



33rd EIBA
ANNUAL CONFERENCE

EIBA
2007

EIBA 2007

detailed programme
09.12.2007



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												
SATURDAY 15	Hour	SESSION A	SESSION B	SESSION C	SESSION D	SESSION E	SESSION F	SESSION G	SESSION H	SESSION I	SESSION J	SESSION K	SESSION L
		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											

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 (2nd floor – see Map D), E and I (3rd 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).

CONFERENCE SESSION

FRIDAY, DECEMBER 14

09:00–10:30 EIBA Fellow Business Meeting

Location: Dusmet Room (1st 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, 1st 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, 2nd floor – see Map D

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

International management, political arena and dispersed entrepreneurship in the MNC

Christopher Williams, University of 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)

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, 2nd 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, 3rd 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, 3rd 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

Location: room I, 3rd 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, 3rd 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: Celeste Amorim Varum, University of Aveiro

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

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, 2nd 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
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: 2nd floor and 3rd 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 (2nd floor – see Map D), E and I (3rd 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

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 (2nd floor – see Map D), E and I (3rd floor – see Map E). All rooms are located in the Faculty Main Building.

14:30–15:00 Coffee break

Location: 2nd floor and 3rd floor, Faculty Main Building.

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

SESSION A: 4C. Organizational culture and language

Location: room A, 1st 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 Balduenza, Worldbank

Wilhelm Barner-Rasmussen, Swedish School of Economics
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, 2nd 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, 2nd 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

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, 3rd 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, 3rd floor – see Map E

Chair: Lucia Piscitello, Politecnico di Milano

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, 3rd 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

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, 3rd 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
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, 2nd 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, 2nd 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: 2nd and 3rd 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, 1st floor – see Map C

Chair: Peter Buckley, University of Leeds

Panellists:

Ulf Andersson, Uppsala University
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, 2nd 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, 2nd 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, 3rd 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

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, 3rd 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, 3rd 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
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, 2nd 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, 2nd 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 (2nd floor – see Map D), E and I (3rd 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.

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, 1st 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, 2nd 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, 2nd 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, 3rd floor – see Map E

Chair: Sarianna M. Lundan, Maastricht University

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, 3rd 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, 3rd 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

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, 2nd 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, 2nd floor – see Map D
Chair: Karl Sauvart, Columbia University

Panellists:

Peter J. Buckley, University of Leeds

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

10:30 – 11:00 Coffee break

Location: 2nd and 3rd 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 (2nd floor – see Map D), E and I (3rd 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

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 (2nd floor – see Map D), E and I (3rd 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: 2nd and 3rd floor, Faculty Main Building.

16:00– 17.30 Panel and Parallel sessions 5

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

Location: room A, 1st 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

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, 2nd 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, 2nd floor – see Map D

Chair: Helen Rogers, Manchester Business School

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?

Tii Vissak, University of Tartu

SESSION D: 2C. MNE strategies and location advantages

Location: room E, 3rd floor – see Map E

Chair: Claudio de Mattos, Manchester Business School

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, 3rd 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, 3rd 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

Location: room L, 3rd 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, 2nd 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

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

Location: Aula Magna, 2nd 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: 2nd and 3rd floor, Faculty Main Building

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

SESSION A: 1C. Knowledge transfer

Location: room A, 1st 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, 2nd 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

Axele Giroud, Manchester Business School

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

Location: room D, 2nd 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, 3rd 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, 3rd 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
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)
Fidel León-Darder, Universitat de València

SESSION F: 5C. Knowledge transfers in MNCs

Location: room I, 3rd 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, 3rd 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

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, 2nd 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, 2nd 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