

44th Academy of International Business (UK & Ireland Chapter) and 6th Reading International Business Conference

Contemporary Issues in International Business: Are we seeing the tail-end of globalization?

**6-8 April 2017
Henley Business School,
University of Reading**

Program Overview

Last update: Friday, March 17, 2017

Thursday, 6 April							
12:00 - 15:00	AIB UK&I Executive Meeting (Executive Committee members only) HBS, G04						
14:00	Conference registration desk opens Guests are invited to collect their badges and delegate packs. Delegates who have registered to present a poster are invited to affix it to the poster boards provided ICMA Centre, New Atrium						
16:45	Conference bus departs from the Penta Hotel, Reading Guests travelling independently, please see travel and transportation section in this booklet						
17:00	Conference bus departs from the Reading Station, bus stop EJ Guests travelling independently, please see travel and transportation section in this booklet						
15:00 - 17:00	Doctoral Colloquium						
	Doctoral Session A1: Emerging Markets HBS, G10 Chair: Peter J. Buckley Panellist: Frank McDonald, Shaowei He	Doctoral Session A2: Conflict and Multinational Enterprises HBS, 108 Chair: Nigel Driffield Panellist: Roger Strange	Doctoral Session A3: Institutions and Political Capital HBS, 208 Chair: Jim Love Panellist: Quyen Nguyen, Francisco Figueira de Lemos	Doctoral Session A4: Networks and Ties HBS, G03 Chair: Sharon Patricia Loane Panellist: José Pla Barber	Doctoral Session A5: Multinational Enterprises HBS, G04 Chair: Keith Brouthers Panellist: Timothy Deviney, Grazia Santangelo	Doctoral Session A6: International HRM and SME exporting HBS, 201 Chair: Vijay Edward Pereira Panellist: Lasse Torkkeli	
	Doctoral Session B1: SME Internationalisation HBS, 101 Chair: Becky Reuber Panellist: Antonella Zucchella	Doctoral Session B2: Multinational Enterprises HBS, 102 Chair: Matthew Allen Panellist: Dónal O'Brien, Yingqi (Annie) Wei	Doctoral Session B3: Emerging Market MNEs ICMA, G51 Chair: Agnieszka Chidlow Panellist: Christopher Brewster, da Silva Lopes	Doctoral Session B4: International entrepreneurship & Marketing HumSS, 188 Chair: Cristina Villar Panellist: Tiia Vissak	Doctoral Session B5: Foreign Direct Investment HumSS 189 Chair: Marina Papanastassiou Panellist: Robert Pearce, Sumit Kundu	Doctoral Session B6: Knowledge Transfer/Innovation HumSS, 127 Chair: Gary Cook Panellist: Pamela Sharkey Scott	Doctoral Session B7: Joint Ventures, Alliances and Entry Modes HumSS, 128 Chair: Pavlos Dimitratos Panellist: Shlomo Tarba, Yoo Jung Ha
17:30 - 18:30	Conference Welcome and John H. Dunning Lifetime Achievement Awards HBS, G11						
18:30 - 19:30	Opening Plenary and Debate: "The tail-end of globalization: Three views" HBS G11 Chair: Davide Castellani, Henley Business School Italo Colantone (Bocconi University) <i>Politics and sustainability of globalization</i> Fabienne Fortanier (OECD) <i>The resilience of globalization: the role of global value chains</i> Sjoerd Beugelsdijk (University of Groningen) <i>Cultural diversity in a fragmented and polarized world</i>						
19:30 - 21:00	Welcome Reception ICMA Centre, New and Old Atrium Guests will be offered drinks and a light buffet						
20:45	Conference bus departs to the Reading station and the Penta Hotel The layby outside the ICMA Centre						

Friday, 7 April, 2017

8:00 - 12:00	Registration (Day 2): Conference registration continues ICMA Centre, New Atrium						
8:00	Conference bus departs from the Penta Hotel, Reading Guests travelling independently, please see travel and transportation section in this booklet						
8:10	Conference bus departs from the Reading Station, bus stop EJ Guests travelling independently, please see travel and transportation section in this booklet						
8:30 - 10:30	Parallel Session 1-1: Expatriation and IHRM HBS, 208 Chair: Fiona Moore	Parallel Session 1-2: Theory of the MNE HBS, G10 Chair: Nigel Wadeson	Parallel Session 1-3: IB, Cities and Linkages HBS, 108 Chair: Grazia D. Santangelo	Parallel Session 1-4: HQ-Subsidiary relationship HBS, 101 Chair: Pamela Sharkey Scott	Parallel Session 1-5: Institutions in Emerging Markets ICMA, G09 Chair: Stephen Chen	Parallel Session 1-6: CSR, Labour and Human Rights ICMA, G03/G04 Chair: Elisa Giuliani	Parallel Session 1-7: Panel - A U-Turn of Globalization HBS, G15 Chair: Pavida Pananond
10:30 - 11:00	Break I: Coffee & Tea HBS Foyer, ICMA New and Old Atrium						
11:00 - 12:30	Debate Session: "Do MNEs contribute to, or reduce inequality?" HBS, G11 Chair: Rajneesh Narula , Henley Business School Elisa Giuliani , University of Pisa Khalid Nadvi , University of Manchester Jonathan Doh , Villanova School of Business Snehal Awate , Indian School of Business						
12:30 - 12:45	Poster Session HBS Foyer						
12:45 - 13:30	Lunch HBS Foyer and ICMA Centre, New and Old Atrium Guests are invited to enjoy a finger buffet lunch						
13:30 - 15:30	Parallel Session 2-1: OB Issues and Comparative IHRM HBS, 208 Chair: Chris Brewster	Parallel Session 2-2: Export Performance of SMEs HBS, G10 Chair: Keith Brouthers	Parallel Session 2-3: MNEs Location Choice HBS, 108 Chair: Nigel Driffield	Parallel Session 2-4: Dynamics of Subsidiary Roles HBS, 101 Chair: Shasha Zhao	Parallel Session 2-5: Institutions, Ownership and Business Models ICMA, G09 Chair: Murod Aliyev	Parallel Session 2-6: IB, CSR and Environment ICMA, G03/G04 Chair: Yoo Jung Ha	Parallel Session 2-7: Panel - Commonwealth Trade and Investments in the Post Brexit World HBS, G15 Chair: Peter J. Buckley
15:30 - 16:00	Break II: Coffee & Tea HBS Foyer, ICMA Centre New and Old Atrium						
16:00 - 18:00	Parallel Session 3-1: TMT and Knowledge Management in MNEs HBS, 208 Chair: Timothy Devinney	Parallel Session 3-2: IB and Entrepreneurship HBS, G10 Chair: Gary Cook	Parallel Session 3-3: Foreign Direct Investments HBS, 108 Chair: Allan Webster	Parallel Session 3-4: IB and firm performance HBS, 101 Chair: Mario Kafourous	Parallel Session 3-5: Emerging MNEs ICMA, G09 Chair: Klaus Meyer	Parallel Session 3-6: Foreign Divestments ICMA, G03/G04 Chair: Jorma Antero Larimo	Parallel Session 3-7: Internationalisation process HBS, G15 Chair: Jose Pla-Barber
18:00 - 19:30	Evening Reception and Awards Ceremony ICMA Centre, New Atrium Guests will be offered drinks and ca						
19:30	Conference bus departs for Gala Dinner The layby outside ICMA Centre						
20:00 - 22:00	Gala Dinner Reading Town Hall General seating will be unreserved. Guests with dietary restrictions will collect a colour-coded place card with their name upon arrival at the Gala Dinner hall.						

Saturday, 8 April, 2017							
8:00 - 8:30	Registration (Day 3): Conference registration continues HBS Reception						
8:00	Conference bus departs from the Penta Hotel, Reading Guests travelling independently, please see travel and transportation section in this booklet						
8:10	Conference bus departs from the Reading Station, bus stop EJ Guests travelling independently, please see travel and transportation section in this booklet						
8:30 - 10:30	Parallel Session 4-1: Finance and Taxation Issues in IB HBS, 208 Chair: Yama Temouri	Parallel Session 4-2: SMEs Internationalisation HBS, G10 Chair: Pavlos Dimitratos	Parallel Session 4-3: FDI, R&D and Innovation HBS, 108 Chair: Matthew Allen	Parallel Session 4-4: Internationalisation and Performance HBS, 101 Chair: Davide Castellani	Parallel Session 4-5: Institutions, Innovation and Performance ICMA, G09 Chair: Luis Alfonso Dau	Parallel Session 4-6: Market Entry and Re-entry ICMA, G03/G04 Chair: Stefano Elia	Parallel Session 4-7: Panel - Meet the Editors HBS, G15 Chair: Desislava Dikova
10:30 - 11:00	Break I: Coffee & Tea HBS Foyer and ICMA Centre New and Old Atrium						
11:00 - 12:30	Debate Session: "What does IB and IHRM overlook by overlooking the other? Bridging the divide" HBS, G11 Chair: Chul Chung, Henley Business School Geoff Wood, Essex Business School Dana Minbaeva, Copenhagen Business School Ulf Andersson, Mälardalen University Roberta Aguzzoli, Durham University Business School						
12:30 - 13:30	Lunch HBS Foyer and ICMA Centre New and Old Atrium Guests are invited to enjoy a finger buffet lunch						
13:30 - 14:00	AIB UK&I Membership Meeting HBS, G04						
14:00 - 16:00	Parallel Session 5-1: International Marketing HBS, 208 Chair: Ursula Ott	Parallel Session 5-2: International Business History HBS, G10 Chair: Peter Scott	Parallel Session 5-3: Technology and Innovation in IB HBS, 108 Chair: Davide Castellani	Parallel Session 5-4: Methods in IB HBS, 101 Chair: Jens Gammelgaard	Parallel Session 5-5: Global Value Chains ICMA, G09 Chair: Elena Beleska-Spasova	Parallel Session 5-6: Cross-border M&As ICMA, G03/G04 Chair: Peder Greve	Parallel Session 5-7: Panel - Micromultinationals – What international business theories and concepts explain their activities? HBS, G15 Chair: Pavlos Dimitratos

Detailed Program

Doctoral Colloquium Stream A

Doctoral Session A1: Emerging Markets

Time: 15:00 – 17:00

Room G10, HBS

Session Chair: Peter J. Buckley

Panellists: Frank McDonald, Shaowei He

Co-invention of bottom of the pyramid (BoP) business models and Living standards of local intermediaries in the BoP market

George Obeng Dankwah

Aston University, United Kingdom

Configuring Global Value Chains by Emerging Country Multinationals: a multilevel approach to GVC upgrading

Konstantin Nefedov

Graduate School of Management, St.Petersburg State University, Russian Federation

Institutional factors influencing emerging market telecommunication firms' internationalisation in Nigeria
Ugbede Umoru

Nottingham Trent University, United Kingdom

Doctoral Session A2: Conflict and Multinational Enterprises

Time: 15:00-17:00 - Room: 108, HBS

Session Chair: Nigel Driffield

Panellist: Roger Strange

The role of Jordanian multinationals in countering terrorism and enhancing security: A stakeholder approach.

Ahmad Abu-Arja

Manchester Metropolitan University, United Kingdom

The Upgrading Paradox: Appropriation inequality under dynamic TCE conditions

Miguel Dindial

University of Leeds, United Kingdom

Conflict in Ukraine and Investment Patterns: A Firm Level Investigation

Olena Kulynych

IMT School for Advanced Studies Lucca, Italy

Doctoral Session A3: Institutions and Political Capital

Time: 15:00-17:00 - Room: 208, HBS

Session Chair: Jim Love

Panellists: Quyen Nguyen, Francisco Figueira de Lemos

The values of home-country political connections in enhancing the firm's OFDI performance

Naunghathai Intakhantee

Leeds University Business School, University of Leeds, United Kingdom

Political capital, absorptive capacity and innovation considering internationalization stages in emerging economies: evidence from China

Xiaojing Lu

Birkbeck, University of London, United Kingdom

Institutions and Inward FDI: The role of institutional quality in attracting FDI in Least Developed Countries

Waheed Lutfuzzaman

Leeds Beckett University, United Kingdom

Doctoral Session A4: Networks and Ties

Time: 15:00-17:00 - Room: G03, HBS

Session Chair: Sharon Patricia Loane

Panellist: José Pla-Barber

Interactions of Networking, Institutional Framework and Exporting in Agricultural SMEs of Bangladesh

Tarun Kanti Bose

University of Glasgow, United Kingdom

The dynamics of inter-firm alliance networks: A study on the global semiconductor industry

Alexander Cats

Henley Business School, United Kingdom

The Geography of German Subsidiaries Abroad: Importance of Destination-Specific Ties

David Nguyen

London School of Economics, United Kingdom

Doctoral Session A5: Multinational Enterprises

Time: 15:00-17:00 - Room: G04, HBS

Session Chair: Keith Brouthers

Panellists: Timothy Devinney, Grazia Santangelo

Institutions and Locational Decisions of MNCs: Extensions and Contingencies

Roisin Donnelly

Bentley University, United States of America

Back to the Future: Intra-Corporate Competition in the MNE

Edward Gillmore

Mälardalen University, Sweden

Subsidiary's R&D investment creates two types of asset specificity to affect entry strategy of market-seeking FDI

Wenhui Huang

Birkbeck, University of London, United Kingdom

Doctoral Session A6: International HRM and SME exporting

Time: 15:00-17:00 - Room: 201, HBS

Session Chair: Vijay Edward Pereira

Panellist: Lasse Torkkeli

The role of Human Capital as a determinant of Inward Foreign Direct Investment

Uros Delevic

Henley Business School, United Kingdom

What makes an employee globally mobile? The influences on employees' willingness to accept an international assignment in an Indonesian MNE

Eko Budi Harjo

Henley Business School, United Kingdom

Real options theory and its application to SMEs' export channel choice decisions

Edith Ipsmiller

WU Vienna, Austria

Doctoral Colloquium Stream B

Doctoral Session B1: SME Internationalisation

Time: 15:00-17:00

Room, 101, HBS

Session Chair: Becky Reuber

Panellist: Antonella Zucchella

Perceived environmental uncertainty and its influence on the development of the SMEs inter-organizational networks

Theodoros Drekolias

University of Bradford, United Kingdom

SME Internationalisation through E-commerce: Opportunities or Barriers for UK Specialist and Niche Retailers

Brenda Tejaswini Patil

Anglia Ruskin University, United Kingdom

Corporate Social Responsibility in the Internationalization of Cleantech SMEs

Maria Uzhegova

Lappeenranta University of Technology, Finland

MNE – SME relationship in Global Value Chains: How to create sustainable business linkages?

Valentina Varbanova

University of Sheffield, UK

Doctoral Session B2: Multinational Enterprises

Time: 15:00-17:00 - Room: 102, HBS

Session Chair: Matthew Allen

Panellist: Dónal O'Brien, Yingqi (Annie) Wei

What determines subsidiary entrepreneurial alertness to recognise opportunities?

Jennifer Dann

Dublin Institute of Technology, Ireland

Creating value as a strategy for implementing customer relationship management empirical evidence of fast moving consumer goods, Unilever Nigeria PLC

Joy Eghonghon Akahome

Federal University Otuoke, Bayelsa State, Nigeria, Nigeria

Cross-border M&As: a new perspective on sub-national borders and the liability of foreignness

Magdalena Maria Susanna Langosch

Loughborough University London, United Kingdom

The middle-income trap and multinational enterprises

Andre Gustavo de M. Pineli Alves

Henley Business School, United Kingdom

Doctoral Session B3: Emerging Market MNEs

Time: 15:00-17:00 - Room: G51, ICMA Centre

Session Chair: Agnieszka Chidlow

Panellists: Christopher Brewster, da Silva Lopes

The institutional context of Social Entrepreneurship in Saudi Arabia

Ghadah Alharthi

School of Oriental and African Studies, United Kingdom

Ownership and firm performance in emerging markets: the moderating role of local embeddedness & institutional effectiveness

Goriola Olusina Daniel

Loughborough University, United Kingdom

Regulatory Uncertainty, Corporate Political Activities and the performance of emerging market multinationals

Theresa Idenyi Onaji-Benson

Gordon Institute of Business Science, University of Pretoria South Africa

Business group affiliation in emerging economy multinational enterprises (EMNEs): Impact on strategic asset seeking FDI

Mughaneswari Sahadevan

University of Durham, United Kingdom

Doctoral Session B4: International entrepreneurship & Marketing

Time: 15:00-17:00 - Room: 188, HumSS building

Session Chair: Cristina Villar

Panellist: Tiia Vissak

Understanding Modifications in Business Models: International Entrepreneurship Perspective

Agnes Asemokha

Lappeenranta University of Technology, Finland

Cross-national Differences in Consumer Strategies

Karina Pavlisa

Henley Business School / University of Reading, United Kingdom

The effect of firm-specific factors on firms' exploration and exploitation investment

Yi Ke

University of Leeds, United Kingdom

Internationalizing SMEs' post-entry exporting slowdown revival: an organizational learning perspective

Honglan Yu

The University of Glasgow, United Kingdom

Doctoral Session B5: Foreign Direct Investment

Time: 15:00-17:00 - Room: 189, HumSS building

Session Chair: Marina Papanastassiou

Panellist: Robert Pearce, Sumit Kundu

The Impact of Inward FDI on Human Capital Development: Foreign owned MNE training and development, local manager mobility and the resultant impact on local organisations in Saudi Arabia

Abdulmohsen Alalshiekh

Brunel University, United Kingdom

Policy transfer and the introduction of FDI led industrial policy: a comparative case-study of Ireland and Singapore.

Alison Hearne

Trinity College Dublin, Ireland

Influence of Progress towards the United Nations' Sustainable Development Goals on Foreign Direct Investment

Aman Mdewa Nthangu

Manchester Metropolitan University, United Kingdom

The Role of Climate Change in Foreign Direct Investment and Firm Location Decisions

Wesley Daniel Reel

University of Warwick, United Kingdom

Doctoral Session B6: Knowledge Transfer/Innovation

Time: 15:00-17:00 - Room: 127, HumSS building

Session Chair: Gary Cook

Panellist: Pamela Sharkey Scott

Theory integration and application in Technology transfer

Yiteng Chiang

Birkbeck, University of London, United Kingdom

The path to global innovation: explore Chinese MNEs' dynamic reverse knowledge transfer from R&D-based subsidiaries in developed countries

Yingying He

The University of Sheffield, United Kingdom

The Subsidiary Management Effects on Innovation - Exploring the Managers Activities Post R&D Mandate Gain

Noushan Memar

Mälardalen University, Sweden

Exploring the Role of Social Capital in Promoting Knowledge Transfer: Evidence from International Collaboration in the China Pharmaceutical Sector

Xiaofei Zhou

University of Glasgow, United Kingdom

Doctoral Session B7: Joint Ventures, Alliances and Entry Modes

Time: 15:00-17:00 - Room: 128, HumSS

Session Chair: Pavlos Dimitratos

Panellists: Shlomo Tarba, Yoo Jung Ha

International Joint Ventures as a Mode of Entry and Expansion in China and India: A Comparative Multi-Causal Factorial Analysis

Soumia Nouari

Middlesex University, United Kingdom

Entry Mode Portfolio Theory

Navneet Kaur Walia

King's College London, United Kingdom

Understanding the Dynamics of Social Control Mechanism in an Emerging Market International Joint Venture (IJV). A Case Study of IJV in Nigeria.

Ito Ekpo

University of Bradford, United Kingdom

Key Success Factors in International Strategic Alliances

Catherine Elizabeth Georgiou

University of Warwick, United Kingdom

Parallel Session 1-1: Expatriation and IHRM

Time: 8:30 - 10:30 - Room: 208, HBS

Session Chair: Fiona Moore

Boundaryless and protean career orientations and expatriation: Applying empirical evidence to assumed relationships

Chris Brewster¹, Vesa Suutari², Liisa Mäkelä²

¹University of Reading, United Kingdom; ²Vaasa University

Expatriates, HQ-subsidiary relationship, operational flexibility and subsidiary survival: The moderating effects of MNE's business networks

Yoo Jung Ha¹, Jeoung Yul Lee^{2,3}, Yingqi Wei³

¹University of York, UK; ²Hongik University, Korea, Republic of (South Korea); ³Leeds University Business School, UK

Intra- and inter-regional diversification and expatriation strategies

Jongmin Lee

Henley Business School, United Kingdom

Expatriates in the Arab Middle East: A Latent Class Analysis on Assessment of the Local Business Environment

Akram Al Ariss², Rita Fontinha¹, Chris Brewster¹, Adam Abed Hoteit³

¹University of Reading - Henley Business School, United Kingdom; ²University of Toulouse Toulouse Business School; ³Qatar Investment Authority

Ambivalence, Guanxi and the Chinese Diaspora: An Experiential Perspective on Transnational Business and Networking

Fiona Moore

Royal Holloway, University of London, United Kingdom

Parallel Session 1-2: Theory of the MNE

Time: 8:30-10:30 - Room: G10, HBS

Session Chair: Nigel Wadson

Theories of the multinational firm: A microfoundational perspective

Liena Kano¹, Alain Verbeke²

¹University of Calgary, Canada; ²University of Calgary, Canada

Internalization theory and internal capital markets of multinational enterprises

Quyen Nguyen

University of Reading, United Kingdom

An internalization view on capital structure of foreign direct investments

Asmund Rygh¹, Gabriel R.G. Benito²

¹Alliance Manchester Business School, United Kingdom; ²BI Norwegian Business School, Norway

Asymmetry Reduction Theory of FDI: The Aspiration-Resource-Control (ARC) Framework

Xin Li

Copenhagen Business School, Denmark

Emerging Market Multinationals and Internalisation Theory

Nigel Wadson, Mark Casson

University of Reading, United Kingdom

Parallel Session 1-3: IB, Cities and Linkages

Time: 8:30 - 10:30 - Room: 108, HBS

Session Chair: Grazia D. Santangelo

Firms' characteristics, investment climate and business-support services as drivers of linkages: Evidence from Vietnam

Chiara Franco¹, Marco Sanfilippo², Adnan Seric³

¹University of Pisa, Italy; ²University of Bari, Italy & Institute of Development Policy and Management, Belgium;

³United Nations Industrial Development Organization, Wien (Austria)

Are multinationals better at creating technical linkages with local firms and institutions?

Claudio Cozza¹, Antonello Zanfei², Giulio Perani³

¹University of Trieste; ²University of Urbino; ³EUROSTAT, ISTAT

Cities and International Business. An Exploration of the Need for Interdisciplinarity and Proposals for a Research Agenda.

Gary Cook¹, Naresh Pandit²

¹University of Liverpool, United Kingdom; ²Norwich Business School, University of East Anglia

Global city locations and the geographical dispersion of knowledge networks: Evidence from the Chinese Pharmaceutical Industry

Alessandra Perri¹, Vittoria Giada Scalera²

¹Ca' Foscari University Venice, Italy; ²University of Amsterdam, Netherlands

Quo vadis? Cities and the location of cross-border activities

Davide Castellani¹, Grazia Santangelo²

¹Henley Business School, United Kingdom; ²University of Catania

Parallel Session 1-4: HQ-Subsidiary Relationship

Time: 8:30-10:30 - Room: 101, HBS

Session Chair: Pamela Sharkey Scott

Subsidiary Local Responsiveness: The Role of Organizational Learning, Reverse Knowledge Transfer, and Psychological Safety

Zhaleh Najafi Tavani¹, Ghasem Zaefarian¹, Matthew Robson¹, Ulf Andersson², Chong Yu¹

¹University of Leeds business school, United Kingdom; ²Mälardalen University, School of Business, Society, and Engineering, BI Norwegian Business School, Department of Strategy

The dynamics of differentiation: the resource-bases of development and the roles of MNE subsidiaries

Robert Pearce

University of Reading, United Kingdom

Between a Rock and a Hard Place: Complex Configurations of Multiple Headquarters-Subsidiary Relations

Edward Gillmore¹, Henrik Dellestrand², Ulf Andersson¹

¹Mälardalen University, Sweden; ²Uppsala University

The determinants of the subsidiary strategic role – Conceptual model

Marlena Dzikowska

Poznan University of Economics and Business, Poland

Unfolding Intra-organizational Perception Gap in Decision Making between MNE Headquarters and Subsidiaries

Shasha Zhao¹, Marina Papanastassiou¹, Yiannis Bassiakos², Evis Sinani³, Robert Pearce⁴

¹Middlesex University, United Kingdom; ²University of Athens, Greece; ³Copenhagen Business School, Sweden;

⁴Reading University, United Kingdom

Parallel Session 1-5: Institutions in Emerging Markets

Time: 8:30 - 10:30 - Room: G09, ICMA Centre

Session Chair: Stephen Chen

From Import Substitution to Export Promotion: The Influence of The Indian Government on Innovation System Catch-Up

Kristin Brandl¹, Vittoria Scalerà², Ram Mudambi³

¹Henley Business School; ²University of Amsterdam; ³Temple University

When developing countries meet transnational universities: searching for complementarity, not substitution

Jose Guimon¹, Rajneesh Narula²

¹Autonomous University of Madrid, Spain; ²Henley Business School, University of Reading, UK

Factors moderating the increase of innovative capacity in emerging country multinationals

Flavio Fisch¹, Afonso Carlos Correa Fleury¹, Felipe Mendes Borini²

¹Escola Politecnica da Universidade de Sao Paulo - POLI USP, Brazil; ²Faculdade de Administracao Economia e Contabilidade - Universidade de Sao Paulo

Emerging Economy MNEs: How does home country maturity matter?

Saul Estrin¹, Klaus Meyer², Adeline Pelletier²

¹CEIBS, China, People's Republic of; ²LSE, UK

Home country and industry effects on internationalization of new venture firms in emerging markets

Stephen Chen

University of Newcastle, Australia, Australia

Parallel Session 1-6: CSR, Labour and Human Rights

Time: 8:30 - 10:30 - Room: G03/G04, ICMA Centre

Session Chair: Elisa Giuliani

Multinational Enterprises and Human Rights Violation in Emerging Economies: Behaving like Janus or Prometheus?

Pierre-Xavier Meschi^{1,2,3}, Ana Colovic⁴, Olivier Lamotte⁵, Octavio Escobar⁵

¹IAE Aix-en-Provence, France; ²CERGAM, Aix-Marseille Université, France; ³Skema Business School, France;

⁴NEOMA Business School, France; ⁵Paris School of Business, France

Does CSR Pay Off? The Role of Social Identity and Employees' Desire

Gulnaz Shahzadi¹, Albert John¹, Faisal Qadeer², Jeff Jia³

¹National College of Business Administration and Economics, Pakistan; ²Lahore Business School, University of Lahore; ³University of Exeter Business School

Trilateral Governance: A Shifting Paradigm to Address Labour Issues in Global Supply Chains

Sun Hye Lee¹, Kamel Mellahi¹, Michael Mol²

¹Warwick Business School, United Kingdom; ²Copenhagen Business School, Denmark

Peacebuilding in emerging economies: The give and take of MNEs and host market institutions

Jan Hermes, Irene Lehto

Oulu Business School

When doing well means doing harm: Understanding the performance - CSiR link in emerging country firms

Elisa Giuliani¹, Federica Nieri¹, Andrea Vezzulli^{2,3}

¹University of Pisa, Italy; ²Department of Economics, University of Insubria; ³ICRIOS, Bocconi University

Parallel Session 1-7: Panel - A U-Turn of Globalization

Time: 8:30 - 10:30 - Room: G15, HBS

Session Chair: Pavida Pananond

The decades since the end of World War II have been characterised by a rapid increase of global integration in flows of trade, investment, information, and people. A myriad of investment incentives have been concocted as part of this mechanism that facilitates such global connections. In the aftermath of Brexit and Donald Trump's election, globalisation appears to face more risks of a U-turn. These new trends cast dark shadows and raise questions over what countries and firms need to do in their policies and strategies under this new normal. Through an informed discussion on changes and continuities of globalisation, this panel takes stock of our understanding on what investment incentives mean and how they can be used under different phases of globalisation.

Panellists:

Pavida Pananond (Thammasat Business School, Thammasat University, Thailand)

Ana Teresa Lehmann (Porto Business School, University of Porto, Portugal)

Hafiz Mirza (UNCTAD, Henley Business School and Bradford University School of Management)

Fabienne Fortanier (OECD)

Chris Jones (Aston University)

Poster Session

Time: 12:30- 13:30

Location: HBS Foyer

'In Class Group Competition: an exploratory business game approach for enhanced student participation'

Meiko Murayama

University of Reading, United Kingdom

Hybrid Strategies to Cope with Commodification Pressure on Professions: A Study of Two Law Firms in Singapore

Dawn Yi Lin Chow¹, Lai Si Tsui-Auch²

¹SIM University, Singapore; ²Nanyang Technological University, Singapore

A Strategic Theory of Foreign Direct Investment Decision: The Opportunity-Learning-Involvement (OLI) and its 6Cs Framework

Xin Li, Jens Gammelgaard

Copenhagen Business School, Denmark

Relationship development in global virtual teams over time

Majid Aleem, Peter Zettinig

Turku School of Economics, University of Turku, Finland

The integration of small farmers into agro-food global value chains: The role of MNEs in Egyptian agribusiness, the case of Heinz

Salma Soliman¹, Marina Papanastassiou¹, Georgios Mergos², Lakshmi Narasimhan Vedanthachari¹

¹Middlesex University, United Kingdom; ²Athens University, Greece

Informal institutions and level of internationalisation amongst Indian firms

Soma Arora

IMT, India

Sub-national mapping of institutional capacities of Indian states and their influence on entry modes

Rajdeepa Maity

EMLYON Business School, Lyon, France

Industry level structures and interconnectedness of actors in market entry: Pharmaceutical industry perspective

Anna Karhu, Maria Elo

Turku School of Economics at University of Turku, Finland

Individual- and team-level learning in Global Virtual Teams

Danijela Majdenic

Turku School of Economics, University of Turku, Finland, Finland

Global Sourcing activities by International New Ventures

Per Servais, Erik Rasmussen

University of Southern Denmark, Denmark

High performance practices bundles impact on the employees' extra-role performance: The mediation of work engagement

Muhammad Shakil Ahmad

COMSATS Institute of IT, Pakistan

Business Value of IT in Competitiveness of Kazakhstan's Energy Sector: the role of international oil and gas companies in sustainable development of the local industry

Irina Heim

Henley Business School, United Kingdom

Multinationals, work commitment and gender wage gap

Priit Vahter^{1,2}, Jaan Masso²

¹University of Warwick, United Kingdom; ²University of Tartu, Estonia

SME Internationalisation and its Financing – case of Ireland and Scotland

Lisa Naomi Spencer, Sheila O'Donohoe

Waterford Institute of Technology, Ireland

Are there threshold concepts in international business and management education?

Asmund Rygh, Ambarin Asad Khan

Alliance Manchester Business School, United Kingdom

How much of CSR-related activity is carried out by multinational oil companies of the Niger delta region in Nigeria?

Joy Eghonghon Akahome¹, Henry Ozuru²

¹Federal University Otuoke, Bayelsa State, Nigeria;; ²University of Port-Harcourt, Rivers state, Nigeria

A theoretical framework proposition for international entrepreneurship

Monique Raupp, Fernando Dias Lopes

Federal University of Rio Grande do Sul, Brazil

Barriers to Upgrading in Global Agriculture Value Chain

Hanh Pham

Sheffield Hallam University, United Kingdom

International business, institutions and sustainable business models

Francesca Ciulli, Ans Kolk

University of Amsterdam, Netherlands

Institutional development and entrepreneurship: an empirical examination

Igor Laine

Lappeenranta University of Technology, Finland

Retaining Resources for Being Proactive at Work

Kan Ouyang¹, Wing Lam², Bonnie Hayden Cheng², Ziguang Chen³

¹Shanghai University of Finance and Economics, China; ²The Hong Kong Polytechnic University, Hong Kong S.A.R. (China); ³City University of Hong Kong, Hong Kong S.A.R. (China)

Business expatriation: The expats perception

Giovanna Milani, Monique Raupp, Cynthia Lopes

UFRGS, Brazil

Network ties and SME performance in transition economies

T S Hanh Pham¹, Ziko Konwar²

¹Sheffield Business School, United Kingdom; ²Leeds University Business School, United Kingdom

International Entrepreneurship in Developing Countries: A Review from an International Business Perspective

Juan Velez-Ocampo

Institución Universitaria Salazar y Herrera - Universidad EAFIT, Colombia

Parallel Session 2-1: OB Issues and Comparative IHRM

Time: 13:30 - 15:30 - Room: 208, HBS

Session Chair: Chris Brewster

Complementarities in comparative capitalisms and associated HRM practices

Geoffrey Wood¹, Michael Brookes², Chris Brewster³

¹University of Essex, UK; ²Newcastle University, UK; ³University of Reading, UK

HRM in the global information technology (IT) industry: Towards Multivergent configurations in the context of collaborative partnerships

Vijay Edward Pereira¹, Pawan Budhwar², Ashish Malik³

¹University of Wollongong, Dubai, UAE; ²Aston University, UK; ³University of Newcastle, Australia

Competing globally, poaching locally: A co-opetition-based view of lateral hiring/poaching

Joseph Amankwah-Amoah

University of Kent, UK

Inter-organisational justice: 'Fairness' as Sensemaking in the case of Indo-Swedish Joint Venture

Charmi Patel¹, Pawan Budhwar², Jonathan Crawshaw²

¹Henley Business School; ²Aston Business School

A comparative institutional research agenda for HRM

Chris Brewster¹, Paul Gooderham², Wolfgang Mayrhofer³

¹University of Reading, United Kingdom; ²Norwegian School of Economics; ³WU Vienna University of Economics and Business

Parallel Session 2-2: Export Performance of SMEs

Time: 13:30 - 15:30 - Room: G10, HBS

Session Chair: Keith Brouthers

Export performance of SMEs: Cultural intelligence as a condition for a successful internationalization strategy

Valeria Giovannini¹, Niels Noorderhaven², Andrea Prencipe¹

¹LUISS Guido Carli University; ²Tilburg University

The effects of cultural dimensions, government regulations and entrepreneurial orientation on firms' international performance: A study of SMEs in Malaysia

Tze Cheng Chew, Yee Kwan Tang, Pavlos Dimitratos, Trevor Buck

University of Glasgow, United Kingdom

Determinants of Global Market Reach: Strategic Orientations in SME Internationalization

Lasse Torkkeli, Olli Kuivalainen, Sami Saarenketo, Kaisu Puumalainen

LUT School of Business, Finland

The role of export readiness for superior export performance: An empirical investigation of small and medium-sized firms

Stephan Gerschewski

Hannam University, Linton School of Global Business

Network Diversity, Entrepreneurial Orientation and SME International Performance

Yiyin Wu, Keith Brouthers

King's College London, United Kingdom

Parallel Session 2-3: MNEs Location Choice

Time: 13:30 – 15:30 - Room: 108, HBS

Session Chair: Nigel Driffield

Why the theory of the MNE is in need of co-location: a literature review for further inquiry

Miguel Gonzalez-Loureiro¹, Francisco Puig², Berrbizne Urzelai²

¹University of Vigo, Spain and CIICESI, Portugal; ²University of Valencia, Spain

Location of International R&D. The Role of Co-Location with Production Activities.

Daive Castellani¹, Katuscia Lavoratori²

¹Henley Business School, University of Reading; ²University of Perugia, Italy

Unraveling configurations of power in global supply chains through the analysis of upgrading cases

Luis Oliveira¹, Afonso Fleury¹, Maria Tereza Fleury²

¹University of São Paulo, Brazil; ²Getúlio Vargas Foundation, Brazil

Development of outward FDI from South Korean: The relationship between national investment position and location choice

Jae-Yeon Kim, Nigel Driffield, Jim Love

Warwick Business School, United Kingdom

Parallel Session 2-4: Dynamics of subsidiary roles

Time: 13:30- 15:30 - Room: 101, HBS

Session Chair: Shasha Zhao

Legitimacy Dynamics in Headquarters-Subsidiary Relationships

Jens Gammelgaard¹, Rajesh Kumar²

¹Copenhagen Business School, Denmark; ²Menlo College, US

MNE subsidiary survival and advancement in a coevolving dual context

Johanna Clancy¹, Paul Ryan², Ulf Andersson³, Majella Giblin¹

¹National University of Ireland, Galway, Ireland; ²Trinity College Dublin, Ireland; ³Malardalen University, Sweden

Strategy creativity in multinational subsidiaries and the impact of subsidiary CEO entrepreneurial self-efficacy

Dónal O'Brien¹, Pamela Sharkey Scott², Ulf Andersson³

¹Dublin City University, Ireland; ²National University of Ireland, Maynooth, Ireland; ³Malardalen University, Sweden

Intermediate units in contemporary corporations: An integrated framework and a research agenda

Ana Botella Andreu, Jose Pla Barber, Cristina Villar

University of Valencia, Spain

Dynamic subsidiary roles as determinants of subsidiary technology source: Empirical evidence from China

Si Zhang¹, Robert Pearce¹, Marina Papanastassiou², Shasha Zhao², Ioannis Bournakis²

¹Reading University, United Kingdom; ²Middlesex University, United Kingdom

Parallel Session 2-5: Institutions, Ownership and Business Models

Time: 13:30 - 15:30 - Room: G09, ICMA Centre

Session Chair: Murod Aliyev

Role of Institutional Environment in Deciding Ownership Structure of MNEs in Host Country Firms: Evidence from Select Emerging Economies

Niti Bhasin

Department of Commerce, Delhi School of Economics, University of Delhi, India

The role of international institution in MNC-Host country bargaining in the context of emerging markets

Liubov Ermolaeva, Andrei Panibratov, Bojan Pantic

St.Petersburg State University, Russian Federation

Clashing with institutions in China and Brazil: Uber's disruptive business model

Cyntia Vilasboas Calixto¹, Maria Tereza Leme Fleury²

¹Fundação Getulio Vargas (FGV-EAESP); ²Fundação Getulio Vargas (FGV-EAESP)

Institutional investors as firm monitors: The case of internationalization

Vidya Sukumara Panicker, Sumit Mitra, Rajesh Srinivas Upadhyayula

Indian Institute of Management, Kozhikode, India

Multiple ownership, network resources and institutional development

Murod Aliyev, Mario Kafouros, Andrew Brown, David Spencer

University of Leeds, United Kingdom

Parallel Session 2-6: IB, CSR and Environment

Time: 13:30 - 15:30 - Room: G03/G04, ICMA Centre

Session Chair: Yoo Jung Ha

Why do some firms participate in CSR signaling? The effect of global trade networks on firm CSR signaling behavior

Luis Alfonso Dau, Elizabeth Marie Moore, Margaret Alyce Soto

Northeastern University, United States of America

How does Foreign direct investment affect the quality of the environment?

João Bento¹, Miguel Torres²

¹University of Aveiro, Portugal; ²Leeds University Business School, UK

How do firm characteristics, FDI and regional institutions influence the implementation of global CSR standards among private Vietnamese firms? Empirical evidence based on a multilevel approach

Jöran Wrana, Javier Revilla Diez

University of Cologne, Germany

Do Capital Markets Price Potential Environmental Risk?

Chang Hoon Oh, Daniel Shapiro, Shuna Ho, Jiyoung Shin

Simon Fraser University, Canada

Dual isomorphic mechanisms and the effect of foreign MNEs on local firms' corporate environmental innovation

Yoo Jung Ha¹, Yingqi Wei²

¹University of York, United Kingdom; ²University of Leeds, United Kingdom

Parallel Session 2-7: Panel - Commonwealth Trade and Investments in the Post Brexit World

Time: 13:30- 15:30 - Room: G15, HBS

Session Chair: Peter J. Buckley

Both Brexit and Trump's election in particular have highlighted the volatility, uncertainty, complexity and ambiguity (VUCA) now affecting international business both in established and emerging markets and arguably signalling the tail-end of globalization. It has also provided an opportunity to look at the Commonwealth more clearly, coherently and cogently through an economic and contemporary lens. This Panel will discuss the implications and opportunities of Brexit for the Commonwealth.

Panellists:

Brexit: Its Implications and Potential for the Commonwealth

Arif Zaman and Nnamdi Madichie (London School of Business and Management)

Brexit: opportunities for India

Surender Munjal (Leeds University Business School)

Reconnecting with the Commonwealth: the UK's free trade opportunities

Tim Hewish (The Royal Commonwealth Society)

Implications for the ACP (Asia, Pacific and Caribbean) countries

Sindra Sharma (Ramphal Institute, King's College)

Parallel Session 3-1: TMT and Knowledge Management in MNEs

Time: 16:00 - 18:00 - Room: 208, HBS

Session Chair: Timothy Devinney

The Effect of Human Resource and Knowledge Management Systems on Technology Transfer in Developing Countries: A Combinatory Exploration of Foreign and Domestic Firms

Ellis Luther Chile Osabutey¹, Konan Anderson SENY KAN²

¹Middlesex University Business School, United Kingdom; ²Toulouse Business School

Boundary Spanners and Intra-MNC Knowledge Sharing: The Role of Controlled Motivation and Immediate Organizational Context

Dana Mimbaeva¹, Grazia D. Santangelo²

¹Copenhagen Business School; ²University of Catania, Italy

Wanted: Knowledge Workers for Emerging Market Firms

Monica J. Semeniuk

Simon Fraser University, Canada

Location choices for HR shared services in MNEs: The role of HQ's control motive

Chipoong Kim¹, Chul Chung¹, Jeeyun Yoon², Jungwoo Park³, Yongwoo Lee⁴, Jaewon Kim⁵

¹Henley Business School, United Kingdom; ²Georgia Institute of Technology; ³Seoul National University;

⁴Sungkyunkwan University; ⁵Hanyang University

When blood is thicker: Top management team nepotism and firm growth in a transition context

Peder Greve¹, Winfried Ruigrok²

¹Henley Business School, United Kingdom; ²University of St. Gallen, Switzerland

Parallel Session 3-2: IB and Entrepreneurship

Time: 16:00 – 18:00 - Room: G10, HBS

Session Chair: Gary Cook

Entrepreneurship-driven internationalization: re-thinking the exploitation-exploration paradigm

Igor Kalinic¹, Cipriano Forza², Jeremy Clegg¹

¹University of Leeds, UK; ²University of Padova, Italy

Intellectual Structure of International New Venture Research: A Bibliometric Analysis and Future Research Agenda

Félix Rodríguez-Ruiz¹, Paloma Almodóvar¹, Quyen T. K. Nguyen²

¹Complutense University of Madrid, Spain; ²Henley Business School, International Business and Strategy University of Reading

The role of business relationships between SMEs and network actors in defining standardisation and adaptation strategies of SMEs: insights from business-to-business firms engaged in international activities

Kausar Afzal Qureshi, Konstantinos Poulis

University of Essex, United Kingdom

The mediating role of opportunity newness to the entrepreneurial behavior and the opportunity value

Stylianos Papaioannou

Mid-Sweden University, Sweden

Institutions and entrepreneurial internationalisation: review of qualitative research

Igor Laine, Olli Kuivalainen

Lappeenranta University of Technology, Finland

Parallel Session 3-3: Foreign Direct Investments

Time: 16:00 - 18:00 - Room: 108, HBS

Session Chair: Allan Webster

Foreign Direct Investment and the Relationship between the United Kingdom and the European Union

Randolph Luca Bruno^{1,5,6}, Nauro Campos^{2,5,7}, Saul Estrin^{3,5,8}, Meng Tian^{3,4}

¹University College London; ²Brunel University London; ³London School of Economics; ⁴Peking University; ⁵IZA-Bonn; ⁶RodolfoDeBenedetti Foundation; ⁷ETH-Zurich; ⁸Centre for Economic Performance

The Effect of European Intellectual Property Institutions on Chinese Outward Foreign Direct Investment

Nikolaos Papageorgiadis¹, Yue Xu², Constantinos Alexiou³, Joseph G. Nellis³

¹Management School, University of Liverpool; ²Cardiff Business School, Cardiff University; ³School of Management, Cranfield University

Establishing How MNCs are Defined, Over Time, a Response to the Regional/Global Debate

Lisa Naomi Spencer

Waterford Institute of Technology, Ireland

Does Tax Haven FDI Impact upon Firm Performance?

Chris Jones¹, Yama Temouri², Gerda Dewit³, Dermot Leahy⁴

¹Aston University United Kingdom; ²Aston University United Kingdom; ³Maynooth University; ⁴Maynooth University

FDI Spillovers in developing countries, Readiness Evaluation Framework

Abbas Haddadzadeh

University of Deusto, Spain

Parallel Session 3-4: IB and Firm Performance

Time: 16:00-18:00 - Room: 101, HBS

Session Chair: Mario Kafourous

Does Spatial Pattern Matter to Export Performances? Insights from International Comparisons of Germany and Japan

Yi-cheng Liu, Wen Yang, Chao-cheng Mai

Tamkang University, Taiwan, Republic of China

Internationalization, Industry Heterogeneity, and Firm Profitability

Raquel García-García¹, Esteban García-Canal², Mauro F. Guillén³

¹The Open University, United Kingdom; ²Universidad de Oviedo; ³The Wharton School

Subsidiary-performance implications of Multinational Enterprises' political activities in host countries: Evidence from the US

Vikrant Shirodkar¹, Palitha Konara²

¹University of Sussex, United Kingdom; ²University of Huddersfield, United Kingdom

Product Diversification, Relatedness and Firm Performance

Jinlong Gu, Yong Yang, Roger Strange

University of Sussex, United Kingdom

Multinationals and the development of China: the dual roles of inward and outward FDI

Robert Pearce¹, Si Zhang², Yuxuan Tang³

¹University of Reading, United Kingdom; ²The School of Management; University of the Chinese Academy of Science; ³Peking University, Beijing

Parallel Session 3-5: Emerging MNEs

Time: 16:00 - 18:00 - Room: G09, ICMA Centre

Session Chair: Klaus Meyer

Performance of Russian MNEs: The importance of fit between strategy, structure, capability and environment

Anna Veselova¹, Desislava Dikova²

¹Graduate School of Management St. Petersburg State University, Russian Federation; ²Vienna University of Economics and Business, Austria

The determinants of Outward Foreign Direct Investment from ASEAN

Alisa Binti Ibrahim, Nigel L Driffled, Keith W Glaister

University of Warwick, United Kingdom

Foreign and domestic investment by emerging market multinationals: A win-win?

Pavida Pananond¹, Alvaro Cuervo-Cazurra²

¹Thammasat University, Thailand; ²Northeastern University, D'Amore-McKim School of Business

How does state-ownership and acquisition experience affect emerging market firm performance?

Pawan Budhwar¹, Vijay Pereira², Yama Temouri¹, Panagiotis Ganotakis³, Shlomo Tarba⁴

¹Aston University, United Kingdom; ²University of Wollongong, Dubai; ³Leeds Business School, University of Leeds; ⁴Birmingham Business School, Birmingham University

Does home-country government support contribute to the subsidiary performance of emerging market multinational enterprises?

Xia Han, Lan Gao, Xiaohui Liu

Loughborough University, United Kingdom

Parallel Session 3-6: Foreign Divestments

Time: 16:00pm - 18:00 - Room: G03/G04, ICMA Centre

Session Chair: Jorma Antero Larimo

Foreign divestment: a critical review of contemporary literature between 1996 and 2015

Pratik Arte, Jorma Larimo

University of Vaasa, Finland

Determinants of foreign divestments via selloffs

Palitha Konara², Panagiotis Ganotakis^{1,3}

¹University of Wollongong in Dubai, United Arab Emirates; ²University of Huddersfield; ³University of Leeds

Divestment of multinationals and its impacts on the jobs

Ken-ichi Ando

Shizuoka University, Japan

Relocation of offshore business services: recovering from failure or persisting with the original strategy?

Stefano Elia¹, Filippo Albertoni², Lucia Piscitello³, Silvia Massini⁴

¹Politecnico di Milano, Italy; ²Politecnico di Milano, Italy; ³Politecnico di Milano, Italy; ⁴University of Manchester

Domestic interfirm collaboration networks, innovation intensity and the foreign divestment decisions of firms

Viacheslav Iurkov, Gabriel R.G. Benito

BI Norwegian Business School, Norway

Parallel Session 3-7: Internationalisation Process

Time: 16:00-18:00

Room:- G15, HBS

Session Chair: Jose Pla-Barber

Value chain internationalization and performance

Carlos Rodriguez², Luciano Ciravegna^{1,2}

¹King's College, United Kingdom; ²INCAE

Uncertainty in international decision-making: A negotiation analytical and experimental approach

Ursula F. Ott

Kingston University London, United Kingdom

The location of technology sourcing FDI: South Korean investment in the US.

Jae-Yeon Kim, Nigel Driffield, Jim Love

Warwick Business School, United Kingdom

Country of origin, company brand and the internationalization of digital services: The case of the British television broadcasting industry

Ferran Vendrell-Herrero¹, Emanuel Gomes^{1,4}, Simon Collinson¹, Glenn Parry², Oscar Bustinza³

¹The University of Birmingham, United Kingdom; ²Department of Strategy, University of the West of England, UK;

³Department of Management, University of Granada, Granada, Spain; ⁴Nova School of Business and Economics, Universidade Nova, Portugal

The internationalization process of Latin American multinationals: A literature review

German Benito-Sarria, Jose Pla-Barber, Cristina Villar

University of Valencia, Spain

Parallel Session 4-1: Finance and Taxation Issues in IB

Time: 8:30 - 10:30 - Room: 208, HBS

Session Chair: Yama Temouri

Multinational corporations managing risk in East Asia: Empirical analysis of the association between derivatives use and exposures

Marina Papanastassiou, Trang Huong Kim, Quang Nguyen

Middlesex University Business School

Finance and exports of foreign subsidiaries of multinational enterprises

Quyên Nguyen

University of Reading, United Kingdom

From Bilateral to Regional Level? A Bargaining Mechanism of International Investment Treaties

Ursula Ott¹, Julian Chaisse², Christian Bellak³

¹Kingston University; ²Chinese University of Hong Kong; ³WU Vienna University of Economics

Breaking up and making up – A host location policymakers' perspective on internationalization

Orlando Fernandes

University of Warwick, United Kingdom

Accountability-Avoiding Foreign Direct Investment: Incorporating Tax Havens and Tax Avoidance to International Business Research

Chris Jones¹, Yama Temouri², Matti Ylönen³, Alex Cobham⁴

¹Aston University United Kingdom; ²Aston University United Kingdom; ³Yale, USA; ⁴Tax Justice Network

Parallel Session 4-2: SMEs Internationalisation

Time: 8:30 - 10:30 - Room: G10, HBS

Session Chair: Pavlos Dimitratos

How do business models of microfinance institutions encourage entrepreneurship at the bottom-of-the-pyramid?

Michael Zisuh Ngoasong

Open University, United Kingdom

Motivations driving manufacturing SMEs to internationalize through gateway strategies: A conceptual framework

Noémie Dominguez

Jean Moulin Lyon 3 University, France

Linking inter-organizational collaboration, innovation, and internationalization in SMEs: a systematic review

Nadia Zahoor, Omar Al-Tabbaa

University of Huddersfield, United Kingdom

Role of Strategic Partnerships in Internationalisation of Small Born Global Firms

Paweł Capik, Andreas Brouckerhoff

Keele University, United Kingdom

Knowledge Dimensions of Micromultinational Enterprises: An Interpretive Approach across Managers and Advisers

Maria-Cristina Stoian¹, Pavlos Dimitratos², Emmanuella Plakoyiannaki³

¹Brunel University London, UK; ²University of Glasgow, UK; ³University of Leeds, UK

Parallel Session 4-3: FDI, R&D and Innovation

Time: 8:30a- 10:30 - Room: 108, HBS

Session Chair: Matthew Allen

Institutional Distance and Knowledge Acquisition in International Buyer–Supplier Relationships: The Moderating Role of Trust

Mia Hsiao-Wen Ho

National Sun Yat-sen University, Taiwan

Inward FDI and innovation in transitional countries

Allan Webster

Bournemouth University, United Kingdom

New modes and geographies of global research networks: Study of outsourcing and offshoring in the pharmaceutical industry

Paulina Ramirez

Birmingham Business School, United Kingdom

The Dynamics of Outsourcing Relationships Perspectives from MNCs and their Suppliers

Giovanna Magnani¹, Antonella Zucchella¹, Roger Strange²

¹University of Pavia, Italy; ²University of Sussex, UK

Types of Knowledge, Innovation and R&D FDI

Matthew Allen¹, Maria Allen²

¹The University of Manchester, United Kingdom; ²Manchester Metropolitan University Business School, United Kingdom

Parallel Session 4-4: Internationalisation and performance

Time: 8:30 - 10:30 - Room: 101, HBS

Session Chair: Davide Castellani

Persistence in Exporting: cumulative and punctuated learning effects

Jim Love¹, Juan Manez²

¹University of Warwick, United Kingdom; ²Universitat de València, Spain

Multinational Activity of European Firms and Heterogeneity

Jose C. Fariñas¹, Ana Martin-Marcos², Francisco J. Velazquez¹

¹Universidad Complutense Madrid, Spain; ²UNED, Spain

Does Private Ownership Always Outperform State Ownership? A Competitive Dynamics Explanation

Wei Yang¹, Klaus Meyer²

¹Nankai University, China, People's Republic of; ²China Europe International Business School

Evaluation of the performance and implications of multinationals: a framework of issues

Robert Pearce

University of Reading, United Kingdom

In Search of New Relationship between Internationalization and Firm Performance: A 'Test of Concept' Based on Financial Statement Data from Austrian-Listed Companies

Carsten Wehrmann¹, Romeo V. Turcan²

¹University of Gloucestershire, UK; ²Aalborg University, Denmark

Parallel Session 4-5: Institutions, Innovation and Performance

Time: 8:30 - 10:30

Room: G09, ICMA Centre

Session Chair: Luis Alfonso Dau

Subnational Institutions and Innovation of Emerging Market Firms - A Multilevel Approach

Xufei Ma¹, Zhujun Ding²

¹the Chinese University of Hong Kong; ²University of Reading, United Kingdom

The internationalization of ventures – the roles of a nation's formal and informal institutions and the venture's value orientation

Jie Chen, Kaisu Puumalainen, Sami Saarenketo

Lappeenranta University of Technology, Finland

Institutions, distant search and innovation performance

Murod Aliyev, Conor McDonald

University of Leeds, United Kingdom

Institutional development and firm performance across emerging countries: The role of technological and market dynamism

Mario Kafouros¹, Murod Aliyev¹, Panos Piperopoulos¹, Joanne Ho², Susanna Yee Na Wong², Alan Kai Ming Au²

¹University of Leeds; ²Institute of International Business and Governance, The Open University of Hong Kong

Institutions, economic growth and international competitiveness: a regional study

Roseline Wanjiru, Karla Prime

Northumbria University, United Kingdom

Parallel Session 4-6: Market entry and re-entry

Time: 8:30 - 10:30 - Room: G03/G04, ICMA Centre

Session Chair: Stefano Elia

The role of decision-making logic and network relationships in internationalization: a case study

Tiia Vissak¹, Barbara Francioni²

¹University of Tartu, Estonia; ²University of Urbino "Carlo Bo", Italy

A New Breed of (Re)Internationalisers? The Foreign Market Re-Entry Strategies of Developed and Emerging Market Re-Entrants

Irina Minodora Surdu, Kamel Mellahi, Keith Glaister

University of Warwick, United Kingdom

Antecedents and outcome of real options reasoning in market entry decisions

Ali Ahi¹, Olli Kuivalainen^{1,2}, Sanna Sundqvist¹

¹Lappeenranta University of Technology, Finland; ²Alliance Manchester Business School, University of Manchester, UK

The Effect of Psychic Distance On Consumers' Preference: Does Acquirer's Corporate Reputation Matter?

Michela Matarazzo¹, Giulia Lanzilli², Riccardo Resciniti²

¹G. Marconi University, Italy; ²University of Sannio, Italy

Comply or not to comply with theory? How experience shapes entry mode misalignment

Stefano Elia¹, Marcus Larsen², Lucia Piscitello³

¹Politecnico di Milano, Italy; ²Copenhagen Business School; ³Politecnico di Milano, Italy

Parallel Session 4-7: Panel - Meet the Editors

Time: 8:30 - 10:30 - Room: G15, HBS

Session Chair: Desislava Dikova

The purpose of the panel session is to assist in improving the quality of IB and strategy research in the UK and Ireland, and bringing new scholars into the IB field. The session will be beneficial to junior scholars who have not previously published in the presented journals, to scholars who are located in universities that offer limited support for international business research, to scholars who are trained in disciplines less commonly associated with the field (e.g. geography, political science, ethnography, or economic history) but are interested in conducting international business research.

The following Journals will be presented by the editors:

Alain Verbeke (Journal of International Business Studies)

Daniel Shapiro (Multinational Business Review)

Desislava Dikova (Journal of East-West Business) and (Int. Journal of Emerging Markets)

Geoffrey Wood (British Journal of Management and Annals to Corporate Governance)

Jonathan Doh (Journal of World Business)

Pervez Ghauri (International Business Review)

Parallel Session 5-1: International Marketing

Time: 14:00 - 16:00 - Room: 208, HBS

Session Chair: Ursula Ott

Expertise and Strategy

Elizabeth Maitland¹, Andre Sammartino²

¹University of New South Wales, Australia; ²University of Melbourne

International Franchising: A Literature Review and Research Agenda

Alexander Rosado¹, Desislava Dikova², Justin Paul¹

¹University of Puerto Rico; ²Vienna University of Economics and Business, Austria

Relationship learning and cross-border customer engagement at the product design stage: the moderating roles of cultural distance and customer dependence

Zhaleh Najafi Tavani¹, Ghasem Zaefarian¹, Sahar Mousavi², Peter Naude²

¹University of Leeds business school, United Kingdom; ²University of Manchester

Teaching international Marketing via Social Media Projects: the case of a Norwegian Business School

Massiel Henríquez Parodi¹, Ilan Alon¹, Charles Wankel²

¹University of Agder, Norway; ²St John's University, New York

'Three Hours Too Soon or One Minute Too Late?' Experience and Institutional Legitimacy as Antecedents of Foreign Market Re-Entry Timing

Irina Minodora Surdu, Kamel Mellahi, Keith Glaister

University of Warwick, United Kingdom

Parallel Session 5-2: International Business History

Time: 14:00-16:00 - Room: G10, HBS

Session Chair: Peter Scott

The Advantage of Outsiderness: Political Risk Management in Historical Perspective

Christina Lubinski

Copenhagen Business School, Denmark

Heuristics in internationalization; a creative professional service firm perspective

Deirdre McQuillan¹, Pamela Sharkey Scott², Vincent Mangematin³

¹University of Bradford, United Kingdom; ²NUI Maynooth, Ireland; ³Grenoble Ecole de Management, France

The Phoenix Factor: Subsidiary Evolutionary Trajectories Post Mandate Loss

Edward Gillmore¹, Henrik Dellestrand², Ulf Andersson¹

¹Mälardalen University, Sweden; ²Uppsala University

The myth of Fordism as America's paradigmatic production system before 1941

Peter Scott

University of Reading, United Kingdom

Parallel Session 5-3: Technology and Innovation in IB

Time: 14:00-16:00 - Room: 108, HBS

Session Chair: Davide Castellani

Learning from the pupils: The role of dual embeddedness and knowledge complexity in reverse knowledge transfer

Maite Alves Bezerra¹, Rajneesh Narula¹, Felipe Mendes Borini²

¹University of Reading, United Kingdom; ²ESPM, Brazil

Technological revolution in sub-Saharan Africa: Emerging issues and trends

Joseph Amankwah-Amoah

University of Kent, UK

Location, shared suppliers and the innovation performance of R&D outsourcing agreements

Andrea Martinez-Noya, Esteban Garcia-Canal

¹University of Oviedo, Spain

Organisational Innovation in Multinational Business: Why Explaining the Unconventional Matters

Teresa da Silva Lopes¹, Mark Casson², Geoffrey Jones³

¹University of York, United Kingdom; ²The University of Reading; ³Harvard Business School

Do imports, inward FDI and technology licensing improve local firms' innovativeness? A micro-level analysis

Paloma Almodovar¹, Quyen Nguyen², Alain Verbeke³

¹Complutense University of Madrid, Spain; ²University of Reading, UK; ³University of Calgary, Canada

Parallel Session 5-4: Methods in IB

Time: 14:00-16:00 - Room: 101, HBS

Session Chair: Jens Gammelgaard

Time as an antecedent of routine development

Mari Ketolainen, Elisa Kallio, Sini Nordberg-Davies

University of Turku / Turku School of Economics, Finland

Cross-National Research and Data Collection Procedures: State of the Field

Agnieszka Chidlow¹, Pervez Ghauri¹, Oded Shenkar^{1,2}

¹The University of Birmingham, United Kingdom; ²Ohio State University, USA

The Rise and Fall of Icelandic Multinationals (MNCs): A multiple case study approach

Asta Dis Oladottir

University of Iceland, Iceland

International Business research in Sub-Saharan Africa: assessing conceptual and methodological constraints

Roseline Wanjiru, Abdoukadre Ado

Northumbria University, United Kingdom

Parallel Session 5-5: Global Value Chains

Time: 14:00-16:00 - Room: G09, ICMA Centre

Session Chair: Elena Beleska-Spasova

Industry 4.0 technologies and backshoring of manufacturing activities – the rise of local value chains?

Bernhard Dachs¹, Steffen Kinkel²

¹AIT Austrian Institute of Technology, Austria; ²Karlsruhe University of Applied Sciences, Germany

Integrating global value chain/global production network analysis into international business debates: a review and research agenda

Matthew Alford, Rudolf Sinkovics, Noemi Sinkovics, Samia Hoque

University of Manchester, United Kingdom

Digital Fabrication and the Transformation of Global Production? Uneven Landscapes of Innovation

Jennifer Johns, Andrew Smith

University of Liverpool, United Kingdom

Offshoring or backshoring? Industrial district firms' location choice of manufacturing activities in global value chains

Marco Bettiol¹, Chiara Burlina¹, Maria Chiarvesio², Eleonora Di Maria¹

¹University of Padova, Italy; ²University of Udine, Italy

Specialization versus integration of value chain activities: What creates firm competitive advantage in GVCs

Elena Beleska-Spasova

University of Reading, Henley Business School, United Kingdom

Parallel Session 5-6: Cross-border M&As

Time: 14:00-16:00 - Room: G03/G04, ICMA Centre

Session Chair: Peder Greve

Distance and the Completion of Chinese Cross-Border Mergers and Acquisitions

Dong Lijun¹, Frank McDonald²

¹Central China Normal University, China; ²University of Liverpool, United Kingdom

Overseas M&A, Multi-threshold Effect and Enterprise Internationalization Performance

Yan Chen¹, Kuan Wang²

¹Beijing University of Posts and Telecommunications, School of Economics and Management; ²Beijing University of Posts and Telecommunications, School of Economics and Management

Emotions in cross-border acquisitions – Perspectives from the parent company

Melanie Elina Hassett¹, Riikka Harikkala-Laihinen², Niina Nummela², Johanna Raitis²

¹The University of Sheffield, United Kingdom; ²Turku School of Economics, University of Turku, Finland

Cross-Border Reverse Takeover: the case of Brazilian Multinationals

Carlos Eduardo Stefaniak Aveline¹, Maria Tereza Leme Fleury²

¹Universidade Federal de Lavras - UFLA, Brazil; ²Escola de Administração de Empresas de São Paulo – EAESP/FGV

Parallel Session 5-7: Panel - Micromultinationals – What can international business theories and concepts explain about their activities?

Time: 14:00-16:00 - Room: G15, HBS

Session Chair: Pavlos Dimitratos

Micromultinationals (mMNEs) are those small firms that engage in advanced foreign forms (i.e. beyond exporting) to expand. mMNEs have flexible governance structures that may be conducive to attainment of a competitive advantage abroad, following a different route than those of established MNEs or fast internationalising firms. Viewed in this light, mMNEs could offer diversity and pluralism to international business and international entrepreneurship research; and, potentially suggest intriguing questions on extending thinking through the examination of the activities of those small, flexible and agile MNEs.

Panellists:

Pavlos Dimitratos (University of Glasgow, UK)

Ulf Andersson (Mälardalen University, Sweden & BI Norwegian Business School, Norway)

Luciano Ciravegna (King's College London, UK)

Jean Francois Hennart (Tilburg University, Netherlands)

Olli Kuivalainen (Manchester Business School, UK & Lappeenranta University of Technology, Finland)

A. Rebecca Reuber (University of Toronto, Canada)