

Reading-UNCTAD International Business Conference

Programme and Additional Information
13 & 14 June 2015

Hrs	Saturday 13 June 2015	
08:30	Coach departs from Ibis Reading Centre Hotel Guests travelling independently: please see below for detailed directions and car parking information.	<i>Ibis Hotel, Reading</i>
08:45	Registration and refreshments Guests are invited to collect their badges and delegate pack, and join us for tea and coffee. Delegates who have registered to present a poster are invited to affix them to the provided poster boards.	<i>Foyer</i>
09:30	Welcome address <ul style="list-style-type: none"> Sir David Bell, Vice-Chancellor, University of Reading Opening remarks <ul style="list-style-type: none"> James Walker, Head of International Business and Strategy, Henley Business School Rajneesh Narula, John H. Dunning Chair of International Business Regulation, Henley Business School 	<i>G11, Henley Business School</i>
10:00	Opening plenary: Strategy and IB: Alan Rugman and His Contribution to IB Research <ul style="list-style-type: none"> Chair: Ans Kolk, Amsterdam Business School 	

	<ul style="list-style-type: none"> Panellists: Julian Birkinshaw, London Business School Jean-Francois Hennart, Tilburg University Geoffrey Jones, Harvard Business School Anoop Madhok, Schulich School of Business 			
11:45	Poster Exhibition Guests are invited to view the poster exhibition prior to lunch commencing.			<i>Foyer</i>
12:00	Lunch Guests are invited to continue to view the poster exhibition and enjoy a cold buffet lunch.			<i>Foyer</i>
12:45	Debate 1: Where is the individual in IB research? <ul style="list-style-type: none"> Chair: Alain Verbeke, University of Calgary and Henley Business School Panellists: Mark Casson, University of Reading Timothy Devinney, Leeds University Business School Marcus Moller Larsen, Copenhagen Business School, and Dunning Fellow Elisa Giuliani, University of Pisa 			<i>G11</i>
14:45	Break Guests are invited to enjoy tea and coffee in the foyer.			<i>Foyer</i>
15:00	Parallel sessions 1 Guests are invited to attend the session of their choice.			
	Track 1 <i>Room G10</i> Alan Rugman Memorial Session on Internalisation Chair: Jean-Francois Hennart	Track 2 <i>Room 101</i> International HR Management and Organisational Behaviour Chair: Lou Anne Barclay	Track 3 <i>Room 102</i> Geography in International Business Chair: Björn Jindra	<i>Guests are invited to attend the session of their choice from six, all beginning at 15:00</i>

	Track 4 Room 108 Institutions and Emerging Markets Chair: James Robins	Track 5 Room G03 Global Strategy Chair: Bernard Wolf	Track 6 Room G04 History in International Business Chair: Geoffrey Jones	Guests are invited to attend the session of their choice from six, all beginning at 15:00
17:00	Break Guests are invited to enjoy a short break to relax and refresh themselves, prior to the coach departing for Greenlands.			Foyer
17:30	Departure from Whiteknights Campus via coach Travel for delegates attending Informal Memorial for Alan Rugman and evening dinner venue (Henley Business School, Greenlands) A coach service will be provided with the following departure time: <ul style="list-style-type: none">17:30 from Chancellors Way Coach Stand			Chancellors Way Coach Stand
18:30	Informal Memorial for Alan Rugman/Drinks Reception Guests will be offered a glass of wine or non-alcoholic drink and canapés/cheese & meat buffet on arrival.			Garden Common Room, Greenlands Campus, Henley
20:00	Conference Dinner Guests will be offered a two-course buffet dinner, and general seating will be unreserved to promote free conversation and networking.			Henley Business School, Greenlands campus, Henley Heyworth Restaurant, Greenlands Campus, Henley
22:00	Close Return coach transport to the Ibis Hotel and Whiteknights campus will be available			
Hrs	Sunday 13 June 2015			
08:55	Coach departs from Ibis Reading Centre Hotel			Ibis Hotel
09:15	Arrival and refreshments Guests are invited to arrive and join us for tea and coffee. Luggage storage facilities will be available.			Foyer, Henley Business School
09:30	Debate 2: 25 years of UNCTAD's World Investment Reports 2015 marks the 25th anniversary of UNCTAD's World Investment Report. Over the years, in close collaboration with academic researchers, the report has established a reputation as a spearhead for ground-breaking research. This			G11

	<p>session is both a retrospective assessment of the contribution of the World Investment Report - and UNCTAD more generally - to policy and academic research on MNEs; and also an opportunity to look forwards towards the next 25 years. What are the key and fundamental issues that UNCTAD and researchers should focus on - and why - both in the short and long-term?</p> <ul style="list-style-type: none"> • Chair: Hafiz Mirza, UNCTAD • Panellists: Peter Buckley, Leeds University Rajneesh Narula, Henley Business School 			
10:30	<p>Break</p> <p>Guests are invited to enjoy tea and coffee in the foyer.</p>			<i>Foyer</i>
10:45	<p>Debate 3: FDI from and to regulated sectors</p> <ul style="list-style-type: none"> • Chair: Alvaro Cuervo-Cazurra, Northeastern University • Panellists: Snehal Awate, Indian Business School Marcelo Bucheli, University of Illinois, and Dunning Fellow Esteban Garcia-Canal, University of Oviedo Johan Lindeque, University of Amsterdam 			<i>G11</i>
12:30	<p>Lunch</p> <p>Guests are invited to view the poster exhibition and enjoy a cold buffet lunch.</p>			<i>Foyer</i>
13:15	<p>Parallel sessions 2</p> <p>Guests are invited to attend the session of their choice.</p>			
	<p>Track 7</p> <p><i>Room G10</i></p> <p>Alan Rugman Memorial Session on Regionalisation Chair: Mark Casson</p>	<p>Track 8</p> <p><i>Room 102</i></p> <p>Managing Knowledge and Innovation in MNEs Chair: Davide Castellani</p>	<p>Track 9</p> <p><i>Room G03</i></p> <p>Institutions and Policy Chair: Johan Lindeque</p>	<p><i>Guests are invited to attend the session of their choice from six, all beginning at 13:15</i></p>

	Track 10 <i>Room 101</i> Internationalisation and Governance Chair: José Pla-Barber	Track 11 <i>Room G04</i> Internationalisation of EMNEs Chair: Snehal Awate	Track 12 <i>Room 108</i> Issues in Internationalisation Chair: Alvaro Cuervo-Cazurra	
15:20	Closing remarks and prize giving Guests to gather in G11 for closing remarks by Rajneesh Narula and James Walker, Head of International Business and Strategy. <ul style="list-style-type: none"> Prize giving by David Leslie-Hughes 			<i>G11</i>
15:45	Departure Guests to arrange onward travel. Taxis will be called from reception for guests returning to the Ibis Hotel.			<i>Foyer</i>

Health and Safety information

In the event of an emergency the following staff will act as responsible marshals to ensure evacuation of the building:

- Charlotte Zittel cover
- Daria Radwan
- Rajneesh Narula

First Aiders are:

- Sheri Pitteway

Contacts

Events

Daria Radwan – +44(0)118 378 6597

Sheri Pitteway – +44(0)149 141 1535/ 118 378 5044

Henley Business School Reception – +44(0) 118 378 5044

Transport and Travel

Travel to Reading from London Heathrow

If flying to London Heathrow airport (the nearest airport to Reading), the most economical way to travel between Reading and Heathrow is to catch the RailAir bus. For details see [RailAir](#). This arrives and departs from Reading train station.

If you would like to get a taxi, we advise you to pre-book it. We recommend Loddon Cars +44(0)118 932 1321 or Yell Cars +44(0)118 966 0660. Travelling by taxi is more expensive; expect to pay approximately £35-40 one way.

London Gatwick airport is the second closest located airport to Reading with either [National Rail](#) (usually direct) or the [Gatwick Express](#) (via London) train connection to Reading available.

Travel between Reading and Central London

Trains from London Paddington to Reading run approximately every 15-20 minutes throughout the day and average journey time is around 30 minutes. To check train times see [National Rail](#)

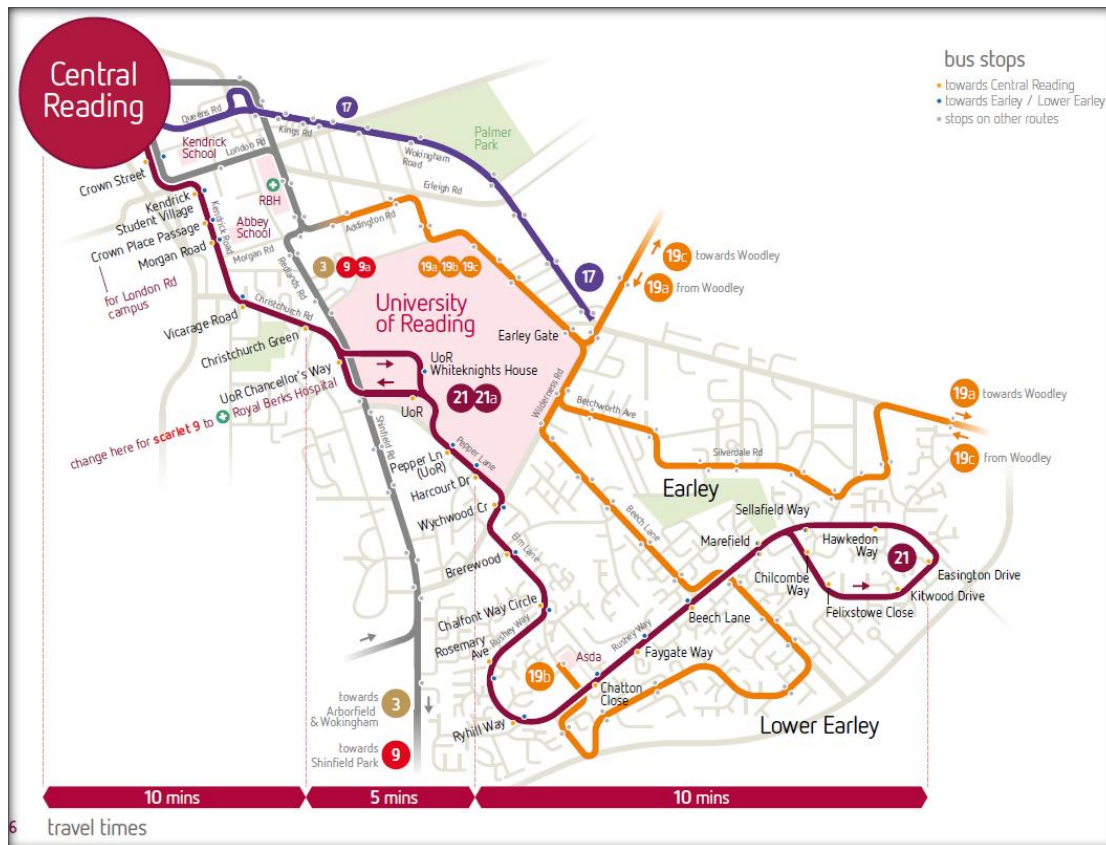
Travelling from Reading train station to the University

PLUSBUS is available in Reading. PLUSBUS is a cheap bus pass (like a Travelcard) that you buy with your train ticket at any National Rail station booking office, by phone or online. It gives unlimited bus travel around the whole urban area of the origin and/or destination town of your train journey, including to and from the rail station. Visit [PLUSBUS](#)

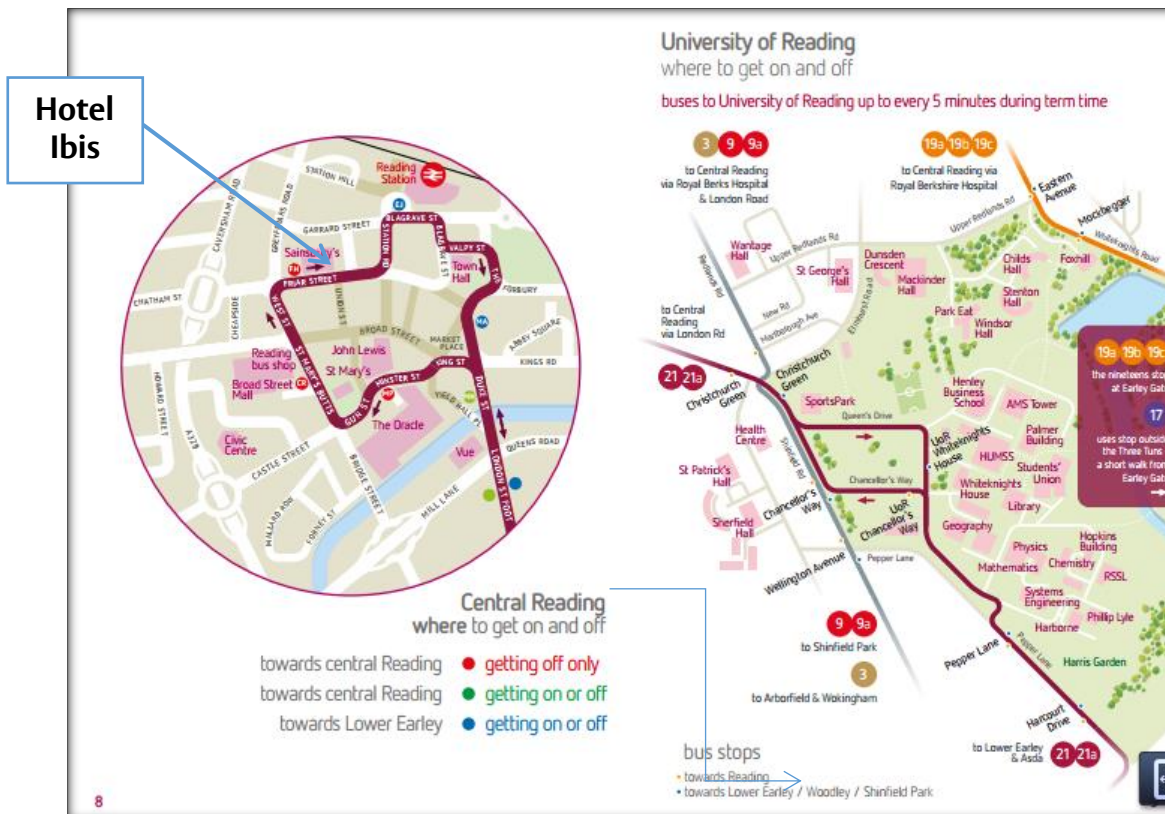
Once you arrive at the train station you will need to get a taxi or bus to the University campus. The buses are direct and modern, running up to every 7 minutes. The bus stops and taxi rank can be found outside the station. Guests are advised to alight at the Whiteknights House bus stop. Guests can then follow event signs to Henley Business School. A taxi will cost you approximately £7 and a single bus journey will cost you £1.90, a return £3.60. Note that you will need the exact money as the buses do not give change.

Bus to Whiteknights campus for Henley Business School are No. 20 or 21 (alight on campus)

View central Reading bus stop and route maps on [Reading Buses](#). Below is a route map:



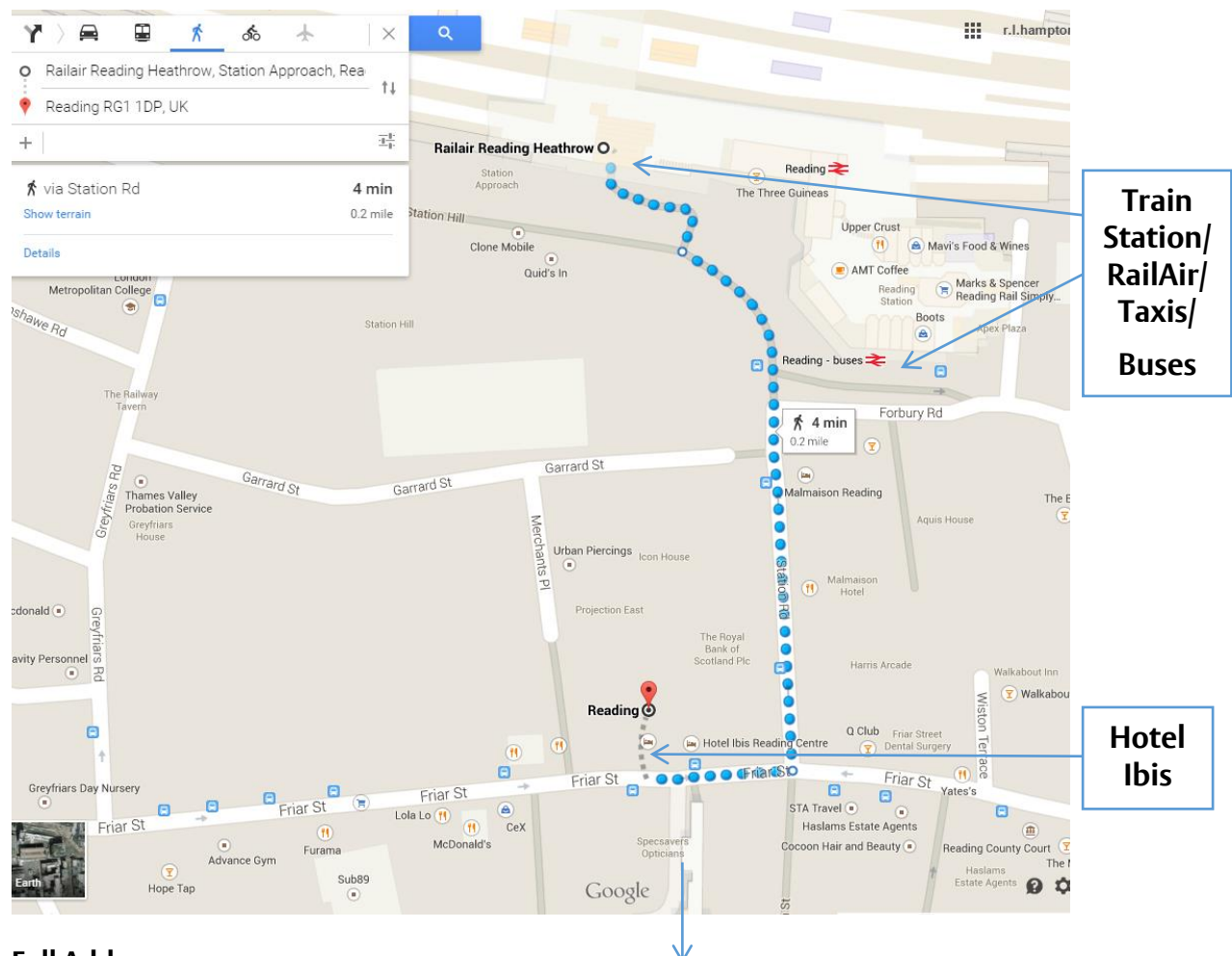
Where to get on and off



The original (bigger and clearer) versions of the above maps can be found [here](#)

Conference Hotel – Hotel Ibis, Reading Town Centre

The hotel is a 4 minute walk from Reading Train Station, [directions here](#)



Full Address:

25A Friar Street, Reading station
For Car Park Use RG1 1NR
RG1 1DP READING
UNITED KINGDOM

Tel (+44)118/9533500 [Website](#)

Main Conference Venue

Henley Business School
University of Reading
Whiteknights
Reading
RG6 6UD, UK

Telephone: +44 (0) 118 378 5044

Detailed information about how to get to the University's Whiteknights campus including a detailed map of the site can be found [here](#)

Satnav users are recommended to use the postcode: RG6 6UR

Around Reading

Central London is easily accessible by train in less than 30 minutes.

Car travel and parking

Guests arriving to the Whiteknights campus by car are recommended to use the Shinfield Road entrance (see link above) and follow event signs to Henley Business School. Please park in car park 2. Once parked, guests are invited to make their way to the Business School. The route will be signposted.

Conference Dinner Venue

Henley Business School
Greenlands
Henley-on-Thames
Oxfordshire
RG9 3AU

Telephone: +44 (0) 1491 571 454

The conference dinner will take place at Henley Business School's beautiful riverside Greenlands campus, Henley-on-Thames. A return coach service will be available for guests. Please see the schedule above for timings.

Guests wishing to make their own travel arrangements are advised to visit [this link](#) for maps and directions to Greenlands.

Satnav users are recommended to use the postcode: RG9 3AU

Internet access

Wi-Fi internet access will be available in the conference venue, please visit the Information Desk for access.

The easiest way for you to connect is via Eduroam which we have at Henley Business School.

Many institutions use Eduroam Wireless. If your institution uses Eduroam and you require wi-fi access during the conference, talk to your institution's IT team before you leave. You can then use your usual institution credentials to log into wi-fi whilst here.

Contact details

If you have any questions in advance of the event please contact dunning@henley.ac.uk or +44 (0)118 378 6597.

If you need to make contact with us during the event, please call Henley Business School reception on +44 (0)118 378 5044.