Globalization and localization of Management Control Systems

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Programme

Wednesday, 04 June 2014

12:00 – 12:30 Registration

12:30 – 13:30 Lunch

13:30 – 14:00 Welcome to 5th Aalborg University Conference by Olav Jull Sørensen, Professor and Head of IBC; Birgitte Gregersen, Head of Department of Business and Management, and Marin Marinov, Dr. and professor at IBC

14:00 – 14:45 Keynote speech: Resource-Poor Emerging Economy Multinationals or Just Poor Eclectic Theory? Jean-Francois Hennart, Tilburg University

14:45 – 15:00 Coffee break

15:00 – 16:15 Panel Session 1: Corporate Foresight and Strategic Decisions

  Session chair: Claudio Gomes Portaleoni, Siemens
  Panellists: Svetla Marinova, Aalborg University
  Marin Marinov, University of Gloucestershire, Aalborg University

16:15 – 16:30 Coffee break

16:30 – 18:00 Three parallel session: 1 - 3

  Parallel Session 1: Internationalization of Born Globals
  Session Chair: Jean-Francois Hennart

  The Accidental Internationalists: A Theory of Born Globals, Jean-Francois Hennart, University of Tilburg
  Longitudinal Internationalization Processes of Born Globals: Three Chinese Cases of Radical Changes, Xiaotian Zhang, University of Tartu and Jorma Larimo, University of Vaasa
  Reborn Internationals and Reconfiguration of Resources in the Internationalization Process of Small Firms, Per Servais, University of Southern Denmark and Arnim Decker, Aalborg University

  Parallel Session 2: Banks and Financial Institutions
  Session Chair: John Kuada

  A Second-Order Means and Covariance Structure Analysis of the Differences in Service Performance between Local and Foreign Banks in Tanzania, George Fasha, University of Pretoria
  The Impact of Culture on Job Satisfaction and Organizational Commitment in Ghanaian Retail Banks, John Kuada, Aalborg University and Mohammed-Aminu Sanda
Parallel Session 3: Entrepreneurship and Internationalization of SMEs and Family Firms Session
Session Chair: John Child

Networking by Internationalizing SMEs in the Light of Domestic Institutional Voids and Cultures, John Child and Rose Narooz, University of Birmingham
Entrepreneurial Opportunities: Factors Used in Evaluating Home Country vs. the Host Country, Patrick Woock, Lu Wei and Yun Fei
Perceived International Cooperation Barriers and the Relationship Quality – Empirical Study on Polish SMEs Cooperating with Partners from China and Germany, Lidia Dank, Warsaw School of Economics
Ranking of Barriers to SME Internationalization in India: An AHP Approach, Santhosh C and M.H. Bala Subrahmanya, Indian Institute of Science, Bangalore

19:00 – 20:00 Dinner

Thursday, 05 June 2014

08:15 – 09:00 Keynote speech: New Challenges to Internationalization, Marjan Svetlicic, University of Ljubljana

09:00 – 10:15 Panel Session 2: Internationalization of Central and Eastern European Firms
Session Chair: Marin Marinov, University of Gloucestershire, Aalborg University
Panellists: Marjan Svetlicic, University of Ljubljana
Jorma Larimo, University of Vaasa, Finland
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

10:15 – 10:30 Coffee break

10:30 – 12:00 Three parallel sessions: 4 - 6

Parallel Session 4: Innovation, Networks and Internationalization
Session Chair: Zsuzsanna Vincze

Uncover the Hidden Innovation: Analysis of Innovation Behaviour of Swedish Firms, Zsuzsanna Vincze, Vladimir Vanyushyn and Håkan Boter, University of Umeå
Resource Allocation in Radical Innovation Projects: Uncertainty in the Project Pipeline, Jimmi Normann Kristiansen, Aalborg University
Trust as Governance in Intra-Firm Knowledge Networks: A Review, Marisol Jensen, Aalborg University
Ownership, Political Tie and Innovation Efficiency: Evidence from China’s Private and State-Owned Enterprises, Jizhen Li and Huanji Wang, Tsinghua University
Parallel Session 5: Global Value Chain and Internationalization of Firms
Session Chair: Alexander Brem

A Global Value Chain Analysis in the Frozen Seafood Industry: A Case Study – Karina Hjørringgaard, Aalborg University
The Participation of Vietnamese Stakeholders in the Global Value Chains: An Analysis of Selected Cases, Nguyen Thi Hai Yen, Luong Thi Ngoc Oanh, Foreign Trade University, Hanoi
Roots and Tuber Value Chains for Poverty Alleviation and Household Food Security in Ghana: Potentials and challenges, R. Aidoo, Kwame Nkrumah University of Science and Technology, A. Wangel, Technical University of Denmark, F. D. Wireko-Manu, Kwame Nkrumah University of Science and Technology, T. Nielsen, Aalborg University and A. Lassen, University College of Northern Denmark
Trust and Commitment in International Buyer-Seller Relationship: A Dyadic Study in an Emerging Asian Country Context, Rakib Ahmed, Reem Quashem, M Yunus, Monash University Malaysia Campus

Parallel Session 6: Contemporary Issues of Internationalization
Session Chair: Jeanne Sørensen

Understanding the Role of Culture in Consumers’ Subjective Emotional Experiences, Jeanne Sørensen, Aalborg University
Country of Origin Effect on Brand Perception – A Systematic Review of the Literature from the Last Two Decades (1993-2013), Andrea Ioana Jacob, Aalborg University
Internet Enabled Internationalization, Jonas Strømfeldt Eduardsen and Reimer Ivang, Aalborg University
Implementation Issues of Cross-border Acquisitions: Evidence from Scandinavia, Daojuan Wang, Aalborg University, Hamid Moini, University of Wisconsin and John Kuada, Aalborg University

12:00 – 13:00 Lunch

13:00 – 14:30 Three parallel sessions: 7 - 9

Parallel Session 7: Firm Internationalization Issues
Session Chair: Marina Latukha

Legitimacy Strategy to Encounter Multiplicity of Institutions and Actors: The Case of European MNCs in a Fragmented Business System, Mohammad Rana, Aalborg University
The Post-Formation Management of International Joint Ventures: A Sensemaking Approach, Li Thuy Dao, Aalborg University
Due-Diligence Process for M&A from Human Resource Perspective: What Should Be Done to Prevent M&A Failure?, Marina Latukha, St Petersburg State University


Parallel Session 8: Internationalization and FDI
Session Chair: Witold Wilinski

Contribution of Foreign Direct Investment to Parent Firm Performance: Evidence of Emerging Multinationals from Poland, Piotr Trapczynski, Poznan University of Economics
Outward Foreign Direct Investment Policy: A Study of the European Union and China, Witold Wilinski, Warsaw School of Economics
The Effects of Country and Industry Factors on the Competitive Advantage of European Construction Firms Operating in Russia, Andrei Panibratov, St Petersburg State University

Parallel Session 9: Diverse Issues of Internationalization
Session Chair: Jens Graff

Globalization and Localization of Management Control Systems, Thomas Toldbod, Aalborg University
Bitter Vietnamese Tapioca Roots, Jens Graff, Consultant
Food Retail Internationalization in Africa: What the Media Said? Felix Adamu Nandonde, Aalborg University
International Expansion of Clothing Manufacturers from Kenya: A Dichotomy between Firms’ Capabilities and Institutional Support’, Deusdedit Rwehumbiza, Noor Un Nabi and Utz Dornberger (University of Leipzig)

14:30 – 14:45 Coffee break

14:45 – 15:45 Panel Session 3: Emerging Economies and Firms in the Global Crisis
Session chair: Svetla Marinova, Aalborg University
Panellists: Witold Wilinski, Warsaw School of Economics
Marjan Svetlicic, University of Ljubljana
Jorma Larimo, Vaasa University
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

15:45 – 16:00 Coffee break
16:00 – 17:00 Presentation by Jim Pedersen, CEO: O. W. Bunker and Trading A/S

*The Globalization of O.W. Bunker*

17:00 – 18:00 Three Parallel Sessions: 10 - 12

**Parallel Session 10: Internationalization, CSR and Strategy**  
*Session Chair: Nini Yang*

- Local Responsive Corporate Social Responsibility as a Differentiation Strategy for Firm Competitiveness, *Nini Yang, San Francisco State University*

**Parallel Session 11: Internationalization and Universities**  
*Session Chair: Valeria Gulieva*

- International market withdrawal and sustainability of university internationalization, *Romeo Turcan and Valeria Gulieva, Aalborg University*
- Does Student Nationality Affect their Thesis Writing? Evidence from Aalborg University, *Hamid Moini, University of Wisconsin and Romeo Turcan, Aalborg University and Valeria Gulieva, Aalborg University*

**Parallel Session 12: Determinants in Internationalization**  
*Session Chair: Marlena Dzikowska*

- Empirical Analysis of Determinants in Vietnamese Groupon Business Model, *Nguyen Thi Tuong Anh and Doan Quang Hung, Foreign Trade University, Hanoi*
- Determinants of Small and Medium-Sized Enterprises’ Export Performance in Vietnam: A Firm-Level Analysis, *Luong Thi Ngoc Oanh, Vu Hoang Nam, Pham Ngoc Toan, Nguyen Thi Xuan Huong, Nguyen Thi Hai Yen*

18:00 – 19:30 Outing in the surrounding area (If it does not rain)

19:30 – 22:00 Conference Dinner

**Friday, 06 June 2014**

08:00 – 09:30 Panel Session 4: Creativity  
*Session Chair: Søren Hansen, Aalborg University*

Panellists: *Christian Byrge, Rune Osmundsen, Linda Nhu, Anja Birch Nielsen and Steffen Helledie, Aalborg University*
09:30 – 09:45 Coffee break

09:45 – 10:45 Presentation by Anders Hedegaard Petersen, CEO: Gabriel A/S

Network as the Organizing Principle

10:45 – 11:00 Coffee break

11:00 – 12:15 Panel session 5: Outward Foreign Direct Investment from Emerging Economies

Session Chair: Marin Marinov, University of Gloucestershire, Aalborg University

Panellists: Tina Brandt Husman, Senior Advisor, Invest in Denmark – Brazilian Investment in Denmark
          Jizhen Li, Tsinghua University
          Olav Sørensen, Aalborg University
          Per Servais, University of Southern Denmark

12:15 – 12:30 Concluding remarks and closing of the Conference

12:30 – 13:15 Lunch