

**Transformational Impact of Digital Platforms Ecosystems on Global Value Chains accelerated  
by COVID-19**  
Sponsored by University of Leeds

**Chair**



**David Schulzmann**

Lecturer of International Business, Centre of International Business University of Leeds, UK and Aalborg University Business School, DK

**Panellists**



**Roger Strange**

Professor of International Business, Sussex University, UK



**Mohammad B. Rana**

Associate Professor of International Business and Strategy, Aalborg University Business School, DK

**Discussant**



**Dr Savanid (Nui) Vatanasakdakul**

Associate Teaching Professor in Information Systems at Carnegie Mellon University, Qatar



**Marina Papanastassiou**

Professor of International Business, Centre of International Business University of Leeds, UK, Visiting Professor of International Business at Carnegie Mellon University-Qatar



**Dr Matteo Borghi**

Lecturer of Entrepreneurship and Innovation, Henley Business School, UK

**When:**

8<sup>th</sup> April 2022

Networking

11:10 – 11:30am

Panel:

11:30am – 1pm

**Where:**

HBS G10,  
Henley Business  
School,  
University of  
Reading, UK

## Transformational Impact of Digital Platforms Ecosystems on Global Value Chains accelerated by COVID-19

Sponsored by University of Leeds

### Chair



**David Schulzmann**

Lecturer of International Business, Centre of International Business University of Leeds, UK and Aalborg University Business School, DK

**David Schulzmann** is a Lecturer (Assistant Professor) of International Business at the Centre for International Business at the University of Leeds (CIBUL), and Visiting Researcher at the Aalborg University Business School, Denmark. He holds a PhD in International Business Economics from Aalborg University. He has been awarded an internal grant development project, “Challenge Fund”, which is co-funding this panel. As part of his academic research, he has spent around 5 years living in China. His research focuses on Global innovation strategies in multinationals (MNEs) and their network of overseas subsidiaries and R&D centres, Digitalisation in global value chains and the role of MNEs, and Intercultural knowledge management between China and developed countries.

### Discussant



**Dr Savanid (Nui) Vatanasakdakul**

Associate Teaching Professor in Information Systems at Carnegie Mellon University, Qatar

**Dr. Savanid (Nui) Vatanasakdakul** is an Associate Teaching Professor in Information Systems (IS) at Carnegie Mellon University (CMU-Q). Prior to joining CMU-Q, she was a senior lecturer in IS (tenure track) at Macquarie University (MQ), Australia for 10 years. Dr. Nui holds a PhD in IS from the University of New South Wales, where she received a prestigious Australian Postgraduate Scholarship Award (2004 to 2007). She has taught and conducted research in the areas of social and global landscapes of IS, e-business, IS risk management and auditing, digital transformation, innovation and tech start-up and IS education. She is the author of over 60 international peer-reviewed publications. She has been awarded research grants totalling over \$250,000. She chairs over 20 international research tracks in leading information systems conferences and 8 years as research track chair on sustainability and IS at the Americas Conference of Information Systems. She was honoured to be chosen as a recipient of the Meritorious Teaching Award from CMU-Q in 2020, which is the lifetime award. In 2010, she was the recipient of the Learning and Teaching Award from the Faculty of Business and Economics – Macquarie university, Australia. Presently, she is the president of the Association of Information, Qatar chapter and a founding president of Thailand chapter. During 2010 to 2019, she served as co-founding member, treasurer and secretary of a special interest group in Green Information Systems (SIGGreen) of AIS.

Transformational Impact of Digital Platforms Ecosystems on Global Value Chains accelerated  
by COVID-19  
Sponsored by University of Leeds

**Panellists**



**Roger Strange**

Professor of International  
Business, Sussex University, UK

**Roger Strange** is Professor of International Business at the University of Sussex Business School. He is a co-Editor-in-Chief of International Business Review, and a Fellow and former President of the European International Business Academy (EIBA). His current research focuses on four main areas of International Business: the ‘externalization of production’ in global value chains (GVCs); the effects of corporate governance factors on FDI decisions; the determinants of MNE subsidiary location; and the impact of new digital technologies on international business theory and practice.



**Marina Papanastassiou**

Professor of International Business, Centre of International  
Business University of Leeds, UK, Visiting Professor of  
International Business at Carnegie Mellon University-Qatar

**Marina Papanastassiou** is Professor of International Business at the International Business Division and at the Centre for International Business University of Leeds (CIBUL) and Visiting Professor of International Business at Carnegie Mellon University-Qatar. She has published in the Journal of International Business Studies, Journal of World Business, Management International Review, Research Policy, R&D Management, and International Business Review. She co-authored (with Robert Pearce) two books on “The strategic development of Multinationals; subsidiaries and innovation”, London: Palgrave MacMillan (2009) and on “Multinationals, Technology and National Competitiveness”, London: Edward Elgar Press (1999) whilst she edited with Emeritus Professor George Mergos a book on “Food Security and Sustainability: Investment and Financing along Agro-Food Chains”, London: Palgrave MacMillan (2017). She is a Fellow of the European International Business Academy (EIBA). She earned her PhD in International Business at the Department of Economics at the University of Reading, UK

## Transformational Impact of Digital Platforms Ecosystems on Global Value Chains accelerated by COVID-19 Sponsored by University of Leeds

### Panellists



**Mohammad B. Rana**

Associate Professor of International Business and Strategy, Aalborg University Business School, DK

**Mohammad B. Rana** is an Associate Professor of International Business and Strategy at Aalborg University Business School, Denmark. His research focuses on diverse areas in international business (IB) strategies with special emphasis on MNEs sustainable strategic management, new technology-enabled value creation, and institutional impact on capability development, business modelling and legitimation strategies in IB and global value chains (GVCs) as well as business systems analysis in emerging economies. He has been leading a number of international research and capacity building projects funded by EU, Danish Ministry of Foreign affairs, and AAU Grants, worth 27 million DKK in total; such projects are: AI, value creation and adaptation in IB (lead), Climate change strategies in GVC (11.7 ml. DKK with CBS), Sustainable Business model innovation (lead at AAU, 3 ml. DKK), Circular Economy in apparel GVCs (12 ml. DKK, lead), and Sustainability-driven business modelling strategies in Shipping GVCs (Lead, 0.3 ml. DKK). He has edited a book (with Matthew M.C. Allen) on 'Upgrading the Global Garment Industry: Internationalisation, Capabilities, and Sustainability', published by Edward Elgar, which is the first book of its kind that has focused on Global Garments Industry from the perspective of international business, GVCs, and capability development. He has published in Global Strategy Journal, Technovation, International Business Review, Journal of International Management, and so forth.



**Dr Matteo Borghi**

Lecturer of Entrepreneurship and Innovation, Henley Business School, UK

**Dr Matteo Borghi** is a Lecturer of Entrepreneurship and Innovation at the Henley Business School and a member of the Henley Centre for Entrepreneurship. His research lies at the intersection of entrepreneurship, management and data science, with special reference to the impact of Industry 4.0 technologies on digital business modelling and eReputation of companies in services industries. He received his PhD in management from Henley Business School (UK) after earning a Master in Business Informatics at the University of Pisa (Italy) and a Bachelor degree in Information Science for Management at the University of Bologna (Italy). His teaching experience covers a wide range of entrepreneurship undergraduate modules such as Student Enterprise, Practice of Entrepreneurship, Entrepreneurial Management Venture Project and Digital Entrepreneurship.