What happens to international new ventures beyond the start-up phase? The evidence from Finnish software companies

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European International Business Academy (EIBA)
38th Annual Conference

University of Sussex, Brighton, United Kingdom
December 7-9th 2012

International Business and Sustainable Development

Provisional Conference Programme
(updated 28 October 2012)
THURSDAY 6 DECEMBER 2012
COST-EIBA Doctoral Think Tank (0830 – 1700)

Emerging Markets and their Corporate Players:
Significance and Impact

Chairs:
Lucia Piscitello (Politecnico di Milano)
& Danny Van Den Bulcke (University of Antwerp)

Faculty:
Helena Barnard (Pretoria University)
Filip De Beule (University of Leuven)
Jaya Prakash Pradhan (Central University of Gujarat)
FRIDAY 7 DECEMBER 2012
John H. Dunning Doctoral Tutorial (0830 – 1700)

Chairs:
Jean-François Hennart (Tilburg University) & Rebecca Piekkari (Aalto University)

FRIDAY 7 DECEMBER 2012
EIBA Doctoral Symposium (1400 - 1630)

Chairs:
Jeremy Clegg (University of Leeds) & Ödül Bozkurt (University of Sussex)
Featuring a talk by Virginia Thorp (Palgrave) on Publishing your Ph.D Thesis

FRIDAY 7 DECEMBER 2012
Welcome Address (1700 – 1730)

EIBA Chair: Peter Buckley (University of Leeds)
EIBA President: Roger Strange (University of Sussex)

Opening Plenary Session I (1730 – 1900)

John Humphrey & Hubert Schmitz (University of Sussex)
The Global Green Economy: a Value Chain Perspective

Chair: Rob van Tulder (Rotterdam School of Management)
SATURDAY 8 DECEMBER 2012
Session A (0900 - 1030)

***************************************************************************
Session A1: Competitive
Track: International Business and Sustainable Development
Date & time: Saturday 8 December (0900 - 1030)
Room:

MNEs and Environmental Regulation
Chair:

*Environmental regulations and multinational corporations' foreign market entry investments (#80)*
  Chang Hoon Oh & Jorge Rivera

*The clean development mechanism and technology transfer to China (#175)*
  Francesca Sanna-Randaccio & Daniela Marconi

*Framework for green supply chain integration with the usage of ISO 14001 environmental management system (#472)*
  Tomasz Surmacs & Barbara Fura

***************************************************************************
Session A2: Competitive
Track: Multinationals from Emerging Markets
Date & time: Saturday 8 December (0900 - 1030)
Room:

Foreign Direct Investment by EMNEs
Chair:

*Determinants of international acquisitions: the case of Tata (#72)*
  Laura Rienda, Enrique Claver & Diego Quer

*How IB theory explains greenfield or acquisition by Chinese MNEs (#134)*
  Ziyi Wei

*Acquisitions of companies and acquisitions of knowledge: do emerging and advanced multinational companies strategic behaviors differ? (#499)*
  Stefano Elia, Lucia Piscitello & Filip De Beule

*Why do firms use public support during their internationalization process? A country-level perspective (#725)*
  Miguel Matos Torres & Francisco Figueira de Lemos

***************************************************************************
Session A3: Competitive
FDI Theory
Chair:

Is ownership advantage a necessary condition for the emergence of the MNE? (#48)
Niron Hashai & Peter Buckley

Re-thinking internationalization theory (#704)
Douglas Dow & Lawrence Welch

International business strategy: a supply chain perspective (#16)
Mark Casson & Nigel Wadeson

Is the impact of corporate nationality socially constructed? (#149)
Yvonne Sefrin, Stefan Eckert, Arkadiusz Ral-Trebacz & Georg Trautnitz

***************************************************************************

Session A4: Competitive
Track: Supply Chain Strategies, Offshoring and Outsourcing
Date & time: Saturday 8 December (0900 - 1030)
Room:

Global Production and Sourcing Strategies
Chair:

The evolving geography of production hubs across East Asia (#133)
Gabriele Suder, Peter Liesch, Satoshi Inomata, Irina Mihailova (Jormanainen)
& Bo Meng

Imports, intra-firm trade and productivity: evidence from Spanish manufacturing firms (#399)
Carlos Bellido & Marisa Ramirez

Using value chain analysis to explore the internationalisation process of modular product manufacturer: an emerging country perspective (#576)
Rasha Rezk & Jagjit Srai

***************************************************************************

Session A5: Competitive
Track: SMEs, Entrepreneurship and Innovation
Date & time: Saturday 8 December (0900 - 1030)
Room:

Entrepreneurial Decision-making
Chair:

Experiential framing and reasoning in internationalization: a conceptual exploration of cognitive alternatives to rationality (#738)
    Marian Jones & Lucrezia Casulli

Strategic decision making of a born global: a comparative study from three small open economies (#162)
    Sami Saarenketo, Niina Nummela, Paivi Jokela & Sharon Loane

Strategic decision-making during the internationalisation of SMEs: an analysis from the individual cognitive perspective (#639)
    Jörg Hruby

Internationalization and effectuation: explaining entrepreneurial decision-making in uncertain international environments (#183)
    Igor Kalinic, Saras Sarasvathy & Cipriano Forza

Session A6:  Competitive
Track:  Knowledge Management and Technology Transfer
Date & time:  Saturday 8 December (0900 - 1030)
Room:  R&D and Technology Spillovers

Chair:

Environment and FDI technology spillovers: does velocity matter? (#350)
    Yoo Jung Ha & Axèle Giroud

Spillovers from foreign direct investment: the closer, the stronger? (#664)
    Thi Song Hanh Pham & Thang Tran

Some practical remarks on internet application in the global knowledge and technology transfer (#549)
    Marcin Gryczka

Session A7:  Competitive
Track:  International HRM and Cross-Cultural Issues
Date & time:  Saturday 8 December (0900 - 1030)
Room:  Expatriate Performance

Chair:

Perceived organizational support and expatriate performance: understanding the mediating role of work adjustment and affective commitment (#613)
Norifumi Kawai & Roger Strange

Are total reward practices interpreted the same among expatriates? The case of assigned and self-initiated expatriates (#326)
Christelle Tornikoski, Alexandra Gerbasi & Conny Herbert Antoni

Understanding expatriates satisfaction (#89)
Susana Costa e Silva, Paulo Duarte & Silvia Ferraz

Moderating effects of age and experience on the relationship between emotional intelligence and cross-cultural adjustment of expatriates (#375)
Alexei Koveshnikov, Heidi Wechtler & Cecile Dejoux

Session A8: Competitive
Track: International Marketing
Date & time: Saturday 8 December (0900 - 1030)
Room:

On-line Entrepreneurship and Marketing
Chair:

Global online entrepreneurship after fifteen years of research: a review of the empirical literature (#18)
Anna Morgan-Thomas

Online customer reviews and willingness to purchase: brand trust as a mediating variable (#29)
Vincent Cheng, Jo Rhodes & Peter Lok

The new luxury goods and the Portuguese fashion industry (#572)
Fernanda Pargana Ilhêu & Dulce Ferreira

Session A9: Competitive
Track: International Marketing
Date & time: Saturday 8 December (0900 - 1030)
Room:

Marketing Strategies
Chair:

To what degree should firms standardize or adapt their product strategies across countries? New empirical results based on the strategic fit approach (#19)
Stefan Schmid & Thomas Kotulla

Business is pleasure and pleasure in business: a study of how Swedish managers build and sustain personal and business ties during firms’ market entry into Russia (#231)
Martin Johanson, Pao Kao, Olga Nilsson & Aron Thyr
Psychic distance, organizational innovation and firm performance (#124)
Goudarz Azar & Rian Drogendijk

Export assistance: a literature review and challenges for future research (#697)
Flavia de Holanda Schmidt, Jorge Forreira da Silva & Jorge Carneiro

Session A10: Competitive
Track: Corporate Governance and Corporate Social Responsibility
Date & time: Saturday 8 December (0900 - 1030)
Room:

Corporate Governance
Chair:

Corporate board internationalization and the dark side of language diversity (#515)
Lars Oxelheim, Rebecca Piekkari & Trond Randoy

Domestic firms strategic responses to government corruption (#178)
Sungjin Hong, Seung-Hyun Lee & Mike Peng

Equity culture development in Central and Eastern Europe: the role of institutional and managerial factors (#655)
Zita Stone, Fragkiskos Filippaios & Carmen Ralu Stoian

Corporate governance devices in French parent companies: an analysis by fuzzy set methods (#642)
Konan Anderson Seny Kan

Session A11: Interactive
Track: International Business and Sustainable Development
Date & time: Saturday 8 December (0900 - 1030)
Room:

The Private Sector and Sustainable Development
Chair:

Public or private foreign funds to spur sustainable human development? Regional differences between Asia and Africa (#392)
Sonia Couprie & Magdalena Godek-Brunel

Sustainable water management: the role of the private sector (#135)
Esa Juhani Stenberg

Comparison of foreign and domestic firms' economic, social and environmental performance between 1999 and 2009 in Hungary (#303)
Annamaria Ónodi
Session A12: Interactive Track: IB Theory and International Economics Date & time: Saturday 8 December (0900 - 1030) Room:

IB Reviews and Future Research Agendas
Chair:

Some new aspects of the international business theory and international economy (#78)
Zdzislaw Walenty Puslecki

Real options theory in the strategic management literature: a review (#185)
Edith Ipsmiller & Desislava Dikova

International business research: understanding past paths to design future research directions (#479)
Manuel Portugal Ferreira, Nuno Rosa Reis, Martinho Ribeiro Almeida & Fernando Ribeiro Serra

Different perspectives on internationalization: half a century of research in the top international business journals (#524)
Joao Carvalhos Santos, Hortensia Karl Barandas, Francisco Vitorino Martins & Manuel Portugal Ferreira

China inward FDI and exports to EU: an exploratory research based on bibliometric method (#554)
Kristina Makalengva & Eurico Brilhante Dias

Determinant factors in the internationalization of knowledge-intensive services in a peripheral area (#482)
Marta Muñoz-Guarasa & Encarnación Moral-Pajares

Session A13: Interactive Track: SMEs, Entrepreneurship and Innovation Date & time: Saturday 8 December (0900 - 1030) Room:

Capabilities in SME Internationalization
Chair:

The international opportunity exploitation of transnational entrepreneurial firms: a conceptual framework (#128)
Pavlos Dimitratos & Chen Li
Reputation perception in the small business (SMEs) context: empirical evidence from Poland (#259)
   Tomasz Potocki & Bogdan Wierzbinski

Exploring the relationship between entrepreneurial orientation and export intensity: a process view (#414)
   Joaquin Alegre & Anabel Fernandez-Mesa

International learning capabilities in firm internationalization: examining the role of experiential knowledge (#594)
   Niklas Åkerman

Organizational capabilities dimensions: evidence from Brazilian SMEs (#621)
   Juciara Nunes Alcantara, Cristina Lelis Leal Calegario, Karim Marini Thome & Gabriel Rodrigo Gomes Pessanha

The role of capabilities in international opportunity identification and enactment process of small and medium enterprises (#651)
   Khandker Md Nahin Mamun

Session A14: Interactive Track: SMEs, Entrepreneurship and Innovation
Date & time: Saturday 8 December (0900 - 1030)
Room:

Learning from the Experience of Internationalization
Chair:

Learning by exporting and its spillovers: evidence from Poland (#120)
   Ewa Minska-Strusik

How to become industry standard? The international development of a data solution platform in car parts business (#143)
   Maria Elo

What happens to international new ventures beyond the start-up phase? The evidence from Finnish software companies (#272)
   Romeo Turcan & Anita Juho

International market resistance to innovative service-focused business models: insights from the service dominant logic (#551)
   Joerg Freiling, Sven Laudien & Kathrin Dressel

Which is the role of the numerical flexibility on the family firm learning-by-exporting capability? (#555)
   Joaquin Monreal
Knowledge flow in industry-university relations: a comparison between the Netherlands and Brazil (#691)
Gustavo Dalmarco, Paulo Zawislak, Willem Hulsink & Flavio Brambilla

Session A15: Interactive
Track: MNE Strategy and Organization
Date & time: Saturday 8 December (0900 - 1030)
Room:

Entry and Ownership Modes
Chair:

Collaborative organizational learning as an aid to accelerated internationalization: the rise of multinational firm distributors c.1920-1960 (#147)
Peter Miskell

Establishment mode strategy of multinational enterprises in China: evidence from Nordic manufacturing investment (#355)
Yi Wang & Jorma Larimo

The role of environmental uncertainty and managerial perception in ownership mode adjustment (#665)
Xia Han & Dorota Piaskowska

Resource augmenting entry modes and international experience: an extension from knowledge based view (#713)
Cristina Villar, José Pla-Barber & Fidel León-Darder

A revised framework on post-entry mode choice: not only institutions matter (#84)
Hua Ye & Shuo-shuo Xu

Training for internationalization through domestic geographical dispersion: the case of emerging market business groups (#269)
Grazia Santangelo & Tamara Stucchi

The Benefits of Alliances
Chair:

Gaining technological leadership: empirical evidence from high-tech firms originating in the Far East (#88)
Mario Glowik & Sarah Maria Bruhs
The effects of country- and firm-level interactions on knowledge acquisition within international strategic alliances (#129)
Mia Hsiao-Wen Ho

Competitive advantage in business networks: evidence from the health care equipment industry (#169)
Sarah Maria Bruhs, Mario Glowik & Slawomir Smyczek

Knowledge management and knowledge sharing in international joint ventures (#317)
Jeong-Yang Park & Simon Harris

What is guanxi anyway? From faux amis to strategic clarity (#535)
Wenyao Zhao

Being unfaithful or staying true to its mission: how an NGO can influence its supporters’ perceptions when it collaborates with firms (#552)
Nicco Graf & Franz Rothlauf

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SATURDAY 8 DECEMBER 2012
Plenary Session II (1100 – 1230)

Paul Beamish (University of Western Ontario)
Joint Ventures and Strategic Alliances: Theory and Practice
A Quarter Century of Contributions by Paul Beamish

Chair: Danny Van Den Bulcke
SATURDAY 8 DECEMBER 2012
Session B (1430 - 1600)

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Session B1: Panel
Date & time: Saturday 8 December 2012 (1430 - 1600)
Room:

UNCTAD/IDS Panel: Private Governance of Global Value Chains

Chair: John Humphrey (University of Sussex)

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Session B2: Panel
Date & time: Saturday 8 December 2012 (1430 - 1600)
Room:

Critical Perspectives on the International New Venture Literature

Chair: Pavlos Dimitratos (University of Glasgow)
Panellists: Alan Rugman (University of Reading) & Paloma Almodovar (Complutense University of Madrid & Henley Business School): ‘The performance of INVs.’
Marian Jones (University of Glasgow): ‘INVs: What we know, what we think we know, and what we don’t.’
Tamar Almor (The College of Management Academic Studies): ‘Maturing INVs.’
Peter Liesch (University of Queensland): ‘Thinking differently about INVs.’
Pavlos Dimitratos (University of Glasgow): ‘Concluding remarks.’

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Session B3: Competitive
Track: International Business and Sustainable Development
Date & time: Saturday 8 December (1430 - 1600)
Room:

Collaboration in Environmental/Energy Projects

Chair:

The role of business-NGO relations in social innovation: call for a process outlook (#279)
Anna Ljung & Anna Bengtson

MNC and the concept of multiple embeddedness: a case study of MNC-NGO collaboration in saving the Baltic Sea (#580)
Asta Salmi, Tiina Ritvala & Per Andersson
European energy security, renewables, and the Russian factor (#669)
Anatoly Zhuplev

Regionalization strategies of EU electric utilities (#679)
Johan Lindeque, Ans Kolk & Daniel van den Buuse

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Session B5: Competitive
Track: Multinationals from Emerging Markets
Date & time: Saturday 8 December (1430 - 1600)
Room:

Outward FDI from the Asia-Pacific
Chair:

Shifting motives of China's outward FDI: a panel analysis of resource intensifying, complementing, and developing (#47)
Pervez Ghauri, Hua Zhu & Tariq Malik

The rise of the new Chinese innovation giants and the resultant implications for the global competitive order (#138)
Grahame Fallon, Shaowei He, Jelena Vukicevic, Richard Sanders & Peter Lawrence

Small and medium-sized firms from Asia-Pacific: information and communication technologies (ICTs) as drivers of globalisation (#529)
Thomas Borghoff

Chinese firms' internationalisation: a review and future research topic (#547)
Wensong Bai & Martin Johanson

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Session B6: Competitive
Track: Supply Chair Strategies, Offshoring and Outsourcing
Date & time: Saturday 8 December (1430 - 1600)
Room:

Offshoring and Outsourcing in R&D and Business Services
Chair:

Is sharing suppliers with competitors good for innovative performance? The case of R&D services outsourcing (#443)
Andrea Martinez-Noya & Esteban Garcia-Canal

The international division of labour in knowledge production: the impact of R&D offshoring on firm performance (#618)
Lorena D’Agostino, Keld Laursen & Grazia Santangelo

Organization adaptation and learning in offshoring (#722)
Marcus Møller Larsen & Torben Pedersen

Determinants of greenfield foreign direct investment in business services (#370)
Martin Falk

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Session B7:  Competitive
Track: International Finance and Accounting
Date & time: Saturday 8 December (1430 - 1600)
Room:

Capital Structure and Financial Performance
Chair:

Capital structure of foreign direct investments: a transaction cost analysis (#60)
Asmund Rygh & Gabriel Benito

Regional influences on the equity share ownership of foreign partners in international joint ventures (#91)
Michael Bowe, Sougand Golesorkhi & Mo Yamin

Market determinants of voluntary disclosure of macroeconomic effects on corporate performance (#59)
Lars Oxelheim & Marcus Thorsheim

Determinants of financial performance in India: a study of BSE 500 index companies (#736)
Monica Singhania

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Session B8:  Competitive
Track: International HRM and Cross-Cultural Issues
Date & time: Saturday 8 December (1430 - 1600)
Room:

Managing Human Resources
Chair:

Psychological career mobility and person-language fit at the workplace: a conceptual approach (#539)
Maria Jarlstrom, Rebecca Piekkari & Tiina Jokinen

Basking in reflected glory' - psychic distance formation as a social comparison process (#530)
Anja Maria Schuster & Björn Ambos

Exploring the factors influencing the negotiation process in cross-border M&A (#728)
Mohammad Faisal Ahammad, Keith Glaister, Cary Cooper, Shlomo Tarba & Yipeng Liu
Managing human and institutional resources within the changing Indian business landscape: opportunities for the pharmaceutical industry in India (#413)
Surender Munjal & Vijay Pereira

Session B9: Competitive
Track: MNE Strategy and Organization
Date & time: Saturday 8 December (1430 - 1600)
Room:

Contemporary Challenges for International Business Strategy
Chair:

Foreign direct investment in high-risk environments: an historical perspective (#480)
Teresa da Silva Lopes & Mark Casson

An evaluation of matrix structure in today’s MNEs (#201)
William Egelhoff & Joachim Wolf

Challenges of international management on the dawn of the 21st Century (#734)
Jean-Paul Lemaire, Ulrike Mayrhofer & Eric Milliot

Cultural attractiveness in international business (#383)
Chengguang Li & Felix Brodbeck

Session B10: Competitive
Track: MNE Strategy and Organization
Date & time: Saturday 8 December (1430 - 1600)
Room:

Multinationality and Performance
Chair:

The contribution of additional cultural distance to firm performance: an organizational learning perspective (#227)
Hannah Richta & Michael-Jörg Oesterle

Export spillovers: opening the black box (#14)
Eliane Choquette & Philipp Meinen

Relationship between entry mode and location factors in foreign direct investment (#592)
Jorge Fleta & María Ramírez Alesón

Necessary, sufficient or redundant? On the role of country-specific legal institutions and firm-specific tangible assets for the valuation impact of corporate nationality (#688)
Stefan Eckert, Marcus Dittfeld & Florian Meinfelder

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**Session B11:** Competitive
**Track:** Subsidiary Strategies and HQ-Subsidiary Relations
**Date & time:** Saturday 8 December (1430 - 1600)
**Room:**

**Subsidiary Innovation**

**Chair:**

*Are headquarters good parents? Headquarters’ influence on subsidiary level innovation processes* (#22)
  Francesco Ciabuschi, Mats Forsgren & Oscar Martín Martín

*The impact on decision-making autonomy on subsidiary innovation: theory and evidence from Central and Eastern European countries* (#28)
  Dut Van Vo, Sjoerd Beugelsdijk & Gjalt de Jong

*Capability upgrading through innovation strategies and integration in GIN: dynamics of how MNEs enhance global competitiveness through emerging markets strategies* (#684)
  Vandana Ujjual, Pari Patel & Nick Von Tunzelmann

*Patterns and paths of German factories production and innovation strategies in China* (#255)
  Steffen Kinkel

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**Session B12:** Competitive
**Track:** Corporate Governance and Corporate Social Responsibility
**Date & time:** Saturday 8 December (1430 - 1600)
**Room:**

**Responsible Governance**

**Chair:**

*Was the Norwegian gender quota law necessary? The insiders resistance* (#131)
  Reidar Oystein Strom

*Environmental disclosure of the French largest industrial companies from 2005 to 2012: a content analysis* (#6)
  Elisabeth Albertini

*Re-theorizing the firm: in pursuit of well-being and social justice* (#685)
  Ganesh Nathan

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**Session B13:** Interactive
**Track:** Multinationals from Emerging Markets
**Date & time:** Saturday 8 December (1430 - 1600)
**Room:**
Foreign Market Entry

Chair:

*Greenfield investments of Turkish multinationals, 2003-2011 (#43)*
  Caner Bakir

*The non obsolescence of the obsolescing bargaining model in emerging markets: liberalization, emerging market MNEs and the bargaining constraints faced by flagship MNEs (#720)*
  Kalindi Maheshwari & Mo Yamin

*The rise of Brazilian EMNEs revealed through cross-border acquisitions: the impact of past experience on future M&A activity (#492)*
  Namik Kalajdzisalihovic & Desislava Dikova

*Indian acquisitions in Europe (#707)*
  Filip De Beule

*Foreign market entry in turbulent countries: extending the perceived environmental uncertainty 2 measure (#280)*
  Ernesto Tapia Moore

*Choices over levels of exports in two primary goods: a Brazil-Argentina competition game for USA-Germany destinations (#232)*
  Augusto Marcos Carvalho de Sena

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Session B14: Interactive Track: International HRM and Cross-Cultural Issues
Date & time: Saturday 8 December (1430 - 1600)
Room:

Language and Cross-Cultural Issues

Chair:

*Educating for stakeholder dialogues in transition economies: a principles based approach (#20)*
  Roland Bardy & Maurizio Massaro

*Regional cultural differences within European countries: evidence from multi-country surveys (#45)*
  Urbas Varblane, Anneli Kaasa & Maaja Vadi

*Conflict management in multilingual communities: emerged behavioural actions from language (#66)*
  Chi-Yun Chavi Chen & Fawaz AlHussan
Language barrier solutions in MNCs (#297)
Nathalie Aichhorn

Managing cross-cultural negotiations in the current Northern Iraq IB environment (#318)
Tobias Blechschmidt & Sabina Jaeger

Session B15: Interactive
Track: International Marketing
Date & time: Saturday 8 December (1430 - 1600)
Room:

International Marketing
Chair:

Organic food consumer behaviour in Brazil: a qualitative study (#5)
Danilo de Oliveira Sampaio & Marlusa Gosling

A study of generation ethnic effects on country of origin (#451)
Connie Chang & Yu-Hsu Sean Hsu

The impact of country image on quality assessment of foreign products: the moderating role of the nationality of the consumer (#557)
Camila Costa, Jorge Carneiro & Rafael Goldszmidt

The effect of geographical location on export-import intensity and overall performance: a study of SMEs in the Swedish furniture industry (#653)
Zsuzsanna Vincse, Johan Svensson & Håkan Boter

Balancing the internationalization process of a multinational corporation expanding into China: the case of acting ambidextrously (#681)
Henrik Dellestrand, Rian Drogendijk, Mikael Eriksson & Ulf Holm

Session B16: Interactive
Track: Networks and Alliances
Date & time: Saturday 8 December (1430 - 1600)
Room:

The Experiences of Alliances and IJVs
Chair:

Internationalization explained as community building effort: moving beyond networks (#347)
Petr Berdyshev & Peter Zellinig

Contribution of social sector organizations in socially entrepreneurial behaviour of multinational corporations (#467)
Misagh Tasavori, Reza Zaefarian & Teck Yong Eng
Environment factors and survival of IJV: the case of Mediterranean region (#617)
Dorra Triki & Emna Moalla

Psychic effect and managing of international acquisition by emerging MNCs in advanced economies (#638)
Le Huu Nguyen & Jorma Larimo

Antecedents and consequences of relational capabilities: a study of MNE subsidiaries in Thai manufacturing sector (#690)
Rapeeporn Rungsithong, Klaus Meyer & Anthony Roach

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SATURDAY 8 DECEMBER 2012
Session C (1630 - 1800)

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Session C1: Panel
Date & time: Saturday 8 December 2012 (1630 -1800)
Room:

Meet the Editors

Chair: Roger Strange (University of Sussex)
Panellists: John Cantwell (Editor-in-Chief, Journal of International Business Studies)
Roberto di Pietra (Editor-in-Chief, Journal of Management and Governance)
Pervez Ghauri (Editor, International Business Review)
Peter Liesch (Editor, Journal of World Business)
Joachim Wolf (Editor-in-Chief, Management International Review)

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Session C2: Panel
Date & time: Saturday 8 December 2012 (1630 -1800)
Room:

Emerging Market Multinationals in Advanced Countries:
Internationalization and Innovation

Chair: Filip De Beule (University of Leuven)
Panellists: Helena Barnard (University of Pretoria)
Lourdes Casanova (Cornell University)
Jaya Prakash Pradhan (Central University of Gujarat)
Ying Zhang (Rotterdam School of Management)

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Session C3: Competitive
Track: SMEs, Entrepreneurship and Innovation
Date & time: Saturday 8 December (1630 - 1800)
Room:

SME Global and Regional Strategies
Chair:

Regional and global exporting of Italian SMEs (#386)
Alfredo D’Angelo, Antonio Majocchi & Trevor Buck

Resource differences between born global and born regional firms: evidence from Canadian small and medium sized manufacturers 1997-2004 (#58)
Sui Sui, Zhihao Yu & Matthias Baum
The performance of international new ventures: does global orientation matter? (#506)
Daniele Cerrato & Mariacristina Piva

International supply chain management: an emergent perspective on internationalization (#525)
Thomas Borghoff

Session C4: Competitive
Track: Knowledge Management and Technology Transfer
Date & time: Saturday 8 December (1630 - 1800)
Room:

R&D Internationalization
Chair:

Consequences of global R&D portfolios for MNE performance (#346)
Mario Kafouros, Niron Hashai & Chengqi Wang

Changing patterns of R&D relocation activities: before and within the economic crisis (#257)
Steffen Kinkel

Institutional quality and R&D internationalization (#662)
Isabel Alvarez, Raquel Marin & Sara Ballesteros

How CEOs use knowledge to foster dynamic capabilities: the mediating role of knowledge based capital (#261)
Maika Spilke & Malte Brettel

Session C5: Competitive
Track: International Finance and Accounting
Date & time: Saturday 8 December (1630 - 1800)
Room:

International Banks
Chair:

Financial reform and bank efficiency: a multi-country analysis (#585)
Niels Hermes & Aljar Meesters

EU bank performance: the role of labour regulation (#721)
Emmanuel Mamatzakis & Anastasia Koutsomanoli-Filippaki

Ratings assignments: lessons from international banks (#741)
Gugielmo Maria Caporale, Roman Matousek & Chris Stewart

Session C6: Competitive
Track: International HRM and Cross-Cultural Issues
Date & time: Saturday 8 December (1630 - 1800)
Room:

**Human Resources and Performance**

**Chair:**

The impact of HR flexibility on knowledge transfer in international mergers and acquisitions (#729)
    Riikka Sarala, Cary Cooper & Shlomo Tarba

Effects of personal characteristics on organizational commitment: evidence from Brazil’s oil and gas industry (#40)
    Mônica Cavalcanti Sá Abreu, Maria Cristiane Cunha & Silvia Maria Pedro Rebouças

Organizational identification in MNE subsidiaries: a multi-level study (#74)
    Adam Smale, Ingmar Bjorkman, Mats Ehrnrooth, Kristiina Makela & Jennie Sumelius

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Session C7: Competitive
Track: MNE Strategy and Organization
Date & time: Saturday 8 December (1630 - 1800)
Room:

**The Internationalization Process**

**Chair:**

The measurement of internationalization (#310)
    Sandra Seno-Alday

What do inward-outward linkages in the internationalization process mean for export survival? (#13)
    Eliane Choquette

Multinational firms investing into Ireland: an analysis of the software & IT and financial services sectors (#372)
    Fragkiskos Filippaios & Fatima Annan-Diab

Mining firms are not just internationalized for natural resources: the motives of Chinese mining SOEs and POEs (#309)
    Monica Ren & Robert Jack

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Session C8: Competitive
Track: Networks and Alliances
Date & time: Saturday 8 December (1630 - 1800)
Room:
Business Networks
Chair:

Managing institutional impediments through business networks (#121)
Angelika Lindstrand, Kent Eriksson & Nurgul Ozbeck

Inter-firm networks and the forces to a leading position in the knowledge network (#330)
Mei Ho & Even Liu

Global networks in the high-tech industry: structural holes and R&D performance (#687)
Susanne Scherer, Gregor Binder, Jonas Puck & Mario Glowik

How open do MNCs need to be to extract value in open innovation? (#184)
Christopher Williams & Jaap Vossen

Session C9: Competitive
Track: Subsidiary Strategies and HQ-Subsidiary Relations
Date & time: Saturday 8 December (1630 - 1800)
Room:

Subsidiary Networks
Chair:

The strategic management of external networks: factor market concentration’s impact on subsidiary external embeddedness (#130)
Grazia Santangelo & Ulf Andersson

Stakeholder networks, subsidiary performance, and the efficiency of subsidiary political strategies (#468)
Stefan Heidenreich, Jonas Puck & Igor Filatotchev

Effects of business networks including socio-political actors on subsidiary strategy processes: the case of Western MNC subsidiaries in emerging economies (#631)
Cecilia Pahlberg & Anna Ljung

Autonomy, network relationships and the performance of subsidiaries in competitive city regions: the case of Denmark (#668)
Frank McDonald, Heinz Tüselmann, Andreas Stephan, Jens Gammelgaard & Christoph Dörrenbächer

Session C10: Competitive
Track: IB Research Methodology and Teaching
Date & time: Saturday 8 December (1630 - 1800)
Room:

New IB Research Practices and Methodologies
Chair:

Towards new conceptualizations of organizational control: outlining a discourse analysis study of managers' talk in a cross-border acquisition (#12)
Laura Erkkila

The case study in family business: a review of research practice (#95)
Emmanuella Plakoyiannaki, Tanja Kontinen & Arto Ojala

Cross cultural rhetorical strategies to publish in international management academic publications (#603)
Jorge Fleta & Fang Pan

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Session C12: Interactive
Track: Knowledge Management and Technology Transfer
Date & time: Saturday 8 December (1630 - 1800)
Room:

Knowledge Management and Innovation
Chair:

Different governance mechanisms, different benefits: knowledge sharing in international professional service firms (#132)
Ragnhild Kvålshaugen & Sverre Tomassen

The role of foreign subsidiaries in internationalization and innovative activity in Poland: the results from CIS 2008 (#166)
Szymon Truskolaski & Justyna Majewska

China's intellectual property environment and risk evaluation for foreign companies (#322)
Qing Cao

How dynamic capabilities improve the ability of firms to perform better during institutional transitions (#712)
Asta Pundziene, Solveiga Buozuote, Margarita Pilkiene & Sarunas Nedzinskas

Organizational attractiveness of emerging market multinational corporations in Europe and the United States (#159)
Terry Alkire

Business model and role of accelerators in creating start-up firm: case of American and European accelerators (#645)
Diala Kabbara

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Session C13: Interactive
Track: International Finance and Accounting
Date & time: Saturday 8 December (1630 - 1800)
Room:

International Finance
Chair:

Determinants for political risk insurance of direct investments in emerging markets (#10)
Omar Penna Moreira Filho & Richard Saito

ADRs and their effect on the capital structure of listed firms: evidence from Brazil (#700)
Felipe Flores Martins, Jeferson Lana, Wlamir Goncalves Xavier, Rosilene Marcon & Rodrigo Bandeira-de-Mello

Financial needs of international firms (#730)
Federica Sist

Impact of dividend policy on shareholders’ wealth: a study of select Indian companies (#735)
Monica Singhania

Cross-border mergers and acquisitions: an analysis of Chinese market reaction (#666)
Aysun Ficici, Bulent Aybar, Bo Fan & Lingling Wan

Overseas stock market reactions to the internationalization of emerging market firms: the effects of corporate governance on shareholder value creation (#710)
Lutao Ning, Jing-Ming Kuo & Roger Strange

Session C14: Interactive
Track: Knowledge Management and Technology Transfer
Date & time: Saturday 8 December (1630 - 1800)
Room:

FDI and Host Economies
Chair:

The dark side of dynamic capabilities: on foreign operation mode flexibility and cost-benefit tradeoffs (#661)
Bent Petersen, Gabriel Benito & Lawrence Welch

A model for FDI in mature economies: the case of Japan (#251)
Remy Magnier-Watanabe & Jean-Paul Lemaire

Inward investment in a transition economy: characteristics and performance over the last ten years (#643)
Laura Haar, Nicolae Marinescu & Cristinel Constantin

Cluster dynamics and the MNEs role in cluster development (#79)
Zsuzsanna Vincze & Peter Zettinig
Facilitating the conception and execution of innovation strategies within the MNC: the role of knowledge governance mechanisms (#675)
Karin Jensen

Session C15: Interactive
Track: Networks and Alliances
Date & time: Saturday 8 December (1630 - 1800)
Room:

Trust and Social Capital
Chair:

Beyond cronyism: in pursuit of deep trust (#321)
Antony Drew, Anton Kriz, Byron Keating & Christopher Rowley

Control mechanisms and trust between complementary and substitutive effects: an empirical investigation on international strategic alliance (#654)
Marina Vignola & Bernardo Balboni

Developing "we-ness" with others: collective identity work in international collaborations (#177)
Ying Zhang & Chris Huxham

The influence of social capital on business performance: an analysis in Brazilian small firm networks (#278)
Douglas Wegner, Clara Koetz, Eduardo de Oliveira Wilk & Antonio Domingos Padula

Co-location, social capital and the internationalization process of Basque MNCs through country-of-origin industrial agglomeration in China (#465)
Berrbizne Urzelai & Jinmin Wang

Employees as entrepreneurs: social capital and opportunity recognition (#656)
Sebastian Schorch & Alexandra Gerbasi

Session C16: Interactive
Track: Subsidiary Strategies and HQ-Subsidiary Relations
Date & time: Saturday 8 December (1630 - 1800)
Room:

Subsidiary Strategies
Chair:

Informal governance and its impact on transactional uncertainty of transnational corporations: the case of social relatedness (#157)
Kim-Leong Chung, Joerg Freiling & Sven Laudien
The individual network position’s effect on subsidiary initiative acceptance (#602)
   Anna Strutzenberger

Subsidiary identity construction: managing boundaries, distinctiveness and relationships (#637)
   Helene Colman, Inger Stensaker & Birgitte Grogaard

The role of subsidiary identity and organisational identification in the co-construction of MNE subsidiary mandates (#652)
   Eva Alfoldi, Jeremy Clegg & Sara McGaughey

A dual-sided transaction costs perspective on IJV partnerships (#699)
   Alexander Wisgickl, Markus Hoedl & Jonas Puck

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SUNDAY 9 DECEMBER 2012
Session D (0900 - 1030)

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Session D1: Competitive
Track: International Business and Sustainable Development
Date & time: Sunday 9 December (0900 - 1030)
Room:

Corporate Social Responsibility & Human Rights
Chair:

Human rights due diligence in global value chains (#249)
Sarianna Lundan & Peter Muchlinski

Global business and society: exploring CSR adoption and human rights abuses by large corporations (#385)
Elisa Giuliani & Davide Fiaschi

CSR and the multinational corporation: a case study of embedding a social mission (#650)
Jacqueline Mees-Buss & Catherine Welch

Determinants potentially motivating CSR activities in MNC subsidiaries: a stakeholder perspective (#740)
Byung Il Park & Pervez Ghauri

***************************************************************************
Session D2: Competitive
Track: IB Theory and International Economics
Date & time: Sunday 9 December (0900 - 1030)
Room:

The Location of FDI
Chair:

The FDI location decision: modelling conceptions of distance (#119)
Graham Cookson, Frédéric Blanc-Brude, Jenifer Piesse & Roger Strange

How different are emerging market MNEs: a comparative study of location choice (#262)
Klaus Meyer & Saul Estrin

Regional location-specific drivers for the post-entry subsidiary development: empirical evidence from a transition economy (#96)
Christine Holmström Lind, Agnieszka Chidlow, Ulf Holm & Heinz Tüselmann

Motives of location of FDI companies in Poland: the case of Lodz region (#416)
Tomasz Dorozynski & Wojciech Urbaniak

***************************************************************************
Session D3: Competitive Track: SMEs, Entrepreneurship and Innovation Date & time: Sunday 9 December (0900 - 1030) Room:

The Influence of SME Dynamic Capabilities
Chair:

*Dynamic capabilities for internationalization: from market entry to sustainable internationalization (#635)*
Margaret Fletcher, Simon Harris & Volker Mahnke

*Disentangling competitive advantage, capabilities and knowledge conditions: the case of the GRD exporting and non-exporting firms (#165)*
Kostas Tsekouras, Areti Gkypali & Kostas Kounetas

*Dynamic capabilities of resource poor exporters: a study of SMEs in New Zealand (#4)*
Dietmar Sternad, Sabina Jaeger & Christina Mundschuetz

*International entrepreneurs' performance orientation and their social capital for internationalization (#677)*
Simon Harris, Colin Wheeler & Pervez Ghauri

Session D4: Competitive Track: SMEs, Entrepreneurship and Innovation Date & time: Sunday 9 December (0900 - 1030) Room:

The Determinants of SME Performance
Chair:

*Inside the black box: learning, innovation and SMEs international performance (#711)*
Birgit Hagen, Antonella Zucchella, Davide Guido, Mario Grassi, Peter Liesch, Jay Weerawardena & Gillian Sullivan-Mort

*Speed of SME globalization and performance (#208)*
Mikael Hilmerson & Martin Johanson

*The role of internationalization as a determinant of innovation performance: an analysis of 42 countries (#141)*
Andrea Filippetti, Marion Frenz & Grazia Ietto-Gillies

*Internationalization and survival of manufacturing firms: the case of new ventures (#680)*
Francisco Puig, Miguel Gonzalez-Loureiro & Pervez Ghauri

***************************************************************************
Session D5: Competitive
Track: Knowledge Management and Technology Transfer
Date & time: Sunday 9 December (0900 - 1030)
Room: 

Technology and Technology Transfer in MNEs
Chair:

Knowledge flows within multinational corporations: how well does it flow? (#170)
Catia Fernandes Crespo

International joint ventures as a boundary spanner of technological knowledge transfer: a case of automotive parts industry in the emerging market (#69)
Zaheer Khan, Yong Kyu Lew & Rudolf Sinkovics

Pre-emptive knowledge transfer, information overload as a barrier, and a lock-out as an externality (#498)
Namik Kalajdzisalihovic & Andras Lengyel

Session D6: Competitive
Track: International Finance and Accounting
Date & time: Sunday 9 December (0900 - 1030)
Room: 

Executive Remuneration, Retention and Monitoring
Chair:

Executive compensation in Europe and the US: a contingency perspective to integrate substitutionary and complementary corporate governance mechanisms (#628)
Alexander Huettenbrink, Jana Oehmichen, Marc Rapp & Michael Wolff

The effect of globalization on disclosure level of director and executive remuneration in Australia (#335)
Pradeep Ray, Sangeeta Ray & Zaheed Riaz

The influence of institutions in founder-CEO retention: IPO firms in a developing country context (#727)
Bruce Hearn & Jenifer Piesse

The use of financial contracting arrangements to constrain rent-seeking behaviour of managers of subsidiary firms (#698)
Robert Suban, Michael Bowe & Mo Yamin

Session D7: Competitive
Track: International HRM and Cross-Cultural Issues
Date & time: Sunday 9 December (0900 - 1030)
Room:

The Effects of National Culture
Chair:

*Going beyond national cultures: matching cultural change in multi-level analysis* (#139)
   Innan Sasaki

*Top management team's cultural diversity, ambidextrous orientation and firm performance* (#140)
   Timurs Umans

*An examination of the existing measures of cultural distance: does one size fit all?* (#410)
   Fragkiskos Filippaios & Anthi Avloniti

Session D8: Competitive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (0900 - 1030)
Room:

Location Determinants and Impacts
Chair:

*Locational determinants of FDI in Africa* (#122)
   Rian Drogendijk, Martin Boman, Christian Hellqvist & Desiree Blankenburg Holm

*The choice of foreign locations of Swiss MNEs: an analysis based on firm data* (#328)
   Spyros Arvanitis, Heinz Hollenstein & Tobias Stucki

*Location choices of FDI and multinational performance: first evidence from matched firms* (#97)
   Nigel Driffield & Yong Yang

*The role of sub-national geographic space in multinational firms' entry mode choices* (#496)
   Stefano Elia, Lucia Piscitello & Sergio Mariotti

Session D9: Competitive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (0900 - 1030)
Room:

The Activities of MNE Subsidiaries
Chair:

*Funding sources for decentralized R&D activity: evidence from MNE subsidiaries in the European periphery* (#508)
Pavlos Dimitratos, Dimitris Manolopoulos & Ioannis Thanos

*Examining strategy diversity and interdependence in the MNC's subsidiaries and their functional activities (#536)*
  Paz Estrella Tolentino, Odile Janne & Pi-Chi Chen

*The role of TNC subsidiaries on host countries: the case of Malaysia (#719)*
  Chie Iguchi

*Subsidiary mandates beyond host markets: a select and temporary MNC phenomenon? (#113)*
  Nicolas Lohr, Dirk Morschett & Hanna Schramm-Klein

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**Session D10:** Competitive
**Track:** Subsidiary Strategies and HQ-Subsidiary Relations
**Date & time:** Sunday 9 December (0900 - 1030)
**Room:**

**Knowledge Transfer within MNEs**

*Chair:*

*Competence building in transnational companies: the role of regional headquarters in subsidiary coordination (#151)*
  Joerg Freiling & Sven Laudien

*The lifecycle of a population of regional headquarters (#325)*
  Perttu Kahari & Rebecca Piekkari

*Diffusing subsidiary initiatives in multinational enterprises: national and organizational determinants (#187)*
  Christopher Williams & Maya Kumar

*Reverse knowledge transfer and the implication of embeddedness: a cross-level interaction perspective (#510)*
  Yen-Chen Ho

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**Session D11:** Interactive
**Track:** International Business and Sustainable Development
**Date & time:** Sunday 9 December (0900 - 1030)
**Room:**

**Stakeholder Influences**

*Chair:*

*Perceptions of business cultures in transforming economies (#9)*
  Chris Brewster, Clive Viegas Bennett & Claudia Ruiz Mendoza
NGOs in the news: the implications of media attention (#168)  
Angela Marberg

Internationalization pathway of social entrepreneurs: conceptualizing the social cosmopolitan (#179)  
Max Pater & Igor Kalinic

International immigration in the European Union: chances and challenges (#267)  
Renata Orlowska

An unexpected consequence of fair trade: producers' dependence (#282)  
Garance Gautry & Ernesto Tapia Moo

Session D13: Interactive Track: Supply Chain Strategies, Offshoring and Outsourcing  
Date & time: Sunday 9 December (0900 - 1030)  
Room:

Conceptual and Theoretical Perspectives  
Chair:

In the light of theory: the "offshoring - competitive advantage" relationship (and why 'distance' matters again) (#541)  
Bjoern Schmeisser

The role of language in managing the MNC: challenging the concept of distance as a representation of difference (#349)  
Angels Dasí & Torben Pedersen

Offshoring of value activities: a critical literature review and conceptual framework (#548)  
Bjoern Schmeisser

Shaping supply chain governance (#646)  
Thi Song Hanh Pham & Kien Nguyen

Session D14: Interactive Track: SMEs, Entrepreneurship and Innovation  
Date & time: Sunday 9 December (0900 - 1030)  
Room:

The Process of Internationalization  
Chair:

Coopetition and innovation activities among SMEs: the case of manufacturing and export companies in one region of Poland (#7)
Barbara Jankowska

Internationalization of franchises in emerging markets (#46)
Pedro Resende Melo, Ronaldo Couto Parente, Moacir de Miranda Oliveira Jr. & Filipe Mendes Boroni

The activities of Chinese immigrant entrepreneurs in Canada and China: a case study (#86)
Tiia Vissak & Xiaotian Zhang

Institutional entrepreneurship in competitive interactions (#250)
Alex Bitektine

Explaining the process of new venture internationalization from emerging economies: case of Russia (#348)
Irina Mihailova (Jormanainen), Galina Shirokova & Igor Zibarev

New Zealand construction and engineering firms: overcoming challenges to internationalization (#649)
Swati Nagar & Peter Enderwick

Session D16: Interactive Track: Networks and Alliances
Date & time: Sunday 9 December (0900 - 1030)
Room:

On Clusters and Networks
Chairs:

Cluster mapping in MNE: an empirical approach for Switzerland (#678)
Michael Keller & Xavier Tinguely

A dynamic perspective on technological distance and network positioning in alliance networks (#461)
Jojo Jacob & Geert Duysters

A typology for analysing network changes in M&As (#703)
William Degbey & Elina Pelto

Handling uncertainty by reaching insidership in networks: the case of ABB in Turkey (#737)
Siavash Alimadadi, Anna Bengtson, Cecilia Pahlberg & Amjad Hadjikhani

Influence of network leadership on network performance (#516)
Susanne Ruckdäschel

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SUNDAY 9 DECEMBER 2012
EIBA Fellows’ Plenary Session III (1100 – 1230)

Martin Wolf (Financial Times)
_The Limits to Growth in the 21st Century_

Chair: Danny Van Den Bulcke
SUNDAY 9 DECEMBER 2012
Session E (1400 -1530)

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Session E1: Panel
Date & time: Sunday 9 December 2012 (1400 -1530)
Room:

UNCTAD Panel:
FDI, Regional Value Chains and Sustainable Development

Chair: James Zhan (UNCTAD)
Panellists: Alan Rugman (University of Reading)
   Peter Buckley (University of Leeds)
   Karl Sauvant (Columbia Law School)
   Antonella Zucchella (University of Pavia)
   Rob van Tulder (Rotterdam School of Management)
   Hafiz Mirza (UNCTAD)

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Session E2: Panel
Date & time: Sunday 9 December 2012 (1400 -1530)
Room:

Cultural Differences: Between versus Within Country Variation

Chair: Sjoerd Beugelsdijk (University of Groningen)
Panellists: Mark Peterson (Florida Atlantic University)
   Mikael Sondergaard (University of Arhus)
   Brendan McSweeney (Royal Holloway)

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Session E3: Competitive
Track: Multinationals from Emerging Economies
Date & time: Sunday 9 December (1400 - 1530)
Room:

Emerging MNEs in Advanced Economies
Chair:

Geographical agglomeration of Indian and Chinese multinationals in Europe: a comparative analysis (#41)
   Haiyan Zhang, Zhi Yang & Danny Van Den Bulcke
An empirical study on Turkish EMNCs outward FDI motives into the EU and their marketing-related underlying dimensions (#342)
Nukhet Vardar, Nimet Uray & Ramazan Nacar

Emerging market MNEs investing in Europe: a typology of subsidiary global-local connections (#430)
Sara Gorgoni, Elisa Giuliani, Christina Günther & Roberta Rabellotti

Home country knowledge base as driver of emerging firms’ asset-seeking investments in advanced countries (#682)
Stefano Elia & Grazia Santangelo

Session E4: Competitive
Track: IB Theory and International Economics
Date & time: Sunday 9 December (1400 - 1530)
Room:

Culture and Psychic Distance
Chair:

The role of culture on mimetic foreign market entries (#636)
Chengguang Li

The role of psychic distance in international trade: a longitudinal analysis (#17)
Lars Håkanson

When East meets West: a new incentive theory for cultural differences in performance orientation (#339)
Ursula Ott

Session E6: Competitive
Track: SMEs, Entrepreneurship and Innovation
Date & time: Sunday 9 December (1400 - 1530)
Room:

The Process of SME Internationalization
Chair:

Understanding internationalization processes of new ventures: looking inside the swollen middle (#190)
Nuno Fernandes Crespo, Vitor Corado Simões & Margarida Fontes

Internationalization sequence? Exploring internationalization patterns of small and medium sized firms (#514)
Marie Oehme & Suleika Bort
Dunning’s eclectic paradigm and the entry mode choice: the evidence of SMEs from emerging markets (#163)
Rose Quan

Foreign direct investment location choice of small and medium-sized firms: the moderating effect of knowledge intensity and international experience (#683)
Pascal Huett, Matthias Baum & Christian Schwens

Session E7: Competitive
Track: SMEs, Entrepreneurship and Innovation
Date & time: Sunday 9 December (14:00 - 15:30)
Room:

The Difficulties of SME Internationalization
Chair:

Perception of competitors from an individual cognitive perspective: an explorative study (#633)
Jörg Hruby

Nonlinear internationalization: the case of MVM Meccanica Valle Metauro SRL (#77)
Tiia Vissak, Barbara Francioni & Fabio Musso

Perceived problems and difficulties in SME internationalisation: a managerial cognition perspective (#354)
Jörg Hruby

The importance of strategic alliances for small entrepreneurial firms (#71)
George Nakos, Keith Brouthers & Pavlos Dimitratos

Session E8: Competitive
Track: Knowledge Management and Technology Transfer
Date & time: Sunday 9 December (14:00 - 15:30)
Room:

Reverse Technology Transfer in MNEs
Chair:

Bridging knowledge gaps: returnees and reverse knowledge spillovers from Chinese local firms to foreign firms (#226)
Xiaohui Liu, Jiangyong Lu, Seong-jin Chio & Lan Gao

The role of reverse knowledge transfer in explaining MNCs' performance (#57)
Lamia Ben Hamida, Valeriya Dominé & Mario Kafouros
That shiny moon has a dark side too: reverse transfer of practices and intra-corporate plagiarism (#714)

Michal Lemanski

Session E9: Competitive
Track: International HRM and Cross-Cultural Issues
Date & time: Sunday 9 December (1400 - 1530)
Room:

International Staffing Practices
Chair:

The deployment of strategic individualized compensation systems: a multi-level approach (#731)
Paul Gooderham, Michael Brookes, Mark Fenton-O’Creevy & Richard Croucher

Global staffing practices for knowledge professionals: key drivers for the selection of international assignees (#489)
Dimitris Manolopoulos, Panagiota Sapouna, Pavlos Dimitratos & Emmanouil Sofikitis

International business travelling and work-to-life interface: does international career orientation make it easier? (#23)
Liisa Mäkelä, Ulla Kinnunen & Vesa Suutari

Session E10: Competitive
Track: International Marketing
Date & time: Sunday 9 December (1400 - 1530)
Room:

Marketing and Firm Performance
Chair:

Multiple sales channel strategy and performance: the moderating role of international experience and globalization potential (#398)
Mika Gabrielsson & Peter Gabrielsson

The impact of SMEs degree of internationalization on their tacit export knowledge and the financial export performance in a period of global economic recession (#408)
Raluca Mogos Descotes, Olli Kuivalainen & Bjorn Walliser

How marketing strategies influence export performance? An investigation on micro and small Brazilian enterprises (#540)
Reynaldo Danneker Cunha, Thelma Valeria Rocha & Sergio Garrido Moraes

Customer orientation and SME export performance: insights from Italian manufacturing firms (#556)
Session E11: Competitive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (1400 - 1530)
Room:

Outside Influences on Firm Strategy
Chair:

Exploring the influence of industry factors on the implementation on non-market strategy (#145)
Steven McGuire, Tazeeb Rajwani, Thomas Lawton & Johan Lindeque

Corporate political strategies of MNEs: a resource dependence perspective (#144)
Vikrant Shirodkar

Voluntary standards and industry associations: perspectives from British economic history (#726)
Aashish Velkar

Market driving capabilities and performance in global firms (#641)
Fatima Wang, Pervez Ghauri & Ulf Elg

Session E12: Competitive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (1400 - 1530)
Room:

Ownership and Entry Mode
Chair:

Are family firms more internationally involved than non-family firms? The case of Italy (#733)
Antonio Majocchi & Jean-François Hennart

Firm resources, institutional distance, and the choice of entry mode (#686)
Markus Hoedl, Jonas Puck & Igor Filatotchev

Foreign market entry as a competitive response (#488)
Wolfgang Gleich & Jan Fisch

Economic freedom and foreign direct investment ownership mode strategy of multinational enterprises in Asia and Latin America (#73)
Ahmad Arslan, Syed Hussain & Jorma Larimo

Session E13: Interactive
The Process of EMNE Internationalization
Chair:

Is being acquired by a Chinese company a way to internationalize in the Chinese market? The case of Chinese acquisitions in the German automotive sector (#197)
Simona Gentile-Luedecker

Internationalization agents: wolves or sheep? (#521)
Erica Kovacs, Walter Moraes, Renata Oliveira, Rodrigo Bandeira-de-Mello & Rosilene Marcon

The internationalization process of family businesses: a two-case study on the agribusiness (#657)
Bianca Magnani Tavares & Luis Henrique Pereira

Multinationals, business groups, and group-specific advantages (#351)
Roderick Bugador

A multi-case study of Polish firms venturing abroad via FDI (#409)
Jan Nowak, Marian Gorynia, Piotr Trapczynski & Radoslaw Wolniak

Session E14: Interactive

The Drivers of SME Internationalization
Chair:

Internationalization support services for internationally oriented new ventures (#39)
Petri Ahokangas & Tiina Petäsnoro

One, two, many - opportunity recognition in team based international new ventures (#63)
Per Servais, Tuija Mainela & Vesa Puhakka

Institutions, resources and firm strategies: a comparative analysis of entrepreneurial firms in three transitional economies (#109)
Krzysztof Obloj, Garry Bruton & Chung-Ming Lau

The emergence of born globals in Poland: what made this possible (#214)
Mirosław Jarosinski
Financial incentives to exporting SMBs in emerging markets (#648)
   Izabel Regina Souza, Dinora Elite Floriani & Felipe Mendes Borini

Drivers in foreign market location selection: comparative studies of Chinese born global and non-born global firms (#706)
   Xiaotian Zhang & Tatyana Tsukanova

Session E15: Interactive
Track: International HRM and Cross-Cultural Issues
Date & time: Sunday 9 December (1400 - 1530)
Room:

HR Issues in MNEs
Chair:

Top management teams' competencies for internationalization process: does it influence on firm's result? (#62)
   Marina Latukha & Andrei Yu Panibratov

Staffing foreign subsidiaries with parent company nationals or host country nationals? Insights from European subsidiaries (#186)
   Christoph Dörrenbächer, Jens Gammelgaard, Frank McDonald, Andreas Stephan & Heinz Tüselmann

Do German firms differ from UK firms in the internationalization of their top managers? A neo-institutionalist perspective (#507)
   Stefan Schmid, Dennis Wurster & Tobias Dauth

Global integration between strategy and HRM: an exploratory case study in KIFs (#671)
   Tamiko Kasahara & Shingo Nishii

Task conflict, cooperation and performance (#689)
   Ursula Pregernig & Jonas Puck

Dynamic capabilities in crisis management HR system: an exploratory proposition from the cases of multinationals in NIEs (#324)
   Jaeho Lee & Jim Slater

Session E16: Interactive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (1400 - 1530)
Room:

International Strategies
Chair:
The influence of the country of origin effect on the relationship between internationality and performance (#173)
  Paul Dammenhayn

How home-based resources become host market advantages: an exploratory case study of Uniqlo (#427)
  Tetsuya Usui, Masae Takimoto & Masaaki Takemura

The myth about emerging market R&D strategies of MNEs: location specific drivers and global innovation networks - the case of Novozymes (#577)
  Vandana Ujjual & Stine Haakonsson

International strategy and its redefinition in the context of the economic crisis: insights from a study on Basque firms (#717)
  Aitziber Elola

Determinants of success in the South American wine industry (#724)
  Luiz Felipe Dias Rangel Kling, Leonardo Augusto dos Santos Oliveira & Ronaldo Couto Parente

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SUNDAY 9 DECEMBER 2012
Session F (1600 -1730)

Session F1: Panel
Date & time: Sunday 9 December 2012 (1600 -1730)
Room:

Alternative Approaches to Online Teaching

Chair: Ronaldo Couto Parente (Florida International University)
Panellists: Marcela Alvarado-Vargas (Florida International University)
Keith J. Kelley (Florida International University)
Yannick Thams (Florida International University)
David Wernick (Florida International University)

Session F2: Panel
Date & time: Sunday 9 December 2012 (1600 -1730)
Room:

The Brewery Industry in a Global Context

Chair: Jens Gammelgaard (Copenhagen Business School)
Panellists: Magnus Andersson (Lund University)
Christoph Dörrenbächer (Berlin School of Economics and Law)
Rian Drogendijk (Uppsala University)
Jorma Larimo (University of Vaasa)
Urmas Varblane (University of Tartu)

Session F3: Competitive
Track: International Business and Sustainable Development
Date & time: Sunday 9 December (1600 - 1730)
Room:

Sustainable Development in Emerging Economies
Chair:

Effectiveness of investment incentives (#76)
   Anže Burger, Andreja Jaklic & Matija Rojec

Dynamic relations between FDI, economic growth and productivity in an emerging economy: evidence from Turkey (#176)
   Xanthippi Adamoglu & Dimitrios Kyrkilis
Does the EU play an effective role as a single representative for all members? Case of Poland (#276)

Krystyna Zoladkiewicz

Session F4: Competitive
Track: Multinationals from Emerging Markets
Date & time: Sunday 9 December (1600 - 1730)
Room:

The Strategies of EM Firms
Chair:

Internationalization of small firms in emerging markets: the strength of historical ties (#271)
Miguel Matos Torres, Francisco Figueira de Lemos & Penelope Fidas

The dynamics of the strategy formation process throughout the internationalization of Brazilian companies (#450)
Walter Moraes, Erica Kovacs, Renata Oliveira & Emili Oliveira

Management-driven internationalisation - a way to become international in a transformational economy (#670)
Emma Incze

Government role in shaping competitive advantages of emerging MNEs: a multidimensional approach for Russian context (#100)
Andrei Yu Panibratov & Marina Latukha

Session F5: Competitive
Track: Supply Chain Strategies, Offshoring and Outsourcing
Date & time: Sunday 9 December (1600 - 1730)
Room:

The Coordination of Global Value Chain Activities
Chair:

The hidden hub: coordinating global value chains with limited formal authority (#206)
Randi Lunnan & Sara McGaughey

In the shadow of offshoring: comparing the expectations of providers of multiple clients and providers of single clients (#37)
Mariana Almeida & Raquel Meneses

Strategic decision-making in offshoring: the moderating role of coordination (#90)
Marcus Møller Larsen

The outsourcing of primary activities: the case of Apple and Foxconn (#739)
The Influence of the Entrepreneur

Chair:

Influence of an entrepreneur’s international business vision on promoting small firm internationalization: the moderating effect of strategic networking (#341)
   Yee Kwan Tang

Steering firms in uncertain times: how CEOs make their firms more innovative as well as responsive to changing markets and demands (#256)
   Maika Spilke & Malte Brettel

International entrepreneurial orientation and micromultinationals: the moderating effect of being an international new venture (#137)
   Ioanna Deligianni, Pavlos Dimitratos & Andreas Petrou

R&D and Technology Spillovers

Chair:

Environment and FDI technology spillovers: does velocity matter? (#350)
   Yoo Jung Ha & Axèle Giroud

Spillovers from foreign direct investment: the closer, the stronger? (#664)
   Thi Song Hanh Pham & Thang Tran

Some practical remarks on internet application in the global knowledge and technology transfer (example of Poland) (#549)
   Marcin Gryczka

Media and Advertising
Chair:

The cultural impact of language integration in print advertisements: a marketing insight from India (#593)
Dev Kumar Boojihawon & Mona Mohamed Ishaq

Attitudes towards advertising in Brazil and China (#224)
Marin Marinov, Svetla Marinova & Dan Petrovici

Cross-cultural variations in consumer perceptions of corporate social responsibility in global food retailing (#258)
Chia-Shu Lin & Augustos Osseo-Asare

Session F9: Competitive Track: MNE Strategy and Organization Date & time: Sunday 9 December (1600 - 1730) Room:

International Business & the Commonwealth
Chair:

Comments by Mohammad Razzaque (Chief Economic Advisor to the Commonwealth Secretariat)

Role of country alliances in reducing transaction costs in internationalisation of Indian multinational enterprise firms (#254)
Peter Buckley, Peter Enderwick, Nicolas Forsans & Surender Munjal

Managing political actors through network partners: the case of market driving strategy (#742)
Ulf Elg, Janina Schaumann & Pervez Ghauri

Session F10: Competitive Track: Networks and Alliances Date & time: Sunday 9 December (1600 - 1730) Room:

Strategic Alliances and Joint Ventures
Chair:

The impact of internationalization on the cooperation strategy: investigation on strategic alliance management in successful enterprises (#441)
Alexander Bode & Viviane Bressem

The role of partner diversity for the survival of international multi-party joint ventures (#356)
Alexander Mohr, Chengang Wang & Anthony Goerzen
Geographic diversity and effective knowledge sourcing through alliances and M&As: redundancy, sequencing and complexity (#204)
Rene Belderbos, Jojo Jacob & Boris Lokshin

A liaison with a stranger? An empirical investigation on the competitive advantage of companies generated by a "green alliance" with an NGO (#344)
Stefan Kolb & Joachim Zentes

Session F11: Competitive
Track: Subsidiary Strategies and HQ-Subsidiary Relations
Date & time: Sunday 9 December (1600 - 1730)
Room:

Subsidiary Development
Chair:

Internationalization of the second degree: process drivers and restrictions in modern MNCs (#110)
Nicolas Lohr, Dirk Morschett & Bernhard Swoboda

Qualifying the learning channels of creative subsidiaries (#622)
Isabel Alvarez & John Cantwell

The role of flagship MNE subsidiaries in extending satellite cluster lifecycles: specialisation, adaptation and connectivity (#570)
Johanna Clancy, Paul Ryan, Majella Giblin & David Collings

Session F12: Interactive
Track: Supply Chain Strategies, Offshoring and Outsourcing
Date & time: Sunday 9 December (1600 - 1730)
Room:

Empirical Studies of Global Value Chains
Chair:

An empirical investigation of supply chain flexibility and performance in the present dynamic environment characterised by an increasing frequency of catastrophic events (#83)
Fabian Lehnert, Joachim Zentes & Hanna Schramm-Klein

The adoption of global sourcing by a Brazilian company (#277)
Luciana Marques Vieira & Moema Pereira Nunes

Organizational strategies and internationalization through global value chains: Brazilian information technology firms multiple case study (#323)
Eduardo Armando & Adalberto Americo Fischmann
Global sourcing readiness: on opportunity recognition, comfort zones, and risk-reducing measures (#440)
Bent Petersen, Peter Oerberg Jensen & Roger Schweizer

Value chain module relocations and competitive position of an enterprise: perspectives of companies from clothing and automotive industries (#509)
Marlena Dzikowska

Remanufacturing and international trade: strategic implications in the automotive aftermarket (#587)
Maria Elo

Session F13: Interactive
Track: International HRM and Cross-Cultural Issues
Date & time: Sunday 9 December (1600 - 1730)
Room:

Expatriates and International Assignments
Chair:

The effect of psychological contract breach on international assignment success: a conceptual framework (#358)
Hasuli Kumarika Perera, Elaine Chew & Ingrid Nielsen

Factors influencing self-initiated expatriation: new insights from a developing country (#369)
Manjit Singh Sandhu & Chitra Jeevapragasam Joseph

Not local or foreign: the Nikkeijin - another option for international human resource management (#705)
Masayuki Furusawa & Chris Brewster

Institutional leverage: diversity in the functions of internationally-assigned managers and potential for competitive advantage (#715)
Rochelle Haynes

Effects of social support on the dimensions of empowerment (#64)
Manjari Singh & Anita Sarkar

Session F14: Interactive
Track: MNE Strategy and Organization
Date & time: Sunday 9 December (1600 - 1730)
Room:

Political and Regulatory Influences
Chair:
Responses of incumbents to decisions of European regulator in the European telecommunications industry (#82)
Hans Van Kranenburg & Tristan Ross

A strategic approach to lobbying activities at the EU from the energy & power generating sector (#647)
Fragiskos Filippaios & Robert Kennedy

Do multinational enterprises contribute to sustainable development by engaging in lobbying? The automotive industry and environmental regulations (#561)
Sigrun Wagner & Stephanos Anastasiadis

Geographical indications and sustainable exports: the implications of EU versus US legal protection (#673)
June Francis & David Robertson

The concept of enterprises' structural power in the context of competition's restrictions (#550)
Magdalena Sliwinska

Session F15: Interactive
Track: Corporate Governance and Corporate Social Responsibility
Date & time: Sunday 9 December (1600 - 1730)
Room:

Corporate Governance

Chair:

Catalysing strategic change: the effect of board capital and institutional differences (#640)
Sebastian Schrapp, Jana Oehmichen & Michael Wolff

Political connections effect on stock market price: evidence from Brazil (#329)
Jeferson Lana, Felipe Flores Martins, Rosilene Marcon, Rodrigo Bandeira-de-Mello & Wlamir Goncalves Xavier

Corporate governance around the world: a transaction cost economics perspective (#94)
Dorothee Feils, Manzur Rahman & Florin Sabac

Is CSR embedded in the system of corporate innovation objectives? Evidence from Poland (#327)
Malgorzata Lewandowska & Tomasz Golebiowski

Regulating temporary agency work: one inclusive proposition and three transnational private labour regulation mechanisms (#75)
Elizabeth Cotton

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Session F16: Interactive
Track: IB Research Methodology and Training
Date & time: Sunday 9 December (1600 - 1730)
Room:

IB Research and Training
Chair:

Situational export training priorities (#15)
  Tiit Elenurm

Doing "halfie" research in an emerging context: the case of Vietnam (#202)
  Li Thuy Dao

Varieties of interdisciplinarity: a bi-dimensional framework (#412)
  Sierk Horn & Malcolm Chapman

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