



**33<sup>rd</sup> EIBA**  
ANNUAL CONFERENCE

**EIBA**  
2007

# EIBA 2007

detailed programme  
01.12.2007



Faculty of Political Science  
University of Catania



THURSDAY 13	8.00 -18.30	EIBA Doctoral Tutorial												
	16.30 -18.30	EIBA Board Meeting												
	19.00 -20.30	Opening plenary session												
	20.45	Welcome dinner												
		SESSION A	SESSION B	SESSION C	SESSION D	SESSION E	SESSION F	SESSION G	SESSION H	SESSION I	SESSION J	SESSION K	SESSION L	
Hour	ROOM A	ROOM B	ROOM D	ROOM E	ROOM F	ROOM I	ROOM L	ROOM M	ROOM N	ROOM O	ROOM X	AULA MAGNA		
FRIDAY 14	Panel and Parallel sessions 09:00 – 10:30	6C. The impact of outward investment on the home base context	4C. Internal organization of the MNC	5W. Multiple perspectives on subsidiaries	3C. Appreciative theorising in international business	2W. Regional competitiveness	7C. MNEs and corporate citizenship	10C. Export policies	10W. FDI and policy	8W. International R&D and finance	5W. International expansion of SMEs	4W. Managing human resources and knowledge		
	09:00 – 10:30	EIBA Fellows Business Meeting												
	10:30 – 11:00	Coffee break												
	11:00 – 12:30	EIBA Fellows plenary session <i>International Corporate Governance</i>												
	12:30 – 13:30	Lunch / Poster session												
	13:30–14:30	EIBA General Assembly												
	14:30–15:00	Coffee break												
	Panel and Parallel sessions 15:00–16:30	4C. Organizational culture and language	5C. Technology and innovation	1W. Internationalisation and innovation in the home country	3C. Forms and strategies of internationalisation	6C. Global sourcing and transfer of knowledge. The role of subsidiaries	4C. Knowledge, values and learning in MNCs	5C. Internationalization of SMEs	5W. Subsidiary roles	6W. External sources of knowledge		9W. Marketing across countries	UNCTAD panel special session on the World Investment Report WIR 07: Transnational Corporations, Extractive Industries and Development	
	16:30–17:00	Coffee break												
	Panel and Parallel sessions 17:00–18:30	P4. Explaining knowledge flows within the MNC	2C. International trade, governance and entrepreneurship	9W. Firm internationalization		5W. International collaboration: IJVs and alliances	5C. Internationalization of companies	9C. Internationalization mode: exports		9W. Consumers, vendors and firm internationalization		4W. Managing cultural differences in MNCs	UNCTAD panel special session on Data Issues The World Investment Report: A critical assessment of the data and statistics	
	18:30 – 19:30	EIBA-Western Europe Region AIB meeting												
	21:00	Dinner												
		SESSION A	SESSION B	SESSION C	SESSION D	SESSION E	SESSION F	SESSION G	SESSION H	SESSION I	SESSION J	SESSION K	SESSION L	
Hour	ROOM A	ROOM B	ROOM D	ROOM E	ROOM F	ROOM I	ROOM L	ROOM M	ROOM N	ROOM O	ROOM X	AULA MAGNA		
SATURDAY 15	Panel and Parallel sessions 09:00 – 10:30	P3. Semantic based knowledge and textual data analysis for internationalisation: Methodologies and applications	10C. Attracting Foreign Direct Investment – What role for economic policy?	5W. Emerging markets		7W. Emergent issues in CSR and governance	5C. The internationalization process: Born globals versus incremental internationalization	8C. International business and finance	5W. Globalization and capabilities	4W. Distance and foreignness		7W. Corporate governance - I	Panel special session on <i>Is a backlash against FDI in the making?</i>	
	10:30 – 11:00	Coffee break												
	11:00 – 12:30	Plenary session <i>The Eclectic Theory, the Multinational Enterprise and the Global Economy: John Dunning's Magnum Opus</i>												
	12:30 – 13:30	Lunch / Poster session												
	13:30 – 15:30	Gunnar Hedlund Award plenary session												
	15:30– 16:00	Coffee break												
	Panel and Parallel sessions 16:00– 17:30	4C. Distance: geography, psychic, institutional	5C. Internationalization and operation mode choice	2W. Foreign subsidiaries and joint ventures	2C. MNE strategies and location advantages	3C. Learning from case studies in international business	5C. IJVs and alliances	7C. Corporate governance - II	2W. MNE strategies and linkages			6W. Knowledge transfer in MNCs	P3. Do theories of the TNC adequately account for the development and diffusion of innovation activities?	
	17:30-18:00	Coffee break												
	Panel and Parallel sessions 18:00– 19:30	1C. Knowledge transfer	2C. FDI: spillovers and linkages	6C. Internal vs. external sources of knowledge: Impact on the firm's performance	2C. Internationalization strategies	5C. Networks, JVs and subsidiaries	5C. Knowledge transfers in MNCs	7W. IB and CSR				5W. Internationalization of SMEs	P4. Born globals: Propositions to help advance the discipline	
	21.00	Gala Dinner												

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## **OPENING PLENARY SESSIONS**

### **THURSDAY, DECEMBER 13**

#### **19:00-20:30 Opening Plenary Session**

#### ***International Business, Local Development and Science-Technology Relationships***

**Location:** Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E). All rooms are located in the Faculty Main Building.

**Chair: Antonio D'Agata, University of Catania**

#### *Welcome addresses*

Antonino Recca, Chancellor of the University of Catania

Giuseppe Vecchio, Dean of the Faculty of Political Science, University of Catania

Grazia D. Santangelo, Conference Chair, University of Catania

#### *Keynote Speakers*

Gaetano Casalaina, Indesit Public Affairs Director

*Social responsibility: a philosophy and an added value for the global competition*

Maryann Feldman, Miller Distinguished Professor of Higher Education at the University of Georgia

*Jurisdictional Advantage: How Places Compete the Global Economy*

#### **20:45 Welcome Buffet**

**Location:** Faculty Library, via Dusmet, 163 (see Map A and F).

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## CONFERENCE SESSION

### FRIDAY, DECEMBER 14

#### 09:00–10:30 EIBA Fellow Business Meeting

**Location:** Dusmet Room (1<sup>st</sup> floor), Faculty Library, via Dusmet 163 (see Map G).

#### 09:00–10:30 Panel and Parallel sessions 1

##### **SESSION A: 6C. The impact of outward investment on the home base context**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** Davide Castellani, University of Perugia

##### **How does investing in cheap labour countries affect performance at home? France and Italy**

Davide Castellani, University of Perugia

Giorgio Barba Navaretti, University of Milan

Anne-Celia Disdire, INRA-INA PG

##### **Offshoring of R&D activities and new organisational concepts at home**

Steffen Kinkel, Fraunhofer Institute for Systems and Innovation Research (ISI)

##### **The internationalisation of service and manufacturing firms - A comparative study in the Swiss economy**

Ralph Lehmann, University of Applied Sciences Eastern Switzerland (FHO)

##### **Growth and learning spillovers from international markets: Empirical evidence from Greek firms**

Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki

Ioanna Deligianni, Athens University of Economics and Business

Pavlos Dimitratos, Athens University of Economics and Business

##### **SESSION B: 4C. Internal organization of the MNC**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Tina Claudia Ambos, Vienna University of Economics and Business Administration and The University of Edinburgh

##### **Christopher Williams, Birkbeck College, University of London Amsterdam**

Soo Hee Lee, Birkbeck College, University of London

##### **The co-evolution of charters, capabilities and structures in the internationalization process**

Tina Claudia Ambos, Vienna University of Economics and Business Administration and The University of Edinburgh

Bodo B. Schlegelmilch, Vienna University of Economics and Business Administration

Björn Ambos, Vienna University of Economics and Business Administration

Barbara Brenner, Vienna University of Economics and Business Administration

##### **Profiling sustainable innovators: Not ready to make nice?**

Christoph Grimpe, Centre for European Economic Research (ZEW)

Ihsen Ketata, Georgia Institute of Technology (CIBER)

Wolfgang Sofka, Centre for European Economic Research (ZEW)

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**Managing conflict in virtual teams: The role of communication technologies**

Chi-Yun Chen, University of Manchester

Paul Jackson, University of Manchester

**SESSION C: 5W. Multiple perspectives on subsidiaries**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Lars Håkanson, Copenhagen Business School

**The international expansion of smaller scale retailers**

Andre Sammartino, University of Melbourne

**Beyond subsidiary embeddedness - A framework for future analysis of mnc embeddedness**

Phillip Christopher Nell, Vienna University of Economics and Business Administration

Katharina J. Raab, Vienna University of Economics and Business Administration

**Subsidiary survival and competitive dynamics in host country markets**

Ronaldo Parente, Rutgers University

Sonia Ketlar, Towson University

**SESSION D: 3C. Appreciative theorising in international business**

**Location:** room E, 3<sup>rd</sup> floor – see Map E

**Chair:** Antonello Zanfei, University of Urbino

**Evolutionary theory of the globalisation of firms**

Thomas Borghoff, University of Dortmund

**The eclectic umbrella**

Kurt Pedersen, School of Business, University of Aarhus

Jesper Strandskov, University of South Denmark

**Geographic orientation and performance of global versus regional MNEs**

Anthony Goerzen, University of Victoria

Christian Asmussen, Copenhagen Business School

**SESSION E: 2W. Regional competitiveness**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Jean-Paul Lemaire, ESCP-EAP European School of Management

**An examination of international firms' intentions to relocate: A loyalty approach**

Jan Møller Jensen, University of Southern Denmark

Per Servais, University of Southern Denmark

Erik Stavnsager Rasmussen, University of Southern Denmark

**The rise of the BRIC economies: Challenges of a multi-polar world for international business scholars and managers**

Asta Salmi, Helsinki School of Economics

Joanna Scott-Kennel, Victoria University of Wellington

**How to increase regional competitiveness in a context of international opening?**

Milena Viassone, University of Cassino

**SESSION F: 7C. MNEs and corporate citizenship**

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**Location:** room I, 3<sup>rd</sup> floor – see Map E

**Chair:** Rob van Tulder, RSM Erasmus University

**Multinationals in their communities - A social capital approach to corporate citizenship projects**

Ian Wingate Jones, Somerville College

Michael Gerald, Pollitt Judge Business School

David Bek, Centre for Business Research

**Multi-national enterprises and human rights: An enforcement discussion**

Andrea Jane Bather, Waikato Management School, University of Waikato

Alison McCourt Waikato, Management School, University of Waikato

Jagdeep Singh-Ladhar, Waikato Management School, University of Waikato

**Achieving a balance in the rights/obligations of companies and countries**

Ana Teresa Tavares-Lehmann, University of Porto

Stephen Young, CIER, University of Glasgow

**SESSION G: 10C. Export policies**

**Location:** room L, 3<sup>rd</sup> floor – see Map E

**Chair:** Fragkiskos Filippaios, London School of Economics and Political Science and University of Kent/Kent Business School

**Learning to export: The adoption and diffusion of exporting in brazilian agribusiness**

Angela da Rocha, Coppead Graduate School of Business

Joana Monteiro, DAI Brasil

Beatriz Kury, Coppead Graduate School of Business

**Dynamic effects of R&D subsidies in Slovenia: substitute or complement to private R&D expenditures?**

Anze Burger, University of Ljubljana

Andreja Jaklic, University of Ljubljana

Matija Rojec, University of Ljubljana

**Business actor in the political network**

Enikő Káptalan-Nagy, Uppsala University

Sabine Gebert Persson, Högskolan Dalarna

**SESSION H: 10W. FDI and policy**

**Location:** room M, ground floor – see Map B

**Chair:** Fernando Ubeda, University Autónoma de Madrid

**Internationalisation of R&D: Trends, impact and policy implications**

Reinhilde Veugelers, KULeuven, EC-BEPA & CEPR

**Exploring economic and policy determinants of FDI. A Panel data analysis.**

Celeste Amorim Varum, University of Aveiro

Joaquim Carlos Pinho, University of Aveiro

João Paulo Bento, University of Aveiro

**Poland's evolving net outward investment position: A cross-industry analysis**

Marian Gorynia, Poznan University of Economics

Jan Nowak, Central European University, Budapest

Radoslaw Wolniak, Warsaw University, Warsaw

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**Institutional changes and trend behaviour of FDI flows towards EU**

Irini Smaragdi, Aristotle University of Thessaloniki

Konstantinos Katrakilidis, Aristotle University Of Thessaloniki

Nikolaos Varsakelis, Aristotle University of Thessaloniki

**SESSION I: 8W. International R&D and finance**

**Location:** room N, ground floor – see Map B

**Chair:** Sougand Golesorkhi, Manchester Metropolitan University

**Impacts of international and domestic R&D alliances on return on assets: Some counterintuitive evidence**

Hélène Delerue, Université du Québec à Montréal

Albert Lejeune, Université du Québec à Montréal

**Analysing the conditions of emergence of innovative projects: evidence from the upstream stages of the NPD**

Eric Stevens, Groupe ESCM

Richard Soparnot, Groupe ESCM

**Strategic Assets, Financial Contracting and Equity Share Contribution in International Joint Ventures**

Mike Bowe, University of Manchester

Sougand Golesorkhi, Manchester Metropolitan University

**SESSION J: 5W. International expansion of SMEs**

**Location:** room O, ground floor – see Map B

**Chair:** Catherine Welch, Hanken Swedish School of Economics and Business Administration and the University of New South Wales

**Entering an emerging market from a small country afar – Entry stages, structural characteristics and governance processes**

Sverre Tomassen, Norwegian School of Management

Randi Lunnan, Norwegian School of Management

**The determinants on SMEs pace of foreign expansion**

Siv Marina Flø Karlsen, Oslo University College

**A classification of opportunism in transnational inter-firm networks of SMEs**

Philipp Schauwecker, University of Bayreuth

Torsten M. Kühlmann, University of Bayreuth

**SESSION K: 4W. Managing human resources and knowledge**

**Location:** room X, 2<sup>nd</sup> floor – see Map D

**Chair:** Adam Smale, University of Vaasa

**Antecedents of HRM integration mechanism usage in MNC subsidiaries in China**

Adam Smale, University of Vaasa

Ingmar Björkman, Swedish School of Economics and Business Administration

Jennie Sumelius, Swedish School of Economics and Business Administration

**Configuration of value activities in international service firms. A network analysis of HRM practices**

Nicola Berg, University of Dortmund

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Dirk Holtbrügge, University of Erlangen-Nuremberg  
Katja Wiedemann, University of Erlangen-Nuremberg

**Exertion of Power or Division of Work: Management Knowledge in a Cross-Border Automotive Supply Chain**

Roland Bardy, Fachhochschule Worms

**10:30–11:00 Coffee break**

**Location:** 2<sup>nd</sup> floor and 3<sup>rd</sup> floor, Faculty Main Building.

**11:00–12:30 EIBA Fellows plenary session**

***International Corporate Governance***

**Location:** Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E) are connected in audio-video. All rooms are located in the Faculty Main Building.

**Chair:** Klaus Macharzina, University of Hohenheim

**Keynote Speakers:**

Shirley Daniel, University of Hawaii  
Lars Oxelheim, Lund University  
Marjan Svetlicic, University of Ljubljana  
Ans Kolk, University of Amsterdam

**12:30–13:30 Lunch and Poster session**

**Location Lunch and Poster Session:** Faculty Library, via Dusmet, 163 (see Map A and F).

***International Financial Markets***

**The expectations of oil companies on future oil prices: an empirical analysis of reserves trading**

Rafael F. Schiozer, Fundação Getulio Vargas/Brazil  
Gabriel Alves Costa Lima, State University of Campinas  
Saul Suslick, State University of Campinas

***Institutional environment***

**dDecision making at the European parliament and corporate lobbying activities**

Robert Charles Kennedy, University of Kent/Kent Business School  
Fragkiskos Filippaios, University of Kent/Kent Business School  
John Sharp, University of Kent/Kent Business School

***Internationalisation of SMEs***

**Country dispersion, risk and international performance of SMEs. A Bayesian analysis**

Antonio Majocchi, University of Pavia  
Luciana Dalla Valle, University of Pavia

***Utilising knowledge acquisition for international competitive advantage***

**The internet and the internationalization of Brazilian manufacturing companies**

Zandra Balbinot, Centro Universitário Positivo  
Marie Anne Macadam, Universidade Estadual do Rio Grande do Sul  
Alexandre Reis Graeml, Centro Universitário Positivo



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***Internationalization, knowledge and learning***

**Managerial learning and leadership in international JVs**

Milan Maly, University of Economics, Prague

**Strategic knowledge management in the multinational corporation (MNC) through transcultural projects**

Victor S. Sohmen, The University of Queensland

**A framework of learning organization: From learning organization context to employee learning orientation**

Agnieszka Olsztynska, Poznan University of Economics

Habte Giorgis Woldu, School of Management, University of Texas at Dallas

**The movement of R&D employees within MNEs: An empirical investigation from the subsidiary perspective**

Dimitris Manolopoulos, The American College of Greece

Pavlos Dimitratos, Athens University of Economics and Business

**Need of inward internationalization approach in IHRM practices: Foreigners seen by Finnish employers**

Minna Söderqvist, Helsinki School of Economics

Tarja Pietiläinen, Life Works Consulting Ltd & University of Kuopio

**Post-merger integration techniques: Integrative capacity**

Ásta Dís Óladóttir, Copenhagen Business School

**13:30–14:30 EIBA General Assembly**

**Location:** Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E). All rooms are located in the Faculty Main Building.

**14:30–15:00 Coffee break**

**Location:** 2<sup>nd</sup> floor and 3<sup>rd</sup> floor, Faculty Main Building.

**15:00–16:30 Panel and Parallel sessions 2**

**SESSION A: 4C. Organizational culture and language**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** Pervez Ghauri, Manchester Business School

**Organizational acculturation in a European MNC: A value-based approach**

Adam Smale, University of Vaasa

Vesa Suutari, University of Vaasa

Jan Selmer, University of Aarhus

**Managing post-acquisition cultural change: an acquired company's perspective**

Anna V. Zueva, University of Bradford School of Management

Pervez N. Ghauri, Manchester Business School

**Ranking and rating in native-language versus English-language questionnaires: A methodological comparison**

Anne-Wil Harzing, University Of Melbourne

Joyce Baldueza, Worldbank

Wilhelm Barner-Rasmussen, Swedish School of Economics

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Cordula Barzantny, Groupe Esc Toulouse Business School  
Anne Berthelot, University of Texas At El Paso  
Anabella Davila, Graduate School of Business Administration and Leadership,  
Tecnologico de Monterrey  
Alvaro Espejo, Adolfo Ibañez University's Business School  
Rita Ferreira, Iese Business School Spain, Essec Business School  
Axele Giroud, Manchester Business School  
Kathrin Koester, University of Heilbronn  
Sharon Leiba O'Sullivan, University of Ottawa  
Yung-Kuei Liang, Tatung University  
Audra Mockaitis, Victoria University of Wellington  
Michael J Morley, University of Limerick  
Barbara Myloni, University of Piraeus  
Joseph O. T. Odusanya, Haygroup SA  
Paulo Prochno, Fundação Dom Cabral  
Srabani Roy Choudhury, International Management Institute  
Ayse Saka, University of Groningen  
Sununta Siengthai, Asian Institute of Technology  
Linda Viswat, Otemon Gakuin University  
Ayda Uzuncarsili Soydas, Marmara University  
Lena Zander, Stockholm School of Economics

**SESSION B: 5C. Technology and innovation**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Björn Ambos, Vienna University of Economics and Business Administration

**Pre- and post entry learning of young technology firms: aAntecedents of objective and tacit knowledge**

Christian Schwens, University of Giessen

Ruediger Kabst, University of Giessen

**Headquarters value-adding in sub-unit technology development projects in the multinational corporation**

Ulf Andersson, Uppsala University

Philip Kappen, Uppsala University

**Towards an understanding of the internationalisation process of High-Tech SMEs: A case study of biopharmaceutical firms**

Catherine Welch, HANKEN Swedish School of Economics and Business Administration

Lisa Hewerdine, University of Adelaide

**SESSION C: 1W. Internationalisation and innovation in the home country**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Julie Michel, University of Fribourg

**The effects of FDI in R&D on home countries: The case of Switzerland**

Julie Michel, University of Fribourg

**New service development process in international markets case: Technopolis in St. Petersburg**

Kaisa-Kerttu Anneli Peltola, Turku School of Economics

Valtteri Juhani Kaartemo, Turku School of Economics

**Russian innovation clusters - Platforms for foreign R&D investments**

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Anna-Mari Ylä-Kojola, Lappeenranta University of Technology  
Juha Väättänen, Lappeenranta University of Technology  
Marko Torkkeli, Lappeenranta University of Technology  
Maria Smirnova, St. Petersburg State University  
Sergei Karchtch, St. Petersburg State University

**SESSION D: 3C. Forms and strategies of internationalisation**

**Location:** room E, 3<sup>rd</sup> floor – see Map E

**Chair:** Stefano Elia, Politecnico di Milano

**Reinvested earnings as a form of foreign direct investment: Evaluating the determinants of affiliate reinvestment**

Sarianna M. Lundan, University of Maastricht

**Do Japanese firms use joint ventures to steal knowledge from their American partners? An examination of the evolution of Japanese-US joint ventures in Japan**

Jean-Francois Hennart, Tilburg University

Shinichi Ishii, Osaka City University

**Do Western European FDI substitute for trade towards Eastern Europe?**

Stefano Elia, Politecnico di Milano

**SESSION E: 6C. Global sourcing and transfer of knowledge. The role of subsidiaries**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Christos Pitelis, University of Cambridge

**The multinational corporation and the global sourcing of knowledge: Remodelling absorptive capacity**

Constantina Kottaridi, University of Peloponese

Marina Papanastassiou, Copenhagen Business School

Christos Pitelis, University of Cambridge

Dimitris Thomakos, University of Peloponese

**To be or not to be... - the question of subsidiary and headquarter involvement in MNE knowledge transfer**

Henrik Dellestrand, Uppsala University

**Understanding R&D subsidiary isolation in knowledge intensive industries: A contingency approach**

Christopher Williams, Birkbeck College

Brigitte Nones, JOANNEUM RESEARCH Forschungsgesellschaft mbH

**SESSION F: 4C. Knowledge, values and learning in MNCs**

**Location:** room I, 3<sup>rd</sup> floor – see Map E

**Chair:** Mats Forsgren, Uppsala University

**Inpatriates' boundary spanning and knowledge sharing at the headquarters: The moderating effect of absorptive capacity**

B. Sebastian Reiche, IESE Business School

**The importance of shared values for knowledge diffusion in multinationals - Myth or reality?**

Mats Forsgren, Uppsala University

Ulf Holm, Uppsala University

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**Organizational learning capability, innovation and export intensity: Evidence from Italian and Spanish ceramic tiles producers**

Joaquin Alegre, University of Valencia

José Pla-Barber, University of Valencia

Ricardo Chiva, University Jaume I

**SESSION G: 5C. Internationalization of SMEs**

**Location:** room L, 3<sup>rd</sup> floor – see Map E

**Chair:** Jorma Antero Larimo, University of Vaasa

**Network Relationships in the market entry of small and medium-sized software firms**

Arto Ojala, University of Jyväskylä

**The impact of managerial characteristics and strategic orientation on the SME's internationalisation profile**

Esther Sanchez-Peinado, University of Valencia

Alejandro Escriba-Esteve, University of Valencia

Luz Sanchez-Peinado, University of Valencia

**SME Export Performance: Family vs. non-family firms**

Jorma Antero Larimo, University of Vaasa

**Stakeholder networks of foreign investors in Russia. An empirical study among German SMEs**

Dirk Holtbrügge, University of Erlangen-Nuremberg

Jonas F. Puck, University of Erlangen-Nuremberg

**SESSION H: 5W. Subsidiary roles**

**Location:** room M, ground floor – see Map B

**Chair:** Stefan Schmid, ESCP-EAP European School of Management

**Assessing the impact of sunk versus flexible assets on subsidiary role change**

André Sammartino, University of Melbourne

Elizabeth Maitland, University of New South Wales

**Perception gaps concerning subsidiary roles - a A review of the literature and directions for future research**

Stefan Schmid, ESCP-EAP European School of Management

Andrea Daniel, ESCP-EAP European School of Management

**Autonomy or isolation? A subsidiary perspective**

Francesco Ciabuschi, Uppsala University

**Subsidiary power and role development: Three cases from the Chinese coatings industry**

Jens Gammelgaard, Copenhagen Business School

Christoph Dörrenbächer, University of Groningen

**SESSION I: 6W. External sources of knowledge**

**Location:** room N, ground floor – see Map B

**Chair:** Jacqueline Pennings, Maastricht University

**The location choice of cross-border mergers and acquisitions: The case of Chinese firms**

Guohua Jiang, Hebei University of Economics and Business

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Feng Zhang, Rutgers University  
Pooja Thakur, Rutgers University

**Innovation through external sourcing activities: An overview of major trends and patterns of telecommunication service providers industry**

Hans Van Kranenburg, Radboud University Nijmegen  
Jacqueline Pennings, Maastricht University  
Cinzia Dalzotto, Jönköping International Business School  
John Hagedoorn, Maastricht University

**External sources of information for innovation: The Brazilian and Italian cases**

Clandia Maffini Gomes, Santa Maria Federal University  
Isak Kruglianskas, São Paulo University  
Flávia Luciane Scherer, Santa Maria Federal University  
Torsten Maria Kühlmann, University of Bayreuth

**SESSION K: 9W. Marketing across countries**

**Location:** room X, 2<sup>nd</sup> floor – see Map D

**Chair:** Susana Costa e Silva, Universidade Católica Portuguesa

**International advertising campaigns in fast moving consumer goods companies**

Peter Gabrielsson, Helsinki School of Economics  
Mika Gabrielsson, Helsinki School of Economics  
Hannele Gabrielsson, Helsinki School of Economics

**Good design is good business: International evidence for the contribution of product design to firm's financial performance**

Liang Guo, University of Angers, France

**An exploratory study of cultural differences and perceptions of relational risk**

Susana Costa e Silva, Universidade Católica Portuguesa  
Luciara Nardon, Vlerick Leuven Gent Management School

**SESSION L: UNCTAD panel special session on the World Investment Report  
WIR 07: Transnational Corporations, Extractive Industries and Development**

**Location:** Aula Magna, 2<sup>nd</sup> floor – see Map D

**Chair:** Torbjorn Frederiksson, IAB/UNCTAD

**Panellists:**

Peter Buckley, University of Leeds  
Danny Van Den Bulcke, University of Antwerp  
Robert Pearce, University of Reading

**16:30–17:00 Coffee break**

**Location:** 2<sup>nd</sup> and 3<sup>rd</sup> floor, Faculty Main Building.

**17:00–18:30 Panel and Parallel sessions 3**

**SESSION A: P4. Explaining knowledge flows within the MNC**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** Peter Buckley, University of Leeds

**Panellists:**

Ulf Andersson, Uppsala University

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Tina Claudia Ambos, Vienna University of Economics and Business Administration and The University of Edinburgh  
Torben Pedersen, Copenhagen Business School  
Kristiina Mäkelän, Hanken  
Ram Mudambi, Temple University and University of Reading  
Udo Zander, Stockholm School of Economics

**SESSION B: 2C. International trade, governance and entrepreneurship**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Rudolf R. Sinkovics, Manchester Business School

**Mapping foreign activities in UK regions: The role of environmental determinism and dynamism**

Fragkiskos Filippaios, Kent Business School, University of Kent  
Constantina Kottaridi, University of Peloponnese

**International trade and industrial restructuring in Romania: from 1995 to - 2006**

Laura Nicoleta Haar, Manchester Business School

**Value capture from advantages and glocal governance for sustainable value creation**

Christos N. Pitelis, University of Cambridge

**Comparative international entrepreneurship: The software industry in the Indian sub-continent**

Shameen Prashantham, University of Glasgow  
Amer Qureshi, Q Consulting and Training  
Stephen Young, University of Glasgow

**SESSION C: 9W. Firm Internationalization**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Antonio Majocchi, University of Pavia

**Trends in global segmentation and their impact on dynamic capabilities and competitive advantage: A shift away from global integration and national adaptation**

Jody Wren, Helsinki School of Economics  
Mika Gabrielsson, Helsinki School of Economics  
Peter Gabrielsson, Helsinki School of Economics

**Internet-enabled internationalization: Net, firm, and market based drivers framework**

Rotem Shneor, Agder University

**The choice among joint ventures and strategic alliances: evidence from Italian firms**

Antonio Malocchi, University of Pavia  
Michela Castagna, University of Pavia

**SESSION E: 5W. International collaboration: IJVs and alliances**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Pervez Ghauri, Manchester Business School

**Empirical analysis of the essential benefits of strategic alliances between airlines based on the co-opetition model and a preliminary proposal for performance indicators**

Giuseppe Maria Russo, Catholic Pontific University  
T. Diana L. van Aduard de Macedo-Soares, Catholic Pontific University

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**Preparing for the negotiation process of SME alliances in emerging markets**

Claudio De Mattos, Manchester Business School  
Pervez Ghauri, Manchester Business School  
Stuart Sanderson, Bradford School Of Management

**Governing for success: The host country uncertainty and the design of foreign parent control in international joint ventures**

Huu Le Nguyen, University of Vaasa  
Jorma Antero Lacrimo, University of Vaasa

**Sino-German business collaborations in the 21st century: Will management practices converge?**

Tanja Rabl, University of Bayreuth  
Torsten Maria Kühlmann, University of Bayreuth

**SESSION F: 5C. Internationalization of companies**

**Location:** room I, 3<sup>rd</sup> floor – see Map E  
**Chair:** Tamar Almor, College of Management Israel

**Drivers of internationalization levels: Foreign experience or firm specific knowledge?**

Niron Hashai, Hebrew University Jerusalem  
Seev Hirsch, Tel Aviv university  
Tamar Almor, College of Management Israel

**How dynamic capabilities interfere in the internationalization process of firms**

Sylvie Cellard, EM Lyon Business School  
Christiane Prange, EM Lyon Business School

**Internationalization trajectories of multinational enterprises: 1990-2004**

Fabienne Fortanier, University of Amsterdam  
Rob Van Tulder, RSM Erasmus University

**SESSION G: 9C. Internationalization mode: exports**

**Location:** room L, 3<sup>rd</sup> floor – see Map E  
**Chair:** Diana Weinberg, Bar Ilan University

**Testing the incremental hypotheses of the uUppsala internationalization model: Brazilian exporters after 28 years**

Angela da Rocha, Coppead Graduate School of Business  
Jorge Ferreira da Silva, Pontifical Catholic University of Rio de Janeiro  
Denise Rodrigues da Silva, Coppead Graduate School of Business

**Exploring product and cultural contingencies in exporter-intermediary relationships**

Carl Arthur Solberg, BI Norwegian School of Management

**Exploring the antecedents of relationship commitment in an import-export dyad**

Diana Weinberg, Bar Ilan University

**SESSION I: 9W. Consumers, vendors-and firm internationalization**

**Location:** room N, ground floor – see Map B  
**Chair:** Marin Alexandrov Marinov, University of Gloucestershire

**Consumer Knowledge And Its Consequences: An International Comparison**

Liang Guo, University of Angers

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Xiangyu Meng, Jilin University

**Consumer Evaluation of Advertising in Bulgaria and Romania**

Marin Alexandrov Marinov, University of Gloucestershire

Dan Petrovici, University of Kent

Svetla Trifonova Marinova, University of Birmingham

**A Framework for studying how vendors utilize information and communication technologies across the outsourcing processes**

Zoran Perunovic, Technical University of Denmark

Hanne Westh Nicolajsen, Technical University of Denmark

Mads Christoffersen, Technical University of Denmark

**SESSION K: 4W. Managing cultural differences in MNCs**

**Location:** room X, 2<sup>nd</sup> floor – see Map D

**Chair:** Heike Schütter, Agder University

**Managing cultural differences in exporter-importer relationships**

Gro Alteren, NORUT as

**International transferability of corporate cultures: a formal approach to feasibility**

Heike Schütter, Agder University

**Impact of organizational acculturation on subsidiary performance: Competence exploiting versus competence creating**

Pooja Thakur, Rutgers University

**The impact of culture on performance evaluation styles - A comparison of CEE and German speaking countries**

Andreas Feichter, Vienna University of Economics and Business Administration

**SESSION L: UNCTAD panel special session on Data Issues**

*The World Investment Report: A critical assessment of the data and statistics*

**Location:** Aula Magna, 2<sup>nd</sup> floor – see Map D

**Chair:** Masataka Fujita, IAB/UNCTAD

**Panellists:**

John Dunning, Universities of Reading

Axele Giroud, University of Manchester

Roger Strange, Kings College London

Philippe Gugler, University of Fribourg

**18:30-19:30 Western Europe Region AIB meeting**

**Location:** Location: Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E). All rooms are located in the Faculty Main Building.

**21.00 Dinner**

**Location:** Grand Hotel Excelsior, Piazza Giovanni Verga, 39 (see Map A).\*

\* Casual attire recommended.



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## **SATURDAY, DECEMBER 15**

### **09:00 – 10:30 Panel and Parallel sessions 4**

#### **SESSION A: P3. Semantic based knowledge and textual data analysis for internationalisation: Methodologies and applications**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** Pervez Ghauri, Manchester Business School

#### **Panellists:**

Tamer Cavusgil, Michigan State University

Antonio Majocchi, University of Pavia

Rudolf R. Sinkovics, Manchester Business School

Elfriede Penz, Vienna University of Economics and Business Administration

#### **SESSION B: 10C. Attracting Foreign Direct Investment – what role for economic policy?**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Gabor Bekes, Institute of Economics, Hungarian Academy of Sciences

#### **Do regional development and local policies affect the location of multinationals? Evidence from Hungary**

Gabor Bekes, Institute of Economics, Hungarian Academy of Sciences

#### **National boundaries and the location of multinational firms in Europe**

Roberto Basile, ISAE

Davide Castellani, University of Perugia

Antonello Zanfei, University of Urbino

#### **Infrastructure endowment, taxes and FDI-flows to Central- and Eastern European Countries: A Survey of the Literature and Some Empirical Evidence**

Christian Bellak, Vienna University of Economics and Business Administration

Joze P. Damijan, University of Ljubljana

Markus Leibrecht, Vienna University of Economics and Business Administration

#### **SESSION C: 5W. Emerging markets**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Arnold Schuh, Vienna University of Economics and Business Administration

#### **Emerging markets as a self-inducing institution: Flexible strategy mix for Central Europe**

Faith Hatani, University of Surrey

#### **Firm resources for successful strategy implementation among multinational and local firms in an emerging economy: tThe case of Pakistan**

Muhammad Amjad, Lancashire Business School, University of Central Lancashire

#### **A model of a product launch at the bottom of the pyramid**

Sofie Van den Waeyenberg, Vrije Universiteit Brussel

Luc Hens, Vrije Universiteit Brussel

#### **SESSION E: 7W. Emergent issues in CSR and governance**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Sarianna M. Lundan, Maastricht University

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**Offshoring of services and the mounting challenge to the Washington Consensus**

Tim Beal, Victoria University of Wellington

**"Playing the game" - Corruption as a risk for doing business in Argentina and Mexico**

Johannes Rehner, University Munich

**Developing female talent for top management: An investigation into the world's leading business schools**

Kevin Iyk Ibeh, University of Strathclyde

Sara Carter, University of Strathclyde

Jim Hamill, University of Strathclyde

**SESSION F: 5C. The internationalisation process: Born globals versus incremental internationalisation**

**Location:** room I, 3<sup>rd</sup> floor – see Map E

**Chair:** Bent Petersen, Copenhagen Business School

**The cumulative internationalization process of the born internationals: a comparison of young, mature and old born international SMEs**

Oscar Martín Martín, Public University of Navarre

Martin Johanson, Uppsala University

**Managing the internalisation process**

Bent Petersen, Center for Strategic Management and Globalization Copenhagen Business School

Lawrence S. Welch, Melbourne Business School

**Co-Entrepreneurs in high-Tech born globals**

Pedro Miguel Dominginhos, Polytechnic Institute of Setúbal

Vítor Corado Simões, Technical University of Lisbon

**SESSION G: 8C. International business and finance**

**Location:** room L, 3<sup>rd</sup> floor – see Map E

**Chair:** Trond Randoy, Agder University College

**Openness and foreign exchange exposure: A firm-level multi-country study**

Elaine Hutson, University College Dublin

Simon Stevenson, City University London

**What is the role of bookbuilding in bond allocation? Evidence from an emerging country**

Richard Saito, FGV-EAESP

Julio Cesar Tsukazan, FINENGE

**Performance and trade-offs in microfinance organizations - does ownership matter?**

Roy Mersland, Agder University

Reidar Øystein Strøm, Østfold Universtiy College

**SESSION H: 5W. Globalization and capabilities**

**Location:** room M, ground floor – see Map B

**Chair:** Arie Y. Lewin, Duke University

**From Offshoring to globalization of human capital and innovation**

Arie Y. Lewin, Duke University

Silvia Massini, University of Manchester

Carine Peeters, Universite Libre of Bruxelles

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**Firm internationalization and globalization: an organizational capability perspective**

Paula Kilpinen, Helsinki School of Economics  
Markus Pauku, Helsinki School of Economics  
Anna Salonen, Helsinki School of Economics  
Mika Gabrielsson, Helsinki School of Economics

**Transferring inpatriates from the subsidiary to the headquarter: Expectations and reality**

Gabriele Scheuring, University of Munich

**SESSION I: 4W. Distance and foreignness**

Location: room N, ground floor – see Map B  
Chair: Björn Ambos, Vienna University of Economics and Business Administration

**The antecedents of psychic distance**

Lars Håkanson Copenhagen Business School  
Björn Ambos, Vienna University of Economics and Business Administration

**The importance and dynamics of types of distance: An empirical test of Ghemawat's CAGE framework**

Arjen Slangen, RSM Erasmus University  
Fabienne Fortanier, University of Amsterdam  
Rob Van Tulder, RSM Erasmus University

**The pulse of liability of foreignness - dynamic legitimacy and experience effects in the German car market**

Ulrich Kaiser, University of Southern Denmark  
Wolfgang Sofka, Centre for European Economic Research (ZEW)

**Psychic distance under assimilation and contrast bias: A directional equivalence approach**

Ronaldo Parente, Rutgers University  
Victor Almeida, Univ Federal do Rio de Janeiro  
Daniel Baack, Bal State University

**SESSION K: 7W. Corporate governance**

**Location:** room X, 2<sup>nd</sup> floor – see Map D  
**Chair:** Alain Chevalier, ESCP-EAP

**Corporate governance in Serbia: IJV board directors' experience**

Jelena Petrovic, University of Wolverhampton Business School

**Privatisation or re-nationalisation in Russia? – Ownership and corporate governance under the current regime**

Peeter Vahtra, Pan-European Institute

**The effects of the corporate governance system on innovation activities in Croatia**

Domagoj Račić, Centre for Strategy and Development  
Vladimir Cvijanović, University of Zagreb, Faculty of Economics & Business  
Zoran Aralica, The Institute of Economics

**SESSION L: Panel special session on *Is a backlash against FDI in the making?***

**Location:** Aula Magna, 2<sup>nd</sup> floor – see Map D  
**Chair:** Karl Sauvart, Columbia University

**Panellists:**

Peter J. Buckley, University of Leeds

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John H. Dunning, Universities of Reading, and Rutgers  
DeAnne Julius, Chatham House

**10:30 – 11:00 Coffee break**

**Location:** 2<sup>nd</sup> and 3<sup>rd</sup> floor, Faculty Main Building

**11:00 – 12:30 Plenary session**

***The eclectic theory, the multinational enterprise and the global economy: John Dunning's magnum opus***

**Location:** Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E). All rooms are located in the Faculty Main Building.

**Chair:** Danny Van Den Bulcke, University of Antwerp

**Keynote Speakers:**

Farok Contractor, University of Rutgers  
John Dunning, University of Reading, and Rutgers  
Sarianna M. Lundan, Maastricht University  
Robert Pearce, University of Reading  
Alain Verbeke, University of Calgary

**12:30 – 13:30 Lunch and Poster session**

**Location Lunch and Poster Session:** Faculty Library, via Dusmet 163 (see Map A and F).

***Internationalisation: case-studies***

**Inward–outward internationalisation: case of Russian information technology companies**

Daria Podmetina, Lappeenranta University of Technology  
Juha Väättänen, Lappeenranta University of Technology

**Internationalization from a small domestic base; an empirical analysis of foreign direct investments of Icelandic firms**

Ásta Dís Óladóttir, Bifröst University

***Culture, values and strategy***

**Cross-Culture management: Differences in content of organizational culture perceived by managers acting in the multicultural environment of Czech-Austrian companies**

Zdenka Konecna, Vysoke uceni technicke v Brne

**Cultural sensitivity in exporter-importer relationships: A multi-dimensional concept**

Gro Alteren, NORUT as

**Dynamic diversity: Variety and variation within countries**

Brendan McSweeney, Royal Holloway University of London

**Corporate social responsibility as a link between individual representations and organizational changes: an exploratory research of the social sector**

Richard Soparnot, ESCEM  
Anne-Marie Fray, ESCEM

**The measurement and impact of psychic distance: Testing a new scale on FDI in Slovakia**

Douglas Dow, The University of Melbourne  
Sonia Ferencikova, University of Economics, Bratislava

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**Cultural preferences in the choice of coordination mechanisms - A comparison of Sweden and China**

Håkan Pihl, Kristianstad University  
Marcus Bornholt, Kristianstad University  
Marianne Elfversson, Kristianstad University  
Andreas Johansson, Kristianstad University

**The method of measuring market orientation**

Eva Tomaskova, Masaryk University  
Lucie Kanovska, Brno University of Technology  
Iveta Simberova, Brno University of Technology  
Vladimir Chalupsky, Brno University of Technology

**The role of culture in international business negotiation outcomes**

Helen Rogers, Manchester Business School  
Pervez Ghauri, Manchester Business School  
Mariem Heni, Manchester Business School

**13:30 – 15:30 Gunnar Hedlund Award plenary session**

**Location:** Aula Magna. Audio-video connection will be provided in Rooms B (2<sup>nd</sup> floor – see Map D), E and I (3<sup>rd</sup> floor – see Map E). All rooms are located in the Faculty Main Building.

**Chair:** Örjan Sölvell

**Absorptive capability of Japanese and European multinationals: dilemmas in managing R&D at home and in the united states**

Seiko Arai, Oxford University

**The evolution of international joint ventures: Multiple waves of structural change, performance, and survival**

Chris Changwha Chung, The University of Western Ontario, USA - Now at Florida International University.

**Essays on international market entry: strategic alliance governance and product segment entry**

Alex Eapen, Tilburg University.

**Top Management Team Diversity: A Multilevel Exploration of Antecedents and Consequences**

Sabina Tacheva, University of St. Gallen, Switzerland - Now at Copenhagen Business School.

**15:30– 16:00 Coffee break**

**Location:** 2<sup>nd</sup> and 3<sup>rd</sup> floor, Faculty Main Building.

**16:00– 17.30 Panel and Parallel sessions 5**

**SESSION A: 4C. Distance: geographic, psychic, institutional**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** Sjoerd Beugelsdijk, Nijmegen School of Management

**Does distance really play no role at all on the web? The impact of psychic distance on foreign website visits**

Sjoerd Beugelsdijk, Nijmegen School of Management  
Arjen Slangen, Rotterdam School of Management

**The impacts of institutional distance and home country economic openness on the relationship between international diversity and firm performance**

Mike Chao, Baruch College, CUNY  
Vikas Kumar, Bocconi University

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**Entry mode choice: testing new approaches to measuring psychic distance and international experience**

Douglas Dow, The University of Melbourne  
Jorma Antero Larimo, University of Vaasa

**Psychic distance dimensions: A study of French exporters**

Claude Obadia, ADVANCIA  
Nathalie Prime, ESCP-EAP  
Irena Vida, University of Ljubljana

**SESSION B: 5C. Internationalization and operation mode choice**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Barbara Brenner, Vienna University of Economics and Business Administration

**The role of experience and perceived uncertainty in operation mode choice - Case of Finnish firms in Asia**

Minnie Margie Kontkanen, University of Vaasa

**Knowledge acquisition by internationalising small and medium sized enterprises**

Margaret Fletcher, University of Glasgow  
Lucrezia Casulli, University of Glasgow  
Maria Karafyllia, University of Glasgow  
Marian V. Jones, University of Glasgow

**The relationship between control mechanisms and acquisition of managerial knowledge in international joint ventures: The Korean experience**

Byung Il Park, Bradford University  
Axele Giroud, University of Manchester

**Firm acquisitions and technology strategy: Corporate vs. private equity investors**

Christoph Grimpe, Centre for European Economic Research (ZEW)  
Katrin Hussinger, K.U. Leuven

**SESSION C: 2W. Foreign subsidiaries and joint ventures**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Helen Rogers, Manchester Business School

**Organisational relationships, autonomy and the employment of skilled labour by subsidiaries**

Frank McDonald, Bradford University School of Management  
Jens Gammelgaard, Copenhagen Business School  
Heinz Tuselmann, Manchester Metropolitan University  
Christoph Dörrenbächer, University of Groningen  
Andreas Stephan, Europa University Viadrina

**International joint ventures and processes of organizational identity construction**

Ed Clark, Royal Holloway, University of London  
Anna Soulsby, Nottingham University Business School

**The impact of foreign ownership on subsidiaries: positive, negative, balanced or neutral?**

Tiiu Vissak, University of Tartu

**SESSION D: 2C. MNE strategies and location advantages**

**Location:** room E, 3<sup>rd</sup> floor – see Map E

**Chair:** Claudio de Mattos, Manchester Business School

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**Chinese Multinationals in a new world: mMicro-evidence on outward FDI**

Marina Papanastassiou, Copenhagen Business School  
Bersant Hobdari, Copenhagen Business School  
Evis Sinani, Copenhagen Business School  
Robert Pearce, University of Reading

**Infrastructure or foreign direct investments? An examination of the implications of MNEs strategies for economic development**

Mo Yamin, Manchester Business School  
Rudolf R. Sinkovics, Manchester Business School

**Russian Investments in Belarus**

**Peeter Vahtra, Pan-European Institute**

**Outsourcing for development - Towards a developing country firm-perspective**

Michael W. Hansen, Copenhagen Business School  
Henrik Schaumburg-Müller, Copenhagen Business School  
Eugene Pottenger, Copenhagen Business School

**SESSION E: 3C. Learning from case studies in international business**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Rebecca Piekkari, Helsinki School of Economics

**The case study as disciplinary convention: Evidence from international business**

Rebecca Piekkari, Helsinki School of Economics  
Catherine Welch, Hanken Swedish School of Economics and Business Administration and the University of New South Wales  
Eriikka Paavilainen, Turku School of Economics

**International collaborative research in qualitative IB studies**

Asta Salmi, Helsinki School of Economics

**Critical realism and case studies in international business**

Ricardo Madureira, INESC Porto

**SESSION F: 5C. IJVs and alliances**

**Location:** room I, 3<sup>rd</sup> floor – see Map E

**Chair:** Tina Claudia Ambos, Vienna University of Economics and Business Administration and The University of Edinburgh

**The instability of joint ventures: Learning from others or learning to work with others**

Jose Mata, Universidade Nova de Lisboa  
Pedro Portugal, Banco de Portugal and Universidade Nova de Lisboa

**Relational risk, trust, and control in international business collaboration**

Torsten M. Kühlmann, University of Bayreuth  
Nada Endrissat, University of Basel

**Why does alliance behaviour differ? A MNC international strategy perspective**

Terhi J. Vapola, Helsinki School of Economics  
Markus Paukku, Helsinki School of Economics  
Mika Gabrielsson, Helsinki School of Economics

**Modelling sequential international R&D alliances under uncertainty**

Elmar Lukas, Universität Paderborn

**SESSION G: 7C. Corporate governance**

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**Location:** room L, 3<sup>rd</sup> floor – see Map E

**Chair:** Alain Chevalier, ESCP-EAP Paris

**Deslitings in Europe and the costs of governance**

Steen Thomsen, CBS

Frederik Vinten, CBS

**Foreign ownership, firm value and currency depreciation: Evidence from Indonesia**

Alain Chevalier, ESCP-EAP Paris

Agustinus Prasetyantoko, Atma Jaya Catholic University

**Performance and corporate governance in microfinance institutions**

Oystein Strom, Ostfold University College

Roy Mersland, Agder University

**SESSION H: 2W. MNE strategies and linkages**

**Location:** room M, ground floor – see Map B

**Chair:** Nathasha Evers, Institute of Technology Blanchardstown

**Foreign Direct Investment and Technological Spillovers: Evidence from China's Regions**

Peter J. Buckley, University of Leeds

Jeremy Clegg, University of Leeds

Chengqi Wang, University of Nottingham

Elizabeth Yi Wang, University of Leeds

**Why the manufacturing firms in developing countries can be competitive? The evidence of China**

Can Huang, UNU-MERIT

Mingqian Zhang, Hebei University of China

Yanyun Zhao, Renmin University of China

Celeste Amorim Varum, University of Aveiro

**Industrial districts and globalisation: Learning and innovation in local and global production systems**

Bjørn Asheim, Lund University

Fiorenza Belussi, University of Padua

**SESSION K: 6W. Knowledge transfer in MNCs**

**Location:** room X, 2<sup>nd</sup> floor – see Map D

**Chair:** Torben Pedersen, Copenhagen Business School

**Codification or personalization as knowledge transfer mechanism**

Torben Pedersen, Copenhagen Business School

Larissa Rabbiosi, Copenhagen Business School

**Knowledge transfer effectiveness in the multinational corporation – Motivational barriers and formal control**

Katarina Ingrid Blomkvist, Uppsala University

**Global technology : Product development in Brazilian car industry**

Giovanni Balcet, Universita' di Torino

Flavia Consoni, Univerity of Sao Paulo

**Virtual assignments: A knowledge-based perspective**

Dirk Holtbrügge, University of Erlangen-Nuremberg

Katrin Schillo, University of Erlangen-Nuremberg



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**SESSION L: P3. Do theories of the TNC adequately account for the development and diffusion of innovation activities?**

**Location:** Aula Magna, 2<sup>nd</sup> floor – see Map D

**Chair:** Grazia Ietto-Gillies, London South Bank University

**Panellists:**

John Cantwell, Rutgers University

John Dunning, Universities of Reading, and Rutgers

Mats Forsgren, Uppsala University, Department of Business Studies

Antonello Zanfei, University of Urbino

**17:30-18:00 Coffee break**

**Location:** 2<sup>nd</sup> and 3<sup>rd</sup> floor, Faculty Main Building

**18:00– 19:30 Panel and Parallel sessions 6**

**SESSION A: 1C. Knowledge transfer**

**Location:** room A, 1<sup>st</sup> floor – see Map C

**Chair:** John Cantwell, Rutgers University

**The effects of global organizations' web-based technologies on knowledge transfer**

Waymond Rodgers, University of California

Solomon Negash, Kennesaw State University

Thomas J. Housel, Naval Postgraduate School

**R&D and foreign direct investment with asymmetries in knowledge transmission**

Francesca Sanna Randaccio, University of Rome "La Sapienza"

Maria Luisa Petit, University of Rome "La Sapienza"

Roberta Sestini, University of Rome "La Sapienza"

**Managing innovation and knowledge transfer in Turkish manufacturing firms**

Dababrata Narayana Chowdhury, University of Plymouth

Lynne Butel, University of Plymouth

Atul Mishra, University of Plymouth

Hasan Bülbül, Niğde University

Ufuk Durna, Niğde University

**SESSION B: 2C. FDI, spillovers and linkages**

**Location:** room B, 2<sup>nd</sup> floor – see Map D

**Chair:** Axele Giroud, Manchester Business School

**The logic of spillover interception: The impact of global supply chains in China**

Faith Hatani, University of Surrey

**FDI and spillovers in Switzerland: interaction effects between spillover mechanisms and domestic technological characteristics**

Lamia Ben Hamida, University of Fribourg and World Trade Institute Berne

Philippe Gugler, University of Fribourg and World Trade Institute Berne

**Domestic plant productivity and incremental spillovers from foreign direct investment**

Carlo Altomonte, Bocconi University

Enrico Pennings, Erasmus University

**Multinational firms in small, advanced economies: Foreign direct investment, linkages and-firm development proposal for cross-country research**

Joanna Scott-Kennel, Victoria University of Wellington

Fabienne Fortanier, University of Amsterdam

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Axele Giroud, Manchester Business School

**SESSION C: 6C. Internal vs. external sources of knowledge: Impact on the firm's performances**

**Location:** room D, 2<sup>nd</sup> floor – see Map D

**Chair:** Marion Frenz, Birkbeck, University of London

**The relevance of internal and external sources of knowledge in the innovation performance of UK enterprises**

Marion Frenz, Birkbeck, University of London

Grazia Ietto-Gillies, London South Bank University

**The effects of own R&D and external knowledge spillovers on firm innovation and productivity: The case of Slovenia**

Jože Pavlič Damijan, University of Ljubljana and Institute of Economic Research

Črt Kostevc, University of Ljubljana and Institute of Economic Research

Matija Rojec, University of Ljubljana and Institute of Economic Research

**Using strategic alliances to gain international competitiveness: The case of high-tech Brazilian firms**

Zandra Balbinot, UNICENP

Luiz Paulo Bagnetti, UNISINOS

**Outward foreign direct-investment and firm performance**

Yama Temouri, Aston University

Nigel Driffield, Aston University

Dolores Anon Higon, Aston University

**SESSION D: 2C. Internationalization strategies**

**Location:** room E, 3<sup>rd</sup> floor – see Map E

**Chair:** Mo Yamin, Manchester Business School

**Factors Influencing the Internationalisation of Export Ventures**

Natasha Evers, Institute of Technology Blanchardstown

**Is the influence of Industrial District on Internationalization Strategies eroding after globalisation? Evidence from a traditional manufacturing industry**

José Pla-Barber, University of Valencia

Francisco Puig, University of Valencia

Joaquin Camps, University of Valencia

**International champions' from large fast growing economies: Brazil's corporate emergence dynamics compared to china's and India's.**

Jean-Paul Lemaire, ESCP-EAP European School of Management

**Country image: Effects of hosting a major sport event**

Geir Gripsrud, BI Norwegian School of Management

Erik B. Nes, BI Norwegian School of Management

Ulf H. Olsson, BI Norwegian School of Management

**SESSION E: 5C. Networks, JVs and subsidiaries**

**Location:** room F, 3<sup>rd</sup> floor – see Map E

**Chair:** Tina Claudia Ambos, Vienna University of Economics and Business Administration and University of Edinburgh

**Strategic relatedness, specialized resources and multinational subsidiary autonomy**

Howard Thomas, Warwick Business School

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Xiaoying Li, Warwick Business School  
Xiaming Liu, Birbeck College

**Business service firms' foreign market network development at the early post-entry stage**

Yang Yu, Victoria University of Wellington  
Valerie J. Lindsay, Victoria University of Wellington

**Joint venture performance: A meta-analysis**

Rodrigo Isidor, University of Giessen  
Ruediger Kabst, University of Giessen

**Subsidiary response to adverse local conditions: a classification for the Venezuelan case**

Luis E. Sigala-Paparella, Universidad Centrooccidental Lisandro Alvarado (UCLA)  
FidelnLeón-Darder, Universitat de València

**SESSION F: 5C. Knowledge transfers in MNCs**

**Location:** room I, 3<sup>rd</sup> floor – see Map E

**Chair:** Ulf Andersson, Uppsala University

**Knowledge, power and the MNC: A comparison of burt and coleman**

Lisa Katarina Gaerber, Vienna University of Economics and Business Administration  
Björn Ambos, Vienna University of Economics and Business Administration

**Translating 'who we are': on inter-organizational transfer of organizational practices and values in MNCs**

Alexei Koveshnikov, HANKEN  
Wilhelm Barner-Rasmussen, HANKEN  
Eero Vaara, HANKEN

**Knowledge flows, choice of market entry strategies and use of coordination mechanisms in multinational service companies MNCs**

Dirk Morschett, University of Fribourg  
Hanna Schramm-Klein, Saarland University

**Drivers of Interpersonal and Inter-unit Relational Social Capital in Multinational Corporations**

Kristiina Mäkelä, Hanken

**SESSION G: 7W. IB and CSR**

**Location:** room L, 3<sup>rd</sup> floor – see Map E

**Chair:** Alain Verbeke, School of Business, University of Calgary

**Corporate social responsibility as a source of competitive advantage for MNC: The case of advertising fair trade coffee**

Chauncey Burke, Seattle University  
Carl Obermiller, Seattle University  
Gareth Green, Seattle University  
Erin Talbott, Seattle University

**Who Issues the license to operate? Home and host stakeholders in the extractive industries**

Rob Van Tulder, RSM Erasmus University  
Romy Kraemer, RSM Erasmus University

**International management of international corporate social responsibility**

Mary Leung, Leeds Metropolitan University

December, 1

**Corporate political activities of multinational enterprises in the European Union – The automotive industry and environmental regulations**

Sigrun M. Wagner, Loughborough University

**SESSION K: 5W. Internationalization of SMEs**

**Location:** room X, 2<sup>nd</sup> floor – see Map D

**Chair:** Jens Gammelgaard, Copenhagen Business School

**A quest to question the effect of personal networks upon rapid internationalization of small firms**

Yee Kwan, Tang, University of Glasgow

Maria Karafyllia, University of Glasgow

**The internationalization of small and medium-sized enterprises: the effect of family management, human capital and foreign ownership**

Daniele Cerrato, Università Cattolica del Sacro Cuore

Mariacristina Piva, Università Cattolica del Sacro Cuore

**Market linking and market learning: social networks in SMEs internationalization in SMEs internationalization**

Francisco Câmara, Universidade dos Açores, Angra do Heroísmo

Vítor Corado Simões, CEDE, Instituto Superior de Economia e Gestão

**SESSION L: P4. Born globals: Propositions to help advance the discipline**

**Location:** Aula Magna, 2<sup>nd</sup> floor – see Map D

**Chair:** Manek Kirpalani, Bloomsburg University

**Panellists:**

Mika Gabrielsson, Helsinki School of Economics

Pavlos Dimitratos, Athens University of Economics and Business

Carl Arthur Solberg, BI Norwegian School of Management

Antonella Zucchella, University of Pavia

**21.00 Gala Dinner**

**Location:** Palazzo Biscari, Via Museo Biscari, 10 (see Map A).\*

**Presentation of Awards:**

- Distinguished EIBA Honorary Fellow of the Year Award
- Best Thesis Proposal Award
- The Copenhagen Prize
- IJoEM Best Paper on Emerging Markets Award
- IMR Best International Marketing Paper Award
- IBR Best Paper of the Year Award

\* Business attire recommended