



The 22nd McGill International Entrepreneurship Conference

22-24 August 2018



McGill



**HALMSTAD
UNIVERSITY**

Halmstad University

- the Innovation Driven University

Halmstad University was founded in 1983 and has from the beginning been characterised as forward-thinking and cross-border.

The University conducts education and research within a broad field, but three profile areas are prominent:

- Innovation Sciences
- Information Technology
- Health and Lifestyle

These areas make a base for the University's activities and it is also in these that the University offers education on a postgraduate level.

Education for the future

The University is known for its popular and reality-based programmes and small student groups. Today, the University has around 9,100 students (5,000 full-time students) and offers around 50 programmes and 130 courses within several subject fields (2016).

Research for innovation

The research is internationally renowned and is carried out in close collaboration with players outside

the University. A lot of the research is also done within the University. The University is – as one of five universities in Sweden – appointed a so-called KK environment by the Knowledge Foundation.

Collaboration for development

The University actively participates in social development through collaboration with both industry and the public sector. The University's programmes are repeatedly ranked among the best in the country in collaborating with employers. In Confederation of Swedish Enterprise's latest survey, the Pre-school Teacher Education was named the best in the country and three of the top ten educations, in all categories, were at the University.

Four Schools and five research environments

Today, the University has around 600 employees. There are 53 Professors and 95 doctoral students (2016).

Welcome to the 22nd McGill International Entrepreneurship Conference 2018 at Halmstad University

I am delighted to Chair the 22nd McGill Conference on International Entrepreneurship (IE) hosted by Halmstad University.



Since its founding, the McGill Conference has played a significant role in developing research and scholarship in the field of IE. The conference is known for dealing with the most current issues in International Entrepreneurship.

I hope Halmstad University will offer the conference delegates a fruitful arena to exchange ideas, enhance learning, share insights, and strengthen their academic and practical knowledge and research expertise. I hope you will also take the opportunity to explore Halmstad and its surroundings, which can be quite pleasant in late August. Building and nurturing our relationships at the conference will enable us to explore and strengthen our international collaborations. I wish to thank the growing community of IE scholars, our eminent academic guest speakers, our industry forum guests, and our sponsors and contributors for their support and commitment to this conference. I hope that it will be a stimulating, fun and memorable experience for all.

Svante Andersson
Conference Chair

Acknowledgements

Organising Team and Scientific Committee

Professor **Svante Andersson**,
Conference Chair Halmstad University, Sweden.
Dr. **Natasha Evers**,
National University of Ireland, Galway, Ireland.
Professor **Hamid Etemad**,
McGill University, Canada.
Dr. **Mikael Hilmersson**,
Gothenburg University, Sweden.
Professor **Jonas Gabrielsson**,
Halmstad University, Sweden.
Professor **Gabriel Baffour Awuah**,
Halmstad University, Sweden.
Dr. **Hélène Laurell**,
Halmstad University, Sweden.
Dr. **Navid Ghannad**,
Halmstad University, Sweden.
Dr. **Ingemar Victor**,
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Professor **Klaus Solberg Søylen**,
Halmstad University, Sweden.
Dr. **Ulf Aagerup**,
Halmstad University, Sweden.
Dr. **Venilton Reinert**,
Halmstad University, Sweden.
Ph.Lic. **Eva Berggren**,
Halmstad University, Sweden.
Ph D Student **Hossam Deraz**,
Halmstad University, Sweden.

Conference Support

Ulrika Hult, Event Coordinator,
Halmstad University, Sweden.
Sofia Ryan Hägerling, Event Coordinator,
Halmstad University, Sweden.
Ida Fridvall, Communications Officer,
Halmstad University, Sweden.

Discussants for Doctoral Colloquium

Alex Rialp Criado,
Universidad Autónoma Barcelona, Spain.
Nicole Coviello,
Wilfrid Laurier University, Canada.
David Crick,
University of Ottawa, Canada.
Gabriel Baffour Awuah,
Halmstad University, Sweden.
Jonas Gabrielsson,
Halmstad University Sweden.
Natasha Evers,
National University of Ireland, Galway, Ireland.
Martin Johansson,
Dalarna University/ Uppsala University, Sweden.
Margeret Fletcher,
University of Glasgow, UK.
Gary Knight,
Willamette University, USA.
Tanja Leppäaho,
Lappeenranta University of Technology, Finland.
Sami Saarenketo,
Lappeenranta University of Technology, Finland.
Martin Hannibal,
University of Southern Denmark, Denmark.
Romeo Turcan,
Aalborg University, Denmark.
Tuija Mainela,
University of Oulu, Finland.

Reviewers of Extended Abstracts

Alex Rialp Criado,
Universidad Autónoma Barcelona, Spain.
Anders Billström,
Halmstad University, Sweden.
Anders Pehrson,
Linnaeus University, Sweden.
Colm O’Gorman,
Dublin City University, Ireland.
David Crick,
University of Ottawa, Canada.

Erik Rasmussen,
University of Southern Denmark.

Faisal Iddris,
Halmstad University, Sweden.

Gabriel Baffour Awuah,
Halmstad University, Sweden.

Hélène Laurell,
Halmstad University, Sweden.

James Crick,
Loughborough University, UK.

Jonas Gabrielsson,
Halmstad University, Sweden.

Lasse Torkkelli,
Lappeenranta University of Technology, Finland.

Magnus Holmén,
Halmstad University, Sweden.

Maria Elo,
University of Turku, Finland.

Martin Hannibal,
University of Southern Denmark, Denmark.

Mikael Hilmersson,
University of Gothenburg, Sweden.

Mohamed Amal,
Regional University of Blumenau, Brazil.

Natasha Evers,
National University of Ireland, Galway Ireland.

Nicole Coviello,
Wilfrid Laurier University, Canada.

Olli Kuivalainen,
Lappeenranta University of Technology, Finland/
The University of Manchester, UK.

Per Servais,
Linnaeus University, Sweden.

Roger Schweizer,
University of Gothenburg, Sweden.

Romeo Turcan,
Aalborg University, Denmark.

Sami Saarenketo,
Lappeenranta University of Technology, Finland.

Susanne Sandberg,
Linnaeus University, Sweden.

Sören Kock,
Hanken School of Economics, Finland.

Tage Madsen,
University of Southern Denmark, Denmark.

Tamara Galkina,
University of Vaasa, Finland.

Tanja Leppäaho,
Lappeenranta University of Technology, Finland.

Tuija Mainela,
University of Oulu, Finland.

Ulf Aagerup,
Halmstad University, Sweden.

Ulf Andersson,
Mälardalen University, Sweden.

Venilton Reinert,
Halmstad University, Sweden.

Vinciane Servantie,
Universidad de Los Andes, Colombia.

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Doctoral Colloquium

The colloquium provides an opportunity for doctoral students to discuss their research plans and their work in progress with leading scholars and colleagues in the field of International Entrepreneurship.

Guest speakers



Photo: University of Manchester.

Olli Kuivalainen, D.Sc. (Econ.) is currently full-time Visiting Professor in International Business and Management at the University of Manchester (Alliance Manchester Business School, UK) and Professor in International Marketing and Entrepreneurship at the School of Business and Management of Lappeenranta University of Technology (Finland).



Photo: Willamette University.

Gary Knight is the Helen Jackson Chair in International Business at Willamette University in Salem and Portland, Oregon, USA. His research emphasizes international entrepreneurship, international strategy, and technology and international business.

Best Doctoral Paper 2018

Best Doctoral Paper Award was presented for the first time at the 21st McGill International Entrepreneurship Conference at NUI Galway, Ireland. The Award was in Memory of Professor Jim Bell, University of Ulster, Northern Ireland.

We are happy to acknowledge that the Award Best Doctoral Paper will also be part of the conference at Halmstad University and the co-chairs and Best Doctoral Paper Evaluation Committee are:



Photo: University of Glasgow.

Margaret Fletcher,
Dr., University of Glasgow.



Photo: Universidad Autónoma Barcelona.

Alex Rialp-Criado,
Assoc. Prof., Universidad
Autónoma Barcelona.

Keynote Speakers

Nicole Coviello is the inaugural Lazaridis research Professor and Professor of Marketing at the Lazaridis School of Business & Economics. She is also research director of the Lazaridis Institute for Management of Technology Enterprises.



Photo: Wilfrid Laurier University.

Nicole received her PhD in Marketing and International Business from the University of Auckland in 1994. She also holds an MSc (Technology Management) and BComm Hons (Marketing) from the University of Saskatchewan. In 2010, she received an honorary doctorate from the Turku School of Economics (Finland). She began her career at the University of Waikato (New Zealand) and has since held positions at the University of Calgary and University of Auckland.

Nicole has published her research in the top journals across three disciplines. These include marketing (Journal of Marketing, Journal of the Academy of Marketing Science), international business (Journal of International Business Studies, Journal of World Business, Journal of International Marketing, International Business Review) and entrepreneurship (Journal of Business Venturing, Entrepreneurship Theory and Practice, Academy of Management Review).

Nicole is field editor for both marketing and international entrepreneurship at the Journal of Business Venturing. This journal is ranked as the premier journal for entrepreneurship research. In 2014, Nicole was ranked as the number one non-US scholar in International

Marketing and tied for second worldwide. She was also ranked eighteenth in the world for International Business and was the only female in the 'top 20' list of IB scholars.

Nicole has held long-term visiting research professor appointments at the University of Turku (Finland), Hanken (Finland) and the University of Glasgow (Scotland). She was also an Erskine visiting fellow at the University of Canterbury in New Zealand (2011).

David Crick is the Paul Desmarais Professor of International Entrepreneurship and Marketing in the Telfer School of Management at the University of Ottawa, Canada, having previously held full-time positions in the UK and New Zealand and visiting positions in various countries.



Photo: University of Ottawa.

His research interests involve work at the Marketing/International Entrepreneurship interface and particularly work that addresses a more effective public/private sector interaction. Examples include business models, ethnic entrepreneurship and internationalisation theory where the latter includes policy support for management teams involved in overseas sales.

It is believed that David and Hamid Etemad (founder and organizer of the McGill International Entrepreneurship Conference) are the only two people that have attended all McGill International Entrepreneurship Conferences since the inception year of 1998.

Conference program

August 22, Wednesday

Main Conference O Building,
Halmstad University.

PhD Colloquium (8.00–15.30)

7.45 Registration

8.15 Welcome remarks: **Professor Svante Andersson and Professor Hamid Etemad.**

8.30 PhD Colloquium Session 1

10.00 Coffee break

10.30 PhD Colloquium Session 2

11.30 Publishing in International Entrepreneurship – Recent Methodology and Data Issues in International Entrepreneurship.

Guest Speaker: Professor Olli Kuivalainen
University of Manchester, UK, and Lappeenranta
University of Technology, Finland.

Developing Your Research Career.

Guest Speaker: Professor Gary Knight
Willamette University, USA.

12.30 Lunch

13.30 PhD Colloquium Session 3

14.30 PhD Colloquium ends

Industry Forum 2018, 16.00–18.00 at HMS

Welcome to HMS:
CEO Staffan Dahlström

Industry Panel:
Facilitated by Dr. Mikael Hilmersson

Halmstad Castle, 18.30 – 21.00
Welcome reception at Halmstad Castle

August 23, Thursday

8.00 Registration

8.30 Welcome: **Professor Svante Andersson, Conference Chair, Professor Hamid Etemad, McGill University, Canada and Pro Vice-Chancellor of Halmstad University Pernilla Nilsson.**

9.00 Bridging the International Entrepreneurship-Practitioner Divide: Implementing Examples of Learning From the Last 20 Years of the McGill Conferences.

Keynote Speaker: Professor David Crick.

10.00 Coffee break

10.30 Parallel sessions (4 papers per session)

12.30 Lunch

13.30 Parallel sessions (4 papers per session)

15.30 Coffee break

16.00 Parallel sessions (4 papers per session)

19.30 Gala Dinner at Hotel Tylösand

August 24, Friday

9.15 Contextualizing Research in International Entrepreneurship: Why Heritage Matters.
Keynote Speaker: Professor Nicole Coviello.

10.15 Coffee break

10.45 Parallel sessions (4 papers per session)

12.45 Lunch

13.45 Parallel sessions (5 papers per session)

16.00–16.45 Closing Session: **Professor Hamid Etemad and Professor Svante Andersson.**

Halmstad University and HMS Industrial Networks

Halmstad University was formally established as an independent institution 35 years ago and is one of the youngest universities in Sweden. An innovative and enterprising atmosphere developed around the new growing university, which supported entrepreneurship. Two of the pioneering programmes (the Innovation Engineering programme and the Mechatronics programme) soon became known for fostering student start-ups. Many of these start-ups had a connection to the research area in embedded systems and one example is HMS.

HMS started with Nicolas Hassbjer's student thesis project, in 1988. Shortly after the establishment of the firm, his class-mate Staffan Dahlström, also from the Mechatronics Programme, was involved as co-owner and businesspartner. The two 21-year old heard from Atlas Copco about a technical problem, and disrespectfully promised to solve it in three months' time. They completed the challenge; something that deeply impressed Hitachi, which had estimated this development to take years. Their success story begun on an international market and the Japanese market is still a large

part of their mainly international sales.

Today HMS has its own branch offices in 14 countries, plus distributors in more than 50. Their headquarters is still based in Halmstad, but HMS has technology centers in Germany, Belgium and Spain. HMS Industrial Networks is a supplier of products for industrial communication, which enable industrial devices to connect and communicate in different ways.

From the beginning HMS has been a fast growing company, 2017 with an annual revenue of 119 M EUR or 1 183 M SEK and over 500 employees. It is since 2007 listed on the OMX Nasdaq Nordic Stock Exchange. In 2008 it was appointed "Export Company of the Year" in Sweden. Still after 30 years HMS has close interaction with the university, for recruiting students as employees but also for research and project connections. Certainly, HMS is one of the proud examples of innovativeness and success originating from Halmstad University.



Logistics at the conference

Google maps are available at hh.se/mcgill2018 under "Logistics at the conference" for locations outside Halmstad University campus.

HMS & Halmstad Castle

HMS is located at **Stationsgatan 37**, near the train station in Halmstad city. Halmstad Castle (Halmstad slott) is located at **Aschebergsgatan 1**, right by the river Nissan.

Walking from HMS to the Castle takes about 15 to 20 minutes.

The Gala Dinner at Hotel Tylösand

At the gala dinner in Tylösand, a leased bus will stop at three locations in Halmstad city; **Grand Hotel at 18.45**, **Scandic Hallandia at 18.50** and **Klostergatan (Lilla Torg), close to Hotel Mårtensson at 18.55**.

It's important to be on time, the bus can't wait due to the dinner starts at 19.30.

The leased bus will pick up guests at Tylösand's hotel at 23.15 and 00.15 and will drop guests off at **Grand Hotel**, **Scandic Hallandia** and **Klostergatan**.

The local bus, number 30, takes you from Tylösand to Halmstad city, if you don't want to take the leased bus. Please note that the last bus from Tylösand departs at 00.05.



22nd McGill International Entrepreneurship Conference 2018

Day 1 – Wednesday – August 22 2018
DOCTORAL COLLOQUIUM

7.45

REGISTRATION DESK OPEN, MAIN CONFERENCE O BUILDING, HALMSTAD UNIVERSITY

8.15–8.30

Welcome Prof. Svante Andersson – Conference Chair and Prof. Hamid Eremad, McGill University.
Venue: O126

Track A in O126			Track B in O125				
DOCTORAL CANDIDATES	TITLE OF RESEARCH PROPOSAL	INSTITUTION	DISCUSSANTS	DOCTORAL CANDIDATES	TITLE OF RESEARCH PROPOSAL	INSTITUTION	DISCUSSANTS
8.30–10.00	Teemu Tuomisalo Learning in International New Venture: The Case of Finnish High-Technology Sector.	Lappeenranta University of Technology	Alex Rialp - Criado	Nathalie N. Larsen	A Practice-Theory Based Study on Value Creation in International Social Entrepreneurship.	University of Southern Denmark	Margaret Fletcher
			Natasha Evers				Gabriel Baffour Awuah
	Tuong Nguyen The Relevance of International Entrepreneurship for The Export Success of the Vietnamese Manufacturing Firms.	University of Leipzig	Alex Rialp- Criado	Jackson Musona	Innovations for Inclusive Business in Bottom of Pyramid African Markets: An Empirical Investigation.	Lappeenranta University of Technology	Margaret Fletcher
			Natasha Evers				Gabriel Baffour Awuah
	Tobias Pehrsson Strategic Orientation in MNCs: Why They Change, How They Are Developed, and a Reconceptualization.	University of Gothenburg	Olli Kuivalainen	Ulrik B. Nielsen	International Joint Ventures in Emerging Markets – A Case Study of Knowledge Management.	University of Southern Denmark	Romeo Turcan
			Gary Knight				Martin Hannibal

10.00–10.30

TEA/COFFEE BREAK

10.30–11.30	Satu Korhonen Constructing International Entrepreneurship Identities Through Narratives.	Lappeenranta University of Technology	Tuija Mainela	Christine Friederici	The Relationship Between Internationalization and Performance in Young Firms: the Moderating Role of Human Resource Slack.	University of Duesseldorf	Olli Kuivalainen
			Nicole Coviello				Gary Knight
	Pär Strandberg Designing Interactive Spaces for Facilitating Situated collective Learning and Practices in the Internationalization Process.	Linneaus University	Tuija Mainela	Jaakko Metsola	Internationalization of Family-Controlled SMEs: Processes, Networks, and the Role of Socioemotional Wealth.	Lappeenranta University of Technology	Romeo Turcan
			Nicole Coviello				Martin Hannibal

11.30–12.30

Guest Speakers: Prof. Olli Kuivalainen, University of Manchester, UK, and Lappeenranta University of Technology, Finland, "Publishing in International Entrepreneurship – Recent Methodology and Data Issues in International Entrepreneurship"
Venue: O126
Prof. Gary Knight, Willamette University, USA, "Developing Your Research Career"

12.30–13.30

LUNCH AT SPIRO, A BUILDING

Track A in O126

Track A in O126		Track B in O125					
DOCTORAL CANDIDATES	TITLE OF RESEARCH PROPOSAL	INSTITUTION	DISCUSSANTS	DOCTORAL CANDIDATES	TITLE OF RESEARCH PROPOSAL	INSTITUTION	DISCUSSANTS
Emmanuel Kusi Appiah	Adaptive Capability: A Driver of Competitive Advantage in Internationalisation Process of Firms in the Era of Digitalisation. A Study of Finnish International New Ventures.	University of Vaasa	Tanja Leppäaho	Carlos Martínez	Cumulative Dissertation Title: Entrepreneurial Decision-Making in Environments with Strong Institutional Voids. Proposed Paper: How Institutional Voids Affect Venture Capital Decision-Making.	University of St. Gallen	Jonas Gabriellsson
			David Crick				Martin Johanson
Heidi Coral Thornton	The Internationalization of Sharecoms.	Linneaus University	Tanja Leppäaho David Crick	Agnes Asemokha	Understanding Modifications in Business Models: International Entrepreneurship Perspective.	Lappeenranta University of Technology	Jonas Gabriellsson Martin Johanson

14.30

DOCTORAL COLLOQUIUM ENDS

INDUSTRY FORUM 2018, 16.00–18.00

Welcome to HMS – CEO Staffan Dahlström

Industry Panel – facilitated by Dr. Mikael Hilmersson

HALMSTAD CASTLE, 18.30–21.00

Welcome reception

22nd McGill International Entrepreneurship Conference 2018

Day 2 – Thursday – August 23 2018

REGISTRATION DESK OPEN, MAIN CONFERENCE O BUILDING, HALMSTAD UNIVERSITY

8:00
8:30–9:00 **Welcome** Professor Svante Andersson, Conference Chair, Professor Hamid Etemad, McGill University, Canada, and
Venue: O126 Pro Vice-Chancellor of Halmstad University Pernilla Nilsson.

9:00–10:00 **Keynote Speaker Professor David Crick** Bridging the International Entrepreneurship-Practitioner Divide:
Venue: O126 Implementing Examples of Learning From the Last 20 Years of the McGill Conferences.

TEA/COFFEE BREAK

PARALLEL SESSION 1

Session no.	SESSION 1A in O126	SESSION 1B In O125	SESSION 1C in O124
Session Theme	Capabilities	Sustainability/Social E-Ship	Strategic Orientation
Chair	Peter Gabrielsson	Tamara Galkina	Anders Pehrson
Paper 1	Explaining the Differentials in Firm's Modes of Export Engagement: a Dynamic Capability-Based Interpretation of the Vietnamese Indirect and Direct Exporting SMEs. Nguyen Ke Tuong, Noor Un Nabi, Utz Dornberger, Leipzig University, Germany	Bringing Nordic Slush to Asia: Entrepreneurial Internationalization of an NGO as a Social Movement. Tamara Galkina and Man Yang, University of Vaasa, Finland	Exploitative and Explorative and Changes in Strategic orientation: How Local and Global Organizational Principles are Shaped in the MNC. Tobias Pehrsson, University of Gothenburg, Sweden
Paper 2	The role of Innovation Capability on Internationalization of Low-Tech Manufacturing Firms. Faisal Iddris and Gabriel Baffour Awuah, Halmstad University, Sweden	Blended Value Creation in International Entrepreneurship: a Strong Structuration Approach. Nathalie N. Larsen, University of Southern Denmark	Competitive Strategy or a Global Firm's Subsidiary: Propositions on Antecedents and Effects. Anders Pehrson, Linnaeus University, Sweden
Paper 3	Learning Advantages of Newness – Impacts on the Adaptive Capabilities of International New Ventures in Digital Context. Emmanuel Kusi Appiah and Peter Gabrielsson, University of Vaasa, Finland	Developing Internationalization and Collaboration Capabilities for Eco-Innovation in Entrepreneurial SMEs: An Action Research Study. Margaret Tallott and Rachel Hilliard, NUI Galway, Ireland	Different Focused Globalization Strategies in Rapid Internationalization: A Comparative Case Study of Two Chinese Born Globals. Hao Huang, Guohang Wang, Rui Xing and Lan Qin, Dalian University of Technology, China
Paper 4	Start-Up Accelerators as a Mean of Developing Dynamic Capabilities in Technology-Based International New Ventures. Niraj S. Mankad and Darshan Doshi – FLAME University, India	Social Entrepreneurship: Unleashing and Recapturing the Potential to Fuel an Entrepreneurial and Sustained Human Circular Economy. Cheryle Tewartie, University of the West Indies, Trinidad and Tobago	Signaling Strategy in International franchising. Ilan Alon, University of Agder, Norway, Michèle Boulanger, Rollins College, US, Massiel Carolina Henriquez Parodi, University of Agder, Norway, Maria Jell-Ojober, LUISS Guido Carli University, Italy, Esmeralda Naa Momo Aryee, University of Agder, Norway

LUNCH AT SPIRO, A BUILDING

PARALLEL SESSION 2

Session no.	SESSION 2A in O126	SESSION 2B in O125	SESSION 2C in O124	SESSION 2D in O104
Session Theme	Learning in Networks	Incubators and Acceleration	Institutions	Resources for IE
Chair	Tanja Leppäaho	Jonas Gabrielsson	David Crick	Natasha Evers
Paper 1	Building Extended International Family: Socio-emotional Wealth and International Networking of Family-Controlled SMEs. Jaakko Metsola and Tanja Leppäaho, Lappeeranta University of Technology, Finland	Global Start-Up Development Organizations: Typology, Components and Support Mechanisms. Cristiano Bellavitis and Michael Sargent, University of Auckland, New Zealand, Carlos Da Silva, University of Applied Science Western Switzerland	The Relationship Between a Coopetition-Oriented Corporate Culture and Organizational Performance: Differences Across Domestic and International Product-Markets. James M. Crick, Loughborough University, UK, David Crick, University of Ottawa, Canada	The Imprint of Cultural Capital on International New Ventures. Tuija Mainela, Oulu University Business School, Finland, Per Servais, Linnaeus University, Sweden

Paper 2	Internationalization by Means of Networks: A Case Study of Small Firms in a Cross-Border Region. Nataliya Galan and Ellinor Torstein, University West, Sweden	Exploring the Role of Resource Factors in Incubation Stage of International Opportunity Recognition: The Case of Chinese International Technical Service Ventures. Guohang Wang, Lan Qin, Rui Xing and Hao Huang, Dalian University of Technology, China	The Exploration of International Opportunities in Born Global Firms: The Role of Institutions. Rubina Romancello, University of Udine, Italy, Masoud Karami, University of Otago, New Zealand, Stephan Gerschewski, University of Reading, UK, Cici Xiao He, University of Otago, New Zealand	An Entrepreneurial Ecosystem with a Global Focus. The Case of BioInnovate Ireland. Gabriela Gliga, National University of Ireland, Natasha Evers, National University of Ireland, Paul Anglim, BioInnovate, Ireland
Paper 3	Emerging Platforms for Entrepreneurship: Networking and Innovation in Fab Labs and Makerspaces. Vaiva Stanisauskaitė, Hanken School of Economics, Finland	Entrepreneurial Orientation and Internationalization Intensity of New Ventures: The Moderating Role of International Entry Modes. Xuemei Liu, Guahong Wang, Liyan Tang, Rui Xing and Qiuyan Zhang, Dalian University of Technology, China	Effects of Institutions on Relationship Between Innovation and Export Strategy in Emerging Economies. Elham Kalhor and Thomas Schödt, University of Southern Denmark, Denmark	Conceptualizing Social Capital in International Entrepreneurship: A Review and Research agenda. Gitte Rosenbaum, University of Southern Denmark, Denmark
Paper 4	The influence of Networks on the Internationalization Speed Within the Life Cycle Stages of a Swedish Born Global company. Angelica Patel da Rosa and Ninke Schouteten, Halmstad University, Sweden, Dinorá Eliete Floriani, PMPGIL/PPGA, Brazil, Veniton Reinert, Halmstad University, Sweden	Starting Local to Expand Global: The Role of Acceleration Programs. Carlos M. DaSilva, University of Applied Science Western Switzerland, Jonas Gabriëlsson, Halmstad University, Sweden	A Local Cluster in a Global Industry: Catalyst for the Birth and Growth of International New Ventures. Tage Koed Madsen, Kristina Vaarst Andersen, Julian Lambert and Jeppe Nevers, University of Southern Denmark, Denmark	

TEA/COFFEE BREAK

PARALLEL SESSION 3

12.30–13.30				
16.00–18.00				
Session no.	SESSION 3A in O126	SESSION 3B in O125	SESSION 3C in O124	
Session Theme	Legitimation	Entrepreneurial Education	Processual Perspective on Internationalization	
Chair	Romeo Turcan	Maqsood Ahmad Sandhu	Per Servais	
Paper 1	Legitimation for Early and Rapid Internationalization: A Review of Research in International Entrepreneurship. Igor Laine, Lappeenranta University of Technology, Finland, Olli Kuivalainen, University of Manchester, UK, Svetla Marinova, Aalborg University, Denmark, Romeo Turcan, Aalborg University, Denmark	An Assessment of the Impact of Structural Support on the Entrepreneurial Intention of Undergraduate Students' in South-Western, Nigeria. Muraina Luqmanopeyemi, Olabisi Onabanjo University, Nigeria	International New Ventures in the 19th Century: Preceding, Phases, Networks and Embeddedness in Focus. Tanja Leppäaho, Lappeenranta University of Technology, Finland, Roly Petter Amdam, Norwegian Business School, Norway, Sarah Jack, Stockholm School of Economics, Sweden, Satu Korhonen, Lappeenranta University of Technology, Finland	
Paper 2	Inv Market Entry: Legitimation and Capability. Romeo Turcan, Aalborg University, Denmark	Search Engine Optimisation (SEO) as Digital Marketing Strategy for Internationalization of Higher Education: The Case of Halmstad University. Faisal Iddris, Halmstad University, Sweden	The Dynamics of the Internationalization process of Late-Internationalization Process of Late-Internationalizing SMEs. Malene Myhre, Copenhagen Business School, Denmark, Colm O'Gorman, DCU Business School, Ireland	
Paper 3	A Multi-sided Business Platform in a Sparse Environment. Arnim Decker, Aalborg University, Denmark, Liesl Riddle, The George Washington University, USA	Constructing a Wall-Structured Entrepreneurship Education Program for Universities in Taiwan. Chien Chiang Lin, Shih Hsin University, Taiwan	Understanding Strategic (Re-)Orientations in the Wake of Strategic Change: The Role of Orientation Uncertainty. Tobias Pehrsson, University of Gothenburg, Sweden	
Paper 4	Uncertainty and Decision-Making in SME Internationalization. Wensong Bai, Uppsala University, Sweden, Barbara Francioni, University of Urbino, Italy, Martin Johansson, Dalarna University, Uppsala University, Sweden, Luis Oliveira, University of Sao Paulo, Brazil, Milena Ratajczak-Mrozek, Poznan University of Economics and Business, Poland	Critical Success Factors of Business Incubators for Entrepreneurial Practices in the UAE. Fareed Al Amiri and Maqsood Ahmad Sandhu, United Arab Emirates University, UAE	First In – First Out? A Learning Perspective to Changes in Entry Modes by Swedish SMEs on Emerging Markets. Susanne Sandberg and Per Servais, Linnaeus University, Sweden, Maria Elo, University of Turku, Finland	

SESSION ENDS

GALA DINNER AT HOTEL TYLÖSAND, 19.30

22nd McGill International Entrepreneurship Conference 2018

Day 3 – Friday – August 24 2018

Keynote Speaker: Professor Nicole Coviello
Contextualizing Research in International Entrepreneurship:
Why Heritage Matters.
Venue: O126

9:00–
10:15

TEA/COFFEE BREAK

10:15–
10:45

PARALLEL SESSION 4

10:45 –
12:45

Session no.	SESSION 4A in O126	SESSION 4B in O125	SESSION 4C in O124
Session Theme	Individual Perspective	The Impact of Technology/Industry Characteristics for IE	Value Chain Learning
Chair	Martin Hannibal	Hamid Etemad	Erik Rasmussen
Paper 1	Entrepreneur's Acting towards Accelerated Internationalization. Anita Juho and Tuija Mainela, University of Oulu, Finland	The Imprints of Innovativeness on the Internationalization of New Firms. Anders Billström, Nord University, Bodo, Norway and Halmstad University, Halmstad, Sweden, Ferran Giones, University of Southern Denmark, Sønderborg, Denmark, Einar Rasmussen, Nord University, Norway	The Role of Supplier Willingness in Supplier Development in International SME context. Toan Nguyen and Utz Dornberger, University of Leipzig, Germany
Paper 2	International Mentors and Mentees in Early-Stage Ventures: A Social Identity Lens. Carlos Da Silva and Timo Schuler, University of Applied Science Western Switzerland	The Internationalization Dynamic of High Growth Small Bio-Technology Firms: Five In-depth Cases from Canada. Hamid Etemad, McGill University, Canada	Internationalization of Subcontracting SMEs: How do they Learn? The Case of Space Industry in France. Magdalena Teissandier- Toulouse School of Management, France Martine Boutary, Toulouse Business School, France
Paper 3	Capturing Transnational Entrepreneurial Opportunities: Immigrant Advantage. Xiaohua Lin and Jian Guan, Ryerson University, Canada	The Evolution of Entrepreneurial Opportunity: A Case of a Finnish Telecom INV. Teemu Tuomitalo, Lappeenranta University of Technology, Finland, Martin Hannibal, University of Southern Denmark, Denmark	The Project-based INV. Erik S. Rasmussen – University of Southern Denmark, Denmark
Paper 4	Boundarylessness and Boundaries in International Entrepreneurship Identity Work. Satu Korhonen, Lappeenranta University of Technology, Finland, Martin Hannibal, University of Southern Denmark, Denmark	Inward Internationalization of Service: The case of Medical Tourism. Renato Cotta de Mello, Federal University of Rio de Janeiro, Angela da Rocha and Henrique Pacheca, Pontifical Catholic University of Rio de Janeiro, Brazil	Success Factors of Group Innovation among Japanese High-Tech SMEs. Yukio Takagaki, Surugadai University, Japan

12:45–
13:45

LUNCH AT SPIRO, A BUILDING

PARALLEL SESSION 5

13.45–
15.45

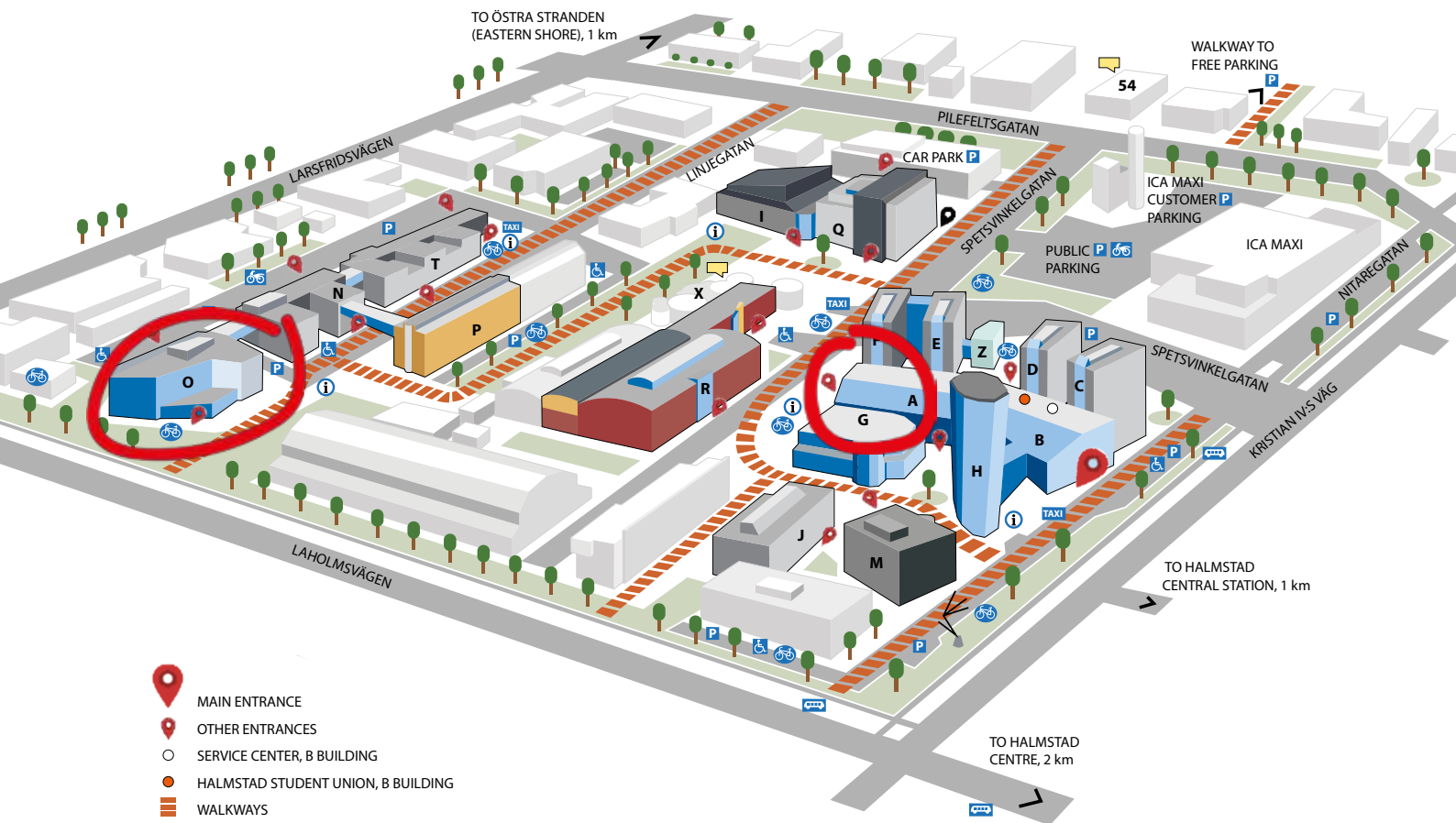
Session no.	SESSION 5A in O126	SESSION 5B in O125	SESSION 5C in O124
Session Theme	Commercialization	Business Models	Performance
Chair	Gabriel Awuah	Magdalena Brunnhofer	Hélène Laurell
Paper 1	Building Brand Personality in a Business-to-Business Context – the Case of Born Globals. Svante Andersson, Ulf Aagerup, Gabriel Awuah and Ingemar Wictor, Halmstad University, Sweden	Radical Innovations: Distinguishing between Product, Process and Business Model in the Context of SME Internationalization. Carlos M. Da Silva, University of Applied Sciences Western Switzerland, Oleksiy Ostyevskyy, Northeastern University, USA	The Relationship Between Internationalization and Performance in Young Firms: The Moderating Role of Human Resource Slack. Christine Federici, University of Duesseldorf, Germany, Christian Schwens, University of Cologne, Germany
Paper 2	Entrepreneurial Marketing of Internationalizing SMEs in the Digital Era: Evidence from the Health Sector. Man Yang and Peter Gabrielsson, University of Vaasa, Finland	Digitally Enabled Business Model Innovation: From Local Reach to Global Expansion. Carlos M. Da Silva, University of Applied Sciences Western Switzerland	Internationalization Speed and Performance Outcomes of International New Ventures in the Medical Technology Sector. Hélène Laurell and Jonas Gabrielsson, Halmstad University, Sweden
Paper 3	Are “International Entrepreneurship” and “Entrepreneurial Internationalization” Two Sides of the Same Coin? Niklas Åkerman and Per Servais, Linnaeus University, Sweden	Systematic Business Model Development as a Success Factor in the Austrian Start-Up Environment. Magdalena Brunnhofer, Michael Kreil, Christian Bischof, FH Joanneum University of Applied Sciences, Austria	Geographic Diversity of Internationalization Performance Implications for International Young Ventures. Runqian Liu and Lianxi Zhou, Brock University, US
Paper 4	Different Types of International New Ventures Based on Different Commercialization Processes in a Business-to-Business Context. Svante Andersson, Halmstad University, Sweden and Per Servais, Linnaeus University, Sweden	Business Model Experimentation with Internationalizing SMEs: Evidence from Finland. Tommi Rissanen, Agnes Asenokha, Lasse Torkkeli and Sami Saarenketo, LUT School of Business and Management, Finland	Move First to Grow Slow: on the Relationship Between Timing, Speed and Performance of the Foreign Network Entry Process. Mikael Hilmersson and Roger Schweizer, Gothenburg University, Sweden
Paper 5	How Institutional Voids Affect Venture Capital Decision-Making. Carloz Martinez, University of ST. Gallen, Switzerland	Entrepreneurial Internationalization in Renewable Energy Industry; the Effect of Firms’ Resources, Networks, Business Models, and Commercialization. Meysam Zolfaghari, EAE Business School, Spain	Guanxi and Performance of SMEs’ Foreign Subsidiaries in China. Yi Wang, University of Southern Denmark














**Closing session:
Venue O126**

Professor Hamid Etemad and Professor Svante Andersson

16.00–
16.45

Campus map



-  MAIN ENTRANCE
-  OTHER ENTRANCES
-  SERVICE CENTER, B BUILDING
-  HALMSTAD STUDENT UNION, B BUILDING
-  WALKWAYS
-  PARKING
-  DISABLED PARKING
-  BICYCLE PARKING
-  MOTORCYCLE PARKING
-  TAXI
-  CITY BUS
-  INFORMATION SIGN
-  GOODS RECEPTION



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