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46th Academy of International Business UK & Ireland Chapter Conference

AIB UKI 2019 CONFERENCE

**Multinational Enterprises and Their Non-Market
Social and Political Strategies**

University of Sussex Business School
Brighton
25 – 27 April 2019

US
UNIVERSITY
OF SUSSEX

**BUSINESS
SCHOOL**

Welcome

Welcome to Brighton and to the University of Sussex. We are pleased to be hosting the 46th Academy of International Business UK & Ireland Chapter Conference.

The changing regulatory and social environment in the UK, as it leaves the European Union, is likely to cause uncertainty for many Multinational Enterprises (MNEs). Such turbulent socio-political times are also currently seen in other developed countries (notably, the USA) as well as in many emerging markets. At such times, MNEs are most likely to come across a variety of nonmarket stakeholders (such as Governments, NGOs, and Communities) who would often have conflicting expectations. Via effective nonmarket strategies, MNEs can address the interests of various stakeholders, such as of customers in demanding low-priced products, of employees of having continued jobs, of shareholders of expecting reasonable profits, and of communities in contributing to local development. In line with this theme, recognising a greater need for research on this issue in international business, and continuing from our previous discussions at the AIB UK&I 2018 conference hosted by the University of Birmingham, we are proud to welcome our keynote speakers – Professors Jonathan Doh, Thomas Lawton and Steven McGuire, to share their insights on the non-market strategies of MNEs.

We are also proud to host a special plenary on International Entrepreneurship. We recognise that these turbulent times are also likely to have great implications on the internationalization of Small and Medium Enterprises. In this context, we are proud to invite Professor Patricia McDougall-Covin, to share her thoughts on this issue and to mark 30 years of International Entrepreneurship research since the publication of her seminal article "International versus Domestic Entrepreneurship", and 25 years since the article "Towards a theory of International New Ventures" with Ben Oviatt. We are also delighted to have speakers such as Professors Marian V Jones, Becky Reuber, Antonella Zucchella and Stephanie Fernhaber in this plenary.

We are also proud to host a special session in memory of one of our dearest Professors - Colm Kearney, an eminent Irish economist and International Business academic, who passed away in March last year. The session will be chaired by Martha O'Hagan Luff and also focusses on current research in International Business and Finance.

We thank all those who have contributed to the success of our conference. We hope that PhD students will particularly benefit from our various events such as the excellent AIB UKI Doctoral Colloquium. We also hope that early career researchers benefit not only from their presentations, meeting the Editors, but also from the paper development workshops (for Journal of International Business Studies (JIBS), Journal of International Business Policy (JIBP) and International Business Review (IBR). A special thanks to Professors Becky Reuber, Jeremy Clegg and Mario Kafourous for organising these.

All in all, we hope that you will enjoy the conference and the city of Brighton.

With Kind Regards,

*Vikrant Shirodkar (Conference Chair), Roger Strange, John Luiz, Yong Yang, Norifumi Kawai,
Palitha Konara, Steven Brieger, Eleni Piteli and Aristeia Markantoni (University of Sussex Business
School Conference Organising Team)*

General Information

Conference Registration, Locations and Internet Access

Conference Registration and all sessions will take place in the *Fulton Building of University of Sussex, Falmer, Brighton BN1 9QU, United Kingdom*, at the following times.

Thursday, 25 th April 2019	10:30 am – 5:30 pm
Friday, 26 th April 2019	08:30 am – 5.30 pm
Saturday, 27 th April 2019	08:30 am – 1.00 pm

When you arrive and register, you will be given your delegate pack and delegate badge, which you will need to wear at all times. You will be provided WIFI access details. The badge also serves as a ticket to the Gala Dinner.

The lunch on Friday, 26th April 2019 will be in *Dine Central, Bramber House*. This is adjacent to the Fulton Building. Dine Central is on the First floor of Bramber House. The Gala Dinner and Awards Ceremony will be at *The Grand, Brighton: 97-99 King's Road, Brighton, BN1 2FW*.

Speaker/Presenter Information

For **competitive** sessions, please prepare a *15 minute* PowerPoint presentation. Please do not exceed this, to allow time for questions and answers and for other presenters in the session. Papers marked with a ★ have been nominated for Best Paper Awards. Further information about various awards and publication opportunities is provided on the conference website: <https://www.aib-uki.org/conference.html>

For **interactive** sessions, please *do not* prepare a PowerPoint presentation. The purpose of such sessions is to gain more developmental feedback on your current work. You will be sitting in a round table and it will be great if you could bring hand-outs of a short synopsis of your paper and distribute it to others in the session. Prepare to talk about your paper for no longer than 10 minutes and then solicit feedback from others.

The presentation room will be equipped with a computer, installed with Microsoft Office Suite such as Word, Excel and PowerPoint, a data projector and screen. Apple Mac is not available. We would encourage you to bring your (competitive) presentation on a USB stick, which can then be loaded onto the PC during the break prior to your session. If you wish to provide hand-outs (e.g. for interactive sessions) please ensure you produce these in advance and bring the material with you. Should you provide your own laptop, please ensure you bring with you relevant adapters to enable usage within the UK.

Refreshments

Your registration includes the Reception with drinks and nibbles (on Thursday), Lunch and Tea, Coffee and other refreshments (on Friday and Saturday) and the Gala Dinner (Friday). On Thursday, lunch and other refreshments will be provided to participants of the Doctoral Colloquium, Paper Development Workshops and participants of the Case Study Workshop only.

If you have informed us of any special dietary requirements, please let the catering staff know at the food station and they will provide you with special food or inform you which items will be suitable.

Gala Dinner

The Gala Dinner and Awards Ceremony will be on **26th April 2019 (Friday)** at **The Grand, Brighton: 97-99 King's Road, Brighton, Sussex, BN1 2FW**. The dress code is smart casual. The following will be schedule of events at the Gala Dinner.

19:30 - Welcome Drink

20:00 - Guests sit down for a 3-course meal

21:30 - Awards Ceremony

22:00 onwards - Music and Dance

Each table sits 10 guests. There will be five bottles of complimentary wine (white and red) on each table. Some complimentary soft drinks will also be available at the bar. Any additional wine or drinks must be purchased by delegates.

Accessibility

If you have provided us with specific requirements regarding your attendance (e.g. access, hearing/sight impairment), we will do our very best to accommodate your needs. If you have not provided this information, please email: *Aristea Markantoni* (A.Markantoni@sussex.ac.uk).

Bicycle

If you love to bike, we have requested - Amsterdammers, Unit 8, under the Station, off Trafalgar Street, BRIGHTON, BN1 4FQ (Tel +44 (0)1273 571 555) for a limited 10 bikes to be available from 25-27 April 2019. If you are interested, you are encouraged to get them on the Thursday (25th April 2019) as during the weekend it gets busy. The rental price for 3 days is £23 and you can keep the bikes (with locks) overnight. The shop opens at 09:00 on Thursday and closes at 16:00 on Saturday (at 17:00 on weekdays).

More info is on the link <http://www.brightoncyclehire.co.uk/>

It takes about 25 minutes to cycle from Brighton to the campus. For more info on maps and bicycle parking spaces, visit: <http://www.sussex.ac.uk/sef/services/transport/bike/campus>

Driving to (and Parking at) the University of Sussex campus

The University is at Falmer on the A27 between Brighton and Lewes, about four miles (six kilometres) from the centre of Brighton. Follow signs for the University of Sussex, which is on the north side of the A27. The University of Brighton also has a campus at Falmer, on the south side of the A27. If you are coming from London and the north, take the M23/A23 road towards Brighton. Before you enter Brighton, join the A27 eastbound signposting Lewes. If you're travelling from the east or west take the A27 direct to the University.

Parking on campus is **NOT FREE** and there is normally a daily parking charge for visitors. We can provide a *free visitor parking permit* if you have informed us. Please contact the registration desk for visitor parking permits. The most recommended car park is the Jubilee car park which is a multi-story car park. It also has electric charging points that can be used.

Transport to and from campus

There will be transport provided to and from the University of Sussex campus at the following times. Look out for coaches/buses by **The Big Lemon**.

Thursday (25th April 2019)	At 18:30: buses will leave from outside Fulton Building to (1) The Grand, Brighton and (2) outside Brighton station.
Friday (26th April 2019)	At 08:15: buses will leave from (1) The Grand, Brighton, and (2) outside Brighton station, towards the University of Sussex, Fulton Building. At 17:15: buses will leave from outside Fulton Building to (1) The Grand, Brighton, and (2) Brighton station.
Saturday (27th April 2019)	At 08:15: buses will leave from (1) The Grand, Brighton, and (2) outside Brighton station, towards the University of Sussex, Fulton Building.

Local Taxis

There are various taxi services, including Uber, which you can use from Brighton to the University of Sussex campus. However, the following are most recommended.

- Brighton & Hove Streamline: +44(0)1273 202020
- Brighton & Hove Radio Cabs: +44(0)1273 204060

Local Buses and Trains (between Brighton and University of Sussex campus)

If you are staying close to the *Brighton seafront*, you may use the bus services - 25, 25X, 28 and 29 that run between the centre of Brighton and the campus. The 25 buses run from Palmeira Square in Hove, through Churchill Square and the Old Steine in Brighton, into the campus. The 28 and 29 go from Churchill Square and stop *outside* the University campus. The bus takes about 25 minutes. If you are staying close to the *Brighton station*, there are regular trains to *Falmer station*, which is closely linked to the University of Sussex campus. The train (from Brighton to Falmer) takes 9 minutes, and then a 10 minute walk to the Fulton building. For information on trains and to book tickets, please use <http://www.nationalrail.co.uk/>

For further information about how to get to the University of Sussex campus, and to plan your route, please see: <https://www.sussex.ac.uk/about/directions>

Photography

There will be a photographer at the event. Should you NOT wish to have your photo taken please let us know at the registration desk.

Tourist Information

Please visit: <https://www.visitbrighton.com/>

Plenary Speakers



Jonathan Doh

Associate Dean of Research, Co-Faculty Director,
Moran Center for Global Leadership and Ramrath Chair in International Business,
Villanova University School of Business, USA.
Editor: *Journal of Management Studies*



Stephanie Fernhaber

Associate Professor of Entrepreneurship
Marketing, Management – LSB, Butler University, USA.
Editorial board member: *Journal of International Entrepreneurship*



Marian V Jones

Professor of International Enterprise,
Sheffield University Management School, University of Sheffield, UK.
Co-founder: *Journal of International Entrepreneurship*



Thomas Lawton

Professor of Strategy and International Business,
Cork University Business School, University College Cork, Ireland, and Surrey Business
School, University of Surrey, UK.
Associate Editor: *Long Range Planning*



Patricia McDougall-Covin

Professor Emeritus, Director - Institute for International Business,
William L. Haeberle Professor of Entrepreneurship,
Kelley School of Business,
Indiana University, USA



Steven McGuire

Professor of Business and Public Policy and Dean
University of Sussex Business School, UK.
Editorial board member: *Business and Politics* and *European Journal of International
Management*



Becky Reuber

Professor of Strategic Management, Rotman School of Management,
University of Toronto, Canada.
Area Editor: *Journal of International Business Studies*



Antonella Zucchella

Professor of Marketing,
Faculty of Economics,
University of Pavia, Italy.
Editorial board member: *Journal of International Entrepreneurship*

Programme Summary

Date: Thursday, 25/Apr/2019

Time and Locations	Sessions
9:00am - 12:30pm FUL-103	JIBS & JIBP Paper Development Workshop
10:00am - 12:30pm FUL-107	IBR Paper Development Workshop
10:30am – 11:00am FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee
10:30am - 5:00pm RECEPTION / FOYER1	Registration (Day 1)
11:00am - 12:30pm FUL-101	Doctoral Session 1.1 Doctoral Colloquium Stream A: 1A
11:00am - 12:30pm FUL-102	Doctoral Session 1.2 Doctoral Colloquium Stream A: 2A
11:00am - 12:30pm FUL-106	Doctoral Session 1.3 Doctoral Colloquium Stream A: 3A
11:00am - 12:30pm FUL-109	Doctoral Session 1.4 Doctoral Colloquium Stream A: 4A
11:00am - 12:30pm FUL-113	Doctoral Session 1.5 Doctoral Colloquium Stream B: 1B
11:00am - 12:30pm FUL-114	Doctoral Session 1.6 Doctoral Colloquium Stream B: 2B
11:00am - 12:30pm FUL-213	Doctoral Session 1.7 Doctoral Colloquium Stream B: 3B
11:00am - 12:30pm FUL-214	Doctoral Session 1.8 Doctoral Colloquium Stream B: 4B
12:30pm - 1:30pm FUL-G15 (EX SOCIAL SPACE)	Lunch
1:30pm - 3:00pm FUL-104	Qualitative Case Study Research Workshop

3:00pm - 3:30pm FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee
3:30pm - 5:00pm FUL-104	JIBS and JWB Workshop for Doctoral Students
5:00pm - 6:30pm FUL-G15 (EX SOCIAL SPACE)	Drinks Reception
6:30pm	<i>Transport from Conference venue to Brighton</i>

Date: Friday, 26/Apr/2019

Time and Locations	Sessions
8:15am	<i>Transport from Brighton to Conference venue</i>
8:30am - 9:00am FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee
8:30am - 5:00pm RECEPTION / FOYER1	Registration (Day 2)
9:00am - 10:30am FUL-104	Adam Smith Award Presentation Sessions
9:00am - 10:30am FUL-101	Parallel Session 1.1 Political Risk and International Business-Government Relations (Competitive)
9:00am - 10:30am FUL-102	Parallel Session 1.2 International Business, CSR and Sustainable Development (Interactive)
9:00am - 10:30am FUL-103	Parallel Session 1.3 International Business, Innovation and Knowledge Flows (Competitive)
9:00am - 10:30am FUL-106	Parallel Session 1.4 Finance and Corporate Governance in International Business (Competitive)
9:00am - 10:30am FUL-107	Parallel Session 1.5 Internationalisation from and to Emerging Markets (Competitive)
9:00am - 10:30am FUL-109	Parallel Session 1.6 International Business, CSR and Sustainable Development (Competitive)
9:00am - 10:30am FUL-110	Parallel Session 1.7 CSR, Institutions and International Business-Government Relationships (Competitive)
9:00am - 10:30am FUL-113	Parallel Session 1.8 International HRM and Cross-cultural Issues (Competitive)
9:00am - 10:30am FUL-114	Parallel Session 1.9 Global Value Chains, Learning and International Business (Competitive)
10:30am - 11:00am FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee Break
11:00am - 12:30pm FULTON A	Opening Plenary Multinational Enterprises and their Non-market Social and Political Strategies
12:30pm - 1:30pm DINE CENTRAL	Lunch
1:30pm - 3:00pm FULTON A	Panel Session 1 International Business Studies at a crossroads?

1:30pm - 3:00pm FULTON B	Panel Session 2 Current Research in International Business and Finance: A Session in Memory of Colm Kearney
1:30pm - 3:00pm FUL-104	Speed Mentoring for Women in AIB
1:30pm - 3:00pm FUL-101	Parallel Session 2.1 SMEs and International Entrepreneurship (Competitive)
1:30pm - 3:00pm FUL-102	Parallel Session 2.2 SMEs and International Entrepreneurship (Competitive)
1:30pm - 3:00pm FUL-103	Parallel Session 2.3 SMEs and International Marketing (Competitive)
1:30pm - 3:00pm FUL-106	Parallel Session 2.4 Political Risk and International Business-Government Relations (Competitive)
1:30pm - 3:00pm FUL-107	Parallel Session 2.5 International Business Strategy and Organisation (Interactive)
1:30pm - 3:00pm FUL-110	Parallel Session 2.6 International Business, CSR and Sustainable Development (Competitive)
1:30pm - 3:00pm FUL-113	Parallel Session 2.7 Economic Geography, Knowledge and International Business Strategy (Competitive)
1:30pm - 3:00pm FUL-114	Parallel Session 2.8 SMEs and International Entrepreneurship (Competitive)
3:00pm - 3:30pm FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee Break
3:30pm - 5:00pm FULTON B	Special Plenary International Entrepreneurship: The Legacy, The Future
5:15pm	Transport from Conference venue to Brighton
7:30pm onwards	Gala Dinner and Awards Ceremony at The Grand, Brighton

Date: Saturday, 27/Apr/2019

Time and Locations	Sessions
8:15am	<i>Transport from Brighton to Conference venue</i>
8:30am - 9:00am FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee
8:30am - 1:00pm RECEPTION / FOYER1	Registration (Day 3)
9:00am - 10:30am FULTON A	AIB Membership meeting
10:30am - 11:00am FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee Break
11:00am - 12:30pm FUL-104	Meet the Editors
11:00am - 12:30pm FULTON A	Panel Session 3 The Role of the Commonwealth in a Post-Brexit World
11:00am - 12:30pm FUL-101	Parallel Session 3.1 Political Risk, CSR and International Business-Government Relations (Interactive)
11:00am - 12:30pm FUL-102	Parallel Session 3.2 SMEs and International Marketing (Competitive)
11:00am - 12:30pm FUL-103	Parallel Session 3.3 Internationalisation from and to Emerging Markets (Competitive)
11:00am - 12:30pm FUL-106	Parallel Session 3.4 Internationalisation from and to Emerging Markets (Competitive)
11:00am - 12:30pm FUL-107	Parallel Session 3.5 International Business Strategy and Organisation (Competitive)
11:00am - 12:30pm FUL-109	Parallel Session 3.6 Economic Geography of International Business (Competitive)
11:00am - 12:30pm FUL-113	Parallel Session 3.7 International Marketing (Competitive)
11:00am - 12:30pm FUL-114	Parallel Session 3.8 Political Risk and International Business-Government Relations (Competitive)
12:30pm - 1:30pm FUL-G15 (EX SOCIAL SPACE)	Lunch

1:30pm - 3:00pm FULTON A	Panel Session 4 MNEs and Socio-Political Risks: Driving value through Corporate Political Activity and Corporate Social Responsibility
1:30pm - 3:00pm FULTON B	Panel Session 5 Emerging Market Multinationals Thriving in the Digital Economy
1:30pm - 3:00pm FUL-101	Parallel Session 4.1 Internationalisation from and to Emerging Markets (Competitive)
1:30pm - 3:00pm FUL-103	Parallel Session 4.2 International Business Strategy and Organisation (Competitive)
1:30pm - 3:00pm FUL-107	Parallel Session 4.3 Internationalisation from and to Emerging Markets (Competitive)
1:30pm - 3:00pm FUL-109	Parallel Session 4.4 International Business Strategy and Organisation (Interactive)
1:30pm - 3:00pm FUL-113	Parallel Session 4.5 SMEs and International Marketing (Interactive)
1:30pm - 3:00pm FUL-114	Parallel Session 4.6 Political Risk, Institutions and International Business (Interactive)
3:00pm - 3:30pm FUL-G15 (EX SOCIAL SPACE)	Tea and Coffee / CONFERENCE CLOSE

Detailed Schedule of Sessions

THURSDAY, 25/APR/2019

JIBS & JIBP PAPER DEVELOPMENT WORKSHOP

Time: 9:00 am – 12:30 pm, Location: Fulton Building FUL-103

Chairs: JIBS: Becky Reuber (University of Toronto) and JIBP: Jeremy Clegg (University of Leeds)

JIBS: Journal of International Business Studies

JIBP: Journal of International Business Policy

IBR PAPER DEVELOPMENT WORKSHOP

Time: 10:00 am – 12:30 pm, Location: Fulton Building FUL-107

Chair: Mario Kafouros (The University of Manchester)

IBR: International Business Review

REGISTRATION

Time: 10:30 am – 5:00 pm, Location: Fulton Building, Reception

TEA AND COFFEE

Time: 10:30 am – 11:00 am, Location: Fulton Building, FUL-G15 (Ex Social Space)

DOCTORAL SESSIONS

Time: 11:00 am – 12:30 pm, Location: Fulton Building

Chair: Surrender Munjal (University of Leeds)

Doctoral Session 1.1

Doctoral Colloquium Stream A: 1A

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-101

Panellists: Annie Wei (University of Leeds) and Zaheer Khan (University of Kent)

Cross-border M&A and the Performance of Acquirer: In the Presence of the Origin Effect and Heterogeneous Treatment

Huan Yang

Lancaster University, United Kingdom

Internationalisation performance of SMEs from Emerging Economies: Does Managerial Knowledge Make a Difference?

Sushma Kumari

University of Sussex, United Kingdom

Factors Influencing the Post-Entry of Emerging Market Telecommunication Firms' Internationalisation in Nigeria

Ugbede Umoru

Nottingham Trent University, United Kingdom

Doctoral Session 1.2

Doctoral Colloquium Stream A: 2A

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-102

Panellists: Axele Giroud (University of Manchester) and Mariana Suter (University of Leeds)

Host-Country Risk, Corporate Political Strategies and the Subsidiary Performance of Emerging Market Multinationals in Wider Africa

Theresa Onaji-Benson

Gordon Institute of Business Science, South Africa

Divide Et Impera: Regulatory Competition in Financial Markets – a Case Study of Mifid II

Jure Jeric

Oxford University, United Kingdom

Multiple Policy Environments and Strategic Responses: African MNEs' Outward Internationalization Experience

Idika Awa Uduma

Birkbeck, University of London, United Kingdom

Doctoral Session 1.3

Doctoral Colloquium Stream A: 3A

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-106

Panellists: Rekha Rao-Nicholson (Newcastle University) and Sorin Krammer (University of Exeter)

Chinese OFDI and the Comparative Advantage of China and its Host Countries

Lida Metallinou

Birkbeck, University of London, United Kingdom

Inflow FDI Agglomeration, Congestion Effect and Firm's Productivity in China: A Spatial Econometric Analysis

Xiao Long Chen

University of Southampton, United Kingdom

Moving beyond Institutional Voids: How Informal Institutions Interact with Formal Institutions to Impact Firm Performance in Emerging Markets

Goriola Gary Olusina Daniel

Loughborough University, United Kingdom

International Joint Ventures to Develop Policies Promoting Sino-Japanese Clean Coal Technologies Cooperation: A Multi-staged Analysis

Linlan Huang

SOAS, University of London, United Kingdom

Doctoral Session 1.4

Doctoral Colloquium Stream A: 4A

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-109

Panellists: Mohammad Ahammad (University of Leeds) and Shlomo Tarba (University of Birmingham)

Localization of International Human Resource Management in EMNCs: A Comparative Case Analysis of Chinese MNCs in UK

Lijie Wang

Lancaster University, United Kingdom

The Dual Role of ISA Due Diligence: Climbing Up and Down the Institutional Ladder

Catherine Elizabeth Georgiou

University of Warwick, United Kingdom

Social Entrepreneurship in Saudi Arabia

Ghadah Alharthi

SOAS, University of London, United Kingdom

Internationalization of Micro Finance Institutions

Tigist Woldetsadik Sommeno

University of Agder, Norway

Doctoral Session 1.5

Doctoral Colloquium Stream B: 1B

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-113

Panellists: Roger Strange (University of Sussex) and Jorge Carneiro (FGV Sao Paulo School of Business Administration)

Internationalisation of Emerging Market SMEs

Hasan Harmanci

University of St Andrews, United Kingdom

Internationalization of Small Ventures under “Lean Start-Up” and “Effectuation” Conceptualization.

Mousumi Parvin

Anglia Ruskin University, United Kingdom

Should I stay or should I grow? Exploring the dynamics of international diversification and innovation

Jill Josefina Juergensen

Henley Business School, University of Reading, United Kingdom

Doctoral Session 1.6

Doctoral Colloquium Stream B: 2B

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-114

Panellists: Noemi Sinkovics (The University of Manchester) and Tapas Mishra (University of Southampton)

Resolving the Tensions between Profitability and Responsibility, and Integration and Responsiveness when Social Enterprises Internationalize

Naif H Saaty

Dublin City University, Ireland

Can Companies Get Away With Murder? Analysing the Outcomes of Firm Misconduct

Nicola Croxton

The Open University, United Kingdom

Sustainability in Emerging Markets: An Institutional Analysis of ESG and EMNEs

Alan Brejnholt

Loughborough University London, UK

Capital Market Distortion's Impact on SOEs and POEs' Internationalization from the perspective of Control Power of Government

Linyu He

University of Leeds, United Kingdom

Doctoral Session 1.7

Doctoral Colloquium Stream B: 3B

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-213

Panellists: Luis Dau (Northeastern University) and Rose Narooz (University of Glasgow)

Foreign Direct Investment Inflows and Intellectual Property Strategies for Multinational Corporation in Emerging Markets: The Case of Pharmaceutical Industry in Vietnam

Linh Thuy {Amy} Nguyen

University of York, United Kingdom

Comparative study of Developed markets and Emerging markets with respect to spinoff and selloff as divestiture strategy

Chandan Hampapura Palaksha

Great Lakes Institute of Management, India

Foreign Divestment Decision: Effects of Cross-National Distances and Top Management Team Characteristics

Ha Thi Thu Nguyen

University of Vaasa, Finland

Exploration the Relationship between Internationalization of Indian Family-Owned Firms and Capability Development

Manisha Dey

Anglia Ruskin University, United Kingdom

Doctoral Session 1.8

Doctoral Colloquium Stream B: 4B

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-214

Panellists: Agnieszka Chidlow (University of Birmingham) and Yong Yang (University of Sussex)

Technology Transfer towards Climate Change: A Case Study on the Effectiveness of Clean technologies in Southern Africa

Ephraim Daka

Turku University, Finland

The Determinants of Foreign Subsidiaries' Social Responsibility activities in the Middle East: Evidence from Saudi Arabia

Ashjan Abdullah Baokbah

University of Sussex, United Kingdom

Spring to Where - How Chinese Multinational Companies enhance their Post-Acquisition Performance through Reverse Knowledge Transfer?

Yanze Liang

The University of Manchester, United Kingdom

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

Noushan Memar

Mälardalen University, Sweden

LUNCH

Time: 12:30 pm – 1:30 pm, Location: Fulton Building FUL-G15 (Ex Social Space)

WORKSHOP: THEORISING FROM QUALITATIVE CASE STUDY RESEARCH

Chair: Emmanuella Plakoyiannaki (University of Leeds)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-104

TEA AND COFFEE BREAK

Time: 3:00 pm – 3:30 pm, Location: Fulton Building FUL-G15 (Ex Social Space)

JIBS & JWB WORKSHOP FOR DOCTORAL STUDENTS

Chairs: Becky Reuber (University of Toronto) and Esther Tippmann (NUI Galway)

Time: 3:30 pm – 5:00 pm, Location: Fulton Building FUL-104

RECEPTION

Time: 5:00 pm – 6:30 pm, Location: Fulton Building FUL-G15 (Ex Social Space)

Transport from Conference venue to Brighton

Time: 6:30 pm

Location: From outside Fulton Building, University of Sussex, to Brighton station and The Grand, Brighton.

FRIDAY, 26/APR/2019

Transport from Brighton to Conference venue

Time: 8:15 am, From The Grand, Brighton and Brighton Station to Fulton Building, University of Sussex

TEA AND COFFEE

Time: 8:30 am – 9:00 am, Location: Fulton Building FUL-G15 (Ex Social Space)

REGISTRATION (Continues)

Time: 8:30 am – 5:00 pm, Location: Fulton Building, Reception

ADAM SMITH AWARD PRESENTATION SESSIONS

**Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-104
Session Chair: Surender Munjal**

Firm Diversification and Performance: The Roles of Geographic Location and Product Relatedness

Jinlong Gu

University of Sussex Business School, UK.

Four Essays on Subsidiary Evolution: Exploring the Antecedents, Contexts and Outcomes of Mandate Loss

Edward Gillmore

Jonkoping International Business School, Sweden

New Strategies in SME Internationalization: Real Option, Transaction Cost and Game Theory-Based Export Channel Designs and Configurations

Edith Ipsmiller

WU Vienna, Austria

PARALLEL SESSIONS

Time: 9:00 am – 10:30 pm, Location: Fulton Building (First Floor)

Parallel Session 1.1

Political Risk and International Business-Government Relations (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-101

Session Chair: Mirko Benischke

Home Country Risk-safeguarding Mechanism: A Support or Hurdle for Chinese MNEs' Overseas Subsidiary Performance? ★

Xia Han¹, Agnieszka Chidlow², Xiaohui Liu²

¹University of Manchester; ²University of Birmingham

The Impact of Host-Country Political Risk on Multinationals' Political Strategy Development

Dorottya Sallai¹, Gerhard Schnyder²

¹University of Greenwich, United Kingdom; ²University of Loughborough, United Kingdom

An Experimental Analysis for Post Brexit British Trade Negotiations

Ursula F. Ott¹, Pervez N. Ghauri²

¹Nottingham Trent University; ²University of Birmingham

Political Risk and Establishment Mode Choice - The Moderating Effect of CEO Equity Risk Bearing ★

Mirko Benischke¹, Guldiken Orhun², Jonathan Doh³, Martin Geoffrey⁴, Yanze Zhang¹

¹Rotterdam School of Management, Erasmus University; ²Florida International University; ³Villanova School of Business, Villanova University; ⁴Melbourne Business School, University of Melbourne

Parallel Session 1.2

International Business, CSR and Sustainable Development (Interactive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-102

Session Chair: Angelika Zimmermann

The Promise of Technology for Corporate Social Responsibility: Drivers and Challenges of the Energy Revolution for Sustainable Business

Elizabeth Napier¹, Gabriele Zedlmayer², S. Tamer Cavusgil¹

¹Georgia State University, United States of America; ²The Hewlett-Packard Company and Hewlett Packard Enterprise

Ecological Innovations through Strategic Alliance: Cultural Diversity, Configurations of Alliances, and Ecological Innovation Performance Outcomes

Huu Le Nguyen

University of Vaasa, Finland

Determinants of Firms' Environmental Self-regulation: Evidence from India

Snehal Subhash Patel, Vikrant Shirodkar, Roger Strange

University of Sussex, United Kingdom

Frame Deliberation in Stakeholder Collaborations on Sustainability

Angelika Zimmermann

Loughborough University, United Kingdom

Cross-border M&As: A role theory perspective on how the mismatch between organizational political ideology and host country institutions impacts employee outcomes

Dawn Yi Lin Chow¹, Xiwen Chan², Evelyn Micelotta³

¹Singapore University of Social Sciences, Singapore; ²RMIT University; ³University of New Mexico

Environmental Factors Affecting the Discovery of Entrepreneurial Opportunity in the Modest Fashion Industry: A Conceptual Model

Diala Kabbara

University of Pavia, Italy

Parallel Session 1.3

International Business, Innovation and Knowledge Flows (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-103

Session Chair: Luis Dau

An Examination of Research Design Effects on the Impact of Internationalization on Innovation: A Meta-Analysis ★

Sasa Ding², Annie Wei¹, Frank McDonald¹

¹University of Leeds, United Kingdom; ²Zhejiang University

Breaking-Up the Research, Development and Innovation Value Chain: Implications for Regions

Paulina Ramirez¹, Mafini Dosso²

¹University of Birmingham, United Kingdom; ²EU, Joint Research Centre (Seville)

Regional Trade Alliances and Innovation: Understanding the Impact of Political Linkages and Economic Integration Across the Global Value Chain

Luis Dau¹, Elizabeth Moore¹, Santiago Mingo²

¹Northeastern University, United States of America; ²Universidad Aldofo Ibanez

Parallel Session 1.4

Finance and Corporate Governance in International Business (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-106

Session Chair: Tapas Mishra

Ownership Structure, Corruption, and Capital Investment: Evidence from Firms in Selected Sub-Saharan African Countries

Godwin Okafor¹, Obi Ede², Marian Chijoke-Mgbame³, Paschal Ohalehi⁴, Chijoke Mgbame⁵

¹De Montfort University, UK, United Kingdom; ²Southampton Solent University; ³De Montfort University, UK, United Kingdom; ⁴De Montfort University, UK, United Kingdom; ⁵University of Benin

The Value Relevance of the Financial Statements' Information: The Moderating Role of the Board of Directors

Effat Tahat¹, Hamzah Almawali¹, Yasean Tahat²

¹University of Jordan; ²Gulf University for Science and Technology, Kuwait

Board Leadership Structure and Firm Performance: A Meta-Analysis

Yong Yang¹, Mei Yu²

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

The Determinants of Corporate Capital Structure: Do CEO's Cultural Values Affect the Firm Leverage Decision? ★

Supun Chandrasena¹, Ranadeva Jayasekera¹, Woo-Young Kang², Tapas Mishra³

¹Trinity College, The University of Dublin, Ireland; ²Brunel University, UK; ³University of Southampton, UK

Parallel Session 1.5

Internationalisation from and to Emerging Markets (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-107

Session Chair: Suma Athreye

Foreign Buyout of International Equity Joint Ventures in China: When Does Performance Improve? ★

Jing-Lin Duanmu¹, Thomas Lawton²

¹University of Surrey, United Kingdom; ²University College Cork, Ireland and University of Surrey, United Kingdom

Formal and Informal Political influences on Foreign Direct Investment of State-owned Enterprises in China

Tao Bai¹, Stephen Chen², Youzong Xu¹

¹Xi'an Jiaotong-Liverpool University, China; ²University of Newcastle, Australia

The Complementarity between MNE Tax Haven Use and FDI into Developing Economies Characterised by Capital Flight

Chris Jones¹, Ali Ahmed², Yama Temouri³

¹Aston University, United Kingdom; ²Aston University, United Kingdom; ³Wollongong Dubai

Financial Crisis of 2008 and Outward Foreign Investments from China and India ★

Abubakr Saeed¹, Suma Athreye², Saad Baloch¹

¹COMSATS University, Pakistan; ²University of Essex

Parallel Session 1.6

International Business, CSR and Sustainable Development (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-109

Session Chair: Martha O'Hagan Luff

The Effects of Corporate Social Responsibility and Corporate Culture on Securing Frontline Service Employee Support during a Product Harm Crisis

Aniruddha Pangarkar

MICA, India

The Impact of Green HRM Practices on EOCB: The Mediating Role of Green Employee Empowerment

Tahir Islam¹, Zahid Hameed², Ikram ullah Khan³, Zaryab Sheikh⁴, Liang Xiaobie¹

¹Tongji University, China, People's Republic of; ²Khawaja Fareed University Of Engineering & Information Technology; ³University Of Science & Technology, Pakistan; ⁴Hefei University of Science & Technology

Impact of Hotel CSR on Customer Loyalty: The Mediating Role of Customer Satisfaction, Corporate Reputation, and Sustained Competitive Advantage

Tahir Islam¹, Liang Xiaobei¹, Zaryab Sheikh², Zahid Hameed³, Ikram Ullah Khan⁴

¹Tongji University, China, People's Republic of; ²Hefei University of Science and Technology; ³Khawaja University Of Engineering And Information Technology; ⁴University of Science and Technology, Pakistan

Corporate Social Performance, Firm value and Country-level institutions ★

Benjamin Lynch, Martha O'Hagan Luff

Trinity College Dublin, Ireland

Parallel Session 1.7

CSR, Institutions and International Business-Government Relationships (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-110

Session Chair: Lutz Preuss

Coevolution of Institutions and MNEs subsidiaries in Emerging Countries

Larissa Marchiori Pacheco¹, Christian Hauser², Maria Tereza Fleury¹

¹FGV EAESP, Brazil; ²University of Applied Sciences HTW Chur, Switzerland

The Effect of Corruption on Foreign Direct Investment Inflows given the rise of Global Middle-Class: A Panel Data Analysis

Linh Thuy {Amy} Nguyen

University of York, United Kingdom

Configuring Organisational Architecture to Promote Responsible Business-Government Relations – a Conceptual Framework

Andrew Barron

Toulouse Business School, France

How Do Management Ideas Diffuse Internationally? Insights from the Global Spread of a Corporate Social Responsibility Framework ★

Lutz Preuss

University of Sussex, United Kingdom

Parallel Session 1.8

International HRM and Cross-cultural Issues (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-113

Session Chair: Heejin Kim

How diversity influences the rating and visibility of team research outputs?

Hyungseok {David} Yoon¹, Mustapha Belkhouja², Mario Kafourous¹

¹University of Leeds, United Kingdom; ²Grenoble Ecole de Management, France

International Diversification, Subsidiary Value Chain Activities and Expatriate Utilization

Jongmin Lee

University of Reading, United Kingdom

A right language for differentiated missions: Language choice of Asia-based subsidiaries of Japanese MNCs

Heejin Kim¹, Hiroshi Itagaki²

¹Tohoku University, Japan; ²Musashi University, Japan

Does the “productivity paradox” really exist in the Chinese enterprises' OFDI?

Zhongkun JIN

Changzhou Institute of Technology, China

Parallel Session 1.9

Global Value Chains, Learning and International Business (Competitive)

Time: 9:00 am – 10:30 pm, Location: Fulton Building FUL-114

Session Chair: Panagiotis Ganotakis

Knowledge connectivity in global value chains: Lessons from Taiwan's electronics and IT hardware industries ★

Chia-Ling Eunice Liu¹, Noemi Sinkovics², Rudolf R. Sinkovics², Ram Mudambi³

¹National Taiwan University, Department of Business Administration; ²The University of Manchester, United Kingdom; ³Fox School of Business, Temple University

The Role of Outward FDI in creating Korean Global Factories

Peter Buckley², Nigel Driffield¹, Jae Kim¹

¹Warwick University; ²Leeds University Business School

Learning Under Fast, Short-Term Changes in Firms' Exporting Activity

Panagiotis Ganotakis¹, Alfredo D'Angelo², Jim Love³

¹University of Liverpool, United Kingdom; ²Catholic University of the Sacred Heart; ³University of Leeds, UK

The Choice Between Greenfield Joint Venture and Partial Acquisition

Maria Cristina Sestu, Antonio Majocchi

University of Pavia, Italy

TEA AND COFFEE BREAK

Time: 10:30 am – 11:00 am, Location: Fulton Building FUL-G15 (Ex Social Space)

OPENING PLENARY

Multinational Enterprises and their Non-market Social and Political Strategies

Time: 11:00 am – 12:30 pm, Location: Fulton Building FULTON A

Welcome by Professor Saul Becker (Provost, University of Sussex)

Keynote Speakers

Steven McGuire (University of Sussex Business School, UK)

Jonathan Doh (Villanova University School of Business, USA)

Thomas Lawton (Cork University Business School, Ireland and Surrey Business School, UK)

LUNCH

Time: 12:30 pm – 1:30 pm, Location: Dine Central, Bramber House, First Floor

PANEL SESSION 1

International Business Studies at a crossroads?

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FULTON A

Chairs: Ödül Bozkurt (University of Sussex Business School, UK) and Mike Geppert (Friedrich Schiller University Jena, Germany)

Panellists

Suma Athreye (University of Essex, UK)

Jonathan Doh (Villanova University School of Business, USA)

Mike Geppert (Friedrich Schiller University Jena, Germany)

Ans Kolk (University of Amsterdam Business School, Netherlands)

Roger Strange (University of Sussex Business School, UK)

PANEL SESSION 2

Current Research in International Business and Finance: A Session in Memory of Colm Kearney

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FULTON B

Chair: Martha O'Hagan Luff (Trinity College Dublin)

Panellists

Frank Barry (Trinity College Dublin, Ireland)

Sha Liu (University College Dublin, Ireland)

Martha O'Hagan Luff (Trinity College Dublin) - on behalf of Raj Aggarwal (University of Akron, USA)

SPEED MENTORING FOR WOMEN IN AIB

Chairs: Margaret Fletcher and Rose Narooz (University of Glasgow)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-104

Mentors

Agnieszka Chidlow (University of Birmingham, UK)

Stephanie Fernhaber (Butler University, USA)

Axele Giroud (The University of Manchester, UK)

Xiaohui Liu (University of Birmingham, UK)

Becky Reuber (University of Toronto, Canada)

Annie Wei (University of Leeds, UK)

Antonella Zucchella (University of Pavia, Italy)

PARALLEL SESSIONS

Time: 1:30 pm – 3:00 pm, Location: Fulton Building (First Floor)

Parallel Session 2.1

SMEs and International Entrepreneurship (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-101

Session Chair: Birgit Hagen

Export Status and SME Productivity: Learning-to-export versus learning-by-exporting

Arefi Gkypali², Jim Love¹, Stephen Roper²

¹University of Leeds, United Kingdom; ²University of Warwick, UK

Speed and Permanence: Elements of Internationalization of Technology-Based Firms

Dinorá Eliete Floriani¹, Carine Morandi², Silvio Vasconcellos³, Svante Andersson⁴

¹UNIVALI - Universidade do Vale do Itajaí; ²UNIVALI - Universidade do Vale do Itajaí; ³FURB - Universidade Regional de Blumenau; ⁴Halmstad University

Causation, Effectuation and Bricolage Logics in Foreign Country Entry Mode Decision-Making ★

Valentina Macovei, Birgit Hagen

University of Pavia, Italy

Food Consumer Segmentations in Five European Countries

Birgit Hagen¹, Antonella Carcagni², Olga Untilov³, José Luis Santiago⁴

¹University of Pavia, Italy; ²University of Milano-Bicocca; ³University of Savoie Mont Blanc; ⁴CETMAR - Centro Tecnologico del Mar

Parallel Session 2.2

SMEs and International Entrepreneurship (Competitive)
Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-102
Session Chair: Giovanna Magnani

Institutional Schisms: The Impact of Intergovernmental Organizations on Entrepreneurship ★

Elizabeth Moore¹, Luis Dau¹, Kristin Brandl²

¹Northeastern University, United States of America; ²University of Victoria, Canada

Predictors of Procedural Rationality and Performance of Internationalizing Small and Medium-Sized Enterprises ★

Theresa Beyrle¹, John Child¹, Linda Hsieh²

¹University of Birmingham; ²SOAS University of London

A Model of Entrepreneurial Internationalisation in Uncertain Foreign Environments: Smaller Firms and the Global Niche Strategy ★

Giovanna Magnani, Antonella Zucchella

University of Pavia, Italy

Parallel Session 2.3

SMEs and International Marketing (Competitive)
Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-103
Session Chair: Olli Kuivalainen

Support for Internationalization? Digital Media Use in SMEs

Pia Hurmelinna-Laukkanen, Lauri Haapanen, Saara Holma

Oulu Business School, University of Oulu, Finland

The Role of Digitalization on Internationalization Strategy of Born Digital Companies ★

Ioan-Iustin Vadana¹, Lasse Torkkeli², Olli Kuivalainen³, Sami Saarenketo⁴

¹LUT University, Finland; ²LUT University, Finland; ³LUT University, Finland; ⁴LUT University, Finland

Shared Learning Processes for Accelerated Internationalisation in a Community of Born Globals

Paul Ryan¹, Natasha Evers², Adele Smith-Auchmuty³

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

Informal Institutions and Export Strategic Orientation of Indian Firms

Soma Arora

IMT, India

Parallel Session 2.4

Political Risk and International Business-Government Relations (Competitive)
Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-106
Session Chair: Alexander Mohr

Trump's Twitter Fury, Foreign Firms, and Corporate Political Activity: How Do Stock Markets React? ★

Patricia Klopff¹, Anita Gerstbauer¹, Phillip Nell^{1,2}

¹WU Vienna, Austria; ²CBS Copenhagen, Denmark

The Contingent Effects of Political Ties on M&A Completion Duration: A Multi-dimensional Analysis

Yunlin Cheng¹, Tazeeb Rajwani², Pei Sun³

¹Cranfield University, United Kingdom; ²University of Essex; ³University of Manchester

How does Context Matter for Headquarter-Subsidiary Relations of Emerging Market Multinationals? Advancing the Social View of Agency

Suzana Braga Rodrigues¹, Marleen Dieleman², Rekha Rao Nicholson³

¹Fumec University, Brazil; Erasmus University, NL; ²NUS Business School National University of Singapore; ³Newcastle University London

Parallel Session 2.5

International Business Strategy and Organisation (Interactive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-107

Session Chair: Edward Gillmore

Comparing Modes of Operations during Initial Internationalization and Re-Internationalization Phases

Salman Ali¹, Vidya Sukumara Panicker²

¹IIM Raipur, India; ²Loughborough University

Relocations of Foreign Subsidiaries: A Follow-Up Market, Entry, and Product Strategies

Huu Le Nguyen

University of Vaasa, Finland

Determinants of Effective Strategy Implementation: Internal Factors

Reza Aboutalebi¹, Hui Tan², Romano Dyerson²

¹University of Surrey, United Kingdom; ²Royal Holloway, University of London

Internationalization Barriers in Indian Small and Medium sized Exporting Firms

Suhail Mohammad Ghouse, Omar Durrah

Dhofar University, Oman

Mandate Transition Capabilities: How Subsidiaries in Emerging Markets Evolve From Competence Exploiting to Competence Creating Mandates

Edward Gillmore¹, Marty Reilly², Pamela Sharkey Scott², Ulf Andersson³

¹Jonkoping International Business School; ²Dublin City University; ³Malardalen University

Parallel Session 2.6

International Business, CSR and Sustainable Development (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-110

Session Chair: Ziko Konwar

Sustainable Entrepreneurship: A Qualitative Review ★

Huan Zou

SOAS University of London, United Kingdom

Impact of Adoption of Environmental Standard on Firm Value in Chinese Market ★

Abubakr Saeed¹, Muhammad Sameer²

¹COMSATS University, Pakistan; ²Bedfordshire University

Complexity, Synergism, and Dynamism: Achieving the SDGs through Meta-Governance and Stakeholder Engagement

Gabriel Eweje, Aymen Sajjad, Kazunori Kobayashi, Shobod Nath
Massey University, New Zealand

Institutions and Attitudes towards Corporate Environmental Sustainability Practices: Reconceptualization and Evidence from a Multi-Country Survey

Ziko Konwar¹, Jeremy Eng-Tuck Cheah², Yingqi Wei¹

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

Parallel Session 2.7

Economic Geography, Knowledge and International Business Strategy (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-113

Session Chair: Palitha Konara

Inequality and the Internationalization of State-Owned Multinationals

L. Jeremy Clegg¹, Hinrich Voss¹, Janja Annabel Tardios²

¹University of Leeds; ²King's College London

Cross-border M&A and the Performance of Acquirer: In the Presence of the Origin Effect and Heterogeneous Treatment ★

Huan Yang

Lancaster University, United Kingdom

Understanding Dual Embeddedness of MNE Subsidiaries: The Role of Boundary Protection

Yang Liu

Queen's University Belfast, United Kingdom

Adding the Digital Dimension in the Relationship between Product and International Diversification. Evidence from Hybrid Retail MNEs

Georgios Batsakis¹, Palitha Konara², Vasilios Theoharakis³

¹Alba Graduate Business School, The American College of Greece, Greece; ²Business School, University of Sussex; ³Management School, The University of Sheffield

Parallel Session 2.8

SMEs and International Entrepreneurship (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-114

Session Chair: Spiros Batas

International SMEs Innovative Foreign Knowledge Inflows: The Role of Weak Network Ties Abroad and Absorptive Capacity

David Freund¹, Robert Lee², Qi Cao¹, Heinz Tuselmann¹

¹Manchester Metropolitan University, United Kingdom; ²Royal Holloway University of London

Context Variation and SME Internationalisation: Exploring the Behaviour of Institutional factors in Contexts with Different Characteristics

Vahid Jafari Sadeghi

Università degli Studi di Torino, Italy

IPEP Framework: A Revised Approach to Measure Perceived Export Performance of SMEs

Arash Sadeghi

Aston University, United Kingdom

International Exit Decisions and Emotions of Entrepreneurs

Yang-pei Lin¹, Spiros Batas², Tanja Leppäaho³, Jose Godinez⁴

¹Lins Enterprise; ²University of Greenwich, Department of International Business and Economics; ³Lappeenranta University of Technology; ⁴Manning School of Business, University of Massachusetts, Lowell

TEA AND COFFEE BREAK

Time: 3:00 pm – 3:30 pm, Location: Fulton Building FUL-G15 (Ex Social Space)

SPECIAL PLENARY

International Entrepreneurship: The Legacy, The Future

In honour of Professor Patricia McDougall-Covin and celebrating of 30 years of International Entrepreneurship Research

Time: 3:30 pm – 5:00 pm, Location: Fulton Building FULTON B

Speakers

Stephanie Fernhaber (Butler University, USA)

Marian V Jones (University of Sheffield, UK)

Patricia McDougall-Covin (Kelley School of Business, Indiana University, USA)

Becky Reuber (Rotman School of Management, University of Toronto, Canada)

Antonella Zucchella (University of Pavia, Italy)

Transport from Conference venue to Brighton

Time: 5:15 pm

Location: From outside Fulton Building, University of Sussex, to Brighton station and The Grand, Brighton.

Gala Dinner and Awards Ceremony

Time: 7.30pm onwards,

Location: The Grand, Brighton

97-99 King's Road, Brighton, BN1 2FW

SATURDAY, 27/APR/2019

Transport from Brighton to Conference venue

Time: 8:15 am, From The Grand, Brighton and Brighton Station to Fulton Building, University of Sussex

TEA AND COFFEE

Time: 8:30 am – 9:00 am, Location: Fulton Building FUL-G15 (Ex Social Space)

REGISTRATION (Continues)

Time: 8:30 am – 3:00 pm, Location: Fulton Building, Reception

ACADEMY OF INTERNATIONAL BUSINESS MEMBERSHIP MEETING

Time: 9:00 am – 10:30 am, Location: Fulton Building, FULTON A

Chair: Pavlos Dimitratos (University of Glasgow, UK)

TEA AND COFFEE BREAK

Time: 10:30 am – 11:00 am, Location: Fulton Building FUL-G15 (Ex Social Space)

MEET THE EDITORS

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-104

Becky Reuber (Journal of International Business Studies)

Jonathan Doh (Journal of Management Studies)

Pervez Ghauri (International Business Review)

Heinz Tüselmann (Transnational Corporations)

Jeremy Clegg (Journal of International Business Policy)

Ans Kolk (Journal of World Business)

PANEL SESSION 3

The Role of the Commonwealth in a Post-Brexit World

Time: 11:00 am – 12:30 pm, Location: Fulton Building FULTON A
Chair: Peter Buckley, Leeds University Business School and Commonwealth Research Network on International Business (CRN-IB)

Panelists and Topics

Ralph Buckle, Commonwealth Exchange (To be confirmed)
Topic: Brexit and Strengthening the Commonwealth Advantage through Trade, Technology and Governance and Effectively Engaging with the Ascendancy of Global Value Chains

Thana Sivasambu, Commonwealth Businesswomen's Network
Topic: Reconnecting with the Commonwealth: the UK's Free Trade opportunities and Women Entrepreneurs

Surender Munjal, Leeds University Business School, UK
Topic: Role of the Commonwealth in reducing transaction costs of internationalisation

Arif Zaman, Bloomsbury Institute and University of Reading, UK
Topic: Brexit: Its Implications and Potential for the Commonwealth in the context of a changing trade landscape and next steps for the Commonwealth Research Network on International Business (CRN-IB)

PARALLEL SESSIONS

Time: 11:30 am – 12:30 pm, Location: Fulton Building (First Floor)

Parallel Session 3.1

Political Risk, CSR and International Business-Government Relations (Interactive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-101
Session Chair: Tazeeb Rajwani

The Determinants of Foreign Subsidiaries' Political Connections in the Middle East: Evidence from Saudi Arabia and Egypt

Ashjan Abdullah Baokbah
University of Sussex, United Kingdom

Offensive Political Strategy of Transnational Company in Managing Uncertainty: Lessons From Brexit

Dzulfian Syafrian
Durham University, United Kingdom

Dealing with High Risk Environments: Multinational Firms in Developing Countries

Gilbert Kofi Adarkwah, Gabriel R.G. Benito
BI Norwegian Business School, Norway

Corporate Political Ties: A Review and Research Agenda

Oluwatosin Oluwadamilola Adebola-Akande, Tazeeb Rajwani, Misagh Tasavori
Essex Business School

Terrorism and Corporate Social Responsibility: Testing the Impact of Attacks on CSR Behavior

Luis Dau, Elizabeth Moore, Max Abrahms

Northeastern University, United States of America

Parallel Session 3.2

SMEs and International Marketing (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-102

Session Chair: Pushyarag Puthusserry

Resource Configurations in Munificent Environment: An Empirical Examination in the Context of SME Internationalisation

Heba Younis

London South Bank University, United Kingdom

Are You Tempted? How Peer Performance Affects Export Market Strategy and Survival of Small and Medium Enterprises

Matthias Baums¹, Sui Sui², Shavin Malhotra³

¹Technische Universität Kaiserslautern; ²Ryerson University; ³University of Waterloo, Canada

Collaborative Learning Approaches among International New Ventures Post-Entry Growth Stages ★

Pushyarag Puthusserry¹, Zaheer Khan²

¹University of Kent, United Kingdom; ²University of Kent, United Kingdom

Parallel Session 3.3

Internationalisation from and to Emerging Markets (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-103

Session Chair: Paul Caussat

The evolution of studies on Emerging Market Multinationals: A Bibliometric Analysis ★

Afonso Fleury¹, Maria Tereza Fleury², Luis Oliveira^{1,3}

¹University of São Paulo, Brazil; ²Fundação Getulio Vargas, Brazil; ³Dalarna University, Sweden

Russian cross-border merger and acquisition's performance: The role of institutions.

Hazem Heswani, Nii Amoo, Mary Leung

Leeds Beckett University, United Kingdom

From the external to the internal liability of foreignness: Exploring the country of origin effect of advanced and emerging economy multinational banking subsidiaries in India

Paul Caussat

University of Greenwich, United Kingdom

Parallel Session 3.4

Internationalisation from and to Emerging Markets (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-106

Session Chair: Desislava Dikova

Mind the Gap: Institutions and Strategic Choices in Internationalization

Xiaoqing Li¹, Catherine Wang¹, Yingqi Wei²

¹Brunel University London; ²University of Leeds, United Kingdom

Agile Route-To-Market Distribution Strategies in Emerging Markets: The Case of Paraguay

Dev {Roshan} Boojihawon

University of Birmingham, United Kingdom

Governance-led Intellectual Capital Disclosure: Empirical Evidence from developing economy

Muhammad Shujaat Mubarik¹, Navaz Naghavi²

¹Mohammad Ali Jinnah University, Pakistan; ²Taylor's University Malaysia

You Are Banned! The Effect of Economic Sanctions on Russian Firms' Performance ★

Desislava Dikova¹, Konstantin Nefedov², Andrei Panibratov²

¹Vienna University of Economics and Business, Austria; ²GSOM St. Petersburg

Parallel Session 3.5

International Business Strategy and Organisation (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-107

Session Chair: Matthew Allen

No Victory without Defeat? How Foreign Market Re-Entrants Manage Risk Trade-Offs Following Exit ★

Irina Minodora Surdu¹, Edith Ipsmiller²

¹University of Reading, Henley Business School, United Kingdom; ²Institute of International Business, WU Vienna, Austria

Industry Recipe-based Internationalization: Understanding Recipe Modifications in the Context of Rapid Multinationalization of SaaS Firms ★

Sinead Monaghan¹, Esther Tippmann²

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

International Firms and Institutional Voids: Firm Heterogeneity and Varying Modes of Organizing ★

Matthew Allen¹, Mohammad Bakhtiar Rana², Jiajia Liu³

¹Alliance Manchester Business School; ²Aalborg University; ³Huddersfield Business School

Parallel Session 3.6

Economic Geography of International Business (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-109

Session Chair: Davide Castellani

Global Diversification, Home-Region Concentration and Performance Fluctuation ★

Shubin Wu¹, Jane Lu²

¹University of Liverpool Management School, United Kingdom; ²China Europe International Business School

Intellectual Property Rights (IPRs) on Entry Modes: A Systematic Literature Review

Danai Christopoulou¹, Vassiliki Bamiatzi¹, Chinmay Pattnaik², Deepak Sardana³

¹University of Liverpool, United Kingdom; ²University of Sydney, Australia; ³University of Griffith, Australia

Connectivity and the Location of MNEs across the Value Chain. Evidence from US Metropolitan Areas ★

Davide Castellani¹, Katiuscia Lavoratori¹, Vittoria Giada Scalerà², Alessandra Perri³

¹Henley Business School - University of Reading, United Kingdom; ²University of Amsterdam; ³University of Venice Cà Foscari

Parallel Session 3.7

International Marketing (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-113

Session Chair: Mariana Suter

A Theoretical and Experimental Analysis of Interactive International Decision-Making Under Uncertainty
★

Ursula F. Ott

Nottingham Trent University, United Kingdom

Situational and Stable Animosity on Consumer Behavior in the Context Of Sino-Korean Missile Defense Crisis ★

Jeoung Yul Lee^{1,2,3}, Joong In Kim², Alfredo Jiménez⁴, Alessandro Biraglia³

¹Chongqing Technology and Business University, China; ²Hongik University, South Korea; ³The University of Leeds, UK; ⁴Kedge Business School, France

Professional Networks Exploitation by Graduates: Leveraging Social Networking Capabilities through Innovation in Learning

Fragkiskos Filippaios¹, Vladlena Benson²

¹University of Kent, United Kingdom; ²University of West London, United Kingdom

The Relationship between the Recognition of Country-Of-Origin Image and the COI-CSA

Mariana Suter¹, Felipe Borini², Dinora Floriani³

¹University of Leeds, United Kingdom; ²University of Sao Paulo; ³Univ ali

Parallel Session 3.8

Political Risk and International Business-Government Relations (Competitive)

Time: 11:00 am – 12:30 pm, Location: Fulton Building FUL-114

Session Chair: Camilla Jensen

Loss or Gain? The Moderating Role of Top Manager Team In The Relationship Between Political Hazards and Foreign Subsidiary Performance

Wei Qiao¹, Wen {Helena} Li², Marco De Sisto³, Jinlong Gu⁴

¹University of New South Wales; ²University of Technology Sydney; ³RMIT University; ⁴University of Sussex

Political Economy of Finance: Securities Market Regulation

Jure Jeric

Oxford University, United Kingdom

Value Co-Creation and Local Industry Development: Win-Win Strategies for The Oil And Gas Industry In Time Of Digital Transformation

Irina Heim

Henley Business School, University of Reading, United Kingdom

Balancing to Utopia: Multinationals in Oligarchies

Camilla Jensen¹, Peter Zamborsky²

¹Roskilde University (RUC), Denmark; ²University of Auckland, New Zealand

LUNCH

Time: 12:30 pm – 1:30 pm, Location: Fulton Building FUL-G15 (EX SOCIAL SPACE)

PANEL SESSION 4

MNEs and Socio-Political Risks: Driving value through Corporate Political Activity and Corporate Social Responsibility

**Time: 1:30 pm – 3:00 pm, Location: Fulton Building FULTON A
Chair: Vikrant Shirodkar (University of Sussex)**

Panellists

George Frynas (The Open University, UK)

Thomas Lawton (University College Cork, Ireland and University of Surrey, United Kingdom)

Tazeeb Rajwani (University of Surrey, UK)

Pei Sun (University of Manchester, UK)

PANEL SESSION 5

Emerging Market Multinationals Thriving in the Digital Economy

**Time: 1:30 pm – 3:00 pm, Location: Fulton Building FULTON B
Chair: Roger Strange (University of Sussex)**

Panellists

Afonso Fleury (University of Sao Paulo, Brazil)

Maria Tereza Leme Fleury (FGV EAESP, Brazil)

Martin Lockett (Nottingham University Business School, China)

Yongjiang Shi (University of Cambridge, UK)

PARALLEL SESSIONS

Time: 1:30 pm – 3:00 pm, Location: Fulton Building (First Floor)

Parallel Session 4.1

Internationalisation from and to Emerging Markets (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-101

Session Chair: Vidya Sukumara Panicker

Boundary Conditions of Key IB Theories: Investment Location Choices and Competitive Strategies of High-technology MNEs in Emerging Markets

Marcellinus Dike¹, Elizabeth Rose², Andersson Ulf³

¹Aalto University School of Business, Finland; ²Aalto University School of Business, Finland/Leeds University Business School, UK; ³Mälardalen University, Sweden

Strategic Adaptation and Exaptation in Internationalization – Case Study Of MNE Product Development in Emerging Markets

Päivi Aaltonen, Lasse Torkkeli

Lappeenranta University of Technology, Finland

A Theoretical and Empirical Investigation into Investment Activities of Technologically-Intensive Chinese State-Owned Enterprises in the UK

Jelena Vukicevic¹, Grahame Fallon², Ursula Off¹

¹Nottingham Trent University, United Kingdom; ²Brunel University

Nominee Directors and Strategic Decisions in Emerging Market Firms: Comparing Foreign and Domestic Investments

Vidya Sukumara Panicker¹, Rajesh Srinivas Upadhyayula²

¹Loughborough university, United Kingdom; ²Indian Institute of Management, Kozhikode, India

Parallel Session 4.2

International Business Strategy and Organisation (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-103

Session Chair: Surender Munjal

Break or Stay in Internationalization Portfolio? The Impact of Negative Performance Gap and Top Management Team's Experience on New Country Entries

Wen {Helena} Li¹, Bin Guo², Wentao Hu³, Jinlong Gu⁴

¹University of Technology Sydney; ²Zhejiang University; ³Southern University of Science and Technology; ⁴University of Sussex

Formal and Informal Institutional Quality of Host Countries and Global Divestitures: Evidence from Finnish Foreign Direct Investments ★

Desislava Dikova¹, Ahmad Arslan², Jorma Larimo³

¹Vienna University of Economics and Business Administration, Austria; ²University of Oulu, Finland; ³University of Vaasa, Finland

Cross-National Distances and Foreign Divestment Decision: Evidence from Finnish Multinational Corporations. ★

Ha Thi Thu Nguyen¹, Jorma Larimo¹, Pervez Ghauri²

¹University of Vaasa, Finland; ²University of Birmingham, UK

How does Offshore Outsourcing of Specialized Resources affect the Exports and Financial Performance of Emerging Market Firms?

Surender Munjal¹, Peter Buckley¹, Ignacio Requejo²

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

Parallel Session 4.3

Internationalisation from and to Emerging Markets (Competitive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-107

Session Chair: John Luiz

Risk and return over time: Changing location choices in the MNC network

Johannes Fedderke¹, John Luiz², Helena Barnard³

¹Penn State University; ²Sussex University, United Kingdom; ³University of Pretoria, Gordon Institute of Business Science, South Africa

Permanence of Born Globals from Emerging Markets abroad and the Influence of the Strategic Renewal

Gabrielle Damo Rossato, Dinorá Eliete Floriani

Universidade do Vale do Itajaí - UNIVALI, Brazil

Foreign Ownership and Firm Performance in Sub-Saharan Africa

Allan Douglas Webster¹, Godwin Okafor², Ciara Barrow¹, Sangeeta Khorana¹

¹Bournemouth University, United Kingdom; ²De Montfort University, United Kingdom

Inflow FDI Agglomeration, Congestion Effect and Firm's Productivity in China: A Spatial Econometric Analysis

Ian Chan

University of Southampton, United Kingdom

Parallel Session 4.4

International Business Strategy and Organisation (Interactive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-109

Session Chairs: Idika Awa Uduma and Kevin Ibeh

Distinguishing Features of Working Capital Management in a Highly Globalized and Integrated World Economy A Study on Toyota Motor Corporation

Suranjan Bhattacharyay

IBA Business Academy, India

Exploring the Micro-Foundations of Ambidextrous Production: Home-Owned versus Foreign-Owned Firms in the Automotive Industry

Amir Qamar¹, Emma Gardner¹, Thomas Buckley², Kai Zhao³

¹University of Birmingham, United Kingdom; ²University of Sheffield, United Kingdom; ³Xi'an Jiaotong University, China

Regional Economic Integration, Appropriated Assets, and Cross-Border Expansion of African MNEs

Idika Awa Uduma, Kevin Ibeh

Birkbeck College, University of London, United Kingdom

Exploring International Acquisition Integration Process: An Organizational Identity Perspective

Ying Zhang, Dillon McPherson

University of Strathclyde, United Kingdom

Towards Development of Firm Level Typology of Immigrant New Ventures

Muhammad Sufyan

University of Turku, Finland

Parallel Session 4.5

SMEs and International Marketing (Interactive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-113

Session Chair: Olli Kuivalainen

Micromultinationals – a new breed of a multinational enterprise? Review of concepts, definitions and explanations.

Heini Vanninen, Olli Kuivalainen

Lappeenranta University of Technology, Finland

Peculiar Aspects of Family Business in Italy: Do Business Owners Trade Off Growth for Family Ownership?

Francesca Sanguineti¹, Antonio Majocchi¹, Seyda Deligonul², Salih Tamer Cavusgil³

¹Università di Pavia; ²St. John Fisher College; ³Georgia State University

International Students are Big Business: The Case of India and Australia

Phil Lewis, Bilal Rafi

University of Canberra, Australia

Strong Structuration Theory and Internationalisation Process Studies: Research Implications and Opportunities

Aileen Kennedy¹, Colm O'Gorman²

¹Technological University Dublin (Aungier Street Campus), Ireland; ²Dublin City University, Ireland

Learning and the Entrepreneurial Opportunity Development: A Case within a Finnish Telecommunication International New Venture

Teemu Tuomisalo

Lappeenranta University of Technology, Finland

Parallel Session 4.6

Political Risk, Institutions and International Business (Interactive)

Time: 1:30 pm – 3:00 pm, Location: Fulton Building FUL-114

Session Chair: Frederico Estrella Carneiro Valladares

How Valid are Common Indicators of Political Risk used in IB Research and Practice?

Camilla Jensen

Roskilde University (RUC), Denmark

Value Chain Upgrading in the Context of Internationalization of Banks: A Systematic Review of The Literature

Frederico Estrella Carneiro Valladares

Fundação Getulio Vargas, Brazil

Human, Social, Political Capitals and Entrepreneur's Enterprise Performance In Emerging Markets

Anthony Brown

University of Leeds, United Kingdom

Towards SMEs' Digitalization: The Influential factors from the Perspective of SMEs' Leaders

Mansour Naser Alraja¹, Muawya Ahmed Hussein¹, Hanaa Mahmoud Sid Ahmed²

¹Dhofar University, Oman; ²Salalah College of Applied Sciences, Oman

High Quality Institutions or Economic Freedom, What Comes First?

Bruno Buscariolli, Jorge Carneiro

FGV São Paulo School of Business Administration, Brazil

TEA AND COFFEE

Time: 3:00 pm – 3:15 pm, Location: Fulton Building, FUL-G15 (Ex Social Space)

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