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## **Challenges for International Business in Central and Eastern Europe**

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# GLOBAL NETWORKS: ORGANIZATIONS AND PEOPLE

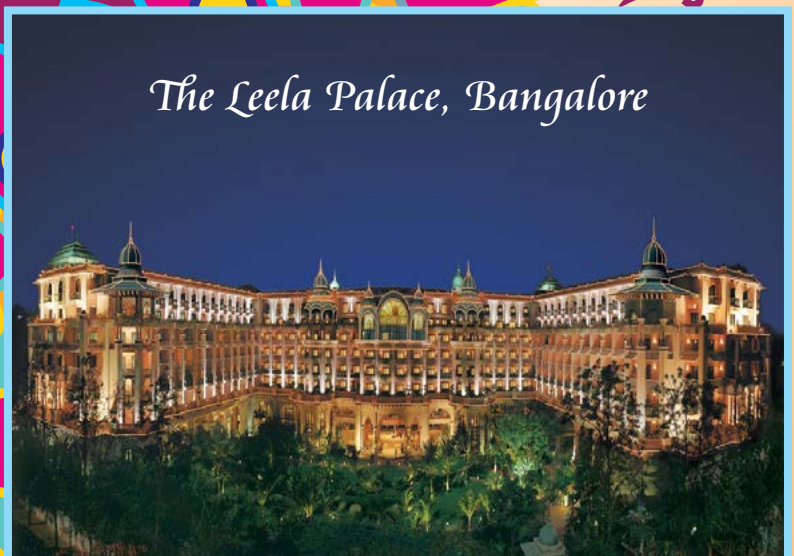
Hosted by:



*Bengaluru, India  
June 27-30, 2015*

*Program Chair:  
Ram Mudambi*

*The Leela Palace, Bangalore*





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**Welcome to Bengaluru, India for the 2015 Annual Meeting of the Academy of International Business!**

For many of you, traveling to India for a meeting, to teach, to consult, or to visit family is commonplace. I am embarrassed to say that this is my first visit to this great country. So understandably, this also explains why I am so happy to be here with you this year, in this country. Like many of you, I have read about, studied, and wondered about India for so many years. I can't come to explain my excitement about finally being here.

***Putting together an excellent annual meeting is the result of the efforts of countless individuals.***

First, we would like to thank our local hosts. No matter how much interest we have in a country, or how strong our own organization may be, we cannot do an annual conference without a local host. This year we are blessed that IIM Bangalore, one of India's top business schools, is hosting our meeting. We thus thank Director Sushil Vachani and our local host Prof. S. Raghunath and their teams for all the support they have been giving us to put together this annual meeting.

Every large endeavor of this level of complexity requires both vision, to make a memorable conference program, and attention to detail, to ensure that it all comes together in the end. In the person of our Program Chair, Ram Mudambi, and our Pre-conference Program Coordinator, Charles Dhanaraj, we are lucky to have men of vision and attention to detail. Both have been working diligently, along with the support of the many track chairs and consortium leaders, to put together a fantastic program for all of us. Our program this year is comprised of 121 paper sessions, 6 special sessions, and 33 panels across 15 tracks, including two focused on Research Methods in IB and Teaching Methods in IB. We are expecting over 800 AIB members to be in attendance.

***This year, we continue with some old traditions and are starting what we hope will be some new ones.***

As always, our preconference activities include the Doctoral Consortium, Junior Faculty Consortium, and the JIBS Workshop. This year I am proud to report we are beginning a new tradition of visiting a third sector, social organization to give our members a chance to go beyond the walls of the Leela Palace and see how innovative organizations are dealing with some of the challenges facing India (Inaugural Social Sector Visit, Friday, June 26th at 2:30pm). Another important pre conference innovation this year is the AIB Research Capacity Workshop organized by Professors Jose de la Torre, Rishiksha Krishnan, and Sougata Ray.

**We cordially invite all of our new members to our New Member Tea, Saturday June 27th, 3:30pm-4:30pm. It is a good way to get to meet members of the AIB board in a small informal environment.**

The board and I would also like to take this opportunity to remember and honor three of our members who passed away this year, Alan M. Rugman, Kwok Leung and Warren J. Keegen. Very different in their interests and demeanors, all were world-class scholars who made lasting contributions to the field of international business. As we come together for this marvelous conference, we miss them, and mourn their loss.

Our annual meetings are where we share our latest research, learn what our colleagues are working on, how the field of IB is changing and as well as how else it should be changing. It is where we reconnect with our colleagues and relish our community. I look forward to reconnecting with old friends and meeting new ones. Welcome to Bengaluru.

Nakiye Boyacigiller  
AIB President

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Dear Members of the Academy of International Business,

On behalf of the Indian Institute of Management, Bangalore (IIMB), I would like to extend a very warm welcome to you. We are delighted to host the 2015 Annual Conference of the Academy of International Business.

IIMB is proud of its close connection with AIB. Professor S. Raghunath of IIMB, who is the Chair of the Local Host Committee for this conference, is also the Chair of the Academy's India Chapter. AIB India's 2013 annual conference was held here in Bengaluru.

The theme for AIB 2015, "Global Networks: Organizations and People", responds to three mega trends—the rise of trade in activities, knowledge-intensive intangibles and emerging markets. Bengaluru is probably one of the best cities in the world to observe the confluence of these mega trends. It is a vibrant center for both the creation and export of knowledge-intensive intangibles in the information technology and biotechnology industries, among others. It also symbolizes the opportunity presented by the rise of entrepreneurship in emerging markets, captured in the billion dollar valuations of home-grown e-commerce companies such as Flipkart.

Bengaluru is home to some of India's most dynamic non-governmental organizations, such as Akshaya Patra, which fights hunger and keeps children in school by feeding 1.4 million school children each day, and Agastya, which sparks curiosity by taking innovative science education to hundreds of thousands of poor children across India.

IIMB's strategic emphasis draws on the tremendous advantages provided by our location in Bengaluru. Our center for entrepreneurial learning is an integral part of the city's vibrant entrepreneurial eco-system. We maintain close connections with Bengaluru's IT and life sciences industries, its world-class research organizations and dynamic non-governmental organizations. All this provides an unparalleled opportunity for our students, faculty and visitors. We have chosen to embrace technology to enhance the impact of our educational programs. As the first Indian management school to become a participating member of edX, the Harvard-MIT joint venture, we will begin launching several MOOCs this summer.

Bengaluru is one of India's fastest growing major cities. It is demographically diverse and presents rich cultural activities. I hope that in addition to enjoying the exciting conference activities, you will find the time to visit some of Bengaluru's major tourist attractions, including the IIM Bangalore campus.

With best wishes,

Sushil Vachani  
Director, IIM Bangalore



Dear AIB Colleagues,

A very warm welcome to Bengaluru, the IT capital of India and to the 56<sup>th</sup> Annual Conference of the Academy of International Business!

This year's theme "*Global Networks: Organizations and People*" is particularly appropriate to our emerging market location – AIB's first foray into India. The city hosts one of the largest concentrations of multinational subsidiaries in the world and they operate a complex international network of organizational pipelines. In tandem, individuals, many from the Indian diaspora, flit in and out of the city, connecting it with locations all around the globe through their personal networks. These global networks foster connectivity and are the conduits that enable our modern knowledge economy to function. Indeed, the knowledge creation and innovation that they foster is humanity's best hope for a prosperous and sustainable future.

Many papers in this year's program address this theme. A novel element this year is an explicit track focusing on economic geography / regional science, headlined by a Showcase Panel co-sponsored by the Regional Science Association International (RSAI). Economic geographers, regional scientists and international business scholars increasingly study the same phenomena and collaboration and cross-fertilization among these fields can lead to exciting new insights. Please welcome our colleagues from these sister disciplines to AIB. Perhaps you will find new co-authors and audiences for your research!

A second feature of the program that I would like to highlight is the 'Yellow Brick Road' (and so colored!) of Scholarship in Practice sessions that runs through Sunday and Monday. These sessions feature a combination of academics and practitioners from both business and government, encouraging us to think of rigor and relevance as complements rather than substitutes. These sessions feature senior representatives from major corporations like Unilever, Accenture, Citibank, Cisco, Narayana Health, Infosys and Wipro, government departments like the Indian Ministry of Statistics and NGOs like the Carbon Disclosure Project.

As this program goes to press, nearly 800 individuals have registered for the conference and will be able to choose from 2 plenary sessions, 6 special sessions, 33 panels, 72 competitive paper sessions, 49 interactive paper sessions and many special events.

The quality of submissions has been extraordinarily high and with so many quality submissions, the track chairs faced a daunting task in narrowing their acceptances to the allocated targets. Conference attendees will find a cornucopia of international business scholarship and practice on offer, so their only problem may be one of choosing what to attend. In most time slots the full conference attendees will be able to choose from 13 parallel sessions of panels, competitive and interactive session papers.

Let me highlight the events awaiting you at the 2015 AIB Conference.

- **Pre-conference Consortiums.** This year's pre-conference offers workshops for doctoral students and junior faculty, each with a distinguished group of faculty panelists. The AIB/Sheth Foundation Doctoral Student Consortium is chaired by Stewart Miller and Shameen Prashantham. The Junior Faculty Consortium is chaired by Ruth Aguilera and Ravee Chittoor.
- **JIBS/AIB Paper Development Workshop.** The 12<sup>th</sup> Annual JIBS PDW is chaired once again by Petra Christmann with John Cantwell as Co-Chair. It will provide scholars with developmental feedback on their current research projects in international business studies.
- **Research Capacity Workshop.** A new pre-conference activity this year, led by Jose de la Torre, Rishikesh Krishnan, and Sougata Ray, this workshop focuses on strengthening the doctoral program and improving research culture in the developing country business schools.
- **New Members Welcome Tea.** Meet the AIB President, Nakiye Boyacigiller, and other Board members in a special welcome to all members attending the AIB conference for the first time.
- **Opening Ceremony.** Our conference will start with the traditional lighting of the lamp of knowledge by faculty from our host school, the Indian Institute of Management, Bengaluru. This will be followed by introductions to the program, and the recognition of this year's Educator of the Year, Nick Binedell. Our keynote speaker and Executive of Year, Kiran Mazumdar-Shaw, is the first woman to be so recognized by the AIB. She is the Chairman and Managing Director of Biocon and will speak on the opportunities and challenges facing the biopharmaceutical industry in emerging markets, many of which reflect the confer-



ence theme. As in the past years, commemorative t-shirts will be available again for the first 300 attendees. Be sure to show up early and claim a t-shirt as they are sure to be prized items again this year.

- **AIB Fellows Plenary** will follow directly on from the Opening Ceremony and will address the conference theme of “*Global Networks: Organizations and People*” in the context of global biopharmaceutical industry. Chaired by Sri Zaheer, it will feature two scholars who have made central contributions to the study of innovation and emerging markets, John Cantwell and Torben Pedersen. I will serve as moderator of this session. The Presidential Reception will follow.
- **Fellows Café.** Early risers will every morning have the opportunity for a casual discussion with one of the AIB Fellows before the start of the main program.
- **UNCTAD Sessions.** UNCTAD will launch its *2015 World Investment Report* at the AIB conference. Hafiz Mirza and Axele Giroud will introduce the report, and Peter Buckley, Sarianna Lundan and I will provide commentaries. Join the experts behind the report for the launch event on Tuesday (session 3.2.1). Also consider attending the UNCTAD-WAIB session on “MNCs Gender Equality and Development” on Monday (session 2.3.3).
- **AIB Fellows Eminent Scholar Award.** W. Richard Scott will be honored with this award and will provide a plenary keynote speech on “*IT & IB: Institutional Theory and International Business*” (session 2.2.1 on Monday). Commentaries will be provided Yves Doz and Arie Lewin. Paul Beamish, the Dean of the AIB Fellows, will chair the session.
- **Special Executive Plenary.** Harish Manwani, Chairman of Hindustan Lever, and former COO of Unilever will be joined by Dr. Ashutosh Raghuvanshi, Deputy Chairman and Group CEO, Narayana Health. They will address the challenges of balancing competitive advantage with social responsibility and sustainable practices, particularly in emerging markets. Ravi Ramamurti will moderate this session.
- **Peter J. Buckley and Mark Casson AIB Dissertation Award Presentations.** The five finalists for this year’s award are Perttu Kähäri (Aalto University), Heeyon Kim (National University of Singapore), Catherine Magelsen (London Business School), Carlos Adrian Rodriguez (INCAE), and Michael A. Sartor (Western University). Join session 2.3.1 to meet researchers likely to shape future research agendas of the AIB.
- **2015 JIBS Decade Award.** The winners of the award are Klaus Meyer and Mike Peng for their paper, “*Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions*”. Following their retrospective, commentaries will be provided by Mark Peterson, Tatiana Kostova and G. Tomas M. Hult. John Cantwell chairs this session 3.3.1.
- On Monday night, we will enjoy the conference **Gala Event** at the Tamarind Tree, a charming venue with antique doorways, cobble stoned pathways, beautiful trees, and elegant pavilions. Our hosts have put together an exquisite Indian Night, featuring art, music, a craft bazaar, and of course, samples of the delectable Indian cuisine.
- **Lunches and Coffee Breaks.** The coffee breaks and lunches, which are a special and unique feature of AIB, provide members the opportunities to discuss new ideas with old friends and extend your network to new colleagues from around the world – and from our sister disciplines.
- **AIB Business Meeting and Awards Ceremony.** Don’t miss this important wrap-up of the conference with executive reports and award recognitions, and an outlook to our 2016 conference in New Orleans (session 3.5.1).
- **AIB Awards/Farewell Reception.** The reception is sponsored by Palgrave Macmillan, publishers of JIBS, in honor of all the winners of awards being given out at the AIB conference. This is a time for celebration and making plans for future endeavors with colleagues and friends, old and new.

These are just a few of the many stimulating sessions.

Putting together this program has been a truly collaborative effort. This program would not have been possible without the 931 submissions by authors from 62 countries. The challenge of reviewing so many papers in a short time span was accomplished by 1032 reviewers who provided valuable input to authors and track chairs. My sincere thanks go to all authors and reviewers.

The Fellows have organized the two plenary sessions that are sure to be outstanding, and they will meet members for open ended informal discussions in the Fellow’s Café each morning. The Fellows’ efforts in creating these opportunities for engaging with senior scholars in our community are highly appreciated.





The track chairs had to make tough decisions and constructed the many interesting sessions offered this year. It was a joy working with this group of talented and committed colleagues as we pulled the program together. Special thanks go to each one: Kwok Leung, Erkkö Autio, Mary Teagarden, Susan Mudambi, Simona Iammarino, Lucia Piscitello, L. Felipe Monteiro, Siva Viswanathan, Akbar Zaheer, Gurneeta Singh, Ronaldo Parente, Florian Taube, Björn Ambos, Nandini Rajagopalan, Nan Jia, Michael Witt, Rene Belderbos, David Reeb and Andreas Schotter.

When mentioning the Track Chairs, I would like to make special mention of Kwok Leung, who took seriously ill during the finalization process of his track. In spite of his severe condition, he continued to work and finalized his track in good time. It is with great sadness that I inform the membership of his recent, very untimely passing. I am sure that the AIB membership is one with me as we send our deepest condolences to his family.

Our local hosts had done so much to make our conference in Bengaluru memorable. Thanks to the Indian Institute of Management, Bengaluru, and very special thanks to Dean S. Raghunath, the local host chair who was instrumental in arranging so many special events.

Throughout the process, the AIB Executive Board members have provided valuable guidance. Charles Dhanaraj undertook all the coordination of pre-conference activities. All Executive Board members under the gentle guiding hand of our President, Nakiye Boyacigiller, provided valuable advice and support.

Many of you likely corresponded with Thomas J. Hannigan, my assistant, who handled hundreds of emails and in general made himself indispensable; and supported us from Silicon Valley after his move from Philadelphia. I also thank my colleagues at the Fox School for your support — and your patience when other aspects of my work suffered as my mind was occupied with AIB.

I want to thank each and every one at the AIB Secretariat at Michigan State University. The entire team there has been a source of boundless enthusiasm and constant, instantaneous support. At the helm of this exceptional team, AIB is fortunate to have Tunga Kiyak, who is the ultimate professional. With his eye for detail and his intimate knowledge of every aspect of the conference, it is a simple statement of fact that without him, organizing the conference would be virtually impossible. In addition, he has the patience and good humor to put up with and train a new Program Chair every year. So Tunga, I would like to add my most sincere thanks to all those recorded by many Program Chairs before me — thanks for all you do for AIB.

Finally, I would like to thank the AIB membership for giving me the honor and pleasure to serve as Program Chair. I hope that this year's program will open new horizons for you.

Ram Mudambi  
Vice-President Program, Academy of International Business  
Frank M. Speakman Professor of Strategy  
Fox School of Business, Temple University



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## PRE-CONFERENCE EVENT SPONSORS

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## CONFERENCE EVENT SPONSORS

JIBS Decade Award



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Coffee Break

That's Interesting Award



WAIB Reception





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Indian Institute of Management, Bangalore

## LOCAL HOST COMMITTEE CHAIR

S. Raghunath – *IIM, Bangalore*



We would like to thank the 1032 reviewers that helped make the 2015 conference a possibility. We would especially like to recognize the **Best Reviewer Award** winners listed below, in bold and in alphabetical order, as nominated by the AIB 2015 Track Chairs:

**Kazuhiro Asakawa**, *Keio University*  
**Joshua Kennedy Ault**, *University of Victoria*  
**Allan Bird**, *Northeastern University*  
**Ilya Cuypers**, *Singapore Management University*  
**Nigel Driffield**, *Warwick Business School*  
**Alex Eapen**, *Australian National University*  
**Jesper Edman**, *Hitotsubashi University*  
**Susan Feinberg**, *Temple University*  
**Johann Fortwengel**, *Free University Berlin*  
**Budhaditya Gupta**, *Harvard University*  
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- Linda Matthews, *UTPA*
- Anna Matysek-Jedrych, *Poznan University of Economics*
- Martha Mazneviski, *IMD*
- Marleen McCormick, *Butler University*
- Conor McDonald, *University of Leeds*
- Frank McDonald, *University of Liverpool*
- Siti Rohani Md. Yusof, *Curtin University Sarawak*
- Chandan Medatwal, *Government JDB PG College for Girls, Kota*
- Anju Mehta, *University of Northern Iowa*
- Hsiao-Chen Mei, *National Chi-nan University*
- Luisa F. Melo, *Bentley University*
- Chenghao Men, *The Hong Kong Polytechnic University*
- Xavier Mendoza, *ESADE Business School*
- Hemant Merchant, *University of South Florida St. Petersburg*
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- Klaus Meyer, *CEIBS*
- Vincent Meyer, *HEC Paris*
- M. Khasro Miah, *North South University*
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- Joan Mileski, *Texas A & M University at Galveston*
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- Ishva Minefee, *University of Illinois at Urbana-Champaign*
- Ewa Minska-Struzik, *Poznan University of Economics*
- Mirela Miresan, *Saint Mary's University of Minnesota*
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- Anuranjan Misra, *Noida International University, Greater Noida*
- Pradeep Kumar Misra, *Indian Institute of Management Indore*
- Rakesh Mittal, *New York Institute of Technology*
- moiz mohammed, *Pondicherry University*
- Muhammad Mohiuddin, *Thomson Rivers University, BC, Canada*
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- Michael Mol, *Copenhagen Business School*
- K. S. Momaya, *Indian Institute of Technology, Bombay (IITB)*
- Jefferson Marlon Monticelli, *Universidade do Vale do Rio dos Sinos*
- Ivan Montiel, *Loyola Marymount University*
- Hwy-Chang Moon, *Seoul National University*
- Jon Jungbien Moon, *Korea University*
- Immanuel Azaad Moonesar, *Walden University*
- Fiona Moore, *University of London*
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- Terence Motsi, *Cleveland State University*
- Susan Mudambi, *Temple University*
- Lakshmi Mudunuru, *Gitam University*
- Marc Mueller, *University of St. Gallen*
- Haram Elsafo Mukhayer, *Ahfad University for Women*
- Aroop Mukherjee, *Universiti Putra Malaysia*
- Debmalya Mukherjee, *University of Akron*
- Deepraj Mukherjee, *Kent State University*
- Shoma Mukherji., *Delhi School of Business*
- K.V. Mukundhan, *Indian Institute of Management Kozhikode*
- Jakob Müllner, *WU Vienna*
- Surender Munjal, *University of Leeds*
- Etayankara Muralidharan, *MacEwan University*
- Aldo Musacchio, *Harvard/Brandeis*
- Ramazan Nacar, *Yalova University*
- Ashok Nag, *Reserve Bank of India*
- Swati Nagar, *AUT University*
- Yoko Naito, *Tokai University*
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- Nazly Katherine Nardi, *Kaplan University*
- James Nebus, *Suffolk University*
- Camilla Nellemann, *Rikkyo University*
- Bill Newbury, *Florida International University*
- Kim-Soon Ng, *Universiti Tun Hussein Onn Malaysia*
- Anothai Ngamvichaikit, *Sukhothai Thammathirat Open University*
- Vi Dung Ngo, *Vietnam National University, Hanoi*
- Michael Zisuh Ngoasong, *Open University*
- Linh Khanh Nguyen, *HHL Leipzig Graduate School of Management*
- Pham Hoanh Son Nguyen, *ESC Clermont Graduate School of Management*
- Rekha Nicholson, *University of the West of England*
- Bo Bernhard Nielsen, *University of Sydney*
- Sushil Nifadkar, *Georgia State University*
- Azura Noor, *Universiti Utara Malaysia*
- Niina Nummela, *University of Turku*
- Everlyne Ochome, *Kisii University*
- Jana Oehmichen, *Georg-August University Göttingen*
- Mario Henrique Ogasavara, *ESPM*
- Claudia Ogrea, *Lucian Blaga University of Sibiu*
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Sundar Parthasarathy, *IIT-Bombay*  
Daudi Pascal, *University of Agder*  
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Saptarshi Purkayastha, *IIM Calcutta*  
Lukasz Puselecki, *Poznan University of Economics*  
Moritz Putzhammer, *WU Vienna*  
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- Krishna Rajan P.s., *Rai Technology University*  
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Kunneth Ramakrishnan, *Center for Development and Empowerment*  
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Kumar Rakesh Ranjan, *IIM Trichy*  
Padma Rao Sahib, *University of Groningen*  
Abdul Rasheed, *University of Texas at Arlington*  
Matevz Raskovic, *University of Ljubljana*  
Mehdi Rasouli Ghahroudi, *University of St. Gallen*  
Elizabeth Ravlin, *University of South Carolina*  
Anil Rawat, *Institute of Business Management & Technology*  
Amlan Ray, *Amrita School of Business*  
Edward Ray, *Bruning*  
Sílvia Maria Dias Pedro Rebouças, *Federal University of Ceara*  
Rama Krishna Reddy, *The University of Memphis*  
Patrick Reinmoeller, *Cranfield U.*  
Nuno Reis, *Polytechnic Institute of Leiria*  
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Pedro Lucas Resende Melo, *Universidade Paulista*  
Zahid Riaz, *University of New South Wales*  
Malika Richards, *Penn State University*  
Christopher Richardson, *Universiti Sains Malaysia*  
Ulf Henning Richter, *Nottingham University Business School China*  
Rilana Riikinen, *Aalto University School of Business*  
Nattharika Rittippant, *Thammasat University*  
Jose Luis Rivas, *ITAM*  
Matthew Robson, *University of Leeds*  
Henrique Martins Rocha, *Rio de Janeiro State University - UERJ*  
Tom Roehl, *Western Washington University*  
Diana Carolina Rojas Torres, *Konrad Lorenz University*  
Inna Romanova, *University of Latvia*  
Elizabeth Rose, *University of Otago*  
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Hernan 'Banjo' Roxas, *Deakin University*  
Carlos Rufin, *Suffolk University*  
Blake Andrew Runnalls, *Michigan State University*  
John A. Rushing, *Barry University*  
Ayalla Ruvio, *Michigan State University*  
Paul Ryan, *National University of Ireland, Galway*  
Asmund Rygh, *BI Norwegian Business School*  
Sreevas Sahasranamam, *Indian Institute of Management Kozhikode*
- Santosh K. Sahu, *Madras School of Economics, Chennai*  
Sut Sakchutchawan, *Lock Haven University*  
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Ravi Sarathy, *Northeastern University*  
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Shahazadi Begum Shaik, *GITAM School of International Business*  
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Yufan Shang, *Xi'an JiaoTong University*
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Rifat Sharmelly, *UNSW*  
Kang-Hwa Shaw, *Shandong University*  
Mikhail Shengeliya, *Trinity College Dublin*  
Yong Ju Shim, *F,GV-EAESP*  
Katsuhiko Shimizu, *Keio University*  
Duckjung Shin, *University of Western Ontario*  
Jiyoung Shin, *Korea University*  
Moonsik Shin, *Korea University Business School*  
Vikrant Shirodkar, *University of Sussex*  
Amir Shoham, *Temple University*  
Pallavi Shukla, *Rutgers University*  
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Ekta Sikarwar, *Indian Institute of Management Indore*  
Michael Silla, *University of Victoria*  
Deeksha Singh, *Rutgers University*  
Jasjit Singh, *INSEAD*  
Ruhe Singh, *Indian Institute Of Foreign Trade*  
Shubham Singh, *IIM Raipur*  
Ashutosh Kumar Sinha, *IIM Lucknow*  
Indrajit Sinha, *Temple University*  
Paresha Sinha, *University of Waikato*  
Karin Sixl-Daniell, *MCI*  
Sally Sledge, *Norfolk State University*  
Leo Sleuwaegen, *KU Leuven*  
Patricia Matisz Smith, *North Carolina Wesleyan College*  
Simon M. S. So, *University of Macau*  
Minna M Söderqvist, *Kyminlaakso University of Applied Sciences*  
Wolfgang Sofka, *Copenhagen Business School*  
Dieter Somers, *University of Leuven*  
Gloria Sraha, *Victoria University of Wellington*  
Menon Sreedharan Mampully, *University Of Mumbai*  
rajeshwari Srinivasa, *Karnataka State Open University*  
Vasanthi Srinivasan, *Indian Institute of Management Bangalore*  
Patnaree Srisuphaolarn, *Thammasat University*  
Rajesh Srivastava, *University Of Mumbai*  
Martin Stack, *Rockhurst University*  
Maximilian Stallkamp, *Ivey Business School*  
Sylwia Elzbieta Starnawska, *SUNY Empire State College*  
Abraham Stefanidis, *St. John's University*  
Christina Marion Stein, *University of Stuttgart*  
Brenda Sternquist, *Michigan State University*  
Charles Edward Stevens, *Lehigh University*  
Christina Stringer, *University of Auckland*  
Stephen Donald Strombeck, *California Baptist University*  
Yiyi Su, *Tongji University*  
Gabriele Suder, *University of Melbourne*  
praveen Sugathan, *Indian Institute of Management Bangalore*  
Sui Sui, *Ryerson University*



- Sinan Asaf Sular, *Rijksuniversiteit Groningen*
- Zhongjuan Sun, *Tsinghua University*
- Seppo Suominen, *Haaga-Helia University of Applied Sciences*
- Irina Surdu, *Warwick Business School*
- Dylan Sutherland, *Durham University Business School*
- Bernhard Swoboda, *Trier University*
- Kelsey Lynne Syvrud, *Florida State University*
- Andrea Szalavetz, *Institute for World Economics Hungarian Academy of Sciences*
- Michal Szymanski, *University of Victoria*
- Jacob Taarup-Esbensen, *Copenhagen Business School*
- Raffaella Tabacco, *University of Udine*
- Florian Taeube, *ULB - Solvay Brussels School of Economics and Management*
- Yoshi Takahashi, *Hiroshima University*
- Ali Taleb, *MacEwan University*
- Stephen Tallman, *University of Richmond*
- Chin Chiu Tam, *CUSCS*
- Khaled Tamzini, *Universite Of Sousse/ IHCSS*
- Joo-Seng Tan, *Nanyang Technological University*
- Kun Tan, *Minjiang University*
- Jing'an Tang, *Sacred Heart University*
- Ryan Tang, *University of Technology, Sydney*
- Qingjiu Tao, *James Madison University*
- Pard Teekasap, *Thai-Nichi Institute of Technology*
- Ying-Hua Teng, *Sue-Te University*
- Helene Tenzer, *Tuebingen University*
- Joao Paulo Correia Teodosio, *Polytechnic Institute of Santarem*
- George Tesar, *University of Wisconsin-Whitewater*
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- Esther Tippmann, *University College Dublin*
- Yulia Tolstikov-Mast, *Indiana Tech*
- Tony Tong, *University of Colorado*
- Lasse Torkkeli, *Lappeenranta University of Technology*
- Jose Anibal Torres, *Keuka College/Southern New Hampshire University*
- Rui Torres Oliveira, *Manchester Business School*
- Piotr Trapczynski, *Poznan University of Economics*
- Len J. Trevino, *Loyola University New Orleans*
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- Chiayu Tu, *MCU*
- Wenjun Tu, *University of Nottingham, Ningbo China*
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- C. Anniq Un, *Northeastern University*
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- Adrian Villanueva, *Advill Consultancy*
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- Daria Volchek, *Aalto University*
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- Ming-Chao Wagn, *Shih Chien University*
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- Robyn Carlea Walker, *University of Southern California*
- John Walsh, *Shinawatra University*
- Min Wan, *University of Wisconsin-Milwaukee*
- Alex Wang, *University of Southern California*
- Danqing Wang, *University of Hong Kong*
- Joyce Wang, *University of Texas at Dallas*
- Liu Wang, *Providence College*
- Song Wang, *Zhejiang University*
- Taiyuan Wang, *IE Business School*
- Yanbo Wang, *Boston University*
- AK Ward, *Virginia Tech*
- Karl S.R. Warner, *Edinburgh Napier University*
- Heather Webb, *Higher Colleges of Technology*
- Heidi Marie Wechtler, *Macquarie University*
- Liqun Wei, *Hong Kong Baptist University*
- Wei Wei, *Beijing Jiaotong University*
- James Welch, *Eckerd College*
- Louis T. Wells, *Harvard University*
- David Weng, *City University of Hong Kong*
- Caroline Shaffer Westerhof, *Colorado Technical University*
- Mika Westerlund, *Carleton University*
- Stanford Westjohn, *University of Toledo*
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- Justin Williams, *University of Calgary*
- James (Jim) Wills, *University of Hawaii*
- Natalie Victoria Wilmot, *Sheffield Hallam University*
- Bernard Martin Wolf, *York University*
- Heejin Woo, *University of Southern California*
- Charles M Wood, *University of Tulsa*
- Geoffrey Wood, *Warwick Business School*
- Brian Wu, *University of Michigan*
- Jay Wu, *Thammasat University*
- Sibin Wu, *University of Texas-Pan American*
- Tai Ming Wut, *The Hong Kong Polytechnic University*
- Slawomir Wycislak, *Jagiellonian University*
- Duarte Xara-Brasil, *Instituto Politécnico de Setúbal*
- Wlamir Xavier, *Eastern New Mexico University*
- Hui Xia, *University of Saint Joseph, Macau*
- Jun Xia, *University of Texas at Dallas*
- Simon Shufeng Xiao, *Hankuk University of Foreign Studies*
- En Xie, *Xi'an Jiaotong University*
- Zhenzhen Xie, *Tsinghua University*
- Adele Xing, *University of Southern California*
- Jie Xiong, *ESC Rennes School of Business*
- Xun Xu, *Washington State University*
- Noriko Yagi, *Seigakuin University*
- Mo Yamin, *University of Manchester*
- Deli Yang, *Trinity University*
- Hui Yang, *City University of Hong Kong*
- Jie Yang, *Saint Louis University*
- Jingyu (Gracy) Yang, *University of Sydney*
- Yong Yang, *University of Sussex*
- Fiona Yao, *University of Illinois at Urbana Champion*
- Attila Yaprak, *Wayne State University*
- Ching-Hsuan Yeh, *National Changhua University of Education*
- Su-Chuan Yen, *National Chung Hsing University*
- Poh-Lin Yeoh, *Bentley University*
- Ha-Chin Yi, *Texas State University*
- Harun Emre Yildiz, *Uppsala University*
- Sohyun Yim, *Seoul National University*
- Wenyan Yin, *Seoul National University*
- Hideki Yoshihara, *Kobe University*
- Katsuhiko Yoshikawa, *London School of Economics and Political Science*
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- Ayse Yuce, *Ryerson University*
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- M. Amin Zargarzadeh, *University of Calgary*
- Rodrigo Zeidan, *Fundação Dom Cabral and NYU Shanghai*
- Feng Zhan, *John Carroll University*
- Hongjuan Zhang, *Tianjin University*
- Jie Zhang, *China Huarong Asset Management Co., Ltd*
- Ling Eleanor Zhang, *Hanken School of Economics*
- Megan (Min) Zhang, *Ivey Business School*
- Yan Zhang, *University College Dublin*
- Yan Zhang, *Rice University*
- Zelong Zhang, *Baruch College, CUNY*
- Bo Zhao, *Hong Kong University*
- Junli Zhao, *Donghua University*
- Wanli Zhao, *Southern Illinois University*
- Xuan Zheng, *Georgia State University*
- Lianxi Zhou, *Brock University*
- Ruoying Zhou, *Aston University*
- Xiaoyu Zhou, *ShanghaiTech University*
- Zijing Zhou, *HEC Paris*
- Cherrie Jiuhua Zhu, *Monash University*
- Hongjin Zhu, *McMaster University*
- Pengcheng Zhu, *University of San Diego*
- Ying Zhu, *University of South Australia*
- Zhaobo Zhu, *Old Dominion University*
- Yuting Zhuang, *Otago University*
- Anatoly Zhuplev, *Loyola Marymount University*
- Ermira Zifla, *Temple University*
- Ahmed Y Zohny, *Coppin State University*
- Ulrike Zschoche, *Georg-August-University of Goettingen*



## Opening Plenary

June 27, 17:00-19:00, Grand Ballroom



### **Kiran Mazumdar-Shaw**

Chairperson & Managing Director, Biocon Limited

A pioneer of the biotechnology industry in India and the head of the country's leading biotechnology enterprise, Biocon, Ms. Kiran Mazumdar-Shaw is a highly respected businesswoman. Ms. Mazumdar-Shaw, a first generation entrepreneur, has made her country proud with a globally recognized biopharmaceutical enterprise that is committed to innovation and affordability in delivering world-class therapeutics to patients globally. As the first woman brew master of India, with a pioneering spirit to make a difference, she leveraged her knowledge of fermentation science to pursue the road less taken and build an innovative biopharmaceutical company. Today, Biocon is India's largest biopharmaceutical enterprise and the only publicly listed biotechnology company. It is credited with developing an indigenous recombinant human insulin based on proprietary fermentation technology, which is now available in over 50 countries. Under her leadership Biocon has become a well-recognized global brand.

She is highly respected in the corporate world and has been named among TIME magazine's '100 Most Influential People in the World.' She has also been featured in Fierce Biotech's list of 'World's 25 Most Influential People in Biopharma' and is recognized among Forbes '100 Most Powerful Women' globally. U.S.-based Chemical Heritage Foundation recently conferred Ms. Mazumdar-Shaw with the '2014 Othmer Gold Medal' and Germany-based Kiel Institute for the World Economy awarded her its coveted '2014 Global Economy Prize' for Business.

Ms. Mazumdar-Shaw is also an Independent Member of the Board of Infosys, a global leader in consulting, technology and outsourcing solutions. She is also the Chairperson of the Board of Governors of the Indian Institute of Management, Bangalore.

In addition to her formal qualifications of a Brewmaster from Ballarat University, Australia; Ms. Mazumdar-Shaw holds several other honorary degrees from renowned international universities like Trinity College, Dublin; University of Abertay, Dundee; University of Glasgow; Heriot-Watt University, Edinburgh etc. Ms. Shaw is the recipient of other prestigious awards, including the Nikkei Asia Prize for Regional Growth and the 'Veuve Clicquot Initiative For Economic Development for Asia' Award.

Her most cherished awards are the two National Civilian Awards, PADMA SHRI (1989) and PADMA BHUSHAN (2005), presented to her by the President of India for her innovative efforts in Industrial Biotechnology. She is also the Honorary Consul of Ireland in Bangalore.





## Award Presentation: Opening Plenary

June 27, 17:00–19:00, Grand Ballroom

## Special Session: Challenges Confronting Emerging Market IB Educators

June 29, 16:15–17:30, Grand Ballroom



### **Nick Binedell**

Founding Director and Dean of the  
Gordon Institute of Business Science of the University of Pretoria

Nick Binedell was the Founding Director and Dean of the Gordon Institute of Business Science of the University of Pretoria.

After a career in business, including a period as a general manager of a division of GEC (South Africa), he began a career in academia. He completed his Ph.D at the University of Washington in Seattle, where he was a Boeing Scholar (1983 – 1986) after which he returned to take up a position as a senior lecturer at the Wits Business School. In 1992 he was appointed as Director of the Wits Business School and held that position for 2 terms of 3 years.

In 1998 he was invited to establish a new business school for the University of Pretoria to be based in Johannesburg, South Africa. His mandate was to seek to establish a world class business school that would meet the needs of the 21st century for South African business and business leaders. GIBS has grown over the past 15 years to be one of South Africa's leading business schools and offers a comprehensive and wide range of academic and executive programmes. In addition to research and thought leadership the school has focussed significantly on partnering with leading South African companies to ensure their continued competitiveness in a fast changing country, continent and global economy.

GIBS has been ranked in the Top 50 for executive education by the London Financial Times for the past 8 years and delivers executive programmes for its partner companies in over 20 countries around the world. It has a significant MBA programme (plus 300 students p.a.) and a strong DBA / Ph.D programme and a number of Centres that reflect the dynamics of the South African economy and broader society. The school prides itself in being comprehensive in nature and its outreach programmes include working with high school leaders, social entrepreneurs, government departments and a variety of other important communities. GIBS is also well known for its innovative conferences and Forums as well as off the record dialogues for business and government to engage on key policy matters. GIBS is international in nature and it attracts a number of visiting Professors. GIBS is also active in the rest of the African continent, running programmes in West Africa, East Africa and elsewhere.

Professor Binedell's key area of expertise is in the area of strategic leadership with particular focus on strategy in complex environments. He is a frequent public speaker in South Africa and elsewhere, is a visiting lecturer at the Rotterdam School of Management (for the past 18 years) and has been a consultant to companies like General Electric and MTN.

His early background included extensive travel and by the time he was 10, he had lived with his family in 6 countries including South Africa, Zimbabwe, the United Kingdom, Germany, Yemen and Kenya.

He is currently a Professor of Strategy and Leadership at the Gordon Institute of Business Science and is at present a Visiting Professor at the London Business School.



## Eminent Scholar Panel

June 29, 10:45-12:00, Grand Ballroom



### W. Richard Scott

W. Richard (Dick) Scott is Professor Emeritus of Sociology, with courtesy appointments in the Graduate School of Business, Graduate School of Education, School of Engineering (Senior Research Scientist), and School of Medicine, Stanford University. He has spent his entire career at Stanford.

He received his B.A. and M.A. from the University of Kansas and his Ph.D. from the University of Chicago, where he worked with Peter M. Blau, and with whom he co-authored a pioneering text in the fledging field of organizational sociology (*Formal Organizations*, 1962; reissued as *Stanford Business Classic*, 2003).

Scott is probably best known for two theoretical contributions. In the 1960s he created a conceptual schema cross-classifying rational/natural and closed/open perspectives on organizations. This framework has proved useful to two generations of scholars as a guide to interpreting the evolution of organization theory (*Organizations and Organizing: Rational, Natural and Open System Perspectives*, 2007 [6th ed., with G.F. Davis]).

Later, in the 1990s, he devised an encompassing framework that incorporated the views of regulative (economic and political science models), normative (sociological models), and cultural-cognitive (anthropological and cognitive psychology models) to provide a rich and thick description of the elements involved in institutions. This "Pillars" framework has proved to be of value to both micro and macro scholars in unpacking the intricacies of institutional systems (*Institutions and Organizations: Ideas, Interests, and Identities*, 2014 [4th ed.]).

Most of Scott's empirical work has focused on (1) the distinctive structures and processes of professional organizations and (2) the effects of institutional environments on organization fields, and organization structures and processes. Principal publications in these and related areas include: *Metropolis and Region* (with O.D. Duncan et al., 1960); *Evaluation and the Exercise of Authority* (with S.M. Dornbusch, 1975); *Hospital Structure and Performance* (with A.B. Flood, 1987); *Organizational Environments: Ritual and Rationality* (with J.W. Meyer, ed. 1983); *Institutional Change and Healthcare Organizations: From Professional Dominance to Managed Care* (with M. Ruef, P. Mendel and C.A. Caronna, 2000); *Between Movement and Establishment: Organizations Advocating for Youth* (with M. McLaughlin et al., 2009); and *Global Projects: Institutional and Political Challenges* (with R. E. Levitt and R.J. Orr, ed. 2011).

Scott has also been active throughout his entire career in the training and mentoring of graduate and post-graduate research scholars. He served as the Director of the NIMH Research Training Program on Organizations and Mental Health at Stanford from 1972-1989, and as Director of the Stanford Center for Organization Research from 1988-1996.



### Temple/AIB Best Paper Award

(Award Presentation on June 30, 16:15-17:45, Grand Ballroom)

Sponsored by Temple University's Fox School of Business

The Temple/AIB Best Paper Award was created in 2002 through a generous endowment by Temple University's Fox School of Business. All papers accepted for competitive sessions are eligible for the award. One finalist from each track is nominated by the track chairs based on reviewer input and their own assessments. An independent Best Paper Award Committee reviews the finalists and chooses the winning manuscript. The authors of the winning manuscript receive a plaque and a cash award. Nominees for this year's award are as follows (in order of presentation):

*"When do Multinational Subsidiaries Develop New Technologies?"* by Anupama Phene, George Washington University; Stephen Tallman, University of Richmond

**Presented:** Session 1.3.3, June 28, 13:00-14:15, Diya

*"Finance Constraints and Technology Spillovers from Foreign to Domestic Firms"* by Alex Eapen, Australian National University

**Presented:** Session 1.5.3, June 28, 16:15-17:30, Diya

*"Client Co-Production in the Production Process of Offshored Knowledge-Intensive Business Services"* by Kristin Brandl, University of Reading

**Presented:** Session 1.5.5, June 28, 16:15-17:30, Sitara

*"How Do National Corporate Governance Institutions Affect Slack-Based Innovation Effort in Firms?"* by Paul Martin Vaaler, University of Minnesota; Joel Malen, Hitosubashi University Institute of Innovation Research

**Presented:** Session 2.1.5, June 29, 9:00-10:15, Sitara

*"Investment Liberalisation, Technology Take-Off and Export Markets Entry: Does Foreign Ownership Structure Matter?"* by Yundan Gong, Aston University; Sourafel Girma, Nottingham University; Holger Görg, Kiel Institute for the World Economy; University of Kiel; University of Aarhus; Sandra Lancheros, University of Nottingham

**Presented:** Session 2.3.7, June 29, 13:00-14:15, Nidhi

*"The Impact of Prior Subsidiary Relatedness on New Subsidiary Performance"* by Dwarkaprasad Chakravarty, Ivey Business School; Andreas Schotter, Ivey Business School; Brian Pinkham, Ivey Business School; Paul W. Beamish, Western University

**Presented:** Session 3.2.5, June 30, 10:45-12:00, Sitara

*"Does Institutional Distance Still Matter? Industry Standards and Global Sourcing Location Choices"* by Stephan Manning, University of Massachusetts Boston; Marcus M. Larsen, Copenhagen Business School

**Presented:** Session 3.4.2, June 30, 14:30-15:45, Jamawar

*"How Do International New Ventures Create "Valuable" Social Capital? A Local and Global Networking Activities Perspective"* by Karl S.R. Warner, Edinburgh Napier University; Marian V. Jones, University of Glasgow

**Presented:** Session 3.4.4, June 30, 14:30-15:45, Kamal

*"(How) Do Economic Governance and Location Choices (Jointly) Affect Performance?"* by Michael Leiblein, Ohio State University; Kiran Awate, Ohio State University

**Presented:** Session 3.4.6, June 30, 14:30-15:45, Nithya

*"Economic Distance, Local Managers' Competence, and Localization of Foreign Subsidiaries"* by Naoki Ando, Hosei University

**Presented:** Session 3.4.8, June 30, 14:30-15:45, Yatra

### 2015 JIBS Decade Award

(Award Presentation on June 30, 13:00-14:15, Grand Ballroom)

Sponsored by Palgrave Macmillan

The award is designed to recognize the most influential paper published in the Journal of International Business Studies one decade before the Conference. In order to be considered for the 2015 award, a paper must have been included among the five most cited papers published in the 2005 Volume of JIBS. The winner of the award will make a retrospective presentation of their work, as well as some comments on where the field has progressed and where it should go next, in the JIBS Decade Award Session, Session 3.3.1

Winner: *"Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions"* by Klaus Meyer and Mike Peng, JIBS, 36(6): 600-621.



**Alan M. Rugman Most Promising Scholar(s) Award**  
(Award Presentation on June 30, 16:15-17:45, Grand Ballroom)

Given out under the Haynes Prize name until 2014, the award was renamed in 2015 to acknowledge not just the impact that Alan Rugman has had on our field but his commitment to the engagement and development of junior scholars. The award recognizes the best paper presented at the conference written by an author or authors under 40 years of age. All papers accepted for competitive sessions are eligible for the prize as long as the age criterion is met. Finalists are nominated by the track chairs based on reviewer input and their own assessments. An independent Award Committee reviews the finalists and chooses the winning manuscript. The authors of the winning manuscript receive a plaque and a cash award. Nominees for this year's award are as follows (in order of presentation):

**“Subsidiary Ownership of Firm-Specific Advantages, Network Linkages, and Innovation within Multinational Firms”** by Catherine Magelssen, London Business School

**Presented:** Session 1.3.3, June 28, 13:00-14:15, Diya

**“What Keeps Them Going: Career Anchors and Cross-Cultural Adjustment of Expatriates”** by Alexei Koveshnikov, Aalto University ; Heidi Marie Wechtler, Macquarie University

**Presented:** Session 1.3.8, June 28, 13:00-14:15, Yatra

**“Finance Constraints and Technology Spillovers from Foreign to Domestic Firms”** by Alex Eapen, Australian National University

**Presented:** Session 1.5.3, June 28, 16:15-17:30, Diya

**“Intra- and Inter-Regional Expansion of Services MNEs: Interdependencies and Contingencies in Internationalization Trajectories”** by Oksana Grebivevych, EMLYON

**Presented:** Session 2.2.6, June 29, 10:45-12:00, Nithya

**“Trans-Local Connectedness and Local Cluster Dynamics”** by Ekaterina Turkina, HEC Montréal; Ari Van Assche, HEC Montréal

**Presented:** Session 2.5.2, June 29, 16:15-17:30, Jamawar

**“Do Birds of a Feather Flock Together? Asymmetric Rivalry between Multinational and Local Firms in a Multimarket Setting”** by Rupanwita Dash, Indian Institute of Management Bangalore

**Presented:** Session 3.1.2, June 30, 9:00-10:15, Jamawar

**AIB/Sheth Doctoral Dissertation Proposal Award**  
(Award Presentation on June 30, 16:15-17:45, Grand Ballroom)

Sponsored by the Sheth Foundation and AIB Foundation

The Dissertation Proposal Award is awarded in conjunction with the AIB/Sheth Doctoral Consortium. The proposals are judged based on the originality and theoretical foundations of the work, the rigor and soundness of the proposed method, and the potential contribution and impact of the proposal in advancing the field. Winner(s) receive a plaque and receive a cash award.

**Peter J. Buckley and Mark Casson AIB Dissertation Award**  
(Award Presentation on June 30, 16:15-17:45, Grand Ballroom)

Sponsored by Henley Business School, University of Reading and the Centre for International Business, University of Leeds (CIBUL).

Eligibility for the 2015 “Buckley and Casson AIB Dissertation Award” for the best dissertation in international business was all Ph.D. and D.B.A. students who successfully defended their dissertations between January 1, 2014 and December 31, 2014. The winner receives a plaque and a cash award. Furthermore, all finalists receive a travel stipend to allow them to present their research at the annual meeting. This year's finalists will present their work at Session 2.3.1, June 29, 13:00-14:15, in the Grand Ballroom.

**“Why do regional headquarters live and die?”**

Perttu Kähäri, Aalto University (Ph.D. Awarded by Aalto University)

**“Should Birds of a Feather Flock Together? Trade-Off of Agglomeration by Nationality in Foreign Markets”**

Heeyon Kim, National University of Singapore (Ph.D. Awarded by University of Michigan)

**“Property Rights Theory and the Ownership of Firm-Specific Advantages: The Implications of Contracting and Licensing within the Multinational Firm”**

Catherine Magelssen, London Business School (Ph.D. Awarded by Rutgers University)

**“Global Subunit Specialization: An Organizational Perspective”**

Carlos Adrian Rodriguez, INCAE (Ph.D. Awarded by McGill University)

**“Essays on the Relationship Between Host Market Corruption and Multinational Enterprise Strategy”**

Michael A. Sartor, Queen's School of Business (Ph.D. Awarded by Western University)



## OTHER AWARDS BEING PRESENTED AT THE AIB CONFERENCE

### **Best Paper Award in Emerging Economies Research**

*(Award Presentation on June 29, 10:15-10:45, Coffee Break at Royal Ballroom Foyer)*

Sponsored by Bryant University

Sponsored by the International Business program at Bryant University, this award is given to the best paper (as selected by a committee) accepted to a competitive session at the AIB Annual Meeting with a research focus on Emerging Economies. The author(s) of the winning manuscript will receive a certificate and a cash award at a Coffee Break sponsored by Bryant University.

### **“That’s Interesting!” Award**

*(Award Presentation on June 29, 15:45-16:15, Coffee Break at Royal Ballroom Foyer)*

Sponsored by Aalto University School of Business

Sponsored by Aalto University School of Business, this award recognizes the conference paper that most effectively pushes the boundaries of our existing knowledge in the field by crossing boundaries, challenging

taken-for-granted assumptions in the field, denying old “truths”, attracting the reader’s attention, and making an original argument. The author(s) of the winning manuscript will receive a plaque and a cash award at a Coffee Break sponsored by Aalto University School of Business at the conference.

### **The SSE/WAIB Award for Increased Gender Awareness in International Business Research**

*(Award Presentation on June 28, 17:30-18:30, WAIB Reception at Royal Ballroom Foyer)*

Sponsored by the Stockholm School of Economics (SSE) and Women in AIB (WAIB)

The Stockholm School of Economics, Sweden support WAIB’s (Women in AIB) endeavors by endowing an award for the best paper increasing gender awareness in international business research. All papers accepted to the AIB conference are eligible for submission for consideration to the IIB/WAIB awards committee. Winning authors will receive a plaque, a monetary award, and an invitation to submit the paper for publication in Emerald Publishing’s “Gender in Management”.

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# CONGRATULATIONS!

Palgrave Macmillan congratulates the winners of the  
**2015 Palgrave Macmillan/JIBS Decade Award**

**Klaus E. Meyer and Mike W. Peng**

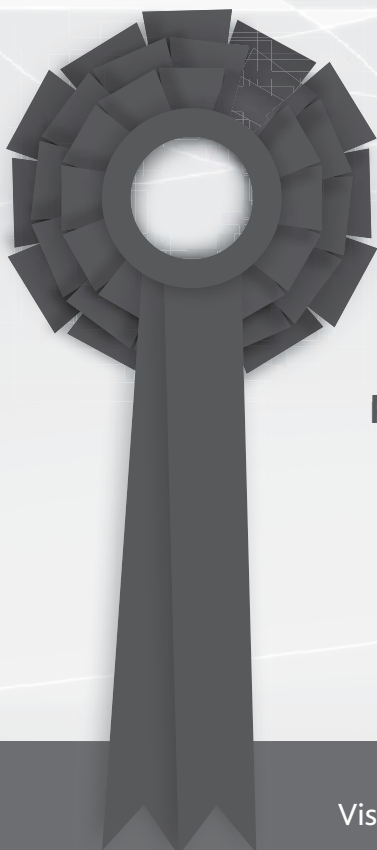
for their paper  
**Probing theoretically into Central and Eastern Europe:  
transactions, resources, and institutions**

*(JIBS 36.6 pp. 600-621)*

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Please join us on **June 30 at 10:45am**  
in the Grand Ballroom for the Decade Award session

Visit [www.jibs.net](http://www.jibs.net) to read this and past Decade Award-winning papers online



AIB Executive Plenary: Global Networks as Forces for Good

June 28, 10:45-12:00, Grand Ballroom

**Harish Manwani**

Chairman, Hindustan Unilever Ltd. and  
Former Chief Operating Officer, Unilever



Harish Manwani retired at the end of 2014 from Unilever (Turnover approx. USD 60 bln) as their Chief Operating Officer responsible for managing the P&L across all of Unilever’s global markets. He is currently the Global Executive Advisor to Blackstone Private Equity group and also serves as Director on several international boards.

Harish joined Unilever in India in 1976 as a management trainee in Marketing. Through his career, he has worked in different parts of the world and has held various general management positions in the company. In 2000, he moved to the UK as *Senior Vice President, Global Hair Care and Oral Care*. In 2001, he was appointed *President, Latin America (Home & Personal Care)*. He also served as Chairman of Unilever’s Latin America Advisory Council.

In 2004, he was appointed *President of the North America Business Group (Home & Personal Care)* and, in April 2005, joined the Unilever Executive Board as President, Asia Africa and the region was later extended to include Central and Eastern Europe.

Harish is also *Non-Executive Chairman of Hindustan Unilever Ltd* in India. He serves on the Board of Directors of Qualcomm Incorporated, Pearson plc, Whirlpool Corporation, Nielsen N.V., Economic Development Board (EDB) of Singapore and Indian School of Business.

In 2008, he received the CNBC Asia Business Leader of the Year Award. As part of the Singapore National Day Awards 2012, Harish was conferred the Public Service Medal (Friends of Singapore) by the Singapore Government.

Harish Manwani is an Honours graduate from Bombay University and holds a Masters degree in management studies. He has also attended the Advanced Management Program (AMP) at Harvard Business School.

He is married and has two daughters. He spends his leisure time with his family and enjoys playing golf, travelling and an occasional game of bridge.





## AIB Executive Plenary: Global Networks As Forces for Good

June 28, 10:45-12:00, Grand Ballroom

### **Dr. Ashutosh Raghuvanshi**

Deputy Chairman and Group CEO, Narayana Health



Dr. Ashutosh Raghuvanshi is a cardiac surgeon by training, and has been part of the growth story of Narayana Health since its inception. He has served as the Vice-Chairman & Group CEO and Executive Director of the Narayana Health Group since 2009. In 2011, he was appointed the Managing Director of Narayana Health Group of Hospitals. He has successfully administered all the group hospitals through the corporate office and led the Group's growth by pursuing new opportunities for expansion and setting up large multi-specialty hospitals across India and abroad.

He is a natural leader and has led the management team to drive NH's reach in 17 cities across India. Under his leadership NH set its footprint also in international healthcare arena with HCCI (Health City Cayman Island) in Cayman Island.

Dr. Raghuvanshi did his M.Ch. in cardiac surgery from the University of Bombay after completing M.B.B.S and M.S in General Surgery. He has worked at several renowned hospitals including Bombay Hospital in Mumbai, Apollo Hospitals in Chennai and Manipal Heart Foundation, Bengaluru before joining NH.





## Faculty Positions at CEIBS (All Ranks Open)

[www.ceibs.edu](http://www.ceibs.edu)

The China Europe International Business School (CEIBS) cordially invites applications for full-time faculty positions (all ranks are open) in Organizational Behaviour, Human Resource Management, Marketing, Finance, Accounting, Economics, Operations Management, Strategy, and Entrepreneurship. Successful candidates are expected to teach related courses for MBA and EMBA students, and to be active in academic research. The working language is English.

Ideal candidates must hold or expect a PhD degree in the above-mentioned or related disciplines, have a demonstrated capacity or potential for high-calibre research, and a strong commitment to teaching excellence. Preference will be given to those who have relevant teaching experience, especially with MBA and executive students.

Compensation is internationally competitive and commensurate with qualifications. In addition to the base salary, the school provides adequate housing allowance, education allowance for international schooling of faculty's children, international private medical insurance as well as private pension plan. At the current exchange rate, the full annual compensation package for assistant professor rank starts from US\$160,000. Additionally, the school offers generous research funding, teaching load reduction/bonus for high-calibre research outcomes, and reduced teaching load for assistant professors.

To apply, please forward your cover letter, curriculum vitae, three letters of recommendation, relevant evidence of teaching effectiveness, and samples of published or working papers to Ms. Daisy LI, Senior Manager of the Dean's Office, at [ldaisy@ceibs.edu](mailto:ldaisy@ceibs.edu). Applications will be kept confidential and reviewed until the positions are filled. As Dr. Klaus MEYER, Professor of Strategy and International Business at CEIBS and Vice President of the Academy of International Business, will attend the AIB Conference in Bengaluru, India, informal meetings may be arranged there if possible.

### About CEIBS

CEIBS, a non-profit joint venture established in 1994 by the Chinese Government and the European Union, is the leading China-based international business school with MBA (ranked No. 11 worldwide by *Financial Times* in Jan. 2015), EMBA (ranked No. 10 worldwide by *Financial Times* in Nov. 2014), Finance MBA as well as Executive Education programmes (ranked No. 22 worldwide by *Financial Times* in May 2015). CEIBS has its main campus in Shanghai, a second campus in Beijing as well as operations in Shenzhen and Accra, Ghana. CEIBS is committed to teaching and research excellence to educate responsible leaders versed in "China Depth, Global Breadth".

CEIBS is fully accredited by both EQUIS and AACSB and our faculty are among the best in the world. In February 2015, eight current CEIBS faculty were among the list of the world's 27 most cited academic researchers based in Mainland China in the category of Business Management and Accounting, according to Elsevier, a leading provider of information solutions.

### Badge Identification

Please check-in with the AIB Registration Desk to pick up your official name badge and conference materials. The name badge is required for admission to all conference sessions, events, meals, receptions, and exhibit hall.

### Dress Code

Suggested dress code is "Smart Casual" for all conference events including all receptions. Smart casual is typically more informal than business casual, but is still a neat attire appropriate for the weather conditions in Bengaluru.

### Registration Desk Hours

Location: Ground Floor Foyer, below Grand Ballroom

Hours: Saturday, June 27: 10:30am – 7:00pm  
Sunday, June 28: 8:15am – 5:30pm

Location: Royal Ballroom Foyer

Hours: Monday, June 29: 8:15am – 5:30pm  
Tuesday, June 30: 8:15am – 4:00pm

*Please note that all pre-conference workshop registrations will take place at each workshop's designated room.*

### Placement Center Hours

Location: Business Center

Hours: Sunday, June 28: 8:00am – 5:30pm  
Monday, June 29: 8:00am – 5:30pm  
Tuesday, June 30: 8:00am – 4:30pm

### Exhibit Hall Hours

Location: Royal Ballroom

Hours: Sunday, June 28: 9:00am – 5:30pm  
Monday, June 29: 9:00am – 5:30pm  
Tuesday, June 30: 9:00am – 4:30pm

### Wireless Access

Participants staying at Leela Palace have wireless access included as part of their lodging package. Participants staying at other hotels that wish to use the wireless network should stop by the Registration Desk to inquire about access.

### Meet Your Chapter

Get the opportunity to meet your regional chapter, learn more about their activities and publications. Network with participants from the same chapter and find out about opportunities to be more active with your chapter. See page 28 for a detailed schedule for Meet Your Chapter times. Meetings take place at the AIB Chapters table in the Exhibit Hall.

### Local Artisans

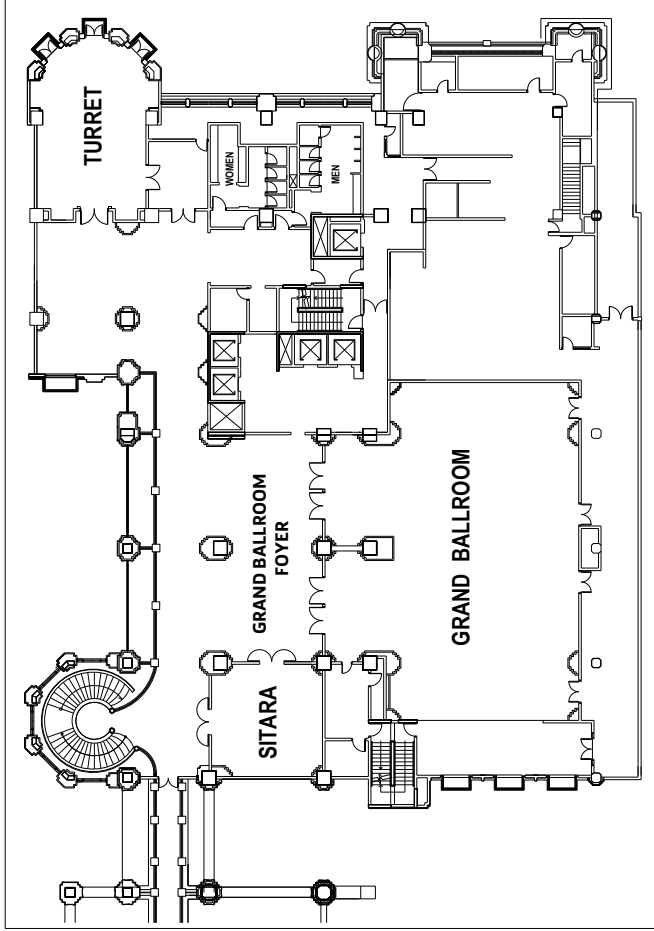
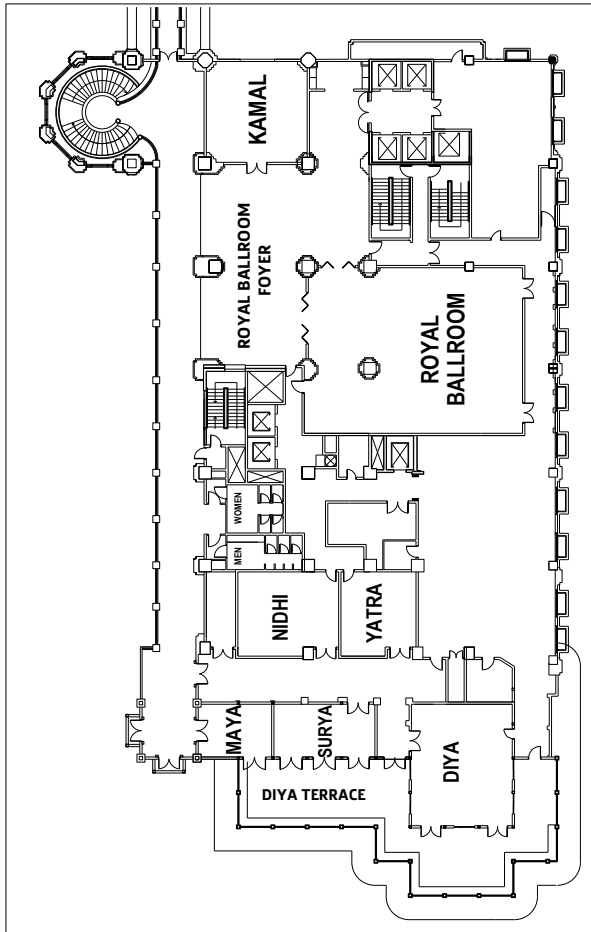
Come to the Local Artisans table at the Exhibit Hall to learn about local arts and crafts, meet the artists, and buy your gifts without leaving the AIB conference! We will have a different vendor at this specially designated booth every day.

### #AIB2015 on Twitter

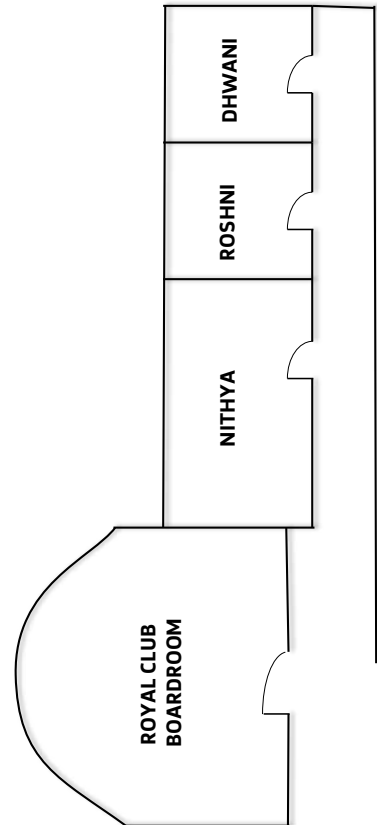
Share your thoughts and experiences with fellow AIB members and interact with other participants on Twitter using #AIB2015. Remember to follow @AIB\_World for the latest updates.



**BANQUET LEVEL**



**5TH FLOOR CONFERENCE CENTER**



**LOBBY LEVEL**

**JAMAVAR**

From the hotel lobby, walk towards the Library Bar. Take the door across the Library Bar out to the courtyard, enter into the next building on the left.

**BUSINESS CENTER LEVEL**

**BUSINESS CENTER**

Take the hotel elevators to BC-Business Center level.

A number of sessions in the 2015 program are designed to initiate and stimulate discussions between IB scholars and practitioners in business and government. Many of our research projects aim to address questions faced by businesses, and hence it is important to both listen what businesses are concerned about, and to communicate answers that we may have. All sessions take place in room *Jamawar*, except for the Executive Plenary which will be in the *Grand Ballroom*.

## **Business Perspectives on Environmental Sustainability: Challenges and Opportunities?**

Session 1.1.2, Sunday, June 28 — 9:00-10:15

### **Panelists:**

G. Tomas M. Hult, *Michigan State University*  
 P. D. Jose, *Indian Institute of Management Bangalore*  
 Anil Menon, *Cisco Systems*  
 Venkatachalam Anbumozhi, *Economic Research Institute for ASEAN and East Asia (ERIA)*  
 Susan Mudambi, *Temple University*  
 Damandeep Singh, *CDP (Carbon Disclosure Project)*

**Chair:** G. Tomas M. Hult, *Michigan State University*

## **AIB Executive Plenary: Global Networks as Forces for Good**

Session 1.2.1, Sunday, June 28 — 10:45-12:00

**Moderator:** Ravi Ramamurti, *Northeastern University*

### **Featured Speakers:**

Harish Manwani, *Chairman, Hindustan Unilever Ltd. and former COO, Unilever*  
 Ashutosh Raghuvanshi, *Deputy Chairman and Group CEO, Narayana Health*

**Chair:** Ram Mudambi, *Temple University*

## **Challenges of MNC Innovation in India: A View from Practice with a Focus on People Issues**

Session 1.3.2, Sunday, June 28 — 13:00-14:15

### **Panelists:**

Abhoy Ojha, *Indian Institute of Management Bangalore*  
 Rishikesha Krishnan, *Indian Institute of Management*  
 Abhijeet Saungikar, *3M India*  
 R. Bhaskaran, *Bosch Ltd.*  
 Vinay Dhabolkar, *Catalign Innovation Consulting*  
 Jaideep Anand, *Ohio State University*

**Chair:** Abhoy Ojha, *IIM Bangalore*

**Organized by Indian Institute of Management Bangalore**

## **Big Data for Innovation, Competition and Productivity**

Session 1.4.2, Sunday, June 28 — 14:30-15:45

### **Panelists:**

Pulak Ghosh, *Indian Institute of Management Bangalore*  
 Soumya Kanti Ghosh, *Chief Economic Advisor, State Bank of India*  
 Suresh Srinivasan, *Co-Founder, Formcept*  
 Ravi Vijayaraghavan, *Vice President and Head Analytics, Flipkart.com*  
 Siva Viswanathan, *University of Maryland*

**Chair:** Pulak Ghosh, *IIM Bangalore*

**Organized by Indian Institute of Management Bangalore**

## **Technology & Science-Based Innovation in Emerging Economies**

Session 1.5.2, Sunday, June 28 — 16:15-17:30

### **Panelists:**

Sai Yayavaram, *IIM Bangalore*  
 Suresh Bhagavatula, *IIM Bangalore*  
 Chirantan Chatterjee, *IIM Bangalore*  
 K Kumar, *IIM Bangalore*  
 Mariko Sakakibara, *University of California, Los Angeles*  
 Suri Venkatachalam, *Connexios Life Sciences*  
 S Baskar, *Amagi Media Labs Pvt. Ltd.*

**Chair:** Sai Yayavaram, *IIM Bangalore*

**Organized by Indian Institute of Management Bangalore**

## **Virtual Organizations: Managing Learning and Sharing Knowledge Across Borders**

Session 2.1.2, Monday, June 29 — 9:00-10:15

### **Panelists:**

Elizabeth Rose, *University of Otago*  
 Abhijit Bhaduri, *Wipro Ltd.*  
 Virginia Cathro, *University of Otago*  
 Sathya Prasad, *Intel*  
 S. Raghunath, *IIM Bangalore*  
 Usha Raghunath, *Wipro Ltd.*

**Chair:** Elizabeth Rose, *University of Otago*

## **Managing Digital Transformation in a Global Context**

Session 2.2.2, Monday, June 29 — 10:45-12:00

### **Panelists:**

Siva Viswanathan, *University of Maryland*  
 Sanjeev Vohra, *Accenture Digital*  
 Aditya Menon, *Citibank*  
 K. Suryaprakash, *Infosys*

**Discussant:** Sandeep Karamongikar, *Infosys Technologies*

**Chair:** Siva Viswanathan, *University of Maryland*



# MEET YOUR CHAPTER

Get the opportunity to meet your regional chapter, learn more about their events, activities, and publications. Network with participants from the same chapter and find out about opportunities to be more active with your chapter. These meetings take place at the AIB Chapters table at the Exhibit Hall in the Royal Boardroom.

## Sunday, June 28

- 10:00-11:00 US Northeast (Chair: Stephan Manning and Past Chair: Mohammad Elahee)
- 11:30-12:30 Southeast Asia (Chair: T.S. Chan and Chair-Elect: Geng Cui)
- 12:30-13:30 Middle East and North Africa (Chair: Melodena Balakrishnan)
- 15:30-16:30 US Midwest (Chair: Man Zhang)

## Monday, June 29

- 10:00-11:00 US Southeast (Chair: Peter Magnusson)
- 11:30-12:30 Latin America (Chair: Bill Newburry)
- 12:30-13:30 Australia-New Zealand (Chair: Elizabeth Rose)
- 15:30-16:30 Eastern Europe (Chair: Lukasz Puslecki)

## Tuesday, June 30

- 11:30-12:30 US West (Chair: Gary Knight)
- 12:30-13:30 Sub-Saharan Africa (Chair: Abel Kinoti)



The word cloud below represents most commonly used words and phrases in the titles of works being presented at the AIB 2015 conference.



## AIB 2015 in numbers

Submissions Processed

**931** Submissions  
 2411 reviews received  
 from **1032** reviewers



Registered Participants  
 and Speakers:

**860**



Countries Represented:

Authorship: **62** countries  
 Reviewers: **67** countries  
 Participants: **50** countries



Program

**255** competitive papers

**317** interactive papers

in

**2** plenary sessions

**6** special sessions

**33** panels

**72** competitive paper sessions

**49** interactive paper sessions

Email Correspondence

by Program and Track Chairs:

**3048**

by Secretariat:

**5474**



\* data as of Jun 10, 2015. Email correspondence includes both sent and received email, but only through the @aib.msu.edu domain. Personal email accounts of program committee members, and broadcast emails sent to authors and/or participants are not included in the count.







# AIB 2015 PROGRAM OVERVIEW



Friday, June 26	
8:00-8:15	
8:15-8:30	
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Saturday, June 27	
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Sunday June 28	
Fellows Café I 8:00-8:45	
1.1 Concurrent Sessions 9:00-10:15	
COFFEE BREAK 10:15-10:45	
1.2 <b>AIB Executive Plenary</b> 10:45-12:00	
LUNCH 12:00-13:00	<i>JIBS Editorial Board Meeting</i>
1.3 Concurrent Sessions 13:00-14:15	
BREAK 14:15-14:30	
1.4 Concurrent Sessions 14:30-15:45	
COFFEE BREAK 15:45-16:15	
1.5 Concurrent Sessions 16:15-17:30	
<b>WAIB Reception</b> 17:30-19:00	

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Monday, June 29		
Fellows Café II 8:00-8:45		
2.1 Concurrent Sessions 9:00-10:15		
COFFEE BREAK 10:15-10:45		
2.2 <b>Eminent Scholar Session</b> and Concurrent Sessions 10:45-12:00		
LUNCH 12:00- 13:00	<i>AIB Fellows Business Meeting</i>	<i>Research Methods SIG Meeting</i>
2.3 <b>Buckley-Casson Dissertation Award</b> and Concurrent Sessions 13:00-14:15		
BREAK 14:15-14:30		
2.4 Concurrent Sessions 14:30-15:45		
COFFEE BREAK 15:45-16:15		
2.5 <b>Educator of the Year Session</b> and Concurrent Sessions 16:15-17:30		
<b>AIB Gala Event</b> <i>Tamarind Tree</i> 19:00-22:00		

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Tuesday, June 30	
Fellows Café III 8:00-8:45	
3.1 Concurrent Sessions 9:00-10:15	
COFFEE BREAK 10:15-10:45	
3.2 Concurrent Sessions 10:45-12:00	
LUNCH 12:00-13:00	
3.3 <b>JIBS Decade Award</b> and Concurrent Sessions 13:00-14:15	
BREAK 14:15-14:30	
3.4 Concurrent Sessions 14:30-15:45	
COFFEE BREAK 15:45-16:15	
3.5 <b>AIB Awards Ceremony</b> and <b>Business Meeting</b> 16:15-17:45	
<b>AIB Farewell Reception</b> 17:45-19:00	





## 2015 AIB Conference Detailed Program

**Bengaluru, India  
June 27-30, 2015**

### Legend for Symbols Used:

- B** Nominee for the Temple/AIB Best Paper Award
- H** Nominee for the Alan Rugman Most Promising Scholar Award (formerly Haynes Prize)

## FRIDAY, JUNE 26

### FRIDAY, JUNE 26 - 09:00-18:00

Time: 09:00-16:00

#### AJBS 28th Annual Conference

The Annual conference of the Association of Japanese Business Studies will be held at Matthan Sterling s Mac Hotel. AJBS conference requires a separate registration from the AIB conference.

### FRIDAY, JUNE 26 - 09:00-17:00

Time: 09:00-17:00  
Room: Royal Club Boardroom

#### AIB Board Meeting

### FRIDAY, JUNE 26 - 09:30-14:00

Time: 09:30-14:00

#### Wipro Corporate Visit

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Business Process Services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro champions optimized utilization of natural resources, capital and talent.

Professor S. Raghunath of Indian Institute of Management Bangalore, the Local Program Chair for the AIB 2015 conference will be accompanying participants to a corporate tour of Wipro Ltd. The bus will leave from Leela Palace at 8:30am, and return at 2pm.

*Pre-registration is required (through the tours page on the AIB 2015 website).*

### FRIDAY, JUNE 26 - 14:30-17:00

Time: 14:30-17:00

#### NGO Social Sector Visits

AIB members will be visiting a worthwhile non governmental organization to see first hand how innovative social organizations are dealing with some of India's key challenges. Participants will need to choose one of the following two organizations to visit: (1) Association for Promoting Social Action (APSA), a crisis intervention center that supports children in distress: child laborers, street children, victims of abuse, trafficked and abandoned children; (2) Concerned for Working Children (CWC), a Nobel Peace Prize nominated organization working to empower working children to organize themselves to identify and solve problems.

*Pre-registration is required to attend the NGO visit. Interested participants should contact Susan Mudambi at [smudambi@temple.edu](mailto:smudambi@temple.edu).*



# SATURDAY, JUNE 27

## SATURDAY, JUNE 27 - 9:00-15:00

**Session 0.1 - Pre-Conference Workshop** Time: 9:00-15:00  
Room: Royal Ballroom

### JIBS/AIB Paper Development Workshop

Chairs: Petra Christmann, Rutgers University and John Cantwell, Rutgers University

Pre-admitted participants only. Lunch is provided.

✦ *The JIBS/AIB Paper Development Workshop is sponsored by the D'Amore-McKim School of Business at Northeastern University.*

## SATURDAY, JUNE 27 - 9:00-16:30

**Session 0.2 - Pre-Conference Workshop** Time: 9:00-16:30  
Room: Kamal

### AIB Junior Faculty Consortium

Chairs: Ruth Aguilera, Northeastern University and Raveendra Chittoor, Indian School of Business

Pre-admitted participants only. Lunch is provided.

#### *Faculty Panelists (in alphabetical order):*

Ruth Aguilera, Northeastern University  
Kazuhiro Asakawa, Keio University  
Aya Chacar, Florida International University  
Sea-Jin Chang, National University of Singapore  
Raveendra Chittoor, Indian School of Business  
Nandini Lahiri, Temple University  
Jiatao Li, Hong Kong University of Science and Technology  
Jane Lu, University of Melbourne  
Sabina Nielsen, Copenhagen Business School  
Phanish Puranam, INSEAD  
J Ramachandran, Indian Institute of Management Bangalore  
Sougata Ray, Indian Institute of Management Calcutta  
Gurneeta Vasudeva Singh, University of Minnesota  
Jasjit Singh, INSEAD  
Luis Vives, ESADE  
Michael Witt, INSEAD

✦ *The Junior Faculty Consortium is sponsored by the Boeing Institute at Saint Louis University.*

**Session 0.3 - Pre-Conference Workshop** Time: 9:00-16:30  
Room: Sitara

### AIB/Sheth Doctoral Student Consortium

Chairs: Stewart R. Miller, University of Texas-San Antonio and Shameen Prashantham, Nottingham University Business School China

Pre-admitted participants only. Lunch is provided.

#### *Faculty Panelists (in alphabetical order):*

Preet Aulakh, York University  
Rene Belderbos, KU Leuven  
Gabriel R.G. Benito, BI Norwegian Business School  
Deepa Chandrasekaran, University of Texas at San Antonio  
Anthony Goerzen, Queen's University  
Vikas Kumar, University of Sydney  
Stefanie Lenway, University of St. Thomas  
Peter W. Liesch, University of Queensland  
Anoop Madhok, York University  
Stewart R. Miller, University of Texas-San Antonio  
Torben Pedersen, Bocconi University  
Shameen Prashantham, Nottingham University Business School China  
Saeed Samiee, University of Tulsa  
Anju Seth, Virginia Tech University  
Deepak Somaya, University of Illinois at Urbana-Champaign  
Markus Taussig, National University of Singapore

✦ *The Doctoral Student Consortium is sponsored by the Madhuri and Jagdish N. Sheth Foundation.*

## SATURDAY, JUNE 27 - 9:00-12:30

Time: 9:00-12:30  
Room: Royal Club Boardroom

### AIB Board Meeting



## SATURDAY, JUNE 27 - 10:30-16:30

### Session 0.4 - Pre-Conference Workshop

Time: 10:30-16:30  
Room: Jamawar

#### AIB Research Capacity Workshop

Chairs: José R. de la Torre, Florida International University; Rishiksha Krishnan, Indian Institute of Management; and Sougata Ray, Indian Institute of Management Calcutta

Pre-admitted participants only.

#### Faculty Panelists (in alphabetical order):

Preet Aulakh, York University  
Nick Binedell, GIBS Business School  
Nakiye Avdan Boyacigiller, Sabanci University  
Pankaj Chandra, IIMB  
José R. de la Torre, Florida International University  
Charles Dhanaraj, IMD  
Sanjay Kallapur, Indian School of Business, Hyderabad  
Rishiksha Krishnan, Indian Institute of Management  
Ashis Nanda, Indian Institute of Management Ahmedabad  
Phanish Puranam, INSEAD  
J Ramachandran, Indian Institute of Management Bangalore  
Sougata Ray, Indian Institute of Management Calcutta  
K.R. Subramanyam, University of Southern California  
Hildy Teegen, University of South Carolina  
Rohit Varman, Indian Institute of Management Calcutta  
Sri Zaheer, University of Minnesota

## SATURDAY, JUNE 27 - 12:30-16:30

### Session 0.5 - Pre-Conference Workshop

Time: 12:30-16:30  
Room: Nithya

#### AIB Chapter Chairs Luncheon and Workshop

Chair: Elizabeth Rose, University of Otago

AIB Executive Board Members and AIB Chapter Chairs or representatives only.

#### Participating Chapter Chairs (in alphabetical order):

Kazuhiro Asakawa, Keio University  
Melodena Stephens Balakrishnan, University of Wollongong in Dubai  
T.S. Chan, Lingnan University  
Abel Kinoti, Riara University  
Gary Knight, Willamette University  
Peter Magnusson, University of Alabama  
Stephan Manning, University of Massachusetts Boston  
William Newbury, Florida International University  
Lukasz Puslecki, Poznan University of Economics  
S. Raghunath, Indian Institute of Management Bangalore  
Elizabeth Rose, University of Otago  
Jaeyong Song, Seoul National University  
Changqi Wu, Peking University  
Man Zhang, Bowling Green State University

## SATURDAY, JUNE 27 - 15:30-16:30

Time: 15:30-16:30  
Room: Diva Terrace

#### New Members Welcome Tea

AIB would like to welcome all new AIB members into our community with a casual get together. President Nakiye Boyacigiller and other Board members will be present to welcome and meet our new members.

☪ *The New Members Welcome Tea is sponsored by the Fox School of Business at Temple University.*

## SATURDAY, JUNE 27 - 17:00-19:00

### Session 0.7 - Plenary

Special Session

Time: 17:00-19:00  
Room: Grand Ballroom

#### AIB 2015 Opening Plenary

##### Welcome Remarks:

Nakiye Avdan Boyacigiller, Sabanci University  
Ram Mudambi, Temple University  
S. Raghunath, Indian Institute of Management Bangalore

##### Award Presentation for the 2015 AIB Fellows Educator of the Year

Nick Binedell, GIBS Business School

##### Award Presentation and Keynote by the 2015 AIB Fellows Executive of the Year

Kiran Mazumdar-Shaw, Biocon Limited

#### AIB Fellows Opening Session: Global Networks: Organizations and People

Chair: Ram Mudambi, Temple University

##### Panelists:

Ram Mudambi, Temple University  
John Cantwell, Rutgers University  
Torben Pedersen, Bocconi University  
Sri Zaheer, University of Minnesota

## SATURDAY, JUNE 27 - 19:00-21:00

Time: 19:00-21:00  
Room: Diva Terrace

#### Presidential Reception

The Presidential Reception, celebrating the opening of the 2015 AIB Conference will take place at the Leela Palace. Smart casual attire is recommended.



# SUNDAY, JUNE 28

## SUNDAY, JUNE 28 - 8:00-8:45

Time: 8:00-8:45

### Fellows Café I

Start the day with a set of small group discussions hosted by an AIB Fellow, focused on an IB topic of current and mutual interest.

*Home and Host MNEs and the National Interest (Room: Royal Club Boardroom)*

Yair Aharoni, Tel Aviv University

*Forms of Rationality and Theories of FDI and Modal Choice (Room: Roshni)*

Tailan Chi, University of Kansas

*How do Emerging Economy Multinationals Manage Firms that They Acquired Overseas? (Room: Dhvani)*

Klaus Meyer, CEIBS

## SUNDAY, JUNE 28 - 9:00-10:15

### Session 1.1.1 - Panel

Time: 9:00-10:15

Track: 8 - Strategy, M&As and Competitiveness Room: Grand Ballroom

### New Competitive Strategies in Emerging Economies: Innovation and Competitive Dynamics of Local Leaders and MNCs

Chair: Sea-Jin Chang, National University of Singapore

#### Panelists:

Sea-Jin Chang, National University of Singapore  
Rishiksha Krishnan, Indian Institute of Management  
Phanish Puranam, INSEAD  
Seung Ho Park, China Europe International Business School

### Session 1.1.2 - Panel

Time: 9:00-10:15

Scholars Meet Practice Session

Room: Jamawar

### Business Perspectives on Environmental Sustainability: Challenges and Opportunities

Chair: G. Tomas M. Hult, Michigan State University

#### Panelists:

G. Tomas M. Hult, Michigan State University  
P. D. Jose, Indian Institute of Management Bangalore  
Anil Menon, Cisco Systems  
Venkatachalam Anbumozhi, Economic Research Institute for ASEAN and East Asia (ERIA)  
Susan Mudambi, Temple University  
Damandeep Singh, CDP (Carbon Disclosure Project)

### Session 1.1.3 - Competitive

Time: 9:00-10:15

Track: 5 - Geography of IB and Value Chains

Room: Diya

### Globalization, Cities and Institutions

Chair: Anthony Goerzen, Queen's University

#### Language and Globalization

Palitha Konara, University of Huddersfield

#### By Accident and by Design: Institutional-MNE Co-Evolution within the Subnational Space

Sinead Monaghan, Rutgers Business School

Patrick Gunnigle, University of Limerick

Jonathan Lavelle, University of Limerick

#### Geographic Connectivity via Sister Cities: Toward a Theory of Public-Private Value Creation

Li Dai, Loyola Marymount University

#### Global Cities and the Establishment of Regional Headquarters

Helen Du, KU Leuven

Rene Belderbos, KU Leuven

Anthony Goerzen, Queen's University

### Session 1.1.4 - Competitive

Time: 9:00-10:15

Track: 2 - Entrepreneurship and New Ventures

Room: Kamal

### Network Effects on International Entrepreneurship

Chair: Bruce Allen Hearn, University of Sussex

#### Does Inter-Firm Collaboration Enhance Export Performance?

##### The Role of Internal Capabilities

Youngok Kim, University of New South Wales

Jaspreet N. Bhatia, University of New South Wales

#### The Role of Network Relationships and Social Capital in Early and Later Foreign Market Entries of High Technology INVs

Spiros Batas, University of Northampton - University of Edinburgh

Tanja Leppaaho, Jyväskylä University School of Business and Economics

#### SMEs and Networking: A Resource-Based View Perspective

Mohammad Mahfuzur Rahman, Shandong University

### Session 1.1.5 - Competitive

Time: 9:00-10:15

Track: 12 - Institutional and Political Environment

Room: Sitara

### Politics and Non-Market Strategies

Chair: Phillip Nell, WU Vienna

#### Political Ties across Country Borders

Kelsey Lynne Syvrud, Florida State University

Meghana Ayyagari, George Washington University

April Knill, Florida State University

#### The Effects of Diplomacy, Institutions and Political Connections on Firms' Choice of FDI Location

Joao Albino Pimentel, HEC Paris

Pierre Dussauge, HEC Paris

#### The Benefits of Political Capital for Firm Internationalization:

##### Evidence from Russian Firm FDI and Exports

Rajeev Sawant, Baruch College, CUNY

Andrei Panibratov, St. Petersburg University

Lilac Nachum, Baruch College, CUNY

Marina Latukha, St. Petersburg State University



*Buffered or under Scrutiny? Disentangling the Effect of Size on Subsidiary Political Strategies*

Patricia Reneé Klopff, WU Vienna  
Phillip Nell, WU Vienna  
Jonas Puck, WU Vienna

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**Session 1.1.6 - Competitive**

Time: 9:00-10:15

Track: 3 - HRM and Organizational Behavior

Room: Nithya

**Building and Leveraging Social Capital**

Chair: Allan Bird, Northeastern University

*La Vie en Rose: Sources and Effects of Positive Emotions in Strategic Alliances Across Cultures - A Boundary Spanning Role Perspective*

Linh Khanh Nguyen, HHL Leipzig Graduate School of Management  
Vasanthi Srinivasan, Indian Institute of Management Bangalore

*Managerial Humor as an Affective Event for Gaining Positive Employee Outcomes*

Nilupama Wijewardena, Monash University  
Ramanie Samaratunge, Monash University  
Charmine Hartel, University of Queensland

*Linking Positive Social Capital and MNE Performance: The Mediating Role of Job Engagement in a Multi-Cultural Middle East Context*

Thomas Joseph, Indian Institute of Management Udaipur  
Raina Chhajer, Indian Institute of Management Udaipur

*Indian IT Workers on an International Assignment: Role of Organisational Support*

Dhara Shah, Griffith University

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**Session 1.1.7 - Panel**

Time: 9:00-10:15

Track: 9 - Emerging Economies and EE MNEs

Room: Nidhi

**Multinationals in Big Emerging Markets: Dynamic Challenges, Opportunities and Implications for International Business Theory and Practice**

Chair: Sumit Kumar Kundu, Florida International University

Discussant: Luciano Ciravegna, King's College London

**Panelists:**

Sumit Kumar Kundu, Florida International University  
Luciano Ciravegna, King's College London  
Ronaldo Parente, Florida International University  
Wlamir Xavier, Eastern New Mexico University and UNISUL  
John Zhao, Saint Louis University  
Helena Barnard, GIBS, University of Pretoria  
S. Raghunath, Indian Institute of Management Bangalore

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**Session 1.1.8 - Competitive**

Time: 9:00-10:15

Track: 15 - Teaching IB (Special Track)

Room: Yatra

**Creating Graduate Readiness and Employability**

Chair: Hanoku Bathula, University of Auckland

*2014 U.S. Business Needs for Employees with International Expertise*

Shirley Daniel, University of Hawaii at Manoa  
Ben Kedia, University of Memphis  
Fujiao Xie, University of Hawaii at Manoa  
Zhou Chen, University of Hawaii at Manoa

*Developing Critical Awareness through Reflection and Mindfulness for Successful International Business Graduates*

Varina Paisley, University of New South Wales  
Mark Tayar, Macquarie University

*The Role of Study Tours in Entrepreneurship Education. The Experience of Universidad EAFIT International Business Students, and Universidad Autónoma de Occidente, in Colombia.*

Ricardo Lopez, Universidad Autónoma de Occidente  
Maria Paola Podesta, EAFIT

*A Theoretical Approach to a Curriculum for International Business Programs in the Business Schools in Colombia: Study Case at University of Rosario*

Andres Mauricio Castro, Universidad del Rosario  
Dalsy Yolima Farfan, Universidad del Rosario  
Rafael Alejandro Pineros, Universidad del Rosario

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**Session 1.1.9 - Competitive**

Time: 9:00-10:15

Track: 1 - People and Careers

Room: Surya

**Cultural Intelligence, Effectiveness in a Foreign Culture, and Global Leadership**

Chair: Andre Anugerah Pekerti, University of Queensland

*Relevance of Cultural Intelligence and Communication Effectiveness for Global Leadership Preparedness: Study of Indian Managers*

Shoma Mukherji, Management Development Institute  
Neera Jain, Management Development Institute

*Social Networks and Social Support in the Context of International Assignments*

Tassilo Schuster, University of Erlangen-Nürnberg  
Benjamin Bader, Leuphana University of Lüneburg

*How Do Values Change When Immersed in a Foreign Cultural Environment?*

Peter Magnusson, University of Alabama  
Stanford A. Westjohn, University of Toledo  
Ahmed Al Radadi, Florida International University



**Session 1.1.10 - Interactive**

Time: 9:00-10:15

Track: 5 - Geography of IB and Value Chains

Room: Royal Club Boardroom

**Global Production and Knowledge Networks**

Chair: Ari Van Assche, HEC Montréal

*What Pushes and Limits an OEM Supplier Transforms Under Institutional Change? Roles of Firms' Dynamic Capability and Organizational Inertia*

Ming-Chang Huang, Providence University

Hsiang-Lin Cheng, National Chung Cheng University

*Effect of Outbound Logistics Activities on Delivery Lead Time of Apparel Export Supply Chain*

Anupama Gupta, National Institute of Fashion Technology

Pinaki Dasgupta, International Management Institute

Mridula Savitri Mishra, IIFT

*Managing Competition and Cooperation: Internationalization Process of HTC*

Sheng-Tsung Hou, Feng Chia University

Wan-Chien Lien, ChengChi University

*How Knowledge Complexity Rises During Paradigmatic Change: The Effects on Knowledge Sourcing and Organization Networks*

Jessica Rae Salmon, Rutgers University

John Cantwell, Rutgers University

*Offshoring-Outsourcing, Innovative Capabilities and Technology Leaders: Some Preliminary Remarks*

Jan Vang, Aalborg University

Anders Nielsen, Aalborg University

Rasmus Lema, Aalborg University

**Session 1.1.11 - Interactive**

Time: 9:00-10:15

Track: 6 - Innovation and Knowledge Management

Room: Roshni

**Institutions and Innovation**

Chair: Deeksha Singh, Rutgers University

*Effects of Local Industry on the R&D-Performance Relationship*

Yiyi Su, Tongji University

*Local Cluster Growth Through Global Brain Circulation: A Governance Perspective*

Stephan Manning, University of Massachusetts Boston

Cristiano Richter, Federal University of Rio Grande do Sul

*Commensalism and Amensalism in University-Business-Government Alliances: The Internal Structure of Innovation Clusters*

Haruo H. Horaguchi, Hosei University

*The Effects of Industry and Country Variations on the IP Management Strategies of Firms: The Case of India and China*

Elizabeth Louise Mason, University of Leeds

*With Chopsticks and with Forks: Untangling the Fuzzy Front End of Innovation Projects in Japan and Germany*

Roman Bartnik, University of Duisburg-Essen

**Session 1.1.12 - Interactive**

Time: 9:00-10:15

Track: 12 - Institutional and Political Environment

Room: Dhvani

**Internationalization, Distances, and Entry**

Chair: Jieqiong Ma, Saint Louis University

*Sequential Market Entry and Subnational Differences*

Maximilian Stallkamp, Ivey Business School

Andreas Schotter, Ivey Business School

Brian Pinkham, Ivey Business School

*From Country Distance to Revealed Relatedness: Exploring the Impact of Country Differences*

Aya Chacar, Florida International University

Sokol Celso, Suffolk University

Stephen Tallman, University of Richmond

*(De)Institutional Arbitrage: The Effects of Perceived Void Arbitrage Opportunities on Stakeholder Issue Salience*

Jobbin Ordoobody, University of Victoria

Alireza Saify, University of Tehran

*Institutions, Market Entry Strategy and Performance: A Study of Japanese Multinationals*

Daniel Z. Ding, City University of Hong Kong

Naoki Ando, Hosei University

Gloria L. Ge, Griffith University

*Capital Mobility and Institutional Levels: The Influence of the Corruption on the FDI Flows*

Ronald de Oliveira Concer, EAESP-FGV

*The Legitimization and Reinterpretation of Transnational Business Practices through Traditional Institutions:**Consequences of the Importation of American Meritocracy through the Indian Institutes of Management*

Keshav Krishnamurty, University of Massachusetts

Boston

*Managing BoP as a Business Opportunity. A Longitudinal Field Study*

Thomas Andre, Ecole Polytechnique

Jean-Pierre Ponsard, Ecole Polytechnique &amp; CNRS

**Session 1.1.13 - Interactive**

Time: 9:00-10:15

Track: 1 - People and Careers

Room: Maya

**Adjustment and Performance of Expatriates**

Chair: Fiona Moore, Royal Holloway, University of London

*Repatriation of International Assignees - Where Are We and Where Do We Go From Here? A Systematic Literature Review From 1991 to 2014*

Jan Sebastian Knocke, Friedrich-Alexander University of

Erlangen-Nuremberg

*An Examination of Determinants of Expatriate Career Intentions*

Arpita Joardar, Clark University

Guillaume Weisang, Clark University

*In Search of Greener Pastures: Migration Motivations of Talents and Talent Management Practices in Nepal*

Kushal Sharma, ESSEC Business School

Jean-Luc Cerdin, ESSEC Business School

*'Should I stay or Should I go?' An Autoethnographic Account of an International Student's Decision to Transition to a Self-Initiated Expatriate*

Namita Rajani, Dalhousie University

Eddy Ng, Dalhousie University

Dimitria Groutsis, University of Sydney





*Social Stays Local - Identifying Typical Profiles of Future Employees of Multinational Enterprises*

Diemo Urbig, University of Wuppertal  
Philipp Paulus, University of Trier  
Katrin Muehlfeld, University of Trier  
Vivien Procher, University of Wuppertal  
Arjen van Witteloostuijn, Tilburg University

*That Which Does Not Kill Us Makes Us Stronger: Effects of Work and Family Demands on International Business*

*Travelers' Adjustment and Subsequent Career Satisfaction*  
Mihaela Dimitrova, Oakland University  
Margaret Shaffer, University of Wisconsin - Milwaukee

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## SUNDAY, JUNE 28 - 10:15-10:45

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Time: 10:15-10:45  
Room: Royal Ballroom

### Coffee Break

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.

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## SUNDAY, JUNE 28 - 10:45-12:00

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**Session 1.2 - Plenary** Time: 10:45-12:00  
Scholars Meet Practice Session Room: Grand Ballroom

### AIB Executive Plenary: Global Networks as Forces for Good

Chair: Ram Mudambi, Temple University

This session features leaders from Unilever, an 86-year-old MNC with deep roots in India, and Narayana Health, a 15-year-old Indian company aspiring to transform healthcare worldwide. It will explore how the two organizations reconcile profitability and social goals, and how they leverage global networks to achieve their purpose.

**Moderator:**  
Ravi Ramamurti, Northeastern University

**Featured Speakers:**  
Harish Manwani, Chairman, Hindustan Unilever Ltd and former COO, Unilever  
Ashutosh Raghuvanshi, Deputy Chairman and Group CEO, Narayana Health

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## SUNDAY, JUNE 28 - 12:00-13:00

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Time: 12:00-13:00  
Room: Royal Ballroom

### Lunch

Lunch will be provided for conference participants at the Leela Palace Grand and Royal Ballroom Foyers.

Time: 12:00-13:00  
Room: Sitara

### JIBS Editorial Board Meeting

JIBS Editorial Board Members Only.

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## SUNDAY, JUNE 28 - 13:00-14:15

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**Session 1.3.1 - Panel** Time: 13:00-14:15  
Track: 9 - Emerging Economies and EE MNEs Room: Grand Ballroom

### Leveraging India's Locational Competitive Advantage and the Internationalization of Indian MNEs

Chair: Farok J. Contractor, Rutgers Business School  
Discussants: Preet Aulakh, York University and Sougata Ray, Indian Institute of Management Calcutta

**Panelists:**

Farok J. Contractor, Rutgers Business School  
Vikas Kumar, University of Sydney  
Charles Dhanaraj, IMD  
Shameen Prashantham, Nottingham University Business School China  
Ajai Gaur, Rutgers University  
Sougata Ray, Indian Institute of Management Calcutta  
Raveendra Chittoor, Indian School of Business  
Mehmet Demirbag, University of Strathclyde  
Preet Aulakh, York University

**Session 1.3.2 - Panel** Time: 13:00-14:15  
Scholars Meet Practice Session Room: Jamawar

### Challenges of MNC Innovation in India: A View from Practice with a Focus on People Issues

Chair: Abhoy Ojha, Indian Institute of Management Bangalore

**Panelists:**

Abhoy Ojha, Indian Institute of Management Bangalore  
Rishiksha Krishnan, Indian Institute of Management  
Abhijeet Saungikar, 3M India  
R. Bhaskaran, Bosch Ltd.  
Vinay Dhabolkar, Catalign Innovation Consulting  
Jaideep Anand, Ohio State University

**Session 1.3.3 - Competitive** Time: 13:00-14:15  
Track: 6 - Innovation and Knowledge Management Room: Diya

### Subsidiaries' Role in Knowledge Creation and Transfer

Chair: Felipe Monteiro, INSEAD

**B** *When do Multinational Subsidiaries Develop New Technologies?*

Anupama Phene, George Washington University  
Stephen Tallman, University of Richmond



*Differentiating between Cultural Similarity and Cultural Fit: An Empirical Examination of Dyadic Knowledge Transfer between Subsidiaries and Headquarters*

Sergey Morgulis-Yakushev, Stockholm School of Economics

H. Emre Yildiz, Uppsala University

Carl F. Fey, Nottingham University Business School  
China

**H** *Subsidiary Ownership of Firm-Specific Advantages, Network Linkages, and Innovation within Multinational Firms*  
Catherine Magelssen, London Business School

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#### Session 1.3.4 - Competitive

Time: 13:00-14:15

Track: 5 - Geography of IB and Value Chains

Room: Kamal

### Global Value Chains, Innovation and Performance

Chair: Marcus M. Larsen, Copenhagen Business School

*Creating Shared Value in Global Value Chains: Learning from Impact Sourcing Service Providers in U.S., India and Kenya*  
Chacko George Kannothea, University of Massachusetts  
Boston

*How Does the Global Relocation of Business Activities Affect Firm Innovation? An Empirical Analysis of the Impact of Offshoring on Innovation in Danish Firms*  
Eunkyung Park, Aalborg University

*Global Offshoring Portfolio and Firm Performance*  
Nidhida Lin, University of Newcastle  
Hao Tan, University of Newcastle  
Stephen Chen, University of Newcastle

*The Effect of Cultural Distance on Access to Knowledge and Knowledge Acquisition in International Business Exchange: A Knowledge-based View*  
Mia Hsiao-Wen Ho, Yuzn Ze University

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#### Session 1.3.5 - Competitive

Time: 13:00-14:15

Track: 9 - Emerging Economies and EE MNEs

Room: Sitara

### Economic Dynamics in Africa

Chair: Helena Barnard, GIBS, University of Pretoria

*Can MNEs Substitute Local Governments in Providing Energy Infrastructures when Host Countries are Failed States? The Case of Sub-Saharan Africa*

Matilde D'Amelio, Politecnico di Milano

Paola Garrone, Politecnico di Milano

Lucia Piscitello, Politecnico di Milano

*The Institutional Determinants of Family and Non-Family Involvement in Business Groups - The Case of Africa*  
Bruce Allen Hearn, University of Sussex  
Lars Oxelheim, Lund University and Research Institute of Industrial Economics  
Trond Randøy, University of Agder

*Experimentation in and Internationalization across Mobile Telecommunications Markets of Africa*  
Mohammad Jahanbakht, Carnegie Mellon University  
Romel Mostafa, Ivey Business School  
Francisco Veloso, Catolica Lisbon School of Business and Economics

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#### Session 1.3.6 - Competitive

Time: 13:00-14:15

Track: 10 - Theories of the MNE and of FDI

Room: Nithya

### Individuals, Skills, Sensemaking, Behavior, and Networks in IB Theories

Chair: Karina R. Jensen, NEOMA Business School

*A Network-based Theory of FDI Clustering and Foreign Subsidiary Performance*  
Jing'an Tang, Sacred Heart University

*Foreign Direct Investment and Skills-Based Inequality: Some Empirical Evidence*  
Serena Masino, University of Oxford  
Xiaolan Fu, University of Oxford

*Can International Business Theories be Applied in China?*  
Rui Torres Oliveira, Manchester Business School

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#### Session 1.3.7 - Panel

Time: 13:00-14:15

Track: 15 - Teaching IB (Special Track)

Room: Nidhi

### Engage Them and They'll Understand: Existing Projects and Best Practices of Integrating Experiential Learning in International Business Curriculum

Chair: Vasyl Taras, University of North Carolina at Greensboro

#### Panelists:

Karen Lynden, Rowan-Cabarrus Community College  
Vasyl Taras, University of North Carolina at Greensboro  
David M. Berg, Hamline University  
Allan Bird, Northeastern University  
Virginia Cathro, University of Otago  
Susan Forquer Gupta, Monmouth University  
James M. Hagen, Hamline University  
Huiping Li, Ramapo College of New Jersey  
Irina Naoumova, University of Hartford  
Gordana Pesakovic, King University  
Sonja Sackmann, University Bw Munich  
José R. de la Torre, Florida International University  
Vinh N. Lu, Australian National University

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#### Session 1.3.8 - Competitive

Time: 13:00-14:15

Track: 1 - People and Careers

Room: Yatra

### Cross-Cultural Adjustment of Expatriates and migrants

Chair: Mary Yoko Brannen, University of Victoria

*The Role of Social Network Embeddedness and Social Support for Cross-Cultural Adjustment of Self-Initiated Academics*  
Barbara Agha-Alikhani, University of Passau

**H** *What Keeps Them Going: Career Anchors and Cross-Cultural Adjustment of Expatriates*  
Alexei Koveshnikov, Aalto University  
Heidi Marie Wechtler, Macquarie University

*"Life is Elsewhere": A Longitudinal Diary Study of Female Self-Initiated Expatriates' Cross-Cultural Adjustment*  
Heidi Marie Wechtler, Macquarie University



*Researching the Ignored: Lower-Qualified Migrants and Expatriates*

Lovanirina Ramboarison-Lalao, ESC Troyes Business School

Jean-Luc Cerdin, ESSEC Business School

Chris Brewster, ISCTE Business School

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**Session 1.3.9 - Competitive**

Time: 13:00-14:15

Track: 11 - Corporate Governance in IB

Room: Surya

**Revisiting the Scope of the Multinational Corporation: Cross-Border M&A and Divestment**

Chair: Ali Taleb, MacEwan University

*Value Creation in Cross-Border Acquisitions: Do Outside Directors Make a Difference?*

Deepak K Datta, University of Texas at Arlington

Dynah A Basuil, University of Auckland

*The Effects of Family Control and Board of Director Characteristics on Cross-Border Acquisition Performance of Emerging Market Firms: Evidence from India 2007-2012*

Philsoo Kim, Yonsei University

Young-Ryeol Park, Yonsei University

*Investor Protection and International Acquisitions: Evidence from US Cross-Border M&As*

Amir Shoham, Temple University

Oded Shenkar, Ohio State University

*An Endowment Effect Perspective on Foreign Divestment: The Asymmetric CEO Effect in Family Multinationals*

Heechun Kim, Georgia State University

Robert Hoskisson, Rice University

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**Session 1.3.10 - Interactive**

Time: 13:00-14:15

Track: 9 - Emerging Economies and EE MNEs

Room: Royal Club Boardroom

**Knowledge and Innovation**

Chair: Zhi Wang, Manchester Metropolitan University

*The Impact of Information Overload on The Entrepreneurs' Behavior in Managing Human Resources: The Mediating Role of Entrepreneurial Self-Efficacy*

Manisha Karia, Auckland Institute of Studies

Sanjaya Gaur, Auckland University of Technology

Hanoku Bathula, University of Auckland

*Can Knowledge Similarity Be a Substitute for Economic Institution for Foreign Firms in an Emerging Market?*

Xuelian Piao, Korea University

Min Jung Kim, University of Minnesota

Jon Jungbien Moon, Korea University

*Dreams Come True? The Challenges of Utilizing Knowledge from Advanced Economies in Emerging Market MNEs*

Jongmin Lee, University of Reading

Rajneesh Narula, University of Reading

*Family Support and Young Entrepreneurs' Start-Up Activities in an Emerging and Developed Economy Context: An Empirical Exploration*

Tatiana S. Manolova, Bentley University

Galina Shirokova, Saint Petersburg University

Tatyana V. Tsukanova, Saint Petersburg University

Linda F. Edelman, Bentley University

*Reluctant Innovation in the Chinese Automobile Industry*

Peter Thomas in der Heiden, University of Duisburg-Essen

Bernd Liesenkötter, University of Muenster

*Advanced MNEs in the Chinese Pharmaceutical Industry: An Analysis of the Impact on Local Innovation Performance*

Vittoria Giada Scalera, Politecnico di Milano

Alessandra Perri, Ca' Foscari University Venice

*Dark Triad in Teams - A Study from Iran*

Ricarda B Bouncken, University of Bayreuth

Mehmaz Karimi, University of Bayreuth

Robin Pesch, University of Bayreuth

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**Session 1.3.11 - Interactive**

Time: 13:00-14:15

Track: 6 - Innovation and Knowledge Management

Room: Roshni

**Learning Across Borders**

Chair: Nandini Lahiri, Temple University

*Perception Gaps between Headquarter and Subsidiary Home Country National Managers on Subsidiary Role: Case of a Japanese Service MNC*

Jusuke JJ Ikegami, Waseda University

*Cultural Compatibility and the Managerial Knowledge Transfer in Alliance Network*

Qingfen Fu, Tsinghua University

*International Expansion and the Long-Run Performance of MNEs: Combining and Sequencing Geographic Exploitation and Exploration*

Xavier Castaner, University of Lausanne

Mehmet Erdem Genc, Ozyegin University

*The Impacts of Organizational Learning Capacities on Relationship-Specific Innovations: Evidence from the Global Buyer-Supplier Relationship*

KyuYeong Choi, Florida State University

Daekwan Kim, Florida State University

Ruey-Jer "Bryan" Jean, National Chengchi University

*TMT Foreign Experience and Foreign Subsidiary Ownership Decision: A More Fine-Grained Conceptualization of Experience*

Kent Hui, Michigan State University

Yuanyuan Gong, Nanjing University

*Building Service Provider Capabilities: The Impact of Clients and Service Types in Service Offshore Outsourcing*

Peter D. Oerberg Jensen, Copenhagen Business School

Kristin Brandl, University of Reading

Manya Jaura, Copenhagen Business School

*Can Toyota Employee Satisfaction Provide An Edge To Car Dealers in a Changing National Cultural Climate?*

Ichiro Yamada, St. Andrew's University

Osamu Tsukada, Kagawa University

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**Session 1.3.12 - Interactive**

Time: 13:00-14:15

Track: 3 - HRM and Organizational Behavior

Room: Dhvani

**Global Mindsets and Expatriate Challenges**

Chair: Benjamin Bader, Leuphana University of Lüneburg

*A Study on How Expatriate Styles Influence Subsidiary Effectiveness through Uncertainty Reduction*

Yong Suhk Pak, Yonsei University

Qing Lu Sun, Yonsei University



*The Meaning of Work and Work Meaningfulness among Chinese Employees of a Western MNE*

Alim Beveridge, Nottingham University Business School  
China

Angela Yazhi Cheng, Nottingham University Business  
School China

*Managerial Attitudes toward Foreignness, Commitment Levels in Foreign Equity and The Level of Multinationality of Spanish Firms*

David Tanganelli, Universitat Internacional de Catalunya

*Culturally Creative Minds: Cosmopolitanism as an Antecedent to Creativity in Cross-Cultural Settings*

Dilek Gulistan Yunlu, Northeastern Illinois University  
Gretchen Vogelgesang Lester, San Jose State University  
Rachel Clapp-Smith, Purdue University Calumet

*Positive Traits and Performance of Internationally Engaged Executives*

Leonardo Liberman, Universidad de los Andes  
Lisa Sofia Clefberg, Institute for Cognitive Behavior  
Therapy & Department of Clinical Neuroscience  
Karolinska Institute

*Returnee Spillover Effect on Corporate Performance: Evidence from Chinese A-share Public Firms*

Jin Xu, Central University of Finance and Economics  
Lianxi Zhou, Brock University  
Guangbao Xie, Bank of China, Anhui Province Branch

**Session 1.3.13 - Interactive**

Time: 13:00-14:15

Track: 13 - Economics, Finance and Accounting

Room: Maya

**International and Comparative Finance**

Chair: Jagadish Dandu, Zayed University

*Time Horizon and Corporate Investment: Evidence from Private Firms around the World*

Serkan Akguc, King Abdulaziz University  
Jongmoo Jay Choi, Temple University

*Financial Constraints and the Interdependence of Corporate Financial Decisions: A Cross-Country Study*

Paulo Renato Soares Terra, EAESP-FGV  
Guilherme Kirch, EA-UFRGS

*The Impact of Crisis on the Determinants of Leverage: European Evidence*

Victoria Krivogorsky, San Diego state University  
Gun-Ho Joh, San Diego State University  
David Deboskey, San Diego State University

*Earnings Management and Main Bank Monitoring: Evidence From Japan*

Hideaki Sakawa, Nagoya City University  
Naoki Watanabel, Ritsumeikan University

*Market Structure and Profitability in Banking Sector: Is China's Case Different?*

Yanjun Huang, China Foreign Affairs University  
Jiawen Yang, George Washington University

*Risks Associated with Cross-Listings*

Hui He Sono, James Madison University  
Mark Liu, University of Kentucky

*Effect of Regional Trade Agreements - A Study of India-ASEAN Trade with Firm Level Data*

Amlan Ray, Amrita University  
Amalendu Jyotishi, Amrita University

**SUNDAY, JUNE 28 - 14:15-14:30**

Time: 14:15-14:30

**Break**

Short break to facilitate transition between sessions. No refreshment service will be provided.

**SUNDAY, JUNE 28 - 14:30-15:45**

**Session 1.4.1 - Panel**

Time: 14:30-15:45

Track: 5 - Geography of IB and Value Chains Room: Grand Ballroom

**AIB - Regional Science Association International (RSAI) session**

Chairs: Simona Iammarino, London School of Economics  
and Lucia Piscitello, Politecnico di Milano

**Panelists:**

Lucia Piscitello, Politecnico di Milano  
Simona Iammarino, London School of Economics  
Michael Storper, UCLA  
Maryann Feldman, University of North Carolina

**Session 1.4.2 - Panel**

Time: 14:30-15:45

Scholars Meet Practice Session

Room: Jamawar

**Big Data for Innovation, Competition and Productivity**

Chair: Pulak Ghosh, Indian Institute of Management  
Bangalore

**Panelists:**

Pulak Ghosh, Indian Institute of Management Bangalore  
Soumya Kanti Ghosh, Chief Economic Advisor, State  
Bank of India  
Suresh Srinivasan, Co-Founder, Formcept  
Ravi Vijayaraghavan, Vice President and Head Analytics,  
Flipkart.com  
Siva Viswanathan, University of Maryland

**Session 1.4.3 - Panel**

Time: 14:30-15:45

Special Session

Room: Diya

**The Institutional and Political Environment of IB**

Chair: Michael Witt, INSEAD  
Discussant: Paul Martin Vaaler, University of Minnesota

**Panelists:**

Michael Witt, INSEAD  
Ruth Aguilera, Northeastern University  
Andreas Schotter, Ivey Business School  
Markus Taussig, National University of Singapore  
Paul Martin Vaaler, University of Minnesota



**Session 1.4.4 - Competitive** Time: 14:30-15:45  
Track: 3 - HRM and Organizational Behavior Room: Kamal

### Driving Performance in Global Organizations

Chair: William Newbury, Florida International University

*High Performance Work Practices Exist in India: Evidence from Two Organizations*

Nikos Bozionelos, Audencia Nantes Ecole de Management

Vijay Edward Pereira, University of Portsmouth

*Human Resource Management in India Strategy, Performance and Complementarity*

Tamer Darwish, University of Gloucestershire

Satwinder Singh, Brunel University London

Geoffrey Wood, University of Warwick

*Equity Portfolio Incentives to CEOs for Downsizing: Differential Impacts on Survivors vs. Victims in Three Countries*

C Lakshman, Tongji University

Linh-Chi Vo, Normandy Business School

Rani Ladha, Indian Institute of Management Kozhikode

**Session 1.4.5 - Competitive** Time: 14:30-15:45  
Track: 6 - Innovation and Knowledge Management Room: Sitara

### Institutional Environment and Innovation Performance

Chair: Kristin Brandl, University of Reading

*International Networks for Developing Exploratory Innovations in Emerging Economies*

Zaheer Khan, University of Sheffield

*How Institutional Context Matters for R&D? An Exploratory Study of Medical Device Development in India*

Budhaditya Gupta, Harvard University

Stefan Thomke, Harvard University

*Public Support for Innovation and the Openness of Firms' Innovation Activities*

Marcelo F Cano-Kollmann, Temple University

Robert D. Hamilton III, Temple University

*National Trust and the Effects of Firm Size on and Foreign Ownership on Innovation by Firms in Developing Nations*

Gregory Stephen Hundley, Purdue University

Xiaomei Li, Tianjin University

**Session 1.4.6 - Competitive** Time: 14:30-15:45  
Track: 8 - Strategy, M&As and Competitiveness Room: Nithya

### Creating Value from Cross-Border Acquisitions

Chair: Anupama Phene, George Washington University

*International Acquisitions and International Competitiveness*

Omer Faruk Genc, Abdullah Gul University

Jongmoo Jay Choi, Temple University

*How to Make the Most of What You Buy: Value Creation in Cross-Border Acquisitions of Developed Market Firms (DMFs) by Emerging Market Firms (EMFs)*

Yinuo Tang, University of Pittsburgh

Ravi Madhavan, University of Pittsburgh

*Losing the Battle: Unexpectedness and Misexpectation in Cross-Border M&A*

Tian Wei, Fudan University

*Executive Migration and International Mergers and Acquisitions*

Yu-Kai (Mike) Wang, Soochow University

**Session 1.4.7 - Panel** Time: 14:30-15:45  
Track: 9 - Emerging Economies and EE MNEs Room: Nidhi

### Women in Business in India (WAIB Special Session)

Chairs: Gabriele Suder, University of Melbourne and Janet Murray, University of Missouri-St. Louis

*Panelists:*

Janet Murray, University of Missouri-St. Louis

Gabriele Suder, University of Melbourne

Padmaja Alaganandam, PricewaterhouseCoopers Pvt. Ltd.

Revathy Ashok, Iris Consulting

Alice de Jonge, Monash University

Usha Raghunath, Wipro Ltd.

Pamela Kumar, HP Enterprise R&D

**Session 1.4.8 - Competitive** Time: 14:30-15:45  
Track: 12 - Institutional and Political Environment Room: Yatra

### New Perspectives on Institutional Distance

Chair: Peter Buckley, University of Leeds

*Revisiting Institutional Distance: Towards an Agency-Oriented Understanding*

Johann Fortwengel, Free University Berlin

*Testing the Formal Institutional Distance - Subsidiary Performance Link, and the Moderating Effects of Ownership Strategy and Experience: Evidence from 17 Emerging Markets*

Vikrant Shirodkar, University of Sussex

Palitha Konara, University of Huddersfield

*Institutional Logics, Liability of Foreignness, and Poverty*

*Alleviation: The Case of Mining MNEs in East Africa*

Aloysius Newenham-Kahindi, University of Saskatchewan

Charles Edward Stevens, Lehigh University

*Partner Selection in International Technological Alliances: The Role of Institutional Distance, Colonial and Economic Ties*

Sorin Krammer, University of Groningen

**Session 1.4.9 - Competitive** Time: 14:30-15:45  
Track: 7 - Digital Transformation and Online Markets Room: Surya

### Digital Transformation and Online Markets in IB

Chair: Peter W. Liesch, University of Queensland

*The Synergy of Entrepreneurial Self-Efficacy and Virtual Self-Efficacy for Entrepreneurs in Emerging Online Markets: An Empirical Investigation*

Zeying Wan, Saint Mary's University

Taiyuan Wang, IE Business School

Yinglei Wang, Acadia University

*The Early-Mover Advantage of Exporters at Online B2B Portals*

Ziliang Deng, Renmin University of China

Zeyu Wang, Nankai University/Chinese University of Hong Kong



*Internationalization of Entrepreneurship and Institutional Reinforcement in a New Global Industry*

Irina Mihailova, Aalto University  
Peter W. Liesch, University of Queensland  
Elizabeth Rose, University of Otago

*Micro Enterprises in eMarketplaces: Comparing Digital Strategy across Continents*

Manjula S. Salimath, University of North Texas  
Vallari Chandna, University of North Texas

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**Session 1.4.10 - Interactive**

Time: 14:30-15:45

Track: 6 - Innovation and Knowledge Management Room: Royal Club Boardroom

**Learning from Subsidiaries in Emerging Markets**

Chair: Pavlina Jasovska, University of South Australia

*When are Subsidiaries Motivated to Initiate Innovation under Autonomy?: The Role of Resource Dependence and Power Relation*

Jason Kyewon Lee, Korea University  
Dae-il Nam, Korea University

*Building Innovation Capabilities in Emerging Markets: A Microfoundations Approach to Managing Local Product Development*

Shad Morris, Brigham Young University  
Daniel Han Ming Chng, China Europe International Business School  
Jian Han, CEIBS  
James Oldroyd, Ohio State University

*Reverse Knowledge Transfer from Emerging Economy Subsidiaries: The Role of Disseminative Capacity*

Abby Jingzi Zhou, University of Nottingham, Ningbo  
Carl F. Fey, Nottingham University Business School China

*Antecedents of Reverse Diffusion of HRM Practices in MNC Subsidiaries: Organizational or Locational Legitimacy?*

Michal Lemanski, Nottingham University Business School China

*Experiential Learning, Economic Distance And Subsidiary Performance Of EMNCs: Evidence From Indian Multinationals*

Arindam Mondal, Indian Institute of Management Calcutta  
Sougata Ray, Indian Institute of Management Calcutta  
Raveendra Chittoor, Indian School of Business  
Sarada Devi Gadepalli, Indian Institute of Management Calcutta

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**Session 1.4.11 - Interactive**

Time: 14:30-15:45

Track: 2 - Entrepreneurship and New Ventures Room: Roshni

**Capabilities for International Entrepreneurship: Emerging Market and Developed Market Perspectives**

Chair: Etayankara Muralidharan, MacEwan University

*Cross-National Replication in International Entrepreneurship: Lessons from SKS Microfinance*

Joshua K Ault, University of Victoria  
Andrew Spicer, University of South Carolina

*Born Global Decision - Gradual & Complex Interaction between Multiple Elements: Evidence from a Software Product Firm in India*

Anish Purkayastha, Indian Institute of Management Ahmedabad

*How Do Brand Capabilities Facilitate the Internationalization of Firms from Emerging to Developed Economies?*

Fernando Angulo-Ruiz, MacEwan University  
Albena Pergelova, MacEwan University  
William Wei, MacEwan University

*International Small Ventures' Entrepreneurship and Export Market Performance*

Aytug Sozuer, Istanbul University  
Gultekin Altuntas, Istanbul University  
Fatih Semercioz, Istanbul University

*Evolution of a Dynamic Capability in Early International Growth - The Case of a Professional Service Firm*

Thorsten Bunz, Justus Liebig University Giessen  
Lucrezia Casulli, University of Strathclyde  
Andreas Bausch, Justus Liebig University Giessen

*Innovation and Networking Among Entrepreneurs Across Generations of Asian Tigers*

Jan Vang, Aalborg University  
Kent W. Jensen, University of Southern Denmark  
Thomas Schoett, University of Southern Denmark  
Shamak Rezaei, Roskilde University

*The Use of Exploited Labor in International Business*

Subrata Chakrabarty, University of Texas - El Paso

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**Session 1.4.12 - Interactive**

Time: 14:30-15:45

Track: 12 - Institutional and Political Environment Room: Dhvani

**New and Heterodox Themes in IB**

Chair: Mike Peng, University of Texas at Dallas

*An Analysis of Guanxi and the Degree of Internationalization of Chinese Manufacturing Firms*

Jian Du, Zhejiang Universit  
Xiaobo Wu, Zhejiang Universit  
Yongjiang Shi, Cambridge University

*Institutional Changes and Firm Responses in the Global Pharmaceutical Industry*

Shobha Das, Qatar University  
Rajshree Chandra, Delhi University

*A New Governance Perspective: Viewing Global Financial Markets as Watersheds*

W Travis Selmier II, Indiana University

*To Boldly Go Where No Government and No Corporation Have Gone Before. Internationalization Strategies of Non-Governmental Organizations*

Michal Szymanski, University of Victoria

*Private Equity in Clean Technology: An Exploratory Study of the Finance-Innovation-Policy Nexus*

Florian Täube, Université libre de Bruxelles  
Michael Migendt, EBS Business School  
Florian Schock, EBS Business School  
Paschen von Flotow, Sustainable Business Institute  
Friedemann Polzin, Sustainable Business Institute

*Thoughts on the Emerging Institutional Framework for Commercializing Electric Vehicle Technology in China*

Peter Thomas in der Heiden, University of Duisburg-Essen



*National Governance, Social Elites on Company Boards, and Board Compensation: A Cross-National Study of Emerging Economy IPO Firms*

Bruce Allen Hearn, University of Sussex

Roger Strange, University of Sussex

Jenifer Piesse, King's College London

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**Session 1.4.13 - Interactive**

Time: 14:30-15:45

Track: 1 - People and Careers

Room: Maya

**The Role of Culture in International Business**

Chair: Majid Ghorbani, Renmin University of China

*Can Cultural Tightness-Looseness be Measured?*

Len J. Trevino, Loyola University New Orleans

Carolyn P. Egri, Simon Fraser University

David A. Ralston, Florida International University

Irina Naoumova, University of Hartford

Olivier Furrer, University of Fribourg

Yongjuan Li, Chinese Academy of Sciences

Fidel León Darder, University of Spain

María Teresa de la Garza Carranza, Instituto Tecnológico de Celaya

*Understanding the Paradox of Cultures: A Yin Yang Perspective*

Kunal Kamal Kumar, T. A. Pai Management Institute

Tony Fang, Stockholm University

*The Role of Culture in Managers' Conceptualization of Business Networking*

Lasse Torkkeli, Lappeenranta University of Technology

Maria Ivanova-Gongne, Abo Akademi University

*Leading and Facilitating Global Innovation within the MNC*

Karina R. Jensen, NEOMA Business School

*The Joint Effects of Societal Culture and Individual Values of Job Attribute Preference: Evidence from Eight Nations*

Ji Li, Hong Kong Baptist University

Tao Liu, Southwest University

Yang Yu, Hong Kong Baptist University

Jieying Xu, Hong Kong Baptist University

Arif Mahmood, Hong Kong Baptist University

Wanxing Jiang, Hong Kong Baptist University

*The Impact of Socio-Cultural Factors on Professional Aspiration in Emerging Markets*

Grishma Shah, Manhattan College

Esi Elliot, Suffolk University

*A Relational Perspective of Nationality Dissimilarity: The Positive Effect on Organizational Identification in International Joint Ventures*

Jiatao Li, Hong Kong University of Science and Technology

Jieyu Zhou, Hong Kong University of Science and Technology

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**SUNDAY, JUNE 28 - 15:45-16:15**

Time: 15:45-16:15

Room: Royal Ballroom

**Coffee Break**

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.

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**SUNDAY, JUNE 28 - 16:15-17:30**

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**Session 1.5.1 - Panel**

Time: 16:15-17:30

Special Session

Room: Grand Ballroom

**China is Predicted to Hit Middle Income Trap by 2030: Can China Build innovation Capacity to Avert Trap?**

Chair: Arie Lewin, Duke University

*Panelists:*

Arie Lewin, Duke University

Michael Witt, INSEAD

Douglas B. Fuller, Zhejiang University

Yves Doz, INSEAD

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**Session 1.5.2 - Panel**

Time: 16:15-17:30

Scholars Meet Practice Session

Room: Jamawar

**Technology & Science-Based Innovation in Emerging Economies**

Chair: Sai Yayavaram, Indian Institute of Management Bangalore

*Panelists:*

Sai Yayavaram, Indian Institute of Management Bangalore

Suresh Bhagavatula, Indian Institute of Management Bangalore

Chirantan Chatterjee, Indian Institute of Management Bangalore

K Kumar, Indian Institute of Management Bangalore

Mariko Sakakibara, University of California, Los Angeles

Suri Venkatachalam, Connexios Life Sciences

S Baskar, Amagi Media Labs Pvt. Ltd.

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**Session 1.5.3 - Competitive**

Time: 16:15-17:30

Track: 13 - Economics, Finance and Accounting

Room: Diya

**Determinants and Effects of Foreign Investment**

Chair: Haruo H. Horaguchi, Hosei University

*Employment Effects of FDI in Hot Labour Markets: a Cross-Country Analysis*

Bettina Becker, Aston Business School

Nigel Driffield, Warwick Business School

Sandra Lancheros, University of Nottingham

James Love, Warwick Business School



*Economic Institutions and the Location Strategies of European Multinationals in their Geographical Neighbourhood*

Simona Iammarino, London School of Economics  
Andrea Ascani, London School of Economics  
Riccardo Crescenzi, London School of Economics

**BH** *Finance Constraints and Technology Spillovers from Foreign to Domestic Firms*

Alex Eapen, Australian National University

*Limitations of MNC's Operational Flexibility*

Toshimitsu Ueta, NUS Business School

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**Session 1.5.4 - Competitive**

Time: 16:15-17:30

Track: 8 - Strategy, M&As and Competitiveness

Room: Kamal

**Implementation Challenges Across Borders**

Chair: Aya Chacar, Florida International University

*Organizational Control and Goal Conflicts in Headquarters-Subsidiary Relationships: An Agency Theory Perspective*

Adrian Schulte Steinberg, University of St. Gallen  
Sven Kunisch, University of St. Gallen  
Björn Ambos, University of St. Gallen

*Spatial Consistency and Temporal Persistence in MNEs' Repetitive Strategic Resource Allocations*

Majid Eghbali-Zarch, Memorial University of Newfoundland

*Comparison of Corporate Headquarters Influence on Segment Performance Variance between Domestic Firms and MNE Affiliates*

Sarada Devi Gadepalli, Indian Institute of Management Calcutta  
Arindam Mondal, Indian Institute of Management Calcutta

*Understanding Psychic Distance: A Product of Individual Demographics or Collective Phenomenon?*

Alexander Leinemann, University of St. Gallen  
Björn Ambos, University of St. Gallen

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**Session 1.5.5 - Competitive**

Time: 16:15-17:30

Track: 5 - Geography of IB and Value Chains

Room: Sitara

**Organization of Activities and Industries**

Chair: Sinead Monaghan, Rutgers Business School

*Export Market Participation: Do Exporters Imitate their Industry Peers?*

Dirk Michael Boehe, University of Adelaide

*Backward Integration of Foreign Sales Activities into Production: An Operational Flexibility Perspective*

Bjoern Schmeisser, WU Vienna  
Jan Hendrik Fisch, WU Vienna

**B** *Client Co-Production in the Production Process of Offshored Knowledge-Intensive Business Services*

Kristin Brandl, University of Reading

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**Session 1.5.6 - Panel**

Time: 16:15-17:30

Track: 1 - People and Careers

Room: Nithya

**Identity Lenses in International Business: Approaches and Opportunities**

Chair: Cristina Gibson, University of Western Australia

**Panelists:**

Cristina Gibson, University of Western Australia  
Mary Yoko Brannen, University of Victoria  
Lakshmi Ramarajan, Harvard University  
Florian Täube, Université libre de Bruxelles  
Sarbari Bordia, Australian National University  
Andy Chiou, SUNY Farmingdale

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**Session 1.5.7 - Competitive**

Time: 16:15-17:30

Track: 9 - Emerging Economies and EE MNEs

Room: Nidhi

**Institutional Voids and Natural Environment**

Chair: Klaus Meyer, CEIBS

*International Voluntary Certifiable Standards in Emerging Economies: Institutional Void Fillers or Non-Tariff Trade Barriers?*

Ivan Montiel, Loyola Marymount University  
Petra Christmann, Rutgers University  
Trevor Zink, Loyola Marymount University

*Institutional Voids and Performance in Emerging Markets - a Configurational Perspective*

Luciano Ciravegna, King's College London  
Esteban Brenes, INCAE  
Caleb Pichardo, INCAE

*Non-Lienarity of the Environmental Responsiveness Strategy: Is it the Answer?*

Yousef Eiadat, University College Dublin  
Alejandro M. Fernández Castro, CESUGA  
Aidan Kelly, University College Dublin

*Political Violence and Greenfield FDI Flowing to the Natural Resources Industries of Developing Countries*

Enrico Pennings, Erasmus University Rotterdam  
Martijn Burger, Erasmus University Rotterdam  
Caroline Witte, Erasmus University Rotterdam  
Elena Ianchovichina, World Bank

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**Session 1.5.8 - Competitive**

Time: 16:15-17:30

Track: 12 - Institutional and Political Environment

Room: Yatra

**The Impact of Institutional Distance**

Chair: Xiaohua Yang, University of San Francisco

*Inward FDI and Economic Growth: The Effect of Multiple Measures of Institutional Distance*

Sarianna Lundan, University of Bremen  
Fabienne Fortanier, OECD  
Tilo Halaszovich, University of Bremen

*Export Expansion Speed, Institutional Distance and Performance*

Ziliang Deng, Renmin University of China  
Ruey-Jer "Bryan" Jean, National Chengchi University  
Rudolf R. Sinkovics, University of Manchester





*Institutional Distance, Social Ties, Trustworthiness and Performance: Evidence from China*

Jieqiong Ma, Saint Louis University  
John Zhao, Saint Louis University  
Jie Yang, Saint Louis University

*Insidership within Networks: Bridge over Troubled Water of Foreignness?*

Megan (Min) Zhang, Ivey Business School

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#### Session 1.5.9 - Competitive

Time: 16:15-17:30

Track: 6 - Innovation and Knowledge Management

Room: Surya

### Knowledge Management in Alliances

Chair: Nandini Lahiri, Temple University

*Knowledge Acquisition in International Strategic Alliances: The Role of Knowledge Ambiguity*

Mia Hsiao-Wen Ho, Yuzn Ze University

*Brokerage Triad Configurations Across Countries: Effects on Innovation Impact and Innovation Radicalness*

Exequiel Hernandez, University of Pennsylvania  
Sarith Balachandran, University of Pennsylvania

*Learning and Knowledge Transfer in China-Africa Alliances: A Social Capital Perspective*

Abdoulkadre Ado, Laval University  
Zhan Su, Laval University  
Roseline Wanjiru, Northumbria University

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#### Session 1.5.10 - Interactive

Time: 16:15-17:30

Track: 8 - Strategy, M&As and Competitiveness

Room: Royal Club Boardroom

### Emerging Market Acquisitions: Prospects and Pitfalls

Chair: Omer Faruk Genc, Abdullah Gul University

*Strategic Determinants of Equity Participation of International Acquisitions by Emerging Market Firms*

Young-Ryeol Park, Yonsei University  
Philsoo Kim, Yonsei University

*The Evolution of Start-Up R&D Firms: Equity Property-Right Shared Mergers and Acquisitions*

Ying-Jan Lin, National Taiwan University

*Acquisitions in the China Retail Industry*

Jung Ching Lin, National Taiwan University  
Homin Chen, National Taiwan University  
D'Arcy Caskey, Feng Chia University

*How to Select Target Firms in High-Tech Industry: Identifying Value Drivers and Cost Drivers*

Tian Wei, Fudan University  
Yuanxu Li, Fudan University

*Untangling the Relationship between Target Firm Size and Integration Approaches in International Acquisitions: The Role of Organizational Culture*

Tian Wei, Fudan University  
Youzhen Zhao, Fudan University

*Examining Firm and Host Country Influences on Relative Transaction Size in Service Sector Cross-Border Acquisitions: An Empirical Assessment*

Dynah A Basuil, University of Auckland  
Deepak K Datta, University of Texas at Arlington

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#### Session 1.5.11 - Interactive

Time: 16:15-17:30

Track: 1 - People and Careers

Room: Roshni

### Multicultural Experience, Intercultural Competence, and Performance

Chair: Karina R. Jensen, NEOMA Business School

*Biculturals and Third Culture Kids: Apples and Oranges or Two Peas in a Pod? A Critical Review*

Ebru Ipek, Simon Fraser University  
Mila Lazarova, Simon Fraser University

*The Impact of Multicultural Experiences and Organizational Diversity Climate on Immigrant Work-Related Outcomes: A Model for Future Research*

Davina Dias, Monash University  
Cherrie Zhu, Monash University  
Ramanie Samarantunge, Monash University

*Innovating Synergy from Cultural Diversity: Case of French - Russian MNCs*

Natalia Guseva, National Research University Higher School of Economics

*Understanding Cultural Singularities of "Indianness" in an Inter-Cultural Business Setting*

Ashish Malik, Newcastle Business School  
Francis Laleman, Beyond Borders

*A Hierarchy of Cultural Intelligence Antecedents*

Ilan Alon, Rollins College  
Michele Boulanger, Rollins College  
Julie Ann Elston, Oregon State University  
Eleanna Galanaki, Athens University of Economics  
Carlos Martinez de Ibarreta, Universidad Pontificia Comillas  
Judith Meyers, University of California  
Marta Muniz-Ferrer, Universidad Pontificia Comillas  
Andres Velez-Calle, Universidad EAFIT/Rutgers University

*The Role of Previous Nonwork International Experiences on the Development of Critical Cross-Cultural Competencies for Expatriate Adjustment*

Ebru Ipek, Simon Fraser University  
Mila Lazarova, Simon Fraser University

*Experiences of International Students in the Australian Higher Education System: An Extreme Groups Comparison*

Andre Anugerah Pekerti, University of Queensland  
Miriam Moeller, University of Queensland  
Fons van de Vijver, Tilburg University  
Tyler G Okimoto, University of Queensland

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#### Session 1.5.12 - Interactive

Time: 16:15-17:30

Track: 10 - Theories of the MNE and of FDI

Room: Dhvani

### Ties, Control, Distance and Diversity: Managing Complexity in MNCs

Chair: Sylvie K. Chetty, University of Otago

*Institutional Ties Ambidexterity and International Exploration and Exploitation*

Jie Wu, University of Macau  
Livia Markoczy, University of Texas at Dallas

*Control in the Multinational Enterprise: The Polycentric Case of Global Professional Service Firms*

Mehdi Boussebaa, University of Bath



*Where to Locate: The Impact of Local Subsidiary Distance on the Location Choice of Regional Headquarters*

Junichi Yamanoi, Waseda University  
Tadashi Hayashi, Kyoto Sangyo University

*Institutional Diversity in International Business: Who Shares?*

Robbert Maseland, University of Groningen

*The Missing Link between Awareness and Use of Pro-Internationalization Incentives*

Miguel Matos Torres, University of Aveiro  
L. Jeremy Clegg, University of Leeds  
Celeste Amorim Varum, University of Aveiro

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### Session 1.5.13 - Interactive

Time: 16:15-17:30

Track: 4 - Marketing and Social Communities

Room: Maya

### Explorations of Culture and Consumers

Chair: Pinaki Dasgupta, International Management Institute

*Effects of Outbreaks of Animosity against the West: What can American B52s do for Local Brand Consumption in China?*

Martin Heinberg, University of Duisburg-Essen

*The Emerging Anti-Consumer: Emerging Correlates of Anti-Consumption Behavior*

Duraipandian Israel, XLRI-Xavier School of Management  
Rajesh Iyer, Bradley University  
James A. Muncy, Valdosta State University  
Debasis Pradhan, XLRI-Xavier School of Management  
Abhisek Kuanr, XLRI-Xavier School of Management

*Can Country of Consumption Information Counterbalance the Negative COO Effect on Product Evaluation*

Hsiu Ying Huang, Feng Chia University  
Yi Fang Chiang, Feng Chia University  
Sheng-Tsung Hou, Feng Chia University

*National Identity in Marketing: An Integrative Framework*

Sergio W. Carvalho, Dalhousie University

*Exploring CSR practices of MNEs in Developing Countries*

Verena Gruber, WU Vienna  
Bodo Schlegelmilch, WU Vienna

*Perceived Age and Rokeach Value Rankings among Young Adults: A Comparison between India and the U.S.*

Charles Wood, University of Tulsa  
Cole Brown, Indian Professional Research Project  
Nicholas Wood, Velocity Consulting  
Bruce Alford, Louisiana Tech University

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## SUNDAY, JUNE 28 - 17:30-19:00

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Time: 17:30-19:00  
Room: Royal Ballroom

### WAIB Reception

Current and prospective WAIB members are welcome to attend the reception. A short program and awards presentation will take place during the reception.

✪ *The reception is jointly sponsored by the E. Desmond Lee Professorship for Developing Women and Entrepreneurs in International Business, College of Business Administration, University of Missouri-St. Louis and the Academy of International Business.*

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## SUNDAY, JUNE 28 - 19:00-22:00

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Time: 19:00-22:00

### AIB Fellows' Dinner

AIB Fellows and invited guests only. The Fellows Dinner will be held at an offsite location.

### Legend for Symbols Used:

- B** Nominee for the Temple/AIB Best Paper Award
- H** Nominee for the Alan Rugman Most Promising Scholar Award (formerly Haynes Prize)



# MONDAY, JUNE 29

## MONDAY, JUNE 29 - 8:00-8:45

Time: 8:00-8:45

### Fellows Café II

Start the day with a set of small group discussions hosted by an AIB Fellow, focused on an IB topic of current and mutual interest.

*Strategies and Methods for Teaching IB Management in Graduate Business Programs (Room: Maya)*

José R. de la Torre, Florida International University

*Managing Operational Challenges: A Missing Component in Emerging Market Multinationals Studies (Room: Royal Club Boardroom)*

Seung Ho Park, China Europe International Business School

*Innovation in Emerging Markets and its Global Diffusion (Room: Dhvani)*

Ravi Ramamurti, Northeastern University

*Future Directions in Research on International Human Resource Management (Room: Roshni)*

Rosalie Tung, Simon Fraser University

## MONDAY, JUNE 29 - 9:00-10:15

### Session 2.1.1 - Panel

Time: 9:00-10:15

Special Session

Room: Grand Ballroom

### The MNE-INV Interface: Future Directions

Chair: Shameen Prashantham, Nottingham University Business School China

Discussants: Peter Buckley, University of Leeds and Becky Reuber, University of Toronto

#### Panelists:

Shameen Prashantham, Nottingham University Business School China

Erkko Autio, Imperial College

Suresh Bhagavatula, Indian Institute of Management Bangalore

Peter Buckley, University of Leeds

Gary Knight, Willamette University

Rishiksha Krishnan, Indian Institute of Management

K Kumar, Indian Institute of Management Bangalore

Becky Reuber, University of Toronto

Ivo Zander, Uppsala University

### Session 2.1.2 - Panel

Time: 9:00-10:15

Scholars Meet Practice Session

Room: Jamawar

### Virtual Organizations: Managing Learning and Sharing Knowledge Across Borders

Chair: Elizabeth Rose, University of Otago

#### Panelists:

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Elizabeth Rose, University of Otago

Abhijit Bhaduri, Wipro Ltd.

Virginia Cathro, University of Otago

Sathya Prasad, Intel

S. Raghunath, Indian Institute of Management Bangalore

Usha Raghunath, Wipro Ltd.

### Session 2.1.3 - Competitive

Time: 9:00-10:15

Track: 6 - Innovation and Knowledge Management

Room: Diya

### Managing Global Innovation Networks

Chair: T.J. Hannigan, Temple University

*Catch-Up and Connectivity to Global Innovation Systems: A Limited Flying Geese Model?*

Ahreum Lee, Temple University

Eunkyung Park, Aalborg University

*International Connectivity and Innovation Networks: The Case of Chinese Inventors in the Pharmaceutical Industry*

Vittoria Giada Scalera, Politecnico di Milano

Alessandra Perri, Ca' Foscari University Venice

Ram Mudambi, Temple University

*Managing Innovation Networks: A Multiplex Analysis of the Global Wind Power Industry*

Snehal Suyash Awate, Indian School of Business

Marcus M. Larsen, Copenhagen Business School

*General Purpose Technologies (GPTs) and the Internationalization of Corporate Innovations - A Cross-Country Analysis*

John Cantwell, Rutgers University

Ranfeng Qiu, California State University, San Bernardino

### Session 2.1.4 - Panel

Time: 9:00-10:15

Track: 14 - Research Methodology in IB (Special Track) Room: Kamal

### Creating and Publishing High-Quality Research on Women and Gender (WAIB Special Session)

Chairs: Amanda Bullough, University of Delaware and Tugba Kalafatoglu, ESADE Business School

Discussant: Joan P. Mileski, Texas A&M University at Galveston

#### Panelists:

Amanda Bullough, University of Delaware

Tugba Kalafatoglu, ESADE Business School

Rosalie Tung, Simon Fraser University

William Newbury, Florida International University

Patricia P. McDougall-Covin, Indiana University-Bloomington

Nakiye Avdan Boyacigiller, Sabanci University

Fiona Moore, Royal Holloway, University of London

Joan P. Mileski, Texas A&M University at Galveston



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**Session 2.1.5 - Competitive**

Time: 9:00-10:15

Track: 11 - Corporate Governance in IB

Room: Sitara

**Being Innovative and Being Conscientious:  
What matters?**

Chair: Ruth Aguilera, Northeastern University

**B** *How Do National Corporate Governance Institutions Affect Slack-Based Innovation Effort in Firms?*

Paul Martin Vaaler, University of Minnesota

Joel Malen, Hitosubashi University Institute of Innovation Research

*What Determines MNEs' Environmental R&D?*

Hyoju Jeong, Korea University

Jon Jungbien Moon, Korea University

Jiyoung Shin, Korea University

*Which "Green" is Better? An Empirical Study of the Impact of Green Activities on Firm Performance*

Chin-jung Luan, National Dong Hwa University

Chengli Tien, National Taiwan Normal University

Wei-Lun Chen, National Dong Hwa University

*Are We There Yet? Corporate Social Performance around the World Pre- And Post- The Global Financial Crisis*

Jeremy Galbreath, Curtin Graduate School of Business

Mariano Heyden, Newcastle Business School, Australia

Trond Randøy, University of Agder

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**Session 2.1.6 - Competitive**

Time: 9:00-10:15

Track: 10 - Theories of the MNE and of FDI

Room: Nithya

**Managing Distance in the Global Firm**

Chair: Douglas Dow, University of Melbourne

*The Role of Institutional Distance in FDI Decisions: A Polycentric Perspective*

Stewart R. Miller, University of Texas-San Antonio

Kai Xu, Texas A&amp;M University

Michael A. Hitt, Texas A&amp;M University

*Institutional Distance as a Source of Arbitrage and Learning: The Case of Ownership Decision in Foreign Acquisitions*

Ajai Gaur, Rutgers University

Shavin Malhotra, Ryerson University

PengCheng Zhu, University of San Diego

*MNE Dynamics, Distance, and the Role of Space and Place in the Organization of its Locations*

Majid Eghbali-Zarch, Memorial University of Newfoundland

*Reconceptualizing the Global Factory: An Asymmetrical Network Perspective*

Liena Kano, University of Calgary

Alain Verbeke, University of Calgary

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**Session 2.1.7 - Competitive**

Time: 9:00-10:15

Track: 13 - Economics, Finance and Accounting

Room: Nidhi

**Foreign Production, Trade, and Finance**

Chair: Susan Feinberg, Temple University

*Vertical Product Differentiation and Exchange Rate Pass-Through: Evidence from Trade between China and Japan*

Dongmei Hu, Shenzhen University; The George Washington University

Washington University

Jiawen Yang, George Washington University

Zunxin Zheng, Shenzhen University

*Are Emerging Countries Catching Up? The Spatial Geography of Knowledge-Intensive Activities in Global Production of Manufactures*

Marcel P. Timmer, University of Groningen

Gaaitzen J. de Vries, University of Groningen

*Debt to Traders! On Borrowing Heterogeneity and the Exporting Activity of Indian Firms*

Sumit Majumdar, University of Texas at Dallas

Sushanta Mallick, Queen Mary University of London

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**Session 2.1.8 - Competitive**

Time: 9:00-10:15

Track: 4 - Marketing and Social Communities

Room: Yatra

**Business and Industrial Marketing Challenges**

Chair: Brenda Sternquist, Michigan State University

*A Demand-Strategy Fit Model Based on Industrial Characteristics: Modernization, Consumption Convergence and Glocal Strategy*

Lydia Qianqian Li, Shanghai University

Qiuzhi Xue, Fudan University

Juan Shan, Shanghai University

*Impact of Marketing Expertise Spillover on Performance of Domestic Firms and MNEs*

Qiang (Steven) Lu, University of Sydney

Chinmay Pattnaik, University of Sydney

Mengze Shi, University of Toronto

*Export-Specific Investments, Competitive Advantage, and Performance: The Moderating Effect of Domestic Conditions In An Emerging Economy*

Vi Dung Ngo, Vietnam National University

Frank Janssen, Université Catholique de Louvain

Leonidas C. Leonidou, University of Cyprus

Paul Christodoulides, Cyprus University of Technology

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**Session 2.1.9 - Competitive**

Time: 9:00-10:15

Track: 12 - Institutional and Political Environment

Room: Surya

**Institutions and IB**

Chair: Marcelo F Cano-Kollmann, Temple University

*Status and Dynamics of Host-Country Institutional Quality and The Internationalization Speed of Foreign Firms in Emerging Markets*

Moritz Putzhammer, WU Vienna

Jonas Puck, WU Vienna

Thomas Lindner, WU Vienna

*The Moderating Effect of Industry Concentration on the Relation between Institutions and Firm Performance*

David Kallas, Insper Institute of Education and Research

Rodrigo Bandeira-de-Mello, FGV-EAESP

Wlamir Xavier, Eastern New Mexico University and UNISUL

Carlos Afonso Caldeira, Insper Institute of Education and Research/Getulio Vargas Foundation

*Understanding Language in Service FDI vs. Manufacturing FDI*

Palitha Konara, University of Huddersfield

Yingqi Wei, University of Leeds

*Same but Different? Governance Modes for Practice Transfer and their Implications for Host Institutional Dynamics*

Johann Fortwengel, Free University Berlin



**Session 2.1.10 - Interactive** Time: 9:00-10:15  
Track: 5 - Geography of IB and Value Chains Room: Royal Club Boardroom

### Clustering and Locational Factors

Chair: Jessica Rae Salmon, Rutgers University

#### *Internationalisation Processes and Local Resources System. Evidence from Manufacturing Multinational Companies*

Mariachiara Barzotto, Ca' Foscari University Venice  
Giancarlo Coro, Ca' Foscari University Venice  
Mario Volpe, Ca' Foscari University Venice

#### *A Beer Index for International Food Security? A Stochastic Actor-Based Modelling of Network Evolutions*

Tiffany S.W. Tsui, Erasmus University Rotterdam  
Ronald Sean Wall, Erasmus University Rotterdam

#### *The Spatial Expansion Patterns of Domestic and International Acquiring Firms: Evidence from the Indian Chemical Manufacturing Sector*

Abhirup Chakrabarti, Queen's School of Business  
Amit Baran Chakrabarti, Indian Institute of Management Calcutta  
Sougata Ray, Indian Institute of Management Calcutta

#### *Foreign Location Choice: Review and Extensions*

Jin Uk Kim, University of Illinois at Urbana Champaign

#### *Does R&D Internationalization Affect Locational Specialization?*

Yuanyuan Li, Rutgers Business School

#### *Tapping Eastern Direction: Spatial Organisation of the Beer Industry Offshore Centres in Central and Eastern Europe*

Pavlina Jasovska, University of South Australia

**Session 2.1.11 - Interactive** Time: 9:00-10:15  
Track: 9 - Emerging Economies and EE MNEs Room: Roshni

### Competitive Strategies

Chair: Somnath Lahiri, Illinois State University

#### *How do Manufacturers and Customers Come to Sensitize Servitization in the International B2B Context?*

Chih-An Lin, National Taiwan University  
Homin Chen, National Taiwan University

#### *Latecomers' Growth Strategy: The ABCD Framework and Its Application to Samsung Electronics*

Hwy-Chang Moon, Seoul National University  
Wenyan Yin, Seoul National University  
Sohyun Yim, Seoul National University

#### *Beyond Coopetition: Is There What To Toast In The Institutional Environment?*

Jefferson Marlon Monticelli, Universidade do Vale do Rio dos Sinos  
Silvio Luís de Vasconcellos, Universidade do Vale do Rio dos Sinos  
Ivan Lapuente Garrido, Universidade do Vale do Rio dos Sinos  
Cynthia Calixto, Fundação Getúlio Vargas

#### *The Coevolution of Pro-Market Reforms and Emerging Market Multinationals*

Alvaro Cuervo-Cazurra, Northeastern University

#### *From a Township Village Enterprise to a Multinational Corporation: Tracking the Journey of Strategic Changes of a Non-State-Owned Chinese Firm*

Lei Li, Nottingham University Business School China  
Wendy Ye, Nottingham University Business School China  
Yao Zheng, Nottingham University Business School China

#### *Capability Building of Developing Country MNEs: the Chinese Experience*

Huaichuan Rui, Royal Holloway, University of London

**Session 2.1.12 - Interactive** Time: 9:00-10:15  
Track: 8 - Strategy, M&As and Competitiveness Room: Dhvani

### Organizing for Success in MNC Settings

Chair: Rida Elias, American University of Beirut

#### *Language and Cross-Border Acquisitions: An Exploratory Study*

Rama Krishna Reddy, University of Memphis  
Ben Kedia, University of Memphis

#### *National Identities and Acquisition Premia in Global M&A's*

Eugene C. Pyun, Seoul National University  
Sung Hun Chung, Seoul National University  
Theresa S. Cho, Seoul National University

#### *Geographical Portfolio Analysis: Opening the Black Box of Risk inside Multinational Corporations*

Jane Qiu, University of New South Wales

#### *Subsidiary Proactive Initiative Behavior: How the Organizational Context Shapes Subsidiary Managers' Reactions to Headquarters Activities*

Benoit Decreton, WU Vienna  
Phillip Nell, WU Vienna  
Diego Stea, Copenhagen Business School

#### *Attention Dissonance in Emerging Market Subsidiaries and Its Effects on Communication in Multinational Corporations*

Rian Drogendijk, University of Groningen  
Hammad ul Haq, Uppsala University  
Desiree Blankenburg Holm, Uppsala University

#### *Why do Firms Engage in CSR Internationally?*

Kiran Awate, Ohio State University  
Anil Makhija, Ohio State University  
Mona Makhija, Ohio State University

## MONDAY, JUNE 29 - 10:15-10:45

Time: 10:15-10:45  
Room: Royal Ballroom

### Coffee Break

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.

☎ This coffee break is sponsored by Bryant University in honor of the winner of the Best Paper Award in Emerging Economies Research. The award presentation will take place at the Royal Ballroom Foyer during the coffee break.



## MONDAY, JUNE 29 - 10:45-12:00

### Session 2.2.1 - Special Session

Special Session

Time: 10:45-12:00

Room: Grand Ballroom

#### AIB Fellows Eminent Scholar Award Session

Chair: Paul W. Beamish, Western University

*IT & IB: Institutional Theory and International Business  
(Keynote by 2015 AIB Fellows Eminent Scholar Award  
Recipient)*

W. Richard Scott, Stanford University

#### Commentators:

Yves Doz, INSEAD

Arie Lewin, Duke University

### Session 2.2.2 - Panel

Scholars Meet Practice Session

Time: 10:45-12:00

Room: Jamawar

#### Managing Digital Transformation in a Global Context

Chair: Siva Viswanathan, University of Maryland

Discussant: Sandeep Karamongikar, Infosys Technologies

#### Panelists:

Siva Viswanathan, University of Maryland

Sanjeev Vohra, Accenture Digital

Aditya Menon, Citibank

K. Suryaprakash, Infosys

### Session 2.2.3 - Panel

Track: 1 - People and Careers

Time: 10:45-12:00

Room: Diya

#### The Micro-Foundations of Distance in IB Research: Bringing Social Psychology into the Picture

Chair: Douglas Dow, University of Melbourne

#### Panelists:

Douglas Dow, University of Melbourne

Daniel Baack, University of Denver

Björn Ambos, University of St. Gallen

Ilya Cuyper, Singapore Management University

Andre Anugerah Pekerti, University of Queensland

### Session 2.2.4 - Panel

Special Session

Time: 10:45-12:00

Room: Kamal

#### Middle East North Africa: Facts, Misconceptions and Opportunities for International Business Research

Chair: Melodena Stephens Balakrishnan, University of Wollongong in Dubai

Discussants: Nakiye Avdan Boyacigiller, Sabanci University and Victor Zengyu Huang, Zayed University

#### Panelists:

Nakiye Avdan Boyacigiller, Sabanci University

Melodena Stephens Balakrishnan, University of Wollongong in Dubai

Victor Zengyu Huang, Zayed University

Adrienne A. Isakovic, Walden University

Christian Tabi Amponsah, Skyline University

Doren Chadee, Deakin University

Ahmed A. Alshumaimeri, King Saud University

Alice de Jonge, Monash University

Ian Michael, Zayed University

### Session 2.2.5 - Panel

Track: 9 - Emerging Economies and EE MNEs

Time: 10:45-12:00

Room: Sitara

#### AIB-CEE Chapter Panel: Challenges for International Business in Central and Eastern Europe

Chair: Lukasz Puslecki, Poznan University of Economics

Discussant: Piotr Trapczynski, Poznan University of Economics

#### Panelists:

Lukasz Puslecki, Poznan University of Economics

Marin Alexandrov Marinov, Aalborg University

Piotr Trapczynski, Poznan University of Economics

Svetla Trifonova Marinova, Aalborg University

Andrei Panibratov, St. Petersburg University

Michael Zdziarski, University of Warsaw

### Session 2.2.6 - Competitive

Track: 10 - Theories of the MNE and of FDI

Time: 10:45-12:00

Room: Nithya

#### Looking Beyond the Traditional: SMEs and Service Firms in IB

Chair: Kristin Brandl, University of Reading

#### *Family Control, Niche Strategies, and European SME Internationalization*

Jean-Francois Hennart, Tilburg University; University of Pavia; Singapore Management University

Antonio Majocchi, University of Pavia

Emanuele Forlani, University of Pavia

#### **I** *Intra- and Inter-Regional Expansion of Services MNEs: Interdependencies and Contingencies in Internationalization Trajectories*

Oksana Grebinevych, EMLYON

#### *Foreign Expansion of Professional Services Firms: A Behavioral Perspective*

Eunjung Hyun, Hitotsubashi University

Brian Kim, Yonsei University

Kai-Yu Hsieh, Waseda University



**Session 2.2.7 - Competitive** Time: 10:45-12:00  
Track: 6 - Innovation and Knowledge Management Room: Nidhi

### Knowledge Sourcing and Transfer

Chair: Torben Pedersen, Bocconi University

*Feasibility, Recipient Ownership and Knowledge Transfer Strategy: A Case of Chinese MNCs in Africa*  
Huaichuan Rui, Royal Holloway, University of London  
Miao Zhang, Kingston University

*Overcoming the Liability of Localness In Innovation*  
C. Annique Un, Northeastern University

*The Effects of Privatization on the Characteristics of Innovation*  
Marcelo F Cano-Kollmann, Temple University  
Yirlier Hyacinthe Some, Universite de Sherbrooke  
Jean-Claude Cosset, HEC Montréal

**Session 2.2.8 - Competitive** Time: 10:45-12:00  
Track: 3 - HRM and Organizational Behavior Room: Yatra

### International Staffing and Retention Challenges

Chair: Anju Mehta, University of Northern Iowa

*Above and Beyond: Retention of Self-Initiated Expatriates*  
Dilek Gulistan Yunlu, Northeastern Illinois University  
Hong Ren, University of Wisconsin - Milwaukee  
Margaret Shaffer, University of Wisconsin - Milwaukee  
Katy Fodchuk, Advanced Partnerships

*International Employee Identity Structure and Context, and Impact on Turnover Intent*  
Zhi Wang, Manchester Metropolitan University  
Xiaoqian Yie, Wuhan University  
Stuart Horsburgh, Manchester Metropolitan University

*The Impact of MNE Headquarter's Control and Local HR's Knowledge Search on Subsidiary Employee Turnover: Evidence from MNEs Operating in China*  
Katsuhiko Yoshikawa, London School of Economics and Political Science  
Hyun-Jung Lee, London School of Economics and Political Science

*Managing Multiple Embeddedness and Global Staffing Policy: A Multilevel Investigation of Korean MNEs*  
Jongmin Lee, University of Reading

**Session 2.2.9 - Competitive** Time: 10:45-12:00  
Track: 5 - Geography of IB and Value Chains Room: Surya

### Governance of Global Value Chains

Chair: Carine Peeters, Vlerick Business School

*Identifying Industrial Complexes in Mexico: Implications for Regional Industrial Policy*  
Amado Villarreal Gonzalez, Tecnológico de Monterrey  
Elizabeth Mack, Michigan State University  
Miguel Flores, Tecnológico de Monterrey

*Ecologically Embedding Global Production Networks: The Cases of Salmon Aquaculture and Palm Oil*  
Christopher R. Whynacht, University of Massachusetts Boston  
Stephan Manning, University of Massachusetts Boston

*Organizational Aspirations and Violations of a Social Standard's Minimum Requirements in the Emerging Economies' Clothing Industry*  
Marc Mueller, University of St. Gallen  
Joerg Stefan Hofstetter, University of St. Gallen  
Anthony Goerzen, Queen's University

**Session 2.2.10 - Interactive** Time: 10:45-12:00  
Track: 11 - Corporate Governance in IB Room: Royal Club Boardroom

### Shareholder Protection Around the World: New Challenges, New Solutions?

Chair: Zahid Riaz, Lahore School of Economics

*Organizational Distress in an Emerging Market: The Role of Corporate Governance & Shareholder Expropriation in Chinese Companies*  
Daniel Han Ming Chng, CEIBS  
Qing Ye, China Europe International Business School

*Towards a Global View of Agency Theory: Bringing Principal-Agent and Principal-Principal Perspectives Together*  
Kshitij Awasthi, Indian Institute of Management Bangalore

*Family-Owned Firms between Agency Conflicts and Stewardship: Corporate Governance Factors Driving Firm Performance*  
Sajal Kabiraj, Dongbei University of Finance & Economics

*Agency Theory and Corporate Governance in China: A Meta-Analysis*  
Canan Mutlu, University of Texas at Dallas  
Marc Van Essen, University of South Carolina  
Mike Peng, University of Texas at Dallas  
Sabrina Saleh, University of South Carolina

*Influence of Board Independence and Type of Concentrated Ownership on CEO Compensation in India*  
Bala N Balasubramanian, IIM Ahmedabad  
Samir K Barua, IIM Ahmedabad  
Karthik D, IIM Ahmedabad

*Debt Maturity and Ownership Structure: The Distinctive Effects Of Shareholder Protection and Creditor Rights*  
Paulo Renato Soares Terra, EAESP-FGV  
Henrique Castro Martins, UFRGS  
Eduardo Schiehl, HEC Montréal

**Session 2.2.11 - Interactive** Time: 10:45-12:00  
Track: 9 - Emerging Economies and EE MNEs Room: Roshni

### Internationalization Process

Chair: Soma Arora, Institute of Management Technology

*The Relationship between International Expansion and Performance in Multinationals*  
Andres Velez-Calle, Universidad EAFIT/Rutgers University  
Fernando Sanchez-Henriquez, Rutgers University

*Generic Internationalization Strategies of Emerging Market Multinationals: The Case of China*  
Kun Tan, Minjiang University

*Emerging Market Multinationals' R&D Intensity and "Northern" Acquisitions*  
Rajeev Sawant, Baruch College, CUNY  
Barclay Edward James, Universidad San Francisco de Quito School of Business



*Chinese and Indian Acquisitions in Germany: Does Experiential Learning Matter?*

Simona Gentile-Luedecke, Bremen University  
Sarianna Lundan, University of Bremen

*Acquisition Propensity of Emerging Market Firms: When Does Foreign Institutional Ownership Influence Firm Strategy?*

Ram Ranganathan, University of Texas - Austin  
Anindya Ghosh, IESE  
Harbir Singh, University of Pennsylvania

*Which Countries are Emerging Economies? Evidence from the Heterogeneity of MNEs' Cross-Border Strategies*

Megan (Min) Zhang, Ivey Business School

*The Influence of Liabilities of Origin on EMNE Cross-border Acquisition Completion*

Shobhana Madhavan, Amrita School of Business  
Deepak Gupta, Amrita School of Business

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**Session 2.2.12 - Interactive**

Time: 10:45-12:00

Track: 2 - Entrepreneurship and New Ventures

Room: Dhvani

**Comparative IE Research: Institutions and International Entrepreneurship**

Chair: Peter W. Liesch, University of Queensland

*Moderating Effect of Formal Institutions on Individual Resource Commitment to Social Enterprise Entry*

Sreevas Sahasranamam, Indian Institute of Management Kozhikode  
Nandakumar Mankavil Kovil Veetil, University of Salford

*Internationalisation of Technology-Based Firms from Emerging Markets: Evidence from Brazilian High-Tech New Ventures*

Fernanda Ribeiro Cahen, University Center of FEI  
Moacir Miranda Oliveira, University of São Paulo  
Felipe Borini, ESPM

*The Impact of National Culture on Firm Founder's Social Capital Formation*

Anastasia Veronica Bailey, Ohio State University

*Linking Sub-National Institutions, International Entrepreneurial Capability, and International Performance of Export-Focused SMEs in Emerging Markets*

Man Zhang, Bowling Green State University  
Qian Gao, Anhui University  
Hyuksoo Cho, Chungnam National University

*Factor Market Imperfections and Pre-Entry Experience: Employee Spinoffs in the Bangladesh Garment Industry*

Romel Mostafa, Ivey Business School

*The Implications of Institutional Forces and Network Competence on Internationalization Outcomes Among SMEs*

Lasse Torkkeli, Lappeenranta University of Technology  
Olli Kuivalainen, Lappeenranta University of Technology  
Sami Saarenketo, Lappeenranta University of Technology

*SME Decision-Making on Internationalization: A Critical Review and Research Agenda*

Linda Hsiu-Yun Hsieh, University of Birmingham  
Said Elbanna, Qatar University  
John Child, University of Birmingham

*The Internationalisation of Location-Bound Service SMEs*

Niina Nummela, University of Turku  
Helena Turunen, HAMK University of Applied Sciences

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**MONDAY, JUNE 29 - 12:00-13:00**

Time: 12:00-13:00  
Room: Royal Ballroom

**Lunch**

Lunch will be provided for conference participants at the Leela Palace Grand and Royal Ballroom Foyers.

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Time: 12:00-13:00  
Room: Sitara

**AIB Fellows' Business Meeting**

AIB Fellows only.

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Time: 12:00-13:00  
Room: Diya

**AIB Research Methods Special Interest Group Planning Session**

An inaugural meeting for the first Special Interest Group (SIG) to be formed underneath the AIB structure. All scholars interested in research methods in international business are invited to attend.

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**MONDAY, JUNE 29 - 13:00-14:15**

**Session 2.3.1 - Special Session**  
Special Session

Time: 13:00-14:15  
Room: Grand Ballroom

**Peter J. Buckley and Mark Casson AIB Dissertation Award Presentations**

Chair: Anupama Phene, George Washington University

Presentations by the 2015 Peter J. Buckley and Mark Casson AIB Dissertation Award Finalists. The finalists are listed alphabetically.

*Why do Regional Headquarters Live and Die? (Ph.D. Awarded by Aalto University)*

Perttu Kähäri, Aalto University

*Should Birds of a Feather Flock Together? Trade-Off of Agglomeration by Nationality in Foreign Markets (Ph.D. Awarded by University of Michigan)*

Heeyon Kim, National University of Singapore

*Property Rights Theory and the Ownership of Firm-Specific Advantages: The Implications of Contracting and Licensing within the Multinational Firm (Ph.D. Awarded by Rutgers University)*

Catherine Magelssen, London Business School

*Global Subunit Specialization: An Organizational Perspective (Ph.D. Awarded by McGill University)*

Carlos Adrian Rodriguez, INCAE





*Essays on the Relationship Between Host Market Corruption and Multinational Enterprise Strategy (Ph.D. Awarded by Western University)*

Michael A. Sartor, Queen's School of Business

✪ *The Peter J. Buckley and Mark Casson AIB Dissertation Award is being sponsored by Henley Business School, University of Reading and the Centre for International Business, University of Leeds (CIBUL).*

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### Session 2.3.2 - Panel

Special Session

Time: 13:00-14:15

Room: Jamawar

### Organizing for Global Innovation

Chair: Felipe Monteiro, INSEAD

*Panelists:*

Felipe Monteiro, INSEAD

Kazuhiro Asakawa, Keio University

Yves Doz, INSEAD

Jaeyong Song, Seoul National University

Phanish Puranam, INSEAD

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### Session 2.3.3 - Panel

Track: 9 - Emerging Economies and EE MNEs

Time: 13:00-14:15

Room: Diya

### UNCTAD-WAIB Panel on MNCs, Gender Equality and Development

Chairs: Hafiz Mirza, UNCTAD and Gabriele Suder, University of Melbourne

Discussant: Janet Murray, University of Missouri-St. Louis

*Panelists:*

Axèle Giroud, UNCTAD

Gabriele Suder, University of Melbourne

Priyanka Sudarshan, WIPRO Limited

Premila Nazareth, UNCTAD

Sarianna Lundan, University of Bremen

Janet Murray, University of Missouri-St. Louis

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### Session 2.3.4 - Competitive

Track: 4 - Marketing and Social Communities

Time: 13:00-14:15

Room: Kamal

### Brands and Branding in International Markets

Chair: Brian R. Chabowski, University of Tulsa

*International Spinoff Effects of League Sponsorship*

Merel Walraven, Fontys University of Applied Sciences

Tammo H.A. Bijmolt, University of Groningen

Ruud H. Koning, University of Groningen

*Do Brands have Nationalities? Investigation of Consumers' Categorization of Foreign Brand Origins*

Abraham Koshy, Indian Institute of Management Ahmedabad

Harsh Dadhich, Indian Institute of Management Ahmedabad

*Marketing Mix Drivers of Brand Equity: Differences between Foreign and Domestic FMCG Brands in China*

Martin Heinberg, University of Duisburg-Essen

Markus Taube, University of Duisburg-Essen

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### Session 2.3.5 - Panel

Special Session

Time: 13:00-14:15

Room: Sitara

### Alan Rugman's Contributions to IB

Chair: Paul W. Beamish, Western University

*Panelists:*

Paul W. Beamish, Western University

Paul Martin Vaaler, University of Minnesota

Ruth Aguilera, Northeastern University

Jonas Puck, WU Vienna

Timothy Devinney, University of Leeds

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### Session 2.3.6 - Panel

Track: 8 - Strategy, M&As and Competitiveness

Time: 13:00-14:15

Room: Nithya

### The Role of Firm-Specific Assets and Organizational Capabilities in the Context of Multinationality-Performance Relationship: Critical Insights

Chair: Sumit Kumar Kundu, Florida International University

*Panelists:*

Ahmet Kirca, Michigan State University

Sumit Kumar Kundu, Florida International University

Farok J. Contractor, Rutgers Business School

Jean-Francois Hennart, Tilburg University; University of Pavia; Singapore Management University

Lei Li, Nottingham University Business School China

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### Session 2.3.7 - Competitive

Track: 9 - Emerging Economies and EE MNEs

Time: 13:00-14:15

Room: Nidhi

### Institutional Theory and Emerging Markets

Chair: Wlamiir Xavier, Eastern New Mexico University and UNISUL

*Curvilinear Effect of Managerial Learning on New Product Innovativeness in an Emerging Economy: The Moderating Role of Multilevel Institutional Support*

Xiaoyun Chen, University of Macau

Lin Yuan, University of Macau

*Does the Quality of Institutions and the Regulatory Bodies Influence Deal Duration in M&As?*

Yingdan Cai, University of Groningen

Hans van Ees, University of Groningen

Kees van Veen, University of Groningen

Sathyajit Gubbi, University of Groningen

*The Strength Of Institutional Theory: EMS Adoption*

Yousef Eiadat, University College Dublin

Alejandro M. Fernández Castro, CESUGA

Aidan Kelly, University College Dublin

**B** *Investment Liberalisation, Technology Take-Off and Export Markets Entry: Does Foreign Ownership Structure Matter?*

Yundan Gong, Aston University

Sourafel Girma, Nottingham University

Holger Görg, Kiel Institute for the World Economy; University of Kiel; University of Aarhus

Sandra Lancheros, University of Nottingham



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**Session 2.3.8 - Competitive**

Time: 13:00-14:15

Track: 2 - Entrepreneurship and New Ventures

Room: Yatra

**Institutions and Entrepreneurship in Different Country Contexts**

Chair: Manjula S. Salimath, University of North Texas

*Effects of Societal-level Performance Orientation, Self-expression, and Social Desirability on Entrepreneurs Early-Stage Internationalization*

Etayankara Muralidharan, MacEwan University

Saurav Pathak, Michigan Technological University

André Laplume, Michigan Technological University

*Effect of Institutional Voids on Entrepreneurial Opportunity*

Susan L Young, Seton Hall University

Christopher Welter, Xavier University

Michael Conger, Miami University

*The Impact of Private Equity on Executive Salary and Compensation Packages in Emerging Economy IPO Firms*

Bruce Allen Hearn, University of Sussex

*SMEs' Exports: Exploring the Soft Side of Capital*

Stephanie Elisabeth Mansion, Justus Liebig University

Giessen

Andreas Bausch, Justus Liebig University Giessen

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**Session 2.3.9 - Competitive**

Time: 13:00-14:15

Track: 1 - People and Careers

Room: Surya

**The Role of Culture in Intercultural Interaction and Work Behavior**

Chair: Douglas Dow, University of Melbourne

*What Difference Does It Make? Ignoring Complexity in National Culture: The Case of Taiwan*

Fiona Moore, Royal Holloway, University of London

*"I Just Don't Feel Comfortable Speaking English": The Language Barrier through the Lens of Foreign Language Anxiety*

Nathalie Aichhorn, WU Vienna

*Cultural Values and Managers' Hiring Decision in Twenty-Four Countries: Does Societal Culture Matter?*

Ji Li, Hong Kong Baptist University

Tao Liu, Southwest University

Yang Yu, Hong Kong Baptist University

Jieying Xu, Hong Kong Baptist University

Arif Mahmood, Hong Kong Baptist University

Wanxing Jiang, Hong Kong Baptist University

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**Session 2.3.10 - Interactive**

Time: 13:00-14:15

Track: 8 - Strategy, M&amp;As and Competitiveness

Room: Royal Club Boardroom

**Making Global Partnerships Work**

Chair: Anoop Madhok, York University

*Differentiated Impacts of Perceived Justice on Inter-Organizational Contracting: The Role of Contract Complexity and Trust*

Cheng-Min Chuang, National Taiwan University &amp; Overseas Chinese University

Chih-Fang Chiu, National Taiwan University

*Cultural Determinants of Alliance Management Capability - An Analysis of Japanese TNCs in India*

Sumati Varma, Sri Aurobindo College (Eve), Delhi University

Kalpana Narain, Director, Full Spectrum Consulting

Richa Awasthy, International Management Institute

Rishika Nayyar, PGDAV College, Delhi University

*Dynamic Alliance Formation and Maintenance: A Structural Stability Perspective*

Kuen-Shiou Yang, Asia University

*Enjoy Swimming with Sharks: The Alliance Strategy of Japanese Small-And Medium-Sized Trading Companies*

Tianyou Hu, National University of Singapore

Andrew Delios, National University of Singapore

*Do Similar or Complementary Competitors form More Alliances? Competitive Dynamics among Semiconductor Leaders*

Sonya H. Wen, Tamkang University

*Pursuing the Stretch Goals of Low Opportunism and High Adaptation in Interorganizational Relationships*

Pei-Li Yu, National Cheng Kung University

*Learning to Contract in Repeated Inter-Organizational Exchanges: What and How*

Cheng-Min Chuang, National Taiwan University &amp; Overseas Chinese University

Chih-Chuan Yeh, National Taiwan University

*Globalization and the Appointment of Internationally Oriented CEOs*

Yannick Thams, Suffolk University

Aya Chacar, Florida International University

Margarethe Wiersema, University of California, Irvine

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**Session 2.3.11 - Interactive**

Time: 13:00-14:15

Track: 6 - Innovation and Knowledge Management

Room: Roshni

**Knowledge Sharing and Transfer within Multinational Companies**

Chair: T.J. Hannigan, Temple University

*How does the Promotion of Knowledge Sharing Work within and across MNC's Business Units?*

Angels Dasi, University of Valencia

Frank Elter, Telenor Research

Paul N. Gooderham, Norwegian School of Economics

Jarle Hildrum, Telenor Research

Torben Pedersen, Bocconi University

*How Healthy Intra-Firm Competition Shapes Knowledge Sharing Dynamics*

Barbara Brenner, Danube University Krems

Shalini Rogbeer, European Business School

*Animal Farm -- On the Diffusion of Technological Capabilities and the Theory of the MNC*

Katarina Blomkvist, Uppsala University

Philip Kappen, CBS

Ivo Zander, Uppsala University

*Intangibles Trade and MNCs*

Francisco A Moris, George Washington University

*Parents' Knowledge and Patterns of Affiliate's Knowledge Sourcing in Host Country*

Se Ho Cho, Rutgers Business School

Hyun Gon Kim, Rutgers Business School



*Aligning International Transfer Assignments with Service Offshoring Strategies*

Carine Peeters, Vlerick Business School  
Florence Duvivier, Université libre de Bruxelles

**Session 2.3.12 - Interactive** Time: 13:00-14:15  
Track: 9 - Emerging Economies and EE MNEs Room: Dhvani

**Economic Growth / Performance**

Chair: K. S. Momaya, Indian Institute of Technology  
Bombay

*Impact of Tourism on the Environment and Economic Growth: Evidence from a Panel of Sub-Saharan Africa*

Tantatape Brahmastreene, Purdue University North Central  
Jung Wan Lee, Boston University

*Twenty Years after TRIPs: A Transitory and Post-TRIPs Impact of Technology Resources on Export Performance of Indian Pharmaceutical Industry*

Satyanarayana Rentala, Pondicherry University  
Sreevas Sahasranamam, Indian Institute of Management  
Kozhikode

*Explaining Foreign Affiliate Performance of Emerging Multinationals: The Effects of Firm Resources and Institutional Distance*

Piotr Trapczynski, Poznan University of Economics  
Marian Gorynia, Poznan University of Economics

*Creating Shared Value through Impact Sourcing: A Process View*

Chacko George Kannothea, University of Massachusetts  
Boston

*"Emerging" Through Foreign INVESTMENT: Investment Development Path Estimation of "MINT" Economies*

Emine Beyza Satoglu, Rutgers University

*The Landscape of Export Promotion Institutions in the South-South Trade*

Sivakumar Venkataramany, Ashland University  
Balbir Bhasin, University of Arkansas at Fort Smith

*Sustainable Waste Management in a Frontier Country: The Case of Cote d'Ivoire*

Ulf Henning Richter, Nottingham University Business  
School China

**Session 2.3.13 - Interactive** Time: 13:00-14:15  
Track: 2 - Entrepreneurship and New Ventures Room: Maya

**Emerging Market Perspectives to International Entrepreneurship**

Chair: K. Indu Rao, University of Twente

*Internationalization of New Technology-Based Firms: Analysis of Managerial Perceptions of Barriers*

Fernanda Ribeiro Cahen, University Center of FEI  
Somnath Lahiri, Illinois State University  
Felipe Borini, ESPM

*Strategic Paths of Born Globals: A Study of Indian IT firms*

Karthik D, Indian Institute of Management Ahmedabad  
Rajesh Upadhyayula, Indian Institute of Management  
Kozhikode  
Rakesh Basant, Indian Institute of Management  
Ahmedabad

*Determinants of Internationalization by New Ventures in India*

Abrar Ali Mohammad Usman Saiyed, Indian Institute of  
Management

Rakesh Basant, Indian Institute of Management  
Ahmedabad

Karthik D, Indian Institute of Management Ahmedabad

*Trials of International Entrepreneurship: Overcoming Liabilities of Smallness, Newness and Origin in Emerging Market SMEs*

Maria-Alejandra Gonzalez-Perez, Universidad EAFIT  
Eva Cristina Manotas, Universidad Nacional

*Slack Resources and the Emergence of Early Internationalizing Firms*

Hadi Fariborzi, University of Calgary

**MONDAY, JUNE 29 - 14:15-14:30**

Time: 14:15-14:30

**Break**

Short break to facilitate transition between sessions. No refreshment service will be provided.

**MONDAY, JUNE 29 - 14:30-15:45**

**Session 2.4.1 - Panel** Time: 14:30-15:45  
Track: 5 - Geography of IB and Value Chains Room: Grand Ballroom

**The Geography of International Business and Global Value Chains**

Chair: Mark Lorenzen, Copenhagen Business School

*Panelists:*

T.J. Hannigan, Temple University  
Mark Lorenzen, Copenhagen Business School  
Anders Oerding Olsen, Copenhagen Business School  
Michael Storper, UCLA  
Snehal Suyash Awate, Indian School of Business

**Session 2.4.2 - Competitive** Time: 14:30-15:45  
Track: 10 - Theories of the MNE and of FDI Room: Jamawar

**Managing Liabilities of Foreignness and Origins**

Chair: Jaeyong Song, Seoul National University

*Imitative Behaviour and the Influence of Foreign MNEs on Local Firms' Environmental Innovation*

Yoo Jung Ha, University of York

*Liability of Regional Foreignness and Geographic Scope: An Empirical Assessment*

Jin Uk Kim, University of Illinois at Urbana Champaign  
Ki Bum Noh, Korea Economic Research Institute (KERI)

*Overcoming Locational Disadvantage: Identity Work and Category Manoeuvring by Emerging Economy Multinationals*

Anirvan Pant, Indian Institute of Management Calcutta  
J Ramachandran, Indian Institute of Management  
Bangalore



**Session 2.4.3 - Competitive** Time: 14:30-15:45  
Track: 9 - Emerging Economies and EE MNEs Room: Diya

### Networks, Technology and Entry

Chair: Vittoria Giada Scalera, Politecnico di Milano

#### *Institutional Complexity and Organizational Response via Technological Boundary Spanning*

Jie Wu, University of Macau  
Seung Ho Park, China Europe International Business School  
Shuaihe Zhuo, University of Macau

#### *Entry Mode, Networks, and Reforms*

Luis Alfonso Dau, Northeastern University

#### *Technology Catch up in Emerging Economies: Emerging versus Mature Technologies*

Shantala Samant, Virginia Tech University  
Donald Hatfield, Virginia Tech University  
Pooja Thakur Wernz, Virginia Tech University

#### *The Role of Network Embeddedness and Organizational Learning in Subsidiary Development*

Ming Pu, Harbin University of Science and Technology  
Pek-Hooi Soh, Simon Fraser University  
Kexin Bi, Harbin University of Science and Technology

**Session 2.4.4 - Competitive** Time: 14:30-15:45  
Track: 11 - Corporate Governance in IB Room: Kamal

### Being Accountable, Being Transparent, and Creating Value

Chair: Paul Martin Vaaler, University of Minnesota

#### *A Comparative Analysis of Disclosure Practices between Foreign Multinational Corporations and Australian Domestic Firms*

Zahid Riaz, Lahore School of Economics  
Sangeeta Ray, University of Sydney  
Pradeep Kanta Ray, University of New South Wales

#### *Corporate Responsibility as Institutional Mirrors or Substitutes? A Study of Four European Union Countries*

Marjo Siltaoja, University of Jyväskylä  
Carolyn P. Egri, Simon Fraser University  
Olivier Furrer, University of Fribourg  
Mika Haapanen, University of Jyväskylä  
Knud Sinding, University of Southern Denmark  
Ruth Alas, Estonian Business School

#### *From Responsibility to Opportunity: Reorienting Samsung's Social Responsibility through Creating Shared Value*

Hwy-Chang Moon, Seoul National University  
Yeon Lee, Seoul National University  
Jimmyn Parc, Sciences Po Paris

#### *Corporate Social Engagement at the Base of the Pyramid: Microfinance and Entrepreneurship*

Jasjit Singh, INSEAD  
Pushan Dutt, INSEAD

**Session 2.4.5 - Panel** Time: 14:30-15:45  
Track: 12 - Institutional and Political Environment Room: Sitara

### Economic Inequality and International Business

Chair: Thomas Andre, Ecole Polytechnique

#### Panelists:

Ivan Montiel, Loyola Marymount University  
Thomas Andre, Ecole Polytechnique  
Raquel Antolin-Lopez, University of Almeria  
Hari Bapuji, University of Manitoba  
Ahreum Lee, Temple University  
Nathaniel Curtis Lupton, Fordham University  
Etayankara Muralidharan, MacEwan University

**Session 2.4.6 - Competitive** Time: 14:30-15:45  
Track: 13 - Economics, Finance and Accounting Room: Nithya

### Multinationals and Financial Markets

Chair: Sumit Majumdar, University of Texas at Dallas

#### *A Comparative Analysis of Stock Market Development: The Impact of Formal and Informal Institutions*

Robert Lindorfer, WU Vienna  
Anne d'Arcy, WU Vienna  
Igor Filatotchev, WU Vienna

#### *Financial Constraints and Firm Export in Latin American Countries*

Jagadish Dandu, Zayed University  
Maria Barulina, University of Texas at El Paso  
Barkat Ullah, Rhode Island College  
Zuobao Wei, University of Texas at El Paso

#### *International Diversification of Public Defined Benefit Pension Plans: Influence of Plan and State Characteristics*

Raj Aggarwal, University of Akron  
John W. Goodell, University of Akron

**Session 2.4.7 - Competitive** Time: 14:30-15:45  
Track: 3 - HRM and Organizational Behavior Room: Nidhi

### Crossing Cultures

Chair: Abraham Stefanidis, St. John's University

#### *Cultural Propensities and Ethically Questionable Negotiation Tactics: A Four Country Analysis*

Abraham Stefanidis, St. John's University  
Moshe Banai, City University of New York  
Ursula Schinzel, United Business Institutes  
Ahmet Erkus, Bahcesehir University

#### *The Moderating Effects of Transformational and Transactional Leadership Styles on Commitment and Satisfaction across Countries*

Youngsam Cho, Korea University  
Mannsoo Shin, Korea University

#### *Exploring Modes of Leadership Adjustment in a Cross-Cultural Context*

Chin-Ju Tsai, Royal Holloway, University of London  
Chris Carr, University of Edinburgh  
Sasiya Supprakit, Deloitte UK  
Kun Qiao, Dalian University of Technology



*Exploring Cross-Cultural Skills for Expatriate Managers from Chinese Multinationals: Congruence and Contextualization*  
 Dan Wang, Monash University  
 Di Fan, Deakin University  
 Susan Freeman, University of Adelaide  
 Cherrie Zhu, Monash University

**Session 2.4.8 - Competitive** Time: 14:30-15:45  
 Track: 4 - Marketing and Social Communities Room: Yatra

### Theory Development in International Marketing

Chair: Brian R. Chabowski, University of Tulsa

*The Interdisciplinarity of Cross-National Research*  
 Brian R. Chabowski, University of Tulsa  
 Saeed Samiee, University of Tulsa  
 G. Tomas M. Hult, Michigan State University

*What's the Use of Globalness? — Analyzing Leading MNCs' Globalness in India, Japan, and the United States*  
 Bernhard Swoboda, Trier University  
 Johannes Hirschmann, Trier University

*Leapfrogging vs. Switching to New Technologies in Developed & Emerging Markets*  
 Deepa Chandrasekaran, University of Texas at San Antonio  
 Gerard J. Tellis, University of Southern California  
 Gareth M. James, University of Southern California

**Session 2.4.9 - Competitive** Time: 14:30-15:45  
 Track: 8 - Strategy, M&As and Competitiveness Room: Surya

### When do Cross-Cultural Mergers and Acquisitions Succeed?

Chair: Aseem Kaul, University of Minnesota

*Operationalizing Cultural Differences with Country Level Scores: The Moderating Role of Contextual Factors*  
 Manish Popli, Indian Institute of Management Indore  
 Vikas Kumar, University of Sydney

*Culture's Consequences for Acquisition Performance: An Analysis of Statistical Artifacts, Moderators and the Context of Emerging Markets*  
 Daniel Rottig, Florida Gulf Coast University

*The Effect of Cross-Border M&A Activity and M&A Cultural Diversity on CEO Pay*  
 Padma Rao Sahib, University of Groningen  
 Desislava Dikova, Vienna University of Economics and Business  
 Hans van Ees, University of Groningen

*Cross-National Distances and Acquired Subsidiary's Post-Acquisition Identity Change in Emerging-Market Firms' Cross-border M&As*  
 Rushiun Liou, Texas A&M University -Central Texas  
 Rekha Nicholson, University of the West of England

**Session 2.4.10 - Interactive** Time: 14:30-15:45  
 Track: 3 - HRM and Organizational Behavior Room: Royal Club Boardroom

### Leading the International Enterprise

Chair: Anna Katharina Hildisch, University of Goettingen

*Success of Single Founders in Entrepreneurial Firms from the Emerging Economy of China: The Perspective of Tertius Iungens Orientation*

Liqun Wei, Hong Kong Baptist University  
 Xi Zou, London Business School  
 Junbang Lan, Hong Kong Baptist University

*Leadership Development Practices as Drivers of Attitudinal Outcomes*

Violetta Khoreva, Hanken School of Economics  
 Dmitri Melkumov, Hanken School of Economics

*Role of Personal, Social, and Contextual Variables in Employee Turnover under Continuous Change: An Investigation of Indian Outsourcing Industry*  
 Anju Mehta, University of Northern Iowa

*Caught Between Two Worlds: Subsidiary Managers and Executive Attention*

Dwarkanprasad Chakravarty, Ivey Business School

*Employee's Perceptions at Post M&A Integration: Changing Perceptions of Interpersonal and Procedural Justice on Organizational Identification*

Ralf Bebenroth, Kobe University  
 Nir Kshetri, University of North Carolina at Greensboro  
 Tomoki Sekiguchi, Osaka University

*Leadership in Tight and Loose Cultures: A Conceptual Exploration*

Rakesh Mittal, New York Institute of Technology

**Session 2.4.11 - Interactive** Time: 14:30-15:45  
 Track: 9 - Emerging Economies and EE MNEs Room: Roshni

### Cultural Diversity

Chair: Vijay Edward Pereira, University of Portsmouth

*A Dialectical Process View of Cultural Diversity and Geographic Diversity for Emerging Market MNEs*

Yadong Luo, University of Miami  
 Juan Bu, University of Miami  
 Vladislav Maksimov, University of Miami

*Substitutes or Compliments: Relationship-Based Strategy and Innovation Strategy of Private Firms in China*

Xiaoyu Zhou, ShanghaiTech University  
 Daomi Lin, Sun Yat-sen University  
 Song Wang, Zhejiang University

*International Diversity and Performance in Knowledge Intensive Indian Firms: Moderating Role of 'Speed' and 'Cultural Distance'*

Naveen K. Jain, University of Akron  
 Debmalya Mukherjee, University of Akron  
 Lin Yuan, University of Macau

*Explaining Differences in Developing Countries' Compliance to Trips: Effect of Local vs. Foreign Firms and Supra-National Institutions*

Kristin Brandl, University of Reading  
 Izzet Darendeli, Temple University  
 Robert D. Hamilton III, Temple University



*A Multi-level Conceptualization and Empirical Examination of Reputation Risk in Latin America*

William Newburry, Florida International University

*Cultural Heterogeneity in the Emerging Economies and Its Effects on Foreign MNEs: Conceptualizing an Aggregate Culture Model to Understand the Cultural Differences Between Tier 1 and Tier 2 Cities*

Komal Kiran Kalra, University of Victoria

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**Session 2.4.12 - Interactive**

Time: 14:30-15:45

Track: 10 - Theories of the MNE and of FDI

Room: Dhvani

**Motives, Choices and Consequences in Foreign Direct Investments**

Chair: Alvaro Cuervo-Cazurra, Northeastern University

*Institutional Arbitrage as Motive for Outward FDI*

John Manuel Luiz, University of Cape Town

Helena Barnard, GIBS, University of Pretoria

*The Chicken or the Egg? Migrants and Foreign Direct Investment: an Exploratory Study*

Pallavi Shukla, Rutgers University

John Cantwell, Rutgers University

*Entry-Mode and Growth Perspectives in the Offshoring of Business Services: Learning or Inertia?*

Filippo Albertoni, Politecnico di Milano

Stefano Elia, Politecnico di Milano

Lucia Piscitello, Politecnico di Milano

*Where do MNEs Locate their Foreign Direct Investments? An Assessment of the Empirical Literature*

Bo Bernhard Nielsen, University of Sydney

Christian Asmussen, Copenhagen Business School

*Success of Fast Foreign Direct Investment Expansion*

Se Ho Cho, Rutgers Business School

*Country-Of-Origin, Government-Based and Consumer-Based Advantage and Disadvantage of Foreignness, and Foreign Investment*

Alvaro Cuervo-Cazurra, Northeastern University

C. Annique Un, Northeastern University

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**Session 2.4.13 - Interactive**

Time: 14:30-15:45

Track: 4 - Marketing and Social Communities

Room: Maya

**Digital Marketing in the Global Marketplace**

Chair: Susan Mudambi, Temple University

*Consumer Engagement with Firms through Social Media: A Comparative Study*

Constanza Bianchi, Universidad Adolfo Ibanez

Andres Cuneo, ESADE Business School

Lynda Andrews, Queensland University of Technology

*Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective*

Zhan Wang, Saint Louis University

Hyun Gon Kim, Rutgers Business School

*Turning Complainers into Fans: Customer Complaint Handling in Multi-Channel Marketing*

Alexander Rossmann, Reutlingen University

Kumar Rakesh Ranjan, Indian Institute of Management Tiruchirapalli

Praveen Sugathan, Indian Institute of Management Bangalore

*The Influence of Green Word-of-Mouth (WOM) on Green Purchase Intentions: The Mediation Effects of Consumers' Conformity Behaviors*

Sheng-Hsiung Chang, Tamkang University

*Can the Internet Help SMEs in Reducing Export Barriers?*

Gianpaolo Baronchelli, University of Bergamo

Sara Castelnovo, Clifford Chance Pte Ltd

Valeria Caviezel, University of Bergamo

Antonio Majocchi, University of Pavia

*A Study of Television Advertising in Brazil*

Marin Alexandrov Marinov, Aalborg University

Svetla Trifonova Marinova, Aalborg University

Dan Alex Petrovici, University of Kent

John B. Ford, Old Dominion University

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**MONDAY, JUNE 29 - 15:45-16:15**

Time: 15:45-16:15

Room: Royal Ballroom

**Coffee Break**

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.

☪ This coffee break is sponsored by Aalto University School of Business in honor of the winner of the "That's Interesting!" Award. The award presentation will take place at the Royal Ballroom Foyer during the coffee break.

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**MONDAY, JUNE 29 - 16:15-17:30**

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**Session 2.5.1 - Special Session**

Time: 16:15-17:30

Special Session

Room: Grand Ballroom

**Challenges Confronting Emerging Market IB Educators (AIB Fellows Educator of the Year Session)**

Chair: Sushil Vachani, IIM Bangalore

*Panelists:*

Nick Binedell, GIBS Business School

Nakiye Avdan Boyacigiller, Sabanci University

Sushil Vachani, IIM Bangalore

Vidya Yeravdekar, Symbiosis International University

Bernard Yeung, National University of Singapore

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**Session 2.5.2 - Competitive**

Time: 16:15-17:30

Track: 5 - Geography of IB and Value Chains

Room: Jamawar

**Networks and Economic Geography**

Chair: Snehal Suyash Awate, Indian School of Business

*Economic Geography and Networks: Role of Local and Non-Local Ties in Cluster Evolution*

Florian Täube, Université libre de Bruxelles

Petra Sonderegger, independent

*The Geographical Dispersion of Inventor Networks in Peripheral Economies*

Marcelo F Cano-Kollmann, Temple University

Ana Teresa Tavares-Lehmann, University of Porto



*The Changing Geography of Value Creation: Evidence from Mobile Telecommunications*

Marcus M. Larsen, Copenhagen Business School  
Timo Seppälä, Research Institute of the Finnish Economy  
Jyrki Ali-Yrkkö, Research Institute of the Finnish Economy

**H** *Trans-Local Connectedness and Local Cluster Dynamics*  
Ekaterina Turkina, HEC Montréal  
Ari Van Assche, HEC Montréal

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**Session 2.5.3 - Competitive** Time: 16:15-17:30  
Track: 9 - Emerging Economies and EE MNEs Room: Diya

**Internationalization and Performance**

Chair: Amit Karna, Indian Institute of Management  
Ahmedabad

*Internationalization Scope, Context, Time, and Performance - Extending the Research Agenda to Multilatinas*

Luciano Ciravegna, King's College London  
Mauricio Melgarejo, INCAE  
Luis Lopez, INCAE

*The Role of Dynamic Capabilities in Enhancing the Performance Effects of Internationalization of Emerging Market Firms: A Study of Indian Firms*

Anish Purkayastha, Indian Institute of Management  
Ahmedabad  
Amit Karna, Indian Institute of Management Ahmedabad  
Sunil Sharma, Indian Institute of Management  
Ahmedabad  
Dhiman Bhadra, Indian Institute of Management  
Ahmedabad

*Relationship between Internationalization and Innovation in Emerging Economy Firms*

Pooja Thakur Wernz, Virginia Tech University  
Shantala Samant, Virginia Tech University

*Rapid Internationalization of Service Firms from an Emerging Market through Contextual and Strategic Lenses*

Naveen K. Jain, University of Akron  
Nitin Pangarkar, National University of Singapore  
Lin Yuan, University of Macau  
Vikas Kumar, University of Sydney

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**Session 2.5.4 - Competitive** Time: 16:15-17:30  
Track: 10 - Theories of the MNE and of FDI Room: Kamal

**Decision-Making When Going Internationally**

Chair: Sumit Kumar Kundu, Florida International  
University

*Experiential Learning and Internationalization Paths of a Firm's Sourcing Activities*

Carlos Adrian Rodriguez, INCAE

*Risk Dynamics And Firms' Decision-Making Ininternational Entry Mode*

Yanbin Jiang, Zhejiang University  
Kun Fu, Imperial College  
Shaheen Akter, TMCD, ODID, University of Oxford  
Jing Li, Zhejiang University  
Xiaobo Wu, Zhejiang Universit

*SME'S International Market Entry: How do They Make Decision?*

Gianpaolo Baronchelli, University of Bergamo  
Olli Kuivalainen, Lappeenranta University of Technology  
Ali Ahi, Lappeenranta University of Technology  
Mariella Piantoni, University of Bergamo

*The Determinants of Strategic Asset Seeking Foreign Expansion of Emerging Economy Firms*

Faisal Ahsan, Indian Institute of Management Lucknow  
Ashutosh Sinha, Indian Institute of Management Lucknow

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**Session 2.5.6 - Competitive** Time: 16:15-17:30  
Track: 12 - Institutional and Political Environment Room: Nithya

**The Role of the State and Corruption**

Chair: Michael A. Sartor, Queen's School of Business

*Do State-Owners Facilitate or Constrain Corporate Strategies of Internationalization? The Role of Institutions*

Bo Bernhard Nielsen, University of Sydney  
Saul Estrin, London School of Economics  
Klaus Meyer, CEIBS  
Sabina Nielsen, Copenhagen Business School

*SOE Internationalization and Resource Dependence: The Case of Vale*

Suzana Rodrigues, Erasmus University & FUMEC  
University  
Marleen Dieleman, National University of Singapore

*The Law, Corruption and Reinvestment Decisions: The Transitional Periphery in Comparative Context*

Mehmet Demirbag, University of Strathclyde  
Martina McGuinness, University of Sheffield  
Geoffrey Wood, University of Warwick

*Investing in Bribes: Role of International Anti-Corruption Regulations*

Srividya Jandhyala, ESSEC Business School  
Fernando Oliveira, ESSEC Business School

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**Session 2.5.7 - Competitive** Time: 16:15-17:30  
Track: 2 - Entrepreneurship and New Ventures Room: Nidhi

**Capabilities Perspective to International Entrepreneurship**

Chair: Gary Knight, Willamette University

*Microfoundations to the Capabilities Development and Deployment Activities in Firm Foundation and Early Internationalization*

Jay Weerawardena, UQ Business School  
Gillian Sullivan Mort, La Trobe University  
Peter W. Liesch, University of Queensland

*Competence: Not Attributes but Understanding-Based and Task Accomplishment*

Peter Lamb, La Trobe Business School  
Peter W. Liesch, University of Queensland  
Jorgen Sandberg, UQ Business School

*Entrepreneurial Initiative-taking and Improvising for Business Model Innovation: Subsidiary-Enabled Dynamic Capability for Cross-Divide Entry*

Peter Ping Li, Copenhagen Business School  
Yangfeng Cao, Copenhagen Business School  
Jens Gammelgaard, Copenhagen Business School  
Tony Fang, Stockholm University



**Session 2.5.10 - Interactive**

Time: 16:15-17:30

Track: 4 - Marketing and Social Communities

Room: Royal Club Boardroom

**Marketing Challenges in Multinational Environments**

Chair: Rakesh Mohan Joshi, Indian Institute of Foreign Trade

*New 2°C Era: Multinational Corporations' Proactive Strategies for Climate Change Actions*

Su-Chuan Yen, National Chung Hsing University

Yu-Ching Chiao, National Chung Hsing University

*Nonlinear Relationships between R&D, Firm Size and Corporate Social Responsibility*

Yu-Shu Peng, National Dong Hwa University

Altan-Uya Dashdeleg, National Dong Hwa University

*A Comparative Study of Power of Large State-Owned and Private-Owned Sellers (Manufacturers) over Small Buyers (Distributors) under an Oligopolistic Industry Setting - The Case of the Steel Industry in China*

Wei Liu, Manchester Business School

Claudio De Mattos, Manchester Business School

Nitin Sanghavi, Manchester Business School

*Female Business Travelers' Unsatisfied Wish List? An Empirical Study of the International Hotel Industry*

Katharina Maria Hofer, Johannes Kepler University Linz

Elfi Furtmueller, Innsbruck University

Nicola Graf, Johannes Kepler University Linz

*Export Pricing Strategy in Higher Education Services: A Conceptual Framework and Research Propositions*

Terry Wu, University of Ontario Institute of Technology

Vik Naidoo, University of Sydney

*Masstige Index for Measuring 'Brand Value' in Foreign Markets*

Justin Paul, University of Puerto Rico

**Session 2.5.11 - Interactive**

Time: 16:15-17:30

Track: 3 - HRM and Organizational Behavior

Room: Roshni

**Crossing the Cultural Divide**

Chair: Fabian Jintae Froese, University of Goettingen

*The Role of Organisational Values in Managing Employee Retention in Local and Foreign BPO Firms*

Alfred Presbitero, Deakin University

Hernan Roxas, Deakin University

Doren Chadee, Deakin University

*Organizing Language Use: Practices of Plurilingualism*

Stephanie Jo Kent, UMass Amherst

Jeffrey Kappen, Drake University

*Disruption and Synergy: Cultural Friction in Leadership Beliefs and Foreign Invested Enterprise Survival*

Pamela Tremain Koch, Grand Valley State University

Bradley James Koch, Grand Valley State University

Tanya Menon, Ohio State University

Oded Shenkar, Ohio State University

*How We Do Things Around Here: the Relationship Between Societal and Ideal Organizational Culture*

Catherine Kwantes, University of Windsor

Cheryl Boglarsky, Human Synergistics International

*An Examination of Relationships between Management Practices and Performance: Evidence from India and Malaysia*

Takashi Sakikawa, Niigata University

Kaushik Chaudhuri, Shiv Nadar University

Azam Arif, Universiti Utara, Malaysia

*Multilevel Moderating Effects of Career Orientation, Supportive Climate on Psychological Empowerment and Affective Commitment in China*

Yi Yang, Yonsei University

Yong Suhk Pak, Yonsei University

*Personality and Expatriate Job Performance: The Moderating Role of Expatriate Cross-Cultural Adjustment*

Odette Christie, University of Dallas

Sri Beldona, University of Dallas

*Non-Traditional Managers in International Assignments*

Cynthia Saldanha Halliday, Florida International University

Kwoon Kim, Florida International University

Yue Zhao, Florida International University

Mary Ann Von Glinow, Florida International University

**Session 2.5.12 - Interactive**

Time: 16:15-17:30

Track: 9 - Emerging Economies and EE MNEs

Room: Dhvani

**The Role of Governments and Institutions**

Chair: Alice de Jonge, Monash University

*Learning from Formally Constructed Relationships with Single Networks-Nodes during Internationalization to Institutional Distant Markets*

June Borge Doornich, University of Nordland

*Examining How Firm-Level and Country-Level Factors Affect Lean Capability Development of Emerging Market Firms?*

Crystal X Jiang, Bryant University

Omar Malik, Higher Education

Madan Annavarjula, Bryant University

*How Do Government Ownership and Political Connections Affect the Financial Market Performance of Chinese Acquirers?*

Wenjun Tu, University of Nottingham, Ningbo

Xiaolan Zheng, University of Nottingham, Ningbo

Lei Li, Nottingham University Business School China

*Leadership Mechanisms for Strategic Conformity to Ambidexterous Decision-Making under Family Ownership: Evidence from Emerging Economies*

Hong-Jen C. Chiu, National Taiwan University

*Market Entry Strategies and Performance of Chinese Firms in Germany: The Moderating Effect of Government Support*

Dirk Holtbruegge, Friedrich-Alexander University of Erlangen-Nuremberg

Erlangen-Nuremberg

Sue Claire Berning, Friedrich-Alexander University of Erlangen-Nuremberg

*Public-Private Partnerships: From Social Dilemmas to Value Co-creation in Emerging Market*

Shih-Chieh Fang, National Cheng Kung University

Hsin-Hui Chou, National Cheng Kung University

Chih-Fang Chiu, National Taiwan University

Chih-Hao Tsai, National Sun Yat-sen University

*Corporate Expansion during Pro-Market Reforms: The Role of Business Group Affiliation and Unrelated Diversification*

Deeksha Singh, Rutgers University

Chinmay Pattnaik, University of Sydney

Elif Ketencioglu, Optus





## International Business Research in India

Chair: Elizabeth Rose, University of Otago

### *An Investigation on Effects of Intangible Assets on Degree of Internationalization*

Bikramjit Ray Chaudhuri, Indian Institute of Management Calcutta

Santanu Bhadra, Indian Institute of Management Calcutta

### *Foreign Ownership, Royalty Payments and Expropriation of Minority Shareholders: Evidence from India*

Aditya Mohan Jadhav, T. A. Pai Management Institute

Durga Prasad, T. A. Pai Management Institute

Srikanth P., T. A. Pai Management Institute

### *Is there Any Relationship between Foreign Direct Investment, Carbon Emission, Economic Growth, Trade and Energy Consumption: A Study Based on Japan*

Ruhee Singh, Indian Institute of Foreign Trade

Sweta Srivastava Malla, Indian Institute of Foreign Trade

### *Tax Havens: Conduits for Corporate Tax Malfeasance*

Akanksha Jalan, Indian Institute of Management Bangalore

R. Vaidyanathan, Indian Institute of Management Bangalore

### *Business Group Affiliation and Risk: A Contrast between Developed and Emerging Economies*

Vivek Kumar, XLRI Jamshedpur

### *Patterns of International Competitiveness of Indian MNEs: Which Capabilities Explain Sustained Internationalization?*

K. S. Momaya, Indian Institute of Technology Bombay

### *Foreign Direct Investment and BRICS economies*

Gaurav Agrawal, ABV-Indian Institute of Information Technology and Management

### *Organizing the Unorganized? Towards a Model of the Emerging Market Informal Firms*

K. Indu Rao, University of Twente

## MONDAY, JUNE 29 - 19:00-22:00

Time: 19:00-22:00

### AIB Gala Event

The Gala Event will take place at the Tamarind Tree. Bus service between Leela Palace and the Tamarind Tree will be provided, starting at 6pm. Please remember to have your name badges with you. Smart casual attire is recommended.

⊕ *The Gala Event is hosted by the Indian Institute of Management, Bangalore (IIMB).*

## TUESDAY, JUNE 30

### TUESDAY, JUNE 30 - 8:00-8:45

Time: 8:00-8:45

#### Fellows Café III

Start the day with a set of small group discussions hosted by an AIB Fellow, focused on an IB topic of current and mutual interest.

#### *The 39 Country Initiative: What We Can Do to Help B-Schools in the Poorest Countries (Room: Maya)*

Paul W. Beamish, Western University

#### *Creating New Methodologies within and Bringing New Methodologies into IB/IM Research (Room: Roshni)*

Timothy Devinney, University of Leeds

#### *How Global Value-Added Chains are the Key to Understanding 21st Century IB (Room: Dhvani)*

Robert Grosse, American University of Sharjah

#### *What Are Interesting Questions in International Entrepreneurship Research? (Room: Royal Club Boardroom)*

Patricia P. McDougall-Covin, Indiana University-Bloomington

### TUESDAY, JUNE 30 - 9:00-10:15

#### Session 3.1.1 - Panel

Time: 9:00-10:15

Special Session

Room: Grand Ballroom

#### Learning from External Knowledge Sources in the Global Economy

Chair: Stephen Tallman, University of Richmond

##### Panelists:

Stephen Tallman, University of Richmond

Anupama Phene, George Washington University

Farok J. Contractor, Rutgers Business School

Manish K. Srivastava, Michigan Technological University

Sai Yayavaram, Indian Institute of Management Bangalore

#### Session 3.1.2 - Competitive

Time: 9:00-10:15

Track: 8 - Strategy, M&As and Competitiveness

Room: Jamawar

#### Competing with Local Firms in Global Settings

Chair: Moritz Putzhammer, WU Vienna

#### *Global Diversification Discount and Its Discontents: A Bit of Self-Selection Makes a World of Difference*

Sungyong Chang, Columbia University

Bruce Kogut, Columbia University

Jae-Suk Yang, Columbia University

#### *The Second-Home Model toward the Dual-Core Paradigm: The Implications of ISE for MNEs from Advanced and Emerging Economies*

Peter Ping Li, Copenhagen Business School



**H** *Do Birds of a Feather Flock Together? Asymmetric Rivalry between Multinational and Local Firms in a Multimarket Setting*

Rupanwita Dash, Indian Institute of Management  
Bangalore

*The Role of Experiential Learning in Overcoming the Liability of Foreignness*

Yunok Cho, Renmin University of China  
Jaeyong Song, Seoul National University

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### Session 3.1.3 - Competitive

Time: 9:00-10:15

Track: 5 - Geography of IB and Value Chains

Room: Diya

### Offshoring and Governance

Chair: Marcus M. Larsen, Copenhagen Business School

*Disentangling the Role of Modularity and Bandwidth in the Entry Mode Choice*

Stefano Elia, Politecnico di Milano  
Silvia Massini, University of Manchester  
Rajneesh Narula, University of Reading

*A Multi-level Analysis of Project, Firm and Country Characteristics on Offshoring Decisions for Clinical Trials in the Biopharmaceutical Industry*

Pooja Thakur Wernz, Virginia Tech University  
Christian Wernz, Virginia Tech University

*Coordination Difficulty and Performance in the Offshoring Context: The Moderating Effect of Governance Mode and Experience*

Niccolo Pisani, University of Amsterdam  
Kannan Srikanth, Singapore Management University  
Joan Enric Ricart, IESE

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### Session 3.1.4 - Competitive

Time: 9:00-10:15

Track: 6 - Innovation and Knowledge Management

Room: Kamal

### Exploration and Exploitation Across Borders

Chair: Kazuhiro Asakawa, Keio University

*Managing Innovation Ambidexterity via Supplier Involvement: The Advantage of Foreignness in the Brazilian Automotive Industry*

Denise Dunlap, Northeastern University  
Jose-Mauricio G. Geleilate, Florida International University  
Ronaldo Parente, Florida International University  
Tucker Marion, Northeastern University

*Solving Environmental Problems: Coordination in Collaborative Search across Borders*

Christoph Grimpe, Copenhagen Business School  
Anders Oerding Olsen, Copenhagen Business School  
Wolfgang Sofka, Copenhagen Business School

*Search Scope and Innovation Performance: The Moderating Role of Technological Spillovers, Product Market Rivalry and Geographic Proximity*

Jie Wu, University of Macau  
Ajai Gaur, Rutgers University  
Debmalya Mukherjee, University of Akron  
Shuaihe Zhuo, University of Macau

*In Harsh and Slack Times: How Does Prior Performance Affect the Intensity, The Structure and the Direction of Knowledge Seeking Boundary Spanning?*

Felipe Monteiro, INSEAD  
Thomas Kluefer, IESE

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### Session 3.1.5 - Panel

Time: 9:00-10:15

Track: 9 - Emerging Economies and EE MNEs

Room: Sitara

### A Continent Whose Time has Come: How to Explode the Amount of IB Research in and on Africa

Chair: Michael J Mol, Copenhagen Business School

#### Panelists:

Michael J Mol, Copenhagen Business School  
Amon Chizema, University of Birmingham  
John Manuel Luiz, University of Cape Town

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### Session 3.1.6 - Panel

Time: 9:00-10:15

Track: 15 - Teaching IB (Special Track)

Room: Nithya

### X-Culture: Optimizing the Use of X-Culture in International Business Courses

Chair: Vasyi Taras, University of North Carolina at Greensboro

#### Panelists:

Karen Lynden, Rowan-Cabarrus Community College  
Vasyi Taras, University of North Carolina at Greensboro  
Soma Arora, Institute of Management Technology  
Cynthia Calixto, Fundação Getúlio Vargas  
Susan Forquer Gupta, Monmouth University  
Suchita Jha, Symbiosis Institute of International Business  
Raghu Kurthakoti, Arcadia University  
Daniel Rottig, Florida Gulf Coast University  
Fabiana Sciarelli, Unitelma Sapienza University of Rome  
Bindu Vyas, King's College

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### Session 3.1.7 - Competitive

Time: 9:00-10:15

Track: 12 - Institutional and Political Environment

Room: Nidhi

### CSR and Ethics in IB

Chair: Ivan Montiel, Loyola Marymount University

*Rise of Chinese Banks and the Melding of Institutional Logics and Ethics in International Banking*

W Travis Selmier II, Indiana University

*American MNEs: In Search of Legitimacy When You're WEIRD*

Matthew Mitchell, Drake University  
Craig VanSandt, University of Northern Iowa  
Mukesh Sud, Fairfield University

*Gender Diversity in Central Banks*

Amir Shoham, Temple University  
Patricia Charley, ESSEC Business School and THEMA  
Davide Romelli, ESSEC Business School and THEMA  
Estefania Santacreu-Vasut, ESSEC Business School and THEMA

*Political Competition and Corporate Bribery: Evidence from South Korea*

Yujin Jeong, American University  
Jordan Siegel, Harvard Business School



**Session 3.1.10 - Interactive** Time: 9:00-10:15  
Track: 9 - Emerging Economies and EE MNEs Room: Royal Club Boardroom

### Entry Mode Strategy

Chair: Satyanarayana Rentala, Pondicherry University

#### *Market Entry Strategies and Performance of Indian Firms in Germany: The Moderating Effect of International Experience*

Dirk Holtbruegge, Friedrich-Alexander University of Erlangen-Nuremberg

Ritam Garg, Friedrich-Alexander University of Erlangen-Nuremberg

#### *Testing the Internalization Theory in Emerging Markets: The Role of Firm-Specific Assets and Asset Dispersion in the Multinationality-Performance Relationship*

Sumit Kumar Kundu, Florida International University

Ahmet Kirca, Michigan State University

Whitney Douglas Fernandez, San Diego State University

#### *Business Model Internationalization in the Automotive Industry*

##### *- A Process Model of Market Entry into Emerging Markets*

Christian Landau, EBS Business School

Amit Karna, Indian Institute of Management Ahmedabad

Miriam Sailer, EBS Business School

#### *Balancing Headquarters Commitment and Subsidiary Employee Involvement: An Examination of Japanese MNC Country Managers in Asean*

Katsuhiko Shimizu, Keio University

#### *Institutional Signatures or Firm-specific Imprints?: Joint Venture Profiles and the Performance Panorama in Five Emerging Market Groups*

Hemant Merchant, University of South Florida St. Petersburg

#### *Antecedents to Different Motives of Foreign Expansion of Emerging Economy Firms*

Faisal Ahsan, Indian Institute of Management Lucknow

Ashutosh Sinha, Indian Institute of Management Lucknow

#### *Subsidy, Learning, Innovation and Export: How Do Emerging Economy Firms Become Exporters?*

Yong Ju Shim, FGV-EAESP

Paulo Roberto Arvate, FGV-EAESP

#### *Location Decisions of Chinese Multinationals: The Role of Overseas Communities*

Bas Karreman, Erasmus University Rotterdam

Martijn Burger, Erasmus University Rotterdam

Frank van Oort, Utrecht University

**Session 3.1.11 - Interactive** Time: 9:00-10:15  
Track: 3 - HRM and Organizational Behavior Room: Roshni

### Global HRM Practical Challenges

Chair: Anna Katharina Hildisch, University of Goettingen

#### *You've Come a Long Way, Baby? Women in the Maritime Industry: Identifying Attitudinal and Structural Impediments*

Joan P. Mileski, Texas A&M University at Galveston

Wyndylyn von Zharen, Texas A&M University

#### *Cultural Diversity as a Competitive Tool*

P.T. Navendra, University of Dallas

Sri Beldona, University of Dallas

#### *Does Size Matter? The Effect of Institutional Size on Global Virtual Teams*

Grishma Shah, Manhattan College

A.F.M Jalal Ahamed, Binus Business School

Pawel Bryla, University of Lodz

#### *A Yin-Yang Harmony Perspective to Labor-Management Conflicts in China: A 5C Model for Conflict Resolution*

Tachia Chin, Guangdong University of Foreign Studies

Tony Fang, Stockholm University

#### *Managerial Assignments of Credit and Blame: A Three Country Study*

C Lakshman, Tongji University

#### *Foreign Employee's Responses to the 2011 Triple Disaster in Japan*

Ralf Bebenroth, Kobe University

Nir Kshetri, University of North Carolina at Greensboro

**Session 3.1.12 - Interactive** Time: 9:00-10:15  
Track: 10 - Theories of the MNE and of FDI Room: Dhvani

### Determinants and Consequences of Internationalization Strategies

Chair: Pallavi Shukla, Rutgers University

#### *Strategic Fit in Emerging Economy Firms' Internationalization: A Configurational Approach*

Yi Li, Australian National University

Lin Cui, Australian National University

Di Fan, Deakin University

#### *Performance Feedback and International Expansion*

K. Skylar Powell, Western Washington University

#### *Reconstructing Hennart's Transaction Costs Theory of Equity Joint Ventures*

Shih-Fen Chen, Ivey Business School

#### *Do Resource Seeking Motivations Impact the Performance of Acquisitions?*

Sathyajit Gubbi, University of Groningen

B. Elango, Illinois State University

#### *The Impact of Multinationality on Performance: A Comment*

Keith J Kelley, University of Michigan-Flint

#### *Export Intermediary Firms: The Study of Performance Determinants via Structural Equation Modeling*

Pornlapas Suwannarat, Mahasarakham University

#### *The Internationalization of Distribution Channels in Semiconductor Industry: The Uppsala Business Network Model*

Joseph Shyh-Yeu Tzou, National Taiwan University

#### *Food Retail FDI: Learning Through History*

Brenda Sternquist, Michigan State University

Blake Runnalls, Michigan State University

## TUESDAY, JUNE 30 - 10:15-10:45

Time: 10:15-10:45  
Room: Royal Ballroom

### Coffee Break

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.



## TUESDAY, JUNE 30 - 10:45-12:00

### Session 3.2.1 - Special Session

Time: 10:45-12:00

Special Session

Room: Grand Ballroom

#### Investing in Development - Reforming International Governance and MNEs: International Investment Agreements and Taxation (UNCTAD Special Session)

Chairs: Hafiz Mirza, UNCTAD and Axèle Giroud, UNCTAD

##### Panelists:

Peter Buckley, University of Leeds  
Sarianna Lundan, University of Bremen  
Premila Nazareth, UNCTAD  
Felipe Monteiro, INSEAD  
Ram Mudambi, Temple University

### Session 3.2.2 - Panel

Time: 10:45-12:00

Special Session

Room: Jamawar

#### Think Global, Act Local: Best Practices for Managing and Developing AIB Chapters

Chairs: Daniel Rottig, Florida Gulf Coast University and Elizabeth Rose, University of Otago

##### Panelists:

Daniel Rottig, Florida Gulf Coast University  
Elizabeth Rose, University of Otago  
Kazuhiro Asakawa, Keio University  
T.S. Chan, Lingnan University  
Abel Kinoti, Riara University  
Stephan Manning, University of Massachusetts Boston  
William Newbury, Florida International University  
Lukasz Puslecki, Poznan University of Economics  
S. Raghunath, Indian Institute of Management Bangalore  
Piotr Trapczynski, Poznan University of Economics

### Session 3.2.3 - Competitive

Time: 10:45-12:00

Track: 3 - HRM and Organizational Behavior

Room: Diya

#### Diversity and Creative Friction

Chair: Helene Tenzer, Tuebingen University

##### *Lesbian, Gay, Bisexual and Trans (LGBT) Expatriates- An Intersectionality Perspective*

Varina Paisley, University of New South Wales  
Mark Tayar, Macquarie University

##### *The Impact of Language Barriers on Interaction Processes, Knowledge Exchange and Team Cognition in Multinational Teams*

Helene Tenzer, Tuebingen University  
Markus Pudelko, Tuebingen University  
Mary Zellmer-Bruhn, University of Minnesota  
Mary Maloney, University of St. Thomas

##### *Creativity and Social Alienation: The Costs of Being Creative*

Guangxi Zhang, Zhejiang University of Technology

##### *Transformational Leadership Behaviors in Different Contexts: A Comparison of Russia and Finland*

Alexei Koveshnikov, Aalto University  
Mats Ehnrooth, Hanken School of Economics

### Session 3.2.4 - Competitive

Time: 10:45-12:00

Track: 6 - Innovation and Knowledge Management

Room: Kamal

#### MNC Structure and Innovation

Chair: C. Annique Un, Northeastern University

##### *Does Strategic Planning determine Innovation in Organizations?*

Safal Batra, IMT Ghaziabad  
Sunil Sharma, IIM Ahmedabad  
Mukund R Dixit, IIM Ahmedabad  
Neharika Vohra, IIM Ahmedabad

##### *Exploring the Role of Formalization, Centralization, and Coordination on Cultural Competitiveness and Firm Performance*

Artur Baldauf, University of Bern  
Simone Schweiger, University of Bern

##### *How Valuable Is Information and Communication Technology? A Study of Emerging Economy Enterprises*

Yadong Luo, University of Miami  
Juan Bu, University of Miami

### Session 3.2.5 - Competitive

Time: 10:45-12:00

Track: 10 - Theories of the MNE and of FDI

Room: Sitara

#### Again, but This Time Better - Leveraging Experience When Going International

Chair: Timothy Devinney, University of Leeds

##### **B** *The Impact of Prior Subsidiary Relatedness on New Subsidiary Performance*

Dwarkanprasad Chakravarty, Ivey Business School  
Andreas Schotter, Ivey Business School  
Brian Pinkham, Ivey Business School  
Paul W. Beamish, Western University

##### *The Effects of Experience on Choosing an International Entry Mode*

Ryan Tang, University of Technology Sydney  
Timothy Devinney, University of Leeds

##### *Re-Born Internationally! Do Past Antecedents Affect Performance in Re-Internationalizing Firms?*

Salman Siddeeqe Ali, Indian Institute of Management Ahmedabad  
Ajeet Narain Mathur, Indian Institute of Management Ahmedabad

### Session 3.2.6 - Competitive

Time: 10:45-12:00

Track: 9 - Emerging Economies and EE MNEs

Room: Nithya

#### EMNCs and Entry Modes

Chair: Helena Barnard, GIBS, University of Pretoria

##### *Home Country Effects in Cross-Border Acquisitions: Gaining Confidence in Majority Control Abroad*

Zhenzhen Xie, Tsinghua University  
Jiatao Li, Hong Kong University of Science and Technology

##### *Opportunities and Challenges for Multiple-Embeddedness through Mergers and Acquisitions in Emerging Economies*

Surender Munjal, University of Leeds  
Vijay Edward Pereira, University of Portsmouth



*The Impact of Institutional Distance, Government Support and Firms' Acquisition Capability on the Equity Ownership Acquired by Emerging Multinationals in Cross-Border Acquisitions*

Claudia Frias Pinto, EAESP-FGV  
Christian Falaster, Universidade Nove de Julho  
Renata Canela, Universidade Nove de Julho  
Maria Tereza Fleury, Fundacao Getulio Vargas  
Afonso Fleury, Universidade de Sao Paulo

*Legitimate and Illegitimate Constraints: Managing in Limited Mandate Subsidiaries*

Helena Barnard, GIBS, University of Pretoria  
Deepa Sita, GIBS, University of Pretoria

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### Session 3.2.7 - Competitive

Time: 10:45-12:00

Track: 6 - Innovation and Knowledge Management

Room: Nidhi

## Innovation and the Drivers of MNCs Performance

Chair: Deepak Somaya, University of Illinois at Urbana-Champaign

*Is There a Multinationality-Performance Effect? Exploring the Multinationality-Performance Relationship*

Heather Berry, George Washington University  
Aseem Kaul, University of Minnesota

*Of Marshallian Scissors & Blades: Demand Shocks, Import Exposure, and Innovation in Indian Influenza-Vaccine Markets*

Matej Drev, Georgia Institute of Technology  
Chirantan Chatterjee, Indian Institute of Management Bangalore  
Arzi Abdi, INSEAD

*How Does Technological Relatedness between Cross-Border M&A Partners Affect Innovation Performance? A Moderating Role of Organizational Integration*

Youngwoo Lee, Korea University  
Moonsik Shin, Korea University

*Capability and Organizational Co-Evolution in Offshoring*

Carlos Adrian Rodriguez, INCAE  
Omar Nohad Toulan, McGill University

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### Session 3.2.8 - Competitive

Time: 10:45-12:00

Track: 4 - Marketing and Social Communities

Room: Yatra

## Insights into Buyer-Supplier Relationships

Chair: Susan Mudambi, Temple University

*Exploring Coopetition - When Partners Start to Compete*

Emilene Leite, Uppsala University  
Susanne Aberg, Uppsala University  
Cecilia Pahlberg, Uppsala University

*The Effect of Economic Crises on Long-Term Orientation in Buyer-Supplier Relationships*

Brenda Sternquist, Michigan State University  
Lindsey M Cohan, Perishables

*Curtailing Ex-Post Opportunism from a Symbiotic Relationship in High-Tech Industry*

Pei-Li Yu, National Cheng Kung University

*Export Performance, Marketing Mix Adaptation and Contingency Theory: An Empirical Study of Austrian SMEs*

Manfred Fuchs, University of Graz  
Mariella Koestner, University of Graz

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### Session 3.2.10 - Interactive

Time: 10:45-12:00

Track: 10 - Theories of the MNE and of FDI

Room: Royal Club Boardroom

## International Business in Emerging Markets

Chair: Ziliang Deng, Renmin University of China

*Early Internationalization and Contemporary Foreign Expansion in China*

Jiangling Yi, Nanjing University  
Christopher Marquis, Harvard Business School

*Strategy for International Expansion and Overcoming Liability of Foreignness: Analysis of Multinationals of Emerging Economy*

Anish Purkayastha, Indian Institute of Management Ahmedabad

*Inter-organizational Imitation in the Choice of FDI-based Market Entry Modes: Evidence from Indian Multinationals*

K.V. Mukundhan, Indian Institute of Management Kozhikode

Nandakumar Mankavil Kovil Veetil, University of Salford

*What Drives Africa's FDI Inflows & Outflows? A Macro-Theoretic Perspective*

Everlyne Misati, Florida International University  
Sumit Kumar Kundu, Florida International University  
Fred O. Walumbwa, Florida International University

*Zooming in On the Cross-Border M&As of Emerging Market MNEs through the Internationalization Process Model*

Manish Popli, Indian Institute of Management Indore

*The Locational Strategies of MNEs Committed to Reducing Greenhouse Gas Emissions*

Jerry Patchell, Hong Kong University of Science and Technology

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### Session 3.2.11 - Interactive

Time: 10:45-12:00

Track: 12 - Institutional and Political Environment

Room: Roshni

## CSR in IB

Chair: Maria-Alejandra Gonzalez-Perez, Universidad EAFIT

*Institutional Sophistication and Stakeholder Management in Emerging Markets*

Meng Zhao, Renmin University of China  
Seung Ho Park, China Europe International Business School

*Follow the Herd: How Organizational Level Legitimacy Can Give a Helping Hand to Bridge Formal Institutional Voids - The Case of Employee Stock Ownership Plans in MNEs*

Jana Oehmichen, Georg-August University of Goettingen  
Michael Wolff, Georg-August University of Goettingen  
Ulrike Zschoche, Georg-August University of Goettingen

*Three Pillars of CSR: A Firm-Level Analysis of Korean MNEs in China*

Soonkyoo Choe, Yonsei University  
Jihoon Kang, Yonsei University  
Younghoon An, Yonsei University

*CSR Practices in China: A Comparative Study of Indigenous and Multinational Companies*

Xiangxiang Hong, Nottingham University Business School China  
Michal Lemanski, Nottingham University Business School China



*Selective Engagement in Corporate Social Responsibility: An Institutional Perspective*

Jie Zou, Peking University  
Changqi Wu, Peking University

*Institutional Change and MNE CSR Learning*

Jing'an Tang, Sacred Heart University

*The Influence of MNEs on Indigenous Firms' Involvement of Voluntary CSR Activities in an Emerging Market - The Chinese Context*

Ying Liu, Florida International University  
Mary Ann Von Glinow, Florida International University

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**Session 3.2.12 - Interactive**

Time: 10:45-12:00

Track: 11 - Corporate Governance in IB

Room: Dhvani

**Transparency and Accountability: Diverse Contexts, Diverse Research Methods**

Chair: Deepak K Datta, University of Texas at Arlington

*Improving Transparency in Governance: The Case of Sustainability Reporting*

Rama Kumari Jayanti, Cleveland State University

*International Accountability Standards Across National Business Systems: A Neo-Institutional Perspective*

Steve Michael Loren, University of Massachusetts Boston  
Suhaib Riaz, University of Massachusetts Boston

*Corporate Governance and Firm Performance in Publicly Listed Banks from Eastern Europe and Russia*

Alexander Settles, Rutgers University

*Earnings Quality and Corporate Social Responsibility: Evidence from China*

Jie Zhang, China Huarong Asset Management Co., Ltd.  
Chang Song, Renmin University of China  
Xiyou Liu, Audit Research Institute of China's National Audit Office  
Jiawen Yang, George Washington University

*Religion and Corporate Governance*

Jaehyeon Kim, University of Hawaii at Manoa  
Shirley Daniel, University of Hawaii at Manoa

*Efficiency and CSR - The Role Corporate Governance*

Barbara Brenner, Danube University Krems  
Shalini Rogbeer, European Business School

*Developing a Model for Introducing a Social Credits Trading Scheme in India: International business considerations*

Raji Ajwani, Symbiosis Centre for Management

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**Session 3.2.13 - Interactive**

Time: 10:45-12:00

Track: 6 - Innovation and Knowledge Management

Room: Maya

**Innovation in the Multinational Context**

Chair: Michael J Mol, Copenhagen Business School

*Entrepreneurship and Innovation in New Venture Teams:*

*Outlining the Role of Culture*

Mourad Dakhli, Georgia State University  
Wade Danis, University of Victoria  
Qing Li, Shanghai University

*Do Institutions Matter in Knowledge Creation? Quantifying the Impact of Institutional Affiliation on R&D Professionals*

Lynn Pyun, Baruch College, CUNY  
Jordan Siegel, Harvard Business School

*Innovation, Globalization and the Size of Indian Firms: Unpacking Heterogeneity Patterns*

Sumit Majumdar, University of Texas at Dallas  
Abhijit Mandal, City University, London

*Exploring the Link between Open Innovation and Internationalization in High-Tech SMEs*

Matevz Raskovic, University of Ljubljana  
Miha Cerne, University of Ljubljana  
Desislava Dikova, Vienna University of Economics and Business  
Andreja Jaklic, University of Ljubljana

*Internationalization Experience and the Evolution of Dynamic Capability in the Indian IT Firms*

Partha Mukerjee, University of New South Wales  
Pradeep Kanta Ray, University of New South Wales  
Sangeeta Ray, University of Sydney  
Zahid Riaz, Lahore School of Economics

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**TUESDAY, JUNE 30 - 12:00-13:00**

Time: 12:00-13:00  
Room: Royal Ballroom

**Lunch**

Lunch will be provided for conference participants at the Leela Palace Grand and Royal Ballroom Foyers.

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**TUESDAY, JUNE 30 - 13:00-14:15**

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**Session 3.3.1 - Special Session**  
Special Session

Time: 13:00-14:15  
Room: Grand Ballroom

**2015 JIBS Decade Award**

Chair: John Cantwell, Rutgers University

The 2015 JIBS Decade Award, honors the most influential paper published in the 2005 volume of the Journal of International Business Studies.

*A Retrospective on their article by the winners of this year's JIBS Decade Award - Reconsidering the issues raised in their 2005 JIBS paper on "Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions"*

Klaus Meyer, CEIBS  
Mike Peng, University of Texas at Dallas

*Discussants and Commentators:*

Mark Peterson, Florida Atlantic University  
Tatiana Kostova, University of South Carolina  
G. Tomas M. Hult, Michigan State University

☛ *The JIBS Decade Award is sponsored by Palgrave Macmillan.*



**Session 3.3.2 - Competitive** Time: 13:00-14:15  
Track: 9 - Emerging Economies and EE MNEs Room: Jamawar

### Business Groups

Chair: Ilya Cuypers, Singapore Management University

*The Relationship between FDI Decisions and Business-Group Insider Control: Evidence from Taiwanese Group-Affiliated Firms Investing in Chinese Market*

Wen-Ting Lin, National Chung Cheng University

Ming-Chang Huang, Providence University

Ya-Ping Chiu, Chung Yuan Christian University

Hsiang-Lin Cheng, National Chung Cheng University

*Does Business Group Affiliation Help Translate Research Inputs into Export Expansion? Empirical Evidence from the Indian Pharmaceutical Sector*

Tatiana S. Manolova, Bentley University

Saptarshi Purkayastha, Indian Institute of Management Calcutta

Linda F. Edelman, Bentley University

*Partnering with Business Group Firms: The Effect of Group Size on Value Creation and Value Distribution*

Ilya Cuypers, Singapore Management University

Youtha Cuypers, University of Hong Kong

Jung Yeon Lee, California State University, Fullerton

*Centralization of Intra-Group Equity Ties and Performance of Business Group Affiliates*

Ishtiaq Mahmood, National University of Singapore

Hongjin Zhu, McMaster University

Akbar Zaheer, University of Minnesota

**Session 3.3.3 - Competitive** Time: 13:00-14:15  
Track: 8 - Strategy, M&As and Competitiveness Room: Diya

### Managing Alliances and Networks in the Global Context

Chair: Snehal Suyash Awate, Indian School of Business

*A Yin-Yang Perspective of Relational (Guanxi) Gatekeeping in Business Network Management in China*

Hongzhi Gao, Victoria University of Wellington

Monica Ren, Macquarie University

Qing Miao, Jilin University

*Think Globally, Act Cooperatively: Exploring Internationalization and Innovation Strategies at the MNE-INV Interface*

Shameen Prashantham, Nottingham University Business School China

Anoop Madhok, York University

*Institutional and Cultural Dynamics in Strategic Decision-Making to Innovate*

Hong-Jen C. Chiu, National Taiwan University

*Institution and Location Strategies of Multinationals Corporations from Emerging Economies: Evidence from China's Cross-border Merger and Acquisitions*

Peter Buckley, University of Leeds

Pei Yu, Wuhan University of Technology

Qing Liu, University of International Business and Economics Beijing

Surender Munjal, University of Leeds

Pan Tao, Shandong University of Finance and Economics

**Session 3.3.4 - Competitive** Time: 13:00-14:15  
Track: 12 - Institutional and Political Environment Room: Kamal

### Country-Level Institutions and Their Impact

Chair: Bo Bernhard Nielsen, University of Sydney

*Configuring an Innovative Society: A Dual Perspective of Cultural and Institutional Varieties*

Di Fan, Deakin University

Yi Li, Australian National University

Liang Chen, University of Leeds

*Institutions and the Strategic Choices of Multinational Enterprises*

Jin Uk Kim, University of Illinois at Urbana Champaign

*Host-Country Networks and Institutional Awareness*

Angelika Lindstrand, Stockholm School of Economics/Stanford University

Kent Eriksson, Stanford University

**Session 3.3.5 - Panel** Time: 13:00-14:15  
Special Session Room: Sitara

### New Perspectives on Foreign Cultures as Sources of New Knowledge for Individuals and Firm

Chair: Arie Lewin, Duke University

*Panelists:*

Arie Lewin, Duke University

Shige Makino, Chinese University of Hong Kong

Rosalie Tung, Simon Fraser University

**Session 3.3.6 - Competitive** Time: 13:00-14:15  
Track: 11 - Corporate Governance in IB Room: Nithya

### New Perspectives on Ownership Heterogeneity

Chair: Rakesh Sambharya, Rutgers University

*Ownership, Time Horizon and Corporate Social Responsibility around the World*

Jongmoo Jay Choi, Temple University

Jimi Kim, Temple University

*Do Expatriates, as MNE Parent-Foreign Subsidiary Governance Mechanisms, Really Impact Foreign Subsidiary Performance?*

Bassam E. Farah, American University of Beirut

Rida Elias, American University of Beirut

Paul W. Beamish, Western University

*Promoter Ownership and Performance in Publicly Listed Firms in India: Does Group Affiliation Matter?*

Ansgar Richter, University of Liverpool

Indrani Chakraborty, Institute of Development Studies Kolkata



**Session 3.3.7 - Panel** Time: 13:00-14:15  
Track: 13 - Economics, Finance and Accounting Room: Nidhi

### Three Decades of SAARC: Delayed Promises or Dashed Hope?

Chair: Mohammad Niamat Elahee, Quinnipiac University

**Panelists:**

Mohammad Niamat Elahee, Quinnipiac University  
Sumit Kumar Kundu, Florida International University  
Basu Sharma, University of New Brunswick-Fredericton

**Session 3.3.8 - Competitive** Time: 13:00-14:15  
Track: 2 - Entrepreneurship and New Ventures Room: Yatra

### Emerging Markets, Transnationality, and Inward-Outward Internationalization

Chair: Arpita Joardar, Clark University

*To Benefit or Not To Benefit? Examining the Duality of Foreignness and Entrepreneurial Orientation on Performance*

Arpita Joardar, Clark University  
Sibin Wu, University of Texas Pan American

*Social Ties, Venture Creation, and Home Country Entry by Transnational Entrepreneurs*

Sarika Pruthi, San Jose State University  
Mike Wright, Imperial College London

*Explaining the Degree and Scope of Internationalization of Russian New Ventures*

Irina Mihailova, Aalto University  
Igor Laine, Lappeenranta University of Technology  
Galina Shirokova, Saint Petersburg University

**Session 3.3.9 - Competitive** Time: 13:00-14:15  
Track: 14 - Research Methodology in IB (Special Track) Room: Surya

### Research Methods in IB

Chair: David Reeb, National University of Singapore

*MNC Structure, Complexity, and Performance: Insights from NK Methodology*

Sokol Celso, Suffolk University  
I. Kim Wang, Suffolk University  
James F. Nebus, Suffolk University

*The Efficacy of Formative versus Reflective Measures of Corporate Reputation: An Information Processing Approach*

James Agarwal, University of Calgary  
Oleksiy Osiyevskyy, Northeastern University

*(Mis)using Interaction terms in International Business*

David Reeb, National University of Singapore

**Session 3.3.10 - Interactive** Time: 13:00-14:15  
Track: 12 - Institutional and Political Environment Room: Royal Club Boardroom

### Government and Politics

Chair: Alice de Jonge, Monash University

*Minority State Ownership and Investment Risk Management in Mega-Projects Around the World*

Paul Martin Vaaler, University of Minnesota  
Barclay Edward James, Universidad San Francisco de Quito School of Business

*Governments and Businesses in the Context of International Competitiveness: An Analysis of the Role of Government Policies on Diversification of Exports of Brazilian Companies of Capital Goods*

Diego Bonaldo Coelho, ESPM  
Moacir Miranda Oliveira, University of São Paulo  
Felipe Borini, ESPM

*SOE Strategic Behavior When Entering Competitive Host Markets*

Birgitte Groggaard, University of Calgary  
Asmund Rygh, BI Norwegian Business School  
Gabriel R.G. Benito, BI Norwegian Business School

*Government Specific Advantage (GSA): An Extension of Ownership Advantages*

Dale Dejong, Florida International University  
Yue Zhao, Florida International University  
Lucas Wenger, Florida International University

*Strategies and Government Policies that Support Internationalization in Brazil: The National Financing System and the Role Played by BNDES*

Diego Bonaldo Coelho, ESPM  
Moacir Miranda Oliveira, University of São Paulo

*Militarization as an Institutional Context for Entrepreneurial Innovation*

Todd Masaru Inouye, University of Hawaii at Manoa

*Impact of Corruption on Competition in India: Which Partner Gets to Acquire the IJV?*

Shailen Kumar Dalbehera, Indian Institute of Management Bangalore

**Session 3.3.11 - Interactive** Time: 13:00-14:15  
Track: 11 - Corporate Governance in IB Room: Roshni

### Leveraging Social Responsibility for Competitive Success

Chair: Thomas Andre, Ecole Polytechnique

*Disasters that Never Were: What Helps Prevent CSR Failure in Offshore Outsourcing Relationships?*

Michael J Mol, Copenhagen Business School  
Kamel Mellahi, University of Warwick  
Sun Hye Lee, University of Warwick

*Gaining Competitive Advantage through Carbon Constrained Strategies: Evidence from Brazilian Energy Sector*

Monica Cavalcanti Sa de Abreu, Federal University of Ceara  
Ana Rita Pinheiro de Freitas, Federal University of Ceara  
Silvia Maria Dias Pedro Rebouças, Federal University of Ceara

*Social Risk and the Management of MNCs - From Risk Society to International Business Management*

Jacob Taarup-Esbensen, Copenhagen Business School

*New Approaches in Overcoming Liability of Foreignness: The Effects of Strategic Social Responsibility*

Jialiang Zhang, Renmin University of China  
Majid Ghorbani, Renmin University of China  
Weiguang Li, Renmin University of China  
Ziyang Liu, Renmin University of China

*How Do CEOs Perceive Business-Aligned CSR? Co-word Analysis of U.S., Korean and Japanese CEO Letters*

Youjin Baik, Yonsei University  
Soonkyoo Choe, Yonsei University  
Young-Ryeol Park, Yonsei University





**Session 3.3.12 - Interactive** Time: 13:00-14:15  
Track: 3 - HRM and Organizational Behavior Room: Dhvani

### Nurturing Global Talent

Chair: Dhara Shah, Griffith University

#### *Managing Talents in Nordic MNCs: The Impact of Socialization Mechanisms*

Violetta Khoreva, Hanken School of Economics  
Edyta Kostanek, Hanken School of Economics  
Maarten van Zalk, Orebro University

#### *An Employability Skill Assessment Framework for Indian Organizations*

Chithra Rema, Pondicherry University

#### *Corporate Social Initiatives and Employee Retention*

Christiane Bode, INSEAD  
Jasjit Singh, INSEAD  
Michelle Rogan, INSEAD

#### *The Influence of Talent Management Practices on Competitive Advantages in Emerging Market Firms: Evidence from Russian Companies*

Marina Latukha, St. Petersburg State University

#### *Change in China? Taking Stock of Blue Collars' Work Values*

Marina Schmitz, University of Goettingen

#### *On the Psychological Effects of Talent Status Self-Awareness among High-Potentials in MNCs*

Jennie Sumelius, Hanken School of Economics  
Mats Ehrnrooth, Hanken School of Economics  
Ingmar Bjorkman, Aalto University  
Kristiina Makela, Aalto University  
Adam Smale, University of Vaasa  
Susanna Taimitarha, Hanken School of Economics

#### *Training and Development in Talent Management Process: A Case Study in Turkey*

Berrin Guner, Rowan University  
Nevin Deniz, Marmara University  
Busra Ercokses, Yapi Kredi Bankasi

#### *Managing Yopatriates: A Longitudinal Study of Generation Y Expatriates in an Indian MNC*

Liza Howe-Walsh, University of Portsmouth  
Vijay Edward Pereira, University of Portsmouth  
Ashish Malik, Newcastle Business School

**Session 3.3.13 - Interactive** Time: 13:00-14:15  
Track: 9 - Emerging Economies and EE MNEs Room: Maya

### Networks and Business Groups

Chair: Gaurav Agrawal, ABV-Indian Institute of Information Technology and Management

#### *Do Business Group Affiliated Firms Benefit from Knowledge Sharing When They Go Abroad? The Moderating Role of Diversification*

Jiyoung Shin, Korea University  
Kihyun Kim, Korea University  
Youngwoo Lee, Korea University

#### *Role of Networks in Internationalization of Emerging Economy MNE*

Nivisha Singh, Indian Institute of Management Indore

#### *Friends in the Right Places: Non-Market Connections as Emerging Market Strategy*

Susan Feinberg, Temple University  
Laura Gasiorowski, Temple University  
Jun Ito, Temple University

#### *An Empirical Study of the Impact of Business Group and Product Market Characteristics on Performance Outcomes of Emerging Market Firms*

B. Elango, Illinois State University  
Chinmay Pattnaik, University of Sydney  
Jamie R. Wieland, Illinois State University

#### *Profit or Relation Matters for Internationalization? The Underlying Mechanism between Small World Network and Internationalization in an Emerging Economy*

Yingyu (Kerri) Chen, National Dong Hwa University  
Wen-Chiung Chou, Kainan University  
Chin-jung Luan, National Dong Hwa University

## TUESDAY, JUNE 30 - 14:15-14:30

Time: 14:15-14:30

### Break

Short break to facilitate transition between sessions. No refreshment service will be provided.

## TUESDAY, JUNE 30 - 14:30-15:45

**Session 3.4.1 - Panel** Time: 14:30-15:45  
Track: 11 - Corporate Governance in IB Room: Grand Ballroom

### Macro-Institutional Change, Corporate Governance and Investment in Emerging Economies: Implications for International Business Research and Practice

Chair: Tailan Chi, University of Kansas

#### Panelists:

Anju Seth, Virginia Tech University  
Tailan Chi, University of Kansas  
Ruth Aguilera, Northeastern University  
Luis Alfonso Dau, Northeastern University

**Session 3.4.2 - Competitive** Time: 14:30-15:45  
Track: 12 - Institutional and Political Environment Room: Jamawar

### The Impact of International Politics and International Institutions

Chair: Michael A. Sartor, Queen's School of Business

#### *Who Cares about Diplomacy? Location Choice by Multinational Enterprises*

Klaus Meyer, CEIBS  
Jing Li, Simon Fraser University  
Yuan Ding, CEIBS  
Hua Zhang, CEIBS



*Does Arbitration Reduce Diplomatic Pressure in Investment Disputes?*

Srividya Jandhyala, ESSEC Business School  
Geoffrey Gertz, University of Oxford  
Lauge N. Skovgaard Poulsen, University College London

*Effects of Deinstitutionalization: Evidence from the Indian Textile Industry*

Raveendra Chittoor, Indian School of Business  
Preet Aulakh, York University  
Oana Branzei, Ivey Business School Western University

**B** *Does Institutional Distance Still Matter? Industry Standards and Global Sourcing Location Choices*

Stephan Manning, University of Massachusetts Boston  
Marcus M. Larsen, Copenhagen Business School

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### Session 3.4.3 - Competitive

Time: 14:30-15:45

Track: 1 - People and Careers

Room: Diya

### Cultural Diversity, Cultural Identity, and Performance

Chair: Paul N. Gooderham, Norwegian School of Economics

*Not All Diversity Is the Same: A Comparative Study of the Effects of Diversity in Global Virtual Teams*

Vasyl Taras, University of North Carolina at Greensboro  
Daniel Baack, University of Denver  
Douglas Dow, University of Melbourne  
Alfredo Jimenez, University of Burgos  
Peter Magnusson, University of Alabama

*The Integration of Cultural Identity Negotiation Theory into Cross-Cultural Organizational Justice Theory: A Qualitative Study*

Joerg Bueechl, Tuebingen University  
Markus Pudelko, Tuebingen University

*Crossing Geographic and Organizational Boundaries: A Study of Executives' Access to Help*

Stewart R. Miller, University of Texas-San Antonio  
Marie Louise Mors, Copenhagen Business School  
Michael McDonald, University of Texas-San Antonio

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### Session 3.4.4 - Competitive

Time: 14:30-15:45

Track: 2 - Entrepreneurship and New Ventures

Room: Kamal

### From International New Ventures to Micromultinationals: Theoretical and Empirical Considerations

Chair: Tony Fang, Stockholm University

*Essential Knowledge Sources for Micromultinationals: A Phenomenographic Approach*

Maria-Cristina Stoian, Brunel University London  
Pavlos Dimitratos, University of Glasgow

*Accelerated Small Firm Multinationalization: Studying Born Micromultinationals via Multiple Theoretical Lenses*

Heini Vanninen, Lappeenranta University of Technology  
Olli Kuivalainen, Lappeenranta University of Technology  
Luciano Ciravegna, King's College London

**B** *How Do International New Ventures Create "Valuable" Social Capital? A Local and Global Networking Activities Perspective*

Karl S.R. Warner, Edinburgh Napier University  
Marian V. Jones, University of Glasgow

*Networking and a Tandem Approach to Foreign Market Entry Decision-Making*

Sylvie K. Chetty, University of Otago  
Mitra Etemaddar, University of Otago

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### Session 3.4.5 - Competitive

Time: 14:30-15:45

Track: 9 - Emerging Economies and EE MNEs

Room: Sitara

### EMNCs and FDI

Chair: Vikas Kumar, University of Sydney

*Licking the Dirt to Rise and Shine: EMNCs Path to Competitive Advantage*

Tanvi Kothari, San Jose State University  
Masaaki Kotabe, Temple University

*FDI Indirect Spillover in Emerging Economies: The Role of Government*

Afonso Fleury, Universidade de Sao Paulo  
Taotao Chen, Tsinghua University  
Maria Tereza Fleury, Fundacao Getulio Vargas  
Xiao Chen, Tsinghua University  
Liu Shichang, Tsinghua University  
Carlos Eduardo Aveline, Fundacao Getulio Vargas

*Post Financial Crisis Catch-Up Strategies in Emerging Market MNEs: A Comparative Analysis of Strategic Asset Seeking FDI in the United States*

John Anderson, University of Northern Iowa  
Dylan Sutherland, Durham University  
Peter Hertenstein, Cambridge University

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### Session 3.4.6 - Competitive

Time: 14:30-15:45

Track: 8 - Strategy, M&As and Competitiveness

Room: Nithya

### Dealing with Cross National Institutional Differences

Chair: Laura Gasiorowski, Temple University

*The Effect of Political Connections on International Expansion Strategy: Evidence from French Firms, 2003-2012*

Joao Albino Pimentel, HEC Paris

**B** *(How) Do Economic Governance and Location Choices (Jointly) Affect Performance?*

Michael Leiblein, Ohio State University  
Kiran Awate, Ohio State University

*Internationalization-Performance Relationship: The Moderating Roles of State and Foreign Ownership*

Gabriel R.G. Benito, BI Norwegian Business School  
Asmund Rygh, BI Norwegian Business School  
Randi Lunnan, BI Norwegian Business School

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### Session 3.4.7 - Competitive

Time: 14:30-15:45

Track: 15 - Teaching IB (Special Track)

Room: Nidhi

### IB Course Content and Teaching Innovations

Chair: Shirley Daniel, University of Hawaii at Manoa

*International Business and Accounting Practices: A Course Overview*

Victoria Krivogorsky, San Diego state University  
Mark Ballam, San Diego State University

*Autoethnographic Case Study Research for the Multicultural Classroom on a Masters and MBA Level*

Ebru Ipek, Simon Fraser University



*International Internship for Business Education: An Experiment to Observe Creation of Trust*  
Haruo H. Horaguchi, Hosei University  
Yasushi Kodama, Hosei University  
Seiki Yukimoto, Kanagawa University

**Session 3.4.8 - Competitive** Time: 14:30-15:45  
Track: 3 - HRM and Organizational Behavior Room: Yatra

### Overcoming Challenges of Transitions and Change

Chair: Vijay Edward Pereira, University of Portsmouth

*What factors shape organisational culture of MNEs' subsidiaries? Subsidiary acculturation and its antecedents*  
Innan Sasaki, University of Turku  
Katsuhiko Yoshikawa, London School of Economics and Political Science

*Social Ties, Social Capital and Managing Transnational Ventures in the Home Country*  
Sarika Pruthi, San Jose State University  
Mike Wright, Imperial College London

*Repatriation Outcomes Affecting Corporate ROI: A Critical Assessment and Agenda for Future Research*  
Anika Breitenmoser, University of Hamburg  
Benjamin Bader, Leuphana University of Lüneburg

**B** *Economic Distance, Local Managers' Competence, and Localization of Foreign Subsidiaries*  
Naoki Ando, Hosei University

**Session 3.4.9 - Special Session** Time: 14:30-15:45  
Special Session Room: Surya

### Special Session of AJBS Best Papers

Chair: Carol Reade, San Jose State University

The Association of Japanese Business Studies (AJBS) travels with AIB and meets on the day before the AIB conference. This session includes the best papers presented at this year's AJBS conference, studying the Japanese business system and its economic, social and cultural environment.

*Profitability and Competitiveness of U.S. and Japanese Defense Contractors: Implications for IB Research*  
Tanya Andrea Peacock, Army-Baylor University  
Kiyohiko Ito, University of Hawaii at Manoa  
Kazuhiro Asakawa, Keio University

*Subsidiary Initiative for Transfer of Headquarters' Strategic Practice: A Case Study in Japanese ICT Company's Finnish Subsidiary*  
Naoto Nadayama, University of Otago

*Roles of Japanese MNEs' Subsidiaries for National Innovation Systems in the South East Asian Countries*  
Chie Iguchi, Keio University

*Discrimination and Turnover of Self-Initiated Expatriates in Asia*  
Fabian Jintae Froese, University of Goettingen  
Anna Katharina Hildisch, University of Goettingen  
Soo Min Toh, University of Toronto

**Session 3.4.10 - Interactive** Time: 14:30-15:45  
Track: 13 - Economics, Finance and Accounting Room: Royal Club Boardroom

### Development, Institutions and Finance

Chair: Serkan Akguc, King Abdulaziz University

*Understanding the International Trade-Corruption Linkage: Panel Data Findings from 145 countries*  
Deepraj Mukherjee, Kent State University  
Debmalya Mukherjee, University of Akron

*The Impact of the Global Financial Crisis on Corporate Valuation in Mexico*  
Robert Grosse, American University of Sharjah  
Diana Bustani, Sintec

*Firm Level Internal Corporate Governance and Foreign Exchange Exposure: New Evidence from an Emerging Market*  
Ekta Sikarwar, Indian Institute of Management Indore  
Ganesh Kumar Nidugala, Indian Institute of Management Indore

*Intellectual Property Rights and Innovation: A Panel Analysis*  
Nikolaos Papageorgiadis, University of Liverpool  
Abhijit Sharma, University of Bradford

*IFRS Convergence: Evidence of Accounting Quality*  
Erick Rading Outa, Strathmore Business School

*The Impact of Country Risk on Financing FDI in Developing Countries*  
Thomas Lindner, WU Vienna  
Jakob Muellner, WU Vienna  
Jonas Puck, WU Vienna

**Session 3.4.11 - Interactive** Time: 14:30-15:45  
Track: 12 - Institutional and Political Environment Room: Roshni

### Domestic Institutions and Varieties of Capitalism

Chair: Ivan Montiel, Loyola Marymount University

*Chinese Distinct Form of Capitalism*  
Rui Torres Oliveira, Manchester Business School

*The Erosion of 'Japaneseness' in the Japanese Business System: The Fukushima Accident as Catalyst for International Collaboration*  
Camilla Nellemann, Rikkyo University  
Miguel Matos Torres, University of Aveiro

*The Influence of Institutional Development on R&D Investment, Internationalization and Performance of Emerging Market Firms*  
Sreevas Sahasranamam, Indian Institute of Management Kozhikode  
Saptarshi Purkayastha, Indian Institute of Management Calcutta  
Somnath Lahiri, Illinois State University

*Role of Institutional Context in Diversification-Performance Relationship: A Meta-Analysis*  
Monika Schommer, EBS Business School  
Amit Karna, Indian Institute of Management Ahmedabad  
Ansgar Richter, University of Liverpool

*Going Abroad? Deciding Factors for Foreign Banks Investing in Africa*  
Kweku Adams, University of Calgary  
Yaw A. Debrah, Swansea University



*Institutions, e-Governance and Competitiveness: A Study of Asian Countries*

Hernan Roxas, Deakin University  
Doren Chadee, Deakin University  
Alfred Presbitero, Deakin University

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**Session 3.4.12 - Interactive**

Time: 14:30-15:45

Track: 2 - Entrepreneurship and New Ventures

Room: Dhvani

**Towards a Theory and Practice of Micromultinationals**

Chair: Amanda Bullough, University of Delaware

*The Born Global Phenomenon: Flat World Enablers and Spiky World Levelers*

Marleen McCormick, Butler University  
Deepak Somaya, University of Illinois at Urbana-Champaign

*Antecedents and Organizational Learning in International New Ventures*

Teemu Kalevi Johannes Tuomisalo, Jyväskylä University

*Revisiting the Entrepreneurship-Subsidiary Initiative Relationship: A Contingency Model of Cognition*

Ming-Chang Huang, Providence University  
Hsiang-Lin Cheng, National Chung Cheng University

*Managerial Ties, Trust and Cooperation in Exporters: The Case of Taiwanese Small Trading Firms*

Hui Yun Chiu, National Chengchi University  
Chwo Ming Yu, National Chengchi University

*How Do Born Global Firms Overcome Resource Constraints? Niche Marketing Strategies of a Micro-Multinational Brand*

Sonya H. Wen, Tamkang University  
Yen Hung Chiu, University of Bath

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**Session 3.4.13 - Interactive**

Time: 14:30-15:45

Track: 1 - People and Careers

Room: Maya

**Cross-Cultural Differences in International Business**

Chair: Charles Edward Stevens, Lehigh University

*Peer Behavior, Workplace Happiness and Purchasing Social Responsibility: A Comparative Study between Taiwan and China*

Yi-Hui Ho, Chang Jung Christian University  
Chieh-Yu Lin, Chang Jung Christian University

*Guanxi, Renqing and Justice Theory in the Great China Area: Conceptual Frameworks and Empirical Evidences*

Lung-Tan Lu, Fo Guang University

*The Role of Sequences of Interactions on Cross-Cultural Inter-Team and Intra-Team Negotiations*

Cheryl Dowie, Manchester Business School  
Claudio De Mattos, Manchester Business School  
Oscar De Bruijn, Manchester Business School

*Taking a Hit To Save The World: Employee Participation in Social Initiatives*

Christiane Bode, INSEAD  
Jasjit Singh, INSEAD

*International Mergers & Acquisitions: Empirical Evidence for Challenges to Global Talent Management*

Cordula Barzantny, Toulouse Business School  
Magali Larquey, Toulouse Business School

*Reflecting Embeddedness - The Role of Identification for SIEs Organizational Integration*

Barbara Agha-Alikhani, University of Passau  
Andreas Landes, University of Passau

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**TUESDAY, JUNE 30 - 15:45-16:15**

Time: 15:45-16:15  
Room: Royal Ballroom

**Coffee Break**

Refreshments will be provided for conference participants at the Grand Ballroom and Royal Ballroom Foyers.

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**TUESDAY, JUNE 30 - 16:15-17:45**

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**Session 3.5 - Plenary**

Time: 16:15-17:45

Special Session

Room: Grand Ballroom

**AIB Awards Ceremony and Business Meeting**

The session will start with the announcement of the winners for the various conference awards including the Buckley and Casson Dissertation Award, AIB/Temple Best Paper Award, and the Rugman Most Promising Scholar Prize.

Then, the business meeting will feature a presentation for the 2016 AIB Meeting in New Orleans and a review of the state of AIB and JIBS.

The floor will then be open for questions and comments from the membership.

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**TUESDAY, JUNE 30 - 17:45-19:00**

Time: 17:45-19:00  
Room: Diva Terrace

**AIB Awards/Farewell Reception**

The 2015 AIB Annual Meeting will come to a close with a reception immediately following the AIB General Business Meeting. The reception will take place at the Second Floor Terrace.

☛ *The Awards/Farewell Reception is sponsored by Palgrave Macmillan, publishers of JIBS, in recognition of all the winners of the various awards being given out at AIB 2015.*



## A

- Aberg, Susanne; *Uppsala University, Sweden* (susanne.berg@fek.uu.se): 3.2.8
- Abreu, Monica Cavalcanti Sa de; *Federal University of Ceara, Brazil* (mabreu.ufc@gmail.com): 3.3.11
- Adams, Kweku; *University of Calgary, Canada* (kweku.adams@haskayne.ucalgary.ca): 3.4.11
- Adbi, Arzi; *INSEAD, Singapore* (arzi.adbi@insead.edu): 3.2.7
- Ado, Abdoukadre; *Laval University, Canada* (abdoukadre.ado.1@ulaval.ca): 1.5.9
- Agarwal, James; *University of Calgary, Canada* (james.agarwal@haskayne.ucalgary.ca): 3.3.9
- Aggarwal, Raj; *University of Akron, USA* (aggarwa@uakron.edu): 2.4.6
- Agha-Alikhani, Barbara; *University of Passau, Germany* (barbara.gha-alikhani@uni-passau.de): 1.3.8, 3.4.13
- Agrawal, Gaurav; *ABV-Indian Institute of Information Technology and Management, India* (drgauravagrawal@gmail.com): 2.5.13, 3.3.13
- Aguilera, Ruth; *Northeastern University, USA* (r.aguilera@neu.edu): 0.2, 1.4.3, 2.1.5, 2.3.5, 3.4.1
- Ahamed, A.F.M Jalal; *Binus Business School, Indonesia* (ajalal@binus.edu): 3.1.11
- Aharoni, Yair; *Tel Aviv University, Israel* (prof.yairah@gmail.com): 1.05
- Ahi, Ali; *Lappeenranta University of Technology, Iran* (mohamadali.ahi@lut.fi): 2.5.4
- Ahsan, Faisal; *Indian Institute of Management Lucknow, India* (fpm12005@iiml.ac.in): 2.5.4, 3.1.10
- Aichhorn, Nathalie; *WU Vienna, Austria* (nathalie.aichhorn@wu.ac.at): 2.3.9
- Ajwani, Raji; *Symbiosis Centre for Management, India* (raji.ajwani@gmail.com): 3.2.12
- Akguc, Serkan; *King Abdulaziz University, Saudi Arabia* (sakguc@kau.edu.sa): 1.3.13, 3.4.10
- Akter, Shaheen; *TMCD, ODID, University of Oxford, United Kingdom* (shaheen.akter@qeh.ox.ac.uk): 2.5.4
- Al Radadi, Ahmed; *Florida International University, USA* (a\_radadi@hotmail.com): 1.1.9
- Alaganandam, Padmaja; *PricewaterhouseCoopers Pvt. Ltd., India* (padmaja.alaganandan@in.pwc.com): 1.4.7
- Alas, Ruth; *Estonian Business School, Estonia* (ruth.alas@ebs.ee): 2.4.4
- Albertoni, Filippo; *Politecnico di Milano, Italy* (filippo.albertoni@polimi.it): 2.4.12
- Albino Pimentel, Joao; *HEC Paris, France* (joao.albino-pimentel@hec.edu): 1.1.5, 3.4.6
- Alford, Bruce; *Louisiana Tech University, USA* (balford@latech.edu): 1.5.13
- Ali, Salman Siddeeqe; *Indian Institute of Management Ahmedabad, India* (salman@iimahd.ernet.in): 3.2.5
- Ali-Yrkkö, Jyrki; *Research Institute of the Finnish Economy, Finland* (jyrki.ali-yrkko@etla.fi): 2.5.2
- Alon, Ilan; *Rollins College, USA* (ialon@rollins.edu): 1.5.11
- Alshumaimeri, Ahmed A.; *King Saud University, Saudi Arabia* (alshum@ksu.edu.sa): 2.2.4
- Altuntas, Gultekin; *Istanbul University, Turkey* (altuntas@istanbul.edu.tr): 1.4.11
- Ambos, Björn; *University of St. Gallen, Switzerland* (bjoern.ambos@unisg.ch): 1.5.4, 2.2.3
- Amponsah, Christian Tabi; *Skyline University, United Arab Emirates* (christabi@hotmail.com): 2.2.4
- An, Younghoon; *Yonsei University, Korea, South* (danyville@yonsei.ac.kr): 3.2.11
- Anand, Jaideep; *Ohio State University, USA* (anand.18@osu.edu): 1.3.2
- Anbumozhi, Venkatachalam; *Economic Research Institute for ASEAN and East Asia (ERIA), Indonesia* (v.anbumozhi@eria.org): 1.1.2
- Anderson, John; *University of Northern Iowa, USA* (john.r.anderson@uni.edu): 3.4.5
- Ando, Naoki; *Hosei University, Japan* (nando@hosei.ac.jp): 1.1.12, 3.4.8
- Andre, Thomas; *Ecole Polytechnique, France* (thomas.andre@polytechnique.edu): 1.1.12, 2.4.5, 3.3.11
- Andrews, Lynda; *Queensland University of Technology, Australia* (l.andrews@qut.edu.au): 2.4.13
- Angulo-Ruiz, Fernando; *MacEwan University, Canada* (fernando.angulorui@macewan.ca): 1.4.11
- Annavarjula, Madan; *Bryant University, USA* (mannavar@bryant.edu): 2.5.12
- Antolin-Lopez, Raquel; *University of Almeria, Spain* (ral252@ual.es): 2.4.5
- Arif, Azam; *Universiti Utara, Malaysia, Malaysia* (azam\_arif@uum.edu.my): 2.5.11
- Arora, Soma; *Institute of Management Technology, India* (sarora98@hotmail.com): 2.2.11, 3.1.6
- Arvate, Paulo Roberto; *FGV-EAESP, Brazil* (paulo.arvate@fgv.br): 3.1.10
- Asakawa, Kazuhiro; *Keio University, Japan* (asakawa@kbs.keio.ac.jp): 0.2, 0.5, 2.3.2, 3.1.4, 3.2.2, 3.4.9
- Ascani, Andrea; *London School of Economics, United Kingdom* (a.ascani@lse.ac.uk): 1.5.3
- Ashok, Revathy; *Iris Consulting, India* (revathy@gmail.com): 1.4.7
- Asmussen, Christian; *Copenhagen Business School, Denmark* (cga.smg@cbs.dk): 2.4.12
- Aulakh, Preet; *York University, Canada* (paulakh@schulich.yorku.ca): 0.3, 0.4, 1.3.1, 3.4.2
- Ault, Joshua K; *University of Victoria, Canada* (jault@uvic.ca): 1.4.11
- Autio, Erko; *Imperial College, United Kingdom* (erkko.autio@imperial.ac.uk): 2.1.1
- Aveline, Carlos Eduardo; *Fundacao Getulio Vargas, Brazil* (cbd8594@hotmail.com): 3.4.5
- Awasthi, Kshitij; *Indian Institute of Management Bangalore, India* (kshitijawasthi@yahoo.co.in): 2.2.10
- Awasthy, Richa; *International Management Institute, India* (richa@imi.edu): 2.3.10
- Awate, Kiran; *Ohio State University, USA* (awate.3@buckeyemail.osu.edu): 2.1.12, 3.4.6
- Awate, Snehal Suyash; *Indian School of Business, India* (snehal\_awate@isb.edu): 2.1.3, 2.4.1, 2.5.2, 3.3.3
- Ayyagari, Meghana; *George Washington University, USA* (ayyagari@gwu.edu): 1.1.5

## B

- Baack, Daniel; *University of Denver, USA* (dbaack@du.edu): 2.2.3, 3.4.3
- Bader, Benjamin; *Leuphana University of Lüneburg, Germany* (benjamin.bader@leuphana.de): 1.1.9, 1.3.12, 3.4.8
- Baik, Youjin; *Yonsei University, Korea, South* (youjin.baik@gmail.com): 3.3.11
- Bailey, Anastasia Veronica; *Ohio State University, USA* (bailey.833@fisher.osu.edu): 2.2.12
- Balachandran, Sarath; *University of Pennsylvania, USA* (sarath.bc87@gmail.com): 1.5.9
- Balasubramanian, Bala N; *Indian Institute of Management Ahmedabad, India* (bala4391@gmail.com): 2.2.10
- Baldauf, Artur; *University of Bern, Switzerland* (baldauf@imu.unibe.ch): 3.2.4
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The exhibits are located in the Royal Ballroom and are open between 9:00am to 5:00pm, June 28-30. AIB would like to thank all of our exhibitors for participating at this year's conference (in alphabetical order):

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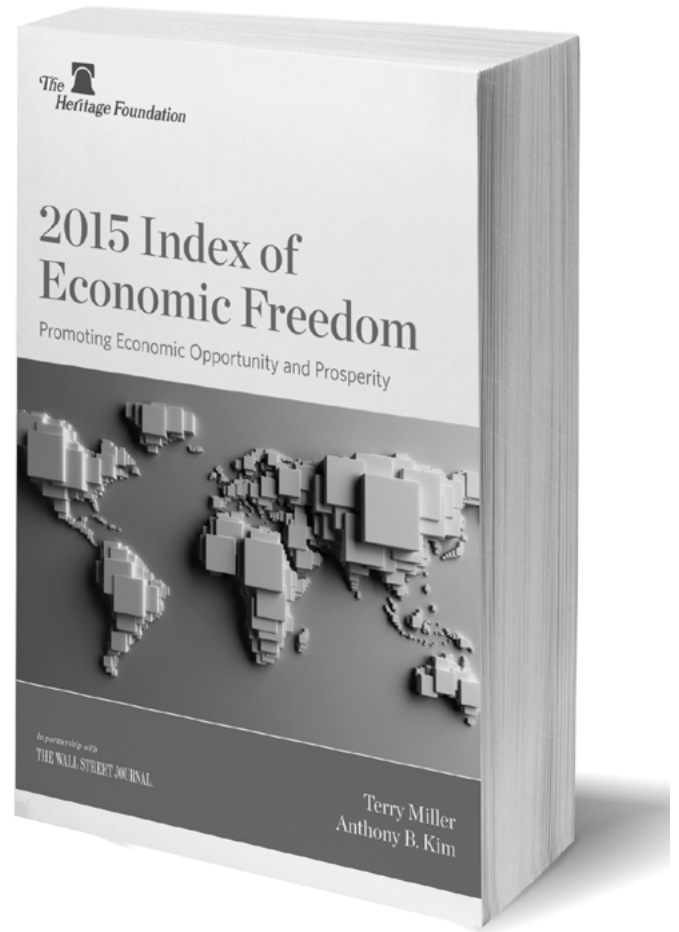
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**AIB US-West Chapter Meeting**

October 22-24, 2015  
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**AIB US-Northeast Chapter Meeting**

October 22-24, 2015  
Boston, Massachusetts, USA

**AIB Special Conference**

October 30-31, 2015  
Milan, Italy



Look for Call for Papers on page 96.

**AIB US-Southeast Chapter Meeting**

November 12-14, 2015  
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**AIB Latin America Chapter Meeting**

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**AIB US-Midwest Chapter Meeting**

April 13-15, 2016  
Chicago, IL, USA

**AIB 2016 Annual Meeting**

June 27-30, 2016  
New Orleans, Louisiana, USA



Look for Call for Papers on page 98.



# AIB mini-conference Bocconi University, Milan, Italy

October 30-31, 2015

***Breaking up the global value chain:  
Possibilities and consequences***

## CALL FOR PROPOSALS

### Keynote speakers:

*Juan Alcacer, Harvard Business School  
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***Deadline for submission of extended abstract: September 1st 2015  
(conference website: <http://valuechain.unibocconi.eu>)***

Technological and institutional changes have increasingly enabled companies to reconfigure their global value chain and combine the benefits arising from specialization with location advantages. As a consequence, knowledge-intensive activities have been typically centralized in the home country or offshored to other advanced economies, while manufacturing and other more standardized activities have been offshored to emerging countries mainly to exploit cost advantages (Mudambi, 2007; Contractor et al., 2010). However, recent developments are challenging this traditional separation between advanced and emerging economies as host of knowledge- and production-intensive activities, respectively.

Within this context, recent research has started to emphasize the role of intraorganizational relationships and linkages among the different parts of the value chain. In particular, innovative and productive activities are affected by strong interdependencies and complementarities (Berry, 2014), and for some companies the co-location of R&D and manufacturing is critical for development and innovation (Alcacer and Delgado, 2014). Hence, the loss of manufacturing capabilities might also imply the reduction of innovation competencies (Pisano and Shih, 2012). The increasing awareness of these interdependencies explains the recent incentives from policy makers in advanced countries that aim to promote their manufacturing activities. These issues pose major challenges for scholars working not only in the field of International Business, but also in areas such as Economic Geography, Operations and Supply Chain Management and International Economics.



**Papers are invited for the topics listed below.** Papers in other related areas are welcome as well.

- What are the consequences of breaking up the global value chain and which possibilities is this offering?
- Under what conditions is it beneficial to keep the different business activities in the same location rather than splitting and decentralize them across companies and countries' boundaries? What are the organizational challenges?
- What are the benefits and costs associated with offshoring? Are there any hidden costs of offshoring? Who is benefitting from offshoring? Is it society at large, customers, employees? What are spill-over effects of offshoring?
- What are the macro-economic and institutional conditions explaining the new international fragmentation and geographical dispersion of the value chains? How has the relevance of location factors changed and affected the new era of offshoring and back-shoring phenomena?
- What are the challenges for policy makers? What can be done in order to promote manufacturing activities in advanced countries?



### Submission guidelines

Participants who wish to present their research at the conference are invited to submit an **extended abstract not exceeding 1,000 words** through the conference website no later than **September 1, 2015**. At least one author must register for the conference. If more than one author presents the paper, each presenter must register. Further submission guidelines can be found at the conference website <http://valuechain.unibocconi.eu> or by writing to [valuechain@unibocconi.it](mailto:valuechain@unibocconi.it). Notification of paper acceptance will be communicated by September 14, 2015.

### Timeline

September 1, 2015: Extended abstract submission

September 14, 2015: Acceptance decision

September 28, 2015: Early registration deadline for conference





**Academy of International Business  
2016 Annual Conference  
June 27-30, 2016  
New Orleans, Louisiana, USA**



**CALL FOR PAPERS**

**The Locus of Innovation  
In the Globally Integrated Enterprise**

*"We are at an inflection point, with public and private institutions around the world being disrupted. Global integration, which is driving this disruption, is the new playing field, and innovation is the way to win this game."*

Samuel J. Palmisano, former Chairman, IBM, *Rethink: A Path to the Future*, 2014

Program Chair: **Charles Dhanaraj, IMD, Switzerland (Charles.dhanaraj@imd.org)**  
Submission Deadline: **January 15, 2016**

The multinational enterprise (MNE) remains a central unit of analysis for international business (IB) scholars, as it represents "the most remarkable economic phenomena in the post-war period." Yet how these MNEs have evolved over time remains a puzzle. With economic activities of the MNE crisscrossing the globe, some see the MNEs evolving into a "globally integrated enterprise." Others stress the persisting imbalances across the countries and focus on the barriers to global integration. AIB invites you to explore this puzzle, to help us understand to what extent, and how, MNEs are leveraging global integration while simultaneously exploiting the differences.

Nowhere has the impact of such global integration felt stronger than in the arena of innovation — R&D and related activities. Mega investments in R&D by MNEs such as GE, Siemens, IBM, and others in emerging markets have been routinely reported in the business press. These make radical departure from the evolution of the MNE as the early IB scholars envisioned. Do these trends pose a challenge to the west? Are we seeing the directionality of the global flow of innovations being reversed? It is time to bring together our findings to get a better picture of the evolution of innovation within MNEs.





Innovation is the cornerstone of competitive advantage for MNEs. The slowing economic growth is forcing corporate leaders to innovate their way out of crisis and stagnation. MNEs from emerging markets infuse competitive vigor with their emphasis on frugality are stretching the scope of innovation itself beyond technology to new business models. How do these dynamics shape the way MNEs disperse and orchestrate their global innovation?



Such 'global integration' of innovative activities must entail knowledge sharing across different geographies, which may follow different rules of social interactions. It would also demand connecting "rule-driven behavior" in some places with "entrepreneurial behavior" in others. How can we effectively link such international knowledge pipelines? What may ease or hamper such connectivity across different locations and across different governance structures? What sort of global leaders are needed to manage this global integration?



The global integration approach to the MNEs also recognizes explicitly the role of entrepreneurship, and the hybrid organizational arrangements that MNEs have in many host countries. IB scholarship has a strong knowledge base on new venture internationalization. In recent years a critical body of literature is emerging that focuses on the linkages between the MNEs, new ventures, and industrial clusters to shed light on this innovation ecology. How do we move beyond the local knowledge spillover to the globally interconnected knowledge flows? Are MNEs critical pipelines to this innovation ecosystem?

Global integration offers significant scope in scaling social innovations. Social problems are intensely local. Be it poverty alleviation, education, drinking water, health or job creation, the issues are strongly embedded in the locale. However, in recent years non-profit organizations such as Gates Foundation, have demonstrated how to connect these local problems, develop global solutions, and apply them in a customized manner to each locale. How do we leverage concepts such as Porter's "Shared Value" to create global solutions to local problems?

Policy is central to innovation and the global flow of knowledge. IB scholars have a unique vantage point from which they can see multiple policy regimes. With their ability to link data across geographies, they can contribute to richer observations and more robust theories. How do we refine the contours of the innovation policy regime designed for the legacy years? Are some of the global integration ideas applicable to policy innovation? What policy initiatives are needed to advance the effectiveness of the MNEs to deliver social value?

The AIB 2016 at New Orleans will give us an opportunity to explore these questions on the future of innovation and MNEs. Let the meeting of minds unleash new thinking on making global integration work, and the role of innovation within these globally integrated enterprises.

What better a place than New Orleans, which stands as a symbol of transformation, having moved from almost total destruction in the wake of Hurricane Katrina to a vibrant entrepreneurial economic center that you will experience when you arrive here! Lets explore innovation, in an innovative way, along with peers drawn from around the globe. See you in New Orleans!



**NOTES**

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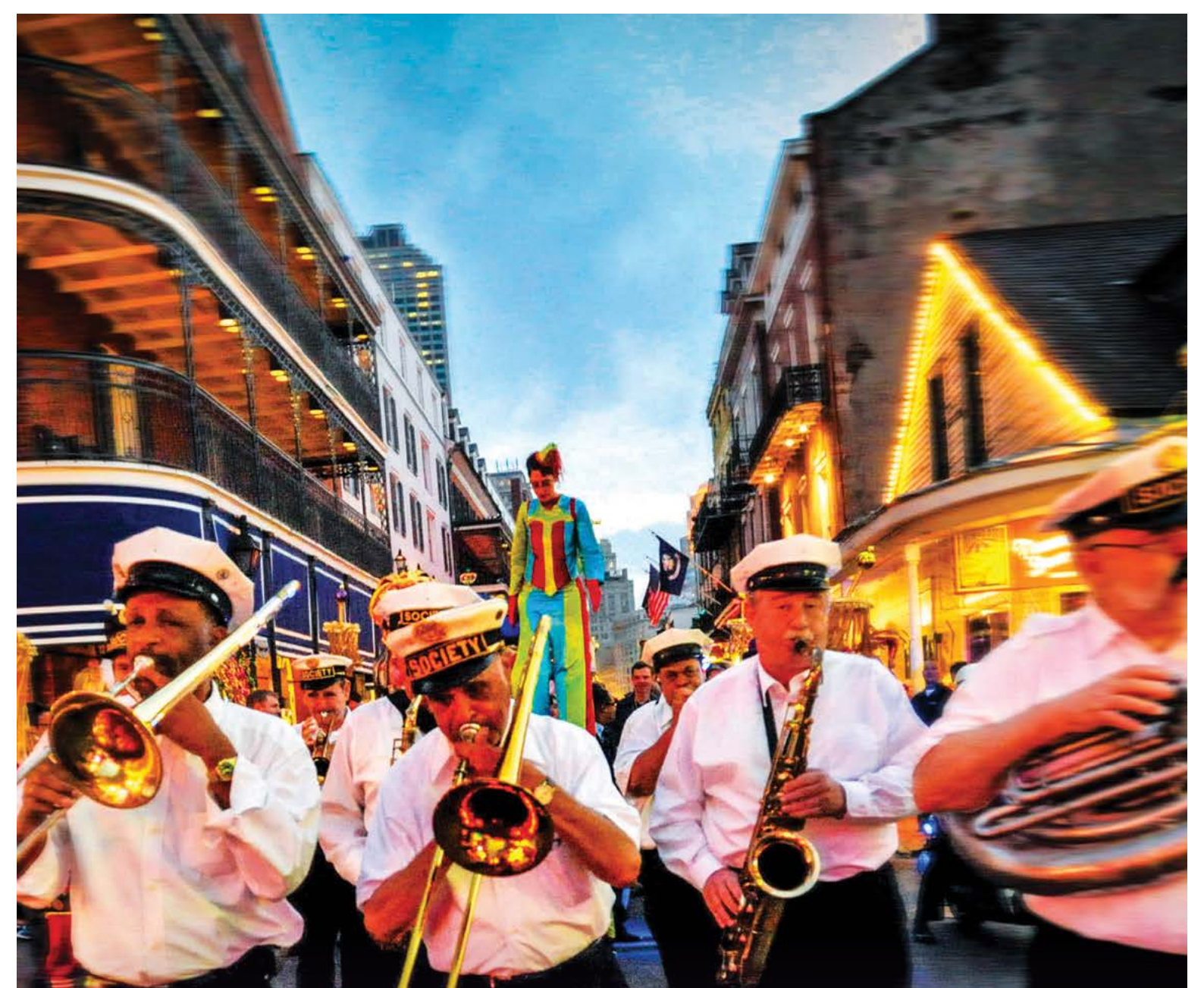
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