential framing and reasoning in internationalization: a conceptual exploration of cognitive alternatives to rationality (#738)*

Marian Jones (University of Glasgow) & Lucrezia Casulli (Newcastle University)

*Strategic decision making of a born global: a comparative study from three small open economies (#162)*

Sami Saarenketo (Lappeenranta University of Technology), Niina Nummela (University of Turku), Paivi Jokela (INSEAD) & Sharon Loane (University of Ulster)

*Strategic decision-making during the internationalisation of SMEs: an analysis from the individual cognitive perspective (#639)*

Jörg Hruby (Hochschule für Unternehmensführung)

*Internationalization and effectuation: explaining entrepreneurial decision-making in uncertain international environments (#183)*

Igor Kalinic (University of Groningen), Saras Sarasvathy (Darden School of Business) & Cipriano Forza (University of Padova)

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**Session A7: Expatriate Performance (Competitive)**

Chair: Susana Costa e Silva (Catholic University of Portugal)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Fulton 101

*Perceived organizational support and expatriate performance: understanding the mediating role of work adjustment and affective commitment (#613)*

Norifumi Kawai (University of Sussex) & Roger Strange (University of Sussex)

*Are total reward practices interpreted the same among expatriates? The case of assigned and self-initiated expatriates (#326)*

Christelle Tornikoski (Grenoble Ecole de Management), Alexandra Gerbasi (Grenoble Ecole de Management) & Conny Herbert Antoni (University of Trier)

*Understanding expatriates satisfaction (#89)*

Susana Costa e Silva (Catholic University of Portugal), Paulo Duarte (University of Beira Interior) & Silvia Ferraz (Unicer Bebidas SA)

*Moderating effects of age and experience on the relationship between emotional intelligence and cross-cultural adjustment of expatriates (#375)*

Alexei Koveshnikov (Hanken School of Economics), Heidi Wechtler (Macquarie University) & Cecile Dejoux (Cnam)

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**Session A8: On-line Entrepreneurship and Marketing (Competitive)**

Chair: Niina Nummela (University of Turku)  
 Track: International Marketing  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee G35

*Global online entrepreneurship after fifteen years of research: a review of the empirical literature (#18)*

Anna Morgan-Thomas (University of Glasgow)

*Leveraging the 3D internet for entrepreneurial practices: opportunities for co-creation (#42)*

Lisbeth Frolunde (Roskilde University), Bjorn-Tore Flåten (University of Agder) & Robin Teigland (Stockholm School of Economics)

*Online customer reviews and willingness to purchase: brand trust as a mediating variable (#29)*

Vincent Cheng (Macau University), Jo Rhodes (Macquarie University) & Peter Lok (University of Sydney)

*The new luxury goods and the Portuguese fashion industry (#572)*

Fernanda Pargana Ilhéu (ISEG/UTL) & Dulce Ferreira (ISEG/UTL)

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**Session A9: Marketing Strategies (Competitive)**

Chair: Stefan Schmid (ESCP Europe)  
 Track: International Marketing  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee G36

*To what degree should firms standardize or adapt their product strategies across countries? New empirical results based on the strategic fit approach (#19)*

Stefan Schmid (ESCP Europe) & Thomas Kotulla (ESCP Europe)

*Business is pleasure and pleasure in business: a study of how Swedish managers build and sustain personal and business ties during firms' market entry into Russia (#231)*

Martin Johanson (Mid Sweden University), Pao Kao (Uppsala University), Olga Nilsson (Uppsala University) & Aron Thyr (Mid Sweden University)

*Psychic distance, organizational innovation and firm performance (#124)*

Azar Goudarz (Swedish University of Agricultural Sciences) & Rian Drogendijk (Uppsala University)

*Export assistance: a literature review and challenges for future research (#697)*

Flavia de Holanda Schmidt (IPEA), Jorge Ferreira da Silva (Pontifical Catholic University of Rio de Janeiro) & Jorge Carneiro (Pontifical Catholic University of Rio de Janeiro)

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**Session A10: Corporate Governance (Competitive)**

Chair: Trond Randøy (University of Agder)  
 Track: Corporate Governance and Corporate Social Responsibility  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee G31

*Corporate board internationalization and the dark side of language diversity (#515)*

Rebecca Piekari (Aalto University), Lars Oxelheim (Lund University) & Trond Randøy (University of Agder)

*Domestic firms strategic responses to government corruption (#178)*

Sungjin Hong (Queen's University Management School), Seung-Hyun Lee (University of Texas at Dallas) & Mike Peng (University of Texas at Dallas)

*Equity culture development in Central and Eastern Europe: the role of institutional and managerial factors (#655)*

Zita Stone (Kent Business School), Fragkiskos Filippaios (Kent Business School) & Carmen Raluca Stoian (Kent Business School)

*Corporate governance devices in French parent companies: an analysis by fuzzy set methods (#642)*

Konan Anderson Seny Kan (Université Toulouse Capitole)

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**Session A11: The Private Sector and Sustainable Development (Interactive)**

Chair: Shova Thapa Karki (University of Sussex)  
 Track: International Business and Sustainable Development  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee 117

*Public or private foreign funds to spur sustainable human development? Regional differences between Asia and Africa (#392)*

Sonia Couprie (ESC Saint Etienne) & Magdalena Godek-Brunel (ESC Saint Etienne)

*Sustainable water management: the role of the private sector (#135)*

Esa Juhani Stenberg (University of Turku)

*Comparison of foreign and domestic firms' economic, social and environmental performance between 1999 and 2009 in Hungary (#303)*

Annamaria Ónodi (Corvinus University of Budapest)

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**Session A12: IB Reviews and Future Research Agendas (Interactive)**

Chair: Amjad Hadjikhani (Uppsala University)  
 Track: IB Theory and International Economics  
 Date & time: Saturday 8 December (0900 - 1030)  
 Room: Jubilee 118

*Some new aspects of the international business theory and international economy (#78)*

Zdzislaw Walenty Puslecki (Adam Mickiewicz University)

*Real options theory in the strategic management literature: a review (#185)*

Edith Ipsmiller (WU Vienna) & Desislava Dikova (WU Vienna)

*International business research: understanding past paths to design future research directions (#479)*

Manuel Portugal Ferreira (Universidade Nove de Julho), Nuno Rosa Reis (Polytechnic Institute of Leiria), Martinho Ribeiro Almeida (Universidade de Sao Paulo) & Fernando Ribeiro Serra (Universidade Nove de Julho Programa de Pos-Graduacao em Administracao)

*Different perspectives on internationalization: half a century of research in the top international business journals (#524)*

Joao Carvalhos Santos (Polytechnic Institute of Leiria), Hortensia Karl Barandas (Faculdade de Economia da Universidade do Porto), Francisco Vitorino Martins (Faculdade de Economia da Universidade do Porto) & Manuel Portugal Ferreira (Universidade Nove de Julho)

*China inward FDI and exports to EU: an exploratory research based on bibliometric method (#554)*

Kristina Makalengva (IUL/ISCTE) & Eurico Brilhante Dias (IUL/ISCTE)

*Determinant factors in the internationalization of knowledge-intensive services in a peripheral area (#482)*

Marta Muñoz-Guarasa (University of Jaén) & Encarnación Moral-Pajares (University of Jaén)

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### **Session A13: Capabilities in SME Internationalization (Interactive)**

**Chair: Joaquin Alegre (University of Valencia)**

**Track: SMEs, Entrepreneurship and Innovation**

**Date & time: Saturday 8 December (0900 - 1030)**

**Room: Fulton A**

*The international opportunity exploitation of transnational entrepreneurial firms: a conceptual framework (#128)*

Pavlos Dimitratos (University of Glasgow) & Chen Li (University of Glasgow)

*Reputation perception in the small business (SMEs) context: empirical evidence from Poland (#259)*

Tomasz Potocki (Rzeszow University) & Bogdan Wierzbinski (Rzeszow University)

*Exploring the relationship between entrepreneurial orientation and export intensity: a process view (#414)*

Joaquin Alegre (University of Valencia) & Anabel Fernandez-Mesa (University of Valencia)

*International learning capabilities in firm internationalization: examining the role of experiential knowledge (#594)*

Niklas Åkerman (Linnaeus University)

*Organizational capabilities dimensions: evidence from Brazilian SMEs (#621)*

Juciara Nunes Alcantara (Federal University of Lavras), Cristina Lelis Leal Calegario (Federal University of Lavras), Karim Marini Thome (University of Brasilia) & Gabriel Rodrigo Gomes Pessanha (Federal Institute of Minas Gerais)

*The role of capabilities in international opportunity identification and enactment process of small and medium enterprises (#651)*

Khandker Md Nahin Mamun (University of Strathclyde)

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**Session A14: Learning from the Experience of Internationalization (Interactive)****Chair:** Frank McDonald (University of Bradford)**Track:** SMEs, Entrepreneurship and Innovation**Date & time:** Saturday 8 December (0900 - 1030)**Room:** Fulton B*Learning by exporting and its spillovers: evidence from Poland (#120)*

Ewa Minska-Strusik (Poznan University of Economics)

*How to become industry standard? The international development of a data solution platform in car parts business (#143)*

Maria Elo (University of Turku)

*What happens to international new ventures beyond the start-up phase? The evidence from Finnish software companies (#272)*

Romeo Turcan (Aalborg University) &amp; Anita Juho (Oulu University)

*International market resistance to innovative service-focused business models: insights from the service dominant logic (#551)*

Jörg Freiling (University of Bremen), Sven Laudien (University of Bremen) &amp; Kathrin Dressel (University of Bremen)

*Which is the role of the numerical flexibility on the family firm learning-by-exporting capability? (#555)*

Joaquin Monreal (University of Murcia)

*Knowledge flow in industry-university relations: a comparison between the Netherlands and Brazil (#691)*

Gustavo Dalmarco (La Salle University College), Paulo Zawislak (Federal University of Rio Garnde do Sul), Willem Hulsink (Rotterdam School of Management) &amp; Flávio Brambilla (La Salle University College)

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**Session A15: Entry and Ownership Modes (Interactive)****Chair:** Jorma Larimo (University of Vaasa)**Track:** MNE Strategy and Organization**Date & time:** Saturday 8 December (0900 - 1030)**Room:** Jubilee 155*Collaborative organizational learning as an aid to accelerated internationalization: the rise of multinational firm distributors c.1920-1960 (#147)*

Peter Miskell (University of Reading)

*Establishment mode strategy of multinational enterprises in China: evidence from Nordic manufacturing investment (#355)*

Yi Wang (University of Vaasa) &amp; Jorma Larimo (University of Vaasa)

*The role of environmental uncertainty and managerial perception in ownership mode adjustment (#665)*

Xia Han (University College Dublin) &amp; Dorota Piaskowska (University College Dublin)

*Resource augmenting entry modes and international experience: an extension from knowledge based view (#713)*

Cristina Villar Garcia (University of Valencia), José Pla-Barber (University of Valencia) &amp; Fidel León-Darder (University of Valencia)

*A revised framework on post-entry mode choice: not only institutions matter (#84)*

Hua Ye (Ritsumeikan University) & Shuo-shuo Xu (Ritsumeikan University)  
*Training for internationalization through domestic geographical dispersion: the case of emerging market business groups (#269)*

Grazia Santangelo (University of Catania) & Tamara Stucchi (Copenhagen Business School)

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**Session A16: The Benefits of Alliances (Interactive)**

**Chair:** Simon Harris (University of Edinburgh)

**Track:** Networks and Alliances

**Date & time:** Saturday 8 December (0900 - 1030)

**Room:** Jubilee 135

*Gaining technological leadership: empirical evidence from high-tech firms originating in the Far East (#88)*

Mario Glowik (Technische Hochschule Wildau) & Sarah Maria Bruhs (Technische Hochschule Wildau)

*The effects of country- and firm-level interactions on knowledge acquisition within international strategic alliances (#129)*

Mia Hsiao-Wen Ho (King's College London)

*Competitive advantage in business networks: evidence from the health care equipment industry (#169)*

Sarah Maria Bruhs (Technische Hochschule Wildau), Mario Glowik (Technische Hochschule Wildau) & Slawomir Smyczek (University of Economics in Katowice)

*Knowledge management and knowledge sharing in international joint ventures (#317)*

Jeong-Yang Park (University of Edinburgh) & Simon Harris (University of Edinburgh)

*What is guanxi anyway? From faux amis to strategic clarity (#535)*

Wenyao Zhao (EM Lyon Business School)

*Being unfaithful or staying true to its mission: how an NGO can influence its supporters' perceptions when it collaborates with firms (#552)*

Nicco Graf (Johannes Gutenberg-Universitaet Mainz) & Franz Rothlauf (Johannes Gutenberg-Universitaet Mainz)

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**Event:** EIBA Fellows' Business Meeting

**Date & Time:** Saturday 8 December (0900 – 1030)

**Room:** Fulton 112

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**Coffee Break (1030 – 1100)**

**Jubilee Cafe**

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**Plenary Session II**

**Date & Time: Saturday 8 December (1100 – 1230)**

**Room: Jubilee G08**

***Joint Ventures and Strategic Alliances: Theory and Practice  
A Quarter Century of Contributions by Paul Beamish***

**Chair: Danny Van Den Bulcke (University of Antwerp)**

**Panellists: Paul Beamish (University of Western Ontario)  
Jonas Puck (Vienna University of Economics and Business)  
Randi Lunnan (BI Norwegian School of Management)  
Jean-François Hennart (Tilburg University)  
Alain Verbeke (University of Calgary)**

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**LUNCH (1230 – 1430)**

**Bramber House: Eat Central & Dine Central**

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**Launch Event**

**Date & Time: Saturday 8 December**

**Room: Fulton A**

***Progress in International Business Research***

**Chairs:**

**Rob van Tulder (Rotterdam School of Management) &  
Alain Verbeke (University of Calgary)**

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**AIB Western Europe Chapter Meeting (1330 -1415)**

**Date & Time: Saturday 8 December (1330 – 1415)**

**Room: Fulton B**

**Chair: José Pla-Barber (University of Valencia)**

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**Session B1: Transnational Private Governance (IDS/UNCTAD Panel)**

Date & time: Saturday 8 December 2012 (1430 - 1600)

Room: Fulton A

Chair: John Humphrey (IDS, University of Sussex)

Panellists: John Humphrey (IDS, University of Sussex)  
Hafiz Mirza (UNCTAD)  
Spencer Henson (IDS, University of Sussex)  
Sarianna Lundan (University of Bremen)

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**Session B2: Critical Perspectives on the International New Venture Literature (Panel)**

Date & time: Saturday 8 December 2012 (1430 - 1600)

Room: Fulton B

Chair: Pavlos Dimitratos (University of Glasgow)

Panellists: Alan Rugman (University of Reading): 'The performance of INVs'  
Marian Jones (University of Glasgow): 'INVs: What we know, what we think we know, and what we don't'  
Tamar Almor (The College of Management Academic Studies): 'Maturing INVs'  
Peter Liesch (University of Queensland): 'Thinking differently about INVs'  
Pavlos Dimitratos (University of Glasgow): 'Concluding remarks'

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**Session B3: Collaboration in Environmental/Energy Projects (Competitive)**

Chair: Allam Ahmed (University of Sussex)

Track: International Business and Sustainable Development

Date & time: Saturday 8 December (1430 - 1600)

Room: Jubilee 115

*The role of business-NGO relations in social innovation: call for a process outlook (#279)*

Anna Ljung (Uppsala University) & Anna Bengtson (Uppsala University)

*MNC and the concept of multiple embeddedness: a case study of MNC-NGO collaboration in saving the Baltic Sea (#580)*

Tiina Ritvala (Aalto University), Per Andersson (Stockholm School of Economics) & Asta Salmi (Aalto University)

*European energy security, renewables, and the Russian factor (#669)*

Anatoly Zhuplev (Loyola Marymount University)

*Regionalization strategies of EU electric utilities (#679)*

Johan Lindeque (University of Amsterdam), Ans Kolk (University of Amsterdam) & Daniel van den Buuse (University of Amsterdam)

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**Session B5: Outward FDI from the Asia-Pacific (Competitive)**

Chair: Pervez Ghauri (King's College London)  
 Track: Multinationals from Emerging Markets  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Fulton 203

*Shifting motives of China's outward FDI: a panel analysis of resource intensifying, complementing, and developing (#47)*

Pervez Ghauri (King's College London), Hua Zhu (Dongbei University of Finance & Economics) & Tariq Malik (Dongbei University of Finance & Economics)

*The rise of the new Chinese innovation giants and the resultant implications for the global competitive order (#138)*

Grahame Fallon (Brunel University), Shaowei He (University of Northampton), Jelena Vukicevic (University of Northampton), Richard Sanders (University of Northampton) & Peter Lawrence (University of Northampton)

*Small and medium-sized firms from Asia-Pacific: information and communication technologies (ICTs) as drivers of globalisation (#529)*

Thomas Borghoff (Alanus University)

*Chinese firms' internationalisation: a review and future research topic (#547)*

Wensong Bai (Uppsala University) & Martin Johanson (Mid Sweden University)

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**Session B6: Offshoring and Outsourcing in R&D and Business Services (Competitive)**

Chair: Grazia Santangelo (University of Catania)  
 Track: Supply Chain Strategies, Offshoring and Outsourcing  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Fulton 201

*Is sharing suppliers with competitors good for innovative performance? The case of R&D services outsourcing (#443)*

Andrea Martinez-Noya (University of Oviedo) & Esteban Garcia-Canal (University of Oviedo)

*The international division of labour in knowledge production: the impact of R&D offshoring on firm performance (#618)*

Lorena D'Agostino (University of Catania), Keld Laursen (Copenhagen Business School) & Grazia Santangelo (University of Catania)

*Organization adaptation and learning in offshoring (#722)*

Marcus Møller Larsen (Copenhagen Business School) & Torben Pedersen (Copenhagen Business School)

*Determinants of greenfield foreign direct investment in business services (#370)*

Martin Falk (Austrian Institute of Economic Research)

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**Session B7: Capital Structure and Financial Performance (Competitive)**

Chair: Bruce Hearn (University of Sussex)  
 Track: International Finance and Accounting  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee G31

*Capital structure of foreign direct investments: a transaction cost analysis (#60)*

Asmund Rygh (BI Norwegian Business School) & Gabriel Benito (BI Norwegian Business School)

*Regional influences on the equity share ownership of foreign partners in international joint ventures (#91)*

Michael Bowe (Manchester Business School), Sougand Golesorkhi (Manchester Metropolitan University) & Mo Yamin (Manchester Business School)

*Market determinants of voluntary disclosure of macroeconomic effects on corporate performance (#59)*

Lars Oxelheim (Lund University), Rebecca Piekkari (Aalto University) & Marcus Thorsheim (Lund University)

*Determinants of financial performance in India: a study of BSE 500 index companies (#736)*

Monica Singhanian (University of Delhi)

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**Session B8: Managing Human Resources (Competitive)**

Chair: David Needle (King's College London)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Fulton 101

*Psychological career mobility and person-language fit at the workplace: a conceptual approach (#539)*

Maria Jarlstrom (University of Vaasa), Rebecca Piekkari (Aalto University) & Tiina Jokinen (University of Vaasa)

*Basking in reflected glory - psychic distance formation as a social comparison process (#530)*

Anja Maria Schuster (University of St Gallen) & Björn Ambos (University of St Gallen)

*Exploring the factors influencing the negotiation process in cross-border M&A (#728)*

Mohammad Faisal Ahammad (Nottingham Business School), Keith Glaister (University of Sheffield), Cary Cooper (Lancaster University), Shlomo Tarba (The Open University, Israel) & Yipeng Liu (University of Mannheim)

*Managing human and institutional resources within the changing Indian business landscape: opportunities for the pharmaceutical industry in India (#413)*

Surender Munjal (University of Leeds) & Vijay Pereira (University of Portsmouth)

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**Session B9: Contemporary Challenges for International Business Strategy (Competitive)**

Chair: Fatima Wang (King's College London)  
 Track: MNE Strategy and Organization  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee 144

*Foreign direct investment in high-risk environments: an historical perspective (#480)*

Teresa da Silva Lopes (University of York) & Mark Casson (University of Reading)

*An evaluation of matrix structure in today's MNEs (#201)*

William Egelhoff (Fordham University) & Joachim Wolf (University of Kiel)

*Challenges of international management on the dawn of the 21st Century (#734)*

Jean-Paul Lemaire (ESCP Europe), Ulrike Mayrhofer (Jean Moulin Lyon 3 University)  
 & Eric Milliot (University of Poitiers)

*Cultural attractiveness in international business (#383)*

Chengguang Li (University of Augsburg) & Felix Brodbeck (University of Munich)

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**Session B10: Multinationality and Performance (Competitive)**

Chair: Yong Yang (University of Sussex)  
 Track: MNE Strategy and Organization  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee 155

*The contribution of additional cultural distance to firm performance: an organizational learning perspective (#227)*

Hannah Richta (University of Mainz) & Michael-Jörg Oesterle (University of Stuttgart)

*Export spillovers: opening the black box (#14)*

Eliane Choquette (Aarhus University) & Philipp Meinen (Aarhus University)

*Relationship between entry mode and location factors in foreign direct investment (#592)*

Jorge Fleta (Zaragoza University) & María Ramírez Alesón (Zaragoza University)

*Necessary, sufficient or redundant? On the role of country-specific legal institutions and firm-specific tangible assets for the valuation impact of corporate nationality (#688)*

Stefan Eckert (International Graduate School Zittau), Marcus Dittfeld (International Graduate School Zittau) & Florian Meinfelder (University of Bamberg)

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**Session B11: Subsidiary Innovation (Competitive)**

Chair: Gjalt de Jong (University of Groningen)  
 Track: Subsidiary Strategies and HQ-Subsidiary Relations  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee G35

*Are headquarters good parents? Headquarters' influence on subsidiary level innovation processes (#22)*

Francesco Ciabuschi (Uppsala University), Mats Forsgren (Uppsala University) & Oscar Martín Martín (Public University of Navarre)

*The impact on decision-making autonomy on subsidiary innovation: theory and evidence from Central and Eastern European countries (#28)*

Dut Van Vo (University of Groningen), Sjoerd Beugelsdijk (University of Groningen) & Gjalt de Jong (University of Groningen)

*Capability upgrading through innovation strategies and integration in GIN: dynamics of how MNEs enhance global competitiveness through emerging markets strategies (#684)*

Vandana Ujjual (University of Sussex), Pari Patel (University of Sussex) & Nick Von Tunzelmann (University of Sussex)

*Patterns and paths of German factories production and innovation strategies in China (#255)*

Steffen Kinkel (University of Applied Sciences, Karlsruhe)

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**Session B12: Responsible Governance (Competitive)**

Chair: Bent Petersen (Copenhagen Business School)  
 Track: Corporate Governance and Corporate Social Responsibility  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee G36

*Was the Norwegian gender quota law necessary? The insiders' resistance (#131)*

Reidar Oystein Strom (Oslo and Akershus University College)

*Environmental disclosure of the French largest industrial companies from 2005 to 2012: a content analysis (#6)*

Elisabeth Albertini (Sorbonne Business School)

*Re-theorizing the firm: in pursuit of well-being and social justice (#685)*

Ganesh Nathan (BSL Switzerland)

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**Session B13: Foreign Market Entry (Interactive)**

Chair: Mo Yamin (Manchester Business School)  
 Track: Multinationals from Emerging Markets  
 Date & time: Saturday 8 December (1430 - 1600)  
 Room: Jubilee 116

*Greenfield investments of Turkish multinationals, 2003-2011 (#43)*

Caner Bakir (Koc University)

*The non obsolescence of the obsolescing bargaining model in emerging markets: liberalization, emerging market MNEs and the bargaining constraints faced by flagship MNEs (#720)*

Kalindi Maheshwari (Manchester Business School) & Mo Yamin (Manchester Business School)

*The rise of Brazilian EMNEs revealed through cross-border acquisitions: the impact of past experience on future M&A activity (#492)*

Namik Kalajdzisalihovic (WU Vienna) & Desislava Dikova (WU Vienna)

*Indian acquisitions in Europe (#707)*

Filip De Beule (University of Leuven)

*Foreign market entry in turbulent countries: extending the perceived environmental uncertainty 2 measure (#280)*

Ernesto Tapia Moore (Euromed Management)

*Choices over levels of exports in two primary goods: a Brazil-Argentina competition game for USA-Germany destinations (#232)*

Augusto Marcos Carvalho de Sena (University of Fortaleza)

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#### **Session B14: Language and Cross-Cultural Issues (Interactive)**

Chair: Rebecca Piekkari (Aalto University)

Track: International HRM and Cross-Cultural Issues

Date & time: Saturday 8 December (1430 - 1600)

Room: Jubilee 117

*Educating for stakeholder dialogues in transition economies: a principles based approach (#20)*

Roland Bardy (Florida Gulf Coast University) & Maurizio Massaro (Udine University)

*Regional cultural differences within European countries: evidence from multi-country surveys (#45)*

Urbas Varblane (University of Tartu), Anneli Kaasa (University of Tartu) & Maaja Vadi (University of Tartu)

*Conflict management in multilingual communities: emerged behavioural actions from language (#66)*

Chi-Yun Chavi Chen (IESEG School of Management) & Fawaz AlHussan (IESEG School of Management)

*Language barrier solutions in MNCs (#297)*

Nathalie Aichhorn (WU Vienna)

*Managing cross-cultural negotiations in the current Northern Iraq IB environment (#318)*

Tobias Blechschmidt (Auckland University of Technology) & Sabina Jaeger (Auckland University of Technology)

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#### **Session B15: International Marketing (Interactive)**

Chair: Jorge Carneiro (Pontifical Catholic University of Rio de Janeiro)

Track: International Marketing

Date & time: Saturday 8 December (1430 - 1600)

Room: Jubilee 118

*Organic food consumer behaviour in Brazil: a qualitative study (#5)*

Danilo de Oliveira Sampaio (Federal University of Minas Gerais) & Marlusa Gosling (Federal University of Minas Gerais)

*A study of generation ethnic effects on country of origin (#451)*

Connie Chang (Meiji University) & Yu-Hsu Sean Hsu (Meiji University)

*The impact of country image on quality assessment of foreign products: the moderating role of the nationality of the consumer (#557)*

Camila Costa (Pontifical Catholic University of Rio de Janeiro), Jorge Carneiro (Pontifical Catholic University of Rio de Janeiro) & Rafael Goldszmidt (EBAPE Business School)

*The effect of geographical location on export-import intensity and overall performance: a study of SMEs in the Swedish furniture industry (#653)*

Zsuzsanna Vincze (Umeå School of Business and Economics), Johan Svensson (Umeå School of Business and Economics) & Håkan Boter (Umeå School of Business and Economics)

*Balancing the internationalization process of a multinational corporation expanding into China: the case of acting ambidextrously (#681)*

Henrik Dellestrand (Uppsala University), Rian Drogendijk (Uppsala University), Mikael Eriksson (Uppsala University) & Ulf Holm (Uppsala University)

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### **Session B16: The Experiences of Alliances and IJVs (Interactive)**

Chair: Klaus Meyer (China Europe International Business School)

Track: Networks and Alliances

Date & time: Saturday 8 December (1430 - 1600)

Room: Jubilee 135

*Internationalization explained as community building effort: moving beyond networks (#347)*

Petr Berdyshev (University of Turku) & Peter Zetting (University of Turku)

*Contribution of social sector organizations in socially entrepreneurial behaviour of multinational corporations (#467)*

Misagh Tasavori (University of Essex), Reza Zaefarian (University of Teheran) & Teck Yong Eng (University of Essex)

*Environment factors and survival of IJV: the case of Mediterranean region (#617)*

Dorra Triki (ESCE) & Emna Moalla (ESCEM)

*How does regulation shape outward FDI from Latin America to the European Union? (#49)*

Daniel Diaz-Fuentes (University of Cantaria), Judith Clifton (University of Cantaria) & Julio Revuelto (University of Cantaria)

*Psychic effect and managing of international acquisition by emerging MNCs in advanced economies (#638)*

Le Huu Nguyen (University of Vaasa) & Jorma Larimo (University of Vaasa)

*Antecedents and consequences of relational capabilities: a study of MNE subsidiaries in Thai manufacturing sector (#690)*

Rapeeporn Rungsithong (University of Bath), Klaus Meyer (China Europe International Business School) & Anthony Roach (University of Bath)

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**Tea & Coffee Break (1600 – 1630)**

**Jubilee Cafe**

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**Session C1: Meet the Editors (Panel)**

Date & time: Saturday 8 December 2012 (1630 -1800)

Room: Fulton A

Chair: Roger Strange (University of Sussex)

Panellists: John Cantwell (Editor-in-Chief, *Journal of International Business Studies*)  
 Roberto di Pietra (Editor-in-Chief, *Journal of Management and Governance*)  
 Pervez Ghauri (Editor, *International Business Review*)  
 Axèle Giroud (Editorial Board, *International Journal of Emerging Markets*)  
 Peter Liesch (Editor, *Journal of World Business*)  
 Alan Rugman (Editor-in-Chief, *Multinational Business Review*)  
 Joachim Wolf (Editor-in-Chief, *Management International Review*)

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**Session C2: Emerging Market Multinationals in Advanced Countries:  
 Internationalization and Innovation (COST Action Panel)**

Date & time: Saturday 8 December 2012 (1630 -1800)

Room: Fulton B

Chair: Filip De Beule (University of Leuven)

Panellists: Helena Barnard (University of Pretoria)  
 Lourdes Casanova (Cornell University)  
 Nagesh Kumar (UN Economic & Social Commission for Asia and the Pacific)  
 Ying Zhang (Rotterdam School of Management)

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**Session C3: SME Global and Regional Strategies (Competitive)**

Chair: Antonio Majocchi (University of Pavia)

Track: SMEs, Entrepreneurship and Innovation

Date & time: Saturday 8 December (1630 - 1800)

Room: Jubilee 144

*Regional and global exporting of Italian SMEs (#386)*

Alfredo D'Angelo (University of Glasgow), Antonio Majocchi (University of Pavia) &  
 Trevor Buck (University of Glasgow)

*Resource differences between born global and born regional firms: evidence from Canadian  
 small and medium sized manufacturers 1997-2004 (#58)*

Sui Sui (Ryerson University), Zhihao Yu (Carleton University) & Matthias Baum  
 (University of Giessen)

*The performance of international new ventures: does global orientation matter? (#506)*

Daniele Cerrato (Universita' Cattolica del Sacro Cuore) & Mariacristina Piva  
 (Universita' Cattolica del Sacro Cuore)

*International supply chain management: an emergent perspective on internationalization  
 (#525)*

Thomas Borghoff (Alanus University)

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**Session C4: R&D Internationalization (Competitive)**

Chair: Mario Kafouros (University of Leeds)  
 Track: Knowledge Management and Technology Transfer  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Fulton 203

*Consequences of global R&D portfolios for MNE performance (#346)*

Mario Kafouros (University of Leeds), Niron Hashai (Hebrew University) & Chengqi Wang (Nottingham University)

*Changing patterns of R&D relocation activities: before and within the economic crisis (#257)*

Steffen Kinkel (University of Applied Sciences, Karlsruhe)

*Institutional quality and R&D internationalization (#662)*

Isabel Alvarez (Universidad Complutense de Madrid), Raquel Marin (Universidad Europea de Madrid) & Sara Ballesteros (Universidad Complutense de Madrid)

*How CEOs use knowledge to foster dynamic capabilities: the mediating role of knowledge based capital (#261)*

Maika Spilke (RWTH Aachen University) & Malte Brettel (RWTH Aachen University)

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**Session C5: International Banks (Competitive)**

Chair: Monica Singhania (University of Delhi)  
 Track: International Finance and Accounting  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Fulton 201

*Financial reform and bank efficiency: a multi-country analysis (#585)*

Niels Hermes (University of Groningen) & Aljar Meesters (University of Groningen)

*EU bank performance: the role of labour regulation (#721)*

Emmanuel Mamatzakis (University of Sussex) & Anastasia Koutsomanoli-Filippaki (Bank of Greece)

*Ratings assignments: lessons from international banks (#741)*

Guglielmo Maria Caporale (Brunel University), Roman Matousek (University of Sussex) & Chris Stewart (Kingston University)

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**Session C6: Human Resources and Performance (Competitive)**

Chair: Adam Smale (University of Vaasa)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Fulton 101

*The impact of HR flexibility on knowledge transfer in international mergers and acquisitions (#729)*

Riikka Sarala (University of North Carolina at Greensboro), Cary Cooper (Lancaster University) & Shlomo Tarba (The Open University, Israel)

*Effects of personal characteristics on organizational commitment: evidence from Brazil's oil and gas industry (#40)*

Mônica Cavalcanti Sá Abreu (Federal University of Ceara), Maria Cristiane Cunha (Petrobras) & Silvia Maria Pedro Rebouças (Federal University of Ceara)

*Organizational identification in MNE subsidiaries: a multi-level study (#74)*

Adam Smale (University of Vaasa), Ingmar Bjorkman (Aalto School of Economics), Mats Ehrnrooth (Hanken School of Economics), Kristiina Makela (Aalto School of Economics) & Jennie Sumelius (Hanken School of Economics)

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**Session C7: The Internationalization Process (Competitive)**

Chair: Dorota Piaskowska (University College Dublin)  
 Track: MNE Strategy and Organization  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee 155

*The measurement of internationalization (#310)*

Sandra Seno-Alday (University of Sydney)

*What do inward-outward linkages in the internationalization process mean for export survival? (#13)*

Eliane Choquette (Aarhus University)

*Multinational firms investing into Ireland: an analysis of the software & IT and financial services sectors (#372)*

Fragiskos Filippaios (Kent Business School) & Fatima Annan-Diab (Kingston University)

*Mining firms are not just internationalized for natural resources: the motives of Chinese mining SOEs and POEs (#309)*

Monica Ren (Macquarie University) & Robert Jack (Macquarie University)

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**Session C8: Business Networks (Competitive)**

Chair: Jonas Puck (WU Vienna)  
 Track: Networks and Alliances  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee G35

*Managing institutional impediments through business networks (#121)*

Angelika Lindstrand (Stockholm School of Economics), Kent Eriksson (Royal Institute of Technology) & Nurgül Özbeck (Stockholm School of Economics)

*Inter-firm networks and the forces to a leading position in the knowledge network (#330)*

Mei Ho (National Taiwan University of Science & Technology) & Even Liu (National Taiwan University of Science & Technology)

*Global networks in the high-tech industry: structural holes and R&D performance (#687)*

Susanne Scherer (WU Vienna), Gregor Binder (WU Vienna), Jonas Puck (WU Vienna) & Mario Glowik (Technische Hochschule Wildau)

*How open do MNCs need to be to extract value in open innovation? (#184)*

Christopher Williams (Richard Ivey School of Business) & Jaap Vossen (University of Amsterdam)

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**Session C9: Subsidiary Networks (Competitive)**

Chair: Ulf Andersson (Copenhagen Business School)  
 Track: Subsidiary Strategies and HQ-Subsidiary Relations  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee G36

*The strategic management of external networks: factor market concentration's impact on subsidiary external embeddedness (#130)*

Grazia Santangelo (University of Catania) & Ulf Andersson (Copenhagen Business School)

*Stakeholder networks, subsidiary performance, and the efficiency of subsidiary political strategies (#468)*

Stefan Heidenreich (WU Vienna), Jonas Puck (WU Vienna) & Igor Filatotchev (WU Vienna)

*Effects of business networks including socio-political actors on subsidiary strategy processes: the case of Western MNC subsidiaries in emerging economies (#631)*

Cecilia Pahlberg (Uppsala University) & Anna Ljung (Uppsala University)

*Autonomy, network relationships and the performance of subsidiaries in competitive city regions: the case of Denmark (#668)*

Frank McDonald (University of Bradford), Heinz Tüselmann (Manchester Metropolitan University), Andreas Stephan (Jönköping International Business School), Jens Gammelgaard (Copenhagen Business School) & Christoph Dörrenbächer (HRW, Berlin)

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**Session C10: New IB Research Practices and Methodologies (Competitive)**

Chair: Agnieszka Chidlow (Manchester Metropolitan University)  
 Track: IB Research Methodology and Teaching  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee G31

*Towards new conceptualizations of organizational control: outlining a discourse analysis study of managers' talk in a cross-border acquisition (#12)*

Laura Erkkila (Aalto University)

*The case study in family business: a review of research practice (#95)*

Emmanuella Plakoyiannaki (Aristotle University of Thessaloniki), Tanja Kontinen (University of Jyväskylä) & Arto Ojala (University of Jyväskylä)

*Cross cultural rhetorical strategies to publish in international management academic publications (#603)*

Jorge Fleta (Zaragoza University) & Fang Pan (San Jorge University)

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**Session C12: Knowledge Management and Innovation (Interactive)**

Chair: Sverre Tomassen (BI Norwegian Business School)  
 Track: Knowledge Management and Technology Transfer  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee 115

*Different governance mechanisms, different benefits: knowledge sharing in international professional service firms (#132)*

Ragnhild Kvålshaugen (BI Norwegian Business School) & Sverre Tomassen (BI Norwegian Business School)

*The role of foreign subsidiaries in internationalization and innovative activity in Poland: the results from CIS 2008 (#166)*

Szymon Truskolaski (Poznan University of Economics) & Justyna Majewska (Poznan University of Economics)

*China's intellectual property environment and risk evaluation for foreign companies (#322)*

Qing Cao (University of Turku)

*How dynamic capabilities improve the ability of firms to perform better during institutional transitions (#712)*

Asta Pundziene (Kaunas University of Technology), Solveiga Buoziute (Kaunas University of Technology), Margarita Pilkiene (ISM University of Management and Economics) & Sarunas Nedzinskas (ISM University of Management and Economics)

*Organizational attractiveness of emerging market multinational corporations in Europe and the United States (#159)*

Terry Alkire (SKEMA Business School)

*Business model and role of accelerators in creating start-up firm: case of American and European accelerators (#645)*

Diala Kabbara (University of Pavia)

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**Session C13: International Finance (Interactive)**

Chair: Lars Oxelheim (Lund University)  
 Track: International Finance and Accounting  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee 116

*Determinants for political risk insurance of direct investments in emerging markets (#10)*

Omar Penna Moreira Filho (Fundacao Getulio Vargas) & Richard Saito (Fundacao Getulio Vargas)

*ADRs and their effect on the capital structure of listed firms: evidence from Brazil (#700)*

Felipe Flores Martins (UNIVALI), Jeferson Lana (UNIVALI), Wlamir Goncalves Xavier (FGV/EAESP & UNISUL), Rosilene Marcon (UNIVALI) & Rodrigo Bandeira-de-Mello (FGV/EAESP)

*Financial needs of international firms (#730)*

Federica Sist (Libera Università Maria Ss. Assunta)

*Impact of dividend policy on shareholders' wealth: a study of select Indian companies (#735)*

Monica Singhania (University of Delhi)

*Cross-border mergers and acquisitions: an analysis of Chinese market reaction (#666)*

Aysun Ficici (Southern New Hampshire University), Bulent Aybar (Southern New Hampshire University), Bo Fan (Southern New Hampshire University) & Lingling Wang (Southern New Hampshire University)

*Overseas stock market reactions to the internationalization of emerging market firms: the effects of corporate governance on shareholder value creation (#710)*

Lutao Ning (Queen Mary College), Jing-Ming Kuo (Durham University) & Roger Strange (University of Sussex)

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**Session C14: FDI and Host Economies (Interactive)**

Chair: Gabriele Suder (SKEMA Business School)  
 Track: MNE Strategy and Organization  
 Date & time: Saturday 8 December (1630 - 1800)  
 Room: Jubilee 114

*The dark side of dynamic capabilities: on foreign operation mode flexibility and cost-benefit tradeoffs (#661)*

Bent Petersen (Copenhagen Business School), Gabriel Benito (BI Norwegian Business School) & Lawrence Welch (Melbourne Business School)

*A model for FDI in mature economies: the case of Japan (#251)*

Remy Magnier-Watanabe (University of Tsukuba) & Jean-Paul Lemaire (ESCP Europe)

*Inward investment in a transition economy: characteristics and performance over the last ten years (#643)*

Laura Haar (Manchester Business School), Nicolae Marinescu (Transilvania University of Brasov) & Cristinel Constantin (Transilvania University of Brasov)

*Cluster dynamics and the MNEs role in cluster development (#79)*

Zsuzsanna Vincze (Umeå School of Business and Economics) & Peter Zettinig (University of Turku)

*Facilitating the conception and execution of innovation strategies within the MNC: the role of knowledge governance mechanisms (#675)*

Karina Jensen (Reims Management School)

*Foreign direct investment and sectoral growth effects in Egypt (#743)*

Shimaa Elkomy (Lancaster University)

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**Session C15: Trust and Social Capital (Interactive)**

Chair: Alex Mohr (Kent Business School)

Track: Networks and Alliances

Date & time: Saturday 8 December (1630 - 1800)

Room: Jubilee 118

*Beyond cronyism: in pursuit of deep trust (#321)*

Antony Drew (University of Newcastle), Anton Kriz (University of Newcastle), Byron Keating (University of Canberra) & Christopher Rowley (City University)

*Control mechanisms and trust between complementary and substitutive effects: an empirical investigation on international strategic alliance (#654)*

Marina Vignola (University of Modena and Reggio Emilia) & Bernardo Balboni (University of Modena and Reggio Emilia)

*Developing "we-ness" with others: collective identity work in international collaborations (#177)*

Ying Zhang (University of Strathclyde) & Chris Huxham (University of Strathclyde)

*The influence of social capital on business performance: an analysis in Brazilian small firm networks (#278)*

Douglas Wegner (Universidade de Santa Cruz do Sul), Clara Koetz (Universidade de Santa Cruz do Sul), Eduardo de Oliveira Wilk (Universidade de Santa Cruz do Sul) & Antonio Domingos Padula (Universidade Federal do Rio Grande do Sul)

*Co-location, social capital and the internationalization process of Basque MNCs through country-of-origin industrial agglomeration in China (#465)*

Berrizne Urzelai (Mondragon University) & Jinmin Wang (Nottingham Trent University)

*Employees as entrepreneurs: social capital and opportunity recognition (#656)*

Sebastian Schorch (Grenoble Ecole de Management) & Alexandra Gerbasi (Grenoble Ecole de Management)

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**Session C16: Subsidiary Strategies (Interactive)**

Chair: Sara McGaughey (Griffith University)

Track: Subsidiary Strategies and HQ-Subsidiary Relations

Date & time: Saturday 8 December (1630 - 1800)

Room: Jubilee 135

*Informal governance and its impact on transactional uncertainty of transnational corporations: the case of social relatedness (#157)*

Kim-Leong Chung (University of Bremen), Jörg Freiling (University of Bremen) & Sven Laudien (University of Bremen)

*The individual network position's effect on subsidiary initiative acceptance (#602)*

Anna Strutzenberger (Johannes Kepler University)

Subsidiary identity construction: managing boundaries, distinctiveness and relationships (#637)

Helene Colman (BI Norwegian Business School), Inger Stensaker (NHH Norwegian School of Economics) & Birgitte Groggaard (University of Calgary)

The role of subsidiary identity and organisational identification in the co-construction of MNE subsidiary mandates (#652)

Eva Alfoldi (Manchester Business School), Jeremy Clegg (University of Leeds) & Sara McGaughey (Griffith University)

A dual-sided transaction costs perspective on IJV partnerships (#699)

Alexander Wisgickl (WU Vienna), Markus Hoedl (WU Vienna) & Jonas Puck (WU Vienna)

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**Reception**

**Date & Time:** Saturday 8 December (1800 – 1900)

**Room:** Jubilee Cafe Area

***To Commemorate Peter Buckley's Tenure as EIBA Chair***

**Speakers:** Philippe Gugler (University of Fribourg)

Mark Casson (University of Reading)

Jeremy Clegg (University of Leeds)

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## Conference Programme (Sunday 9 December)

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### **Session D1: Corporate Social Responsibility & Human Rights (Competitive)**

Chair: Margreet Boersma – De Jong (Hanze University of Applied Sciences)  
 Track: International Business and Sustainable Development  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 115

#### *Human rights due diligence in global value chains (#249)*

Sarianna Lundan (University of Bremen) & Peter Muchlinski (School of Oriental and African Studies)

#### *Global business and society: exploring CSR adoption and human rights abuses by large corporations (#385)*

Elisa Giuliani (University of Pisa) & Davide Fiaschi (University of Pisa)

#### *CSR and the multinational corporation: a case study of embedding a social mission (#650)*

Jacqueline Mees-Buss (University of Sydney) & Catherine Welch (University of Sydney)

#### *Determinants potentially motivating CSR activities in MNC subsidiaries: a stakeholder perspective (#740)*

Byung Il Park (Hankuk University of Foreign Studies) & Pervez Ghauri (King's College London)

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### **Session D2: The Location of FDI (Competitive)**

Chair: Ulf Holm (Uppsala University)  
 Track: IB Theory and International Economics  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Fulton 201

#### *The FDI location decision: modelling conceptions of distance (#119)*

Graham Cookson (King's College London), Frédéric Blanc-Brude (EDHEC Research Institute), Jenifer Piesse (University of Bournemouth) & Roger Strange (University of Sussex)

#### *How different are emerging market MNEs: a comparative study of location choice (#262)*

Klaus Meyer (China Europe International Business School) & Saul Estrin (London School of Economics)

#### *Regional location-specific drivers for the post-entry subsidiary development: empirical evidence from a transition economy (#96)*

Christine Holmström Lind (Uppsala University), Agnieszka Chidlow (Manchester Metropolitan University), Ulf Holm (Uppsala University) & Heinz Tüselmann (Manchester Metropolitan University)

#### *Motives of location of FDI companies in Poland: the case of Lodz region (#416)*

Tomasz Dorożyński (University of Lodz) & Wojciech Urbaniak (University of Lodz)

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**Session D3: The Influence of SME Dynamic Capabilities (Competitive)**

Chair: Colin Wheeler (Portsmouth Business School)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Fulton A

*Dynamic capabilities for internationalization: from market entry to sustainable internationalization (#635)*

Margaret Fletcher (University of Glasgow), Simon Harris (University of Edinburgh) & Volker Mahnke (University of Edinburgh)

*Disentangling competitive advantage, capabilities and knowledge conditions: the case of the GRD exporting and non-exporting firms (#165)*

Kostas Tsekouras (University of Patras), Areti Gkypali (University of Patras) & Kostas Kounetas (University of Patras)

*Dynamic capabilities of resource poor exporters: a study of SMEs in New Zealand (#4)*

Dietmar Sternad (Carinthia University of Applied Sciences), Sabina Jaeger (Auckland University of Technology) & Christina Mundschoetz (Carinthia University of Applied Sciences)

*International entrepreneurs' performance orientation and their social capital for internationalization (#677)*

Simon Harris (University of Edinburgh), Colin Wheeler (Portsmouth Business School) & Pervez Ghauri (King's College London)

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**Session D4: The Determinants of SME Performance (Competitive)**

Chair: Peter Liesch (University of Queensland)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Fulton B

*Inside the black box: learning, innovation and SMEs international performance (#711)*

Birgit Hagen (University of Pavia), Antonella Zucchella (University of Pavia), Davide Guido (University of Pavia), Mario Grassi (University of Pavia), Peter Liesch (University of Queensland), Jay Weerawardena (University of Queensland) & Gillian Sullivan-Mort (La Trobe University)

*Speed of SME globalization and performance (#208)*

Mikael Hilmersson (Linnaeus University) & Martin Johanson (Mid Sweden University)

*Internationalization and survival of manufacturing firms: the case of new ventures (#680)*

Francisco Puig (University of Valencia), Miguel Gonzalez-Loureiro (University of Vigo) & Pervez Ghauri (King's College London)

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**Session D5: Technology and Technology Transfer in MNEs (Competitive)**

Chair: Rudolf Sinkovics (Manchester Business School)  
 Track: Knowledge Management and Technology Transfer  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Fulton 101

*Knowledge flows within multinational corporations: how well does it flow? (#170)*

Catia Fernandes Crespo (Polytechnic Institute of Leiria)

*International joint ventures as a boundary spanner of technological knowledge transfer: a case of automotive parts industry in the emerging market (#69)*

Zaheer Khan (University of Hull), Yong Kyu Lew (University of Hull) & Rudolf Sinkovics (Manchester Business School)

*Pre-emptive knowledge transfer, information overload as a barrier, and a lock-out as an externality (#498)*

Namik Kalajdzisalihovic (WU Vienna) & Andras Lengyel (WU Vienna)

*Professional investors' assessment of the knowledge capital within multinational enterprises (#332)*

Waymond Rodgers (University of California), Kirsten Foss (BI Norwegian School of Business) & Thomas Houseil (Naval Postgraduate School)

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**Session D6: Executive Remuneration, Retention and Monitoring (Competitive)**

Chair: Michael Bowe (Manchester Business School)  
 Track: International Finance and Accounting  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee G35

*Executive compensation in Europe and the US: a contingency perspective to integrate substitutionary and complementary corporate governance mechanisms (#628)*

Alexander Huettenbrink (Technical University Munich), Jana Oehmichen (Georg-August University Goettingen), Marc Rapp (Philipps-University Marburg) & Michael Wolff (Georg-August University Goettingen)

*The effect of globalization on disclosure level of director and executive remuneration in Australia (#335)*

Pradeep Ray (University of New South Wales), Sangeeta Ray (University of Sydney) & Zaheed Riaz (University of Central Punjab)

*The influence of institutions in founder-CEO retention: IPO firms in a developing country context (#727)*

Bruce Hearn (University of Sussex) & Jenifer Piesse (Bournemouth University)

*The use of financial contracting arrangements to constrain rent-seeking behaviour of managers of subsidiary firms (#698)*

Robert Suban (Manchester Business School), Michael Bowe (Manchester Business School) & Mo Yamin (Manchester Business School)

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**Session D7: The Effects of National Culture (Competitive)**

Chair: Fragkiskos Filippaios (Kent Business School)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee G36

*Going beyond national cultures: matching cultural change in multi-level analysis (#139)*

Innan Sasaki (University of Turku)

*Top management team's cultural diversity, ambidextrous orientation and firm performance (#140)*

Timurs Umans (Kristianstad University)

*An examination of the existing measures of cultural distance: does one size fit all? (#410)*

Fragkiskos Filippaios (Kent Business School) & Anthi Avloniti (Kent Business School)

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**Session D8: Location Determinants and Impacts (Competitive)**

Chair: Lucia Piscitello (Politecnico di Milano)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 144

*Locational determinants of FDI in Africa (#122)*

Rian Drogendijk (Uppsala University), Martin Boman (Uppsala University), Christian Hellqvist (Uppsala University) & Desiree Blankenburg Holm (Uppsala University)

*The choice of foreign locations of Swiss MNEs: an analysis based on firm data (#328)*

Spyros Arvanitis (ETH Zurich), Heinz Hollenstein (ETH Zurich) & Tobias Stucki (ETH Zurich)

*Location choices of FDI and multinational performance: first evidence from matched firms (#97)*

Nigel Driffield (Aston University) & Yong Yang (University of Sussex)

*The role of sub-national geographic space in multinational firms' entry mode choices (#496)*

Stefano Elia (Politecnico di Milano), Lucia Piscitello (Politecnico di Milano) & Sergio Mariotti (Politecnico di Milano)

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**Session D9: The Activities of MNE Subsidiaries (Competitive)**

Chair: Paz Estrella Tolentino (Birkbeck College)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 155

*Funding sources for decentralized R&D activity: evidence from MNE subsidiaries in the European periphery (#508)*

Pavlos Dimitratos (University of Glasgow), Dimitris Manolopoulos (Athens University of Economics and Business) & Ioannis Thanos (University of Glasgow)

*Examining strategy diversity and interdependence in the MNC's subsidiaries and their functional activities (#536)*

Paz Estrella Tolentino (Birkbeck College), Odile Janne (Birkbeck College) & Pi-Chi Chen (Birkbeck College)

*The role of TNC subsidiaries on host countries: the case of Malaysia (#719)*

Chie Iguchi (Keio University)

*Subsidiary mandates beyond host markets: a select and temporary MNC phenomenon? (#113)*

Nicolas Lohr (University of Fribourg), Dirk Morschett (University of Fribourg) & Hanna Schramm-Klein (University of Siegen)

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**Session D10: Knowledge Transfer within MNEs (Competitive)**

Chair: Vandana Ujjual (University of Sussex)  
 Track: Subsidiary Strategies and HQ-Subsidiary Relations  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee G31

*Competence building in transnational companies: the role of regional headquarters in subsidiary coordination (#151)*

Joerg Freiling (University of Bremen) & Sven Laudien (University of Bremen)

*The lifecycle of a population of regional headquarters (#325)*

Perttu Kahari (Aalto University) & Rebecca Piekkari (Aalto University)

*Diffusing subsidiary initiatives in multinational enterprises: national and organizational determinants (#187)*

Christopher Williams (Richard Ivey School of Business) & Maya Kumar (Richard Ivey School of Business)

*Reverse knowledge transfer and the implication of embeddedness: a cross-level interaction perspective (#510)*

Yen-Chen Ho (University of Reading)

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**Session D11: Internationalization: Concepts and Determinants (Competitive)**

Chair: Ulrike Mayrhofer (Jean Moulin Lyon 3 University)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Fulton 203

*The concept of internationalization: a review of its dimensions and analytical components (#172)*

Rene Eugenio Seifert (Instituto Brasileiro de Estudos e Pesquisas Sociais)

*Institutional pressures constraining or progressing internationalization: the case of Australian public universities (#716)*

Mark Tayar (Macquarie University) & Robert Jack (Macquarie University)

*The nature of service characteristics and their impact on born global internationalization (#61)*

Robert Jack (Macquarie University) & Murray Taylor (Macquarie University)

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**Session D12: Stakeholder Influences (Interactive)**

Chair: Desislava Dikova (WU Vienna)  
 Track: International Business and Sustainable Development  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 116

*Perceptions of business cultures in transforming economies (#9)*

Chris Brewster (University of Reading), Clive Viegas Bennett (CB&A) & Claudia Ruiz Mendoza (University of Reading)

*NGOs in the news: the implications of media attention (#168)*

Angela Marberg (Radboud University Nijmegen)

*Internationalization pathway of social entrepreneurs: conceptualizing the social cosmopolitan (#179)*

Max Pater (University of Groningen) & Igor Kalinic (University of Groningen)

*International immigration in the European Union: chances and challenges (#267)*

Renata Orłowska (University of Gdansk)

*An unexpected consequence of fair trade: producers' dependence (#282)*

Garance Gautry (Euromed Management) & Ernesto Tapia Moore (Euromed Management)

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**Session D13: Conceptual and Theoretical Perspectives (Interactive)**

Chair: Torben Pedersen (Copenhagen Business School)  
 Track: Supply Chain Strategies, Offshoring and Outsourcing  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 117

*In the light of theory: the "offshoring - competitive advantage" relationship (and why 'distance' matters again) (#541)*

Bjoern Schmeisser (University of Mannheim)

*Language, operation mode and different communicative requirements (#349)*

Maria Àngels Dasí (University of Valencia) & Torben Pedersen (Copenhagen Business School)

*Offshoring of value activities: a critical literature review and conceptual framework (#548)*

Bjoern Schmeisser (University of Mannheim)

*Shaping supply chain governance (#646)*

Thi Song Hanh Pham (Sheffield Business School) & Kien Nguyen (National Economic University)

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**Session D14: The Process of Internationalization (Interactive)**

Chair: Tiia Vissak (University of Tartu)

Track: SMEs, Entrepreneurship and Innovation

Date & time: Sunday 9 December (0900 - 1030)

Room: Jubilee 118

*Coopetition and innovation activities among SMEs: the case of manufacturing and export companies in one region of Poland (#7)*

Barbara Jankowska (Poznan University of Economics)

*Internationalization of franchises in emerging markets (#46)*

Pedro Resende Melo (University of Sao Paulo), Ronaldo Couto Parente (Florida International University), Moacir de Miranda Oliveira Jr. (University of Sao Paulo) & Filipe Mendes Borini (ESPM)

*The activities of Chinese immigrant entrepreneurs in Canada and China: a case study (#86)*

Tiia Vissak (University of Tartu) & Xiaotian Zhang (University of Tartu)

*Institutional entrepreneurship in competitive interactions (#250)*

Alex Bitektine (HEC Montreal)

*Explaining the process of new venture internationalization from emerging economies: case of Russia (#348)*

Irina Mihailova (Jormanainen) (Aalto University), Galina Shirokova (St Petersburg Graduate School of Management) & Igor Zibarev (St Petersburg Graduate School of Management)

*New Zealand construction and engineering firms: overcoming challenges to internationalization (#649)*

Swati Nagar (Auckland Technical University) & Peter Enderwick (Auckland Technical University)

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**Session D16: On Clusters and Networks (Interactive)**

Chair: Cecilia Pahlberg (Uppsala University)  
 Track: Networks and Alliances  
 Date & time: Sunday 9 December (0900 - 1030)  
 Room: Jubilee 135

*International production networks in East Asia (#44)*

Boguslawa Drelich-Skulska (Wroclaw University of Economics)

*Cluster mapping in MNE: an empirical approach for Switzerland (#678)*

Michael Keller (University of Fribourg) & Xavier Tinguely (University of Fribourg)

*A typology for analysing network changes in M&As (#703)*

William Degbey (University of Turku) & Elina Pelto (University of Turku)

*Handling uncertainty by reaching insidership in networks: the case of ABB in Turkey (#737)*

Siavash Alimadadi (Uppsala University), Anna Bengtson (Uppsala University), Cecilia Pahlberg (Uppsala University) & Amjad Hadjikhani (Uppsala University)

*Influence of network leadership on network performance (#516)*

Susanne Ruckdäschel (University of Passau)

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**Coffee Break (1030 – 1100)**

**Jubilee Cafe**

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**EIBA Fellows' Plenary Session III (1100 – 1230)**

Date & Time: Sunday 9 December  
 Room: Jubilee G08

**Martin Wolf (Financial Times)**

***The Limits to Growth in the 21<sup>st</sup> Century***

Chair: Danny Van Den Bulcke (University of Antwerp)

Panellists: Sarianna Lundan (University of Bremen)

Francesca Sanna-Randaccio (University of Rome, La Sapienza)

James Zhan (UNCTAD)

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**LUNCH (1230 – 1400)**

**Bramber House: Eat Central & Dine Central**

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**Session E1: FDI, Regional Value Chains and Sustainable Development (UNCTAD Panel)**

Date & time: Sunday 9 December 2012 (1400 -1530)

Room: Fulton A

Chair: James Zhan (UNCTAD)

Panellists: Alan Rugman (University of Reading)  
Peter Buckley (University of Leeds)  
Karl Sauvant (Columbia Law School)  
Antonella Zucchella (University of Pavia)  
Rob van Tulder (Rotterdam School of Management)  
Hafiz Mirza (UNCTAD)

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**Session E2: Cultural Differences: Between versus Within Country Variation (Panel)**

Date & time: Sunday 9 December 2012 (1400 -1530)

Room: Fulton B

Chair: Sjoerd Beugelsdijk (University of Groningen)

Panellists: Mark Peterson (Florida Atlantic University)  
Mikael Søndergaard (University of Aarhus)  
Brendan McSweeney (Royal Holloway)

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**Session E3: Emerging MNEs in Advanced Economies (Competitive)**

Chair: Francisco Puig (University of Valencia)

Track: Multinationals from Emerging Economies

Date & time: Sunday 9 December (1400 - 1530)

Room: Jubilee G35

*Geographical agglomeration of Indian and Chinese multinationals in Europe: a comparative analysis (#41)*

Haiyan Zhang (Antwerp Management School), Zhi Yang (Huazhong University of Science and Technology) & Danny Van Den Bulcke (University of Antwerp)

*An empirical study on Turkish EMNCs outward FDI motives into the EU and their marketing-related underlying dimensions (#342)*

Nukhet Vardar (El Izi Communications Consultancy Ltd), Nimet Uray (Istanbul Technical University) & Ramazan Nacar (Istanbul Technical University)

*Emerging market MNEs investing in Europe: a typology of subsidiary global-local connections (#430)*

Sara Gorgoni (University of Greenwich), Elisa Giuliani (University of Pisa), Christina Günther (Max Planck University of Economics) & Roberta Rabelotti (University of Pavia)

*Home country knowledge base as driver of emerging firms' asset-seeking investments in advanced countries (#682)*

Stefano Elia (Politecnico di Milano) & Grazia Santangelo (University of Catania)

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**Session E4: Culture and Psychic Distance (Competitive)**

Chair: Urmas Varblane (University of Tartu)  
 Track: IB Theory and International Economics  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee G36

*The role of culture on mimetic foreign market entries (#636)*

Chengguang Li (University of Augsburg)

*The role of psychic distance in international trade: a longitudinal analysis (#17)*

Lars Håkanson (Copenhagen Business School)

*When East meets West: a new incentive theory for cultural differences in performance orientation (#339)*

Ursula Ott (Loughborough University)

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**Session E6: The Process of SME Internationalization (Competitive)**

Chair: Monica Masucci (University of Sussex)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 144

*Understanding internationalization processes of new ventures: looking inside the swollen middle (#190)*

Nuno Fernandes Crespo (Technical University of Lisbon), Vitor Corado Simões (Technical University of Lisbon) & Margarida Fontes (Laboratorio Nacional de Engenharia e Geologia)

*Internationalization sequence? Exploring internationalization patterns of small and medium sized firms (#514)*

Marie Oehme (University of Mannheim) & Suleika Bort (University of Mannheim)

*Dunning's eclectic paradigm and the entry mode choice: the evidence of SMEs from emerging markets (#163)*

Rose Quan (Northumbria University)

*Foreign direct investment location choice of small and medium-sized firms: the moderating effect of knowledge intensity and international experience (#683)*

Pascal Huett (University of Giessen), Matthias Baum (University of Giessen) & Christian Schwens (Heinrich Heine University)

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**Session E7: The Difficulties of SME Internationalization (Competitive)**

Chair: Norifumi Kawai (University of Sussex)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 155

*Perception of competitors from an individual cognitive perspective: an explorative study (#633)*

Jörg Hruby (Hochschule für Unternehmensführung)

*Nonlinear internationalization: the case of MVM Meccanica Valle Metauro SRL (#77)*

Tiiia Vissak (University of Tartu), Barbara Francioni (University of Urbino "Carlo Bo") & Fabio Musso (University of Urbino "Carlo Bo")

*Perceived problems and difficulties in SME internationalisation: a managerial cognition perspective (#354)*

Jörg Hruby (Hochschule für Unternehmensführung)

*The importance of strategic alliances for small entrepreneurial firms (#71)*

George Nakos (Clayton State University), Keith Brouthers (King's College London) & Pavlos Dimitratos (University of Glasgow)

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**Session E8: Reverse Technology Transfer in MNEs (Competitive)**

Chair: Axèle Giroud (Manchester Business School)  
 Track: Knowledge Management and Technology Transfer  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee G31

*Bridging knowledge gaps: returnees and reverse knowledge spillovers from Chinese local firms to foreign firms (#226)*

Xiaohui Liu (Loughborough University), Jiangyong Lu (Peking University), Seong-jin Chio (Peking University) & Lan Gao (Loughborough University)

*The role of reverse knowledge transfer in explaining MNCs' performance (#57)*

Lamia Ben Hamida (HEG Arc), Valeriya Dominé (HEG Arc) & Mario Kafouros (University of Leeds)

*That shiny moon has a dark side too: reverse transfer of practices and intra-corporate plagiarism (#714)*

Michal Lemanski (WU Vienna)

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**Session E9: International Staffing Practices (Competitive)**

Chair: Pavlos Dimitratos (University of Glasgow)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 115

*The deployment of strategic individualized compensation systems: a multi-level approach (#731)*

Paul Gooderham (Norwegian School of Economics), Michael Brookes (Middlesex University), Mark Fenton-O’Creevy (Open University, UK) & Richard Croucher (Middlesex University)

*Global staffing practices for knowledge professionals: key drivers for the selection of international assignees (#489)*

Dimitris Manolopoulos (Athens University of Economics and Business), Panagiota Sapouna (Athens University of Economics and Business), Pavlos Dimitratos (University of Glasgow) & Emmanouil Sofikitis (Athens University of Economics and Business)

*International business travelling and work-to-life interface: does international career orientation make it easier? (#23)*

Liisa Mäkelä (University of Vaasa), Ulla Kinnunen (University of Tampere) & Vesa Suutari (University of Vaasa)

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**Session E10: Marketing and Firm Performance (Competitive)**

Chair: Peter Gabrielsson (University of Vaasa)  
 Track: International Marketing  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 116

*Multiple sales channel strategy and performance: the moderating role of international experience and globalization potential (#398)*

Mika Gabrielsson (University of Eastern Finland) & Peter Gabrielsson (University of Vaasa)

*The impact of SMEs degree of internationalization on their tacit export knowledge and the financial export performance in a period of global economic recession (#408)*

Raluca Mogos Descotes (Lorraine University), Olli Kuivalainen (Lappeenranta University of Technology) & Bjorn Walliser (Lorraine University)

*How marketing strategies influence export performance? An investigation on micro and small Brazilian enterprises (#540)*

Reynaldo Danneker Cunha (ESPM), Thelma Valeria Rocha (ESPM) & Sergio Garrido Moraes (ESPM)

*Business modelling and value creation: home to host country adaptation (#463)*

Lanlan Cao (Rouen Business School), Jyoti Navare (Middlesex University) & Zhongqi Jin (Middlesex University)

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**Session E11: Outside Influences on Firm Strategy (Competitive)**

Chair: Thomas Lawton (Open University, UK)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Fulton 203

*Exploring the influence of industry factors on the implementation on non-market strategy (#145)*

Steven McGuire (University of Aberystwyth), Tazeeb Rajwani (Cranfield University),  
 Thomas Lawton (Open University, UK) & Johan Lindeque (University of Amsterdam)

*Corporate political strategies of MNEs: a resource dependence perspective (#144)*

Vikrant Shirodkar (University of Sussex)

*Voluntary standards and industry associations: perspectives from British economic history (#726)*

Aashish Velkar (University of Manchester)

*Market driving capabilities and performance in global firms (#641)*

Fatima Wang (King's College London), Pervez Ghauri (King's College London) & Ulf  
 Elg (Lund University)

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**Session E12: Ownership and Entry Mode (Competitive)**

Chair: Graham Cookson (King's College London)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Fulton 201

*Are family firms more internationally involved than non-family firms? The case of Italy (#733)*

Antonio Majocchi (University of Pavia) & Jean-François Hennart (Tilburg University)

*Firm resources, institutional distance, and the choice of entry mode (#686)*

Markus Hoedl (WU Vienna), Jonas Puck (WU Vienna) & Igor Filatotchev (WU Vienna)

*Foreign market entry as a competitive response (#488)*

Wolfgang Gleich (University of Augsburg) & Jan Fisch (University of Augsburg)

*Economic freedom and foreign direct investment ownership mode strategy of multinational enterprises in Asia and Latin America (#73)*

Ahmad Arslan (University of Vaasa), Syed Hussain (Hanken School of Economics) &  
 Jorma Larimo (University of Vaasa)

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**Session E13: The Process of EMNE Internationalization (Interactive)**

Chair: Enrique Claver (University of Alicante)  
 Track: Multinationals from Emerging Markets  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 117

*Is being acquired by a Chinese company a way to internationalize in the Chinese market? The case of Chinese acquisitions in the German automotive sector (#197)*

Simona Gentile-Lüdecker (University of Bremen)

*Internationalization agents: wolves or sheep? (#521)*

Erica Kovacs (Federal Rural University of Pernambuco), Walter Moraes (Federal University of Pernambuco), Renata Oliveira (Federal Rural University of Pernambuco), Rodrigo Bandeira-de-Mello (FGV/EASEP) & Rosilene Marcon (UNIVALI)

*The internationalization process of family businesses: a two-case study on the agribusiness (#657)*

Bianca Magnani Tavares (EAESP – FGV) & Luis Henrique Pereira (EAESP – FGV)

*Multinationals, business groups, and group-specific advantages (#351)*

Roderick Bugador (University of Reading)

*A multi-case study of Polish firms venturing abroad via FDI (#409)*

Jan Nowak (Tischner European University), Marian Gorynia (Poznan University of Economics), Piotr Trapczynski (Poznan University of Economics) & Radoslaw Wolniak (Warsaw University)

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**Session E14: The Drivers of SME Internationalization (Interactive)**

Chair: Mirela Xheneti (University of Sussex)

Track: SMEs, Entrepreneurship and Innovation

Date & time: Sunday 9 December (1400 - 1530)

Room: Jubilee 118

*Internationalization support services for internationally oriented new ventures (#39)*

Petri Ahokangas (University of Oulu) & Tiina Petäsno (University of Oulu)

*One, two, many - opportunity recognition in team based international new ventures (#63)*

Per Servais (University of Southern Denmark), Tuija Mainela (University of Oulu) & Vesa Puhakka (University of Oulu)

*Institutions, resources and firm strategies: a comparative analysis of entrepreneurial firms in three transitional economies (#109)*

Krzysztof Obloj (University of Warsaw), Garry Bruton (Texas Christian University) & Chung-Ming Lau (Chinese University of Hong Kong)

*The emergence of born globals in Poland: what made this possible (#214)*

Mirosław Jarosinski (Warsaw School of Economics)

*Financial incentives to exporting SMBs in emerging markets (#648)*

Izabel Regina Souza (UNIVALI), Dinorã Elite Floriani (UNIVALI) & Felipe Mendes Borini (ESPM)

*Drivers in foreign market location selection: comparative studies of Chinese born global and non-born global firms (#706)*

Xiaotian Zhang (University of Tartu) & Tatyana Tsukanova (St Petersburg State University)

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**Session E15: HR Issues in MNEs (Interactive)**

Chair: José Pla-Barber (University of Valencia)  
 Track: International HRM and Cross-Cultural Issues  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Jubilee 135

*Top management teams' competencies for internationalization process: does it influence on firm's result? (#62)*

Marina Latukha (St Petersburg State University) & Andrei Yu Panibratov (St Petersburg State University)

*Staffing foreign subsidiaries with parent company nationals or host country nationals? Insights from European subsidiaries (#186)*

Christoph Dörrenbächer (Berlin School of Economics and Law), Jens Gammelgaard (Copenhagen Business School), Frank McDonald (University of Bradford), Andreas Stephan (Jönköping International Business School) & Heinz Tüselmann (Manchester Metropolitan University)

*Do German firms differ from UK firms in the internationalization of their top managers? A neo-institutionalist perspective (#507)*

Stefan Schmid (ESCP Europe), Dennis Wurster (ESCP Europe) & Tobias Dauth (ESCP Europe)

*Global integration between strategy and HRM: an exploratory case study in KIFs (#671)*

Tamiko Kasahara (Shikoku University) & Shingo Nishii (University of Hyogo)

*Task conflict, cooperation and performance (#689)*

Ursula Pregernig (WU Vienna) & Jonas Puck (WU Vienna)

*Dynamic capabilities in crisis management HR system: an exploratory proposition from the cases of multinationals in NIEs (#324)*

Jaeho Lee (Kyung Hee University) & Jim Slater (University of Birmingham)

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**Session E16: International Strategies (Interactive)**

Chair: Martin Johanson (Mid Sweden University)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (1400 - 1530)  
 Room: Fulton 101

*The influence of the country of origin effect on the relationship between internationality and performance (#173)*

Paul Dammenhayn (IHI Zittau)

*How home-based resources become host market advantages: an exploratory case study of Uniqlo (#427)*

Tetsuya Usui (Nihon University), Masae Takimoto (Osaka University of Economics and Law) & Masaaki Takemura (Meiji University)

*The myth about emerging market R&D strategies of MNEs: location specific drivers and global innovation networks - the case of Novozymes (#577)*

Vandana Ujjual (University of Sussex) & Stine Haakonsson (Copenhagen Business School)

*International strategy and its redefinition in the context of the economic crisis: insights from a study on Basque firms (#717)*

Aitziber Elola (Orkestra – Basque Institute of Competitiveness)

*Determinants of success in the South American wine industry (#724)*

Luiz Felipe Dias Rangel Kling (FGV/EBAPE), Leonardo Augusto dos Santos Oliveira (FGV/EBAPE) & Ronaldo Couto Parente (Florida International University)

*Gone are the creatures of yesteryear? On the diffusion of technological capabilities in the modern MNC (#207)*

Katarina Blomkvist (Uppsala University), Philip Kappen (Uppsala University) & Ivo Zander (Uppsala University)

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**Session E17: Demonstration of International Business Game**

Date & time: Sunday 9 December (1400 - 1530)

Room: Jubilee G23

Demonstrator Milo Hendricks ([www.businessgameshop.co.uk](http://www.businessgameshop.co.uk))

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**Tea & Coffee Break (1600 – 1630)**

**Jubilee Cafe**

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**Session F1: Experimenting with Alternative Approaches to Teaching IB Online (Panel)**

Date & time: Sunday 9 December 2012 (1600 -1730)

Room: Fulton A

Chair: Ronaldo Couto Parente (Florida International University)

Panellists: Marcela Alvarado-Vargas (Florida International University)

Keith J. Kelley (Florida International University)

Yannick Thams (Florida International University)

David Wernick (Florida International University)

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**Session F2: The Brewery Industry in a Global Context (Panel)**

Date & time: Sunday 9 December 2012 (1600 -1730)

Room: Fulton B

Chair: Jens Gammelgaard (Copenhagen Business School)

Panellists: Magnus Andersson (Lund University)

Christoph Dörrenbächer (Berlin School of Economics and Law)

Rian Drogendijk (Uppsala University)

Jorma Larimo (University of Vaasa)

Urmas Varblane (University of Tartu)

Christopher Williams (Richard Ivey School of Business)

Andreas Zaby (Berlin School of Economics & Law)

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**Session F3: Sustainable Development in Emerging Economies (Competitive)**

Chair: Sjoerd Beugelsdijk (University of Groningen)

Track: International Business and Sustainable Development

Date & time: Sunday 9 December (1600 - 1730)

Room: Jubilee G36

*Dynamic relations between FDI, economic growth and productivity in an emerging economy: evidence from Turkey (#176)*

Xanthippi Adamoglu (University of Macedonia) & Dimitrios Kyrkilis (University of Macedonia)

*Does the EU play an effective role as a single representative for all members? Case of Poland (#276)*

Krystyna Zoladkiewicz (University of Gdansk)

*The clean development mechanism and technology transfer to China (#175)*

Francesca Sanna-Randaccio (University of Rome, La Sapienza) & Daniela Marconi (Bank of Italy)

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**Session F4: The Strategies of EM Firms (Competitive)**

Chair: Odile Janne (Birkbeck College)  
 Track: Multinationals from Emerging Markets  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Fulton 203

*Internationalization of small firms in emerging markets: the strength of historical ties (#271)*

Miguel Matos Torres (University of Aveiro), Francisco Figueira de Lemos (Uppsala University) & Penelope Fidas (World Bank)

*The dynamics of the strategy formation process throughout the internationalization of Brazilian companies (#450)*

Walter Moraes (Federal University of Pernambuco), Erica Kovacs (Federal Rural University of Pernambuco), Renata Oliveira (Federal Rural University of Pernambuco) & Emili Oliveira (Université Rennes 2)

*Management-driven internationalisation - a way to become international in a transformational economy (#670)*

Emma Incze (Corvinus University of Budapest)

*Government role in shaping competitive advantages of emerging MNEs: a multidimensional approach for Russian context (#100)*

Andrei Yu Panibratov (St Petersburg State University) & Marina Latukha (St Petersburg State University)

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**Session F5: The Coordination of Global Value Chain Activities (Competitive)**

Chair: Antonella Zucchella (University of Pavia)  
 Track: Supply Chain Strategies, Offshoring and Outsourcing  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee 144

*The hidden hub: coordinating global value chains with limited formal authority (#206)*

Randi Lunnan (BI Norwegian Business School) & Sara McGaughey (Griffith University)

*In the shadow of offshoring: comparing the expectations of providers of multiple clients and providers of single clients (#37)*

Mariana Almeida (Universidade do Porto) & Raquel Meneses (Universidade do Porto)

*Strategic decision-making in offshoring: the moderating role of coordination (#90)*

Marcus Møller Larsen (Copenhagen Business School)

*The outsourcing of primary activities: the case of Apple and Foxconn (#739)*

Stefano Denicolai (University of Pavia), Roger Strange (University of Sussex) & Antonella Zucchella (University of Pavia)

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**Session F6: The Influence of the Entrepreneur (Competitive)**

Chair: Per Servais (University of Southern Denmark)  
 Track: SMEs, Entrepreneurship and Innovation  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee 155

*Influence of an entrepreneur's international business vision on promoting small firm internationalization: the moderating effect of strategic networking (#341)*

Yee Kwan Tang (University of Glasgow)

*Steering firms in uncertain times: how CEOs make their firms more innovative as well as responsive to changing markets and demands (#256)*

Maika Spilke (RWTH Aachen University) & Malte Brettel (RWTH Aachen University)

*International entrepreneurial orientation and micromultinationals: the moderating effect of being an international new venture (#137)*

Ioanna Deligianni (University of Cyprus), Pavlos Dimitratos (University of Glasgow) & Andreas Petrou (Cyprus University of Technology)

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**Session F7: Innovation and Technology Transfer (Competitive)**

Chair: Grazia Ietto-Gillies (London South Bank University)  
 Track: Knowledge Management and Technology Transfer  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Fulton 201

*The role of internationalization as a determinant of innovation performance: an analysis of 42 countries (#141)*

Andrea Filippetti (CNR), Marion Frenz (Birkbeck College) & Grazia Ietto-Gillies (London South Bank University)

*Environment and FDI technology spillovers: does velocity matter? (#350)*

Yoo Jung Ha (University of York) & Axèle Giroud (Manchester Business School)

*Spillovers from foreign direct investment: the closer, the stronger? (#664)*

Thi Song Hanh Pham (Sheffield Business School) & Thang Tran (University of Essex)

*Some practical remarks on internet application in the global knowledge and technology transfer (example of Poland) (#549)*

Marcin Gryczka (University of Szczecin)

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**Session F8: Media and Advertising (Competitive)**

Chair: Marin Marinov (University of Gloucestershire)  
 Track: International Marketing  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee G31

*Attitudes towards advertising in Brazil and China (#224)*

Marin Marinov (University of Gloucestershire), Svetla Marinova (Aalborg University)  
 & Dan Petrovici (University of Kent)

*Cross-cultural variations in consumer perceptions of corporate social responsibility in global food retailing (#258)*

Chia-Shu Lin (Aletheia University) & Augustos Osseo-Asare (Sunderland University)

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**Session F9: International Business & the Commonwealth (Competitive)**

Chair: Roger Strange (University of Sussex)  
 Track: MNE Strategy and Organization  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee G08

Comments by Mohammad Razzaque (Chief Economic Advisor to the Commonwealth Secretariat)

*Role of country alliances in reducing transaction costs in internationalisation of Indian multinational enterprise firms (#254)*

Peter Buckley (University of Leeds), Peter Enderwick (Auckland Technical University),  
 Nicolas Forsans (University of Leeds) & Surender Munjal (University of Leeds)

*Managing political actors through network partners: the case of market driving strategy (#742)*

Ulf Elg (Lund University), Janina Schaumann (Lund University) & Pervez Ghauri  
 (King's College London)

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**Session F10: Strategic Alliances and Joint Ventures (Competitive)**

Chair: Sabine Urban (University of Strasbourg)  
 Track: Networks and Alliances  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Fulton 101

*The impact of internationalization on the cooperation strategy: investigation on strategic alliance management in successful enterprises (#441)*

Alexander Bode (University of Technology Darmstadt) & Viviane Bressemer (University of Technology Darmstadt)

*The role of partner diversity for the survival of international multi-party joint ventures (#356)*

Alexander Mohr (Kent Business School), Chengang Wang (University of Bradford) & Anthony Goerzen (Queen's School of Business)

*Geographic diversity and effective knowledge sourcing through alliances and M&As: redundancy, sequencing and complexity (#204)*

René Belderbos (University of Leuven), Jojo Jacob (UNU-MERIT) & Boris Lokshin (Maastricht University)

*A liaison with a stranger? An empirical investigation on the competitive advantage of companies generated by a "green alliance" with an NGO (#344)*

Stefan Kolb (Saarland University) & Joachim Zentes (Saarland University)

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**Session F11: Subsidiary Development (Competitive)**

Chair: Randi Lunnan (BI Norwegian Business School)  
 Track: Subsidiary Strategies and HQ-Subsidiary Relations  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee G35

*Internationalization of the second degree: process drivers and restrictions in modern MNCs (#110)*

Nicolas Lohr (University of Fribourg), Dirk Morschett (University of Fribourg) & Bernhard Swoboda (University of Trier)

*Qualifying the learning channels of creative subsidiaries (#622)*

Isabel Alvarez (Universidad Complutense de Madrid) & John Cantwell (Rutgers University)

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**Session F12: Empirical Studies of Global Value Chains (Interactive)**

Chair: Mariola Ciszewska-Mlinarič (Kozminski University)  
 Track: Supply Chain Strategies, Offshoring and Outsourcing  
 Date & time: Sunday 9 December (1600 - 1730)  
 Room: Jubilee 115

*An empirical investigation of supply chain flexibility and performance in the present dynamic environment characterised by an increasing frequency of catastrophic events (#83)*

Fabian Lehnert (Saarland University), Joachim Zentes (Saarland University) & Hanna Schramm-Klein (University of Siegen)

*The adoption of global sourcing by a Brazilian company (#277)*

Luciana Marques Vieira (UNISINOS Business School) & Moema Pereira Nunes  
(UNISINOS Business School)

*Organizational strategies and internationalization through global value chains: Brazilian information technology firms multiple case study (#323)*

Eduardo Armando (Faculdade FIA de Administracao e Negocios) & Adalberto Americo  
Fischmann (Universidade de Sao Paulo)

*Global sourcing readiness: on opportunity recognition, comfort zones, and risk-reducing measures (#440)*

Bent Petersen (Copenhagen Business School), Peter Oerberg Jensen (Copenhagen  
Business School) & Roger Schweizer (University of Gothenburg)

*Value chain module relocations and competitive position of an enterprise: perspectives of companies from clothing and automotive industries (#509)*

Marlena Dzikowska (Poznan University of Economics)

*Remanufacturing and international trade: strategic implications in the automotive aftermarket (#587)*

Maria Elo (University of Turku)

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### **Session F13: Expatriates and International Assignments (Interactive)**

Chair: Niron Hashai (Hebrew University)

Track: International HRM and Cross-Cultural Issues

Date & time: Sunday 9 December (1600 - 1730)

Room: Jubilee 116

*The effect of psychological contract breach on international assignment success: a conceptual framework (#358)*

Hasuli Kumarika Perera (Monash University), Elaine Chew (Monash University) &  
Ingrid Nielsen (Monash University)

*Factors influencing self-initiated expatriation: new insights from a developing country (#369)*

Manjit Singh Sandhu (Monash University) & Chitra Jeevapragasam Joseph (University  
of East London)

*Not local or foreign: the Nikkeijin - another option for international human resource management (#705)*

Masayuki Furusawa (Osaka University of Commerce) & Chris Brewster (University of  
Reading)

*Institutional leverage: diversity in the functions of internationally-assigned managers and potential for competitive advantage (#715)*

Rochelle Haynes (De Montfort University)

*Effects of social support on the dimensions of empowerment (#64)*

Manjari Singh (IIM Ahmedabad) & Anita Sarkar (XLRI Jamspur)

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### **Session F14: Political and Regulatory Influences (Interactive)**

Chair: Vikrant Shirodkar (University of Sussex)

Track: MNE Strategy and Organization

Date & time: Sunday 9 December (1600 - 1730)

Room: Jubilee 117

*Responses of incumbents to decisions of European regulator in the European telecommunications industry (#82)*

Hans Van Kranenburg (Radboud University Nijmegen) & Tristan Ross (Radboud University Nijmegen)

*A strategic approach to lobbying activities at the EU from the energy & power generating sector (#647)*

Fragkiskos Filippaios (Kent Business School) & Robert Kennedy (Kent Business School)

*Do multinational enterprises contribute to sustainable development by engaging in lobbying? The automotive industry and environmental regulations (#561)*

Sigrun Wagner (Royal Holloway) & Stephanos Anastasiadis (Royal Holloway)

*Geographical indications and sustainable exports: the implications of EU versus US legal protection (#673)*

June Francis (Simon Fraser University) & David Robertson (LSE)

*The concept of enterprises' structural power in the context of competition's restrictions (#550)*

Magdalena Sliwinska (Poznan University of Economics)

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#### **Session F15: Corporate Governance (Interactive)**

Chair: Jana Oehmichen (Georg-August University Göttingen)

Track: Corporate Governance and Corporate Social Responsibility

Date & time: Sunday 9 December (1600 - 1730)

Room: Jubilee 118

*Catalysing strategic change: the effect of board capital and institutional differences (#640)*

Sebastian Schrapp (University of Göttingen), Jana Oehmichen (Georg-August University Göttingen) & Michael Wolff (Georg-August University Göttingen)

*Political connections effect on stock market price: evidence from Brazil (#329)*

Jeferson Lana (UNIVALI), Felipe Flores Martins (UNIVALI), Rosilene Marcon (UNIVALI), Rodrigo Bandeira-de-Mello (FGV/EAESP) & Wlamir Goncalves Xavier (FGV/EAESP)

*Corporate governance around the world: a transaction cost economics perspective (#94)*

Dorothee Feils (University of Alberta), Manzur Rahman (University of San Diego) & Florin Sabac (University of Alberta)

*Is CSR embedded in the system of corporate innovation objectives? Evidence from Poland (#327)*

Malgorzata Lewandowska (Warsaw School of Economics) & Tomasz Golebiowski (Warsaw School of Economics)

*Regulating temporary agency work: one inclusive proposition and three transnational private labour regulation mechanisms (#75)*

Elizabeth Cotton (Middlesex University)

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**Session F16: IB Research and Training (Interactive)**

Chair: Malcolm Chapman (University of Leeds)  
Track: IB Research Methodology and Training  
Date & time: Sunday 9 December (1600 - 1730)  
Room: Jubilee 135

Situational export training priorities (#15)

    Tiit Elenurm (Estonian Business School)

Doing "halfie" research in an emerging context: the case of Vietnam (#202)

    Li Thuy Dao (Aalborg University)

Varieties of interdisciplinarity: a bi-dimensional framework (#412)

    Sierk Horn (University of Leeds) & Malcolm Chapman (University of Leeds)

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**EIBA General Assembly**

Date & time: Sunday 9 December (1740 – 1830)  
Room: Jubilee G08  
Chair: Peter Buckley (University of Leeds)

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**Gala Dinner**

Date & time: Sunday 9 December (2000 – 0100)  
Venue: Empress Suite, Grand Hotel, Brighton

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## List of Registered Participants

- Abreu, Mônica Cavalcanti Sá (Federal University of Ceara): C6
- Adamoglou, Xanthippi (University of Macedonia ): F3
- Adewuyi, Mayowa (Bowen University Iwo):
- Ahmed, Allam (University of Sussex): B3
- Ahokangas , Petri (University of Oulu ): E14
- Aichhorn, Nathalie (WU Vienna ): B14
- Åkerman, Niklas (Linnaeus University): A13
- Albertini, Elisabeth (Sorbonne Business School): B12
- Alcantara, Juciara Nunes (Federal University of Lavras): A13
- Alday, Sandra Seno (University of Sydney): C7
- Alegre, Joaquin (University of Valencia): A13
- Alfoldi, Eva (Manchester Business School): C16
- Alimadadi, Siavash (Uppsala University): D16
- Alkire, Terry (SKEMA Business School ): DTT, C12
- Almeida , Mariana (University of Porto):
- Almor, Tamar (The College of Management Academic Studies): B2
- Alvarado-Vargas , Marcelo (Florida International University ): F1
- Ambos, Tina (University of Sussex):
- Andersson, Ulf (Copenhagen Business School): C9
- Andersson, Magnus (Lund University ): F2
- Andres, Olaya Moldes (University of Sussex):
- Antoniou, Christos (University Of Leeds):
- Armando, Eduardo (Faculdade FIA de Administracao e Negocios): F12
- Arvanitis, Spyros (ETH Zurich): D8
- Bai, Wensong (Uppsala University ): B5
- Bakir, Caner (Koc University): B13
- Balboni, Bernardo (University of Modena and Reggio Emilia ): C15
- Bardy, Roland (Florida Gulf Coast University ): B14
- Barnard, Helena (University of Pretoria): DTT, C2
- Baum, Matthias (University of Giessen): C3, E6
- Beamish , Paul (University of Western Ontario): PL1
- Belderbos , René (University of Leuven ): F10
- Beleska-Spasova , Elena (University of Reading ): Bellido, Carlos (University of Zaragoza): A4
- Ben Hamida, Lamia (HEG Arc): E8
- Bengtson, Anna (Uppsala University ): B3, D16
- Benito, Gabriel (BI Norwegian Business School ): DT, B7, C14
- Berdyshev, Petr (University of Turku): B16
- Beugelsdijk, Sjoerd (University of Groningen ): B11, E2, F3
- Bezerra De Oliveira, Brigitte (UFPE / UFRPE ): Binder, Gregor (WU Vienna): C8
- Bitektine, Alex (HEC Montreal ): D14
- Blankenburg Holm, Desiree (Uppsala University ): D8
- Blechsmidt, Tobias (Auckland University of Technology ): B14
- Blessing, Victoria (University of Sussex):
- Boersma - de Jong, Margreet (Hanze University of Applied Sciences): D1
- Borghoff, Thomas (Alanus University): B5, C3
- Botts, Moritz Martin (European University Viadrina ): DT
- Bowe, Michael (Manchester Business School): B7, D6
- Boya, Wang (Durham Business School):
- Bozkurt, Ödül (University of Sussex): DS
- Brambilla, Flávio (La Salle University College): A14
- Bressemer, Viviane (University of Technology Darmstadt): F10
- Brewster, Chris (University of Reading): D12, F13
- Browne, Adele (University of Sussex):
- Bruhs, Sarah Maria (Technische Hochschule Wildau): A16
- Buckley, Peter (University of Leeds): E1, F9, GA
- Bugador, Roderick (University of Reading ): DTT, E13
- Burmester, Brent (University of Auckland):
- Camerani, Roberto (University of Sussex):
- Cantwell, John (Rutgers University): C1, F11
- Cao, Lanlan (Rouen Business School ): E10
- Cao, Qing (University of Turku ): C12
- Carneiro, Jorge (Pontifical Catholic University of Rio de Janeiro): A9, B15
- Carvalho de Sena , Augusto Marcos (University of Fortaleza): B13
- Casanova, Lourdes (Cornell University ): C2
- Casson, Mark (University of Reading): DS, A3, B11
- Chang , Connie (Meiji University): B15

- Chapman, Malcolm (University of Leeds): F16  
 Chen, Liang (University of Leeds): DTT  
 Chen, Chi-Yu Chavi (IESEG School of Management): B14  
 Chew, Elaine (Monash University): F13  
 Chidlow, Agnieszka (Manchester Metropolitan University ): C10, D2  
 Choquette, Eliane (Aarhus University ): B10, C7  
 Chung, Kim-Leong (University Bremen): C16  
 Ciabuschi, Francesco (Uppsala University ): B11  
 Ciszewska-Mlinarič, Mariola (Kozminski University): F12  
 Claver, Enrique (University of Alicante): A2, E13  
 Clegg, Jeremy (University of Leeds): DS, C16  
 Clifton, Judith (University of Cantabria): B16  
 Colman, Helene (BI Norwegian Business School): C16  
 Cookson, Graham (King's College London): D2, E12  
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 Costa e Silva, Susana (Catholic University of Portugal ): A7  
 Cotton , Elizabeth (Middlesex University): F15  
 Couprie, Sonia (ESC Saint Etienne): A11  
 Cunha, Carlos (CIES/Lisbon University Institute):  
 Czako, Erzsebet (Corvinus University of Budapest):  
 Dalmarco, Gustavo (La Salle University College): A14  
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 Daniels, Chux (University of Sussex):  
 Danik, Lidia (SGH - Warsaw School of Economics):  
 Dannecker Cunha, Reynaldo (ESPM): E10  
 Dao, Li Thuy (Aalborg University ): F16  
 Dasí, Maria Àngels (University of Valencia): D13  
 Dauth, Tobias (ESCP Europe): E15  
 De Beule, Filip (University of Leuven ): DTT, A2, B13, C2  
 De Jong, Gjalt (University of Groningen): B11  
 De Oliveira Sampaio, Danilo (Federal University of Minas Gerais): B15  
 Deligianni , Ioanna (University of Cyprus ): F6  
 Denicolai, Stefano (University of Pavia): F5  
 Devinney, Timothy (University of Technology, Sydney): DT  
 Di Pietra, Roberto (University of Siena): C1  
 Dias, Eurico Brilhante (IUL/ISCTE): A12  
 Dias Rangel Kling, Luiz Felipe (FGV/EBAPE): E16  
 Dikova, Desislava (WU Vienna): A12, B13, D12  
 Dimitratos, Pavlos (University of Glasgow): A13, B2, D9, E7, E9, F6  
 Dittfeld, Marcus (IHI Zittau ): B10  
 Dominguez, Noémie (Jean Moulin Lyon 3 University): DT  
 Dorożyński, Tomasz (University of Lodz): D2  
 Dörrenbächer, Christoph (Berlin School of Economics and Law ): C9, E15, F2  
 Dow, Douglas (Melbourne Business School ): D3  
 Drelich-Skulska, Boguslawa (Wroclaw University of Economics): D16  
 Drew, Anthony (University of Newcastle): C15  
 Drogendijk, Rian (Uppsala University): A11, B15, D8, F2  
 Duan, Xiaochen (Shijiazhuang Tiedao University ):  
 Dzikowska, Marlena (Poznan University of Economics): F12  
 Eckert, Stefan (International Graduate School Zittau ): A3, B10  
 Egelhoff, William (Fordham University): B11  
 Eggleton, David (University of Sussex):  
 Elenurm, Tiit (Estonian Business School): F16  
 Elia, Stefano (Politecnico di Milano): A2, D8, E3  
 Elkomy, Shima (Lancaster University): C14  
 Elo, Maria (University of Turku): A14, F12  
 Elola, Aitziber (Orkestra - Basque Institute of Competitiveness): E16  
 Erkkila, Laura (Aalto University): C11  
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 Falk, Martin (Austrian Institute of Economic Research): B6  
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 Feils, Dorothee (University of Alberta): F15  
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 Fernandes Crespo, Nuno (Technical University of Lisbon ): E6  
 Fernandes Crespo, Catia (Polytechnic Institute of Leiria): D5  
 Figueira de Lemos, Francisco (Uppsala

- University): DTT, A2, F4
- Filippaios, Fragkiskos (Kent Business School ): A10, C7, D7, F14
- Flåten, Bjorn-Tore (University of Agder): A8
- Fleta, Jorge (Zaragoza University ): B10, C10
- Fletcher, Margaret (University of Glasgow): D3
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- Folorunsho, Olaolu (Glyndwr University):
- Forsgren , Mats (Uppsala University ): B11
- Foss, Kirsten (Norwegian School of Economics ): D5
- Foster, Tom (Brigham Young University ):
- Francis, June (Simon Fraser University ): F14
- Fratocchi, Luciano (University of L'Aquila):
- Freiling, Joerg (University of Bremen): A14, C16
- Frenz, Marion (Birkbeck College): DS, F7
- Funahashi , Toyoko (Meiji University ): DS
- Fura, Barbara (Rzeszow University): A1
- Furusawa, Masayuki (Osaka University of Commerce): F13
- Gabrielsson, Mika (University of Eastern Finland): DS, E10
- Gabrielsson, Peter (University of Vaasa): DS, E10
- Gammelgaard, Jens (Copenhagen Business School): C10, E15, F2
- Gautrey, Garance (Euromed Management): D12
- Gentile-Lüdecker, Simona (University of Bremen ): E13
- Ghauri, Pervez (King's College London): B5, C1, D1, D3, D4, E11, F9
- Giangaspero, Giulio (University of Rome, La Sapienza):
- Giroud, Axèle (Manchester Business School): C1, E8, F7
- Giuliani, Elisa (University of Pisa ): D1, E3
- Gkypali, Areti (University of Patras): D3
- Gleich, Wolfgang (University of Augsburg ): DT, E12
- Glowik, Mario (Technische Hochschule Wildau ): A16, C8
- Godek-Brunel, Magdalena (ESC Saint-Etienne): A11
- Golebiowski, Tomasz (Warsaw School of Economics): F15
- Golesorkhi, Sougand (Manchester Metropolitan University): B7
- Gomez, Sidonis (Pacific Trading Enterprises):
- Gonzalez-Loureiro, Miguel (University of Vigo ): D4
- Gooderham, Paul (Norwegian School of Economics ): E9
- Gorynia, Marian (Poznan University of Economics): E13
- Goudarz, Azar (Swedish University of Agricultural Sciences): A9
- Graf, Nicco Frédéric Sebastian (Johannes Gutenberg-Universität Mainz): A16
- Greathead, Simon (Brigham Young University):
- Grogaard, Birgitte (University of Calgary ): C16
- Gryczka, Marcin (University of Szczecin): F7
- Gugler, Philippe (University of Fribourg ):
- Ha, Yoo Jung (University of York): F7
- Haar, Laura (Manchester Business School ): C14
- Hadjikhani, Amjad (Uppsala University): A12, D16
- Hagen, Birgit (University of Pavia): D4
- Håkanson, Lars (Copenhagen Business School ): E4
- Harada, Susumu (University of Hyogo ):
- Hashai, Niron (Hebrew University): A3, C4, F13
- Haynes, Rochelle (De Montfort University): F13
- He, Shaowei (University of Northampton ): B5
- Hearn, Bruce (University of Sussex): B7, D6
- Heidenreich, Stefan (WU Vienna ): C9
- Hennart, Jean-François (University of Tilburg): DT, PL2, E12
- Henson, Spencer (IDS, University of Sussex): B1
- Hermes, Niels (University of Groningen ): C5
- Hillemann , Jenny (Vrije Universiteit Brussel ):
- Hilmersson, Mikael (Linnaeus University ): D4
- Hirsch, Seev (Tel Aviv University):
- Ho, Mei (National Taiwan University of Science & Technology): C8
- Ho, Mia Hsiao-Wen (King's College London): A16
- Ho, Yen-Chen (University of Reading): D10
- Hoedl, Markus (WU Vienna): C16, E12
- Holm, Ulf (Uppsala University ): D2
- Holmes, Peter (University of Sussex):
- Hong, Sungjin (Queens University Management School): A10
- Horn, Sierk (University of Leeds): F16
- Hruby, Jörg (Hochschule für Unternehmensführung): A6, E7
- Hsu, Yu-Hsu Sean (Meiji University ): B15
- Humphrey, John (IDS, University of Sussex): PL1, B1
- letto-Gillies, Grazia (London South Bank

- University ): DS, F7
- Iguchi, Chie (Keio University): D9
- Ilheu, Fernanda (ADVANCE/ISEG/UTL):
- Incze, Emma (Corvinus University of Budapest ): F4
- Ipsmiller, Edith (WU Vienna): A12
- Isabel, Alvarez (Universidad Complutense de Madrid): C4, F11
- Ishii, Shinichi (Osaka City University):
- Jacob, Dimitry (Queens University Belfast ): DTT
- Jaeger, Sabina (Auckland University of Technology): B15, D3
- Jaklič, Andreja (University of Ljubljana): A1
- Janina, Schaumann (Lund University): DS, F9
- Jankowiak, Anna (Wroclaw University of Economics):
- Jankowska, Barbara (Poznan University of Economics): D14
- Janne, Odile (Birkbeck College): D9, F4
- Jarosinski, Miroslaw (Warsaw School of Economics ): E14
- Jaura, Manya (Copenhagen Business School):
- Jensen, Peter Oerberg (Copenhagen Business School): F12
- Jensen, Karina (Reims Management School): C14
- Jin, Zhongqi (Middlesex University ): E10
- Johanson, Martin (Mid Sweden University): A9, B5, D4, E16
- Jones, Marian (University of Glasgow ): A5, B2
- Julkunen, Saara (University of Eastern Finland):
- Kafouros, Mario (University of Leeds): C4, E8
- Kahari, Perttu (Aalto University): D10
- Kalajdzisalihovic, Namik (WU Vienna): B13, D5
- Kalinic, Igor (University of Groningen): A5, D12
- Kannel, Ene (EIASM):
- Kao, Pao (Uppsala University ): A9
- Kasahara, Tamiko (Shikoku University): E15
- Kawai, Norifumi (University of Sussex): A7, E7
- Keller, Michael (University of Fribourg): D16
- Kelley, Keith (Florida International University ): F1
- Khan, Zaheer (University of Hull ): D5
- Kim, Bongju (Meiji University ): DS
- Kinkel, Steffen (University of Applied Sciences, Karlsruhe): B11, C4
- Kinnunen, Ulla (University of Eastern Finland): E9
- Koetz, Clara Isabel (Universidade de Santa Cruz do Sul): C15
- Kolb, Stefan (Saarland University): F10
- Kornelakis, Andreas (University of Sussex):
- Kotulla, Thomas (ESCP Europe): A9
- Kovacs, Erica (Federal Rural University of Pernambuco): E13, F4
- Kraus, Julia (University of Neu-Ulm):
- Kumar, Nagesh (UN-ESCAP): DTT, C2
- Kumar, Maya (Richard Ivey School of Business): D10
- Kurt, Yusuf (Manchester Business School): DS
- Laasonen, Salla (Turku School of Economics):
- Lana, Jeferson (UNIVALI): C13, F15
- Larimo, Jorma (University of Vaasa): A15, B16, E12, F2
- Larsen, Marcus Møller (Copenhagen Business School ): B6, F5
- Laudien, Sven (University of Bremen): A14, C16, D10
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- Lee, Jaeho (Kyung Hee University ): E15
- Lehnert, Fabian (Saarland University): F12
- Lemaire, Jean-Paul (ESCP Europe): B9, C14
- Lemanski, Michal (WU Vienna): E8
- Lengyel, Andras (WU Vienna): D5
- Leonhardt, Nils Uwe (University of Glasgow):
- Lew, Yong Kyu (University of Hull): D5
- Lewandowska, Malgorzata (Warsaw School of Economics ): F15
- Li, Chengguang (University of Augsburg): B9, E5
- Li, Phoebe (University of Sussex):
- Liesch, Peter (University of Queensland): A3, A4, B2, C1, D4
- Lin, Chia-Shu (Aletheia University): F8
- Lindahl, Olof (Uppsala University): DT
- Lindeque, Johan (University of Amsterdam): B3, E11
- Liu, Xiaohui (Loughborough University): E8
- Liu, Yipeng (University of Kent): B8
- Ljung, Anna (Uppsala University): B3, C9
- Lofgren, Joan (Aalto University):
- Lundan, Sarianna (University of Bremen): B1, D1, PL3
- Lunnan, Randi (BI Norwegian Business School): F5, F11
- Luostarinen, Reijo (Aalto University):
- Macharzina, Klaus (University of Hohenheim ):
- Magnani Tavares, Bianca (EAESP-FGV): E13
- Magnier-Watanabe, Remy (University of



- Tsukuba): C14
- Majocchi, Antonio (University of Pavia): C3, E12
- Mamatzakis, Emmanuel (University of Sussex): C5
- Mamun, Khandker Md Nahin (University of Strathclyde ): A13
- Marberg, Angela (Radboud University Nijmegen): D12
- Marin, Raquel (Universidad Europea de Madrid): C4
- Marinov, Marin (University of Gloucestershire): F8
- Martinez-Noya, Andrea (University of Oviedo ): B6
- Mason, Elizabeth (University of Leeds ): DT
- Masucci, Masucci (University of Sussex): E6
- Matousek, Roman (University of Sussex): C5
- Mayrhofer, Ulrike (Jean Moulin Lyon 3 University): B9, D11
- Mazurek, Szymon (Wroclaw University of Economics):
- McDonald, Frank (University of Bradford ): A14, C9, E15
- McGaughey, Sara (Griffith University): C16, F5
- McSweeney, Brendan (Royal Holloway):
- Mees-Buss, Jacqueline (University of Sydney): D1
- Meyer, Jens (Rotterdam School of Management):
- Meyer, Klaus (China Europe International Business School ): B16, D2
- Mihailova (Jormanainen), Irina (Aalto University): A4, D14
- Minska-Struzik, Ewa (Poznan University of Economics ): A14
- Mirus, Rolf (University of Alberta ):
- Mirza, Hafiz (UNCTAD): B1, E1
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