

---

## *POST-EVENT SUMMARY REPORT*

---

**Name of Event:** Annual Strategy & International Business Symposium  
**Organiser(s):** Dr Amir Qamar & Prof. John Child  
**Date of Event:** 8<sup>th</sup> January 2019  
**Location of Event:** University House, University of Birmingham  
**Number of Attendees:** 19 Speakers/Discussants and 42 Registered Participants  
**Funding Source:** The Birmingham Business School  
**Founders:** Dr Agnieszka Chidlow and Prof. Pervez Ghauri  
**Supportive Staff:** Ms Jessica Forrester  
**E-mail:** [a.qamar@bham.ac.uk](mailto:a.qamar@bham.ac.uk)

On Tuesday 8<sup>th</sup> January 2019 The Department of Strategy and International Business (SIB) successfully organised its third Annual Strategy and International Business Symposium (ASIBS). As in previous years, the aim of the event was to advance the understanding of various emerging topics within international business and strategy as well as the quality and diversity of research methodologies applied within those areas. Moreover, the event sought to increase SIB's transparency and visibility amongst colleagues working within the department, whilst bridging the gap between SIB and City-REDI. In total, 10 FT SIB and 4 FT City-REDI colleagues participated in the event as speakers. Moreover, the event also included presentations from 2 eminent fractional appointees (Professor John Child & Professor Michael Mol) in the SIB group as well as 4 external speakers (Professor Nigel Driffield, Professor Marian Jones, Dr Jae Yeon Kim, Dr Joanna Karmowska).

Different from the previous years, and in line with the BBS's theme of responsible business, this year it was decided that two sessions would serve as dedicated paper development workshops for early career researchers (ECRs) and PhD students. This was not only a fantastic opportunity for ECRs and PhD students to receive friendly feedback on working papers from established colleagues without typical conference costs, but provided a platform for joint-authored publications and networking. In total, 6 papers from ECRs and PhD students were presented.

In order to contribute to the external recognition as well as to extend the reach of the event to external PhD students and junior faculty (as part of network building), it was advertised using the following:

1. The University's website:  
<https://www.birmingham.ac.uk/schools/business/events/2019/01/annual-strategy-international-business-symposium.aspx>
2. A poster designed especially for the event (see Appendix A) that was posted around the University's campus.
3. Twitter posts associated with prominent research networks such as The Academy of International Business (AIB), The Academy of International Business UK & I Chapter (AIB-UK&I).

The outreach process led to overwhelming internal & external interest. However, due to funding restrictions and the fact that attendance priority was given to our PhD students and junior faculty, only 35 PhD participants and 7 academics from external institutions were selected. The external participants came from nationally recognized institutions such as Warwick Business School, The University of Leeds and The University of Glasgow (please see Appendix G).

Upon registration, both speakers/discussants and participants received a name badge and a canvas bag which contained the following:

- a) Welcome sheet (Appendix A)
- b) Speakers & organizers information (Appendix B)
- c) Schedule (Appendix C)
- d) Recent Publications from the SIB department (Appendix D)
- e) Post event survey (Appendix E)
- f) Notepad, pen and gift.

Following the registration process, Prof. Simon Collinson and Dr Amir Qamar were on hand to formally open the conference after which Prof. Nigel Driffield delivered an opening keynote titled “*From Productivity to Prosperity*”. The event was organized into four special sessions on various topics (before lunch) and five discussion sessions (after lunch). The event was closed by Prof. Marian V. Jones with a presentation titled: “*Where to now in Internationalisation: Conversations in the Field*”. Please see Appendix C for the full schedule.

Throughout the day, all participants had the opportunity to choose from various special and discussion sessions. At the beginning of each session, the participants were presented with background information and scholars’ research interests and academic achievements in order to demonstrate the quality of academic advice/support offered during the event. Moreover, participants were provided with recent publications by SIB and City-REDI colleagues (see Appendix D), to attest to the department’s expertise and enhance its visibility. Further, following a structured process of information sharing, exchange and brainstorming throughout the event, the participants had the various opportunities to discuss their work and publications.

At the end of the event, all participants were asked to fill in the post-event survey. The aim of the survey was to gather feedback concerning the event for future planning. Although there were 42 registered participants, approximately 30 attended the event. Therefore, including speakers, the event consisted of 49 participants and 24 returned the questionnaire (see Appendix E for questionnaire), revealing a response rate of 49%. Based on the returned questionnaires:

1. The majority of responses (**approximately 90%**) rated the event as either **very good** or **excellent**.
2. **100%** of responses revealed that they would **recommend** the event to others.

Selected quotes from PhD students:

- “Useful for PhD students”
- “Friendly atmosphere”
- “Great chance to meet experts in this field, brilliant knowledge and experience share”

In addition to this, during the course of day it was also evident that all participants benefited from academic interactions as well as enjoyed networking opportunities, as a significant number of them personally thanked Dr Amir Qamar and Prof. John Child for organising such a stimulating event. Pictures from the event are provided in Appendix H. The event also enabled teambuilding and networking both within the department and with externally invited speakers over an evening meal, enhancing the Department’s ties with key academics in the field.

The total costs for this event was £2,160.70 (see Appendix F). £2,000 of funding was acquired from BBS’s Research (Cluster, RI, Workshop) Funding scheme and the SIB department funded the outstanding balance. It is expected the event would have cost significantly had notepads, pens, and canvas bags not been left over from the AIB UKI Conference hosted by the Department in 2018.

## Appendix A



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



'Triple-crown' accredited

# Annual Strategy & International Business Symposium January 8<sup>th</sup> 2019 - Welcome

The Department of Strategy and International Business at Birmingham Business School would like to welcome you to the third Annual Strategy and International Business Symposium (ASIBS).

The aim of the event is to advance the understanding of various emerging topics within the fields of international business and strategy. Given the volatile global political environment, we believe it is more important than ever to understand the issues faced and the strategies employed by multinational enterprises (MNEs) and managers.

This symposium is designed to emphasise the importance of sharing our ideas and research with colleagues outside our institution. By doing so, it is hoped that the event will help, guide and inspire both PhD students and junior academics with their process of planning and undertaking innovative and rigorous research in order to advance knowledge as well as enhance professional standards in those fields.

This year, we have decided to dedicate two sessions as paper development workshops for early career researchers and PhD students. We believe this is a fantastic opportunity to receive friendly feedback on working papers.

We hope you enjoy your day and we very much look forward to seeing you again at future events in Birmingham Business School.

Yours Sincerely,

Dr Amir Qamar (Co-lead organiser)

Professor John Child (Co-lead organiser)



## Appendix B



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



'Triple-crown' accredited

# Annual Strategy & International Business Symposium 2019

## Speakers and Organisers

- Prof. Simon Collinson: University of Birmingham (UK)
- Prof. John Child (Co-Lead Organiser): University of Birmingham (UK)
- Prof. Nigel Driffield: University of Warwick (UK)
- Prof. Marian V Jones: University of Sheffield (UK)
- Prof. Amon Chizema: University of Birmingham (UK)
- Prof. Pervez Ghauri (Co-Founder): University of Birmingham (UK)
- Prof. Michael Mol: University of Birmingham (UK) & Copenhagen Business School (Denmark)
- Prof. Shlomo Tarba: University of Birmingham (UK)
- Prof. John Bryson: University of Birmingham (UK)
- Prof. Raquel Ortega-Argilés: University of Birmingham (UK)
- Prof. Xiaohui Liu: University of Birmingham (UK)
- Dr. Agnieszka Chidlow (Co-Founder): University of Birmingham (UK)
- Dr. Amir Qamar: (Co-Lead Organiser): University of Birmingham (UK)
- Dr. Emma Gardner: University of Birmingham (UK)
- Dr. Jae Yeon Kim: University of Warwick (UK)
- Dr. Joanna Karmowska: Oxford Brookes University (UK)
- Dr. Maria Karafyllia: University of Birmingham (UK)
- Dr. Max Nathan: University of Birmingham (UK)
- Dr. Paulina Ramirez: University of Birmingham (UK)
- Dr. Roshan Boojihawon University of Birmingham (UK)

### Sponsors

- Birmingham Business School at the University of Birmingham is the oldest business school in the UK. It was originally established as the Faculty of Commerce in 1902. It is research-led and multi-disciplinary, consistently found in global ranking tables and accredited by leading bodies like AMBA, EQUIS and AACSB. Its triple-crown accreditation confirms the School's position within an elite group of global business schools.
- The Department of Strategy and International Business (SIB) at Birmingham Business School is a multidisciplinary group of leading academics in international business and strategy.



**Annual Strategy & International Business Symposium  
January 8<sup>th</sup> 2019 – Schedule**

Time	Venue	Event
09:15 – 10:00	UH - Atrium	Registration
09:15 – 10:00	UH - Atrium	Morning Refreshments: Coffee/Tea
10:00 – 11:15	Go8	<p>Welcome</p> <p>Professor Simon Collinson</p> <p>Opening Keynote</p> <p>Professor Nigel Driffield – <i>Productivity Project</i></p>
11:15 – 11:30	UH - Atrium	Coffee/Tea Break
11:30 – 12:30	Go8	<p>Special Session: Theme (1)</p> <p>Professor Pervez Ghauri - <i>Getting published in academic journals</i></p> <p>Professor Shlomo Tarba - <i>From the other side of the barricade - The Guest Editorial perspective on publishing in top-tier journals</i></p>
11:30 – 12:30	Go3	<p>Special Session: Theme (2)</p> <p>Dr Jae Yeon Kim - <i>The location of technology sourcing FDI: South Korean investment in the US</i></p> <p>Dr Agnieszka Chidlow - <i>Location choices &amp; institutional differences: The case of Spanish hotel industry</i></p>

<b>11:30 – 12:30</b>	<b>G05</b>	<p><b>Special Session: Theme (3)</b></p> <p><b>Professor John Bryson - <i>Funding, Financing and Financialization of Urban Infrastructure: Dynamics, Business Models, Value Networks and the Infrastructure Fix</i></b></p> <p><b>Dr Maria Karafyllia - <i>International Performance and Domestic Market Information Processes</i></b></p>
<b>11:30 – 12:30</b>	<b>G06</b>	<p><b>Special Session: Theme (4)</b></p> <p><b>Dr Max Nathan - <i>Does Light Touch Cluster Policy Work? Evaluating the Tech City Programme</i></b></p> <p><b>Dr Paulina Ramirez - <i>Modularization and the rise of new Global Innovation Networks: How modularisation and R&amp;D outsourcing have created new types of Global Innovation Networks</i></b></p>
<b>12:30 – 13:30</b>	<b>Business Lounge</b>	<b>Lunch</b>
<b>13:30 – 14:30</b>	<b>G08</b>	<p><b>Discussion Session: Theme (1)</b></p> <p><b>Professor John Child - <i>Context in the Life of International SMEs – The Importance of Industry</i></b></p> <p><b>Dr Joanna Karmowska – <i>Unpacking proactive and reactive internationalization of SMEs from differing contexts</i></b></p>
<b>13:30 – 14:30</b>	<b>G03</b>	<p><b>Discussion Session: Theme (2)</b></p> <p><b>Professor Raquel Ortega-Argilés – <i>The effect of Brexit on the UK long-term competitiveness</i></b></p> <p><b>Professor Xiaohui Liu – <i>Emerging-Market Multinational Enterprises and Political Risk</i></b></p>
<b>13:30 – 14:30</b>	<b>G05</b>	<p><b>Discussion Session: Theme (3)</b></p> <p><b>Dr Emma Gardner &amp; Dr Amir Qamar - <i>Defending your thesis</i></b></p>
<b>13:30 – 14:45</b>	<b>G06</b>	<p><b>Paper Development Workshop: Theme (4)</b></p> <p><b>Lead: Professor Michael Mol</b></p> <p><b>Diletta Pegoraro - <i>De-globalisation, reshoring and value chains</i></b></p>

		<p><b>Khulood Mohammed BaLashwar - <i>The Antecedents Influencing Innovation Projects: Case Study of Product Innovation</i></b></p> <p><b>Adebola-Akande Oluwatosin - <i>Corporate Political Ties: A review and research Agenda</i></b></p>
<b>13:30 – 14:45</b>	<b>G07</b>	<p><b>Paper Development Workshop: Theme (5)</b>  <b>Leads: Professor Amon Chizema and Dr Roshan Boojihawon</b></p> <p><b>Dr Joachim Timlon - <i>Dynamic R&amp;D Capabilities: An Explorative Investigation of n R&amp;D Captive in a Novel Domain in China</i></b></p> <p><b>Shuangqi Wu - <i>Do corporate giving and its interactions with corporate-governance mechanisms affect firm value measured by Tobin’s q in China?</i></b></p> <p><b>Saaduddin Khan - <i>Cross Cultural Negotiation</i></b></p>
<b>14:30 – 15:00</b>	<b>UH - Atrium</b>	<b>Coffee/Tea Break</b>
<b>15:00 – 16:00</b>	<b>Go8</b>	<p><b><i>Closing Keynote</i></b></p> <p><b>Professor Marian V Jones – <i>Where to now in Internationalisation: Conversations in the Field</i></b></p> <p><b><i>Closing Remarks</i></b></p> <p><b>Professor Simon Collinson &amp; Professor John Child</b></p>
<b>16:00 – 16:30</b>	<b>UH - Atrium</b>	<b>Wine reception</b>
<b>18:00 – 20:00</b>	<b>Cielo Brindley Place, Birmingham, B1 2JB</b>	<b>Dinner by invitation only</b>

## Appendix D



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



'Triple-crown' accredited

# Recent Publications from the Department of Strategy & International Business

## Professor John Child

### Abstract

This paper contributes to a multidimensional perspective on the speed of SME internationalization. It examines the influence of entrepreneurial characteristics – experience, rationales and innovation strategies – on multiple dimensions of internationalization speed. Findings from a sample of 180 SMEs show that earliness, speed of deepening, and speed of geographic diversification can be viewed as three different strategic alternatives and that each dimension is predicted by a different set of entrepreneurial antecedents. Earliness of internationalization is associated with entrepreneurs' international business experience and their perception of opportunities abroad as well as preference for an innovation strategy characterized by ambidextrous innovation. Speed of deepening is related to entrepreneurs' international business experience, their orientation towards differentiation vis-à-vis competitors, and commitment to innovation and a strategy focusing on exploration. These results indicate the importance of distinguishing between different forms of innovation. Speed of geographic diversification is predicted only by entrepreneurs' orientation towards differentiation vis-à-vis competitors.

Hsieh, L., Child, J., Narooz, R., Elbanna, S., Karmowska, J., Marinova, S., ... & Zhang, Y. (2018). A multidimensional perspective of SME internationalization speed: The influence of entrepreneurial characteristics. *International Business Review*.

## Professor Pervez Ghauri

### Abstract

Brexit is decidedly a "big question". We agree with International Business scholars who say that such questions need to be addressed using an inter-disciplinary approach. We use bargaining theory models of rational behavior and the negotiation literature to explain various Brexit options and predict their consequences. Considering the lack of relevant experiential knowledge, and the multidimensional high-stakes negotiations underway, it is little wonder that anxiety is growing across all 28 European Union member states. Our analysis supports a coherent approach from rational bargaining model to real-life international negotiation. We position outcome scenarios in different agreement zones and explore their ramifications. Ott, U. F., & Ghauri, P. N. (2018). Brexit negotiations: From negotiation space to agreement zones. *Journal of International Business Studies*, 1-13.

## Professor Amon Chizema

### Abstract

There has been a marked increase in the internationalization activities of African firms over the last two decades or so, resulting in the emergence of regional challenger firms that are aggressively competing with foreign multinationals in terrains historically dominated by the latter. However, our understanding of this phenomenon is limited, as empirical research examining the nature of internationalization of African firms is scarce, and research directly investigating drivers, outcomes, and boundary conditions of the internationalization of African firms is lacking. The goal of this special issue, therefore, is to contribute to the scholarly understanding of the increasingly prevalent internationalization of African firms. This guest editorial provides a summary of the six articles in this special issue, and highlights three broad thematic issues: internationalization opportunities for African firms (accelerated private- sector development and regional integration, and ability to overcome institutional voids); internationalization challenges (global competitiveness challenges, limited management and cross- cultural capabilities, and overcoming the liability of Africanness); and internationalization risks (losing focus on home markets and over- internationalization).

Boso, N., Adeleye, I., Ibeh, K., & Chizema, A. (2019). The internationalization of African firms: Opportunities, challenges, and risks. *Thunderbird International Business Review*, 61(1), 5-12.

## Professor Xiaohui Liu

### Abstract

This study examines the extent to which foreign competition affects the innovation performance of domestic firms through imitation, given firms' absorptive capacity. In analysing longitudinal firm- level data from the UK, we find a mediating effect of imitation on the relationship between foreign competition and local firms' innovation performance, and an inverted U- shaped relationship between imitation and the innovation performance of local firms. Our findings further

reveal that absorptive capacity moderates the mediating effect of imitation, diminishing innovation gains at moderate levels of imitation and mitigating the diminishing innovation performance at high levels of imitation.

Xia, T., & Liu, X. (2018). Foreign competition and innovation: the mediating role of imitation. *British Journal of Management*, 29(3), 464-482.

## **Professor Oded Shenkar**

### **Abstract**

This study addresses the simultaneous and diverse effects of differences in informal and formal institutions on cross-border alliances' financial performance. We utilize data from 405 microfinance institutions (MFIs), based in 74 developing countries, that have alliances with partners from developed countries. We find that the impact of informal institutional differences between MFIs and their cross-border partners is sigmoid-shaped, with performance first increasing, then declining, before improving again as informal institutional differences grow large. By contrast, formal institutional differences appear to be detrimental to MFIs' performance. Consistent with our prediction, we find that MFIs' cross-border experience moderates both formal and informal institutional effects.

Golsorkhi, S., Mersland, R., Randoy, T., & Shenkar, O. (2019). The performance impact of informal and formal institutional differences in cross-border alliances. *International Business Review*, 28(1), 104-118.

## **Professor Michael Mol**

### **Abstract**

Emerging market companies create new management practices for an environment characterized by increased volatility, uncertainty, complexity, and ambiguity (VUCA). This article shows how Haier developed a platform of management practices called Rendanheyi to transform itself from a conventional hierarchical manufacturing firm to a highly responsive online-based entrepreneurial company. It demonstrates how the organizational, competitive, institutional, and technological contexts mattered for the development of Rendanheyi, showing how context-dependent management innovations are created to allow emerging market firms such as Haier to deal with a high VUCA world and creating an extended process model of management innovation that managers can readily apply.

Frynas, J. G., Mol, M. J., & Mellahi, K. (2018). Management innovation made in China: Haier's Rendanheyi. *California Management Review*, 61(1), 71-93.

## **Professor Shlomo Tarba**

### **Abstract**

The purpose of this paper is to investigate the processes of open innovation in the context of a fraudulent organization and, using the infamous Bernie L. Madoff Investment Securities fraud case, introduces and elaborates upon the concept of dark open innovation. The paper's conceptual framework is drawn from social capital theory, which is grounded on the socio-economics of Bourdieu, Coleman and Putnam and is employed in order to make sense of the processes that occur within dark open innovation. Given the self-evident access issues, this paper is necessarily based on archival and secondary sources taken from the court records of Madoff v. New York – including victim impact statements, the defendant's Plea Allocation, and academic and journalistic commentaries – which enable the identification of the processes involved in dark open innovation. Significantly, this paper also represents an important inter-disciplinary collaboration between academic scholars variously informed by business and history subject domains. Although almost invariably cast as a positive process, innovation can also be evidenced as a negative or dark force. This is particularly relevant in open innovation contexts, which often call for the creation of extended trust and close relationships.

Manning, P., Stokes, P. J., Visser, M., Rowland, C., & Tarba, S. Y. (2018). Dark open innovation in a criminal organizational context: the case of Madoff's Ponzi fraud. *Management Decision*, 56(6), 1445-1462.

## **Dr Agnieszka Chidlow**

### **Abstract**

Using secondary data of internationalized Spanish hotel chains, this research attempts to examine the role of formal and informal institutional differences between home and host country from the foreign location choice point of view. Generally speaking, the results show that (a) the higher the formal institutional differences the lower the attractiveness of the foreign location, (b) the negative effect of linguistic differences, as an informal institutional dimension, significantly affects the choice of location, and (c) the moderating role of linguistic differences between formal institutional factors with regards to the choice of location is contrary to our expectations. Based on the findings, this work wishes to offer not just a better understanding of the location choice decisions within the service industry but also to identify both the joint effect of formal and informal institutional factors as well as to distill their individual effects. This is of relevance since there seem to be no conclusive empirical evidence of such effects so far in the literature.

Romero-Martínez, A. M., García-Muiña, F. E., Chidlow, A., & Larimo, J. (2018). Formal and Informal Institutional Differences Between Home and Host Country and Location Choice: Evidence from the Spanish Hotel Industry. *Management International Review*, 1-25.

## **Dr Amir Qamar & Professor Simon Collinson**

### **Abstract**

Given the recent dynamics of the automotive industry in the UK, the ability for a firm to be flexible has often taken priority over other performance indicators. Using the notion of distinct business models and trade-offs as our theoretical lens, the purpose of this study was to: (1) Distinguish lean and agile firms based upon production methods; and (2) Compare lean and agile levels of external flexibility (EF) and supply chain flexibility (SCF). Data was obtained from 140 automotive firms in the Midlands (UK) via a survey which was sent by emails. Findings supported the theoretical notion of trade-offs, as firms implementing agile production methods were found to be more flexible in comparison with firms implementing lean production methods. More importantly, the agile firms that possessed high EF levels and SCF levels were predominantly positioned at the lower end of the automotive supply chain, whereas the lean firms were largely found to be operating at the top of the supply chain. First, we provide an innovative way in which lean and agile firms can be conceptualised. Second, as flexibility levels were assessed on actual numerical values, as opposed to using opinion based Likert Scale questions, a methodological contribution is made. Third, as flexibility is in its infancy stage of theoretical development we make an empirical contribution by developing a taxonomy that distinguishes each production concept. Finally, given the supply chain position to where lean and agile firms were found, we invoked a power perspective to better understand this phenomenon.

Qamar, A., Hall, M. A., & Collinson, S. (2018). Lean versus agile production: flexibility trade-offs within the automotive supply chain. *International Journal of Production Research*, 1-20.

## **Dr Maria Karafyllia**

### **Abstract**

In search of fresh ideas, firms increasingly engage with external contributors in open innovation collaborations. However, research has found that such collaborations frequently fail, and has pointed to conflicting demands of control and openness. On the one hand, firms want controlled and selective participation, clarity of purpose, and a choice of ideas based on their own current capacity and value appropriation strategies. On the other, their external contributors tend to want open and unfettered participation, the creative potential of the idea per se, and unrestricted knowledge sharing. This article proposes to shift the conceptual frame from looking at the tensions between control and openness as problems to looking at them as synergies. Drawing on the literature of open innovation and organizational paradox, this article contributes a novel perspective on open innovation that suggests how firms can leverage open innovation collaborations through paradox by combining practices based on differentiation and integration.

Dragsdahl Lauritzen, G., & Karafyllia, M. (2019). Perspective: Leveraging Open Innovation through Paradox. *Journal of Product Innovation Management*, 36(1), 107-121.

## **Dr Roshan Boojihawon**

### **Abstract**

The purpose of this paper is to examine the self-declared sustainability initiatives of the world's four largest chocolate manufacturers (Ferrero, Mars, Mondelez and Nestlé) and the measures they take to tackle social problems within the context of establishing sustainable sourcing of cocoa in Ghana and the Ivory Coast. Global cocoa supply chains are under continuous media and public scrutiny. Recent incidents of malpractice in supply chain management have left global chocolatiers vulnerable in terms of how they deal with social issues across their global supply chain networks. Critics have argued that there is a lack of consistency and transparency between what companies say and do in upholding sustainable practices across their supply chains. The authors draw from the sustainable supply chain literature to develop our theoretical parameters and undertake a case-based analysis of the existing sustainability practices of these chocolatiers. Using the insights from this analysis, the authors propose a conceptual framework for a rigorous comparative assessment of self-declared sustainable sourcing initiatives of global agricultural supply chains. The methodology is qualitative and the research method is a secondary-data case study. Four main parameters were identified and used to compare self-declared initiatives, namely: social sustainability certification from respectable bodies; code of conduct for suppliers; partnerships with the primary supply chain stakeholders; and supplier collaboration programme and improvement initiatives. The case companies chosen have implemented several initiatives, but the most prominent seem to indicate the reliance on third-party certification. Not all companies adopted a supplier code of conduct. The partnerships and collaboration programmes with different associations are presented as efficient for companies as well as farmers. Improvements in the conditions of farmers are advocated as a key result.

Lalwani, S. K., Nunes, B., Chicksand, D., & Boojihawon, D. K. (2018). Benchmarking self-declared social sustainability initiatives in cocoa sourcing. *Benchmarking: An International Journal*.

# Recent Publications from City Region Economic Development Institute (City-REDI)

## Professor Simon Collinson

### Abstract

This article investigates, through the country-of-origin effect and value-in-use lenses, how the implementation of digital services creates opportunities for cultural industries to expand internationally. We argue that intrinsic attributes of cultural content such as the capacity to entertain are difficult to parameterize because they are somewhat experiential and subjective. This means that extrinsic cues are essential to foreign consumers when making a decision to purchase digital services. We specifically evaluate the influence of Britishness, cultural distance, exoticness, brand image, and flag-brand congruence on the purchase intentions of consumers in foreign markets. This study employs a unique consumer dataset with information on the internationalization of British cultural digital services. The depth and breadth of the survey data collected through collaboration with a UK media industry partner with a globally recognised brand is significantly richer than data used in previous studies. In particular, the study exploits a survey with 5,200 usable data points from consumers residing in fourteen geographically dispersed countries. Findings support theoretical predictions that Britishness, cultural distance, exoticness, brand image and flag-brand congruence are positively linked to the purchasing decisions. Theoretical and managerial implications are discussed.

Vendrell-Herrero, F., Gomes, E., Collinson, S., Parry, G., & Bustinza, O. F. (2018). Selling digital services abroad: How do extrinsic attributes influence foreign consumers' purchase intentions?. *International Business Review*, 27(1), 173-185.

## Professor Raquel Ortega-Argilés

### Abstract

Interplay between regional and industrial aspects in the R&D–productivity link: evidence from Europe. *Regional Studies*. The paper tests the effect of the interplay between regional and sectoral dimensions in the firm-level research and development (R&D)–productivity link. Using a longitudinal database of innovative publicly traded European companies between 1991 and 2008, the following main results arise. First, the elasticity of value added with respect to R&D is larger in regions characterized by a higher innovation performance (knowledge hubs versus industrial zones). Second, in knowledge hubs, industry affiliation mediates the gains from R&D: high-tech manufacturing firms profit more from R&D than low-tech ones. This evidence suggests that an innovative regional environment increases the capacity to translate R&D investments into productivity for European high-tech industries. This virtuous circle is not at work in services and in low-tech manufacturing industries.

Prenzel, P., Ortega-Argilés, R., Cozza, C., & Piva, M. (2018). Interplay between regional and industrial aspects in the R&D–productivity link: evidence from Europe. *Regional Studies*, 52(5), 659-672.

## Professor Anne Green

### Abstract

The concept of inclusive growth is increasingly presented as offering prospects for more equitable social outcomes. However, inclusive growth is subject to a variety of interpretations and lacks definitional clarity. In England, via devolution, cities are taking on new powers for policy domains that can influence inclusive growth outcomes. This opens up opportunities for innovation to address central issues of low pay and poverty. This paper examines the extent to which inclusive growth concerns form a central or peripheral aspect in this new devolution through the content analysis of devolution agreements. It concludes that inclusive growth concerns appear to be largely sidelined.

Sissons, P., Green, A. E., & Broughton, K. (2018). Inclusive growth in English cities: mainstreamed or sidelined?. *Regional Studies*, 1-12.

## Professor John Bryson

### Abstract

Rapid urbanization has brought the needs to minimize negative transport externalities in cities to the forefront. The development of metros is a response to urban sustainability challenges, but the construction of underground infrastructure often requires massive excavation and long construction time, disrupts the economy and people's everyday living, and is highly capital intensive. As such, these multi-billion-dollar investment decisions require political vision and determination, careful traffic analysis, and the ability to raise sufficient funds to cover not only capital construction costs but also future operations and depreciation. Underground infrastructure projects must, therefore, balance the engineering aspects of a proposed project with the development of a resilient and sustainable business model. This paper is the first to develop a comparative longitudinal analysis of the finance and funding models of two underground systems (London Underground and Hong Kong's Mass Transit Railway) with a focus on the development of a conceptual framework for understanding land value capture (LVC) based on differential rents and financialization. The focus is on exploring the supply-side aspects of underground transport infrastructure including finance or capital investment and the relationship with funding or revenue streams and the creation of financially sustainable business models

Loo, B. P., Bryson, J. R., Song, M., & Harris, C. (2018). Risking multi-billion decisions on underground railways: Land value capture, differential rent and financialization in London and Hong Kong. *Tunnelling and Underground Space Technology*, 81, 403-412.

## **Dr Max Nathan**

### **Abstract**

We explore place branding as an economic development strategy for technology clusters, using London's 'Tech City' initiative as a case study. We site place branding in a larger family of policies that develop spatial imaginaries and specify affordances and constraints on place brands and brand-led strategies. Using mixed methods over a long timeframe, we analyse Tech City's emergence and the overlapping, competing narratives that preceded and succeeded it, highlighting day-to-day challenges and more basic tensions. While a strong brand has developed, we cast doubt on claims that policy has had a catalytic effect, at least in the ways originally intended.

Nathan, M., Vandore, E., & Voss, G. (2018). Spatial Imaginaries and Tech Cities: Place-branding East London's digital economy. *Journal of Economic Geography*.

## **Recent/Forthcoming Books from the Department of Strategy & International Business and City-REDI**

- Child, J., Faulkner, D., Tallman, S., & Hsieh, L. (2019) *Cooperative Strategy: Managing Alliances and Networks*. Oxford: Oxford University Press. (Forthcoming)
- Chidlow, A., Ghauri, P., Buckley, T., Gardner, E., Qamar, A., & Pickering, E. (2019) *The Changing Strategies of International Business: How MNEs Manage in a Changing Commercial and Political Landscape*. Palgrave Macmillan. (Forthcoming)
- Bryson, J. R., Andres, L., & Mulhall, R. (2018) *A Research Agenda for Regeneration Economies: Reading City-Regions*. Edward Elgar Publishing.

## Appendix E



UNIVERSITY OF  
BIRMINGHAM

BIRMINGHAM  
BUSINESS  
SCHOOL



'Triple-crown' accredited

Annual Strategy & International Business Symposium – January 8<sup>th</sup> 2019

### Post-Event-Survey

#### Question 1)

What is your gender?

*(Please tick the appropriate box)*

a) Male	<input type="checkbox"/>
b) Female	<input type="checkbox"/>
c) Prefer not to say	<input type="checkbox"/>

#### Question 2)

What is your position?

*(Please tick the appropriate box)*

a) 1 <sup>st</sup> year PhD student	<input type="checkbox"/>
b) 2 <sup>nd</sup> year PhD student	<input type="checkbox"/>
c) 3 <sup>rd</sup> year PhD student	<input type="checkbox"/>
d) 4 <sup>th</sup> year PhD student	<input type="checkbox"/>
e) Lecturer/Assistant Professor	<input type="checkbox"/>
f) Senior Lecturer/Associate Professor	<input type="checkbox"/>
g) Reader/Professor	<input type="checkbox"/>
h) Other	<input type="checkbox"/>

#### Question 3)

What is the name of your institution?

*(Please specify)*

.....

#### Question 4)

Overall, how would you rate the event?

*(Please tick the appropriate box)*

a) Excellent	<input type="checkbox"/>
b) Very good	<input type="checkbox"/>
c) Fairly good	<input type="checkbox"/>
d) Neutral	<input type="checkbox"/>
e) Not good	<input type="checkbox"/>

**Question 5)**

What did you like or dislike about this event?  
(Please describe)

.....  
.....

**Question 6)**

Have you attended this event in previous years?  
(Please tick the appropriate box)

a) Yes	<input type="checkbox"/>
b) No	<input type="checkbox"/>

**Question 7)**

How did you hear about this event?  
(Please tick the appropriate box)

a) Social media	<input type="checkbox"/>
b) Word of mouth	<input type="checkbox"/>
c) University of Birmingham website	<input type="checkbox"/>
d) Other	<input type="checkbox"/>

**Question 8)**

Would you recommend this event?  
(Please tick the appropriate box)

a) Yes	<input type="checkbox"/>
b) No	<input type="checkbox"/>

(Please describe why yes/no)

.....  
.....  
.....

**Question 9)**

Would you be willing to pay for this event in the future?  
(Please tick the appropriate box)

a) Yes	<input type="checkbox"/>
b) No	<input type="checkbox"/>

(If yes please state how much you think is a reasonable amount for this event)

.....

**End of Questions - Thank You**

## Appendix F

### Budget

ASIBS 8 January 2019			Unit price	Units	Sub total
9.15- 10.00	Welcome refreshments	Tea & coffee	£1.75	60	£105.00
		Orange juice	£3.20	2	£6.40
11.15-11.30	Break 1	Tea & coffee	£1.75	60	£105.00
		Orange juice	£3.20	3	£9.60
12.30-13.30	Lunch	Tea & coffee	£1.75	60	£105.00
		Orange juice	£3.20	4	£12.80
		1 kosher meal	£7.00	1	£7.00
		Handpicked buffets: Buffet meals (	£7.75	30	£232.50
		Value finger buffets Buffet 1	£5.50	15	£82.50
		Value finger buffet Buffet 2	£5.50	15	£82.50
		Gluten free finger buffet	£7.00	4	£28.00
		Large salad: cucumber etc	£10.00	2	£20.00
		Vegan finger buffet	£7.00	4	£28.00
		Sliced seasonal fruit with thick hon	£12.00	2	£24.00
14.30-15.00	Break 2	Tea & coffee	£1.75	60	£105.00
		Orange juice	£3.20	2	£6.40
		Biscuits	£0.75	60	£45.00
16.00-16.30	Wine reception (everything from Aldi)	6 glasses per bottles	£5.00	10	£50.00
		Juice	£1.00	6	£6.00
				Total	£1,060.70
Guest speakers	Hotel		unit price	units	
	Room		£75	2	£150
	Travel expenses for 2 guests		£75	2	£150
	Other expenses for 2 guests		£20	2	£40
Guest speakers not staying overnight	Travel		£20	3	£60
	Taxis		£10	10	£100
				Total	£1,560.70
	Ciello		£20	25	£500
		Wine 5 bottles	£20	5	£100
				Total	£2,160.70

## Appendix G

### Registered Participants

Forename	Surname	University
Dzulfian	Syafrian	Durham University
Giovanni	Magnani	University of Pavia
Daniel	Gori-Olusina	Loughborough University London
Lena	Langosh	Loughborough University London
Christian	Luise	Leeds University
Nunung	Hidayah	Aston University
Mayya	Konnovolova	University of Birmingham
Saad	Ehsan	University of Birmingham
Monalisa	Haque	University of Coventry
Yunlin	Cheng	Cranfield University
Shaunqqi	Wu	University of Nottingham
Guanqun	Wang	University of Nottingham
Shuyang	Liu	Loughborough University
Tim	Gittins	Johannes Kepler University
Siti Khadijah	Mohd Ghanie	University of Edinburgh
Veronika	Pramukova	Keele Management School
Haixia	Hu	University of Birmingham
Inge	Hill	Coventry University
Ankita	Tibrewal	Aston University
Anis	Gabbur	Aston University
Yusuf	Kurt	Manchester University
Lilian	Anegbe	Leeds University
Makafui	Kumodzie	University Ca Foscari
Oluwatosin	Adebola-Akande	University of Essex
Efrider	Maramwidze	University of Bedfordshire
Khulood Ba	Lashwar	University of Birmingham
Annalisa	Mancini	University of Birmingham
Mihaela	Ursuleac	University of Birmingham
Maximillian	Margreiter	University of Birmingham
Xuecong	Liu	University of Birmingham

Forename	Surname	University
Nuno	Arroteia	Coventry University (Lecturer)
Dr. Melanie E	Hassett	Sheffield University
Prof. Chris	Jones	Aston University
Dr. William	II.Kuk Kang	University of Manchester
Xia	Han	Manchester University (Lecturer)
Dr. James	Mshelia	Northampton University (Lecturer)
Deniz	Meric	Northampton University (Lecturer)

**Appendix H**

**Pictures**

