



UNIVERSITY OF
BIRMINGHAM

45th Academy of International Business (UK & Ireland Chapter) Annual Conference

**International business strategies in a changing
commercial and political landscape**

**12-14 April 2018
The Birmingham Business School
The University of Birmingham
Birmingham (UK)**



'Triple-crown' accredited



UNIVERSITY OF
BIRMINGHAM

Dear Members of the AIB-UK&I,

On behalf of The Birmingham Business School (BBS) we would like to extend a very warm welcome to you all.

The BBS along with just a handful of the world's business school holds the gold standard of 'triple-crown' accreditation from the AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS (European Quality Improvement System). Further, having been established in 1902, it is also the oldest business school in the United Kingdom.

The contemporary world appears to be a confusing picture at present, not only due to a highly competitive economic environment but also due to an uncertain and turbulent political environment. The theme of the 45th AIB-UK&I meeting is, therefore, "*International business strategies in a changing commercial and political landscape*" and the goal of this year's conference is to stimulate a lively debate and also to create an environment for learning and sharing research ideas with other fellow conference participants not just from the United Kingdom but also from other parts of the world.

A program of this magnitude and quality could only be accomplished through the combined efforts of many. Therefore, first our special appreciation goes to Prof. Catherine Cassell (The Dean of The BBS) and Prof. Simon Collinson (The Director of The City-REDI) for their continuous support. Second, our gratitude goes to all track-chairs and reviewers for their hard work of processing all submissions. Third, our thanks go to Dr. Emma Gardner, Dr Amir Qamar, Mrs. Sandra McCalla, Mrs. Jacqueline Ward, Mr. Andrew Maile, Ms. Emily Pickering, Mr. Sławomir Słupek and all volunteers for having worked extremely hard to put together this year's outstanding conference. Last, but not least, a hearty applause also goes to all participants for submitting papers, chairing sessions, organising panels ect., to make this event a successful one.

We look forward to welcome you all in Birmingham and we trust that our upcoming gathering will produce as many fond memories for you as it will for us.

Program Chairs: Prof. Pervez N. Ghauri, Dr Agnieszka Chidlow and Dr Thomas Buckley

Thursday, 12 April 2018

8:30am - 11:00am Room: 110	FIBA Roundtable: FIBA Roundtable and Discussion FIBA Roundtable and Discussion
10:30am - 4:00pm Atrium The Birmingham Business School (BBS)	Registration (Day 1): Conference registration opens
11:00am - 1:00pm Room: 110	AIB/BAM Workshop: Theorising from Case Study Research Session Chair: Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK)
12:30pm - 3:00pm Room: G38 (Library Meeting Room)	AIB-UK&I: Executive Meeting AIB-UK&I Executive members only
1:00pm - 1:45pm Room: 108	Lunch This lunch is limited to the participants of AIB Doctoral Colloquium, AIB/BAM Workshop and FIBA PDW
1:45pm - 3:00pm Room: G03	Doctoral Colloquium Track A: Session 1 <i>Session Chair:</i> Prof. Peter Buckley (The University of Leeds, UK) <i>Session Chair:</i> Prof. Michael Mol (The University of Birmingham/Copenhagen Business School, Denmark)
1:45pm - 3:00pm Room: G05	Doctoral Colloquium Track A: Session 2 <i>Session Chair:</i> Prof. Mika Gabrielsson (The University of Eastern Finland, Finland) <i>Session Chair:</i> Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK)
1:45pm - 3:00pm Room: G07	Doctoral Colloquium Track A: Session 3 <i>Session Chair:</i> Prof. Simon Collinson (The University of Birmingham, UK) <i>Session Chair:</i> Prof. Joanne E Oxley (The University of Toronto, Canada)
1:45pm - 3:00pm Room: G08	Doctoral Colloquium Track A: Session 4 <i>Session Chair:</i> Prof. Sami Saarenketo (Lappeenranta University of Technology, Finland) <i>Session Chair:</i> Prof. Jorma Larimo (Vaasa University, Finland)
1:45pm - 3:00pm Room: 105	Doctoral Colloquium Track B: Session 1 <i>Session Chair:</i> Prof. Raquel Argiles (The University of Birmingham, UK) <i>Session Chair:</i> Dr Sorin Krammer (The University of Leeds, UK)
1:45pm - 3:00pm Room: 106	Doctoral Colloquium Track B: Session 2 <i>Session Chair:</i> Prof. Mark Casson (The University of Reading, UK) <i>Session Chair:</i> Dr Linda Hsieh (SOAS University of London, UK)
1:45pm - 3:00pm Room: 204	Doctoral Colloquium Track B: Session 3 <i>Session Chair:</i> Prof. Marian Vanessa Jones (The University of Sheffield, UK) <i>Session Chair:</i> Dr Dev K (Roshan) Boojiawon (The University of Birmingham, UK)
4:00pm - 6:30pm Room: G12	Welcome Address: Prof. Catherine Cassell (Dean, The University of Birmingham, UK) and Dr Agnieszka Chidlow (Conference Chair, The University of Birmingham, UK) Opening Plenary: Can corporations contribute to society or only through regulated behaviour? Chair: Professor Peter J. Buckley (The Leeds University, UK) Panelist 1: Prof. Tamer Cavusgil (Georgia State University, USA) Panelist 2: Prof. Jeremy Clegg (The Leeds University, UK) Panelist 3: Prof. Sarianna Lundan (The University of Bremen, Germany) Panelist 4: Prof. Roger Strange (The University of Sussex, UK) <i>Live streaming of the Opening Plenary will also take place in the room G08</i>

6:30pm - 7:30pm Room: G37 (Business Lounge/Cafe) & Atrium	Welcome Reception Guests will be offered drinks and nibbles
7:30pm - 7:45pm The Barber Institute	Transport I: Conference coaches depart from The Barber Institute (The University of Birmingham) to Holiday Inn (Holliday Street) and than Smallbrook Queensway (by TK Maxx /New Street Railway Station). Our coaches are operated by "Johnsons: quality coach and bus travel". The Barber Institute is located across the road from The Birmingham Business School (BBS). Guests traveling independently, please see travel and transportation section on the conference website.
Friday, 13 April 2018	
7:30am - 7:45am Smallbrook Queensway (by TK Maxx /New Street Railway Station)	Transport II: Conference coaches depart from Smallbrook Queensway (by TK Maxx /New Street Railway Station) via Holiday Inn (Holliday Street) to The Barber Institute (The University of Birmingham). Our coaches are operated by "Johnsons: quality coach and bus travel". The Barber Institute is located across the road from The Birmingham Business School (BBS). Guests traveling independently, please see travel and transportation section on the conference website.
7:30am - 4:00pm Atrium	Registration (Day 2): Conference registration continues
8:30am - 9:00am Room: G37 (Business Lounge/Cafe)	Break: Coffee & Tea
9:00am - 5:00pm Room: G03	Publishers Stand
9:00am - 10:30am Room: 103	Parallel Session 1.1: International business strategies and firm competitiveness <i>Session Chair:</i> Prof. José Pla-Barber (The University of Valencia, Spain)
9:00am - 10:30am Room: 105	Parallel Session 1.2: Economic geography and international business <i>Session Chair:</i> Prof. Simon Collinson (The University of Birmingham, UK)
9:00am - 10:30am Room: 106	Parallel Session 1.3: Corporate governance and international business <i>Session Chair:</i> Dr. Emma Gardner (The University of Birmingham, UK)
9:00am - 10:30am Room: 108	Parallel Session 1.4: Global value chain and manufacturing turbulence <i>Session Chair:</i> Prof. Roger Strange (The University of Sussex, UK)
9:00am - 10:30am Room: 110	Parallel Session 1.5: International business and CSR <i>Session Chair:</i> Prof. Michael Mol (The University of Birmingham / Copenhagen Business School, Denmark)
9:00am - 10:30am Room: 204	Parallel Session 1.6: International business history <i>Session Chair:</i> Dr. Thomas Buckley (The University of Sheffield, UK)
9:00am - 10:30am Room: G12	Parallel Session 1.7: Internationalisation from and to emerging markets <i>Session Chair:</i> Dr. Yen Tran (Heriot Watt University, UK)
9:00am - 10:30am Room: G05	Parallel Session 1.8: Confidence, Connections, Capabilities: A focus on the soft & intangibles in international venturing <i>Session Chair:</i> Dr. Melanie Hassett (The University of Sheffield, UK)
9:00am - 10:30am Room: G07	Parallel Session 1.9: Internationalisation of SMEs and international entrepreneurship <i>Session Chair:</i> Dr. Linda Hsieh (SOAS University of London, UK)
9:00am - 10:30am Room: G08	Parallel Session 1.10: International business, innovation and knowledge flows <i>Session Chair:</i> Dr. Shlomo Tarba (The University of Birmingham, UK)

<p>10:30am - 11:00am Room: G37 (Business Lounge/Cafe) & Atrium</p>	<p>Break: Coffee & Tea</p>
<p>11:00am - 12:30pm Room: G07</p>	<p>Panel Session 1: Using context heterogeneity as a source of theorising in international business</p> <p>Chair: Dana Minbaeva (Copenhagen Business School, Denmark) Panelist 1: Prof. Ulf Anderson (Mälardalen University, Sweden) Panelist 2: Prof. Christian Geisler Asmussen (Copenhagen Business School, Denmark) Panelist 3: Prof. Grazia D. Santangelo (University of Catania, Italy)</p>
<p>11:00am - 12:30pm Room: G12</p>	<p>Panel Session 2: BREXIT & The United Kingdom: What Lies Ahead?</p> <p>Chair: Prof. Pervez Ghauri (The University of Birmingham, UK) Panelist 1: Prof. Anand Menon (King's College London, UK) Panelist 2: Prof. Raquel Ortega-Argiles (The University of Birmingham & City-REDI, UK) Panelists 3: Prof. Ursula Ott (Kingston University, UK) & Prof. Pervez Ghauri (The University of Birmingham, UK) Panelist 4: Prof. Alasdair Smith (The University of Sussex, UK)</p>
<p>11:00am - 12:30pm Room: G08</p>	<p>Panel Session 3: Developing impact cases for REF</p> <p>Chair: Prof. Nigel Driffield (Pro-Vice Chancellor, The University of Warwick, UK) Panelist 1: Mr Jerry Blackett (EDRC user reviewer and ESRC grants sub-panel member and Ex-Chief Executive Birmingham Chambers of Commerce) Panelist 2: Prof. Simon Collinson (Deputy Pro-Vice-Chancellor for Regional Economic Engagement & Director City-REDI, The University of Birmingham, UK)</p>
<p>12:30pm - 1:30pm Room: G37 (Business Lounge/Cafe) & Atrium</p>	<p>Lunch Guests are invited to enjoy a finger buffet lunch</p>
<p>1:30pm - 3:00pm Room: 103</p>	<p>Parallel Session 2.1: International business, innovation, knowledge flows & research methods Session Chair: Dr. Agnieszka Chidlow (The University of Birmingham, UK)</p>
<p>1:30pm - 3:00pm Room: 105</p>	<p>Parallel Session 2.2: International and global skills management Session Chair: Prof. Dana Minbaeva (Copenhagen Business School, Denmark)</p>
<p>1:30pm - 3:00pm Room: 106</p>	<p>Parallel Session 2.3: International marketing <i>Session Chair:</i> Dr. Jorge Carneiro (FGV Sao Paulo, Brazil)</p>
<p>1:30pm - 3:00pm Room: G12</p>	<p>Parallel Session 2.4: International business strategies and firm competitiveness Session Chair: Dr Ibne Hassan (Kings College London, UK)</p>
<p>1:30pm - 3:00pm Room: 204</p>	<p>Parallel Session 2.5: Economic geography and international business Session Chair: Dr. Amir Qamar (The University of Birmingham, UK)</p>
<p>1:30pm - 3:00pm Room: 110</p>	<p>Parallel Session 2.6: Corporate governance and international business Session Chair: Prof. Amon Chizema (The University of Birmingham, UK)</p>
<p>1:30pm - 3:00pm Room: 108</p>	<p>Parallel Session 2.7: International business, innovation and knowledge flows Session Chair: Prof. Marian Vanessa Jones (The University of Sheffield, UK)</p>
<p>1:30pm - 3:00pm Room: G07</p>	<p>Parallel Session 2.8: International business and CSR Session Chair: Prof. Ulrike Mayrhofer (Jean Moulin Lyon University, France)</p>
<p>1:30pm - 3:00pm Room: G08</p>	<p>Parallel Session 2.9: Internationalisation from and to emerging markets Session Chair: Prof. Xiaohui Liu (Loughborough University, UK)</p>
<p>3:00pm - 3:30pm Room: G37 (Business Lounge/Cafe) & Atrium</p>	<p>Break: Coffee & Tea</p>

3:30pm - 5:00pm Room: 103	Parallel Session 3.1: International business, innovation and knowledge flows Session Chair: Dr. Nikolaos Papageorgiadis (The University of Liverpool, UK)
3:30pm - 5:00pm Room: 105	Parallel Session 3.2: International and global skills management Session Chair: Prof. Pervez Ghauri (The University of Birmingham, UK)
3:30pm - 5:00pm Room: 106	Parallel Session 3.3: International business strategies and firm competitiveness Session Chair: Dr Sun Lee (Loughborough University, UK)
3:30pm - 5:00pm Room: 110	Parallel Session 3.4: Internationalisation from and to emerging markets Session Chair: Prof. Oded Shenkar (The University of Birmingham, UK/Ohio State University/USA)
3:30pm - 5:00pm Room: 204	Parallel Session 3.5: Internationalisation of SMEs and international entrepreneurship Session Chair: Dr. Carole Catherine Couper (The University of Sheffield, UK)
3:30pm - 5:00pm Room: G07	Parallel Session 3.6: Internationalisation from and to emerging markets Session Chair: Dr Hussain Rammal (University of Technology, Sydney)
3:30pm - 5:00pm Room: 108	Parallel Session 3.7: International business and sustainable development Session Chair: Dr. Cristina Villar (The University of Valencia, Spain)
3:30pm - 5:00pm Room: G05	Parallel Session 3.8: Internationalisation of SMEs and international entrepreneurship Session Chair: Prof. John Child (The University of Birmingham, UK)
3:30pm - 5:00pm Room: G12	Parallel Session 3.9: International business and political instability Session Chair: Prof. Grazia D. Santangelo (The University of Catania, Italy)
5:30pm - 5:45pm The Barber Institute	Transport III: Conference coaches depart from The Barber Institute (The University of Birmingham) to Holiday Inn (Holliday Street) and than Smallbrook Queensway (by TK Maxx /New Street Railway Station). Our coaches are operated by " <i>Johnsons</i> : quality coach and bus travel". The Barber Institute is located across the road from The Birmingham Business School (BBS). Guests traveling independently, please see travel and transportation section on the conference website.
7:30pm - onwards The Burlington Hotel	Gala Dinner and Awards Ceremony Dress code: smart casual. General seating will be unreserved.
Saturday, 14 April 2018	
8:00am - 8:15am Smallbrook Queensway (by TK Maxx /New Street Railway Station)	Transport IV: Conference coaches depart from Smallbrook Queensway (by TK Maxx /New Street Railway Station) via Holiday Inn (Holliday Street) to The Barber Institute (The University of Birmingham). Our coaches are operated by " <i>Johnsons</i> : quality coach and bus travel". The Barber Institute is located across the road from The Birmingham Business School (BBS). Guests traveling independently, please see travel and transportation section on the conference website.
8:00am - 12:00pm Atrium	Registration (Day 3): Conference registration continues
8:30am - 9:00am Room: G37 (Business Lounge/Cafe)	Break: Coffee & Tea
9:00am - 1:30pm Room: G03	Publishers Stand
9:00am - 10:30am Room: 103	Parallel Session 4.1: International and global skills management Session Chair: Prof. Richard Edward Hicks (Bond University, Australia)

9:00am - 10:30am Room: 105	Parallel Session 4.2: International business strategies, firm competitiveness, innovation and knowledge flows Session Chair: Prof. Ursula F. Ott (Kingston University London, UK)
9:00am - 10:30am Room: 106	Parallel Session 4.3: Internationalisation of SMEs and international entrepreneurship Session Chair: Dr. Francisco Puig (The University of Valencia, Spain)
9:00am - 10:30am Room: 108	Parallel Session 4.4: Internationalisation from and to emerging markets Session Chair: Dr. Surender Munjal (The University of Leeds, UK)
9:00am - 10:30am Room: 110	Parallel Session 4.5: International business, innovation and knowledge flows Session Chair: Prof. Axele Giroud (The University of Manchester, UK)
9:00am - 10:30am Room: 204	Parallel Session 4.6: Internationalisation of SMEs and international entrepreneurship Session Chair: Dr. Birgit Hagen (The University of Pavia, Italy)
9:00am - 10:30am Room: G08	Parallel Session 4.7: Internationalisation of SMEs and international entrepreneurship Session Chair: Dr. Margaret Fletcher (The University of Glasgow, UK)
9:00am - 10:30am Room: G05	Parallel Session 4.8: Economic geography, international business, global value chain and manufacturing turbulence Session Chair: Prof. Lisa De Propris, (The University of Birmingham, UK)
10:30am - 11:00am Room: G37 (Business Lounge/Cafe) & Atrium	Break: Coffee & Tea
11:00am - 12:30pm Room: G12	Panel Session 4: Meet The Editors Chair/Editor: Prof. Jeremy Clegg (The University of Leeds, UK) <i>Journal of International Business Policy & Management International Review</i> Panellist 1/Editor: Prof. Pervez Ghauri (The University of Birmingham, UK) <i>International Business Review</i> Panellist 2/Editor: Prof. Ulf Anderson (Mälardalen University, Sweden) <i>Journal of World Business</i> Panellist 3 &4/Editors: Prof. Lucia Piscetello (DIG-Politecnico di Milano, Italy) and Prof Gabriel Benito (Norwegian Business School, Norway) <i>Global Strategy Journal</i>
11:00am - 12:30pm Room: G07	Panel Session 5: Commonwealth & Business: Opportunities for the UK in the post Brexit world Chair: Prof. Peter Buckley (The University of Leeds, UK) Panellist 1: Dr Aman Puri (Consul General of India, Birmingham) Panellist 2: Dr Surender Munjal (The University of Leeds, UK) Panellist 3: Arif Zaman (London School of Business and Management, UK) Panellist 4: Sharon Jandu (Yorkshire Asia Business Association, UK)
11:00am - 12:30pm Room: G08	Panel Session 6: Academic career strategies for women in the UK Chair: Prof. Fiona Moor (Royal Holloway University, UK) Panelist 1: Prof. Axele Giroud (The University of Manchester, UK) Panelist 2: Prof. Emmanuella Plakoyannaki (The University of Leeds, UK) Panelist 3: Dr Agnieszka Chidlow (The University of Birmingham, UK) Panelist 4: Prof. Anne-Wil Harzing (Middlesex University London, UK)
12:30pm - 1:30pm Room: G37 (Business Lounge/Cafe) & Atrium	Lunch Guests are invited to enjoy a finger buffet lunch
1:30pm - 2:30pm Room: G12	AIB-UK&I Membership Meeting AIB-UK&I members only

Presentations: Doctoral Colloquium

Doctoral Colloquium Track A: Session 1

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* G03

Session Chair: Prof. Peter Buckley (The University of Leeds, UK)

Session Chair: Prof. Michael Mol (The University of Birmingham/Copenhagen Business School, Denmark)

Affiliate Intangible Assets, Divestments and MNE Performances: Do Affiliate Strategic Roles Matter?

Yan Wu

University of Sussex, United Kingdom

Reshoring into UK, ITALY and the USA: a Cross-Country Comparative Study

Diletta Pegoraro

The University of Birmingham, United Kingdom

Social and environmental responsibility in the internationalization of Finnish Small- and Medium-sized Enterprises

Maria Uzhegova

Lappeenranta University of Technology, Finland

Doctoral Colloquium Track A: Session 2

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* G05

Session Chair: Prof. Mika Gabrielsson (The University of Eastern Finland, Finland)

Session Chair: Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK)

Internationalization of born digital companies. The perspectives of using digitalization

Ioan-Iustin Vadana

Lappeenranta University of Technology, Finland

Internationalisation, Collaborative Innovation, and Soft Power Resources in Cultural and Creative Industries: The Case of KCON

Jeongseon Seo

Durham University, United Kingdom

Impact of terrorism on MNCs' activities in emerging markets

Naveed Elahi

Kings College London, United Kingdom

Doctoral Colloquium Track A: Session 3

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* G07

Session Chair: Prof. Simon Collinson (The University of Birmingham, UK)

Session Chair: Prof. Joanne E Oxley (The University of Toronto, Canada)

Government Initiatives in Attracting FDI – A study on Least Developed Countries

Waheed Lutfuzzaman

Leeds Beckett University, United Kingdom

Impact of Subsidiary Locations on Tax Haven FDI

Ali Ahmed

Aston Business School, United Kingdom

Political connections and FDI innovation spillovers–evidence from Chinese manufacturing firms

Xiaojing Lu

Birkbeck, University of London, United Kingdom

Doctoral Colloquium Track A: Session 4

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* G08

Session Chair: Prof. Sami Saarenketo (Lappeenranta University of Technology, Finland)

Session Chair: Prof. Jorma Larimo (Vaasa University, Finland)

EXPERTISE IN MNCS: SHARING EXPERTISE ACROSS GEOGRAPHICAL AND COGNITIVE BOUNDARIES

Tuuli Pauliina Hakkarainen

Aalto University School of Business, Finland

MNC actors' power: the case of Japanese MNCs' strategy for controlling the HRM practices and policies of subsidiaries operating in the emerging market economy of Indonesia

Joey Soehardjojo

Warwick Business School, United Kingdom

Resource dependency management, power and Internationalisation: Insights from the IT sector of Pakistan.

Salman Ahmad

University of Glasgow, United Kingdom

Doctoral Colloquium Track B: Session 1

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* 105

Session Chair: Prof. Raquel Argiles (The University of Birmingham, UK)

Session Chair: Dr Sorin Krammer (The University of Leeds, UK)

MANAGERIAL INTENTIONALITY AND DECISION-MAKING: EXPORT BEHAVIOUR OF BRITISH SMALL AND MEDIUM SIZED FIRMS

Marica Grego

Leeds University Business School, United Kingdom

Making Sense of A Hybrid Identity: How Social Enterprises Balance Economic and Social Objectives

Isabel Galvis

University of Turku, Finland

The Subsidiary Management Effects on Innovation: Exploring the Managers' Activities Post R&D Mandate Gain

Noushan Memar

Mälardalen University, Sweden

Cross Cultural Negotiation

Saad Khan

University of Birmingham, United Kingdom

Doctoral Colloquium Track B: Session 2

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* 106

Session Chair: Prof. Mark Casson (The University of Reading, UK)

Session Chair: Dr Linda Hsieh (SOAS University of London, UK)

Analyzing the link between business models and Bottom of pyramid African markets

Jackson Musona

Lappeenranta University of Technology, Finland

Understanding Modifications in Business Models: International Entrepreneurship Perspective

Agnes Asemokha

Lappeenranta University of Technology, Finland

FDI Capability Building: the African MNEs' Experience

IDIKA AWA UDUMA

Birkbeck, University of London, UK., United Kingdom

Exploring knowledge sourcing of subsidiaries from leader EMNEs, a process view

Yingying He

The University of Sheffield, United Kingdom

Doctoral Colloquium Track B: Session 3

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · *Location:* 204

Session Chair: Prof. Marian Vanessa Jones (The University of Sheffield, UK)

Session Chair: Dr Dev K (Roshan) Boojihawon (The University of Birmingham, UK)

International business strategies during the era of globalization and uncertainty: the study of Norwegian fish industry

Alena Nelaeva

Nord University, Norway

Corporate Social Performance, Firm Value and Cost of Capital

Benjamin Lynch

Trinity College Dublin, Ireland

Creation of social capital and its utilisation for high-tech INVs internationalisation

Peixin Zuo

The University of Sheffield, United Kingdom

International Growth of Small Ventures Under “Lean Start-Up” and “Effectuation”

Conceptualization

Mousumi Parvin

Anglia Ruskin University, United Kingdom

The key Drivers of Foreign Direct Investment in Emerging Markets: Evidence from Nigeria's Service Sector

Francis Achi

Edinburgh Napier University, United Kingdom

Presentations: Conference

Parallel Session 1.1: International business strategies and firm competitiveness

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* 103

Session Chair: Prof José Pla-Barber (The University of Valencia, Spain)

Phasic Thinking and Knowledge Search Within and Beyond the MNC to Formulate Problems, Find and Implement Solutions

Renate Kratochvil¹, Benoit Decreton², Phillip C. Nell², Esther Tippmann³

¹FHWien University of Applied Sciences of WKW; ²WU Vienna University of Economics and Business; ³University College Dublin, Ireland

Accountability-Avoiding Foreign Direct Investment: Incorporating Tax Havens and Tax Avoidance to International Business Research

Chris Jones¹, Yama Temouri², Matti Ylönen³, Alex Cobham⁴

¹Aston U., United Kingdom; ²University of Wollongong in Dubai & Aston University; ³UNIVERSITY OF HELSINKI; ⁴Tax Justice Network

Micro-foundations of the Internationalization of Higher Education: The strategic role of faculty

Marcello Romani-Dias, Jorge Carneiro,

FGV Sao Paulo School of Business Administration, Brazil

Parallel Session 1.2: Economic geography and international business

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* 105

Session Chair: Prof Simon Collinson (The University of Birmingham, UK)

Spatial Dependence and Heteroscedasticity Effects on the Outward Foreign Direct Investment: The Case of Korea

Yi-cheng Liu, Tamkang University, Taiwan

Initial structural characteristics and the role of mnes in the development of high-tech industrial clusters in developing countries

Ramdas Chandra¹, Ananya Chandra²

¹Nova Southeastern University, United States of America; ²McGill University, Canada

The role of country-of-origin cluster as platform for internationalization of SMEs

Berrbizne Urzelai¹, Francisco Puig²

¹University of the West of England (UK); ²University of Valencia, Spain

Parallel Session 1.3: Corporate governance and international business

Time: Friday, 13/Apr/2018: 9:00am - 10:30am *Location:* 106

Session Chair: Dr Emma Gardner (The University of Birmingham, UK)

Bureaucrats in international business: A review of five decades of research on state-owned multinational enterprises

Asmund Rygh

Alliance Manchester Business School, United Kingdom;

Managerial ownership and firm performance: the cultural boundaries of agency theory

Vincent Kunst¹, Sjoerd Beugelsdijk²

¹University of Liverpool, United Kingdom; ²University of Groningen, the Netherlands

Directors' equity interest and real earnings management: evidence from listed consumer goods firms in Nigeria

SALISU MAMMAN^{1,2}, AHMED ABUBAKAR², AUWAL HARUNA²

¹FEDERAL UNIVERSITY DUTSINMA Nigeria; ²AHMADU BELLO UNIVERSITY ZARIA NIGERIA

Firm-level Uncertainty, Board Characteristics, and Conformity in Multinationality

Claudio Giachetti¹, Makafui Kwame Kumodzie-Dussey², Ettore Spadafore³, B. Elango⁴

¹University of Ca Foscari; ²University of Ca Foscari; ³Rochester Institute of Technology; ⁴ILLINOIS STATE UNIVERSITY

Parallel Session 1.4: Global value chain and manufacturing turbulence

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* 108

Session Chair: Prof. Roger Strange (The University of Sussex, UK)

Explaining autonomy variations across value chain activities in foreign-owned subsidiaries

Suthikorn Kingkaew¹, Sven Dahms²

¹Thammasat University, Thailand; ²I-Shou University, International Business Administration

Industry 4.0 and a new global production model

Lisa De Propris¹, David Bailey²

¹The University of Birmingham, United Kingdom; ²Aston Business School, United Kingdom

Intellectual Capital and Competitive Advantage: Does Ambidexterity Matter?

Muhammad Shujaat Mubarik

Mohammad ALi Jinnah University, Pakistan

MNE divestments of foreign affiliates: does the strategic role of the affiliate have an impact?

Yan Wu, Roger Strange, Vikrant Shirodkar

University of Sussex, United Kingdom

Parallel Session 1.5: International business and CSR

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* 110

Session Chair: Prof Michael Mol (The University of Birmingham, UK / Copenhagen Business School, Denmark)

Staying on the right side of the line: what determines media reporting of offshore outsourcing related corporate social irresponsibility

Sun Lee¹, Michael Mol², Kamel Mellahi³

¹Loughborough University, United Kingdom; ²Copenhagen Business School, Denmark; ³Warwick Business School, United, Kingdom

Explaining the role of CSR in firm's FDI location and internalization choice: an extension and application of the eclectic OLI paradigm

Mei Liu, Andrew Marshall, Patrick McColgan

University of Strathclyde, United Kingdom

International Cross-sector Collaborations: The State of the IB Field

Elizabeth A Alexander

Newcastle University Business School, United Kingdom

Parallel Session 1.6: International business history

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* 204

Session Chair: Dr Thomas Buckley (The University of Sheffield, UK)

How failing to walk a tightrope can create conditions for business failure? The case of Virgin Atlantic in Africa

Joseph Amankwah-Amoah¹, Yaw Debrah², Moses Acquah³

¹University of Kent, United Kingdom; ²Swansea University; ³uncg.edu

Extending Location Theories: The Way Forward

Matina Dimitropoulou², Martha Martidou¹, Dimitris Manolopoulos¹

¹Athens University of Business and Economics, Greece; ²The American College of Greece

Revisiting Dunning Typology: A conceptual overview of location studies

Matina Dimitropoulou², Martha Martidou¹, Dimitris Manolopoulos¹

¹Athens University of Business and Economics, Greece; ²The American College of Greece

Parallel Session 1.7: Internationalisation from and to emerging markets

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* G12

Session Chair: Dr Yen Tran (Heriot Watt University, UK)

Business model change: evolution, adaptation or innovation

Maria Tereza Fleury¹, Cyntia Calixto¹, Afonso Fleury²

¹Fundação Getulio Vargas, Brazil; ²University of Sao Paulo, Brazil

Configurational Approach in Coping with High Psychic Distance: Context of Research Collaboration between Emerging and Developed Market Firms

Edyta Ewa Korpas, Filip De Beule, Ernst Verwaal

KU LEUVEN, Belgium

Knowledge recontextualisation in returnee entrepreneurship – an exploratory study in vietnam context

Anh Tran Tram Truong, Yen Tran

Heriot-Watt University, United Kingdom

Equity ownership strategy in greenfield investments by multinational enterprises: influences of emerging market physical infrastructure and mne resources

Ahmad Arslan¹, Jorma Larimo², Desislava Dikova³

¹Edge Hill University, United Kingdom; ²University of Vaasa, Finland; ³Vienna University of Economics and Business Administration (WU-Wien), Austria

Parallel Session 1.8: Confidence, Connections, Capabilities: A focus on the soft & intangibles in international venturing

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* G05

Session Chair: Dr Melanie Hassett (The University of Sheffield, UK)

Emotional labour vs. emotional leadership: A balancing act after a cross-border acquisition

Riikka Harikkala-Laihin¹, Melanie Hassett², Niina Nummela¹, Johanna Raitis¹

¹University of Turku, Finland; ²University of Sheffield, United Kingdom

Institutional and Social Capital Perspective on Munificence in SME Internationalization

Heba Younis¹, Joanna Karmowska²

¹London South Bank University, United Kingdom; ²Oxford Brookes University

Patent litigation and firm performance: the role of product, international and asset diversification

Mario Kafouros, Murod Aliyev, Sorin Krammer

University of Leeds, United Kingdom

Internationalisation and local SME capability development: Conversations in the field.

Marian V Jones¹, Melanie Hassett¹, Karl Warner², Martina McGuinness¹, Junzhe Ji¹

¹University of Sheffield, United Kingdom; ²Edinburgh Napier University, United Kingdom;

Parallel Session 1.9: Internationalisation of SMEs and international entrepreneurship

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* G07

Session Chair: Dr Linda Hsieh (SOAS University of London, UK)

The functionality of networking links for internationalising SMEs in contrasting contexts

John Child¹, Rose Narooz², Said Elbanna³, Linda Hsieh⁴, joanna Karmowska⁵, svetla marinova⁶, pushyrag Puthusserry⁷, terrance Tsai⁸, Yunlu Zhang⁸

¹University of Birmingham, UK; ²University of Glasgow, United Kingdom; ³Qatar University, Qatar; ⁴SOAS, University of London, UK; ⁵Oxford Brookes University, UK; ⁶Aalborg University, Denmark; ⁷University of Sussex, UK; ⁸China-Europe International Business School, China

The Moderating Role of Education in the Relationship between FDI and Entrepreneurial Activity

Martha O'Hagan, Andre van Stel, Jenny Berrill

Trinity College Dublin, Ireland

Corporate Environmental Orientation and SME International Performance: The Role of Business Model Innovation

Agnes Asemokha, Jackson Musona, Lasse Torkkeli

Lappeenranta University of Technology, Finland

Network exploitation and exploration in international opportunity recognition: the role of environmental dynamism

Anisur R Faroque¹, Sussie Morrish², Olli Kuivalainen¹, Sanna Sundqvist¹, Lasse Torkkeli¹

¹Lappeenranta University of Technology, Finland; ²University of Canterbury, New Zealand

Parallel Session 1.10: International business, innovation and knowledge flows

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · *Location:* G08

Session Chair: Dr Shlomo Tarba (The University of Birmingham, UK)

Developing Coordination Capabilities in the Multinational CorporationMNC

Emma Gabriella Stendahl¹, Svante Schriber²

¹Stockholm University; ²Stockholm University

An examination of intra-firm and arm's length exports of MNE foreign subsidiaries: the role of export financing

Quyen T.K. Nguyen

University of Reading, United Kingdom

FDI spillovers: channels and effects on Latin American Multinational Enterprises

Cristina Villar¹, Ramón Javier Mesa Callejas², José Pla Barber³

¹University of Valencia, Spain; ²University of Antioquia, Colombia; ³University of Valencia, Spain

A Dynamic Ambidexterity Strategy: An Evolving Subsidiary Role of Exploiter and Explorer
Majella Giblin¹, Paul Ryan², Johanna Clancy¹, Ulf Andersson^{3,4}

¹National University of Ireland, Galway; ²Trinity College Dublin, Ireland; ³Malardalen University; ⁴BI Norwegian Business School

Parallel Session 2.1: International business, innovation, knowledge flows & research methods

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 103

Session Chair: Dr Agnieszka Chidlow (The University of Birmingham, UK)

The use of Tax Havens by British Multinationals after the Financial Crisis: “Business as Usual”

Chris Jones¹, Yama Temouri²

¹Aston U., United Kingdom; ²University of Wollongong in Dubai & Aston University

Is Legitimacy More Important Than Institutional Governance Infrastructure? Understanding Political Risk from Chinese MNEs' Perspective

XIA HAN¹, XIAOHUI LIU²

¹Coventry University, United Kingdom; ²Loughborough University, United Kingdom

Qualitative Case Study in International Entrepreneurship: A Review and Suggestions Forward

Junzhe Ji¹, Emmanuella Plakoyiannaki², Pavlos Dimitratos³, Shouming Chen⁴

¹Sheffield University Management School, University of Sheffield; ²Leeds University Business School, University of Leeds; ³Adam Smith Business School, University of Glasgow; ⁴Department of Business Administration, Tongji University

Global Clusters & Survey Data: Moving Towards More Rigorous Conceptualisation and Formation

Agnieszka Chidlow¹, Pervez Ghauri², Oded Shenkar³

¹The University of Birmingham, United Kingdom; ²The University of Birmingham, United Kingdom; ³The University of Birmingham, United Kingdom

Parallel Session 2.2: International and global skills management

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 105

Session Chair: Prof Dana Minbaeva (Copenhagen Business School, Denmark)

When MNE's HRM practices meet dual labor market : The case of IKEA Korea and Japan

Ji-Won Song

Stockholm School of Economics, Sweden

A process analysis of the relationship between emotion and cultural friction in the context of international knowledge transfer in a multinational enterprise.

Qiu Wang¹, Jeremy Clegg², Hanna Gajewska-De Mattos², Peter Buckley²

¹Birmingham City University; ²University of Leeds

Cognition over geography? Creating shared cognitive ground for expertise sharing in MNCs

Tuuli Pauliina Hakkarainen

Aalto University School of Business, Finland

Do Different Staffing Patterns and Home Country Nationals Influence the Adjustment of Expatriates?

Ying Guo¹, Hussain Gulzar Rammal²

¹International Business School Suzhou (IBSS), Xi'an Jiaotong-Liverpool University, China; ²UTS Business School, University of Technology Sydney, Australia

Parallel Session 2.3: International marketing

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 106

Session Chair: Dr Jorge Carneiro (FGV Sao Paulo School of Business Administration, Brazil)

Building Subsidiary Local Responsiveness: (When) Does the Directionality of Intrafirm Knowledge Transfers Matter?

Zhaleh Najafi Tavani¹, Matthew Robson¹, Ghasem Zaefarian¹, Ulf Andersson², Chong Yu¹

¹University of Leeds, United Kingdom; ²School of Business, Society and Engineering, Mälardalen University

Similar or dissimilar? Food consumer segmentations across five European countries

Birgit Hagen¹, Antonella Carcagni¹, Francesca Sanguineti¹, Davide Menozzi², Imke Matullat³, Sterenn Lucas⁴, Jose Santiago⁵, Dimitar Taskov⁶, Olia Untilov⁷

¹University of Pavia, Italy; ²University of Parma, Italy; ³TTZ, Germany; ⁴Institut National de la Recherche Agronomique (INRA), France; ⁵Centro Tecnológico del Mar - Fundación CETMAR, Spain; ⁶University of Stirling, United Kingdom; ⁷Universite de Savoie, France

Consumer insights in emerging markets – towards a qualitative in-depth approach

Maureen Benson-Rea, Denise Conroy

University of Auckland Business School, New Zealand

A Successful Business Model of Four Finnish Services Firms in Spain

Antti Valtonen¹, Dafnis N. Coudounaris²

¹Graduate student at the Department of Marketing, University of Vaasa, Finland; ²University of Tartu, Estonia

Parallel Session 2.4: International business strategies and firm competitiveness

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* G12

Session Chair: Dr Ibne Hassan (Kings College London, UK)

Resource booms and firm heterogeneity: 2007 and 2011

Kankesu Jayanthakumaran¹, Mohammad Tariful Bari²

¹University of Wollongong, Australia; ²University of Wollongong, Australia

Target Firm Performance of Foreign and Domestic Acquisitions

Jinlong Gu, Yong Yang, Roger Strange

University of Sussex, United Kingdom

Responsible Leadership and Corporate Social Responsibility (CSR) in Luxembourg

Ursula Schinzel

Unicaf University, Luxembourg

Parallel Session 2.5: Economic geography and international business

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 204

Session Chair: Dr Amir Qamar (The University of Birmingham, UK)

Effects of export spillovers from FDI: evidence from a world economy meta-analysis

José Pla-Barber¹, Ramon Mesa², Cristina Villar³

¹University of Valencia, Spain; ²Universidad de Antioquia, Colombia; ³University of Valencia, Spain

Extending Location Theories: The Way Forward

Matina Dimitropoulou², Martha Martidou¹, Dimitris Manolopoulos¹

¹Athens University of Business and Economics, Greece; ²The American College of Greece

Institutional Change and the Development of SME Industrial Clusters in China

Jinmin Wang¹, Yaoqun Zheng²

¹The University of Nottingham, United Kingdom; ²Xidian University, China

Taiwanese Associations: The Role of Ethnic and Business Organisations in International Network Construction

Fiona Moore

Royal Holloway University of London, United Kingdom

Parallel Session 2.6: Corporate governance and international business

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 110

Session Chair: Prof Amon Chizema (The University of Birmingham, UK)

UNDERSTANDING THE MOTIVATION TO AVOID CORPORATION TAX: A QUALITATIVE APPROACH.

Maggie Cooper, Quyen Nguyen

Henley Business School, United Kingdom

Corporate Social Responsibility and Age of Productivity: Upper Echelon Prospective

Kaiser Rafique Yasser

Preston University, Pakistan, Pakistan

Government integrity and corporate governance

Amon Chizema

The University of Birmingham, United Kingdom

Parallel Session 2.7: International business, innovation and knowledge flows

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* 108

Session Chair: Prof Marian Vanessa Jones (The University of Sheffield, UK)

Configurations of International R&D Networks

Xingkun Liang¹, Yongjiang Shi²

¹Peking University, Beijing, China; ²Cambridge University, United Kingdom

Subsidiary's internal embeddedness, knowledge transfer, and innovation performance: the moderating role of external search breadth and depth

Ismail Golgeci¹, Alberto Ferraris², Ahmad Arslan³, Shlomo Tarba⁴

¹University of East Anglia, UK; ²University of Turin, Italy; ³Edge Hill University, United Kingdom; ⁴University of Birmingham, UK

The impact of MNE affiliate intangible assets on parent performance: the moderating effect of affiliate strategic role

Yan Wu, Roger Strange, Vikrant Shirodkar

University of Sussex, United Kingdom

China's technology catch-up: Exploring the effect of inward and outward FDIs

Xianming Wu¹, Zhibin Lin², Thomas Matheus³, Chuntao Huang¹

¹Wuhan University, China; ²Durham University, United Kingdom; ³Northumbria University, United Kingdom

Parallel Session 2.8: International business and CSR

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* G07

Session Chair: Prof Ulrike Mayrhofer (IAE Lyon, Jean Moulin Lyon University, France)

Competing by Saving Lives: A Global Pharmaceutical Firm's Response to Institutional Complexity

Liudmyla Svystunova

Loughborough University London, United Kingdom

CSR and S&E engagement in emerging economies. Analysis of a case study based in China

Gaston Fornes¹, Belen Lopez², Javier Blanch²

¹University of Bristol, ESIC Business School; ²ESIC Business School

Human Rights Reporting of Developed and Emerging Market MNEs: An Exploratory Comparative Analysis

Stefan Zagelmeyer

Alliance Manchester Business School, United Kingdom

Untangling the relationship between corporate philanthropy and financial performance under the corporate life cycle perspective - Evidence from Panel Threshold model analysis of Chinese Publicly listed firms

Xiao Pan¹, Tao Bai¹, Vasiliki Bamiatzi²

¹Xi'an Jiaotong-Liverpool University, China, People's Republic of; ²University of Liverpool

Parallel Session 2.9: Internationalisation from and to emerging markets

Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · *Location:* G08

Session Chair: Prof Xiaohui Liu (Loughborough University, UK)

Home-country political connections and their usefulness in host countries

Naunghathai Intakhantee, Mario Kafourous, Hinrich Voss

University of Leeds, United Kingdom

Institutional voids and firms' resources commitment in emerging markets: a systematic review and future research agenda

Augustine Awuah Peprah¹, Tahiru Azaaviele Liedong², Abednego Feehi Okoe Amartey¹

¹University of Professional Studies, Accra, Ghana; ²University of Bath, Bath, United Kingdom

Uncovering the Neglected Success Factors in the Management of Post-acquisition Integration: Evidence from Chinese MNCs in Europe

Qi Ai¹, Hui Tan²

¹University of Northampton, United Kingdom; ²Royal Holloway University of London

Parallel Session 3.1: International business, innovation and knowledge flows

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 103

Session Chair: Dr Nikolaos Papageorgiadis (The University of Liverpool, UK)

The internationalization of innovation towards the South: A historical case study of a global pharmaceutical corporation in China (1993-2017)

Shasha Zhao¹, Hui Tan², Marina Papanastassiou¹, Anne-Wil Harzing¹

¹Middlesex University, United Kingdom; ²Royal Holloway University of London

DO IMPORTS, INWARD FDI AND TECHNOLOGY LICENSING IMPROVE LOCAL FIRMS' INNOVATIVENESS? A MICRO-LEVEL ANALYSIS

Paloma Almodóvar¹, Quyen T.K. Nguyen², Alain Verbeke³

¹Complutense University of Madrid, Spain; ²Henley Business School (University of Reading); ³Henley Business School (University of Reading)

Public IP Enforcement and the Effect on FDI Horizontal Productivity Spillovers

Danai Christopoulou¹, Nikolaos Papageorgiadis², Chengang Wang¹, Georgios Magkonis³

¹Bradford University School of Management, United Kingdom; ²University of Liverpool, United Kingdom; ³University of Portsmouth, United Kingdom

The evolution of the ability to innovate in a transnational organization – a set theoretic analysis of complex science and organization

Samantha Macro², Ursula F. Ott¹

¹Kingston University London, United Kingdom; ²Loughborough University, United Kingdom

Parallel Session 3.2: International and global skills management

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 105

Session Chair: Prof. Pervez Ghauri (The University of Birmingham, UK)

Institutional isomorphism and business knowledge production in East Asia: A comparative analysis

Hyungseok {David} Yoon¹, Mustapha Belkhouja², Yingqi Wei¹

¹Leeds University Business School, United Kingdom; ²Grenoble École de Management, France

Talent Management in South Korea: Psychological Contract Impacts

Hyun Mi Park¹, Alison J Glaister², Pawan Budhwar¹

¹Aston University, United Kingdom; ²University of York, United Kingdom

International Managers working at French MNCs: Culture Standards and their Implications for International HRM

Stefan Zagelmeyer¹, Yasmina Jaidi², Frank Burnois³

¹Alliance Manchester Business School, United Kingdom; ²University Paris 2 Pantheon-Assas, France; ³ESCP, France

The role of Employees in turning the Country-Of-Origin-Image (COI) into a Country-specific advantage (COI-CSA)

Mariana Suter¹, Felipe Borini^{2,3}, Alison Glaister¹

¹University of York, United Kingdom; ²University of São Paulo; ³ESPM

Parallel Session 3.3: International business strategies and firm competitiveness

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 106

Session Chair: Dr Sun Lee (Loughborough University, UK)

What mandate gain can do to a subsidiary?

Noushan Memar

Mälardalen University, Sweden

Toward a new model: Integration of the Resource-based View and Institutional Theory to Explain MNEs' ODI Strategy and Performance

LINJIE LI

Southwestern University of Finance and Economics, CHINA, United Kingdom

Legitimacy-Based Performance for Managing Post-De-globalization Strategic Risks: A Perspective on Organizational Resilience

Hong-Jen C. Chiu

National Taiwan University, Taiwan

How does reputation impact the reaction of financial markets to cross-border M&As?

Ludivine Chalençon¹, Ana Colovic², Olivier Lamotte³, Ulrike Mayrhofer¹

¹IAE Lyon, Jean Moulin Lyon University, France; ²NEOMA Business School, France; ³Paris School of Business, France

Parallel Session 3.4: Internationalisation from and to emerging markets

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 110

Session Chair: Prof Oded Shenkar (The University of Birmingham, UK/Ohio State University, USA)

THE DYNAMICS OF ORGANIZATIONAL COMPETENCES IN THE INTERNATIONALIZATION OF BRAZILIAN MULTINATIONALS

Afonso Fleury¹, Flavio Fisch¹, Maria Tereza Fleury²

¹University of Sao Paulo, Brazil; ²Fundacao Getulio Vargas

The role of home-country political connections in enhancing the effect of a firm's OFDI on its performance

Naunghathai Intakhantee, Mario Kafouros, Hinrich Voss

University of Leeds, United Kingdom

FOUNDER BEHIND FDI AND PRODUCTIVITY IN CHINESE ENTREPRENEURIAL IPOs

Da Teng¹, Chengchun Li², Sailesh Tanna¹

¹Coventry University, United Kingdom; ²Changzhou University, China

Parallel Session 3.5: Internationalisation of SMEs and international entrepreneurship

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 204

Session Chair: Dr Carole Catherine Couper (The University of Sheffield UK)

Retuning High Distance SME Internationalisation: From Dissonance to Consonance through Institutional Hybridity

Carole Catherine Couper

Sheffield University Management School, United Kingdom

The rise of born digitals in international entrepreneurship: Conceptual classification and measurement

Ioan-Iustin Vadana¹, Lasse Torkkeli¹, Olli Kuivalainen², Sami Saarenketo¹

¹Lappeenranta University of Technology, Finland; ²Alliance Manchester Business School, Manchester

Explaining Internationalisation of entrepreneurs through the perspectives of social cognitive theory and behaviour of formal institutions

Tianchen Li, Sabrina Akbar

Middlesex University, United Kingdom

Global industry evolution: Developing a typology of internationalizing SMEs

Denis Charles Odlin

University of Auckland, New Zealand

Barriers to Internationalization in SMEs: Evidence from Indian Exporters

Suhail Mohammad Ghouse

Dhofar University, Oman

Parallel Session 3.6: Internationalisation from and to emerging markets

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* G07

Session Chair: Dr Hussain Rammal (University of Technology, Sydney)

INDIAN MNEs ACQUISITION IN ADVANCED ECONOMIES: EXAMINATION OF MARKET-SUPPORTING INSTITUTIONS AT SUB-NATIONAL LEVEL

Rishika Nayyar

Indian Institute of Foreign Trade, India

Variation amongst Chinese Firms: Consequences for OFDI

Matthew Allen¹, Jiajia Liu¹, Maria Allen²

¹Alliance MBS, United Kingdom; ²Manchester Metropolitan University Business School, United Kingdom

How Does Human Rights Protection by the State Matter for Emerging Market Multinationals' Ownership Strategy?

Rekha Rao-Nicholson², Liudmyla Svystunova¹

¹Loughborough University London, United Kingdom; ²Newcastle University London

Parallel Session 3.7: International business and sustainable development

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* 108

Session Chair: Dr Cristina Villar (The University of Valencia, Spain)

ESG Transparency and Firm Value

Ellen Pei-yi Yu¹, Christine Qian Guo¹, Bac Van Luu²

¹Birkbeck college, United Kingdom; ²Russell Investments

Female empowerment in emerging market firms

Allan Douglas Webster¹, Jenny Piesse^{1,2}, Sangeeta Khorana¹

¹Bournemouth University, United Kingdom; ²University of Stellenbosch, South Africa

The role of social and environmental responsibility in international business relationships of Finnish and Russian SMEs

Maria Uzhegova¹, Lasse Torkkeli¹, Maria Ivanova-Gongne²

¹Lappeenranta University of Technology, Finland; ²bo Akademi, Finland

THE QUALITY OF INWARD FOREIGN DIRECT INVESTMENTS AND HUMAN CAPITAL DEVELOPMENT

Uros Delevic

Henley Business School, United Kingdom

Parallel Session 3.8: Internationalisation of SMEs and international entrepreneurship

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* G05

Session Chair: Prof John Child (The University of Birmingham, UK)

Informal Contracts and Managerial Delegation: Evidence from Foreign Entrepreneurs in Russia

Joanne E Oxley¹, Elena Kulchina²

¹University of Toronto, Canada; ²Duke University

Regulatory Barriers of Internationalisation for the SMEs: An Emerging Market Context

Mansura Akter, Mahfuzur Rahman, Dragana Radicic

University of Lincoln, United Kingdom

A business model approach to SME internationalisation: a comparative analysis of an international new venture and an incremental internationalising company

Emma Incze, Mika Gabrielsson, Saara Julkunen

University of Eastern Finland, Finland

Entrepreneurial strategic posture: An emerging market perspective

Joseph Amankwah-Amoah¹, Robert E. Hinson², Richard B. Nyuur³, John Paul Kosiba²

¹University of Kent, United Kingdom; ²University of Ghana, Ghana; ³Northumbria University, United Kingdom

Parallel Session 3.9: International business and political instability

Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · *Location:* G12

Session Chair: Prof Grazia D. Santangelo (The University of Catania, Italy)

Terrorism and Global Business Performance

Ishmael Tingbani¹, Godwin Okafor², Ven Tauringana³, Alaa Zalata⁴

¹Bournemouth University, UK; ²Southampton Solent University, UK; ³University of Southampton, UK; ⁴University of Southampton, UK

Determinants of Political Risk in African Markets: a Nigerian Perspective

James Mshelia

University of Northampton, United Kingdom

The dynamics of political risk impact on Multinational Corporations Operating in African Markets: Perspectives from Nigeria

James Mshelia

University of Northampton, United Kingdom

Applying Theory to Understand How Multinational Firms Address Brexit

Saad Laraqui, Bert Jarreau

University of Maryland University College, United States of America

Parallel Session 4.1: International and global skills management

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · *Location:* 103

Session Chair: Prof Richard Edward Hicks (Bond University, Australia)

Knowledge transfer and the co-evolution of Japanese working practices in Indonesia

Joey Soehardjojo¹, Nigel Driffield², Guglielmo Meardi³

¹Warwick Business School, United Kingdom; ²Warwick Business School, United Kingdom; ³Warwick Business School, United Kingdom

Conceptual Inkling to Improve Employee Wellbeing at MNC Work Place

muhammad khaleel, Shankar Chelliah, Jamshed Khalid

University Sains Malaysia

Global Mindset and Organizational Identity

Jörg Hruby¹, Ricardo Guerrero²

¹Steinbeis, Germany; ²ISM Student

Qualities and attributes that enabled personal resilience in a critical time: Observations from a study of employees in a multi-national company following the GFC

Richard Edward Hicks

Bond University, Australia

Parallel Session 4.2: International business strategies, firm competitiveness, innovation and knowledge flows

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · *Location:* 105

Session Chair: Prof Ursula F. Ott (Kingston University London, UK)

Organizational Political Ideology and Cross-border Acquisitions

Andreas Petrou¹, Andreas Procopiou¹, Yi Lin Dawn Cho²

¹Cyprus University of Technology, Cyprus; ²Nanyang Technological University, Singapore

Economic distance and foreign divestment - the case of Nordic FDIs in BRICs

Pratik Arte, Jorma Larimo

University of Vaasa, Finland

Social capital-based knowledge innovation in multinational corporations: Emerging country perspective

Mohammad Jasim Uddin¹, Farhad Uddin Ahmed², Shehnaz Tehseen³

¹Sunway University Business School, Malaysia; ²ICOT College, Dublin, Ireland; ³Sunway University Business School, Malaysia

Efficient Knowledge Flow to Promote International Business Innovation Based on Knowledge Graph and Social Trust

Shanshan Shang¹, Vicky Nie², William Wei²

¹Shanghai International Studies University, China; ²MacEwan University, Canada

Parallel Session 4.3: Internationalisation of SMEs and international entrepreneurship

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · *Location:* 106

Session Chair: Dr Francisco Puig (The University of Valencia, Spain)

The Entrepreneurial Ecosystem in International Entrepreneurship: Comparative Study of Finnish and Estonian Born Globals

Hannes Velt, Lasse Torkkeli, Sami Saarenketo

Lappeenranta University of Technology, Finland

The role of network relationships in nonlinear internationalization: a case study

Tiia Vissak¹, Barbara Francioni²

¹University of Tartu, Estonia; ²University of Urbino "Carlo Bo"

What is Smart Leadership in Luxembourg?

Ursula Schinzel

Unicaf University, Luxembourg

Parallel Session 4.4: Internationalisation from and to emerging markets

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · *Location:* 108

Session Chair: Dr Surender Munjal (The University of Leeds, UK)

Changes in exploring emerging markets

Alena Nelaeva

Nord University, Norway

Internationalization of retail business and its effect on small and micro retail firms in emerging markets

Nishant Kumar

Stockholm University, Sweden

Multinationals' route-to-international market agility in emerging economies': the case of biscuit distribution strategies in Paraguay'

Dev K {Roshan} Boojhawon¹, Augusto C. Richeri², Yipeng Yipeng³, Daniel Chicksand⁴

¹The University of Birmingham, United Kingdom; ²Commercial Manager Paraguay – SC Johnson; ³Newcastle Business School; ⁴The University of Birmingham, United Kingdom

Parallel Session 4.5: International business, innovation and knowledge flows

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · *Location:* 110

Session Chair: Prof Axele Giroud (The University of Manchester, UK)

Contextual transfer barriers, social interaction, and innovation transfer performance

Olivia Kang, Pao Kao

Uppsala University, Sweden

Radical Innovation versus Incremental Innovation and Performance in International Joint Ventures: The role of Control Strategies and Business Environments

Huu Le Nguyen¹, Jorma Larimo¹, Yi Wang²

¹University of Vaasa, Finland; ²University of Southern Denmark

Internationalization process through innovation utilization in Family Businesses: the significance of knowledge flows

Päivi Hanna Maria Aaltonen¹, Maija Wortek²

¹Lappeenranta University of Technology, Finland; ²University of Innsbruck, Austria

Parallel Session 4.6: Internationalisation of SMEs and international entrepreneurship

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: 204

Session Chair: Dr Birgit Hagen (The University of Pavia, Italy)

Internet-Firms through the Lens of the Rapid Internationalization Literature: A Systematic Integrative Review

Shuk Wun Tang, Asmund Rygh

Alliance Manchester Business School, United Kingdom

Human Capital and Export Performance of Small and Medium Enterprises : The Role of Absorptive Capacity

Muhammad Shujaat Mubarik

Mohammad ALi Jinnah University, Pakistan

International Performance: Unfolding the effects of domestic market information processes and domestic environmental uncertainty

Maria Karafyllia¹, Giovanna Magnani², Antonella Zucchella²

¹Anglia Ruskin University, United Kingdom; ²University of Pavia

Network diversity, network capability and SME international performance

Yiyin Wu, Keith Brouters

King's College London, United Kingdom

Parallel Session 4.7: Internationalisation of SMEs and international entrepreneurship

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: G08

Session Chair: Dr Margaret Fletcher (The University of Glasgow, UK)

DIVERSITY MANAGEMENT AND ORGANIZATIONAL PERFORMANCE OF NIGERIAN SMALL AND MEDIUM ENTERPRISES IN LAGOS STATE, NIGERIA.

Waidi Adeniyi Akingbade¹, Abdulazeez Abioye Lawal²

¹Lagos State University, Ojo, Lagos, Nigeria.; ²Lagos State Polytechnic, Ikorodu, Lagos, Nigeria

Internationalization and performance of SMEs: The mediating role of internationalization effectiveness

Said Elbanna¹, John Child², Linda Hsieh³, Joanna Karmowska⁴, Svetla Marinova⁵, Rose Narooz⁶, Pushyarag Puthusserry⁷, Terence Tsai⁸, Yunlu Zhang⁸

¹Qatar University, Qatar; ²Universities of Birmingham and Plymouth, UK; ³SOAS University of London, UK; ⁴Oxford Brookes University, UK; ⁵Aalborg University, Denmark; ⁶Glasgow University, UK; ⁷University of Sussex, UK; ⁸China-Europe International Business School, China

Learning from experience: Sense making in leaders of internationalising SMEs

Margaret Fletcher¹, Lucrezia Casulli²

¹University of Glasgow, United Kingdom; ²University of Strathclyde

SME Internationalization and the Role of Global Cities: A Tentative Conceptualization

Philippe REGNIER, Pascal WILD

School of Management Fribourg, Switzerland

Parallel Session 4.8: Economic geography, international business, global value chain and manufacturing turbulence

Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: G05

Session Chair: Prof Lisa De Propris (The University of Birmingham, UK)

Revisiting Dunning Typology: A conceptual overview of location studies

Matina Dimitropoulou², Martha Martidou¹, Dimitris Manolopoulos¹

¹Athens University of Business and Economics, Greece; ²The American College of Greece, Athens

The effects of policies on China's OFDI to the world at national level

Tong Yin, Lisa De Propris, Liza Jabbour

University of Birmingham, United Kingdom

New manufacturing strategy and industrial systems: Inspirations from Chinese manufacturing evolutions

Yongjiang Shi

Cambridge University, United Kingdom