44th Academy of International Business (UK & Ireland Chapter) and 6th Reading International Business Conference

Contemporary Issues in International Business: Are we seeing the tail-end of globalization?

6-8 April 2017
Henley Business School,
University of Reading
**Program Overview**

*Last update: Friday, March 17, 2017*

<table>
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<th>Thursday, 6 April</th>
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<td>12:00 - 15:00</td>
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| 8:30 - 10:30 | Parallel Session 1-1: Expatriation and IHRM  
Chair: Fiona Moore | Parallel Session 1-2: Theory of the MNE  
HBS, G10  
Chair: Nigel Wadeson | Parallel Session 1-3: IB, Cities and Linkages  
HBS, 108  
Chair: Grazia D. Santangelo | Parallel Session 1-4: HQ-Subsidiary relationship  
HBS, 101  
Chair: Pamela Sharkey Scott | Parallel Session 1-5: Institutions in Emerging Markets  
ICMA, G09  
Chair: Stephen Chen | Parallel Session 1-6: CSR, Labour and Human Rights  
ICMA, G03/G04  
Chair: Elisa Giuliani | Parallel Session 1-7: Panel - A U-Turn of Globalization  
HBS, G15  
Chair: Pavita Pananond |
| 10:30 - 11:00 | Break I: Coffee & Tea  
HBS Foyer, ICMA New and Old Atrium |
| 11:00 - 12:30 | Debate Session: “Do MNEs contribute to, or reduce inequality?”  
HBS, G11  
Chair: Rajneesh Narula, Henley Business School  
Elisa Giuliani, University of Pisa  
Khalid Nadvi, University of Manchester  
Jonathan Doh, Villanova School of Business  
Snehal Awate, Indian School of Business |
| 12:30 - 12:45 | Poster Session  
HBS Foyer |
| 12:45 - 13:30 | Lunch  
HBS Foyer and ICMA Centre, New and Old Atrium  
Guests are invited to enjoy a finger buffet lunch |
| 13:30 - 15:30 | Parallel Session 2-1: OB Issues and Comparative IHRM  
HBS, 208  
Chair: Chris Brewer | Parallel Session 2-2: Export Performance of SMEs  
HBS, G10  
Chair: Keith Brouthers | Parallel Session 2-3: MNE's Location Choice  
HBS, 108  
Chair: Nigel Driffield | Parallel Session 2-4: Dynamics of Subsidiary Roles  
HBS, 101  
Chair: Shasha Zhao | Parallel Session 2-5: Institutions, Ownership and Business Models  
ICMA, G09  
Chair: Murad Aliyev | Parallel Session 2-6: IB, CSR and Environment  
ICMA, G03/G04  
Chair: Yoo Jung Ha | Parallel Session 2-7: Panel - Commonwealth Trade and Investments in the Post Brexit World  
HBS, G15  
Chair: Peter J. Buckley |
| 15:30 - 16:00 | Break II: Coffee & Tea  
HBS Foyer, ICMA Centre New and Old Atrium |
| 16:00 - 18:00 | Parallel Session 3-1: TMT and Knowledge Management in MNEs  
HBS, 208  
Chair: Timothy Devinney | Parallel Session 3-2: IB and Entrepreneurship  
HBS, G10  
Chair: Gary Cook | Parallel Session 3-3: Foreign Direct Investments  
HBS, 108  
Chair: Allan Webster | Parallel Session 3-4: IB and firm performance  
HBS, 101  
Chair: Mario Kafouros | Parallel Session 3-5: Emerging MNEs  
ICMA, G09  
Chair: Klaus Meyer | Parallel Session 3-6: Foreign Divestments  
ICMA, G03/G04  
Chair: Jorma Antero Larimo | Parallel Session 3-7: Internationalisation process  
HBS, G15  
Chair: Jose Pla-Barber |
| 18:00 - 19:30 | Evening Reception and Awards Ceremony  
ICMA Centre, New Atrium  
Guests will be offered drinks and canapes |
| 19:30 | Conference bus departs for Gala Dinner  
The layby outside ICMA Centre |
| 20:00 | Gala Dinner  
Reading Town Hall |
| 22:00 | General seating will be unreserved. Guests with dietary restrictions will collect a colour-coded place card with their name upon arrival at the Gala Dinner hall. |
### Saturday, 8 April, 2017

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>8:00</td>
<td>Registration (Day 3): Conference registration continues</td>
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<td>8:30-10:30</td>
<td><strong>Parallel Session 4-1:</strong> Finance and Taxation Issues in IB</td>
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<td><strong>Parallel Session 4-2:</strong> SMEs Internationalisation</td>
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<td>Chair: Pavlos Dimitratos</td>
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<td><strong>Parallel Session 4-3:</strong> FDI, R&amp;D and Innovation and Performance</td>
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<td>Chair: Davide Castellani</td>
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<td>Chair: Luis Alfonso Dau</td>
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<td>11:00-12:30</td>
<td><strong>Debate Session:</strong> &quot;What does IB and IHRM overlook by overlooking the other? Bridging the divide&quot;</td>
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<td>Chair: Chul Chung, Henley Business School</td>
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<td>Geoff Wood, Essex Business School</td>
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<td>Dana Minbaeva, Copenhagen Business School</td>
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<td>Ulf Andersson, Mälardalen University</td>
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<td>Roberta Aguzzoli, Durham University Business School</td>
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<td>13:30-14:00</td>
<td><strong>AIB UK&amp;I Membership Meeting</strong></td>
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<td><strong>Parallel Session 5-1:</strong> International Marketing</td>
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<td>Chair: Jens Gammelgaard</td>
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<td><strong>Parallel Session 5-5:</strong> Global Value Chains</td>
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<td>Chair: Elena Beleska-Spasova</td>
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<td>Chair: Peder Greve</td>
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<td>14:00-16:00</td>
<td><strong>Parallel Session 5-7:</strong> Panel - What international business theories and concepts explain their activities?</td>
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Detailed Program
Doctoral Colloquium Stream A

Doctoral Session A1: Emerging Markets
Time: 15:00 – 17:00
Room G10, HBS
Session Chair: Peter J. Buckley
Panellists: Frank McDonald, Shaowei He

Co-invention of bottom of the pyramid (BoP) business models and Living standards of local intermediaries in the BoP market
George Obeng Dankwah
Aston University, United Kingdom

Configuring Global Value Chains by Emerging Country Multinationals: a multilevel approach to GVC upgrading
Konstantin Nefedov
Graduate School of Management, St.Petersburg State University, Russian Federation

Institutional factors influencing emerging market telecommunication firms’ internationalisation in Nigeria
Ugbede Umoru
Nottingham Trent University, United Kingdom

Doctoral Session A2: Conflict and Multinational Enterprises
Time: 15:00-17:00 - Room: 108, HBS
Session Chair: Nigel Driffield
Panellist: Roger Strange

The role of Jordanian multinationals in countering terrorism and enhancing security: A stakeholder approach.
Ahmad Abu-Arja
Manchester Metropolitan University, United Kingdom

The Upgrading Paradox: Appropriation inequality under dynamic TCE conditions
Miguel Dindial
University of Leeds, United Kingdom

Conflict in Ukraine and Investment Patterns: A Firm Level Investigation
Olena Kulynych
IMT School for Advanced Studies Lucca, Italy
Doctoral Session A3: Institutions and Political Capital
Time: 15:00-17:00 - Room: 208, HBS
Session Chair: Jim Love
Panellists: Quyen Nguyen, Francisco Figueira de Lemos

The values of home-country political connections in enhancing the firm’s OFDI performance
Naunghathai Intakhantee
Leeds University Business School, University of Leeds, United Kingdom

Political capital, absorptive capacity and innovation considering internationalization stages in emerging economies: evidence from China
Xiaojing Lu
Birkbeck, University of London, United Kingdom

Institutions and Inward FDI: The role of institutional quality in attracting FDI in Least Developed Countries
Waheed Lutfuzzaman
Leeds Beckett University, United Kingdom

Doctoral Session A4: Networks and Ties
Time: 15:00-17:00 - Room: G03, HBS
Session Chair: Sharon Patricia Loane
Panellist: José Pla-Barber

Interactions of Networking, Institutional Framework and Exporting in Agricultural SMEs of Bangladesh
Tarun Kanti Bose
University of Glasgow, United Kingdom

The dynamics of inter-firm alliance networks: A study on the global semiconductor industry
Alexander Cats
Henley Business School, United Kingdom

The Geography of German Subsidiaries Abroad: Importance of Destination-Specific Ties
David Nguyen
London School of Economics, United Kingdom
Doctoral Session A5: Multinational Enterprises
Time: 15:00-17:00 - Room: G04, HBS
Session Chair: Keith Brouthers
Panellists: Timothy Devinney, Grazia Santangelo

Institutions and Locational Decisions of MNCs: Extensions and Contingencies
Roisin Donnelly
Bentley University, United States of America

Back to the Future: Intra-Corporate Competition in the MNE
Edward Gillmore
Mälardalen University, Sweden

Subsidiary’s R&D investment creates two types of asset specificity to affect entry strategy of market-seeking FDI
Wenhui Huang
Birkbeck, University of London, United Kingdom

Doctoral Session A6: International HRM and SME exporting
Time: 15:00-17:00 - Room: 201, HBS
Session Chair: Vijay Edward Pereira
Panellist: Lasse Torkkeli

The role of Human Capital as a determinant of Inward Foreign Direct Investment
Uros Delevic
Henley Business School, United Kingdom

What makes an employee globally mobile? The influences on employees’ willingness to accept an international assignment in an Indonesian MNE
Eko Budi Harjo
Henley Business School, United Kingdom

Real options theory and its application to SMEs’ export channel choice decisions
Edith Ipsmiller
WU Vienna, Austria
Doctoral Colloquium Stream B

Doctoral Session B1: SME Internationalisation
Time: 15:00-17:00
Room, 101, HBS
Session Chair: Becky Reuber
Panellist: Antonella Zucchella

Perceived environmental uncertainty and its influence on the development of the SMEs inter-organizational networks
Theodoros Drekolias
University of Bradford, United Kingdom

SME Internationalisation through E-commerce: Opportunities or Barriers for UK Specialist and Niche Retailers
Brenda Tejaswini Patil
Anglia Ruskin University, United Kingdom

Corporate Social Responsibility in the Internationalization of Cleantech SMEs
Maria Uzhegova
Lappeenranta University of Technology, Finland

MNE – SME relationship in Global Value Chains: How to create sustainable business linkages?
Valentina Varbanova
University of Sheffield, UK

Doctoral Session B2: Multinational Enterprises
Time: 15:00-17:00 - Room: 102, HBS
Session Chair: Matthew Allen
Panellist: Dónal O’Brien, Yingqi (Annie) Wei

What determines subsidiary entrepreneurial alertness to recognise opportunities?
Jennifer Dann
Dublin Institute of Technology, Ireland

Creating value as a strategy for implementing customer relationship management empirical evidence of fast moving consumer goods, Unilever Nigeria PLC
Joy Eghonghon Akahome
Federal University Otuoke, Bayelsa State, Nigeria, Nigeria

Cross-border M&As: a new perspective on sub-national borders and the liability of foreignness
Magdalena Maria Susanna Langosch
Loughborough University London, United Kingdom

The middle-income trap and multinational enterprises
Andre Gustavo de M. Pineli Alves
Henley Business School, United Kingdom
Doctoral Session B3: Emerging Market MNEs
Time: 15:00-17:00 - Room: G51, ICMA Centre
Session Chair: Agnieszka Chidlow
Panellists: Christopher Brewster, da Silva Lopes

The institutional context of Social Entrepreneurship in Saudi Arabia
Ghadah Alharthi
School of Oriental and African Studies, United Kingdom

Ownership and firm performance in emerging markets: the moderating role of local embeddedness & institutional effectiveness
Goriola Olusina Daniel
Loughborough University, United Kingdom

Regulatory Uncertainty, Corporate Political Activities and the performance of emerging market multinationals
Theresa Idenyi Onaji-Benson
Gordon Institute of Business Science, University of Pretoria South Africa

Business group affiliation in emerging economy multinational enterprises (EMNEs): Impact on strategic asset seeking FDI
Mughaneswari Sahadevan
University of Durham, United Kingdom

Doctoral Session B4: International entrepreneurship & Marketing
Time: 15:00-17:00 - Room: 188, HumSS building
Session Chair: Cristina Villar
Panellist: Tiia Vissak

Understanding Modifications in Business Models: International Entrepreneurship Perspective
Agnes Asemokha
Lappenranta University of Technology, Finland

Cross-national Differences in Consumer Strategies
Karina Pavlisa
Henley Business School / University of Reading, United Kingdom

The effect of firm-specific factors on firms’ exploration and exploitation investment
Yi Ke
University of Leeds, United Kingdom

Internationalizing SMEs’ post-entry exporting slowdown revival: an organizational learning perspective
Honglan Yu
The University of Glasgow, United Kingdom
Doctoral Session B5: Foreign Direct Investment
Time: 15:00-17:00 - Room: 189, HumSS building
Session Chair: Marina Papanastassiou
Panellist: Robert Pearce, Sumit Kundu

The Impact of Inward FDI on Human Capital Development: Foreign owned MNE training and development, local manager mobility and the resultant impact on local organisations in Saudi Arabia
Abdulmohsen Alalshiekh
Brunel University, United Kingdom

Policy transfer and the introduction of FDI led industrial policy: a comparative case-study of Ireland and Singapore.
Alison Hearne
Trinity College Dublin, Ireland

Influence of Progress towards the United Nations’ Sustainable Development Goals on Foreign Direct Investment
Aman Mdewa Nthangu
Manchester Metropolitan University, United Kingdom

The Role of Climate Change in Foreign Direct Investment and Firm Location Decisions
Wesley Daniel Reel
University of Warwick, United Kingdom

Doctoral Session B6: Knowledge Transfer/Innovation
Time: 15:00-17:00 - Room: 127, HumSS building
Session Chair: Gary Cook
Panellist: Pamela Sharkey Scott

Theory integration and application in Technology transfer
Yiteng Chiang
Birkbeck, University of London, United Kingdom

The path to global innovation: explore Chinese MNEs’ dynamic reverse knowledge transfer from R&D-based subsidiaries in developed countries
Yingying He
The University of Sheffield, United Kingdom

The Subsidiary Management Effects on Innovation - Exploring the Managers Activities Post R&D Mandate Gain
Noushan Memar
Mälardalen University, Sweden

Exploring the Role of Social Capital in Promoting Knowledge Transfer: Evidence from International Collaboration in the China Pharmaceutical Sector
Xiaofei Zhou
University of Glasgow, United Kingdom
Doctoral Session B7: Joint Ventures, Alliances and Entry Modes
Time: 15:00-17:00 - Room: 128, HumSS
Session Chair: Pavlos Dimitratos
Panellists: Shlomo Tarba, Yoo Jung Ha

International Joint Ventures as a Mode of Entry and Expansion in China and India: A Comparative Multi-Causal Factorial Analysis
Soumia Nouari
Middlesex University, United Kingdom

Entry Mode Portfolio Theory
Navneet Kaur Walia
King’s College London, United Kingdom

Itoro Ekpo
University of Bradford, United Kingdom

Key Success Factors in International Strategic Alliances
Catherine Elizabeth Georgiou
University of Warwick, United Kingdom
Parallel Session 1-1: Expatriation and IHRM
Time: 8:30 - 10:30 - Room: 208, HBS
Session Chair: Fiona Moore

Boundaryless and protean career orientations and expatriation: Applying empirical evidence to assumed relationships
Chris Brewster¹, Vesa Suutari², Liisa Mäkelä²
¹University of Reading, United Kingdom; ²Vaasa University

Expatriates, HQ-subsidiary relationship, operational flexibility and subsidiary survival: The moderating effects of MNE’s business networks
Yoo Jung Ha¹, Jeoung Yul Lee²,³, Yingqi Wei³
¹University of York, UK; ²Hongik University, Korea, Republic of (South Korea); ³Leeds University Business School, UK

Intra- and inter-regional diversification and expatriation strategies
Jongmin Lee
Henley Business School, United Kingdom

Expatriates in the Arab Middle East: A Latent Class Analysis on Assessment of the Local Business Environment
Akram Al Aris², Rita Fontinha¹, Chris Brewster¹, Adam Abed Hoteit³
¹University of Reading - Henley Business School, United Kingdom; ²University of Toulouse Toulouse Business School; ³Qatar Investment Authority

Ambivalence, Guanxi and the Chinese Diaspora: An Experiential Perspective on Transnational Business and Networking
Fiona Moore
Royal Holloway, University of London, United Kingdom

Parallel Session 1-2: Theory of the MNE
Time: 8:30-10:30 - Room: G10, HBS
Session Chair: Nigel Wadeson

Theories of the multinational firm: A microfoundational perspective
Liena Kano¹, Alain Verbeke²
¹University of Calgary, Canada; ²University of Calgary, Canada

Internalization theory and internal capital markets of multinational enterprises
Quyen Nguyen
University of Reading, United Kingdom

An internalization view on capital structure of foreign direct investments
Asmund Rygh¹, Gabriel R.G. Benito²
¹Alliance Manchester Business School, United Kingdom; ²BI Norwegian Business School, Norway

Xin Li
Copenhagen Business School, Denmark

Emerging Market Multinationals and Internalisation Theory
Nigel Wadeson, Mark Casson
University of Reading, United Kingdom
Parallel Session 1-3: IB, Cities and Linkages
Time: 8:30 - 10:30 - Room: 108, HBS
Session Chair: Grazia D. Santangelo

Firms’ characteristics, investment climate and business-support services as drivers of linkages: Evidence from Vietnam
Chiara Franco¹, Marco Sanfilippo², Adnan Seric³
¹University of Pisa, Italy; ²University of Bari, Italy & Institute of Development Policy and Management, Belgium; ³United Nations Industrial Development Organization, Wien (Austria)

Are multinationals better at creating technical linkages with local firms and institutions?
Claudio Cozza¹, Antonello Zanfei², Giulio Perani³
¹University of Trieste; ²University of Urbino; ³EUROSTAT, ISTAT

Cities and International Business. An Exploration of the Need for Interdisciplinarity and Proposals for a Research Agenda.
Gary Cook¹, Naresh Pandit²
¹University of Liverpool, United Kingdom; ²Norwich Business School, University of East Anglia

Global city locations and the geographical dispersion of knowledge networks: Evidence from the Chinese Pharmaceutical Industry
Alessandra Perri¹, Vittoria Giada Scalera²
¹Ca’ Foscari University Venice, Italy; ²University of Amsterdam, Netherlands

Quo vadis? Cities and the location of cross-border activities
Davide Castellani¹, Grazia Santangelo³
¹Henley Business School, United Kingdom; ³University of Catania

Parallel Session 1-4: HQ-Subsidiary Relationship
Time: 8:30-10:30 - Room: 101, HBS
Session Chair: Pamela Sharkey Scott

Subsidiary Local Responsiveness: The Role of Organizational Learning, Reverse Knowledge Transfer, and Psychological Safety
Zhaleh Najafi Tavani¹, Ghasem Zaefarian¹, Matthew Robson¹, Ulf Andersson², Chong Yu¹
¹University of Leeds Business School, United Kingdom; ²Mälardalen University, School of Business, Society, and Engineering, BI Norwegian Business School, Department of Strategy

The dynamics of differentiation: the resource-bases of development and the roles of MNE subsidiaries
Robert Pearce
University of Reading, United Kingdom

Between a Rock and a Hard Place: Complex Configurations of Multiple Headquarters–Subsidiary Relations
Edward Gillmore¹, Henrik Dellestrand², Ulf Andersson¹
¹Mälardalen University, Sweden; ²Uppsala University

The determinants of the subsidiary strategic role – Conceptual model
Marlena Dzikowska
Poznan University of Economics and Business, Poland

Unfolding Intra-organizational Perception Gap in Decision Making between MNE Headquarters and Subsidiaries
Shasha Zhao¹, Marina Papanastassiou¹, Yiannis Bassiakos², Evis Sinani³, Robert Pearce⁴
¹Middlesex University, United Kingdom; ²University of Athens, Greece; ³Copenhagen Business School, Sweden; ⁴Reading University, United Kingdom
Parallel Session 1-5: Institutions in Emerging Markets
Time: 8:30 - 10:30 - Room: G09, ICMA Centre
Session Chair: Stephen Chen

From Import Substitution to Export Promotion: The Influence of The Indian Government on Innovation System Catch-Up
Kristin Brandl¹, Vittoria Scalera², Ram Mudambi³
¹Henley Business School; ²University of Amsterdam; ³Temple University

When developing countries meet transnational universities: searching for complementarity, not substitution
Jose Guimon¹, Rajneesh Narula²
¹Autonomous University of Madrid, Spain; ²Henley Business School, University of Reading, UK

Factors moderating the increase of innovative capacity in emerging country multinationals
Flavio Fisch¹, Afonso Carlos Correa Fleury¹, Felipe Mendes Borini²
¹Escola Politecnica da Universidade de Sao Paulo - POLI USP, Brazil; ²Faculdade de Administracao Economia e Contabilidade - Universidade de Sao Paulo

Emerging Economy MNEs: How does home country maturity matter?
Saul Estrin¹, Klaus Meyer², Adeline Pelletier²
¹CEIBS, China, People's Republic of; ²LSE, UK

Home country and industry effects on internationalization of new venture firms in emerging markets
Stephen Chen
University of Newcastle, Australia, Australia

Parallel Session 1-6: CSR, Labour and Human Rights
Time: 8:30 - 10:30 - Room: G03/G04, ICMA Centre
Session Chair: Elisa Giuliani

Multinational Enterprises and Human Rights Violation in Emerging Economies: Behaving like Janus or Prometheus?
Pierre-Xavier Meschi¹,²,³, Ana Colovic⁴, Olivier Lamotte⁵, Octavio Escobar⁵
¹IAE Aix-en-Provence, France; ²CERGAM, Aix-Marseille Université, France; ³Skema Business School, France; ⁴NEOMA Business School, France; ⁵Paris School of Business, France

Does CSR Pay Off? The Role of Social Identity and Employees’ Desire
Gulnaz Shahzadi¹, Albert John¹, Faisal Qadeer², Jeff Jia³
¹National College of Business Administration and Economics, Pakistan; ²Lahore Business School, University of Lahore; ³University of Exeter Business School

Trilateral Governance: A Shifting Paradigm to Address Labour Issues in Global Supply Chains
Sun Hye Lee¹, Kamel Mellahi², Michael Mol²
¹Warwick Business School, United Kingdom; ²Copenhagen Business School, Denmark

Peacebuilding in emerging economies: The give and take of MNEs and host market institutions
Jan Hermes, Irene Lehto
Oulu Business School

When doing well means doing harm: Understanding the performance - CSiR link in emerging country firms
Elisa Giuliani¹, Federica Nieri¹, Andrea Vezzulli¹,²
¹University of Pisa, Italy; ²Department of Economics, University of Insubria; ³ICRIOS, Bocconi University
Parallel Session 1-7: Panel - A U-Turn of Globalization
Time: 8:30 - 10:30 - Room: G15, HBS
Session Chair: Pavida Pananond

The decades since the end of World War II have been characterised by a rapid increase of global integration in flows of trade, investment, information, and people. A myriad of investment incentives have been concocted as part of this mechanism that facilitates such global connections. In the aftermath of Brexit and Donald Trump’s election, globalisation appears to face more risks of a U-turn. These new trends cast dark shadows and raise questions over what countries and firms need to do in their policies and strategies under this new normal. Through an informed discussion on changes and continuities of globalisation, this panel takes stock of our understanding on what investment incentives mean and how they can be used under different phases of globalisation.

Panellists:

Pavida Pananond (Thammasat Business School, Thammasat University, Thailand)

Ana Teresa Lehmann (Porto Business School, University of Porto, Portugal)

Hafiz Mirza (UNCTAD, Henley Business School and Bradford University School of Management)

Fabienne Fortanier (OECD)

Chris Jones (Aston University)
Poster Session

Time: 12:30 - 13:30
Location: HBS Foyer

‘In Class Group Competition: an exploratory business game approach for enhanced student participation’
Meiko Murayama
University of Reading, United Kingdom

Hybrid Strategies to Cope with Commodification Pressure on Professions: A Study of Two Law Firms in Singapore
Dawn Yi Lin Chow¹, Lai Si Tsui-Auch²
¹SIM University, Singapore; ²Nanyang Technological University, Singapore

A Strategic Theory of Foreign Direct Investment Decision: The Opportunity-Learning-Involvement (OLI) and its 6Cs Framework
Xin Li, Jens Gammelgaard
Copenhagen Business School, Denmark

Relationship development in global virtual teams over time
Majid Aleem, Peter Zettinig
Turku School of Economics, University of Turku, Finland

The integration of small farmers into agro-food global value chains: The role of MNEs in Egyptian agribusiness, the case of Heinz
Salma Soliman¹, Marina Papanastassiou¹, Georgios Mergos², Lakshmi Narasimhan Vedanthachari³
¹Middlesex University, United Kingdom; ²Athens University, Greece

Informal institutions and level of internationalisation amongst Indian firms
Soma Arora
IMT, India

Sub-national mapping of institutional capacities of Indian states and their influence on entry modes
Rajdeepa Maity
EMLYON Business School, Lyon, France

Industry level structures and interconnectedness of actors in market entry: Pharmaceutical industry perspective
Anna Karhu, Maria Elo
Turku School of Economics at University of Turku, Finland

Individual- and team-level learning in Global Virtual Teams
Danijela Majdenic
Turku School of Economics, University of Turku, Finland, Finland

Global Sourcing activities by International New Ventures
Per Servais, Erik Rasmussen
University of Southern Denmark, Denmark

High performance practices bundles impact on the employees’ extra-role performance: The mediation of work engagement
Muhammad Shakil Ahmad
COMSATS Institute of IT, Pakistan

Business Value of IT in Competitiveness of Kazakhstan’s Energy Sector: the role of international oil and gas companies in sustainable development of the local industry
Irina Heim
Henley Business School, United Kingdom
Multinationals, work commitment and gender wage gap
Priit Vahter\textsuperscript{1,2}, Jaan Masso\textsuperscript{2}
\textsuperscript{1}University of Warwick, United Kingdom; \textsuperscript{2}University of Tartu, Estonia

SME Internationalisation and its Financing – case of Ireland and Scotland
Lisa Naomi Spencer, Sheila O’Donohoe
Waterford Institute of Technology, Ireland

Are there threshold concepts in international business and management education?
Asmund Rygh, Ambarin Asad Khan
Alliance Manchester Business School, United Kingdom

How much of CSR-related activity is carried out by multinational oil companies of the Niger delta region in Nigeria?
Joy Eghonghon Akahome\textsuperscript{1}, Henry Ozuru\textsuperscript{3}
\textsuperscript{1}Federal University Otuoke, Bayelsa State, Nigeria; \textsuperscript{3}University of Port-Harcourt, Rivers state, Nigeria

A theoretical framework proposition for international entrepreneurship
Monique Raupp, Fernando Dias Lopes
Federal University of Rio Grande do Sul, Brazil

Barriers to Upgrading in Global Agriculture Value Chain
Hanh Pham
Sheffield Hallam University, United Kingdom

International business, institutions and sustainable business models
Francesca Ciulli, Ans Kolk
University of Amsterdam, Netherlands

Institutional development and entrepreneurship: an empirical examination
Igor Laine
Lappeenranta University of Technology, Finland

Retaining Resources for Being Proactive at Work
Kan Ouyang\textsuperscript{1}, Wing Lam\textsuperscript{2}, Bonnie Hayden Cheng\textsuperscript{3}, Ziguang Chen\textsuperscript{3}
\textsuperscript{1}Shanghai University of Finance and Economics, China; \textsuperscript{2}The Hong Kong Polytechnic University, Hong Kong S.A.R. (China); \textsuperscript{3}City University of Hong Kong, Hong Kong S.A.R. (China)

Business expatriation: The expats perception
Giovanna Milani, Monique Raupp, Cynthia Lopes
UFRGS, Brazil

Network ties and SME performance in transition economies
T S Hanh Pham\textsuperscript{1}, Ziko Konwar\textsuperscript{2}
\textsuperscript{1}Sheffield Business School, United Kingdom; \textsuperscript{2}Leeds University Business School, United Kingdom

International Entrepreneurship in Developing Countries: A Review from an International Business Perspective
Juan Velez-Ocampo
Institución Universitaria Salazar y Herrera - Universidad EAFIT, Colombia
Parallel Session 2-1: OB Issues and Comparative IHRM
Time: 13:30 - 15:30 - Room: 208, HBS
Session Chair: Chris Brewster

Complementarities in comparative capitalisms and associated HRM practices
Geoffrey Wood¹, Michael Brookes², Chris Brewster³
¹University of Essex, UK; ²Newcastle University, UK; ³University of Reading, UK

HRM in the global information technology (IT) industry: Towards Multivergent configurations in the context of collaborative partnerships
Vijay Edward Pereira¹, Pawan Budhwar², Ashish Malik³
¹University of Wollongong, Dubai, UAE; ²Aston University, UK; ³University of Newcastle, Australia

Competing globally, poaching locally: A co-opetition-based view of lateral hiring
Joseph Amankwah-Amoah
University of Kent, UK

Inter-organisational justice: ‘Fairness’ as Sensemaking in the case of Indo-Swedish Joint Venture
Charmi Patel¹, Pawan Budhwar², Jonathan Crawshaw²
¹Henley Business School; ²Aston Business School

A comparative institutional research agenda for HRM
Chris Brewster¹, Paul Gooderham², Wolfgang Mayrhofer³
¹University of Reading, United Kingdom; ²Norwegian School of Economics; ³WU Vienna University of Economics and Business

Parallel Session 2-2: Export Performance of SMEs
Time: 13:30 - 15:30 - Room: G10, HBS
Session Chair: Keith Brouthers

Export performance of SMEs: Cultural intelligence as a condition for a successful internationalization strategy
Valeria Giovannini¹, Niels Noorderhaven², Andrea Prencipe¹
¹LUISS Guido Carli University; ²Tilburg University

The effects of cultural dimensions, government regulations and entrepreneurial orientation on firms’ international performance: A study of SMEs in Malaysia
Tze Cheng Chew, Yee Kwan Tang, Pavlos Dimitratos, Trevor Buck
University of Glasgow, United Kingdom

Determinants of Global Market Reach: Strategic Orientations in SME Internationalization
Lasse Torkkeli, Olli Kuivalainen, Sami Saarenketo, Kaisu Puimalainen
LUT School of Business, Finland

The role of export readiness for superior export performance: An empirical investigation of small and medium-sized firms
Stephan Gerschewski
Hannam University, Linton School of Global Business

Network Diversity, Entrepreneurial Orientation and SME International Performance
Yiyin Wu, Keith Brouthers
King’s College London, United Kingdom
Parallel Session 2-3: MNEs Location Choice
Session Chair: Nigel Driffield

Why the theory of the MNE is in need of co-location: a literature review for further inquiry
Miguel Gonzalez-Loureiro¹, Francisco Puig², Berrbizne Urzelai²
¹University of Vigo, Spain and CIICESI, Portugal; ²University of Valencia, Spain

Location of International R&D. The Role of Co-Location with Production Activities.
Davide Castellani¹, Katiuscia Lavoratori²
¹Henley Business School, University of Reading; ²University of Perugia, Italy

Unraveling configurations of power in global supply chains through the analysis of upgrading cases
Luis Oliveira¹, Afonso Fleury¹, Maria Tereza Fleury²
¹University of São Paulo, Brazil; ²Getúlio Vargas Foundation, Brazil

Development of outward FDI from South Korean: The relationship between national investment position and location choice
Jae-Yeon Kim, Nigel Driffield, Jim Love
Warwick Business School, United Kingdom

Parallel Session 2-4: Dynamics of subsidiary roles
Time: 13:30- 15:30 - Room: 101, HBS
Session Chair: Shasha Zhao

Legitimacy Dynamics in Headquarters-Subsidiary Relationships
Jens Gammelgaard¹, Rajesh Kumar²
¹Copenhagen Business School, Denmark; ²Menlo College, US

MNE subsidiary survival and advancement in a coevolving dual context
Johanna Clancy¹, Paul Ryan², Ulf Andersson³, Majella Giblin¹
¹National University of Ireland, Galway, Ireland; ²Trinity College Dublin, Ireland; ³Malardalen University, Sweden

Strategy creativity in multinational subsidiaries and the impact of subsidiary CEO entrepreneurial self-efficacy
Dónal O’Brien¹, Pamela Sharkey Scott², Ulf Andersson³
¹Dublin City University, Ireland; ²National University of Ireland, Maynooth, Ireland; ³Malardalen University, Sweden

Intermediate units in contemporary corporations: An integrated framework and a research agenda
Ana Botella Andreu, Jose Pla Barber, Cristina Villar
University of Valencia, Spain

Dynamic subsidiary roles as determinants of subsidiary technology source: Empirical evidence from China
Si Zhang¹, Robert Pearce¹, Marina Papanastassiou², Shasha Zhao², Ioannis Bournakis²
¹Reading University, United Kingdom; ²Middlesex University, United Kingdom
Parallel Session 2-5: Institutions, Ownership and Business Models  
Time: 13:30 - 15:30 - Room: G09, ICMA Centre  
Session Chair: Murod Aliyev

Role of Institutional Environment in Deciding Ownership Structure of MNEs in Host Country Firms: Evidence from Select Emerging Economies  
Niti Bhasin  
Department of Commerce, Delhi School of Economics, University of Delhi, India

The role of international institution in MNC-Host country bargaining in the context of emerging markets  
Liubov Ermolaeva, Andrei Panibratov, Bojan Pantic  
St.Petersburg State University, Russian Federation

Clashing with institutions in China and Brazil: Uber’s disruptive business model  
Cyntia Vilasboas Calixto¹, Maria Tereza Leme Fleury²  
¹Fundação Getulio Vargas (FGV-EAESP); ²Fundação Getulio Vargas (FGV-EAESP)

Institutional investors as firm monitors: The case of internationalization  
Vidya Sukumara Panicker, Sumit Mitra, Rajesh Srinivas Upadhyayula  
Indian Institute of Management, Kozhikode, India

Multiple ownership, network resources and institutional development  
Murod Aliyev, Mario Kafouros, Andrew Brown, David Spencer  
University of Leeds, United Kingdom

Parallel Session 2-6: IB, CSR and Environment  
Time: 13:30 - 15:30 - Room: G03/G04, ICMA Centre  
Session Chair: Yoo Jung Ha

Why do some firms participate in CSR signaling? The effect of global trade networks on firm CSR signaling behavior  
Luis Alfonso Dau, Elizabeth Marie Moore, Margaret Alyce Soto  
Northeastern University, United States of America

How does Foreign direct investment affect the quality of the environment?  
João Bento¹, Miguel Torres²  
¹University of Aveiro, Portugal; ²Leeds University Business School, UK

How do firm characteristics, FDI and regional institutions influence the implementation of global CSR standards among private Vietnamese firms? Empirical evidence based on a multilevel approach  
Jöran Wrana, Javier Revilla Diez  
University of Cologne, Germany

Do Capital Markets Price Potential Environmental Risk?  
Chang Hoon Oh, Daniel Shapiro, Shuna Ho, Jiyoung Shin  
Simon Fraser University, Canada

Dual isomorphic mechanisms and the effect of foreign MNEs on local firms’ corporate environmental innovation  
Yoo Jung Ha¹, Yingqi Wei²  
¹University of York, United Kingdom; ²University of Leeds, United Kingdom
Parallel Session 2-7: Panel - Commonwealth Trade and Investments in the Post Brexit World
Time: 13:30- 15:30 - Room: G15, HBS
Session Chair: Peter J. Buckley

Both Brexit and Trump’s election in particular have highlighted the volatility, uncertainty, complexity and ambiguity (VUCA) now affecting international business both in established and emerging markets and arguably signalling the tail-end of globalization. It has also provided an opportunity to look at the Commonwealth more clearly, coherently and cogently through an economic and contemporary lens. This Panel will discuss the implications and opportunities of Brexit for the Commonwealth.

Panellists:

Brexit: Its Implications and Potential for the Commonwealth
Arif Zaman and Nnamdi Madichie (London School of Business and Management)

Brexit: opportunities for India
Surender Munjal (Leeds University Business School)

Reconnecting with the Commonwealth: the UK’s free trade opportunities
Tim Hewish (The Royal Commonwealth Society)

Implications for the ACP (Asia, Pacific and Caribbean) countries
Sindra Sharma (Ramphal Institute, King’s College)
Parallel Session 3-1: TMT and Knowledge Management in MNEs
Time: 16:00 - 18:00 - Room: 208, HBS
Session Chair: Timothy Devinney

The Effect of Human Resource and Knowledge Management Systems on Technology Transfer in Developing Countries: A Combinatory Exploration of Foreign and Domestic Firms
Ellis Luther Chilie Osabutey¹, Konan Anderson SENY KAN²
¹Middlesex University Business School, United Kingdom; ²Toulouse Business School

Boundary Spanners and Intra-MNC Knowledge Sharing: The Role of Controlled Motivation and Immediate Organizational Context
Dana Mimbaeva¹, Grazia D. Santangelo²
¹Copenhagen Business School; ²University of Catania, Italy

Wanted: Knowledge Workers for Emerging Market Firms
Monica J. Semeniuk
Simon Fraser University, Canada

Location choices for HR shared services in MNEs: The role of HQ’s control motive
Chipoong Kim¹, Chul Chung¹, Jeeyun Yoon¹, Jungwoo Park¹, Yongwoo Lee¹, Jaewon Kim⁵
¹Henley Business School, United Kingdom; ²Georgia Institute of Technology; ³Seoul National University; ⁴Sungkyunkwan University; ⁵Hanyang University

When blood is thicker: Top management team nepotism and firm growth in a transition context
Peder Greve¹, Winfried Ruigrok²
¹Henley Business School, United Kingdom; ²University of St. Gallen, Switzerland

Parallel Session 3-2: IB and Entrepreneurship
Time: 16:00 – 18:00 - Room: G10, HBS
Session Chair: Gary Cook

Entrepreneurship-driven internationalization: re-thinking the exploitation-exploration paradigm
Igor Kalinic¹, Cipriano Forza², Jeremy Clegg¹
¹University of Leeds, UK; ²University of Padova, Italy

Intellectual Structure of International New Venture Research: A Bibliometric Analysis and Future Research Agenda
Félix Rodríguez-Ruiz¹, Paloma Almodóvar¹, Quyen T. K. Nguyen²
¹Complutense University of Madrid, Spain; ²Henley Business School, International Business and Strategy University of Reading

The role of business relationships between SMEs and network actors in defining standardisation and adaptation strategies of SMEs: insights from business-to-business firms engaged in international activities
Kausar Afzal Qureshi, Konstantinos Poulis
University of Essex, United Kingdom

The mediating role of opportunity newness to the entrepreneurial behavior and the opportunity value
Stylianos Papaioannou
Mid-Sweden University, Sweden

Institutions and entrepreneurial internationalisation: review of qualitative research
Igor Laine, Olli Kuivalainen
Lappeenranta University of Technology, Finland
Parallel Session 3-3: Foreign Direct Investments
Time: 16:00 - 18:00 - Room: 108, HBS
Session Chair: Allan Webster

Foreign Direct Investment and the Relationship between the United Kingdom and the European Union
Randolph Luca Bruno¹,², Nauro Campos³,⁴, Saul Estrin³,⁵,⁶, Meng Tian³,⁷
¹University College London; ²Brunel University London; ³London School of Economics; ⁴Peking University; ⁵IZA-Bonn; ⁶RodolfoDeBenedetti Foundation; ⁷ETH-Zurich; ⁸Centre for Economic Performance

The Effect of European Intellectual Property Institutions on Chinese Outward Foreign Direct Investment
Nikolaos Papageorgiadis¹, Yue Xu², Constantinos Alexiou³, Joseph G. Nellis⁴
¹Management School, University of Liverpool; ²Cardiff Business School, Cardiff University; ³School of Management, Cranfield University

Establishing How MNCs are Defined, Over Time, a Response to the Regional/Global Debate
Lisa Naomi Spencer
Waterford Institute of Technology, Ireland

Does Tax Haven FDI Impact upon Firm Performance?
Chris Jones¹, Yama Temouri², Gerda Dewit³, Dermot Leahy⁴
¹Aston University United Kingdom; ²Aston University United Kingdom; ³Maynooth University; ⁴Maynooth University

FDI Spillovers in developing countries, Readiness Evaluation Framework
Abbas Haddadzadeh
University of Deusto, Spain

Parallel Session 3-4: IB and Firm Performance
Time: 16:00-18:00 - Room: 101, HBS
Session Chair: Mario Kafouros

Does Spatial Pattern Matter to Export Performances? Insights from International Comparisons of Germany and Japan
Yi-cheng Liu, Wen Yang, Chao-cheng Mai
Tamkang University, Taiwan, Republic of China

Internationalization, Industry Heterogeneity, and Firm Profitability
Raquel García-García¹, Esteban García-Canal², Mauro F. Guillén³
¹The Open University, United Kingdom; ²Universidad de Oviedo; ³The Wharton School

Subsidiary-performance implications of Multinational Enterprises’ political activities in host countries: Evidence from the US
Vikrant Shirodkar¹, Palitha Konara²
¹University of Sussex, United Kingdom; ²University of Huddersfield, United Kingdom

Product Diversification, Relatedness and Firm Performance
Jinlong Gu, Yong Yang, Roger Strange
University of Sussex, United Kingdom

Multinationals and the development of China: the dual roles of inward and outward FDI
Robert Pearce¹, Si Zhang², Yuxuan Tang³
¹University of Reading, United Kingdom; ²The School of Management; University of the Chinese Academy of Science; ³Peking University, Beijing
Parallel Session 3-5: Emerging MNEs
Time: 16:00 - 18:00 - Room: G09, ICMA Centre
Session Chair: Klaus Meyer

Performance of Russian MNEs: The importance of fit between strategy, structure, capability and environment
Anna Veselova1, Desislava Dikova2
1Graduate School of Management St. Petersburg State University, Russian Federation; 2Vienna University of Economics and Business, Austria

The determinants of Outward Foreign Direct Investment from ASEAN
Alisa Binti Ibrahim, Nigel L Driffiled, Keith W Glaister
University of Warwick, United Kingdom

Foreign and domestic investment by emerging market multinationals: A win-win?
Pavida Pananond1, Alvaro Cuervo-Cazurra2
1Thammasat University, Thailand; 2Northeastern University, D’Amore-McKim School of Business

How does state-ownership and acquisition experience affect emerging market firm performance?
Pawan Budhwar1, Vijay Pereira2, Yama Temouri1, Panagiotis Ganotakis3, Shlomo Tarba4
1Aston University, United Kingdom; 2University of Wollongong, Dubai; 3Leeds Business School, University of Leeds; 4Birmingham Business School, Birmingham University

Does home-country government support contribute to the subsidiary performance of emerging market multinationals?
Xia Han, Lan Gao, Xiaohui Liu
Loughborough University, United Kingdom

Parallel Session 3-6: Foreign Divestments
Time: 16:00pm - 18:00 - Room: G03/G04, ICMA Centre
Session Chair: Jorma Antero Larimo

Foreign divestment: a critical review of contemporary literature between 1996 and 2015
Pratik Arte, Jorma Larimo
University of Vaasa, Finland

Determinants of foreign divestments via selloffs
Palitha Konara2, Panagiotis Ganotakis1,3
1University of Wollongong in Dubai, United Arab Emirates; 2University of Huddersfield; 3University of Leeds

Divestment of multinationals and its impacts on the jobs
Ken-ichi Ando
Shizuoka University, Japan

Relocation of offshore business services: recovering from failure or persisting with the original strategy?
Stefano Elia1, Filippo Albertoni2, Lucia Piscitello3, Silvia Massini4
1Politecnico di Milano, Italy; 2Politecnico di Milano, Italy; 3Politecnico di Milano, Italy; 4University of Manchester

Domestic interfirm collaboration networks, innovation intensity and the foreign divestment decisions of firms
Viacheslav Iurkov, Gabriel R.G. Benito
BI Norwegian Business School, Norway
Parallel Session 3-7: Internationalisation Process
Time: 16:00-18:00
Room: G15, HBS
Session Chair: Jose Pla-Barber

Value chain internationalization and performance
Carlos Rodriguez², Luciano Ciravegna¹²
¹King’s College, United Kingdom; ²INCAE

Uncertainty in international decision-making: A negotiation analytical and experimental approach
Ursula F. Ott
Kingston University London, United Kingdom

The location of technology sourcing FDI: South Korean investment in the US.
Jae-Yeon Kim, Nigel Driffield, Jim Love
Warwick Business School, United Kingdom

Country of origin, company brand and the internationalization of digital services: The case of the British television broadcasting industry
Ferran Vendrell-Herrero¹, Emanuel Gomes¹⁴, Simon Collinson¹, Glenn Parry², Oscar Bustinza³
¹The University of Birmingham, United Kingdom; ²Department of Strategy, University of the West of England, UK; ³Department of Management, University of Granada, Granada, Spain; ⁴Nova School of Business and Economics, Universidade Nova, Portugal

The internationalization process of Latin American multinationals: A literature review
German Benito-Sarria, Jose Pla-Barber, Cristina Villar
University of Valencia, Spain
Parallel Session 4-1: Finance and Taxation Issues in IB
Time: 8:30 - 10:30 - Room: 208, HBS
Session Chair: Yama Temouri

Multinational corporations managing risk in East Asia: Empirical analysis of the association between derivatives use and exposures
Marina Papanastassiou, Trang Huong Kim, Quang Nguyen
Middlesex University Business School

Finance and exports of foreign subsidiaries of multinational enterprises
Quyen Nguyen
University of Reading, United Kingdom

From Bilateral to Regional Level? A Bargaining Mechanism of International Investment Treaties
Ursula Ott¹, Julian Chaisse², Christian Bellak³
¹Kingston University; ²Chinese University of Hong Kong; ³WU Vienna University of Economics

Breaking up and making up – A host location policymakers’ perspective on internationalization
Orlando Fernandes
University of Warwick, United Kingdom

Accountability–Avoiding Foreign Direct Investment: Incorporating Tax Havens and Tax Avoidance to International Business Research
Chris Jones¹, Yama Temouri², Matti Ylönen³, Alex Cobham⁴
¹Aston University United Kingdom; ²Aston University United Kingdom; ³Yale, USA; ⁴Tax Justice Network

Parallel Session 4-2: SMEs Internationalisation
Time: 8:30 - 10:30 - Room: G10, HBS
Session Chair: Pavlos Dimitratos

How do business models of microfinance institutions encourage entrepreneurship at the bottom-of-the-pyramid?
Michael Zisuh Ngoasong
Open University, United Kingdom

Motivations driving manufacturing SMEs to internationalize through gateway strategies: A conceptual framework
Noémie Dominguez
Jean Moulin Lyon 3 University, France

Linking inter-organizational collaboration, innovation, and internationalization in SMEs: a systematic review
Nadia Zahoor, Omar Al-Tabbaa
University of Huddersfield, United Kingdom

Role of Strategic Partnerships in Internationalisation of Small Born Global Firms
Paweł Capik, Andreas Brockerhoff
Keele University, United Kingdom

Knowledge Dimensions of Micromultinational Enterprises: An Interpretive Approach across Managers and Advisers
Maria-Cristina Stoian¹, Pavlos Dimitratos², Emmanuella Plakoyiannaki³
¹Brunel University London, UK; ²University of Glasgow, UK; ³University of Leeds, UK
Parallel Session 4-3: FDI, R&D and Innovation
Time: 8:30a - 10:30 - Room: 108, HBS
Session Chair: Matthew Allen

Institutional Distance and Knowledge Acquisition in International Buyer–Supplier Relationships: The Moderating Role of Trust
Mia Hsiao-Wen Ho
National Sun Yat-sen University, Taiwan

Inward FDI and innovation in transitional countries
Allan Webster
Bournemouth University, United Kingdom

New modes and geographies of global research networks: Study of outsourcing and offshoring in the pharmaceutical industry
Paulina Ramirez
Birmingham Business School, United Kingdom

The Dynamics of Outsourcing Relationships Perspectives from MNCs and their Suppliers
Giovanna Magnani1, Antonella Zucchella1, Roger Strange2
1University of Pavia, Italy; 2University of Sussex, UK

Types of Knowledge, Innovation and R&D FDI
Matthew Allen1, Maria Allen2
1The University of Manchester, United Kingdom; 2Manchester Metropolitan University Business School, United Kingdom

Parallel Session 4-4: Internationalisation and performance
Time: 8:30 - 10:30 - Room: 101, HBS
Session Chair: Davide Castellani

Persistence in Exporting: cumulative and punctuated learning effects
Jim Love1, Juan Manez2
1University of Warwick, United Kingdom; 2Universitat de València, Spain

Multinational Activity of European Firms and Heterogenity
Jose C. Fariñas1, Ana Martin-Marcos2, Francisco J. Velazquez1
1Universidad Complutense Madrid, Spain; 2UNED, Spain

Does Private Ownership Always Outperform State Ownership? A Competitive Dynamics Explanation
Wei Yang1, Klaus Meyer2
1Nankai University, China, People’s Republic of; 2China Europe International Business School

Evaluation of the performance and implications of multinationals: a framework of issues
Robert Pearce
University of Reading, United Kingdom

In Search of New Relationship between Internationalization and Firm Performance: A ‘Test of Concept’ Based on Financial Statement Data from Austrian-Listed Companies
Carsten Wehrmann1, Romeo V. Turcan2
1University of Gloucestershire, UK; 2Aalborg University, Denmark
Parallel Session 4-5: Institutions, Innovation and Performance
Time: 8:30 - 10:30
Room: G09, ICMA Centre
Session Chair: Luis Alfonso Dau

Subnational Institutions and Innovation of Emerging Market Firms - A Multilevel Approach
Xufei Ma¹, Zhujun Ding²
¹the Chinese University of Hong Kong; ²University of Reading, United Kingdom

The internationalization of ventures – the roles of a nation’s formal and informal institutions and the venture’s value orientation
Jie Chen, Kaisu Puumalainen, Sami Saarenketo
Lappeenranta University of Technology, Finland

Institutions, distant search and innovation performance
Murod Aliyev, Conor McDonald
University of Leeds, United Kingdom

Institutional development and firm performance across emerging countries: The role of technological and market dynamism
Mario Kafouros¹, Murod Aliyev¹, Panos Piperopoulos¹, Joanne Ho², Susanna Yee Na Wong², Alan Kai Ming Au²
¹University of Leeds; ²Institute of International Business and Governance, The Open University of Hong Kong

Institutions, economic growth and international competitiveness: a regional study
Roseline Wanjiru, Karla Prime
Northumbria University, United Kingdom

Parallel Session 4-6: Market entry and re-entry
Time: 8:30 - 10:30 - Room: G03/G04, ICMA Centre
Session Chair: Stefano Elia

The role of decision-making logic and network relationships in internationalization: a case study
Tiia Vissak¹, Barbara Francioni²
¹University of Tartu, Estonia; ²University of Urbino “Carlo Bo”, Italy

A New Breed of (Re)Internationalisers? The Foreign Market Re-Entry Strategies of Developed and Emerging Market Re-Entrants
Irina Minodora Surdu, Kamel Mellahi, Keith Glaister
University of Warwick, United Kingdom

Antecedents and outcome of real options reasoning in market entry decisions
Ali Ahi¹, Olli Kuivalainen¹,², Sanna Sundqvist³
¹Lappeenranta University of Technology, Finland; ²Alliance Manchester Business School, University of Manchester, UK

The Effect of Psychic Distance On Consumers’ Preference: Does Acquirer’s Corporate Reputation Matter?
Michela Matarazzo¹, Giulia Lanzilli², Riccardo Resciniti²
¹G. Marconi University, Italy; ²University of Sannio, Italy

Comply or not to comply with theory? How experience shapes entry mode misalignment
Stefano Elia¹, Marcus Larsen², Lucia Piscitello³
¹Politecnico di Milano, Italy; ²Copenhagen Business School; ³Politecnico di Milano, Italy
Parallel Session 4-7: Panel - Meet the Editors
Time: 8:30 - 10:30 - Room: G15, HBS
Session Chair: Desislava Dikova

The purpose of the panel session is to assist in improving the quality of IB and strategy research in the UK and Ireland, and bringing new scholars into the IB field. The session will be beneficial to junior scholars who have not previously published in the presented journals, to scholars who are located in universities that offer limited support for international business research, to scholars who are trained in disciplines less commonly associated with the field (e.g. geography, political science, ethnography, or economic history) but are interested in conducting international business research.

The following Journals will be presented by the editors:

Alain Verbeke (Journal of International Business Studies)
Daniel Shapiro (Multinational Business Review)
Desislava Dikova (Journal of East-West Business) and (Int. Journal of Emerging Markets)
Geoffrey Wood (British Journal of Management and Annals to Corporate Governance)
Jonathan Doh (Journal of World Business)
Pervez Ghauri (International Business Review)
Parallel Session 5-1: International Marketing
Time: 14:00 - 16:00 - Room: 208, HBS
Session Chair: Ursula Ott

Expertise and Strategy
Elizabeth Maitland1, Andre Sammartino2
1University of New South Wales, Australia; 2University of Melbourne

International Franchising: A Literature Review and Research Agenda
Alexander Rosado1, Desislava Dikova2, Justin Paul1
1University of Puerto Rico; 2Vienna University of Economics and Business, Austria

Relationship learning and cross-border customer engagement at the product design stage: the moderating roles of cultural distance and customer dependence
Zhaleh Najafi Tavani1, Ghasem Zaefarian1, Sahar Mousavi2, Peter Naude2
1University of Leeds business school, United Kingdom; 2University of Manchester

Teaching international marketing via Social Media Projects: the case of a Norwegian Business School
Massiel Henríquez Parodi1, Ilan Alon1, Charles Wankel2
1University of Agder, Norway; 2St John's University, New York

‘Three Hours Too Soon or One Minute Too Late?’ Experience and Institutional Legitimacy as Antecedents of Foreign Market Re-Entry Timing
Irina Minodora Surdu, Kamel Mellahi, Keith Glaister
University of Warwick, United Kingdom

Parallel Session 5-2: International Business History
Time: 14:00-16:00 - Room: G10, HBS
Session Chair: Peter Scott

The Advantage of Outsiderness: Political Risk Management in Historical Perspective
Christina Lubinski
Copenhagen Business School, Denmark

Heuristics in internationalization; a creative professional service firm perspective
Deirdre McQuillan1, Pamela Sharkey Scott2, Vincent Mangematin3
1University of Bradford, United Kingdom; 2NUI Maynooth, Ireland; 3Grenoble Ecole de Management, France

The Phoenix Factor: Subsidiary Evolutionary Trajectories Post Mandate Loss
Edward Gillmore1, Henrik Dellestrand2, Ulf Andersson1
1Mälardalen University, Sweden; 2Uppsala University

The myth of Fordism as America’s paradigmatic production system before 1941
Peter Scott
University of Reading, United Kingdom
Parallel Session 5-3: Technology and Innovation in IB
Time: 14:00-16:00 - Room: 108, HBS
Session Chair: Davide Castellani

Learning from the pupils: The role of dual embeddedness and knowledge complexity in reverse knowledge transfer
Maite Alves Bezerra¹, Rajneesh Narula¹, Felipe Mendes Borini²
¹University of Reading, United Kingdom; ²ESPM, Brazil

Technological revolution in sub-Saharan Africa: Emerging issues and trends
Joseph Amankwah-Amoah
University of Kent, UK

Location, shared suppliers and the innovation performance of R&D outsourcing agreements
Andrea Martinez-Noya, Esteban Garcia-Canal
¹University of Oviedo, Spain

Organisational Innovation in Multinational Business: Why Explaining the Unconventional Matters
Teresa da Silva Lopes¹, Mark Casson², Geoffrey Jones³
¹University of York, United Kingdom; ²The University of Reading; ³Harvard Business School

Do imports, inward FDI and technology licensing improve local firms’ innovativeness? A micro-level analysis
Paloma Almodovar¹, Quyen Nguyen², Alain Verbeke³
¹Complutense University of Madrid, Spain; ²University of Reading, UK; ³University of Calgary, Canada

Parallel Session 5-4: Methods in IB
Time: 14:00-16:00 - Room: 101, HBS
Session Chair: Jens Gammelgaard

Time as an antecedent of routine development
Mari Ketolainen, Elisa Kallio, Sini Nordberg-Davies
University of Turku / Turku School of Economics, Finland

Cross-National Research and Data Collection Procedures: State of the Field
Agnieszka Chidlow¹, Pervez Ghauri¹, Oded Shenkar¹,²
¹The University of Birmingham, United Kingdom; ²Ohio State University, USA

The Rise and Fall of Icelandic Multinationals (MNCs): A multiple case study approach
Asta Dis Oladottir
University of Iceland, Iceland

International Business research in Sub-Saharan Africa: assessing conceptual and methodological constraints
Roseline Wanjiru, Abdoulkadre Ado
Northumbria University, United Kingdom
Parallel Session 5-5: Global Value Chains
Time: 14:00-16:00 - Room: G09, ICMA Centre
Session Chair: Elena Beleska-Spasova

Industry 4.0 technologies and backshoring of manufacturing activities – the rise of local value chains?
Bernhard Dachs¹, Steffen Kinkel²
¹AIT Austrian Institute of Technology, Austria; ²Karlsruhe University of Applied Sciences, Germany

Integrating global value chain/global production network analysis into international business debates: a review and research agenda
Matthew Alford, Rudolf Sinkovics, Noemi Sinkovics, Samia Hoque
University of Manchester, United Kingdom

Digital Fabrication and the Transformation of Global Production? Uneven Landscapes of Innovation
Jennifer Johns, Andrew Smith
University of Liverpool, United Kingdom

Offshoring or backshoring? Industrial district firms’ location choice of manufacturing activities in global value chains
Marco Bettiol¹, Chiara Burlina¹, Maria Chiavresio², Eleonora Di Maria¹
¹University of Padova, Italy; ²University of Udine, Italy

Specialization versus integration of value chain activities: What creates firm competitive advantage in GVCs
Elena Beleska-Spasova
University of Reading, Henley Business School, United Kingdom

Parallel Session 5-6: Cross-border M&As
Time: 14:00-16:00 - Room: G03/G04, ICMA Centre
Session Chair: Peder Greve

Distance and the Completion of Chinese Cross-Border Mergers and Acquisitions
Dong Lijun¹, Frank McDonald²
¹Central China Normal University, China; ²University of Liverpool, United Kingdom

Overseas M&A, Multi-threshold Effect and Enterprise Internationalization Performance
Yan Chen¹, Kuan Wang²
¹Beijing University of Posts and Telecommunications, School of Economics and Management; ²Beijing University of Posts and Telecommunications, School of Economics and Management

Emotions in cross-border acquisitions – Perspectives from the parent company
Melanie Elina Hassett¹, Rikka Harikkala-Laihinen⁵, Niina Nummela⁵, Johanna Raitis²
¹The University of Sheffield, United Kingdom; ²Turku School of Economics, University of Turku, Finland

Cross-Border Reverse Takeover: the case of Brazilian Multinationals
Carlos Eduardo Stefaniak Aveline¹, Maria Tereza Leme Fleury²
¹Universidade Federal de Lavras - UFLA, Brazil; ²Escola de Administração de Empresas de São Paulo – EAESP/FGV
Parallel Session 5-7: Panel - Micromultinationals – What can international business theories and concepts explain about their activities?
Time: 14:00-16:00 - Room: G15, HBS
Session Chair: Pavlos Dimitratos

Micromultinationals (mMNEs) are those small firms that engage in advanced foreign forms (i.e. beyond exporting) to expand. mMNEs have flexible governance structures that may be conducive to attainment of a competitive advantage abroad, following a different route than those of established MNEs or fast internationalising firms. Viewed in this light, mMNEs could offer diversity and pluralism to international business and international entrepreneurship research; and, potentially suggest intriguing questions on extending thinking through the examination of the activities of those small, flexible and agile MNEs.

Panellists:

Pavlos Dimitratos (University of Glasgow, UK)
Ulf Andersson (Mälardalen University, Sweden & BI Norwegian Business School, Norway)
Luciano Ciravegna (King’s College London, UK)
Jean Francois Hennart (Tilburg University, Netherlands)
Olli Kuivalainen (Manchester Business School, UK & Lappeenranta University of Technology, Finland)
A. Rebecca Reuber (University of Toronto, Canada)