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 a Competitive Position of a Relocating Company – Evidence from Polish Manufacturing Industry, Marlena Dzikowska, Poznań University of Economics

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