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

International business strategies in a changing commercial and political landscape

12-14 April 2018
The Birmingham Business School
The University of Birmingham
Birmingham (UK)
Dear Members of the AIB-UK&I,

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

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

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

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

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

Program Chairs: Prof. Pervez N. Ghauri, Dr Agnieszka Chidlow and Dr Thomas Buckley
Thursday, 12 April 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 8:30am - 11:00am | **FIBA Roundtable**: FIBA Roundtable and Discussion  
                    FIBA Roundtable and Discussion |
| 10:30am - 4:00pm | **Registration (Day 1)**: Conference registration opens  
                    **Atrium**  
                    The Birmingham Business School (BBS) |
| 11:00am - 1:00pm | **AIB/BAM Workshop**: Theorising from Case Study Research  
                    Session Chair: Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK) |
| 12:30pm - 3:00pm | **AIB-UK&I: Executive Meeting**  
                    AIB-UK&I Executive members only |
| 1:00pm - 1:45pm | **Lunch**  
                    This lunch is limited to the participants of AIB Doctoral Colloquium, AIB/BAM Workshop and FIBA PDW |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track A: Session 1**  
                    **Session Chair**: Prof. Peter Buckley (The University of Leeds, UK)  
                    **Session Chair**: Prof. Michael Mol (The University of Birmingham/Copenhagen Business School, Denmark) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track A: Session 2**  
                    **Session Chair**: Prof. Mika Gabrielsson (The University of Eastern Finland, Finland)  
                    **Session Chair**: Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track A: Session 3**  
                    **Session Chair**: Prof. Simon Collinson (The University of Birmingham, UK)  
                    **Session Chair**: Prof. Joanne E Oxley (The University of Toronto, Canada) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track A: Session 4**  
                    **Session Chair**: Prof. Sami Saarenketo (Lappeenranta University of Technology, Finland)  
                    **Session Chair**: Prof. Jorma Larimo (Vaasa University, Finland) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track B: Session 1**  
                    **Session Chair**: Prof. Raquel Argiles (The University of Birmingham, UK)  
                    **Session Chair**: Dr Sorin Krammer (The University of Leeds, UK) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track B: Session 2**  
                    **Session Chair**: Prof. Mark Casson (The University of Reading, UK)  
                    **Session Chair**: Dr Linda Hsieh (SOAS University of London, UK) |
| 1:45pm - 3:00pm | **Doctoral Colloquium Track B: Session 3**  
                    **Session Chair**: Prof. Marian Vanessa Jones (The University of Sheffield, UK)  
                    **Session Chair**: Dr Dev K (Roshan) Boojihawon (The University of Birmingham, UK) |
| 4:00pm - 6:30pm | **Welcome Address**  
                    Prof. Catherine Cassell (Dean, The University of Birmingham, UK) and Dr Agnieszka Chidlow (Conference Chair, The University of Birmingham, UK) |
|               | **Opening Plenary**  
                    Can corporations contribute to society or only through regulated behaviour?  
                    Chair: Professor Peter J. Buckley (The Leeds University, UK)  
                    Panelist 1: Prof. Tamer Cavusgil (Georgia State University, USA)  
                    Panelist 2: Prof. Jeremy Clegg (The Leeds University, UK)  
                    Panelist 3: Prof. Sarianna Lundan (The University of Bremen, Germany)  
                    Panelist 4: Prof. Roger Strange (The University of Sussex, UK) |
<p>|               | <strong>Live streaming of the Opening Plenary will also take place in the room G08</strong> |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>6:30pm - 7:30pm</td>
<td>Welcome Reception&lt;br&gt;Guests will be offered drinks and nibbles</td>
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<tr>
<td>7:30pm - 7:45pm</td>
<td><strong>Transport I:</strong> Conference coaches depart from The Barber Institute (The University of Birmingham) to Holiday Inn (Holiday Street) and than Smallbrook Queensway (by TK Maxx /New Street Railway Station).&lt;br&gt;Our coaches are operated by &quot;Johnsons: quality coach and bus travel&quot;.&lt;br&gt;The Barber Institute is located across the road from The Birmingham Business School (BBS).&lt;br&gt;Guests traveling independently, please see travel and transportation section on the conference website.</td>
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<tr>
<td>Friday, 13 April 2018</td>
<td><strong>Transport II:</strong> Conference coaches depart from Smallbrook Queensway (by TK Maxx /New Street Railway Station) via Holiday Inn (Holiday Street) to The Barber Institute (The University of Birmingham).&lt;br&gt;Our coaches are operated by &quot;Johnsons: quality coach and bus travel&quot;.&lt;br&gt;The Barber Institute is located across the road from The Birmingham Business School (BBS).&lt;br&gt;Guests traveling independently, please see travel and transportation section on the conference website.</td>
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<td>7:30am - 7:45am</td>
<td>Registration (Day 2): Conference registration continues</td>
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<tr>
<td>8:30am - 9:00am</td>
<td>Break: Coffee &amp; Tea</td>
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<td>9:00am - 5:00pm</td>
<td>Publishers Stand</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.1:</strong> International business strategies and firm competitiveness  &lt;br&gt;<em>Session Chair:</em> Prof. José Pla-Barber (The University of Valencia, Spain)</td>
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<td>Room: 103</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.2:</strong> Economic geography and international business  &lt;br&gt;<em>Session Chair:</em> Prof. Simon Collinson (The University of Birmingham, UK)</td>
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<td>Room: 105</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.3:</strong> Corporate governance and international business  &lt;br&gt;<em>Session Chair:</em> Dr. Emma Gardner (The University of Birmingham, UK)</td>
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<td>Room: 106</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.4:</strong> Global value chain and manufacturing turbulence  &lt;br&gt;<em>Session Chair:</em> Prof. Roger Strange (The University of Sussex, UK)</td>
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<td>Room: 108</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.5:</strong> International business and CSR  &lt;br&gt;<em>Session Chair:</em> Prof. Michael Mol (The University of Birmingham / Copenhagen Business School, Denmark)</td>
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<td>Room: 110</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.6:</strong> International business history  &lt;br&gt;<em>Session Chair:</em> Dr. Thomas Buckley (The University of Sheffield, UK)</td>
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<td>Room: 204</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.7:</strong> Internationalisation from and to emerging markets  &lt;br&gt;<em>Session Chair:</em> Dr. Yen Tran (Heriot Watt University, UK)</td>
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<tr>
<td>Room: G12</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.8:</strong> Confidence, Connections, Capabilities: A focus on the soft &amp; intangibles in international venturing  &lt;br&gt;<em>Session Chair:</em> Dr. Melanie Hassett (The University of Sheffield, UK)</td>
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<td>Room: G05</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.9:</strong> Internationalisation of SMEs and international entrepreneurship  &lt;br&gt;<em>Session Chair:</em> Dr. Linda Hsieh (SOAS University of London, UK)</td>
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<td>Room: G07</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 1.10:</strong> International business, innovation and knowledge flows  &lt;br&gt;<em>Session Chair:</em> Dr. Shlomo Tarba (The University of Birmingham, UK)</td>
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<td>Room: G08</td>
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<td>Time</td>
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<tr>
<td>10:30am - 11:00am</td>
<td>Break: Coffee &amp; Tea</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>Panel Session 1:</td>
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<td></td>
<td>Chair: Dana Minbaeva (Copenhagen Business School, Denmark)</td>
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<td></td>
<td>Panelist 1: Prof. Ulf Anderson (Mälardalen University, Sweden)</td>
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<td>Panelist 2: Prof. Christian Geisler Asmussen (Copenhagen Business School, Denmark)</td>
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<td>Panelist 3: Prof. Grazia D. Santangelo (University of Catania, Italy)</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>Panel Session 2:</td>
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<td>Chair: Prof. Pervez Ghauri (The University of Birmingham, UK)</td>
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<td>Panelist 1: Prof. Anand Menon (King’s College London, UK)</td>
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<td>Panelist 2: Prof. Raquel Ortega-Argiles (The University of Birmingham &amp; City-REDI, UK)</td>
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<td>Panelists 3: Prof. Ursula Ott (Kingston University, UK) &amp;</td>
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<td>Prof. Pervez Ghauri (The University of Birmingham, UK)</td>
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<td>Panelist 4: Prof. Alasdair Smith (The University of Sussex, UK)</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td>Panel Session 3:</td>
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<td>Chair: Prof. Nigel Driffield (Pro-Vice Chancellor, The University of Warwick, UK)</td>
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<td>Panelist 1: Mr Jerry Blackett (EDRC user reviewer and ESRC grants sub-panel member and Ex-Chief Executive Birmingham Chambers of Commerce)</td>
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<td>Panelist 2: Prof. Simon Collinson (Deputy Pro-Vice-Chancellor for Regional Economic Engagement &amp; Director City-REDI, The University of Birmingham, UK)</td>
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<tr>
<td>12:30pm - 1:30pm</td>
<td>Lunch</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.1:</td>
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<td>Session Chair: Dr. Agnieszka Chidlow (The University of Birmingham, UK)</td>
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<tr>
<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.2:</td>
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<td>Session Chair: Prof. Dana Minbaeva (Copenhagen Business School, Denmark)</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.3:</td>
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<td>Session Chair: Dr. Jorge Carneiro (FGV Sao Paulo, Brazil)</td>
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<tr>
<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.4:</td>
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<td>Session Chair: Dr Ibne Hassan (Kings College London, UK)</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.5:</td>
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<td>Session Chair: Dr. Amir Qamar (The University of Birmingham, UK)</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.6:</td>
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<td>Session Chair: Prof. Amon Chizema (The University of Birmingham, UK)</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.7:</td>
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<td>Session Chair: Prof. Marian Vanessa Jones (The University of Sheffield, UK)</td>
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<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.8:</td>
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<td>Session Chair: Prof. Ulrike Mayrhofer (Jean Moulin Lyon University, France)</td>
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<tr>
<td>1:30pm - 3:00pm</td>
<td>Parallel Session 2.9:</td>
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<td>Session Chair: Prof. Xiaohui Liu (Loughborough University, UK)</td>
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<tr>
<td>3:00pm - 3:30pm</td>
<td>Break: Coffee &amp; Tea</td>
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<tr>
<th>Time</th>
<th>Session Details</th>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.1:</strong> International business, innovation and knowledge flows</td>
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<tr>
<td>Room: 103</td>
<td>Session Chair: Dr. Nikolaos Papageorgiadis (The University of Liverpool, UK)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.2:</strong> International and global skills management</td>
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<tr>
<td>Room: 105</td>
<td>Session Chair: Prof. Pervez Ghauri (The University of Birmingham, UK)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.3:</strong> International business strategies and firm competitiveness</td>
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<tr>
<td>Room: 106</td>
<td>Session Chair: Dr Sun Lee (Loughborough University, UK)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.4:</strong> Internationalisation from and to emerging markets</td>
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<tr>
<td>Room: 110</td>
<td>Session Chair: Prof. Oded Shenkar (The University of Birmingham, UK/Ohio State University/USA)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.5:</strong> Internationalisation of SMEs and international entrepreneurship</td>
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<tr>
<td>Room: 204</td>
<td>Session Chair: Dr. Carole Catherine Couper (The University of Sheffield, UK)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.6:</strong> Internationalisation from and to emerging markets</td>
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<tr>
<td>Room: G07</td>
<td>Session Chair: Dr Hussain Rammal (University of Technology, Sydney)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.7:</strong> International business and sustainable development</td>
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<tr>
<td>Room: 108</td>
<td>Session Chair: Dr. Cristina Villar (The University of Valencia, Spain)</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>Parallel Session 3.8:</strong> Internationalisation of SMEs and international entrepreneurship</td>
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<tr>
<td>Room: G05</td>
<td>Session Chair: Prof. John Child (The University of Birmingham, UK)</td>
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<tr>
<td>5:30pm - 5:45pm</td>
<td><strong>Transport III:</strong> Conference coaches depart from The Barber Institute (The University of Birmingham) to Holiday Inn (Holliday Street) and than Smallbrook Queensway (by TK Maxx/New Street Railway Station).</td>
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<tr>
<td>The Barber Institute</td>
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<tr>
<td>7:30pm - onwards</td>
<td><strong>Gala Dinner and Awards Ceremony</strong></td>
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<tr>
<td>The Burlington Hotel</td>
<td>Dress code: smart casual. General seating will be unreserved.</td>
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<tr>
<td><strong>Saturday, 14 April 2018</strong></td>
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<tr>
<td>8:00am - 8:15am</td>
<td><strong>Transport IV:</strong> Conference coaches depart from Smallbrook Queensway (by TK Maxx/New Street Railway Station) via Holiday Inn (Holliday Street) to The Barber Institute (The University of Birmingham).</td>
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<td>Smallbrook Queensway (by TK Maxx/New Street Railway Station)</td>
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<td>8:00am - 12:00pm</td>
<td><strong>Registration (Day 3):</strong> Conference registration continues</td>
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<tr>
<td>Atrium</td>
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<tr>
<td>8:30am - 9:00am</td>
<td><strong>Break:</strong> Coffee &amp; Tea</td>
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<tr>
<td>Room: G37</td>
<td>(Business Lounge/Cafe)</td>
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<tr>
<td>9:00am - 1:30pm</td>
<td><strong>Publishers Stand</strong></td>
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<tr>
<td>Room: G03</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.1:</strong> International and global skills management</td>
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<tr>
<td>Room: 103</td>
<td>Session Chair: Prof. Richard Edward Hicks (Bond University, Australia)</td>
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<tr>
<td>Time</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.2:</strong> International business strategies, firm competitiveness, innovation and knowledge flows</td>
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<td>Session Chair: Prof. Ursula F. Ott (Kingston University London, UK)</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.3:</strong> Internationalisation of SMEs and international entrepreneurship</td>
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<td>Session Chair: Dr. Francisco Puig (The University of Valencia, Spain)</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.4:</strong> Internationalisation from and to emerging markets</td>
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<td>Session Chair: Dr. Surender Munjal (The University of Leeds, UK)</td>
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<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.5:</strong> International business, innovation and knowledge flows</td>
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<td>Session Chair: Prof. Axele Giroud (The University of Manchester, UK)</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.6:</strong> Internationalisation of SMEs and international entrepreneurship</td>
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<td>Session Chair: Dr. Birgit Hagen (The University of Pavia, Italy)</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.7:</strong> Internationalisation of SMEs and international entrepreneurship</td>
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<td>Session Chair: Dr. Margaret Fletcher (The University of Glasgow, UK)</td>
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<tr>
<td>9:00am - 10:30am</td>
<td><strong>Parallel Session 4.8:</strong> Economic geography, international business, global value chain and manufacturing turbulence</td>
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<td>Session Chair: Prof. Lisa De Propris, (The University of Birmingham, UK)</td>
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<tr>
<td>10:30am - 11:00am</td>
<td>Break: Coffee &amp; Tea</td>
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<tr>
<td>11:00am - 12:30pm</td>
<td><strong>Panel Session 4:</strong> Meet The Editors</td>
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<tr>
<td></td>
<td>Chair/Editor: Prof. Jeremy Clegg (The University of Leeds, UK)</td>
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<tr>
<td></td>
<td><em>Journal of International Business Policy &amp; Management</em></td>
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<td></td>
<td><em>International Review</em></td>
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<tr>
<td></td>
<td>Panellist 1/Editor: Prof. Pervez Ghauri (The University of Birmingham, UK)</td>
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<td></td>
<td><em>International Business Review</em></td>
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<td>Panellist 2/Editor: Prof. Ulf Anderson (Mälardalen University, Sweden)</td>
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<td><em>Journal of World Business</em></td>
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<td>Panellist 3 &amp;4/Editors: Prof. Lucia Piscetello <em>(DIG-Politecnico di Milano, Italy)</em> and Prof Gabriel Benito <em>(Norwegian Business School, Norway)</em></td>
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<td><em>Global Strategy Journal</em></td>
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<td>11:00am - 12:30pm</td>
<td><strong>Panel Session 5:</strong> Commonwealth &amp; Business: Opportunities for the UK in the post Brexit world</td>
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<td>Chair: Prof. Peter Buckley <em>(The University of Leeds, UK)</em></td>
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<td>Panellist 1: Dr Aman Puri <em>(Consul General of India, Birmingham)</em></td>
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<td>Panellist 2: Dr Surender Munjal <em>(The University of Leeds, UK)</em></td>
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<td>Panellist 3: Arif Zaman <em>(London School of Business and Management, UK)</em></td>
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<td>Panellist 4: Sharon Jandu <em>(Yorkshire Asia Business Association, UK)</em></td>
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<tr>
<td>11:00am - 12:30pm</td>
<td><strong>Panel Session 6:</strong> Academic career strategies for women in the UK</td>
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<td>Chair: Prof. Fiona Moor <em>(Royal Holloway University,UK)</em></td>
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<td>Panelist 1: Prof. Axele Giroud <em>(The University of Manchester, UK)</em></td>
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<td>Panelist 3: Dr Agnieszka Chidlow <em>(The University of Birmingham, UK)</em></td>
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<td>Panelist 4: Prof. Anne-Wil Harzing <em>(Middlesex University London, UK)</em></td>
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<td>12:30pm - 1:30pm</td>
<td>Lunch</td>
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<td>Guests are invited to enjoy a finger buffet lunch</td>
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<td>1:30pm - 2:30pm</td>
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Presentations: Doctoral Colloquium

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Doctoral Colloquium Track A: Session 1

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: G03
Session Chair: Prof. Peter Buckley (The University of Leeds, UK)
Session Chair: Prof. Michael Mol (The University of Birmingham/Copenhagen Business School, Denmark)

Affiliate Intangible Assets, Divestments and MNE Performances: Do Affiliate Strategic Roles Matter?
Yan Wu
University of Sussex, United Kingdom

Reshoring into UK, ITALY and the USA: a Cross-Country Comparative Study
Diletta Pegoraro
The University of Birmingham, United Kingdom

Social and environmental responsibility in the internationalization of Finnish Small- and Medium-sized Enterprises
Maria Uzhegova
Lappeenranta University of Technology, Finland

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Doctoral Colloquium Track A: Session 2

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: G05
Session Chair: Prof. Mika Gabrielsson (The University of Eastern Finland, Finland)
Session Chair: Prof. Emmanuella Plakoyiannaki (The University of Leeds, UK)

Internationalization of born digital companies. The perspectives of using digitalization
Ioan-Iustin Vadana
Lappeenranta University of Technology, Finland

Internationalisation, Collaborative Innovation, and Soft Power Resources in Cultural and Creative Industries: The Case of KCON
Jeongseon Seo
Durham University, United Kingdom

Impact of terrorism on MNCs’ activities in emerging markets
Naveed Elahi
Kings College London, United Kingdom

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Doctoral Colloquium Track A: Session 3

Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: G07
Session Chair: Prof. Simon Collinson (The University of Birmingham, UK)
Session Chair: Prof. Joanne E Oxley (The University of Toronto, Canada)

Government Initiatives in Attracting FDI – A study on Least Developed Countries
Waheed Lutfuzzaman
Leeds Beckett University, United Kingdom

Impact of Subsidiary Locations on Tax Haven FDI
Ali Ahmed
Aston Business School, United Kingdom

Political connections and FDI innovation spillovers-evidence from Chinese manufacturing firms
Xiaojing Lu
Birkbeck, University of London, United Kingdom
**Doctoral Colloquium Track A: Session 4**
*Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: G08*

**Session Chair:** Prof. Sami Saarenketo (Lappeenranta University of Technology, Finland)
**Session Chair:** Prof. Jorma Larimo (Vaasa University, Finland)

**EXPERTISE IN MNCS: SHARING EXPERTISE ACROSS GEOGRAPHICAL AND COGNITIVE BOUNDARIES**

*Tuuli Pauliina Hakkarainen*
Aalto University School of Business, Finland

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

*Joey Soehardjojo*
Warwick Business School, United Kingdom

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

*Salman Ahmad*
University of Glasgow, United Kingdom

**Doctoral Colloquium Track B: Session 1**
*Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: 105*

**Session Chair:** Prof. Raquel Argiles (The University of Birmingham, UK)
**Session Chair:** Dr Sorin Krammer (The University of Leeds, UK)

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

*Marica Grego*
Leeds University Business School, United Kingdom

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

*Isabel Galvis*
University of Turku, Finland

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

*Noushan Memar*
Mälardalen University, Sweden

**Cross Cultural Negotiation**

*Saad Khan*
University of Birmingham, United Kingdom

**Doctoral Colloquium Track B: Session 2**
*Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: 106*

**Session Chair:** Prof. Mark Casson (The University of Reading, UK)
**Session Chair:** Dr Linda Hsieh (SOAS University of London, UK)

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

*Jackson Musona*
Lappeenranta University of Technology, Finland

**Understanding Modifications in Business Models: International Entrepreneurship Perspective**

*Agnes Asemokha*
Lappeenranta University of Technology, Finland
FDI Capability Building: the African MNEs’ Experience
IDIKA AWA UDUMA
Birkbeck, University of London, UK., United Kingdom

Exploring knowledge sourcing of subsidiaries from leader EMNEs, a process view
Yingying He
The University of Sheffield, United Kingdom

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Doctoral Colloquium Track B: Session 3
Time: Thursday, 12/Apr/2018: 1:45pm - 3:00pm · Location: 204
Session Chair: Prof. Marian Vanessa Jones (The University of Sheffield, UK)
Session Chair: Dr Dev K (Roshan) Boojihawon (The University of Birmingham, UK)

International business strategies during the era of globalization and uncertainty: the study of Norwegian fish industry
Alena Nelaeva
Nord University, Norway

Corporate Social Performance, Firm Value and Cost of Capital
Benjamin Lynch
Trinity College Dublin, Ireland

Creation of social capital and its utilisation for high-tech INVs internationalisation
Peixin Zuo
The University of Sheffield, United Kingdom

International Growth of Small Ventures Under “Lean Start-Up” and “Effectuation” Conceptualization
Mousumi Parvin
Anglia ruskin University, United Kingdom

The key Drivers of Foreign Direct Investment in Emerging Markets: Evidence from Nigeria’s Service Sector
Francis Achi
Edinburgh Napier University, United Kingdom

Presentations: Conference

Parallel Session 1.1: International business strategies and firm competitiveness
Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: 103
Session Chair: Prof José Pla-Barber (The University of Valencia, Spain)

Phasic Thinking and Knowledge Search Within and Beyond the MNC to Formulate Problems, Find and Implement Solutions
Renate Kratochvil1, Benoit Decreton2, Phillip C. Nell2, Esther Tippmann3
1FHVienna University of Applied Sciences of WKW; 2WU Vienna University of Economics and Business; 3University College Dublin, Ireland

Accountability-Avoiding Foreign Direct Investment: Incorporating Tax Havens and Tax Avoidance to International Business Research
Chris Jones¹, Yama Temouri², Matti Ylönen³, Alex Cobham⁴
¹Aston U., United Kingdom; ²University of Wollongong in Dubai & Aston University; ³UNIVERSITY OF HELSINKI; ⁴Tax Justice Network

Micro-foundations of the Internationalization of Higher Education: The strategic role of faculty
Marcello Romani-Dias, Jorge Carneiro,
FGV Sao Paulo School of Business Administration, Brazil
Parallel Session 1.2: Economic geography and international business

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

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

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

Yi-cheng Liu, Tamkang University, Taiwan

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

Ramdas Chandra¹, Ananya Chandra²

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

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

Berrbizne Urzelai¹, Francisco Puig²

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

Parallel Session 1.3: Corporate governance and international business

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

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

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

Asmund Rygh

Alliance Manchester Business School, United Kingdom;

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

Vincent Kunst¹, Sjoerd Beugelsdijk²

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

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

SALISU MAMMAN¹†², AHMED ABUBAKAR², AUWAL HARUNA²

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

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

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

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

Parallel Session 1.4: Global value chain and manufacturing turbulence

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

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

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

Suthikorn Kingkaew¹, Sven Dahms²

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

**Industry 4.0 and a new global production model**

Lisa De Propris¹, David Bailey²

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

**Intellectual Capital and Competitive Advantage: Does Ambidexterity Matter?**

Muhammad Shujaat Mubarik

Mohammad Ali Jinnah University, Pakistan

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

Yan Wu, Roger Strange, Vikrant Shirodkar

University of Sussex, United Kingdom
Parallel Session 1.5: International business and CSR
Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: 110
Session Chair: Prof Michael Mol (The University of Birmingham, UK / Copenhagen Business School, Denmark)

Staying on the right side of the line: what determines media reporting of offshore outsourcing related corporate social irresponsibility
Sun Lee¹, Michael Mol², Kamel Mellahi³
¹Loughborough University, United Kingdom; ²Copenhagen Business School, Denmark; ³Warwick Business School, United, Kingdom

Explaining the role of CSR in firm’s FDI location and internalization choice: an extension and application of the eclectic OLI paradigm
Mei Liu, Andrew Marshall, Patrick McColgan
University of Strathclyde, United Kingdom

International Cross-sector Collaborations: The State of the IB Field
Elizabeth A Alexander
Newcastle University Business School, United Kingdom

Parallel Session 1.6: International business history
Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: 204
Session Chair: Dr Thomas Buckley (The University of Sheffield, UK)

How failing to walk a tightrope can create conditions for business failure? The case of Virgin Atlantic in Africa
Joseph Amankwah-Amoah¹, Yaw Debrah², Moses Acquaah³
¹University of Kent, United Kingdom; ²Swansea University; ³uncg.edu

Extending Location Theories: The Way Forward
Matina Dimitropoulou⁴, Martha Martidou⁵, Dimitris Manolopoulos⁶
⁴Athens University of Business and Economics, Greece; ⁵The American College of Greece

Revisiting Dunning Typology: A conceptual overview of location studies
Matina Dimitropoulou⁴, Martha Martidou⁵, Dimitris Manolopoulos⁶
⁴Athens University of Business and Economics, Greece; ⁵The American College of Greece

Parallel Session 1.7: Internationalisation from and to emerging markets
Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: G12
Session Chair: Dr Yen Tran (Heriot Watt University, UK)

Business model change: evolution, adaptation or innovation
Maria Tereza Fleury¹, Cynzia Calixto¹, Afonso Fleury²
¹Fundação Getulio Vargas, Brazil; ²University of Sao Paulo, Brazil

Configurational Approach in Coping with High Psychic Distance: Context of Research Collaboration between Emerging and Developed Market Firms
Edyta Ewa Korpas, Filip De Beule, Ernst Verwaal
KU LEUVEN, Belgium

Knowledge recontextualisation in returnee entrepreneurship – an exploratory study in vietnam context
Anh Tran Tram Truong, Yen Tran
Heriot-Watt University, United Kingdom

Equity ownership strategy in greenfield investments by multinational enterprises: influences of emerging market physical infrastructure and mne resources
Ahmad Arslan¹, Jorma Larimo², Desislava Dikova³
¹Edge Hill University, United Kingdom; ²University of Vaasa, Finland; ³Vienna University of Economics and Business Administration (WU-Wien), Austria
Parallel Session 1.8: Confidence, Connections, Capabilities: A focus on the soft & intangibles in international venturing

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: G05
Session Chair: Dr Melanie Hassett (The University of Sheffield, UK)

Emotional labour vs. emotional leadership: A balancing act after a cross-border acquisition
Riikka Harikkala-Laihinen¹, Melanie Hassett², Niina Nummela¹, Johanna Raitis¹
¹University of Turku, Finland; ²University of Sheffield, United Kingdom

Institutional and Social Capital Perspective on Munificence in SME Internationalization
Hebra Younis¹, Joanna Karmowska²
¹London South Bank University, United Kingdom; ²Oxford Brookes University

Patent litigation and firm performance: the role of product, international and asset diversification
Mario Kafouros, Murod Aliyev, Sorin Krammer
University of Leeds, United Kingdom

Internationalisation and local SME capability development: Conversations in the field.
Marian V Jones¹, Melanie Hassett¹, Karl Warner², Martina McGuinness¹, Junzhe Ji¹
¹University of Sheffield, United Kingdom; ²Edinburgh Napier University, United Kingdom;

Parallel Session 1.9: Internationalisation of SMEs and international entrepreneurship

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: G07
Session Chair: Dr Linda Hsieh (SOAS University of London, UK)

The functionality of networking links for internationalising SMEs in contrasting contexts
John Child¹, Rose Narooz², Said Elbanna³, Linda Hsieh¹, Joanna Karmowska¹, Svetla Marinova⁶, Pushyarak Puthussery⁷, Terrance Tsai⁷, Yunlu Zhang⁸
¹University of Birmingham, UK; ²University of Glasgow, United Kingdom; ³Qatar University, Qatar; ⁴SOAS, University of London, UK; ⁵Oxford Brookes University, UK; ⁶Aalborg University, Denmark; ⁷University of Sussex, UK; ⁸China-Europe International Business School, China

The Moderating Role of Education in the Relationship between FDI and Entrepreneurial Activity
Martha O'Hagan, Andre van Stel, Jenny Berrill
Trinity College Dublin, Ireland

Corporate Environmental Orientation and SME International Performance: The Role of Business Model Innovation
Agnes Asemokha, Jackson Musona, Lasse Torkkeli
Lappeenranta University of Technology, Finland

Network exploitation and exploration in international opportunity recognition: the role of environmental dynamism
Anisur R Faroque¹, Sussie Morrish², Olli Kuivalainen¹, Sanna Sundqvist¹, Lasse Torkkeli¹
¹Lappeenranta University of Technology, Finland; ²University of Canterbury, New Zealand

Parallel Session 1.10: International business, innovation and knowledge flows

Time: Friday, 13/Apr/2018: 9:00am - 10:30am · Location: G08
Session Chair: Dr Shlomo Tarba (The University of Birmingham, UK)

Developing Coordination Capabilities in the Multinational CorporationMNC
Emma Gabriella Stendahl¹, Svante Schriber²
¹Stockholm University; ²Stockholm University

An examination of intra-firm and arm’s length exports of MNE foreign subsidiaries: the role of export financing
Quyen T.K. Nguyen
University of Reading, United Kingdom

FDI spillovers: channels and effects on Latin American Multinational Enterprises
Cristina Villar¹, Ramón Javier Mesa Callejas², José Pla Barber³
¹University of Valencia, Spain; ²University of Antioquia, Colombia; ³University of Valencia, Spain
A Dynamic Ambidexterity Strategy: An Evolving Subsidiary Role of Exploiter and Explorer
Majella Giblin1, Paul Ryan2, Johanna Clancy1, Ulf Andersson3,4
1National University of Ireland, Galway; 2Trinity College Dublin, Ireland; 3Malardalen University; 4BI Norwegian Business School

Parallel Session 2.1: International business, innovation, knowledge flows & research methods
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: 103
Session Chair: Dr Agnieszka Chidlow (The University of Birmingham, UK)

The use of Tax Havens by British Multinationals after the Financial Crisis: “Business as Usual”
Chris Jones1, Yama Temouri2
1Aston U., United Kingdom; 2University of Wollongong in Dubai & Aston University

Is Legitimacy More Important Than Institutional Governance Infrastructure? Understanding Political Risk from Chinese MNEs’ Perspective
XIA HAN1, XIAOHUI LIU2
1Coventry University, United Kingdom; 2Loughborough University, United Kingdom

Qualitative Case Study in International Entrepreneurship: A Review and Suggestions Forward
Junzhe Ji1, Emmanuella Plakoiyiannaki2, Pavlos Dimitratos3, Shouming Chen4
1Sheffield University Management School, University of Sheffield; 2Leeds University Business School, University of Leeds; 3Adam Smith Business School, University of Glasgow; 4Department of Business Administration, Tongji University

Global Clusters & Survey Data: Moving Towards More Rigorous Conceptualisation and Formation
Agnieszka Chidlow1, Pervez Ghauri2, Oded Shenkar3
1The University of Birmingham, United Kingdom; 2The University of Birmingham, United Kingdom; 3The University of Birmingham, United Kingdom

Parallel Session 2.2: International and global skills management
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: 105
Session Chair: Prof Dana Minbaeva (Copenhagen Business School, Denmark)

When MNE’s HRM practices meet dual labor market: The case of IKEA Korea and Japan
Ji-Won Song
Stockholm School of Economics, Sweden

A process analysis of the relationship between emotion and cultural friction in the context of international knowledge transfer in a multinational enterprise.
Qiu Wang1, Jeremy Clegg2, Hanna Gajewska-De Mattos2, Peter Buckley2
1Birmingham City University; 2University of Leeds

Cognition over geography? Creating shared cognitive ground for expertise sharing in MNCs
Tuuli Pauliina Hakkarainen
Aalto University School of Business, Finland

Do Different Staffing Patterns and Home Country Nationals Influence the Adjustment of Expatriates?
Ying Guo1, Hussain Gulzar Rammal2
1International Business School Suzhou (IBSS), Xi’an Jiaotong-Liverpool University, China; 2UTS Business School, University of Technology Sydney, Australia

Parallel Session 2.3: International marketing
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: 106
Session Chair: Dr Jorge Carmeiro (FGV Sao Paulo School of Business Administration, Brazil)

Building Subsidiary Local Responsiveness: (When) Does the Directionality of Intrafirm Knowledge Transfers Matter?
Zhaleh Najafi Tavani1, Matthew Robson1, Ghasem Zafarian1, Ulf Andersson2, Chong Yu4
1University of Leeds, United Kingdom; 2School of Business, Society and Engineering, Malardalen University

Similar or dissimilar? Food consumer segmentations across five European countries
Birgit Hagen1, Antonella Carcagni1, Francesca Sanguineti1, Davide Menozzi2, Imke Matullat3, Sterenn Lucas4, Jose Santiago5, Dimitar Taskov6, Olia Untilov7

-14-
Consumer insights in emerging markets – towards a qualitative in-depth approach
Maureen Benson-Rea, Denise Conroy
University of Auckland Business School, New Zealand

A Successful Business Model of Four Finnish Services Firms in Spain
Antti Valtonen1, Dafnis N. Coudounaris2
1Graduate student at the Department of Marketing, University of Vaasa, Finland; 2University of Tartu, Estonia

Parallel Session 2.4: International business strategies and firm competitiveness
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm  ·  Location: G12
Session Chair: Dr Ibne Hassan (Kings College London, UK)

Resource booms and firm heterogeneity: 2007 and 2011
Kankanesu Jayanthakumaran1, Mohammad Tariful Bari2
1University of Wollongong, Australia; 2University of Wollongong, Australia

Target Firm Performance of Foreign and Domestic Acquisitions
Jinlong Gu, Yong Yang, Roger Strange
University of Sussex, United Kingdom

Responsible Leadership and Corporate Social Responsibility (CSR) in Luxembourg
Ursula Schinzel
Unicaf University, Luxembourg

Parallel Session 2.5: Economic geography and international business
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm  ·  Location: 204
Session Chair: Dr Amir Qamar (The University of Birmingham, UK)

Effects of export spillovers from FDI: evidence from a world economy meta-analysis
José Pla-Barber1, Ramon Mesa2, Cristina Villar3
1University of Valencia, Spain; 2Universidad de Antioquia, Colombia; 3University of Valencia, Spain

Extending Location Theories: The Way Forward
Matina Dimitropoulou2, Martha Martidou1, Dimitris Manolopoulos1
1Athens University of Business and Economics, Greece; 2The American College of Greece

Institutional Change and the Development of SME Industrial Clusters in China
Jinmin Wang1, Yaoqun Zheng2
1The University of Nottingham, United Kingdom; 2Xidian University, China

Taiwanese Associations: The Role of Ethnic and Business Organisations in International Network Construction
Fiona Moore
Royal Holloway University of London, United Kingdom

Parallel Session 2.6: Corporate governance and international business
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm  ·  Location: 110
Session Chair: Prof Amon Chizema (The University of Birmingham, UK)

UNDERSTANDING THE MOTIVATION TO AVOID CORPORATION TAX: A QUALITATIVE APPROACH.
Maggie Cooper, Quyen Nguyen
Henley Business School, United Kingdom

Corporate Social Responsibility and Age of Productivity: Upper Echelon Prospective
Qaiser Rafique Yasser
Preston University, Pakistan, Pakistan
Government integrity and corporate governance
Amon Chizema
The University of Birmingham, United Kingdom

Parallel Session 2.7: International business, innovation and knowledge flows
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: 108
Session Chair: Prof Marian Vanessa Jones (The University of Sheffield, UK)

Configurations of International R&D Networks
Xingkun Liang1, Yongjiang Shi2
1Peking University, Beijing, China; 2Cambridge University, United Kingdom

Subsidiary’s internal embeddedness, knowledge transfer, and innovation performance: the moderating role of external search breadth and depth
Ismail Golgeci1, Alberto Ferraris2, Ahmad Arslan3, Shlomo Tarba4
1University of East Anglia, UK; 2University of Turin, Italy; 3Edge Hill University, United Kingdom; 4University of Birmingham, UK

The impact of MNE affiliate intangible assets on parent performance: the moderating effect of affiliate strategic role
Yan Wu, Roger Strange, Vikrant Shirodkar
University of Sussex, United Kingdom

China's technology catch-up: Exploring the effect of inward and outward FDIs
Xianming Wu1, Zhibin Lin2, Thomas Matheus3, Chuntao Huang1
1Wuhan University, China; 2Durham University, United Kingdom; 3Northumbria University, United Kingdom

Parallel Session 2.8: International business and CSR
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: G07
Session Chair: Prof Ulrike Mayrhofer (IAE Lyon, Jean Moulin Lyon University, France)

Competing by Saving Lives: A Global Pharmaceutical Firm’s Response to Institutional Complexity
Liudmyla Svystunova
Loughborough University London, United Kingdom

CSR and S&E engagement in emerging economies. Analysis of a case study based in China
Gaston Fornes1, Belen Lopez2, Javier Blanch2
1University of Bristol, ESIC Business School; 2ESIC Business School

Human Rights Reporting of Developed and Emerging Market MNEs: An Exploratory Comparative Analysis
Stefan Zagelmeyer
Alliance Manchester Business School, United Kingdom

Untangling the relationship between corporate philanthropy and financial performance under the corporate life cycle perspective - Evidence from Panel Threshold model analysis of Chinese Publicly listed firms
Xiao Pan1, Tao Bai1, Vasiliki Bamiatzi2
1Xi'an Jiaotong-Liverpool University, China, People's Republic of; 2University of Liverpool

Parallel Session 2.9: Internationalisation from and to emerging markets
Time: Friday, 13/Apr/2018: 1:30pm - 3:00pm · Location: G08
Session Chair: Prof Xiaohui Liu (Loughborough University, UK)

Home-country political connections and their usefulness in host countries
Naunghathai Intakhantee, Mario Kafouros, Hinrich Voss
University of Leeds, United Kingdom

Institutional voids and firms’ resources commitment in emerging markets: a systematic review and future research agenda
Augustine Awuah Peprah1, Tahiru Azaaviele Liedong2, Abednego Feehi Okoe Amartey1
1University of Professional Studies, Accra, Ghana; 2University of Bath, Bath, United Kingdom
Uncovering the Neglected Success Factors in the Management of Post-acquisition Integration: Evidence from Chinese MNCs in Europe
Qi Ai¹, Hui Tan²
¹University of Northampton, United Kingdom; ²Royal Holloway University of London

Parallel Session 3.1: International business, innovation and knowledge flows
Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · Location: 103
Session Chair: Dr Nikolaos Papageorgiadis (The University of Liverpool, UK)

The internationalization of innovation towards the South: A historical case study of a global pharmaceutical corporation in China (1993-2017)
Shasha Zhao¹, Hui Tan², Marina Papanastassiou¹, Anne-Wil Harzing¹
¹Middlesex University, United Kingdom; ²Royal Holloway University of London

DO IMPORTS, INWARD FDI AND TECHNOLOGY LICENSING IMPROVE LOCAL FIRMS’ INNOVATIVENESS? A MICRO-LEVEL ANALYSIS
Paloma Almodóvar¹, Quyen T.K. Nguyen², Alain Verbeke³
¹Complutense University of Madrid, Spain; ²Henley Business School (University of Reading); ³Henley Business School (University of Reading)

Public IP Enforcement and the Effect on FDI Horizontal Productivity Spillovers
Danai Christopoulou¹, Nikolaos Papageorgiadis², Chengan Wang¹, Georgios Magkonis³
¹Bradford University School of Management, United Kingdom; ²University of Liverpool, United Kingdom; ³University of Portsmouth, United Kingdom

The evolution of the ability to innovate in a transnational organization – a set theoretic analysis of complex science and organization
Samantha Macro², Ursula F. Ott¹
¹Kingston University London, United Kingdom; ²Loughborough University, United Kingdom

Parallel Session 3.2: International and global skills management
Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · Location: 105
Session Chair: Prof. Pervez Ghauri (The University of Birmingham, UK)

Institutional isomorphism and business knowledge production in East Asia: A comparative analysis
Hyungseok {David} Yoon¹, Mustapha Belkhouja², Yingqi Wei¹
¹Leeds University Business School, United Kingdom; ²Grenoble École de Management, France

Talent Management in South Korea: Psychological Contract Impacts
Hyun Mi Park¹, Alison J Glaister², Pawan Budhwar¹
¹Aston University, United Kingdom; ²University of York, United Kingdom

International Managers working at French MNCs: Culture Standards and their Implications for International HRM
Stefan Zagelmeyer¹, Yasmina Jaidi², Frank Burnois³
¹Alliance Manchester Business School, United Kingdom; ²University Paris 2 Panthéon-Assas, France; ³ESCP, France

The role of Employees in turning the Country-Of-Origin-Image (COI) into a Country-specific advantage (COI-CSA)
Mariana Suter¹, Felipe Borini²,³, Alison Glaister¹
¹University of York, United Kingdom; ²University of São Paulo; ³ESPM

Parallel Session 3.3: International business strategies and firm competitiveness
Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · Location: 106
Session Chair: Dr Sun Lee (Loughborough University, UK)

What mandate gain can do to a subsidiary?
Noushan Memar
Mälardalen University, Sweden
Toward a new model: Integration of the Resource-based View and Institutional Theory to Explain MNEs' ODI Strategy and Performance
LINJIE LI
Southwestern University of Finance and Economics, CHINA, United Kingdom

Legitimacy-Based Performance for Managing Post-De-globalization Strategic Risks: A Perspective on Organizational Resilience
Hong-Jen C. Chiu
National Taiwan University, Taiwan

How does reputation impact the reaction of financial markets to cross-border M&As?
Ludivine Chalençon1, Ana Colovic2, Olivier Lamotte3, Ulrike Mayrhofer1
1IAE Lyon, Jean Moulin Lyon University, France; 2NEOMA Business School, France; 3Paris School of Business, France

Parallel Session 3.4: Internationalisation from and to emerging markets
Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · Location: 110
Session Chair: Prof Oded Shenkar (The University of Birmingham, UK/Ohio State University, USA)

THE DYNAMICS OF ORGANIZATIONAL COMPETENCES IN THE INTERNATIONALIZATION OF BRAZILIAN MULTINATIONALS
Afonso Fleury1, Flavio Fisch1, Maria Tereza Fleury2
1University of Sao Paulo, Brazil; 2Fundacao Getulio Vargas

The role of home-country political connections in enhancing the effect of a firm’s OFDI on its performance
Naunghathai Intakhantee, Mario Kafouros, Hinrich Voss
University of Leeds, United Kingdom

Parallel Session 3.5: Internationalisation of SMEs and international entrepreneurship
Time: Friday, 13/Apr/2018: 3:30pm - 5:00pm · Location: 204
Session Chair: Dr Carole Catherine Couper (The University of Sheffield UK)

Retuning High Distance SME Internationalisation: From Dissonance to Consonance through Institutional Hybridity
Carole Catherine Couper
Sheffield University Management School, United Kingdom

The rise of born digitals in international entrepreneurship: Conceptual classification and measurement
Ioan-Iustin Vadana1, Lasse Torkkeli1, Olli Kuivalainen2, Sami Saarenketo1
1Lappeenranta University of Tecnology, Finland; 2Alliance Manchester Business School, Manchester

Explaining Internationalisation of entrepreneurs through the perspectives of social cognitive theory and behaviour of formal institutions
Tianchen Li, Sabrina Akbar
Middlesex University, United Kingdom

Global industry evolution: Developing a typology of internationalizing SMEs
Denis Charles Odlin
University of Auckland, New Zealand

Barriers to Internationalization in SMEs: Evidence from Indian Exporters
Suhail Mohammad Ghouse
Dhofar University, Oman
Parallel Session 3.6: Internationalisation from and to emerging markets

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

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

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

*Rishika Nayyar*

Indian Institute of Foreign Trade, India

**Variation amongst Chinese Firms: Consequences for OFDI**

*Matthew Allen¹*, *Jiajia Liu¹*, *Maria Allen²*

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

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

*Rekha Rao-Nicholson²*, *Liudmyla Svystunova¹*

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

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Parallel Session 3.7: International business and sustainable development

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

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

**ESG Transparency and Firm Value**

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

¹Birkbeck college, United Kingdom; ²Russell Investments

**Female empowerment in emerging market firms**

*Allan Douglas Webster¹*, *Jenny Piesse¹²*, *Sangeeta Khorana¹*

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

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

*Maria Uzhegova¹*, *Lasse Torkkeli¹*, *Maria Ivanova-Gongne²*

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

**THE QUALITY OF INWARD FOREIGN DIRECT INVESTMENTS AND HUMAN CAPITAL DEVELOPMENT**

*Uros Delevic*

Henley Business School, United Kingdom

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Parallel Session 3.8: Internationalisation of SMEs and international entrepreneurship

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

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

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

*Joanne E Oxley¹*, *Elena Kulchina²*

¹University of Toronto, Canada; ²Duke University

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

*Mansura Akter, Mahfuzur Rahman, Dragana Radicic*

University of Lincoln, United Kingdom

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

*Emma Incze, Mika Gabrielsson, Saara Julkunen*

University of Eastern Finland, Finland

**Entrepreneurial strategic posture: An emerging market perspective**

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

¹University of Kent, United Kingdom; ²University of Ghana, Ghana; ³Northumbria University, United Kingdom
Parallel Session 3.9: International business and political instability

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

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

**Terrorism and Global Business Performance**
Ishmael Tinghani¹, Godwin Okafor², Ven Tauringana³, Alaa Zalata⁴
¹Bournemouth University, UK; ²Southampton Solent University, UK; ³University of Southampton, UK; ⁴University of Southampton, UK

**Determinants of Political Risk in African Markets: a Nigerian Perspective**
James Mshelia
University of Northampton, United Kingdom

**The dynamics of political risk impact on Multinational Corporations Operating in African Markets: Perspectives from Nigeria**
James Mshelia
University of Northampton, United Kingdom

**Applying Theory to Understand How Multinational Firms Address Brexit**
Saad Laraqui, Bert Jarreau
University of Maryland University College, United States of America

Parallel Session 4.1: International and global skills management

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

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

**Knowledge transfer and the co-evolution of Japanese working practices in Indonesia**
Joey Soehardjojo¹, Nigel Driffield², Guglielmo Meardi³
¹Warwick Business School, United Kingdom; ²Warwick Business School, United Kingdom; ³Warwick Business School, United Kingdom

**Conceptual Inking to Improve Employee Wellbeing at MNC Work Place**
muhammad khaleel, Shankar Chelliah, Jamshed Khalid
University Sains Malaysia

**Global Mindset and Organizational Identity**
Jörg Hruby¹, Ricardo Guerrero²
¹Steinbeis, Germany; ²ISM Student

**Qualities and attributes that enabled personal resilience in a critical time: Observations from a study of employees in a multi-national company following the GFC**
Richard Edward Hicks
Bond University, Australia

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

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

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

**Organizational Political Ideology and Cross-border Acquisitions**
Andreas Petrou¹, Andreas Procopiou¹, Yi Lin Dawn Cho²
¹Cyprus University of Technology, Cyprus; ²Nanyang Technological University, Singapore

**Economic distance and foreign divestment - the case of Nordic FDI's in BRICs**
Pratik Arte, Jorma Larimo
University of Vaasa, Finland

**Social capital-based knowledge innovation in multinational corporations: Emerging country perspective**
Mohammad Jasim Uddin¹, Farhad Uddin Ahmed², Shehnaz Tehseen³
¹Sunway University Business School, Malaysia; ²ICOT College, Dublin, Ireland; ³Sunway University Business School, Malaysia
Efficient Knowledge Flow to Promote International Business Innovation Based on Knowledge Graph and Social Trust
Shanshan Shang¹, Vicky Nie², William Wei²
¹Shanghai International Studies University, China; ²MacEwan University, Canada

Parallel Session 4.3: Internationalisation of SMEs and international entrepreneurship
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: 106
Session Chair: Dr Francisco Puig (The University of Valencia, Spain)

The Entrepreneurial Ecosystem in International Entrepreneurship: Comparative Study of Finnish and Estonian Born Globals
Hannes Velt, Lasse Torkkeli, Sami Saarenketo
Lappeenranta University of Technology, Finland

The role of network relationships in nonlinear internationalization: a case study
Tiia Vissak¹, Barbara Francioni²
¹University of Tartu, Estonia; ²University of Urbino "Carlo Bo"

What is Smart Leadership in Luxembourg?
Ursula Schinzl
Unicaef University, Luxembourg

Parallel Session 4.4: Internationalisation from and to emerging markets
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: 108
Session Chair: Dr Surender Munjal (The University of Leeds, UK)

Changes in exploring emerging markets
Alena Nelaeva
Nord University, Norway

Internationalization of retail business and its effect on small and micro retail firms in emerging markets
Nishant Kumar
Stockholm University, Sweden

Multinationals’ route-to-international market agility in emerging economies’: the case of biscuit distribution strategies in Paraguay
Dev K {Roshan} Boojihawon¹, Augusto C. Richeri², Yipeng Yipeng³, Daniel Chicksand⁴
¹The University of Birmingham, United Kingdom; ²Commercial Manager Paraguay – SC Johnson; ³Newcastle Business School; ⁴The University of Birmingham, United Kingdom

Parallel Session 4.5: International business, innovation and knowledge flows
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: 110
Session Chair: Prof Axele Giroud (The University of Manchester, UK)

Contextual transfer barriers, social interaction, and innovation transfer performance
Olivia Kang, Pao Kao
Uppsala University, Sweden

Radical Innovation versus Incremental Innovation and Performance in International Joint Ventures: The role of Control Strategies and Business Environments
Huu Le Nguyen¹, Jorma Larimo¹, Yi Wang²
¹University of Vaasa, Finland; ²University of Southern Denmark

Internationalization process through innovation utilization in Family Businesses: the significance of knowledge flows
Päivi Hanna Maria Aaltonen¹, Maija Wortek²
¹Lappeenranta University of Technology, Finland; ²University of Innsbuck, Austria
Parallel Session 4.6: Internationalisation of SMEs and international entrepreneurship
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: 204
Session Chair: Dr Birgit Hagen (The University of Pavia, Italy)

Internet-Firms through the Lens of the Rapid Internationalization Literature: A Systematic Integrative Review
Shuk Wun Tang, Asmund Rygh
Alliance Manchester Business School, United Kingdom

Human Capital and Export Performance of Small and Medium Enterprises: The Role of Absorptive Capacity
Muhammad Shujaat Mubarik
Mohammad Ali Jinnah University, Pakistan

International Performance: Unfolding the effects of domestic market information processes and domestic environmental uncertainty
Maria Karafyllia¹, Giovanna Magnani², Antonella Zucchella²
¹Anglia Ruskin University, United Kingdom; ²University of Pavia

Network diversity, network capability and SME international performance
Yiyin Wu, Keith Brouthers
King's College London, United Kingdom

Parallel Session 4.7: Internationalisation of SMEs and international entrepreneurship
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: G08
Session Chair: Dr Margaret Fletcher (The University of Glasgow, UK)

DIVERSITY MANAGEMENT AND ORGANIZATIONAL PERFORMANCE OF NIGERIAN SMALL AND MEDIUM ENTERPRISES IN LAGOS STATE, NIGERIA.
Waidi Adeniyi Akingbade¹, Abdulazeez Abioye Lawal²
¹Lagos State University, Ojo, Lagos, Nigeria.; ²Lagos State Polytechnic, Ikorodu, Lagos, Nigeria

Internationalization and performance of SMEs: The mediating role of internationalization effectiveness
Said Elbanna¹, John Child², Linda Hsieh³, Joanna Karmowska⁴, Svetla Marinova¹, Rose Narooz⁶, Pushyarag Puthusserry⁷, Terence Tsai², Yunlu Zhang⁸
¹Qatar University, Qatar; ²Universities of Birmingham and Plymouth, UK; ³SOAS University of London, UK; ⁴Oxford Brookes University, UK; ⁵Aalborg University, Denmark; ⁶Glasgow University, UK; ⁷University of Sussex, UK; ⁸China-Europe International Business School, China

Learning from experience: Sense making in leaders of internationalising SMEs
Margaret Fletcher¹, Lucrezia Casulli²
¹University of Glasgow, United Kingdom; ²University of Strathclyde

SME Internationalization and the Role of Global Cities: A Tentative Conceptualization
Philippe REGNIER, Pascal WILD
School of Management Fribourg, Switzerland

Parallel Session 4.8: Economic geography, international business, global value chain and manufacturing turbulence
Time: Saturday, 14/Apr/2018: 9:00am - 10:30am · Location: G05
Session Chair: Prof Lisa De Propris (The University of Birmingham, UK)

Revisiting Dunning Typology: A conceptual overview of location studies
Matina Dimitropoulou¹, Martha Martidou¹, Dimitris Manolopoulos³
¹Athens University of Business and Economics, Greece; ³The American College of Greece, Athens

The effects of policies on China's OFDI to the world at national level
Tong Yin, Lisa De Propris, Liza Jabbour
University of Birmingham, United Kingdom
New manufacturing strategy and industrial systems: Inspirations from Chinese manufacturing evolutions

Yongjiang Shi
Cambridge University, United Kingdom