



**European International Business Academy (EIBA)**

**39<sup>th</sup> Annual Conference**

**Universität Bremen, Germany**

**December 12<sup>th</sup>-14<sup>th</sup>, 2013**

**“Transnational firms, markets and institutions”**

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## Welcome Message

It is a great privilege for me to welcome you to the 39th Annual Conference of EIBA in Bremen. The conference is hosted by the Faculty of Business Studies and Economics at the University of Bremen and the Centre for Transnational Studies (ZenTra), a joint endeavor between the Universities of Oldenburg and Bremen.

The theme of this year's conference is 'Transnational firms, markets and institutions'. Within this theme, we explore the different types of transnational linkages that are formed as a result of the cross-border activities of firms. Such linkages involve a range of different actors, including contractual business partners, governments at all levels, and various civil society organizations. We are particularly interested in the extent to which transnational linkages embody new forms of governance that combine public and private rulemaking to facilitate cross-border transactions. This is an interest that is shared by other social science fields, including political science, sociology and law. However, to us, as International Business (IB) scholars, the actor that is central to our investigations is the multinational enterprise (MNE), the many forms and structures it adopts, as well as the drivers and consequences of its transnational economic activity.

The conference begins with the Fellows' plenary session at the historical Town Hall. After a very short welcome, we will present a panel discussing the most recent evidence and possible consequences of Chinese investment in Europe, with a special focus on Germany, which has become one of the favorite destinations for Chinese enterprises in Europe. The session concludes with a drinks reception hosted by the Senator for Education and Science of Bremen.

On Friday morning, we will have our second plenary, that continues the series of sessions established by Danny Van Den Bulcke, where the authors of influential contributions to the IB literature are invited to comment on their work, and to offer their thoughts on its significance and continued importance to the IB community. The contribution we are focusing on this year is the work by Pankaj Ghemawat on the topic of semiglobalization. We are very pleased that he has agreed to join us to engage in a discussion about how to measure the true extent of globalization, and the consequences this has for our thinking, whether from a policy or business point of view.

In addition to the plenaries, we have ten panel sessions covering an extremely interesting range of contributions. Among these, four panels explore different aspects of the dynamics of inward and outward investment from emerging markets, and its consequences for the home and host countries. We also have a panel focusing on the theory of dynamic capabilities, on MNE networks, the internationalization of family firms, as well as a panel related to teaching IB. Two panels follow an already established tradition of presenting the results of the latest *World Investment Report* published by UNCTAD, and a panel highlighting the contributions from the conference volume based on the 38<sup>th</sup> EIBA conference.

Thanks to the great contributions by you, the members of our Academy, we have been able to put together an exciting conference program including 11 parallel sessions of competitive and interactive papers. As in previous years, inclusion in the competitive category was very selective and only about a half of the papers submitted as competitive were accepted as such. In the interactive sessions, where most of the work is being presented, our aim is to have some of our most experienced and distinguished colleagues chairing these sessions to maximize the benefits from the personal interaction. At the same time, we will offer the opportunity to some of our more junior colleagues to

chair the competitive sessions, where quite polished pieces of work are presented in a more conventional session structure.

In addition to the full conference program, we are hosting three doctoral events. These are the 27th John H. Dunning Doctoral Tutorial, the fourth and final COST-EIBA Doctoral Think Tank, which is focused on issues relating to MNEs from emerging and transition economies, and the Doctoral Symposium, which was a very welcome innovation introduced last year in Sussex. All of these events are meant to reach out to the junior scholars in our community, and to offer them an opportunity to discuss their work with distinguished international faculty.

We hope that in addition to the intensive conference program, you will also have an opportunity to relax, and to see some of the city for yourself. Bremen is an old Hanseatic city state, and like the cities of Hamburg and Berlin, a self-governing part of the Federal states of Germany. The historical town centre offers many interesting places to visit, including a traditional German Christmas market. The university campus is located to the North of the city centre, and it is most easily accessible by tram or bicycle, although the latter is not to be recommended in December. We will conclude the conference with our gala dinner at the beautiful Park Hotel, overlooking the surrounding Bürgerpark.

Warm welcome to Bremen and to the 39th EIBA Conference!

Sarianna Lundan

EIBA President

2013 EIBA Conference Chair

## **Conference Organisation**

2013 EIBA Conference is hosted by the Faculty of Business Studies and Economics at the University of Bremen.

Local Organising Committee:

*Sarianna Lundan, Jörg Freiling, Jochen Zimmermann*

Conference Administration

*Julia Feddersen*

Registration

*Kerstin Biegemann, WITAGO*

Conference Assistants:

*Gunnar Leymann, Sebastian Schlosser, Esma Karabas, Sergej Klein, Anne Friedrich, Marion Strutz, Mathias Werner, Stephanie Lamping*

## **Tracks and Track chairs**

The review process at the EIBA conference is coordinated by the Chairs of the nine tracks, and they all deserve warm thanks for their hard work and dedication:

1. Transnational firms, markets and institutions  
Track chair: Sarianna Lundan
2. Developments in IB theory  
Track chair: Alain Verbeke
3. The internationalization process and international new ventures  
Track chair: Stefan Schmid
4. Finance, accounting and corporate governance  
Track chair: Trond Randøy
5. HRM, cross-cultural management and communication  
Track chair: Rebecca Piekkari
6. Management of the value chain and market entry mode  
Track chair: Ram Mudambi
7. Headquarters-subsidary relations and knowledge transfer  
Track chair: Ulf Holm
8. Innovation and technology transfer  
Track chair: Axèle Giroud
9. MNEs, governments and local development  
Track chair: Philippe Gugler

## **EIBA Board and National Representatives**

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

The national representatives are:

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

## **EIBA Fellows**

The governance of EIBA is complemented and supported by the EIBA fellows under the leadership of their Dean, Francesca Sanna-Randaccio (Sapienza, University of Rome). The current EIBA Fellows are:

- Peter Buckley
- John Cantwell
- John H. Dunning(†)
- Juan Duran
- Mats Forsgren
- Pervez Ghauri
- John Hagedoorn
- Jean-François Hennart
- Seev Hirsch
- Sarianna Lundan (Secretary / Treasurer)
- Reijo Luostarinen
- Klaus Macharzina
- Lars-Gunnar Mattson
- Krzysztof Obloj
- Lars Oxelheim
- Marina Papanastassiou
- Rebecca Piekkari
- Francesca Sanna-Randaccio (Dean of Fellows)
- Vitor Simões
- Örjan Sölvell
- Marjan Svetličič
- Danny Van Den Bulcke



## **Publishers**

The following publishers have stands at the EIBA 2013 conference in Building GW2:

- SAGE Publications, Matthew Waters
- The Case Center, Richard McCracken

Beyond, the following publishers contributed their inserts to the conference bags:

- Elsevier
- Emerald Group
- Taylor & Francis

## **Sponsors**

We would also like to thank our sponsors. These are:

- Robert Bosch GmbH, Stuttgart
- Wiwib e.V., Bremen
- Wolfgang-Ritter-Stiftung, Bremen

## Conference Program at a Glance

### Wednesday 11 December

Time		Room
08:30 – 12:20	COST–EIBA Doctoral Think Tank	Room 0.13, WHS
12:20 – 13:20	Lunch (COST-EIBA participants only)	
13:20 – 17:00	COST–EIBA Doctoral Think Tank	Room 0.13, WHS
20:00 – 22:00	Dinner (John H. Dunning participants only)	“Ratskeller”

### Thursday 12 December

Time		Room
08:30 – 12:20	John H. Dunning Doctoral Tutorial	Rotunda I, Wiwi
08:30 – 17:00	COST Working Groups	Room 0.13, WHS
10:00 – 12:00	EIBA Doctoral Symposium (Morning Sessions)	
	Session M1	Rotunda II, Wiwi
	Session M2	Room 1.03, Wiwi
	Session M3	Room 1.01, Wiwi
	Session M4	Room 2.01, Wiwi
13:00 – 17:00	JIBS Paper Development Workshop	Rotunda III
12:20 – 13:20	Lunch (JHD participants)	Mensa
13:20 – 17:00	John H. Dunning Doctoral Tutorial (continued)	Rotunda I, Wiwi
13:30 – 15:00	EIBA Doctoral Symposium (Afternoon Sessions)	
	Session A1	Room 1.01, Wiwi
	Session A2	Room 2.01, Wiwi
	Session A3	Room 1.08, Wing
	Session A4	Room 1.01, Wing
	Session A5	Room 1.14, WHS
14:00 – 17:00	EIBA Board Meeting	Atlantic Grand Hotel, City Centre
18:00 – 18:30	Registration at Historic Townhall, City Centre (Only for online- pre-registered participants/ No payments possible)	Townhall
18:30 – 20:00	Welcome Address & EIBA Fellows’ Plenary Session I: Chinese FDI in the EU	Townhall
20:00 – 21:00	Welcome Reception at the “Festsaal”	Townhall

**Friday 13 December**  
**Morning**

The session-ID is coded as follows:  
 Timeslot . Track . Type of Session . Number of Session

Time		Room
<b>08:00 – 08:30</b>	<b>Registration</b>	B2860
<b>08:30 – 10:00</b>	<b>Session A</b>	
	A.1.C.1 Institutional Quality and FDI	B2900
	A.2.C.1 Internationalization and MNE Performance	B2890
	A.3.C.1 Internationalization of New Ventures and SMEs	B3009
	A.3.I.1 International Market Entry and Market Selection	B3370
	A.4.C.1 International Corporate Governance Competitive	B3850
	A.5.C.1 HRM in emerging and high-risk Markets	B2880
	A.6.C.1 Organizing and Influencing the Value Chain	B3010
	A.8.I.1 Innovation and R&D Spillovers of MNEs	B1580
	A.9.I.1 Inward FDI, attractiveness and business performance	B1700
<b>10:00 – 10:30</b>	<b>Break</b>	
<b>10:30 – 11:00</b>	<b>Opening Remarks</b>	Lecture Hall (HS)
<b>11:00 – 12:30</b>	<b>Plenary Session II</b>	Lecture Hall (HS)

**Friday 13 December**  
**Afternoon**

Lunch-Break (food will be available until 14:00)		Mensa
<b>14:30 – 16:00</b>	<b>Session B</b>	
	B.2.I.1 Emerging Market Investors	B1170
	B.2.C.2 Subsidiary performance	B2890
	B.3.C.2 Internationalization of Born Globals	B3009
	B.3.I.2 International Entrepreneurship and International New Ventures	B3850
	B.5.C.2 Work and cultural values in international settings	B3010
	B.6.I.1 Sourcing and the Value Chain	B1700
	B.7.C.1 The Role of the HQ	B2880
	B.8.I.2 Innovation in the Context of Subsidiaries, Networks and Communication	B3770
	B.9.I.2 Transparency and government policy	B1580
	<b>EIBA Book Launch: PIBR Vol. 8 'International Business and Sustainable Development'</b> Is There Sustainable Value Added for New Scholars in Publishing Book Chapters?	B2900
<b>16:00 – 16:30</b>	<b>Coffee-Break</b>	
<b>16:30 – 18:00</b>	<b>Session C</b>	
	C.1.C.2 Globalization and its limits	B2900
	C.2.I.2 Cultural distance	B1700
	C.3.C.3 Capabilities, Knowledge, Learning and Institutions in the Firm Internationalization Process	B3009
	C.3.I.3 Internationalization of SMEs	B1580
	C.4.I.1 International Accounting and Finance Interactive	B1170
	C.5.C.3 Social Capital, Networks and Communication	B3010
	C.6.C.2 New Perspectives on Entry Mode Research	B2880
	C.7.I.1 HQ Impact and Decision-making	B3770
	C.9.C.1 MNEs and Institutional Issues	B2890
	C.1.P.1 Reconciling International Business and Strategic Management: Dynamic Capabilities and the Theory of the MNE	B3850

**Saturday 14 December**  
**Morning**

Time		Room
<b>08:30 – 10:00</b>	<b>Session D</b>	
	D.1.I.1 MNEs and Stakeholder Management	B1170
	D.2.I.3 Institutional Environment and MNEs	B1580
	D.3.C.4 Internationalization and Performance	B3009
	D.3.I.4 Born Globals	B3010
	D.5.I.1 Measuring Cultural Distance and Values in HRM	B3850
	D.5.I.2 New perspectives on cultural intelligence and global mindset	B1700
	D.6.I.2 Services and Intangibles	B3770
	D.7.C.2 Subsidiary Initiatives	B2890
	D.8.C.1 Innovation, Knowledge Creation and Transfer	B2900
	D.9.C.2 Investment policy, trade and FDI	B2880
	D.1.P.2 IB Education	B1400
<b>10:00 – 10:30</b>	<b>Break</b>	
<b>10:30 – 12:00</b>	<b>Session E</b>	
	E.1.I.2 Institutional constraints and MNE activity	B1580
	E.2.I.4 Management of the MNE	B3770
	E.3.C.5 International Expansion: International Top Managers, Family Control and International Market Entry Modes	B3009
	E.3.I.5 Internationalization Processes of Firms - Focusing on Products, Industries and Countries	B1410
	E.4.C.2 International Accounting and Finance	B2900
	E.5.I.3 Host country perspective and localization of HRM practices	B3850
	E.5.C.4 Country-of-origin, international brands and export performance	B2880
	E.6.I.3 Managing Alliances and Networks	B1170
	E.7.I.2 Subsidiary Roles and Joint Venture	B1700
	E.9.C.3 CSR and business diplomacy in MNEs	B2890
	E.1.P.3 AIB – Western Europe Region Panel on “The New Multinationals and their local Institutions: Making a Virtue out of Necessity”	B3010
	E.1.P.4 Development and Prospects of East Asian Investments in Europe	B1400
<b>12:00 – 12:45</b>	<b>AIB Western Europe Chapter Meeting</b>	B3010
<b>12:00 – 14:00</b>	<b>Lunch-Break</b>	

**Saturday 14 December**  
**Afternoon**

Time		Room
<b>14:00 – 15:30</b>		
F.1.C.3	Standards and partnerships	B2900
F.2.I.5	Internationalization Process	B1170
F.3.I.6	Knowledge, Learning, Experience and Trust in the internationalization Process	B3770
F.3.I.7	Exports, FDI and the Product Dimension in International Business	B1410
F.5.I.4	The role of networks and HRM for company strategy	B1700
F.5.C.5	Emotional intelligence and well-being	B3010
F.6.I.4	Foreign Direct Investment	B1580
F.8.C.3	MNE Spillovers and Linkages	B2890
F.9.C.4	Location choice and MNEs' contribution to host country growth	B2880
F.3.P.1	Experiences of Emerging Economy Multinationals	B3009
F.9.P.1	Outward FDI policies: What are they, and what needs to be done?	B1400
<b>14:00 – 15:30</b>	<b>EIBA Fellows' Business Meeting</b>	B3850
<b>15:30 – 16:00</b>	<b>Coffee-Break</b>	
<b>16:00 – 17:30</b>	<b>Session G</b>	
G.1.I.3	Positive and normative views on institutional entrepreneurship	B1700
G.3.I.8	Internationalization of Decision Making and Top Management	B3010
G.3.I.9	Country-specific Facets of Internationalization	B3009
G.4.I.2	International Corporate Governance	B1580
G.5.I.5	Recent challenges in HRM and marketing	B3850
G.5.C.6	Recent issues in research on careers	B2880
G.6.I.5	The Organization of the Firm's Value Chain	B1170
G.8.C.3	Innovation, R&D and MNEs	B2890
G.8.C.4	Innovation, MNEs and Networks	B2900
G.2.P.1	Family Firms and Internationalization	B1410
G.7.P.1	Formal Structures and Networks	B1400
<b>17:30 – 18:00</b>	<b>General Assembly</b>	B3009
<b>20:00 – 02:00</b>	<b>Gala-Dinner</b>	Park Hotel

## **General Information**

Here is some general information to help you enjoy the conference. In case you need help with anything, please contact our student helpers in red Uni-Bremen-Hoodies or contact the registration desk located in room B2860 (Building GW2).

### **Badge Policy**

Attendees must wear badges with the booked vouchers at all time during your stay, e.g. in case of ticket control in public transport. You must wear it as proof of your registration and to gain access to the sessions and EIBA events.

### **Conference Fees**

The EIBA 2013 conference fees include admittance to all sessions, keynotes and plenaries. Also included in the fees are coffee breaks and lunches on the Friday and Saturday, as well as the Gala Dinner on Saturday night (although you must select this event separately upon online registration). For your travel convenience and budget, free tram tickets for the 3-day EIBA 2013 conference period are also covered by the conference fees if you ordered them along with the conference participation.

### **How to get to your hotel**

Most of the hotels are situated in the very center of the city and are accessible by tramline 6, that goes directly from the airport via city center and central station. For hotels, which aren't located in the city center, you can use the BSAG Map, where tram- and buslines as well as stations are marked. An EIBA staff person at the airport will provide free tram tickets for the way to your hotel. You will get a free tram ticket for all three days after your registration.

### **How to find the Conference Rooms**

The opening remarks and plenary session II will take place in the Building HS, which is located straight on to the right-hand side of the GW2 exit.

All the other rooms of the conference (except for the pre-conference activities and the opening reception) are located in the GW2 Building. The GW2 Building is situated 50m from the tram stop "Universität/Zentralbereich". To get to the rooms enter and go straight through the glass house and follow the courtyard till you see the GW2 Building. Inside the building go upstairs. You will find the different rooms on different levels.

### **Meals**

Our catering service will provide refreshments on site of the conference rooms. Buffet lunches will be served in a separate area on campus in the „Mensa“ (only a 2-minute walk away from the conference location on Friday and Saturday, heading over the main alley called "Boulevard"; left hand from the GW2-Building). There are also other cafes, like the cafeteria in the GW2 Building, where you can buy snacks and drinks. The cafeteria is opened on Thu from 7:45 am – 6:45 pm and Fri from 7:45 am – 5 pm. Please note that all cafeterias on campus are closed on Saturday! You can alternatively use the "FIZZ to go" next to the FIZZ apartments, about 10 minutes walk from the GW2 Building. Kosher and Halal choices are not available during EIBA, but we made sure that food will be free of pork meat. If

you asked for special dietary specialties or vegetarian foods along with your registration, please ask the service staff about it to make sure you will get it.

At the Gala-Dinner vegetarians are kindly asked to take their additional colored voucher and place it on their glass after taking their seats, so that the service staff can notice where to deliver the vegetarian meal option.

### **Wi-Fi – Access**

You can access the University's WLAN infrastructure with personal web-capable device and guests from various other universities can use this WLAN with eduroam.

You can log into it using your known account data and do normally not need to make any further configuration modifications. Those participants, who cannot make use of eduroam, will get a temporary guest account in the registration office, which is located in the GW2 Building in Room B2860.

### **Smoking**

The no smoking policy encompasses all EIBA Sessions and Plenaries as well as all meals and EIBA venues. There will be designated areas for cigarette smokers outside buildings. We appreciate your compliance with this policy.

### **Conference Details**

On Wednesday, before the main conference begins, the 4<sup>th</sup> COST EIBA Doctoral Think Tank will take place.

Then on Thursday morning the 27<sup>th</sup> John H. Dunning Doctoral Tutorial in IB and the 2<sup>nd</sup> EIBA Doctoral Symposium as well as the JIBS PDW will take place. In the evening the historic Town Hall (Rathaushalle) will host the EIBA 2013 Opening Reception.

On Friday and Saturday, the EIBA 2013 plenary and parallel sessions will be hosted on the campus of the University of Bremen. Friday evening you may arrange dinners and activities to experience Bremen on your own. Please note it is Christmas-time, so the Christmas market around the market place and at the riverside “Schlachte” invites you to enjoy a mulled-wine or roasted almonds in a cozy atmosphere.

Following Saturday’s parallel sessions and the EIBA General Assembly meeting, the EIBA 2013 Gala Dinner & Awards Ceremony will take place at the Dorint Park Hotel located at the southern end of the Bürgerpark. The Dorint Park Hotel is available with all tram- and buslines up to “Central Station”. Walk then right through the Central Station until you get to the parking lots. Continue walking straight to the “Messe-Halle” and then pass the building on the right side. After a few meters straight you will see the hotel in front of you (appr. 10 min walk from the station).

Otherwise you can also take tramline 6 to the stop “Am Stern”. Coming from the City Center you turn left onto the “Hollerallee”- coming from the University you turn right onto the “Hollerallee”. After a few meters you will see the Park Hotel to your right (appr. 5 min walk from the tram stop).

To get to the Gala Dinner you have to circle the building, and use the door at ground level on the right handside of the main entrance.



## Useful Vocabulary in German

Moin!	Local form of greeting, meaning „Hello!“
Guten Morgen / Guten Tag	Good Morning / Good Day
Ich bin... / Mein Name ist...	I am... / My name is...
Freut mich, Sie kennenzulernen.	Nice to meet you.
Wo finde ich...	Where is... / Where can I find...
...die Toilette / das WC?	...the toilet / WC?
...die Haltestelle?	...the (bus / tram) stop?
...einen Geldautomaten?	...an ATM?
...das Gebäude / die Straße...?	...the building / the street...?
Entschuldigung	Excuse me / Pardon me / Sorry
Wie komme ich zu...?	How to get to...?
Ein / zwei Bier, bitte.	One / two beer, please.
Dankeschön. Short: Danke	Thank you. Short: Thanks
Auf Wiedersehen; short: Tschüss	Goodbye! Short: Bye

# TRAM AND BUS MAP (BSAG) AND THE RECOMMENDED HOTELS



Map © 2013 BSAG

## Hotels

- 1 Atlantic Grand Hotel**  
Bredensstraße 2, 28195 Bremen  
Tram 4,5,6,8 | Station: Dornshiede
- 2 Radisson Blu**  
Beethustraße 2, 28195 Bremen  
Tram 4,5,6,8,10,24,25 | Station: Dornshiede
- 3 Marriott Courtyard**  
Theodor-Haus-Allee 2, 28215 Bremen  
Tram 6 and other lines | Station: Blumenthalstraße, Central Station
- 4 Steigenberger Hotel Bremen**  
Am West-Terminal 6, 28217 Bremen  
Tram 3,8,20,26,27 | Station: Eduard-Schopf-Allee
- 5 Park Hotel Bremen**  
Im Bürgerpark 2, 28209 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Am Stern, Central Station
- 6 Swissotel**  
Hillemannplatz 20, 28195 Bremen  
Tram 4,6,8,24,25 | Station: Herdentor
- 7 Atlantic Hotel Universum**  
Werder Straße 4, 28359 Bremen  
Tram 6,8,21,22,28,31 | Station: Universität NW1
- 8 Best Western Hotel Zur Post**  
Bahnhofplatz 11, 28195 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 9 Hotel Munte**  
Parkallee 299, 28213 Bremen  
Tram 6,8,21,22,28,31 | Station: Universität NW1
- 10 InterCity Hotel**  
Bahnhofplatz 17-18, 28195 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 11 Martin Hotel Bremen**  
Hollerallee 99, 28215 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station or with Tram 6,8,24 | Blumenthalstraße
- 12 Ramada Hotel Bremen**  
Wachstraße 27-29, 28195 Bremen  
Tram 4,5,6,8,24,25 | Station: Dornshiede
- 13 Hotel Bremer Haus**  
Lönningstr. 16-20, 28195 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 14 Hotel Horner Etche**  
Im Hollergrund 28357 Bremen  
Tram 4,8,630,670 | Station: Kopernikustraße
- 15 Hotel Ibis Zentrum Bremen**  
Remberting 51, 28203 - Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 16 Hotel Residence Bremen**  
Hohenhestraße 42, 28209 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Blumenthalstraße, Central Station
- 17 Hotel Westfalia**  
Langenackerstraße 38-42, 28199 Bremen  
Tram 1,6,8,20 | Station: Weststraße
- 18 Prizeotel**  
Theodor-Haus-Allee 12, 28215 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 19 Star Inn Hotel Columbus**  
Bahnhofplatz 5-7, 28195 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station
- 20 7Things**  
Universitätsallee 4, 28359 Bremen  
Tram 6,8,21,22,28,31 | Station: Universität NW1
- 21 Best Western Hotel Schaper-Siedenburger**  
Bahnhofstraße 8, 28195 Bremen  
Tram 1,4,5,6,8,10,24,25,26,27 | Station: Central Station

## Sonstiges

- Town Hall - Rathaus**  
Am Markt 21, 28195 Bremen  
Tram 2,3,4,5,6,8,24,25 | Station: Dornshiede or Schüsselkorb
- WWI - WHS Building**  
Wilhelm-Herbst-Straße  
Tram 6; Bus 21,22,28,31 | Station: Klagenfurter Straße

## **4th COST-EIBA Doctoral Think Tank**

**COST Action Programme IS0905:**

**“The Emergence of Southern Multinationals. Their Impact on Europe”**

**Date & time:** Wednesday 11 December (08:30 – 17:00)

**Room** WHS 5, Bremer Form, Room 0.13

**Co-chairs:** Daniel VAN DEN BULCKE (University of Antwerp) & Lucia PISCITELLO (Politecnico di Milano)

**Faculty:** Louis BRENNAN (Trinity College Dublin), Jorge CARNEIRO (Pontifical Catholic University of Rio de Janeiro) & Filip DE BEULE (KU Leuven University)

08:30 – 08:35 Welcome by Louis Brennan, Chair of the COST Action Programme

08:35 – 08:45 Introduction by Lucia Piscitello, Co-Chair Doctoral Think Tank

08:45 – 09:25 The Emergence of Born Global Firms: An Emerging Economy Perspective  
Farhad Uddin AHMED

09:25 – 10:05 Corporate Political Capabilities, Intercountry Connectedness and  
International Expansion Strategies of Emerging Country Firms  
João Eduardo ALBINO PIMENTEL (HEC Paris)

10:05 – 10:20 Coffee Break

10:20 – 11:00 Does Regional Integration Matter to Emerging Economy MNEs?  
A Transaction Cost Economics Analysis  
Jenny HILLEMANN (Solvay Business School, University of Brussels (VUB))

11:00 – 11:40 Swedish IT-based MNCs Interacting with Socio and Political Actors in the  
BRIC Countries: The Effects on Business Activities  
Emilene LEITE (Uppsala University)

11:40 – 12:20 The Role of HRM in Developing Absorptive Capacities  
Emilia Anna OZGO (University of Reading)

12:20 – 13:20 Lunch

13:20 – 14:00 A Product Value Chain Perspective of Emerging Countries Multinationals  
Rasha REZK (University of Cambridge)

14:00 – 14:40 The Impact of Political Embeddedness of State MNCs from Emerging  
Markets on HQ-Subsidiary Relationships: The Case of China  
Cong SU (Uppsala University)

14:40 – 15:20 Networks Structures in China – Impact of Interlocking Directorate on  
Internationalization Process of Chinese MNEs  
Iwona SULINSKA (Copenhagen Business School)

15:20 – 15:35 Coffee Break

15:35 – 16:15 The Impact of Institutional Distance on the Establishment Mode Selection of  
Chinese MNEs in Europe  
Laura VANOLI PARIETTI (University of Fribourg)

16:15 – 16:55 Organizational Structures of Russian Multinationals: If Context Matters  
Anna VESELOVA (Graduate School of Management SPbU)

## **27<sup>th</sup> John H. Dunning Doctoral Tutorial**

**Date & time:** Thursday 12 December (08:30 – 17:00)

**Room** Rotunda I, WiWi-Building

**Co-chairs:** Jean-François HENNART (University of Pavia, Queen's University Management School, Belfast, Singapore Management University, Tilburg University) & Rebecca PIEKKARI (Aalto University Business School)

**Faculty:** Timothy DEVINNEY (Leeds University), Dana MINBAEVA (Copenhagen Business School), Bent PETERSEN (Copenhagen Business School)

08:30 – 08:45 Welcome and Introduction

08:45 – 09:25 Alternative Expatriate Assignments and their Impact on Expatriate Adjustment  
Barbara AGHA-ALIKHANI (University of Passau)

09:25 – 10:05 Retailers' Strategic Responses to Institutional Pressures and the Effect on  
Performance: The Case of Finnish Multinational Retailers in Russia  
Alphonse AKLAMANO

10:05 – 10:20 Coffee Break

10:20 – 11:00 Strategic Multi-Channel Management of Industrial Small Firms  
Nicola EBERHARD (The University of Queensland)

11:00 – 11:40 A Stakeholder Approach to Tax Minimizing Strategies of MNEs  
Julia FEDDERSEN (Universität Bremen)

11:40 – 12:20 Internationalisation Models of E-Commerce Enterprises  
Magdalena GROCHAL (University of Economics in Katowice)

12:20 – 13:20 Lunch

13:20 – 14:00 Unconventional Flows of Technological Knowledge in MNEs: A Study Based  
on IC Design MNEs, 2001-2008  
Yen-Chen HO

14:00 – 14:40 "It Takes Two to Tango": Selecting Partners in International Markets  
Aikaterini KAMPOURI (Aristotle University of Thessaloniki)

14:40 – 15:20 Staffing Key Management Positions in Host Country Subsidiaries  
Eva-Maria LANG (University of Mainz)

15:20 – 15:35 Coffee Break

15:35 – 16:15 International Expansion, Knowledge Sourcing and Technological Upgrading.  
The Experience of Multinational Enterprises from Emerging Countries in the Last  
Decade  
Vittoria Giada SCALERA (Politecnico di Milano)

16:15 – 16:55 Managing Institutional Complexity in Global Professional Service Firms:  
Subsidiary Responses to Conflicting Institutional Logics  
Liudmyla SVYSTUNOVA (University of Bath)

## **2<sup>nd</sup> EIBA Doctoral Symposium**

**Date & time:** Thursday 12 December (10:00 – 15:00)

**Chairs:** Jeremy CLEGG (University of Leeds) and Elizabeth WANG (University of Leeds)

**Session M1** Room Rotunda II, Wiwi Building

**Faculty:** Catherine WELCH (University of Sydney) & Francesco CIABUSCHI (Uppsala University)

10:00 – 12:00 Power Structures in Heterarchical Business Cooperation. Qualitative Analysis of Power Structures in German Clusters  
Viviane BRESSEM (University of Technology Darmstadt)  
Cultural Approach in Understanding the Long-Term Survival of Firms – Comparison of Japanese and German Chinese Firms  
Innan SASAKI (University of Turku)  
Exploring the Investment Behaviour of Chinese Multinationals in the UK  
Jelena VUKICEVIC (University of Northampton)

**Session M2** Computer Lab, Room 0.03, Wiwi Building

**Faculty:** Jeremy CLEGG (University of Leeds) /Pervez GHOURI (King's College London) & Lawrence WELCH (University of Melbourne)

10:00 – 12:00 To Understand the Impact of Host Country Institutional Framework on International Investments in Extractive Industries  
Piyali RUDRA (Aalto University School of Business)  
The Impacts of Distance, Coordination, and Learning on Foreign Supplier Performance  
Aytug SOZUER  
Internationalization Processes of Chinese Firms: the Role of Knowledge  
Xiaotian ZHANG (University of Tartu)

**Session M3** Room 1.01, Wiwi Building

**Faculty:** Agnieszka CHIDLOW (Manchester Metropolitan University) & Joachim WOLF (University of Kiel)

10:00 – 12:00 Mutual Satisfaction in Buyer-Supplier Services  
Alexandre MPASINAS (Université Libre de Bruxelles)  
Environmental Regulations and Sub-National FDI Location Decisions  
Snehal PATEL (University of Sussex)  
Origins of Knowledge Creation in the Global Economy and Multinational Firm Performance  
Janja TRSTENJAK

**Session M4      Room 2.01, Wiwi Building**

**Faculty:**      **Bruce HEARN (University of Sussex) & Svetla MARINOVA (Aalborg University)**

10:00 – 12:00 Do Poor Entrepreneurs Need Microfinance?  
Pontus ENGSTROM (University of Agder)  
The Impact of CEO Tenure on Capital Structure Decisions in Microfinance: A Global Survey  
Daudi PASCAL (University of Agder)  
A Study of Strategic Investments by Multinational Logistics Providers in China  
Amina ZUK

12:00 – 13:30 Lunch in the Mensa

**Session A1      Room 1.01, Wiwi Building**

**Faculty:**      **Mika GABRIELSSON (University of Eastern Finland) & Suma ATHREYE**

13:30 – 15:00 Cross-National Analysis of the Underrepresentation of Female Employees in ICT-Sectors  
Nobina ROY  
Internationalization Processes of Owner-Managed Firms  
Christina STEIN (University of Stuttgart)  
Entrepreneurial Marketing Strategy of Born Globals - An Effectuation Theory Perspective  
Man YANG (University of Vaasa)

**Session A2      Room 2.01, Wiwi Building**

**Faculty:**      **Elizabeth WANG (University of Leeds) & Robert PEARCE (University of Reading)**

13:30 – 15:00 International R&D Network - To Understand the Intra-Firm Global Innovation Capability  
Xingkun LIANG (University of Cambridge)  
Collocation of Knowledge-Based Activities and Ownership-Specific Assets - An Empirical Study of Technology Clusters in India  
Kodiyat Tiju PRASAD  
Networks in Offshoring Environmental and Business Network Influence on Offshoring Processes  
Edward GILLMORE (Mälardalens University)

**Session A3      Room 1.08, Wing Building**

**Faculty:**      **Peter GABRIELSSON (University of Vaasa) & Elena BELESKA-SPASOVA (University of Reading)**

13:30 – 15:00 CEO Succession Events as Influencing Factor of a Firm's Internationalization Process  
Corinna RUPF (University of Stuttgart)  
Ownership, Institutions and Capital in International Business  
Asmund RYGH (BI Norwegian Business School)  
Status, Social Capital and Innovation in Product Development Projects  
Ebrahim SHARIATZADEH

**Session A4      Room 1.01, Wing Building**

**Faculty:**      **Francesca SANNA-RANDACCIO (SAPIENZA University of Rome) & Olli KUIVALAINEN (Lappeenranta University of Technology)**

13:30 – 15:00    The Impact of Institutions on Firm Performance: A Variance Decomposition Analysis  
Among Different Group of Countries

David KALLAS

The Choice of International Entry Mode: What Matters

Ryan TANG (University of Technology Sydney)

**Session A5      Room 1.14; Building WHS**

**Faculty:**      **Pavlos DIMITRATOS (University of Glasgow) & Fragkiskos FILIPPAIOS (University of Kent)**

13:30 – 15:00    Effectuation and Causation under Uncertainty in Customer Opportunity Development  
Model of Born Globals: A Bounded Rationality Based Reasoning Perspective

Krishna BHANDARI (University of Vaasa)

The Mechanism of Companies' Decision-Making from the Economic and New-  
Institutional Perspective

Bongju KIM

## **AIB-WE chapter: JIBS Paper Development Workshop (PDW)**

**Date & time:**    **Thursday 12 December (13:00 – 17:00)**

**Chairs:**        José Plá-Barber and Ulf Andersson

**Venue:**         Rotunda III, WiWi Building

## Detailed Program

### Thursday 12 December

#### Welcome Address

Date & time: Thursday 12 December (18:30-18:45)

Venue: Town Hall (Obere Rathaushalle)

Professor Eva Quante-Brandt, Senator for Education and Science of Bremen

Professor Jochen Zimmermann, Dean, Faculty of Business Studies and Economics, University Bremen

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#### EIBA Fellows' Plenary Session I

Date & time: Thursday 12 December (18:45-20:00)

Venue: Town Hall (Obere Rathaushalle)

#### Panel: 'Chinese FDI in the EU'

Professor Jeremy Clegg, University of Leeds

Professor Haiyan Zhang, University of Antwerp

Dr. Robert Hermann, Germany Trade & Invest

Chair: Professor Francesca Sanna-Randaccio, Dean of the Fellows,  
Sapienza, University of Rome

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#### Welcome Reception

Date & time: Thursday 12 December (20:00-21:00)

Venue: Town Hall (Festsaal)



## Friday 13 December

The session-ID is coded as follows:  
Timeslot . Track . Type of Session . Number of Session

### Registration

Date & Time: Friday 13 December (08:00 - 08:30)  
Room: B2860 (Registration Office)

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### Session A . 1 . C . 1:

#### Institutional Quality and FDI

Track: Transnational firms, markets and institutions  
Chaired by: Alessandro Bramucci  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B2900

When in Rome, do as the Romans do: Dealing with corruption after entry (#37)  
*Grazia D. Santangelo; Larissa Rabbiosi*

The effects of host-country institutional development on foreign affiliate growth (#70)  
*Mario Kafourous; Murod Aliyev*

Corruption, Multinational firms and Innovation in Russia (#246)  
*Christos Antoniou; Natalya Smith; Katerina Thomas*

Civil War and Foreign Direct Investment: Evidence from Sri Lanka (#303)  
*Palitha Konara; Yingqi Wei*

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### Session A . 2 . C . 1:

#### Internationalization and MNE Performance

Track: Developments in IB theory  
Chaired by: Alan Rugman  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B2890

Are internalization effects curvilinear? Analyzing the M-P-Relationship among European firms (#254)  
*Arkadiusz Ral-Trebacz; Marcus Dittfeld; Stefan Eckert*

Building a better conceptualization of the firm's "degree of internationalization" construct (#314)  
*Gilberto Figueira da Silva; Jorge Manoel Teixeira Carneiro*

Regional Integration and the Death of Distance: How Country Borders Inside the European Monetary Union Have Become Irrelevant to Multinational Strategy (#353)  
*Alain Verbeke; Jenny Hillemann*

The Ambivalent Effect of Complexity on Firm Performance: A Study of the Global Service Provider Industry (#68)  
*Torben Pedersen; Marcus Møller Larsen; Stephan Manning*

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**Session A . 3 . C . 1:****Internationalization of New Ventures and SMEs**

Track: The internationalization process and international new ventures  
Chaired by: Lidia Danik  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B3009

Entrepreneurship and relational embeddedness in the continued internationalization of SMEs (#11)  
*Emilia Rovira Nordman; Sara Melén Hånell; Daniel Tolstoy*

Coping with the challenges of rapid international expansion: Insights from a new international service firm (#100)  
*Thorsten Bunz; Lucrezia Casulli; Marian V. Jones; Andreas Bausch*

Small Firm Internationalisation Competence: An Understanding-Based Perspective (#110)  
*Peter Lamb; Jorgen Sandberg; Peter W. Liesch*

Degree of internationalization complexity: The interplay of geographic and entry mode diversity and a firm's performance (#208)  
*Elena Beleska-Spasova*

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**Session A . 3 . I . 1:****International Market Entry and Market Selection**

Track: The internationalization process and international new ventures  
Chaired by: Matthias Baum  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)

International Market Selection - The Case of Portuguese Companies in Poland (#3)  
*Susana Costa e Silva; Emilia Brzowska*

Chinese exporters' entry, exit and re-entry patterns: survey evidence (#16)  
*Tiia Vissak; Xiaotian Zhang*

Foreign market entry mode choice of small and medium-sized enterprises: A systematic review and future research agenda (#56)  
*Katharina Laufs; Christian Schwens*

Foreign Entry Strategies of Polish Fast Growing Firms (#92)  
*Rafal Sliwinski*

International Market Selection and the Entry Mode Choice of Non-profit Firms : A Proposition Development Study (#129)  
*Amila Buddhika Sirisena*

Internationalisation into emerging markets as a strategy process (#360)  
*Martin Johanson; Desiree Holm; Pao Kao*

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**Session A . 4 . C . 1:****International Corporate Governance**

Track: Finance, accounting and corporate governance  
Chaired by: Niels Hermes  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B3850

A Cross-Country Study of the Direct and Indirect Effects of National Culture on Internal Control Disclosures: An Agency Perspective (#52)  
*Niels Hermes; Reggy Hooghiemstra; Jim Emanuels*

The dynamics of insider ownership in private firms (#357)  
*Reidar Oystein Strom; Oyvind Bohren; Diana Iancu; Georgiana Radulescu*

Do European Mid-cap firms disclose enough non-financial, specifically CSR-related information to their stakeholders? (#362)  
*Jean Louis Pare; Benedicte Geraud; Frederic Demerens*

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**Session A . 5 . C . 1:****HRM in Emerging and High-Risk Markets**

Track: HRM, cross-cultural management and communication  
Chaired by: Daniel Adams  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B2880

The Power of Support in High-Risk Countries: Compensation and Social Support as Antecedents of Expatriate Work Attitudes (#14)  
*Benjamin Bader*

Cynicism in foreign firms in China (#242)  
*Marina Anna Schmitz; Anna Katharina Hildisch; Fabian Jintae Froese; Yong Suhk Pak*

Reverse diffusion of HRM practices from emerging markets (#249)  
*Michal Lemanski*

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**Session A . 6 . C . 1:****Organizing and Influencing the Value Chain**

Track: Management of the value chain and market entry mode  
Chaired by: Edward Gillmore  
Date & Time: Friday 13 December (08:30 - 10:00 Session A)  
Room: B3010

Stakeholder Influence on Environmental Proactivity of Brazilian Companies (#10)  
*Monica Cavalcanti Sa Abreu; Francisco Cesar Castro; Jose Carlos Lazaro*

Driving a firm's export propensity and export intensity: the role of experience, innovation and international marketing strategy (#60)  
*Eleonora Di Maria; Roberto Ganau*

Backsourcing: A Theoretical Framework (#286)  
*Pooja Thakur Wernz; Christian Wernz*

Successful GAM organisation for companies that supply international retailers and the role of international marketing strategy (#311)

*Bernhard Swoboda; Hanna Schramm-Klein; Christoph Seibel*

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**Session A . 8 . I . 1:**

**Innovation and R&D Spillovers of MNEs**

Track:

Innovation and technology transfer

Chaired by:

Ulf Andersson

Date & Time:

Friday 13 December (08:30 - 10:00 Session A)

Room:

B1580

Collaboration in Knowledge Complexity: An Analysis of MNEs Open-Innovation for New Product Development in China (#89)

*Tariq H. Malik; Jiang Yun; Miao Yu*

Where the Lead Users are: The Distribution of User Innovation across the Industries in Japan(#190)

*Manabu Mizuno; Masae Takimoto; Akimitsu Hirota; Masaaki Takemura*

Multinational Corporations and Spillovers Effects: A Study on the Effects of the Foreign Presence on the Innovative Capacity of SMEs in Minas Gerais-Brazil (#325)

*Cristina Lelis Leal Calegario; Nadia Campos Pereira; Juciara Nunes Alcantara*

The Evolution of Big Questions on R&D Internationalisation: a survey of literature (#330)

*Xingkun Liang; Yongjiang Shi*

Upgrading of EMNEs' acquired subsidiaries in developed countries: an unintended consequence of asset-seeking OFDI? (#375)

*Shaowei He*

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**Session A . 9 . I . 1:**

**Inward FDI, Attractiveness and Business Performance**

Track:

MNEs, governments and local development

Chaired by:

Jyoti Navare

Date & Time:

Friday 13 December (08:30 - 10:00 Session A)

Room:

B1700

Evaluating the impact of institutional inbound open innovation and public R&D support on innovation performance. Evidence from Czech manufacturing enterprises (#77)

*Malgorzata Stefania Lewandowska*

Tax Havens and Firm Performance (#225)

*Chris Jones; Yama Temouri*

The role of social value creation in business model formulation at the bottom of the pyramid – Implications for MNEs? (#241)

*Noemi Sinkovics; Rudolf R. Sinkovics; Mo Yamin*

Attracting FDI to the Region of Lodz by its Local Government (#264)

*Tomasz Dorozynski; Janusz Swierkocki; Wojciech Urbaniak*

Foreign Imported Capital and Industrial Productivity in Egypt (#265)

*Shimaa Elkomy*

A Resource Based View Perspective of Multinationals' Motivations: Evidence from the Case of Ireland (#312)

*Fragkiskos Filippaios; Fatima Annan-Diab*

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### **Break (10:00 – 10:30)**

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#### **Opening Remarks**

Date & time: Friday 13 December (10:30-11:00)

Venue: Lecture Hall (HS)

Professor Kurosch Rezwan, Vice Rector for Research, University of Bremen

Professor Sarianna Lundan, EIBA President

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#### **Plenary Session II**

Date & time: Friday 13 December (11:00-12:30)

Venue: Lecture Hall (HS)

#### **11th Commemorative Panel Session on Influential Contributions to International Business**

##### **Pankaj Ghemawat: From Globalization to Semi-Globalization and De-Globalization**

Professor Pankaj Ghemawat

Professor Alain Verbeke, University of Calgary

Professor Sarianna Lundan, University of Bremen

Chair: Professor Danny Van Den Bulcke, University of Antwerp

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### **Lunch-Break (12:30 – 14:30)**

Venue: Mensa (*food available until 14:00*)

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**Session B . 2 . I . 1:****Emerging Market Investors**

Track: Developments in IB theory

Chaired by: Flávio Bressan

Date & Time: Friday 13 December (14:30 - 16:00 Session B)

Room: B1170

Research on Chinese MNCs(2002-2012): A literature review (#28)

*Diego Quer; Enrique Claver; Laura Rienda*

The vagueness of “Country Specific Advantage” construct: Which Host-CSAs Matters for the Chinese OFDI? (#41)

*Gilmar Masiero; Francisco Urdinez; Mario Henrique Ogasavara*

The categorization of Emerging Market Multinationals' liability of emergingness in advanced markets: a conceptual approach (#91)

*Katrin Held; Nicola Berg*

Political Embeddedness of State MNCs Considerations from Emerging Markets (#117)

*Cong Su; Francesco Ciabuschi; Ulf Holm*

Liabilities of Outsidership and Strategic Asset Seeking By Firms from Emerging Markets (#124)

*Bent Petersen; Rene Seifert Jr*

Reviewing Research of Internationalization of Brazilian Firms: An analysis of the period 2001-2012 (#157)

*Mario Henrique Ogasavara; Gilmar Masiero*

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**Session B . 2 . C . 2:****Subsidiary performance**

Track: Developments in IB theory

Chaired by: Maria Elo

Date & Time: Friday 13 December (14:30 - 16:00 Session B)

Room: B2890

Considering the Local Partner and the Dynamic Aspect of Uncertainty: A Transaction Cost Perspective (#83)

*Alexander H. Wisgickl; Jonas Puck*

Internal Financing and the Performance of Multinational Subsidiaries in Emerging Economies (#113)

*Quyen T.K Nguyen; Alan M. Rugman*

Foreign Acquisitions by Emerging Country Multinationals: Asset Exploitation or Asset Augmentation (#207)

*Peter Buckley; Peter Enderwick; Nicolas Forsans; Surender Munjal*

Innovative capabilities of Indian companies in cross-border acquisitions (#298)

*Filip De Beule; Annabel Sels*

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**Session B . 3 . C . 2:****Internationalization of Born Globals**

Track: The internationalization process and international new ventures  
Chaired by: Krzysztof Obloj  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B3009

Success factors and development barriers of the Polish born global companies. Empirical study results (#165)

*Lidia Danik; Izabela Kowalik*

Learning by Exporting: Short-Term vs. Longer Term Effects of Export Duration on Product Innovations. Do Born Globals Learn Differently? (#177)

*Matthias Baum; Sui Sui*

Maturing Born Global Companies: An Empirical Examination (#189)

*Tamar Almor; Avital Margalit; Shlomo Yedidia Tarba*

The co-development of commitment and competences for international growth of a Born Global firm: an effectuation theory perspective (#364)

*Markus Tapio Raatikainen; Mika Gabrielsson; Saara Julkunen*

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**Session B . 3 . I . 2:****International Entrepreneurship and International New Ventures**

Track: The internationalization process and international new ventures  
Chaired by: Jörg Freiling  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B3850

International Entrepreneurship in Agribusiness (#99)

*Walter Fernando Araújo de Moraes; Yakara Vasconcelos Pereira Leite*

Should I Stay or Should I Go? The Role of Entrepreneur's Emotions in International Exit (#143)

*Yangpei Lin; Volker Mahnke*

Foreign operation modes of international new ventures: extending current theories with entrepreneurial viewpoint (#145)

*Peter Gabrielsson; Mika Gabrielsson*

Social Cosmopreneurs: Acting Social at a Glocal level (#173)

*Igor Kalinic; Max J. Pater*

Early and accelerated internationalization: the role of the niche strategy (#174)

*Stefano Denicolai; Birgit Hagen; Monica Masucci; Antonella Zucchella*

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**Session B . 5 . C . 2:****Work and Cultural Values in International Settings**

Track: HRM, cross-cultural management and communication  
Chaired by: Marina Schmitz  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B3010

Generational Shifts in Managerial Values and the Coming of a Global Business Culture (#25)  
*André van Hoorn*

Does top management internationalization affect top management compensation? An empirical study from Germany's DAX firms (#78)  
*Stefan Schmid; Dennis Julien Wurster*

Consequences and Antecedents of Absorptive Capacity in a Cross-Cultural Context (#214)  
*Daniel Adams; Malte Brettel*

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**Session B . 6 . I . 1:****Sourcing and the Value Chain**

Track: Management of the value chain and market entry mode  
Chaired by: Monica Abreu  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B1700

New patterns of German production relocation and backshoring activities after the global economic crisis? (#220)  
*Steffen Kinkel; Christoph Zanker*

What Drives Differences in Offshore Sourcing Decisions? Multi-level Analysis of Drug Development in Biopharmaceutical Industry (#263)  
*Pooja Thakur Wernz; Christian Wernz*

Constituents of mutual satisfaction in offshore outsourcing relationships (#276)  
*Alexandre Mpasinas*

Country Specific Advantages as Predictor for Outsourcing Success: a Meta-Analysis (#315)  
*Philipp Dahlgrün*

Environmental Characteristics and Business Networks as Modes of Influence on Offshoring (#344)  
*Edward William Gillmore*

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**Session B . 7 . C . 1:****The Role of the HQ**

Track: Headquarters-subsidiary relations and knowledge transfer  
Chaired by: Hermann-Hennig Niemann  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B2880

The Impact of Distance on Subsidiary Decision-making Autonomy (#12)

*Dut Van Vo; Gjalt de Jong; Sjoerd Beugelsdijk*

Am I any worth to my parent? A Longitudinal Analysis of Regional Headquarters' Added Value (#183)

*Perttu Kähäri*

Headquarters deployment of capabilities in the MNC: The problem of activity and conceptual fit (#187)

*Olof Lindahl; Francesco Ciabuschi; Henrik Dellestrand; Ulf Holm*

Evaluating The Role of Headquarters in Contemporary MNCs (#193)

*William G. Egelhoff; Joachim Wolf*

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**Session B . 8 . I . 2:****Innovation in the Context of Subsidiaries, Networks and Communication**

Track: Innovation and technology transfer  
Chaired by: Manabu Mizuno  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B3770

Influence of internal and external relationships of foreign subsidiaries on innovation performance. Evidence from Germany, Czech Republic and Romania (#65)

*Tomasz Golebiowski; Malgorzata Stefania Lewandowska*

Knowledge creation and sharing and the Integration-Responsiveness framework: The role of functional activities of the MNC subsidiary (#324)

*Odile E. M. Janne; Paz Estrella Tolentino; Pi-Chi Chen*

The differential impact of geographical concentration and technological concentration on MNE international knowledge creation and integration (#350)

*Yen-Chen Ho*

Complementarity and Substitution in the Knowledge Networks of R&D Subsidiaries (#114)

*Ulf Andersson; Suma Athreye; Georgios Batsakis*

Sino-Foreign University Alliance and its Implication: An Analysis of the Development in the Chinese University Reputation (#341)

*Tariq Hussain Malik; Yanzhi Zhao*

The influence of information and communication technologies (ICTs) on the globalisation of firms: An analysis based on organisation theories (#342)

*Thomas Borghoff*

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**Session B . 9 . I . 2:****Transparency and Government Policy**

Track: MNEs, governments and local development  
Chaired by: Tim Devinney  
Date & Time: Friday 13 December (14:30 - 16:00 Session B)  
Room: B1580

The Effect of Firm Characteristics, Industry Drivers and Environmental Influences on Export Intensity of MNE Subsidiaries (#101)

*Pavlos Dimitratos; Dimitris Manolopoulos; Emmanuella Plakoyiannaki*

Ambidextrous Relationships Between MNCs and Governments: Transparency vs. Opacity (#211)

*Cecilia Pahlberg; Pervez Ghauri; Amjad Hadjikhani*

Transparency and Inward Investment Incentives (#223)

*Frederick Lehmann; Ana Teresa Tavares-Lehmann*

Booming of Shanzhai Mobile Phone Companies in China – the Lessons for Foreign Firms (#273)

*Qing Cao*

International Business in a Hostile Environment: The Case of Greece (#294)

*Aristidis Bitzenis; Vasileios Vlachos; Friedrich Schneider*

Outward FDI policy in China and in European Union (#310)

*Witold Wilinski*

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**Event: EIBA Book Launch: 'International Business and Sustainable Development'  
Is There Sustainable Value Added for New Scholars in Publishing Book Chapters?**

Date & Time: Friday 13 December (14:30 - 16:00 Session B)

Room: B2900

Chairs: Rob van Tulder & Alain Verbeke

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**Coffee-Break (16:00 – 16:30)****GW2; Level 3-hall**

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**Session C . 1 . C . 2:****Globalization and its limits**

Track: Transnational firms, markets and institutions  
Chaired by: Murod Aliyev  
Date & Time: Friday 13 December (16:30 - 18:00 Session C)  
Room: B2900

Understanding Protectionism: Happiness and the Welfare Consequences of Trade (#98)

*André van Hoorn; Yao Pan*

Why the institutional distance literature is about institutions, not distance (#371)

*Robbert Maseland; André van Hoorn*

Gift of Tongues: Translation as Institutional Work (#372)  
*Rebecca Piekkari; Susanne Tietze*

The Governance of the Global Factory (#379)  
*Peter Buckley; Roger Strange*

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**Session C.2.I.2:**

**Cultural distance**

Track: Developments in IB theory  
Chaired by: Torben Pedersen  
Date & Time: Friday 13 December (16:30 - 18:00 Session C)  
Room: B1700

Psychic distance and cultural distance: Revisiting the research over the last two decades (#149)  
*Nuno Rosa Reis; Joao Carvalho Santos*

The Role of Mindset in International Success (#172)  
*Elisa Kallio; Peter Zettinig*

Cultural Distance, Socialization Dynamics, and Governance Structures: Further Challenges for the Modern Corporation (#196)  
*Christian Cordes; Sarianna M. Lundan; Georg Schwesinger*

The Social Construction of Liability of Foreignness (LOF): Incumbents' Strategies against Foreign Entry (#329)  
*Maria Elo; Alex Bitektine*

Are the MBA Programs Preparing Professional for Executive Strategic Demands? An introductory study (#346)  
*Flávio Bressan; Geraldo Luciano Toledo*

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**Session C.3.C.3:**

**Capabilities, Knowledge, Learning and Institutions in the Firm Internationalization Process**

Track: The internationalization process and international new ventures  
Chaired by: Igor Kalinic  
Date & Time: Friday 13 December (16:30 - 18:00 Session C)  
Room: B3009

Foreign Market Knowledge and Innovative Performance of Emerging Economy Firms (#46)  
*Christopher Williams; Jiqing Zhu*

Knowledge-acquisition strategies and the effects on market knowledge – profiling the internationalizing firm (#54)  
*Niklas Åkerman*

Something old, something new: learning cycles in the internationalization process of emerging market firms (#102)

*Krzysztof Obloj; Aleksandra Wasawska; Mariola Ciszewska-Mlinaric*

Institutions and diversification of international markets: A study of clothing manufacturers from Tanzania and Kenya (#267)

*Deusdedit Rwehumbiza; Md. Noor Un Nabi; Utz Dornberger*

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**Session C.3.I.3:**

**Internationalization of SMEs**

Track: The internationalization process and international new ventures

Chaired by: Rafal Sliwinski

Date & Time: Friday 13 December (16:30 - 18:00 Session C)

Room: B1580

International Opportunity Creation Among Biotechnology SMEs (#29)

*Tanja Kontinen; Presenter: Pavlos Dimitratos*

Accompaniment structures and SMEs' Internationalization process in emerging economies (#88)

*Noémie Dominguez*

Radical Innovations and Internationalisation in Small Firm Development (#162)

*Anita Juho; Tommi Niemi; Anita Juho; Tuija Mainela*

The Effect of Political Knowledge, Political Turbulence and Their Interaction on Uncertainty in the Internationalization Process of SMEs (#176)

*Mikael Hilmerston; Susanne Sandberg; Firouze Pourmand Hilmerston*

Internationalization and Service Innovation of SMEs: The Differing Impacts of Entrepreneurial Orientation and Human Capital (#233)

*Anna Kunttu; Lasse Torkkeli*

Entrepreneurial Effectuation and Internationalization of Small Software Exporting Firms of Bangladesh (#277)

*Md. nur Alam; Md.Noor Un Nabi; Utz Dornberger*

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**Session C.4.I.1:**

**International Accounting and Finance**

Track: Finance, accounting and corporate governance

Chaired by: Trond Randoy

Date & Time: Friday 13 December (16:30 - 18:00 Session C)

Room: B1170

Explanation of value creation and destruction in cross-border M&A in the financial industry (#80)

*Timur Carl-Heinz Tretner; Stefan Eckert; Yvonne Seifrin*

Management of Foreign Exchange Risk by SMEs: Development of a Conceptual Framework (#161)

*Vu Hung Dang; Val Lindsay; Hongzhi Gao; Leigh Roberts*

The role of relational capital in raising of venture capital for new venture internationalization (#6)  
*Fan Wang; Petri Ahokangas*

Budgeting Challenges and Proposals for Transnational Firms (#226)  
*Fernando Carlos Rodrigues Cortezi; Ronaldo Couto Parente*

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<b>Session C . 5 . C . 3:</b>	<b>Social Capital, Networks and Communication</b>
Track:	HRM, cross-cultural management and communication
Chaired by:	Anna Katharina Hildisch
Date & Time:	Friday 13 December (16:30 - 18:00 Session C)
Room:	B3010

Linking Social Capital to Negative Intergroup Bias in MNEs: Evidence from Global Virtual Teams (#119)  
*Pekka Vahtera; Peter Buckley; Jeremy Clegg; Adam Cross*

The impact of external team members on internal team processes and project speed – A two country perspective (#144)  
*Kai Oberschmidt; Malte Brettel*

The positive sides of language diversity in the MNC (#271)  
*Nathalie Aichhorn*

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<b>Session C . 6 . C . 2:</b>	<b>New Perspectives on Entry Mode Research</b>
Track:	Management of the value chain and market entry mode
Chaired by:	Georg Schwesinger
Date & Time:	Friday 13 December (16:30 - 18:00 Session C)
Room:	B2880

Finding Paths in The Forest: A Meta-Analytic Study on Entry Mode Determination (#4)  
*Ryan Weiqiang Tang; Timothy M. Devinney; Peter J. Buckley*

Contextualizing the relationship between parent firm's size and the choice between greenfield and acquisition: A meta-analysis (#38)  
*Hendrik Klier; Desislava Dikova; Christian Schwens*

What motivates German companies to agree to be sold to Chinese investors? The case of Chinese acquisitions in the German automotive sector (#115)  
*Simona Gentile-Lüdecke*

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**Session C . 7 . I . 1:****HQ Impact and Decision-making**

Track: Headquarters-subsidiary relations and knowledge transfer  
Chaired by: Gjalt De Jong  
Date & Time: Friday 13 December (16:30 - 18:00 Session C)  
Room: B3770

Sell it or leave it? - The Impact of CEO Characteristics on Strategic Divestitures (#31)

*Hermann-Hennig Niemann; Christian Georgi; Michael Brandau; Jan Mammen*

Searching for a value-adding positioning: The changing role of regional headquarters for Central and Eastern Europe (#71)

*Arnold Schuh*

Untangling the decision making process between HQs and subsidiaries: The case of Greek multinational corporations (#130)

*Marina Papanastassiou; Robert Pearce; Evis Sinani; Bersant Hobdari*

Extra Regional Headquarters as Competence-Creating Subsidiaries: A Dynamic View in the Network MNC (#182)

*José Pla-Barber; Cristina Villar; Anoop Madhok*

Employee stock-ownership plans in MNEs – A headquarter practice acceptance model to explain subsidiary behavior during the enrolment period (#244)

*Ulrike Zschoche; Jana Oehmichen; Michael Wolff*

Communicating Business Opportunities from the Periphery to Headquarters in Multinational Corporations (#95)

*Hammad ul Haq; Rian Drogendijk; Desiree Holm*

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**Session C . 9 . C . 1:****MNEs and Institutional Issues**

Track: MNEs, governments and local development  
Chaired by: Fragkiskos Filippaios  
Date & Time: Friday 13 December (16:30 - 18:00 Session C)  
Room: B2890

Institutional Determinants of FDI Inflows in the Primary Sectors (#93)

*Asmund Rygh; Kristine Torgersen; Gabriel R.G. Benito*

Subnational variation and foreign affiliate performance: The influence of productivity, agglomeration and institutional conditions across cities in China (#126)

*Conor Malachy McDonald; Peter Buckley; Adam Cross; Hinrich Voss*

The Influence of Immigrant Social Capital on Foreign Direct Investment in the Presence Of Institutional Risks (#234)

*Chengguang Li; Rodrigo Isidor; Rudy Kabst*

Fdi and Institutions: Formal and Informal Institutions (#274)

*Aljaz Kuncic; Andreja Jaklic*

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**Session C . 1 . P . 1:**

**Panel: Reconciling International Business and Strategic  
Management: Dynamic Capabilities and the Theory of the MNE**

Track:

Transnational firms, markets and institutions

Date & Time:

Friday 13 December (16:30 - 18:00 Session C)

Room:

B3850

Reconciling International Business and Strategic Management: Dynamic Capabilities and the Theory of the MNE (#164)

*Lars Matysiak; Alan M. Rugman; Jean-Francois Hennart; Thomas Hutzschenreuter; Alain Verbeke*

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## Saturday 14 December

### Session D . 1 . I . 1:

### MNEs and Stakeholder Management

Track: Transnational firms, markets and institutions  
Chaired by: Ulf Elg  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B1170

The development of a framework for MNCs in stakeholder engagement and sustainable development (#5)

*Jo Rhodes; Peter Lok; Bruce Bergstrom*

How to Make India's Retail Liberalisation More Inclusive for the Agricultural Sector (#32)

*Aimée Hampel-Milagrosa, Hauke Brankamp, Thomas Cremer, Alexander Haddad, Katharina Pannwitz, Franziska Wehinger*

Multi-stakeholder Initiatives for Sustainable Beef Standards (#87)

*Luciana Marques Vieira; Alexia Hoppe*

Social disclosure of Brazilian and UK firms in light of Stakeholder Theory, Legitimacy Theory and Voluntary Disclosure Theory (#107)

*Marcelle Colares Oliveira; Jonas Ferreira Araujo Junior; Vera Maria Rodrigues Ponte; Maisa de Souza Ribeiro*

Strategic Sustainability Management and Export Performance of Industrial Companies of the Brazilian Rubber Artifacts Sector (#123)

*Carlos Henrique da Rocha Vencato; Clandia Maffini Gomes; Jordana Marques Kneipp; Roberto Schoproni Bichueti*

Organizing corruption controls after a scandal: Change processes in legitimation strategies and institutional environments (#222)

*Stefan Schembera; Andreas Georg Scherer*

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### Session D . 2 . I . 3:

### Institutional Environment and MNEs

Track: Developments in IB theory  
Chaired by: Ernesto Tapia Moore  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B1580

The embedded multinational enterprise: Literature review on institutions and its relationship with culture in international business studies (#43)

*Anna Katri Maria Karhu; Innan Sasaki*

Could it be that a relevant theoretical approach from institutional economics has been ignored by the international business field? A case study (#247)

*Ilan Avrichir; Laura Mac Lennan*

Institutional Environment, Internationalization Process and Exportation Performance (#289)

*Renata B. Oliveira; Walter Fernando Araujo de Moraes; Erica Piros Kovacs*



The Role of the Home Governments in the Outward Foreign Direct Investment: A Study of China and Russia (#326)

*Marin Alexandrov Marinov; Svetla Trifonova Marinova*

International Diversification: A Perspective from Large Emerging Market Multinationals (#332)

*Jorge Carneiro; Henrique Pacheco; Sylvia Moraes; Victor Amaral; Gilberto Figueira da Silva*

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**Session D . 3 . C . 4:**

**Internationalization and Performance**

Track:

The internationalization process and international new ventures

Chaired by:

Ioannis Thanos

Date & Time:

Saturday 14 December (08:30 - 10:00 Session D)

Room:

B3009

The Moderating effects of environmental hostility and political behavior on the relationship between International Entrepreneurial Orientation and Foreign Performance (#141)

*Ioannis Thanos; Pavlos Dimitratos; Panagiota Sapouna*

Financial or operational? A closer look at the measurement of international performance for born global firms (#168)

*Stephan Gerschewski; Simon Shufeng Xiao*

Ownership, internationalization and performance (#195)

*Gabriel R.G. Benito; Asmund Rygh; Randi Lunnan*

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**Session D . 3 . I . 4:**

**Born Globals**

Track:

The internationalization process and international new ventures

Chaired by:

Michael-Jörg Oesterle

Date & Time:

Saturday 14 December (08:30 - 10:00 Session D)

Room:

B3010

Born Globals - Is there Fire Behind the Smoke? (#53)

*Eliane Choquette; Morten Rask; Davide Sala; Philipp J.H. Schroder*

Drivers of Organizational Learning in Case of 'Born Transnationals' – First Empirical Evidence (#84)

*Jörg Freiling; Mareike Schmidt*

On the survival and growth of new ventures: the moderator effect of internationalisation timing and commitment (#290)

*Francisco Puig; Miguel Gonzalez-Loureiro; Pervez N. Ghauri*

Internationalization as an Antecedent of Innovation: An Exploratory Study (#301)

*Aurora Carneiro Zen; Mohamed Amal; Wagner Soares Fernandes dos Santos*

Evolution of the internationalizing SME: what are the critical factors that affect the evolution from one stage of internationalization to another? (#304)

*Heini Vanninen; Olli Kuivalainen; Sami Saarenketo*

Characteristics of Born Globals from a Transition Economy (#359)

*Mirosław Jarosinski*

**Session D . 5 . I . 1:****Measuring Cultural Distance and Values in HRM**

Track: HRM, cross-cultural management and communication  
Chaired by: Walter Moraes  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B3850

National Culture and Internationalization Processes: How Much Do We Know? (#34)  
*Cristina López-Duarte; Marta Vidal-Suarez; Belen Gonzalez-Diaz*

Measuring Cultural Distance for IB Research: An Experimental Approach (#44)  
*Ryan Weiqiang Tang*

Value-Oriented Change Communication: How Power Distance-Orientation Moderates the Behavioral Reactions of Change Recipients (#118)  
*Sevda Yükses; Sigrid Bekmeier-Feuerhahn*

Culture as a determining factor in transnational business (#239)  
*Ulrike Notarp*

Estimates of regional cultural distances: the example of regions in Europe (#258)  
*Urmas Varblane; Anneli Kaasa; Maaja Vadi*

The Effect of Culture on Managerial Risk-Taking (#339)  
*Hosei Hemat; Ulku Yuksel*

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**Session D . 5 . I . 2:****New Perspectives on Cultural Intelligence and Global Mindset**

Track: HRM, cross-cultural management and communication  
Chaired by: Marjaana Gunkel  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B1700

Management practice transfer: International assignees and cultural intelligence (#49)  
*Lena Zander; Christina L Butler*

The Role of Cultural Intelligence on Global Team Performance (#116)  
*Katja Einola; Peter Zettinig*

Developing a global mindset: A case study (#139)  
*Joost Bückler; Yvan Romo-Leroux*

Contemporary Chinese Business Culture Through the Lenses of the Insiders and Westerners (#358)  
*Thi Song Hanh Pham; Matthias Sandmann*

Corporate Global Mindset - measurements and organizational interventions (#374)  
*Joerg Hruby; Bjoern Peiter*

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**Session D . 6 . I . 2:****Services and Intangibles**

Track: Management of the value chain and market entry mode  
Chaired by: Constantina Kottaridi  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B3770

International Configuration and Coordination of Marketing Activities (#73)  
*Stefan Schmid; Ulrike Mayrhofer; Philipp Grosche*

International Sourcing of Service MNEs – A Competitive Perspective (#181)  
*Wolfgang Markus Gleich; Bjoern R. Schmeisser*

Service-Dominant Logic as Micro Foundation of Dynamic Capabilities: An Organizational Learning Perspective (#255)  
*Sven M. Laudien; Birgit Daxboeck*

The role of export intermediators: a study of small Finnish food firms (#278)  
*Ulla Elsa Eliina Lehtinen; Petri Ahokangas; Jinghui Lu*

Drivers from offshore outsourcing to own brand manufacture: an exploratory comparison why and why not (#306)  
*Raquel Meneses; Paulo Gomes*

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**Session D . 7 . C . 2:****Subsidiary Initiatives**

Track: Headquarters-subsidiary relations and knowledge transfer  
Chaired by: Konstantinos Rotsios  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B2890

The Choice of Entry Modes in Foreign Markets and Subsidiary Performance: Evidence from Brazilian Multinationals (#335)  
*Augusto Arenaro e Mello Dias; Angela Da Rocha; Jorge Ferreira da Silva*

Issue-selling Tactics in Subsidiary Initiatives: Evidence from German Subsidiaries in France and French Subsidiaries in Germany (#24)  
*Christoph Dörrenbächer; Jens Gammelgaard*

Strategizing at the periphery: Subsidiary strategy as mastering mandate evolution (#224)  
*Pamela Sharkey Scott; Esther Tippmann; Donal O'Brien*

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**Session D . 8 . C . 1:****Innovation, Knowledge Creation and Transfer**

Track: Innovation and technology transfer  
Chaired by: Yoo Jung Ha  
Date & Time: Saturday 14 December (08:30 - 10:00 Session D)  
Room: B2900

What Explains Better the Success of Cross-border Technology Transfers in MNCs: Traditional Coordination Instruments or Modern Management Concepts? (#21)  
*Joachim Wolf; William G. Egelhoff; Christian Rohrlack*

The Adventurous Gene – Technological Imprinting in the International Growth of the Multinational Corporation (#179)

*Philip Kappen; Katarina Blomkvist; John Cantwell; Philip Kappen; Ivo Zander*

Control of Innovations in International Product Development Collaborations (#202)

*Susanne Johanna Scherer; Jonas Puck; Igor Filatotchev*

Explorative Analysis of Antecedents and Consequences of Strategic Flexibility on Firm Performance in the Context of Business Model Evolution (#15)

*Ruth Steinhauer; Joachim Zentes*

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**Session D . 9 . C . 2:**

**Investment Policy, Trade and FDI**

Track:

MNEs, governments and local development

Chaired by:

Vikrant Shirodkar

Date & Time:

Saturday 14 December (08:30 - 10:00 Session D)

Room:

B2880

FDI Determinants in Least Recipient Regions: The Case of Sub-Saharan Africa and Mena (#137)

*Godwin Chika Okafor; Jenifer Piesse; Allan Webster*

Bilateral Investment Treaties and International Joint Ventures (#227)

*Christopher Williams; Tatiana Lukoianova*

An Examination of Bilateral Investment Treaties and their Impact on Foreign Direct Investment: the Swiss Experience (#243)

*Ruth Rios-Morales; Max Schweizer; Dragan Gamberger; Dominique Ursprung*

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**Session D . 1 . P . 2:**

**Panel: IB Education**

Track:

Transnational firms, markets and institutions

Date & Time:

Saturday 14 December (08:30 - 10:00 Session D)

Room:

B1400

Alternative Approaches & Trends in Online Teaching for International Business Education (#287)

*Ronaldo Couto Parente; David Wernick; Jose Mauricio Geleilate; Henrique Heidtmann Neto; Richard Fonseca*

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**Coffee Break (10:00 – 10:30)**  
**GW2; Level 3-hall**

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**Session E . 1 . I . 2:****Institutional Constraints and MNE Activity**

Track: Transnational firms, markets and institutions  
Chaired by: Tiina Ritvala  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B1580

Extending the market power of MNEs in accordance with the EU antitrust rules (#96)  
*Magdalena Sliwinska*

Brazilian Multinationals and Ownership Mode Choice: The Influence of Host Country Institutions and Firm Characteristics (#146)  
*Henrique De Azevedo Avila; Angela Da Rocha*

Anticipation or Risk Aversion?: FDI Inflows after the Enlargement in the EU An Empirical Analysis of Korean FDI on the CEECs (#259)  
*Jae Hoon Hyun; Jong-Kun Jun*

The Deinstitutionalisation Of Nuclear Energy within The EU Single Energy Market (#281)  
*Francesca Ciulli; Ans Kolk; Johan Lindeque*

The governance of offshoring and its effects at home The role of codetermination in the fragmentation of production of German firms (#282)  
*Alessandro Bramucci; Antonello Zanfei*

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**Session E . 2 . I . 4:****Management of the MNE**

Track: Developments in IB theory  
Chaired by: Svetla Marinova  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B3770

Convergence and Divergence in Europe: Human Resource Management as Driver for International Competitive Advantage (#57)  
*Christian Scholz; Stefanie Müller*

What knowledge about the strategy implementation International Business literature can offer for the MNCs? (#81)  
*Aušrinė Šilenskytė*

Heterogeneity and distance. How do differences across regions, firms and functions affect FDI location decisions? (#131)  
*Davide Castellani; Giulio Giangaspero; Antonello Zanfei*

Measuring Market-Seeking Internationalization and its Impact (#158)  
*Sandra Seno Alday*

Reproducing the Perceived Environmental Uncertainty 3 measure (#185)  
*Ernesto J. Tapia Moore*

Adapting Adaptation: Expanding Adaptive Strategy Theory to Account for the East Asian Business Environment (#206)  
*Randy Fowler*

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**Session E . 3 . C . 5:****International Expansion: International Top Managers, Family Control and International Market Entry Modes**

Track: The internationalization process and international new ventures  
Chaired by: Marcin Soniewicki  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B3009

Twice as smart or too clever by half? TMT international orientation and performance of cross-border acquisitions (#197)

*Suparna Ray; Dorota Piaskowska; Rajesh Tharyan; Grzegorz Trojanowski*

What happens to exports when the family takes over? (#275)

*Joaquín Monreal-Pérez; Aoife Hanley; Gregorio Sanchez-Marin*

The role of the local partner in the choice between International Alliances and Joint Ventures (#316)

*Francisco Figueira de Lemos; Tatiana Anisimova*

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**Session E . 3 . I . 5:****Internationalization Processes of Firms - Focusing on Products, Industries and Countries**

Track: The internationalization process and international new ventures  
Chaired by: Niina Nummela  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B1410

How Creative Professional Service Firms Internationalise: A New Model? (#7)

*Deirdre McQuillan; Pamela Sharkey-Scott; Vincent Mangematin*

Internationalisation Process of Fast Moving Consumer Goods (FMCG): The case of Protected Designation of Origin (PDO) firms in Greece (#61)

*Symeon Mandrinos; Konstantinos Poulis*

Dynamic Capabilities and Internationalising High-Tech SME Firms: A Problematisation Approach (#245)

*Alexandra Katie Kriz; Catherine Lynelle Welch; Ranjit Voola*

Strong competitors or survivors at the edge: Why and how Russian IT firms compete internationally? (#368)

*Irina Mihailova; Marina Latukha; Andrei Panibratov*

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**Session E . 4 . C . 2:****International Accounting and Finance**

Track: Finance, accounting and corporate governance  
Chaired by: Sougand Golesorkhi  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B2900

A Global Assessment of Microbank Regulation and Earnings Quality (#170)

*Trond Randøy; Leif Atle Beisland; Roy Mersland*

An empirical investigation of disclosure practices of foreign multinational corporations in Australia (#205)

*Zahid Riaz; Sangeeta Ray; Vikas Kumar; Pradeep Ray*

The Impact of Foreign Directors on Board Compensation in Emerging African IPO Firms (#302)

*Bruce Allen Hearn*

Group and Individual Lending in Microfinance (#348)

*Roy Mersland; Oystein Strom*

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**Session E . 5 . I . 3:**

**Host Country Perspective and Localization of HRM Practices**

Track: HRM, cross-cultural management and communication

Chaired by: Marina Papanastassiou

Date & Time: Saturday 14 December (10:30 - 12:00 Session E)

Room: B3850

National Identity and Cross Border Business Focus of Expatriate and National Managers in the UAE (#79)

*Ramudu Bhanugopan; Dianne Bealer*

Succession Planning for Localization of Human Resources: Perceptions of Expatriate and National Managers (#212)

*Ramudu Bhanugopan; Justin Williams*

Influence of localization on host country nationals' withdrawal cognition in China: The moderating effect of demographics (#238)

*Azusa Hitotsuyanagi; Fabian Jintae Froese; Yong Suhk Pak*

Research Challenges in International Human Resource Management. MNCs perspective in Spain (#279)

*Teresa Gabriela Hernández-Lechuga; Marta Muniz-Ferrer; Amaia Arizkuren-Eleta*

The Impact of National Culture on the Utilization of Human Resource Management Practices in Transforming Russia (#256)

*Sven M. Laudien; Jana Gruner*

Adaptation of Instrument Measuring Intercultural Competences in College Students (#237)

*Manoel Guedes Neto; Ilan Avrichir*

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**Session E . 5 . C . 4:**

**Country-of-origin, International Brands and Export Performance**

Track: HRM, cross-cultural management and communication

Chaired by: Alexei Koveshnikov

Date & Time: Saturday 14 December (10:30 - 12:00 Session E)

Room: B2880

Marketing strategy adaptation and export performance relationship in SME exports - moderating effects of situational factors (#67)

*Minnie Kontkanen; Jorma Larimo; Pavlos Dimitratos; Birgit Hagen; Antonella Zucchella*

The effects of competition among service firms from the same country-of-origin abroad (#251)  
*Miriam Zschoche; Markus Reisinger*

Drivers of willingness to buy: a comparison between country-of-origin and brand (#266)  
*Sergio Garrido Moraes; Vivian Lara Strehlau; Reynaldo Dannecker Cunha*

How frontline managers mould local markets: Influence of capability exploitation and brand orientation on market-driving behaviour and performance (#297)  
*Fatima Wang; Kannika Leelapanyalert; Pervez N. Ghauri; Mia Hsiao-Wen Ho*

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**Session E . 6 . I . 3:**

**Managing Alliances and Networks**

Track: Management of the value chain and market entry mode  
Chaired by: Susana Costa e Silva  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B1170

Factors affecting the Choice between International R&D and Manufacturing Alliances: The Impacts of Multi-level Distance (#22)  
*Jeongho Choi; Sengun Yeniyurt*

Strategic Networks for Value Creation: Evidence from M&A in the European stainless steel industry (#48)  
*William Y. Degbey; Melanie E. Hassett*

Small-firm networks, dynamics of development and strategies for consolidation: Evidences from the Brazilian context (#199)  
*Douglas Wegner; Ingridi Vargas Bortolaso; Patrines Aparecida Franca Zonatto*

Networking to go International: Firm Competencies and Exports of SMEs (#219)  
*Constantina Kottaridi; Spyros Lioukas*

Cross-border alliances in emerging markets: understanding the role of the interplay between trust and control (#229)  
*Gianluca Marchi; Giuseppe Nardin; Elisa Martinelli*

The influence of relational capital on the success of international alliances (#230)  
*Susana Costa e Silva; Carlos Manuel Sousa*

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**Session E . 7 . I . 2:**

**Subsidiary Roles and Joint Ventures**

Track: Headquarters-subsidiary relations and knowledge transfer  
Chaired by: Christoph Dörrenbächer  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B1700

Knowledge Transfer in Greek Ijvs: The Role of Trust, Partner Compatibility and Prior Experience (#64)  
*Konstantinos Rotsios; Nikolaos Sklavounos; Yannis Hajidimitriou*



R&D Activities in Overseas R&D Subsidiaries of Japanese Multinationals in the EU: A Case Study on Autonomy, External/Internal Linkages with Local in R&D Activities of Japanese Multinationals in the EU (#105)

*Hideki Shimizu-Tanaka*

Evolution of a Subsidiary Role in the Value Chain of a Multinational Enterprise – A Qualitative Study (#200)

*Marlena Monika Dzikowska*

Initiative-taking, Improvisational Capability, and Business Model Innovation in Emerging Markets (#175)

*Yangfeng Cao*

Subsidiary Initiative Framework: Understanding Drivers, Challenges and Success Tactics (#221)

*Esther Tippmann; Pamela Sharkey Scott; James Carroll*

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**Session E . 9 . C . 3:**

**CSR and business diplomacy in MNEs**

Track: MNEs, governments and local development

Chaired by: Angharad Miller

Date & Time: Saturday 14 December (10:30 - 12:00 Session E)

Room: B2890

The Effects of Stakeholders Groups on MNEs' Corporate Social Responsibility Practices (#17)

*Agnieszka Chidlow; Byung Park*

Business Diplomacy in Multinational Firms: A Study into its Determinants (#120)

*Huub J.M. Ruel; Floris Betlem; Tim Wolters; Harry Van Der Kaap*

An exploration of commercial diplomacy as a set of facilities to support international business to and from emergent markets (#132)

*Huub J.M. Ruel; Robin Visser*

Ethical lobbying? Explaining foreign firms' politically-oriented CSR activities in emerging economies: Role of resource importance, managerial ties and international subsidiary integration (#184)

*Vikrant Shirodkar; Eshani Beddewela*

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**Session E . 1 . P . 3:**

**AIB – Western Europe Region Panel on “The New Multinationals and their local Institutions: Making a Virtue out of Necessity”**

Track: Transnational firms, markets and institutions

Date & Time: Saturday 14 December (10:30 - 12:00 Session E)

Room: B3010

AIB – Western Europe Region Panel on “The New Multinationals and their local Institutions: Making a Virtue out of Necessity” (#260)

*Filip de Beule; Jose Pla-Barber; Torben Pedersen; Pervez N. Ghauri; Rajnesh Narul; Angels Dasí; Cristina Villar*

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**Session E . 1 . P . 4:** **Panel: Development and Prospects of East Asian Investments in Europe**

Track: Transnational firms, markets and institutions  
Date & Time: Saturday 14 December (10:30 - 12:00 Session E)  
Room: B1400

Development and Prospects of East Asian Investments in Europe (#356)

*Hinrich Voss; Sierk Horn; L. Jeremy Clegg; Astrit Sulstarova; Roger Strange; Agnieszka McCaleb; Ágnes Szunomár*

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**AIB Western Europe Chapter Meeting**

Date & Time: Saturday 14 December (12:00 – 13:00)  
Venue: GW2  
Room: B3010

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**Lunch-Break (12:00 – 14:00)**

Venue: Mensa

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**Session F . 1 . C . 3:** **Standards and Partnerships**

Track: Transnational firms, markets and institutions  
Chaired by: Magdalena Sliwinska  
Date & Time: Saturday 14 December (14:00 - 15:30 Session F)  
Room: B2900

The Role of International Environmental Standards for Firm Success: Integrating Resource-Based and Institutional Theorizing (#72)

*Christian Schwens; Marcus Wagner*

MNCs and local cross-sector partnerships: a managerial sensemaking approach (#90)

*Tiina Anna-Maria Ritvala; Per Andersson; Asta Salmi*

The evolution of the Transnational Corporation: Mechanisms transforming Unilever into a Neo Global Corporation (#218)

*Jacqueline Mees-Buss*

Internationalization Through Social Exchange Relationships in Emerging Markets (#262)

*Ulf Elg; Pervez Ghauri; Janina Schaumann*

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**Session F . 2 . I . 5:**                      **Internationalization Process**  
Track:    Developments in IB theory  
Chaired by:                                      Tilo Halaszovich  
Date & Time:                                      Saturday 14 December (14:00 - 15:30 Session F)  
Room:    B1170

Internationalisation of INVs from Developed Countries Into Emerging and Developing Markets:  
Conceptual Framework of the Subsequent Stage of INV Internationalisation (#136)  
*Dominik Chahabadi; Meena Chavan*

Exploring the relationship between university internationalization and university autonomy: Toward  
a theoretical understanding (#142)  
*Romeo V. Turcan; Valeria Gulieva*

A network view on cross-border pre-acquisition processes - the case of Atlas Copco's acquisition of  
Turkish Ekomak (#148)  
*Anna Bengtson; Siavash Alimadadi*

Inward Internationalization Processes (#343)  
*Alicia Rodriguez Marquez; Alvaro Cuervo-Cazurra*

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**Session F . 3 . I . 6:**                      **Knowledge, Learning, Experience and Trust in the  
Internationalization Process**  
Track:    The internationalization process and international new ventures  
Chaired by:                                      Tamar Almor  
Date & Time:                                      Saturday 14 December (14:00 - 15:30 Session F)  
Room:    B3770

Experiential-knowledge acquisition strategy of the internationalizing firm: Profiles and performance  
(#55)  
*Niklas Åkerman*

International Joint Ventures embeddedness and Knowledge sharing (#58)  
*Jeong-Yang Park; Simon Harris*

The two sides of alliance management capability in SMEs' international alliance (#235)  
*Bernardo Balboni; Marina Vignola; Guido Bortoluzzi*

The characteristics and intensity of knowledge management and market orientation in the  
internationalization process of Polish private and state owned enterprises (research results)(#376)  
*Marcin Tadeusz Soniewicki*

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**Session F . 3 . I . 7:**                      **Exports, FDI and the Product Dimension in International Business**  
Track:    The internationalization process and international new ventures  
Chaired by:                                      Alain Chevalier  
Date & Time:                                      Saturday 14 December (14:00 - 15:30 Session F)  
Room:    B1410

What drives export performance in emerging markets? A resource-based approach (#163)  
*Maria Chiarvesio; Guido Bortoluzzi; Eleonora Di Maria; Raffaella Tabacco*

Does government export promotion boost export performance? (#169)

*Carl Arthur Solberg; Matilda Dorotic*

Product expansion: A neglected dimension of the internationalisation process (#210)

*Catherine Lynelle Welch; Neil Palagedara; Lawrence Welch*

Taking a Commercial Diplomacy Approach towards Trade Missions: An Empirical Study on the Determinants of Trade Mission Effectiveness (#283)

*Daniel Wild; Huub J.M. Ruel; Harry Van Der Kaap*

Corporate Diplomacy: A Useful Tool in International Business? (#321)

*Rui Manuel Monteiro; Raquel Meneses*

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**Session F . 5 . I . 4:**

**The Role of Networks and HRM for Company Strategy**

Track: HRM, cross-cultural management and communication

Chaired by: Denice Welch

Date & Time: Saturday 14 December (14:00 - 15:30 Session F)

Room: B1700

Man and his machine. Products as organizational identity referents: An extreme case (#42)

*Johanna Raitis*

Nationality-based organizational status and inter-unit relations in MNCs: The role of HQ supportive, informative, and monitory attention (#166)

*Anders Klitmøller*

UK South Asian Diaspora: evaluation of the influences from grandparent country of origin (GCOO) on acculturation in the host country (#203)

*Jyoti Navare; Muhammad Rizwan*

How diaspora networks make impossible possible? The internationalization story of one non-English speaking Greek SME (#295)

*Maria Elo*

What we talk about when we talk about Global Leadership- definition clarification (#373)

*Joerg Hruby; Sebastian Noack*

The perceived impact of Innovative Work Behaviour of Managers in Malaysian Government-Linked Companies (GLCs) (#122)

*Ramudu Bhanugopan; Roy Shanker*

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**Session F . 5 . C . 5:**

**Emotional Intelligence and Well-being**

Track: HRM, cross-cultural management and communication

Chaired by: Marina Latukha

Date & Time: Saturday 14 December (14:00 - 15:30 Session F)

Room: B3010

Exploring Expatriate Social Networks: Does Country-Risk Matter for Psychological Well-Being? (#112)

*Benjamin Bader; Tassilo Schuster*

Culture as an Antecedent of Emotional Intelligence: An Empirical Study (#69)

*Marjaana Gunkel; Christopher Schlaegel*

There are two sides to every coin? Elucidating the effects of emotional intelligence on expatriates' attitudes and behavior (#318)

*Heidi Wechtler; Alexei Koveshnikov*

Is the Role of HRM Strategic in a M&A' Success? Exploring Involvement Of HRM in a Due Diligence Process (#8)

*Marina Latukha; Andrei Panibratov*

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**Session F . 6 . I . 4:**

**Foreign Direct Investment**

Track: Management of the value chain and market entry mode

Chaired by: Jorma Larimo

Date & Time: Saturday 14 December (14:00 - 15:30 Session F)

Room: B1580

Subsidiary Survival of Multinational Enterprises: An Analysis of Nordic firms' Subsidiary Survival in China (#240)

*Yi Wang; Jorma Larimo*

A system of country market and entry strategy selection. A special role of customer's coordination need and a company's systematic choice during the internationalization process (#76)

*Maiia Deutschmann*

External and internal embeddedness of emerging market subsidiaries – a contingency model to explain their performance effect in situations of complexity and organizational change (#204)

*Jana Oehmichen; Jonas Puck*

On the Motives and Modes of Outward FDI from Emerging Economies: Evidence from Poland (#292)

*Piotr Trapczynski; Jan Nowak; Marian Gorynia; Radoslaw Wolniak*

Research Note: Determinants of Post-Formation Ownership Reductions in International Joint Ventures (#327)

*Vanessa Hasse*

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**Session F . 8 . C . 3:**

**MNE Spillovers and Linkages**

Track: Innovation and technology transfer

Chaired by: Pekka Vahtera

Date & Time: Saturday 14 December (14:00 - 15:30 Session F)

Room: B2890

Reverse Productivity Spillovers in the OECD: Contrasting Role of R&D and Capital (#62)

*Peter Zamborsky*

MNCs in Service/Construction Industry and Regional Productivity Effects (#171)

*Lamia Ben Hamida*

The developmental impact of foreign subsidiaries: A linkage-based view (#307)

*Christine Holmström Lind; Ulf Holm*

FDI spillovers and the effect of local firm's relational absorptive capacity for open innovation (#320)

*Yoo Jung Ha; Axele Giroud*

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**Session F . 9 . P . 1:**

**Panel: Outward FDI policies: What are they, and what needs to be done?**

Track:

MNEs, governments and local development

Date & Time:

Saturday 14 December (14:00 - 15:30 Session F)

Room:

B1400

Outward FDI policies: What are they, and what needs to be done? (#257)

*Karl P. Sauvant; Ana Teresa Tavares-Lehmann; Peter J. Buckley; Michael Gestrin; Lucia Piscitello*

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**Session F . 9 . C . 4:**

**Location choice and MNEs' contribution to host country growth**

Track:

MNEs, governments and local development

Chaired by:

Cristina López-Duarte

Date & Time:

Saturday 14 December (14:00 - 15:30 Session F)

Room:

B2880

FDI in Tax Havens: Do Corporate Tax Rates Matter? (#215)

*Chris Jones; Yama Temouri*

The Effects of Indirect Taxes on the Industrial Composition of US Inward FDI (#27)

*Allan Douglas Webster; Angharad Miller; Elfrida Yanti*

City-Hierarchies and FDI Location Choice Determinants: Is the Periphery Different? (#125)

*Conor Malachy McDonald; Peter Buckley; Adam Cross; Hinrich Voss*

Foreign Direct Investment and Trade: a Study on Selected Brazilian Industries (#319)

*Nádia Campos Pereira Pereira; Cristina Lelis Leal Calegario; Melina Campos Pereira; Juciara Nunes Alcantara*

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**Session F . 3 . P . 1:**

**Panel: Experiences of Emerging Economy Multinationals**

Track:

The internationalization process and international new ventures

Date & Time:

Saturday 14 December (14:00 - 15:30 Session F)

Room:

B3009

Experiences of Emerging Economy Multinationals (#317)

*Marin Alexandrov Marinov; Svetla Trifonova Marinova; Jorge Manoel Teixeira Carneiro; Andrei Panibratov*

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**Event:**

**EIBA Fellows' Business Meeting**

Date & Time:

Saturday 14 December (14:00 - 15:30)

Room:

B3850

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**Coffee-Break (15:30 – 16:00)**  
**GW2; Level 3-hall**

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**Session G . 1 . 1 . 3:**                      **Positive and Normative Views on Institutional Entrepreneurship**  
Track:    Transnational firms, markets and institutions  
Chaired by:                                      Tobias Dauth  
Date & Time:                                      Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B1700

Social Sustainability and Equitable Economics: The Contribution of Transnational Engagement in Less-Developed Countries (#20)

*Roland Bardy; Arthur Rubens; Maurizio Massaro*

Changing the Way We Approach International Business: Through the Lens of Buddhism (#39)

*Youngok Kim*

Exploring the role of Government in NOC operations under the shadow of NOC-IOC alliances (#147)

*Piyali Rudra*

Interactions Between Firms and Institutions as a Strategic Choice: An Analysis of Institutional Entrepreneurship Capability (#313)

*Leonardo Augusto Santos Oliveira; Atila Indalecio*

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**Session G . 3 . 1 . 8:**                      **Internationalization of Decision Making and Top Management**  
Track:    The internationalization process and international new ventures  
Chaired by:                                      Vitor Corado Simões  
Date & Time:                                      Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B3010

Entrepreneurial Decision-Making In Internationalisation: A network point of view (#299)

*Niina Nummela; Leila Hurmerinta; Eriikka Paavilainen-Mäntymäki*

Entrepreneurs' Search for Resources in the Internationalization Process. The Role of Networks and Non-Network Based Sources (#109)

*Frances Y.M. Chang; Cynthia M. Webster*

Building Social Capital for Internationalization: A Study of Internationalizing British and Indian partner SMEs (#322)

*Pushyarag Puthusserry; John Child*

Me, Myself and I: The Role of CEO Narcissism in Internationalization Decisions (#191)

*Michael-Jörg Oesterle; Corinna C. Rupf; Lukas Elosge*

On the Internationalization of Small Firms – A critical Review of the of Liabilities (#138)  
*Per Servais; Rene Seifert Jr*

Experience Effects on the Development of Psychic Distance – A Research Agenda and Preliminary Findings (#309)  
*Moritz M. Botts*

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**Session G . 3 . I . 9:**

**Country-specific Facets of Internationalization**

Track: The internationalization process and international new ventures  
Chaired by: Peter Gabrielsson  
Date & Time: Saturday 14 December (16:00 - 17:30 Session G)  
Room: B3009

An Extension of Rugman & Verbeke's (2004) Study: The Case of Australian MNEs (#40)  
*Youngok Kim; Sidney J. Gray*

When a global industry meets a local industry culture: Norwegian firms' market learning process in Houston, USA (#45)  
*Inger Beate Pettersen; Anita Ellen Tobiassen*

Commercialization through internationalization: Russian innovative firms (#369)  
*Irina Mihailova*

Managerial Understanding of Business Networking Across Cultures: An Empirical Study of Finnish-Russian Business Dyads (#13)  
*Lasse Torkkeli; Maria Ivanova*

How multinational companies create and capture value through business model dynamics (#338)  
*Mariane Figueira; Annika Rickne; Joel Yutaka Sugano*

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**Session G . 4 . I . 2:**

**International Corporate Governance Interactive**

Track: Finance, accounting and corporate governance  
Chaired by: Lars Oxelheim  
Date & Time: Saturday 14 December (16:00 - 17:30 Session G)  
Room: B1580

Managing and Controlling Corporate Social Reporting in Subsidiaries: Legitimacy, Institutional Control, Resource-dependency (#288)  
*Eshani Beddewela; Christian Herzig*

An Analysis on the Impact of Developments in Crude Oil Prices on Energy Industry Returns in Emerging Markets(#216)  
*Caglar Ozan Gonullu; Mehmet Hakan Sengoz; Emir Otluglu*

Comparative analysis of the corporate governance codes of the five BRICS countries (#150)  
*Marcelle Colares Oliveira; Silvio Almeida; Rodrigo Stefe; Glauber Cunha*



Relevance of corporate governance to credit risk assessment in financial institutions (#152)  
*Marcelle Colares Oliveira; Flavia Lorente Sampaio Barbosa; Rosilene Marcon; Roberta Carvalho de Alencar; Fatima Regina Ney Matos*

Do family held firms have weak corporate governance? Evidence from India (#250)  
*Alain Yves Guy Chevalier; Jyoti Gupta; Nikhil Arora*

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**Session G . 5 . I . 5:**

**Recent Challenges in HRM and Marketing**

Track: HRM, cross-cultural management and communication  
Chaired by: Urmas Varblane  
Date & Time: Saturday 14 December (16:00 - 17:30 Session G)  
Room: B3850

An Hybrid Approach to Conflicts The Case of a Sino-European Industrial Partnership (#35)  
*Valérie Anglès*

The influence of biculturalism on entrepreneurial innovative behavior (#186)  
*Gurkan Celik; Nienke Braam*

The Role of Event Marketing in Multinational Corporations in the Energy and Health Sectors (#280)  
*Marina Papanastassiou; Clara Carbey; Constantinos Priporas*

Luxury Brands and Online Consumer-Generated Content: Dealing With the New Lead of Customers in Brand Perception (#333)  
*Luis Henrique Pereira; Juliette Amelie Schram*

Aligning Global Strategy with Global Human Resource Management: A Longitudinal Case Study of Cambridge Technology Partners (#336)  
*Tamiko Kasahara; Shingo Nishii*

Predictors and Outcomes of Organizational e-HRM adoption: Proposed Model (#352)  
*Bandula Lanka Galhena; Bjorn-Tore Flaten*

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**Session G . 5 . C . 6:**

**Recent Issues in Research on Careers**

Track: HRM, cross-cultural management and communication  
Chaired by: Miriam Zschoche  
Date & Time: Saturday 14 December (16:00 - 17:30 Session G)  
Room: B2880

Internationalisation of Business Education: Examining Employability Skill Dimensions and Job Fit in China (#94)  
*Ge Li; Ramudu Bhanugopan*

Building and Sustaining Global Careers: Evidence from International Project Work (#106)  
*Denice Ellen Welch; Catherine Lynelle Welch*

Foreign company attractiveness to host country national professionals - An integrated model (#261)  
*Anna Katharina Hildisch; Fabian Jintae Froese; Vesa Peltokorpi*

Self-Initiated Career Characteristics Of Danish Expatriated Engineers (#355)  
*Torben Andersen*

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**Session G . 6 . I . 5:**                      **The Organization of the Firm's Value Chain**  
Track:    Management of the value chain and market entry mode  
Chaired by:                                      Daniele Cerrato  
Date & Time:                                      Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B1170

Choosing the Governance Mode to Perform Well in Global Sourcing Strategies (#75)  
*Stefano Elia; Lucia Piscitello; Davide Luzzini; Federico Caniato; Stefano Ronchi*

The Impact of Cultural Differences on Entry Mode Choice: A Qualitative Comparative Analysis (#36)  
*Cristina Lopez-Duarte; Marta Vidal-Suarez; Belen Gonzalez-Diaz*

Why joint venture is widespread in Russian electrical power and oil & gas industries? An answer from four international energy companies (#97)  
*Andrei Panibratov; Aleksandr Abramkov*

Strategic Repetitive Momentum in Cross-Border Acquisitions (#228)  
*Daniele Cerrato; Ilaria Galavotti; Donatella Depperu*

Acquisitions Versus Greenfield Investments: Determinants and Motivations of Chinese Multinationals in Europe(#236)  
*Vittoria Giada Scalera; Lucia Piscitello; Roberta Rabellotti*

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**Session G . 8 . C . 3:**                      **Innovation, R&D and MNEs**  
Track:    Innovation and technology transfer  
Chaired by:                                      Simona Gentile-Lüdecke  
Date & Time:                                      Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B2890

Live And Let Die: A Survival Analysis of Foreign R&D Units in Swedish MNCs (#167)  
*Lars Hakanson*

The Effects of Production Offshoring on R&D and Innovation in the Home Country (#217)  
*Steffen Kinkel; Bernhard Dachs; Bernd Ebersberger; Oliver Som*

Reconsidering the Effect of Internal and External Contextual Factors on Subsidiary's Competence-Creating Mandates (#296)  
*Fariza Achcaoucaou; Paloma Miravittles; Fidel León-Darder*

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**Session G . 8 . C . 4:**                      **Innovation, MNEs and Networks**  
Track:    Innovation and technology transfer  
Chaired by:                                  Thomas Borghoff  
Date & Time:                                Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B2900

The Role of Clusters in the Global Innovation Strategies of MNEs: Evidence from the Basel Pharmaceutical Cluster (#30)  
*Philippe Gugler; Michael Keller; Xavier Tinguely*

How Intra-firm Networks Facilitate Knowledge Flows in MNEs: Evidence from Global Virtual Teams (#121)  
*Pekka Vahtera; Peter Buckley; Jeremy Clegg; Adam Cross*

Innovation Networks in Peripheral Economies (#201)  
*Marcelo Cano-Kollmann; Ram Mudambi; Ana Teresa Tavares-Lehmann*

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**Session G . 2 . P . 1:**                      **Panel: Family Firms and Internationalization**  
Track:    Developments in IB theory  
Date & Time:                                Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B1410

Family Firms and Internationalization (#194)  
*Jean-Francois Hennart; Antonio Majocchi; Jose Carlos Casillas; Dirk Moserschett; Bernhard Swoboda; Jorma Larimo; Torben Pedersen; Emanuele Forlani*

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**Session G . 7 . P . 1:**                      **Panel: Formal Structures and Networks**  
Track:    Headquarters-subsidiary relations and knowledge transfer  
Date & Time:                                Saturday 14 December (16:00 - 17:30 Session G)  
Room:    B1400

Investigating and Reconciling the Roles of Formal Structure and Networks in MNCs (#47)  
*William G. Egelhoff; Joachim Wolf; Francesco Ciabuschi; Mats Forsgren; Ulf Holm*

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**General Assembly (17:30 – 18:00)**  
**Room B3009**

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**Gala-Dinner (20:00 – 02:00)**  
**Venue: Dorint Parkhotel (Hollerallee/ Bürgerpark)**

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## List of Registered Participants

Abreu, Monica (Federal University of Ceará)  
 Adams, Daniel  
 Agha-Alikhani, Barbara (University of Passau)  
 Ahmed, Farhad Uddin (Trinity College Dublin)  
 Aichhorn, Nathalie (WU Vienna)  
 Åkerman, Niklas (Linnaeus University)  
 Alam, Md. Nur (Institute of Afrikanistik)  
 Albino Pimentel, Joao (HEC Paris)  
 Alday, Sandra (The University of Sydney)  
 Alimadadi Jani, Siavash (Uppsala University): [F.2.I.5]  
 Aliyev, Murod (University of Leeds): [A.1.C.1]  
 Almor, Tamar (College of Management)  
 Andersen, Otto (University of Agder)  
 Andersson, Per (Stockholm School of Economics): [F.1.C.3]  
 Andersson, Ulf (Copenhagen Business School and Mälardalen University): [B.8.I.2]  
 Anglès, Valérie (Kedge Business School)  
 Anisimova, Tatiana (Jonkoping Univeristy): [E.3.C.5]  
 Antoniou, Christos (University of Leeds)  
 Araujo de Moraes, Walter Fernando (UFPE, Brazil): [D.2.I.3]  
 Athreye, Suma (Brunel University): [B.8.I.2]  
 Avrichir, Ilan (ESPM): [D.5.I.2]  
 Bader, Benjamin (Universität Hamburg)  
 Bardy, Roland (Florida Gulf Coast University)  
 Baum, Matthias (University of Kaiserslautern)  
 Baumgärtner, Alexa (University of Kiel)  
 Bealer, Dianne (Charles Sturt University): [E.5.I.3]  
 Beddewela, Eshani (University of Huddersfield): [E.9.C.3]  
 Beisland, Leif Atle (University of Agder): [E.4.C.2]  
 Beleska-Spasova, Elena (University of Reading)  
 Ben Hamida, Lamia (University of Applied Sciences-High School of Management ARC)  
 Bengtson, Anna (Uppsala University)  
 Beugelsdijk, Sjoerd (University of Groningen): [B.7.C.1]  
 Bhandari, Krishna (University of Vaasa)  
 Bhanugopan, Ramudu (Charles Sturt University): [G.5.C.6]  
 Bichueti, Roberto Schoproni (Federal University of Santa Maria - UFSM): [D.1.I.1]  
 Bitektine, Alex (HEC Montreal): [C.2.I.2]  
 Blankenburg Holm, Desirée (Uppsala University)  
 Borghoff, Thomas (Alanus Hochschule)  
 Botts, Moritz (European University Viadrina)  
 Bramucci, Alessandro (University of Urbino)  
 Brankamp, Hauke (Deutsches Institut für Entwicklungspolitik (DIE))  
 Bressan, Flávio (Pontifícia Universidade Católica de Campinas): [C.2.I.2]  
 Bressem, Viviane (University of Technology Darmstadt)  
 Buck, Trevor (University of Glasgow)  
 Buckley, Peter J. (University of Leeds): [B.2.C.2; C.1.C.2; C.5.C.3; F.9.C.4; G.8.C.4; C.6.C.2; C.9.C.1; F.9.P.1]  
 Bücker, Joost  
 Bunz, Thorsten (University of Giessen)  
 Cantwell, John (Rutgers Business School): [D.8.C.1]  
 Cao, Qing (Turku School of Economics, University of Turku)  
 Carbey, Clara (Middlesex University): [G.5.I.5]  
 Carlos, Cunha (Lisbon University Institute)  
 Carneiro, Jorge Manoel Teixeira (Pontifical Catholic University of Rio de Janeiro): [A.2.C.1; F.3.P.1]  
 Cerrato, Daniele (Universita' Cattolica Del Sacro Cuore)  
 Chahabadi, Dominik (Macquarie University)  
 Chang, Frances (Macquarie University)  
 Chen, Pi-Chi (Birkbeck, University of London): [B.8.I.2]  
 Chen, Stephen (University of Newcastle)  
 Chernetska, Diana (University of Bremen)  
 Chevalier, Alain (ESCP EUROPE)  
 Chidlow, Agnieszka (MMU)  
 Choi, Jeongho (Rutgers Business School)  
 Choquette, Eliane (Aarhus University)  
 Chung, Kim-Leong (LEMEX-Lehrstuhl)  
 Ciabuschi, Francesco (Uppsala University): [B.2.I.1; B.7.C.1; G.7.P.1]  
 Ciszewska-Mlinaric, Mariola (Kozminski University): [C.3.C.3]  
 Ciulli, Francesca (Amsterdam Business School)  
 Claver Cortés, Enrique (University of Alicante): [B.2.I.1]  
 Clegg, Jeremy (University of Leeds): [C.5.C.3; G.8.C.4]  
 Corado Simoes, Vítor (ISEG)

Cordes, Christian (University of Bremen): [C.2.I.2]

Cortezi, Fernando (Fundação Getulio Vargas)

Cremer, Thomas (Deutsches Institut für Entwicklungspolitik (DIE))

Cunha, Reynaldo Dannecker (ESPM): [E.5.C.4]

Cunha, Glauber (FAMETRO): [G.4.I.2]

Czako, Erzsebet (Corvinus University of Budapest)

Da Rocha, Angela (Pontifical Catholic University of Rio de Janeiro): [D.7.C.2]

Da Silva, Jorge Ferreira (PUC-Pontifical Catholic University of Rio de Janeiro)

Dang, Vu (Victoria University of Wellington)

Danik, Lidia (Szkola Glowna Handlowa w Warszawie)

Dasí, Angels (Universitat de València)

Dauth, Tobias (HHL Leipzig Graduate School of Management)

De Beule, Filip (KU Leuven University)

de Jong, Gjalt (University of Groningen): [B.7.C.1]

Degbey, William (Turku School of Economics)

Demerens, Frederic (ESCP Europe Paris): [A.4.C.1]

Deutschmann, Maiia (European University Viadrina)

Devinney, Timothy M. (University of Technology Sydney): [C.6.C.2]

Di Maria, Eleonora (University of Padua): [F.3.I.7]

Dimitratos, Pavlos (University of Glasgow): [D.3.C.4; E.5.C.4]

Dittfeld, Marcus (Dresden University of Technology): [A.2.C.1]

Dominguez, Noemie (IAE Lyon - Jean Moulin Lyon 3 University): [C.3.I.3]

Dorozynski, Tomasz (University of Lodz)

Dorra, Triki (ESCE)

Dörrenbächer, Christoph (Berlin School of Economics and Law)

Drogendijk, Rian (Uppsala University): [C.7.I.1]

Duran, Juan

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