### Sessions

#### C2.1.1: The subsidiary in GVCs

**Track:** MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Network  
**Session chair:** Sverre Tomassen  
**Time:** Friday, 15/Dec/2017: 9:00am - 10:30am

- Using and disposing of joint venture partners to reap the benefits of multinationality  
  J. H. Fisch, B. Schmeisser  
  WU Vienna, Austria; bioern.schmeisser@wu.ac.at

- **VALUE CREATION IN SERVICES GVCs: MULTIDIMENSIONAL ROLES OF SERVICES IN GVCs**  
  M. Stare, A. Jaklič  
  University of Ljubljana, Slovenia; andrej.jaklic@fdv.uni-lj.si

- **HOW SUBSIDIARIES GAIN STRATEGIC INFLUENCE IN MNE VALUE CHAINS**  
  E. Gillmore, N. Memar  
  Mälardalen University, Sweden; nouhan.memar@mdh.se

#### C2.1.2: Innovation and local context

**Track:** Knowledge Management and Innovation  
**Session chair:** Isabel Alvarez  
**Time:** Friday, 15/Dec/2017: 9:00am - 10:30am

- Heterogeneous spillover effects from MNE investments: Domestic learning capacity and technological opportunities  
  L. Gagliardi, A. Ascani  
  University of Geneva, Switzerland; Utrecht University, Netherlands; luisa.gagliardi@unige.ch

- **The role of leading firms in explaining evolutionary paths of growth: Italian and Turkish clusters on the move**  
  F. Belussi, A. Caloffi  
  Padua University, Italy; fiorenza.belussi@unipd.it

- **The Role of the Appropriability Mechanisms for the Innovative Success of Portuguese Small and Medium Enterprises**  
  F. d. O. Paula, J. F. d. Silva  
  PUC-Rio, Brazil; jorge@unirio.edu

#### C2.1.3: The influence of political resources and supporting institutions on market entry and re-entry

**Track:** MNEs, Institutions and Policy  
**Session chair:** Laura Fernandez-Mendez  
**Time:** Friday, 15/Dec/2017: 9:00am - 10:30am

- **Market Supporting Institutions and International Multimarket Strategy: An Analysis of the Global Mobile Phone Industry**  
  C. Giachetti, J. L. Lampe, E. Onoz  
  Ca' Foscari University of Venice, Italy; Alliance Manchester Business School, United Kingdom; ergun.onoz@unive.it

- **BACK SO FAST? EMPIRICAL EVIDENCE ON THE SPEED OF FOREIGN MARKET RE-ENTRY AFTER INITIAL ENTRY AND EXIT**  
  I. M. Surdu, K. Mellahi, K. Glaister  
  University of Reading, United Kingdom; University of Warwick, United Kingdom; i.surdu@henley.ac.uk

- **Why do state owned MNEs have more FDI in politically risky countries? Testing a political capabilities explanation**  
  A. Rygh, C. H. Knutsen  
  Alliance Manchester Business School, United Kingdom; University of Oslo, Norway; asmund.rvgh@manchester.ac.uk
Internationalization of State-Owned Multinationals: The role of the home country political regime
L. J. Clegg 1, H. Voss 1, J. A Tardios 2
1University of Leeds, United Kingdom; 2King’s College London, United Kingdom; hv@lubs.leeds.ac.uk

C2.1.4: Sustainability practices and CSR
Track: MNEs and Sustainable Development
Session chair: John R. Dilyard
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

Sustainability Policy and Practices on a Day-to-Day Basis: the Role of Purchasing in MNCs
R. Riikkinen
Aalto University School of Business, Finland; rilana.riikkinen@aalto.fi

SMEs internationalization and motivations for CSR: An exploratory study of the Maritime cluster of Norway
S. M. Grimstad, B. Fjortoft, R. Glavee+Geo
NTNU Ålesund, Norway; sila@ntnu.no

C2.1.5: FDI spillovers in emerging markets
Track: Emerging Markets
Session chair: Arjen Slangen
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

Roles of MNEs in Emerging Production Networks: Analysis on China’s Aerospace Industry
Y. Wang, E. Turkina, A. Van Assche
HEC Montréal, Canada; yihan.wanq@hec.ca

MNE’s entry as a trigger and catalyst for change in the host industry’s institutional landscape: A case study in the Russian bakery sector
E. Pelto, A. Karhu
Turku School of Economics at University of Turku, Finland; anna.karhu@utu.fi

C2.1.6: International entrepreneurship
Track: SMEs and International Entrepreneurship
Session chair: Ivo Zander
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

What is Killing the Antibiotics Industry? An investigation of the decline and potential revival of the Antibiotics Industry applying the entrepreneurial orientation framework.
O. Lindahl, F. Ciabuschi
Uppsala University, Sweden; oluf.lindahl@fek.uu.se

Entrepreneurial orientation and network types of new ventures from transition economies: the effect on international performance
R. Sedzinauskienė, J. Sekliūckienė
Kaunas University of Technology, Lithuania; rimante.sedzinauskienė@ktu.lt

C2.1.7: Theory development in IB
Track: MNE Organization and Strategy
Session chair: Peter Buckley
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

Asset recombination as the driver of sustainable competitive advantage: An entrepreneurship/capabilities-based perspective
R. Narula 1, J. Lee 1, J. Hillemann 2
1Henley Business School; 2Vrije Universiteit Brussel, Belgium; jenny.hillemann@vub.ac.be

NEW INTERNALIZATION THEORY AND FAMILY FIRM GOVERNANCE

L. L. Kano 1, L. Ciravegna 2, F. Rattalino 3
1University of Calgary, Canada; 2King’s College London, U.K.; 3ESCP Europe, Turin, Italy; liena.kano@haskayne.ucalgary.ca
The microfoundations of industrial diversification through foreign acquisitions: An empirical analysis of UK firms
S. Elia\textsuperscript{1}, P. Greve\textsuperscript{1}, D. Castellani\textsuperscript{1}, T. Vallone\textsuperscript{1}
\textsuperscript{1}Henley Business School, United Kingdom; \textsuperscript{2}Politecnico Milano, Italy; peder.greve@henley.ac.uk

HOME-REGION ORIENTATION AND SCALE MEASURES REVISITED
C. Czychon
Otto-Friedrich-Universität Bamberg & Université Jean Moulin Lyon 3, Germany; christoph.czvchon@uni-bamberg.de

C2.1.8: IB and omnichannel strategies
Track: International Business and Omnichannel Strategies – SIMA - Società Italiana di Management
Session chair: Michela Matarazzo
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

E-commerce for firms internationalization: a literature review
R. Resciniti, F. De Vanna
University of Sannio, Italy; resciniti@unisannio.it

The consumer’s journey in the era of the "First Moment of Truth 2.0"
M. F. Farah, Z. Ramadan
Lebanese American University, Lebanon (Lebanese Republic); mfarah@lau.edu.lb

Competition among FMCG channels in the digital era: Discounts versus Supermarkets
E. Fornari\textsuperscript{1}, D. Fornari\textsuperscript{2}, S. Grandi\textsuperscript{2}, M. Menegatti\textsuperscript{1}
Universitå degli Studi di Parma, Italy; \textsuperscript{2}Università Cattolica del Sacro Cuore, Piacenza, Italy; edoardo.fornari@unipr.it

Unveiling the heritage side of country images. A comparison between measurement scales adopted in place image literature and lexical content of web communication from leading cultural heritage countries.
G. Mainolfi\textsuperscript{1}, A. De Nisco\textsuperscript{2}, M. R. Napolitan\textsuperscript{3}, V. Marino\textsuperscript{3}
University of International Studies of Rome, Italy; \textsuperscript{2}University of Sannio, Italy; \textsuperscript{3}University of Salerno, Italy; alessandro.denisco@unint.eu

C2.1.9: Culture, values, and experiences
Track: International HRM and Cross Cultural Issues
Session chair: Rian Drogendijk
Time: Friday, 15/Dec/2017: 9:00am - 10:30am Location: BL 27.07

Moderators and Mediators of Cross-cultural Training Effectiveness: a Literature Review
C. K. Kempf
Friedrich-Alexander University Erlangen-Nürnberg, Germany; christina.kempf@fau.de

Mosaics not Masses: Nations as Diverse Mixtures of Global Values Archetypes
D. Midgley\textsuperscript{1}, S. Vena\textsuperscript{2}, D. Christopoulos\textsuperscript{3}
\textsuperscript{1}INSEAD, Fontainebleau, France; \textsuperscript{2}University of Queensland Business School, Australia; National and Kapodistrian University of Athens, Greece; david.midgley@insead.edu

CULTURAL EFFECT ON SYNERGY REALIZATION IN CROSS-BORDER ACQUISITIONS: A CONTINGENCY PERSPECTIVE
D. Wang\textsuperscript{1}, D. S. Hain\textsuperscript{2}, L. T. Dao\textsuperscript{3}
\textsuperscript{1}Aalborg University, Denmark; \textsuperscript{2}Aalborg University, Denmark; \textsuperscript{3}Aalborg University, Denmark; daw@business.aau.dk

C2.1.10: Innovative export channels and international marketing strategies
Track: International Marketing
Session chair: John David Branch
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

How responsive and proactive market orientation affects the innovativeness of international marketing strategy and the performance of international ventures.
P. Gabrielson, M. Kontkanen
University of Vaasa, Finland; mishOUva.fi

Multiple export channels — A dual-theory perspective
E. Ipsmiller, D. Dikova
WU Vienna, Austria; edith.ipsmiller@wu.ac.at

Product development capabilities-based export channel selection and export performance
M. I-I, X. He, C. M. Sousa
DURHAM UNIVERSITY BUSINESS SCHOOL, United Kingdom; min.lij@durham.ac.uk

Social Media Usage in the International Business-to-Business Sales Process of International New Ventures
S. Fraccastoro, M. Gabrielson
University of Eastern Finland, Finland; sara.fraccastoro@uef.fi

I2.1.1: Location studies in emerging markets
Track: Emerging Markets
Session chair: Filip De Beule
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

Banks go global: the internationalization of Chinese “big-four” commercial banks
S. Gentile-Luidecke
Bremen University, Germany; simona.gentile@uni-bremen.de
M. C. Dike1, E. L. Rose2
1Aalto University School of Business, Finland; m.dike@ymail.com; 2University of Leeds, United Kingdom

Geographic Distance to Local Government Offices, Regional Government Corruption, and Corporate Philanthropy
W. Liu1, Y. Zhang1, J. Yang1
University of Sydney, Australia; 2University of Glasgow, United Kingdom; wliu3540@uni.sydney.edu.au

The Investment Development Path and Geographic Patterns of Poland’s FD: New Evidence
M. Gorynia1, J. Nowak2, P. Trapczynski1, R. Wolniak1
The Poznan University of Economics, Poland; 2ED Business School; 3University of Warsaw; piotr.trapczynski@ue.poznan.pl

DETERMINANTS OF INVESTMENT ATTRACTIVENESS OF POLISH SPECIAL ECONOMIC ZONES
T. Dorozynski1, J. Swierkocki, W. Urbaniak
The Poznan University of Economics, Poland; 2ED Business School; 3University of Warsaw; piotr.trapczynski@ue.poznan.pl

Emerging and Developing Country Multinational Hotels in Spanish tourist districts
University Of Alicante, Spain; Bartolome.Marco@Ua.Es

P2.1.1: Transition toward a sustainable economy: opportunities and challenges for MNEs
Track: MNEs and Sustainable Development
Session chair: Anne Jacqueminet, Bocconi University
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

Transition toward a Sustainable Economy: Opportunities and Challenges for MNEs
Chair: Anne Jacqueminet, Bocconi University
Panelists:
Christiane Bode, Bocconi University
Elisa Giulani, University of Pisa
Daniel Shapiro, Simon Fraser University
Maurizio Zollo, Bocconi University

P2.1.2: International Business and the Information Age: an interdisciplinary dialogue
Track: Internationalisation in the Information Age
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

International Business and the Information Age — An Interdisciplinary Dialogue
Chair: Jakob Müllner, WU-Vienna
Igor Filatotchev, Cass Business School & WU-Vienna
Panelists:
Keith Brouthers, Kings' Business School
Frank Elter, Telenor
Tørben Pedersen, Bocconi University

P2.1.3: One size fits all? Key issues and common misconceptions in reviewing qualitative research in top tier journals
Track: Novel ways of teaching and doing research
Time: Friday, 15/Dec/2017: 9:00am - 10:30am

One size fits all? Key Issues and Common Misconceptions in Reviewing Qualitative Research in Top Tier Journals
Chair: Emmanuella Plakoyiannaki, University of Leeds
Panelists:
Michael Gibbert, Università della Svizzera Italiana
Niina Nummela, University of Turku
Rebecca Piekkari, Aalto University
Becky Reuber, University of Toronto
Catherine Welch, University of Sydney

Plenary Poster Sessions
Time: Friday, 15/Dec/2017: 11:00am – 12:30am

You Decide on What You Perceive. On the Sources and Effects of Biased Institutional Perceptions in Foreign Ownership Mode Choices
P. Trapczyszyński1, T. Halasovich2
1The Poznań University of Economics, Poland; 2Jacobs University, Bremen, Germany; piotr.trapczynski@ue.poznan.pl

FDI mode, firm heterogeneity and institutional conditions
V. Amendolagine1, R. Crescenzi2, R. Rabellotti2
1Università di Pavia, Italy; 2London School of Economics; roberta.rabellotti@unipv.it
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<tr>
<td>Relationship Development in Global Virtual Teams over time</td>
<td>M. Aleem</td>
<td>Turku School of Economics, Finland; <a href="mailto:majale@utu.fi">majale@utu.fi</a></td>
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<td>MOTIVATIONS OF STUDENTS TO STUDY ABROAD: A CASE STUDY OF MOLDOVA</td>
<td>V. Pirguaru, R. V. Turcan</td>
<td>Aalborg University, Denmark; <a href="mailto:rvt@business.aau.dk">rvt@business.aau.dk</a></td>
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<td>Social Entrepreneurship and Sustainable Development in the Kenya Healthcare Sector</td>
<td>S. Khalid, W. C. Au, P. Ahmed</td>
<td>Monash University Malaysia, Malaysia; <a href="mailto:shazmin.khalid@monash.edu">shazmin.khalid@monash.edu</a></td>
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<td>Heuristics in international business and international marketing: a systematic literature review</td>
<td>S. Guercini, M. Milanesi</td>
<td>University of Florence, Italy; <a href="mailto:matilde.milanesi@unifi.it">matilde.milanesi@unifi.it</a></td>
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<td>ICT EFFECTS ON THE SPREAD AND BOUNDARY OF INTERNATIONAL FIRMS</td>
<td>I. Álvarez, R. Marín</td>
<td>Universidad Complutense de Madrid, Spain; <a href="mailto:mmarinsa@ucm.es">mmarinsa@ucm.es</a></td>
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<td>THE RELATIONS OF INSTITUTIONAL FACTORS AND THE CORPORATE ENTREPRENEURSHIP ACTIVITY, A CROSS-COUNTRY STUDY</td>
<td>M. W. Zwang, M. Hoeltgebaum</td>
<td>Fundação Universitaria Regional de Blumenau, Brazil; <a href="mailto:marcos@mercantilcatarinense.com.br">marcos@mercantilcatarinense.com.br</a></td>
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<td>International New Ventures: Nature and Pace of Post-Inception Development</td>
<td>S. Øyna</td>
<td>University of Agder, Norway; <a href="mailto:stine.oyna@uia.no">stine.oyna@uia.no</a></td>
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<td>Cross Boundary Investment Activities and Cross National System Differences. An Approach from a Transition Country Perspective.</td>
<td>N. Grujic, D. Kyrkilis</td>
<td>University of Macedonia, Greece; <a href="mailto:natasa.grujik@gmail.com">natasa.grujik@gmail.com</a></td>
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<td>Internationalization of Higher Education Institutions: The Underestimated Role of Faculty</td>
<td>M. Romani-Dias1,2, J. Carneiro1, A. Barbosa2</td>
<td>Fundação Getulio Vargas, Brazil (EAESP-FGV); 2Escola Superior de Engenharia e Gestão, Brazil (ESEG); <a href="mailto:mromdias@hotmail.com">mromdias@hotmail.com</a></td>
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<td>Job creation of exporters and non-exporters: Estonian evidence</td>
<td>T. Vissak, J. Masso</td>
<td>University of Tartu, Estonia; <a href="mailto:tiia.vissak@ut.ee">tiia.vissak@ut.ee</a></td>
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<td>Premises of reshoring development in luxury goods sector</td>
<td>M. Młody, B. Stepień</td>
<td>Poznań University of Economics and Business, Poland; <a href="mailto:michal.mlody@ue.poznan.pl">michal.mlody@ue.poznan.pl</a></td>
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<td>Locus and Revenue of Export Manufacturers: Why Regional Markets?</td>
<td>D. A. Rwehumbiza1, M. A. Marinov2</td>
<td>University of Dar es Salaam, Tanzania; 2Aalborg University, Denmark; <a href="mailto:marinov@id.aau.dk">marinov@id.aau.dk</a></td>
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<td>Is R&amp;D employees’ mobility a concern for foreign MNCs’ R&amp;D Subsidiaries in India? An Intellectual Property Protection Perspective</td>
<td>D. J. Borah, S. Massini, K. Malik</td>
<td>The University of Manchester, United Kingdom; <a href="mailto:dhruba.borah@postgrad.manchester.ac.uk">dhruba.borah@postgrad.manchester.ac.uk</a></td>
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<td>The impact of human capital and skill availability on attraction of foreign direct investment into regions within developing economies</td>
<td>A. Mironko</td>
<td>Indiana University East, United States of America; <a href="mailto:amironko@iu.edu">amironko@iu.edu</a></td>
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The organizational and individual determinants of workplace deviance behavior in India and USA
K. Narayanan, S. Murphy
University of Edinburgh, United Kingdom; kanimozhirayan23@gmail.com

U.S Foreign Direct Investment by group of industries to the peripheral of countries of the Euro zone. A distance framework approach.
V. Kounou, N. Grujic, D. Kyrkilis
University of Macedonia, Greece; vasiliki.kn@gmail.com

What Practical Language Effect of Advanced Management Training for Global Business Involvement: A Field Study in Indian MNEs
J. Martin OBrien¹, J. E. OBrien²
¹University Paris Dauphine, ESCP Europe, France; ²Professor Sociology, Retired; jobrien@escpeurope.eu

What matters more in multicultural teams – CQ or EQ? An empirical study
M. Gunkel¹, V. Taras²
¹Free University of Bozen-Bolzano, Italy; ²University of North Carolina at Greensboro, USA; marjaana.gunkel@unibz.it

In the shadow of SOEs: the duality in management practices of a Chinese bank’s overseas operation
R. G. Jack¹, F. Guo², Y. Huang³, J. Zhu⁴
¹Macquarie University, Australia; ²University of Newcastle, Australia; rob.jack@mq.edu.au

GLOBAL TEAMS AND THE TRANSFER OF TACIT KNOWLEDGE IN MULTINATIONAL SERVICE FIRMS
Y. Guo¹, P. Jasovska², H. G. Rammal³, E. L. Rose⁴
¹Xi’an Jiaotong-Liverpool University, China, People’s Republic of; ²University of Technology Sydney, Australia; ³University of Leeds, United Kingdom; ying.guo@xjtlu.edu.cn

MNE’s, Place Attachment and Liability of Foreignness
J. J. Kennelly¹, D. Sternad², J. Mezias³
¹Skidmore College, United States of America; ²Carinthia University of Applied Sciences, Austria; ³University of Miami, United States of America; jkennell@skidmore.edu

A Dynamic Ambidexterity Strategy: The Evolving Subsidiary Role of Exploiter and Explorer
M. Giblin¹, P. Ryan², J. Clancy³
¹NUI Galway, Ireland; ²Trinity College Dublin; ³NUI Galway; majella.giblin@nuigalway.ie

Institutions, Liberal Market Economies and Comparative Capitalisms
J. Walker¹, C. Brewster¹, G. Wood²
¹Henley Business School, United Kingdom; ²University of Essex Business School; j.t.walker@henley.ac.uk

Internationalisation of Chinese Firms in Advanced Economies: The Role of Dynamic Capabilities
H. Hendrischke, W. Li
The University of Sydney, Australia; hans.hendrischke@sydney.edu.au

The Challenges of Migration on Greece and its Economy- A Case Study
M. Stavridou¹, S. Vang chuay², M. Elo³
¹Center for Corporate Responsibility and Sustainability, University of Zürich; ²Graduate Institute, Switzerland; ³Turku School of Economics, University of Turku; Maria.elo@utu.fi

Boundary spanners as carriers of institutional forces in MNEs
L. Svystunova¹, D. Jacob², R. Rao-Nicholson³
¹Loughborough University London, London, United Kingdom; ²University of the West of England, Bristol, United Kingdom; ³Newcastle University London, London, United Kingdom; l.svystunova@lboro.ac.uk

Best practice studies on global leadership development programs in MNCs in different cultural contexts
N. G. Fey
Hanken School of Economics, Finland; natalia.fey@hanken.fi
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| Doctoral research, The Influence of Digitalization on the HR function| D. Myllymäki  
University of Vaasa, Finland; dina.myllymaki@uva.fi                                                                 |
| Public-Private Partnerships for International Project Business in Emerging Country Markets. A Literature Review | R. Owusu\(^1\), S. Bonsu\(^2\), O. Afuc\(^3\)  
\(^1\)Linnaeus University, Finland; \(^2\)GHANA INSTITUTE OF MANAGEMENT AND PUBLIC ADMINISTRATION; richard.owusu@lnu.se |
| On the Use of the EU-South Korea Free Trade Agreement by Companies: An Impact Evaluation | S. Mortazavi  
WU Wien                                                                                                           |
| MNE Promotion of Socially Responsible Supply Chains: The Case of Conflict Minerals | E. Eisenstein\(^1\), J. Keech\(^2\), N. Mittal\(^3\), S. M. Mudambi\(^1\)  
\(^1\)Temple University, United States of America; \(^2\)Franklin and Marshall College, United States of America; susan.mudambi@temple.edu |
| Upgrading of a firm’s knowledge base through alliances: Simultaneous learning from foreign MNEs in emerging countries | L. Rademaker  
BI Norwegian Business School, Norway; linda.rademaker@bi.no                                                                 |
| WORLD FOREIGN DIRECT INVESTMENT: A NETWORK PERSPECTIVE              | L. M. Bolivar-Caro  
University of Sevilla, Spain; luis@bolivar.biz                                                                 |
| Internationalization and Outcome of Study Abroad Program in Higher Education: Mobility of Japanese Students to Malaysia | S. Yukimoto, A. H. Abdul Manaf  
Kanagawa University, Japan; yukimoto@kanagawa-u.ac.jp                                                                 |
| Expatriate management practices in the strategy of internationalization of companies | S. C. Lisboa Oneda Galupo, D. E. Fiorani  
Univali, Brazil; silvia.oneda@gmail.com                                                                                     |
| The power of platform-based business model for servitization: How could Komatsu overcome the perceived contextual differences in global market? | H. Kobayashi\(^1\), K. Sato\(^2\), Y. Saito\(^3\)  
\(^1\)Meiji university, Japan; \(^2\)Josai International University, Japan; \(^3\)Shukutoku University, Japan; hko@meiji.ac.jp |
| Risk Classification as an Incentive to Taxpayers’ Compliance         | E. A. Mota\(^1\), L. Q. Lanz\(^2\)  
\(^1\)São Paulo State Treasury - Brazil, Columbia University - NY; \(^2\)BNDES - Brazil, Columbia University - NY; lqlanz@hotmail.com |
| Reinventing the base of the pyramid market from Finland to India - A multiple case study of Finish MNEs | S. Mortazavi\(^1\), J. Väätänen\(^1\), S. Gupta\(^1\)  
\(^1\)Lappeenranta university of technology, Finland; \(^1\)University of Newcastle, Newcastle, UK; sina.mortazavi@lut.fi |
| The Journey of Strategic Alliances                                   | D. A. Gebrekidan\(^1\), A. H. Seyed\(^2\), D. Fjellström\(^2\)  
\(^1\)University of Skövde; \(^2\)University of Gävle; desalegn.abraha@his.se                                                                 |
| Locally authentic brand as driving force for international expansion: a research agenda | S. Ranfagni\(^1\), A. Runfola\(^2\), D. Sarti\(^1\)  
\(^1\)University of Florence, Italy; \(^2\)University of Perugia, Italy; silvia.ranfagni@unifi.it |
| How do MNEs overcome the liability of foreignness in sub-Saharan Africa? | G. Olusina Daniel  
Loughborough University, United Kingdom; g.ulusina-daniel@lboro.ac.uk                                                                 |
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<td>Developing Country Multinationals: The case of Pakistan</td>
<td>H. u. Haq</td>
<td>Uppsala University, Sweden; <a href="mailto:hammad.haq@fek.uu.se">hammad.haq@fek.uu.se</a></td>
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<td>International business for innovation: a review of the empirical evidence</td>
<td>T. Pehrsson</td>
<td>Gothenburg University, Sweden; <a href="mailto:tobias.pehrsson@live.se">tobias.pehrsson@live.se</a></td>
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<td>ACTIVE ENVIRONMENTAL FOCUS AND SMEs PERFORMANCE: THE ROLE OF BUSINESS MODEL INNOVATION</td>
<td>A. Asemokha, J. Musona, L. Torkkeli</td>
<td>Lappeenranta University of Technology, Finland; <a href="mailto:agnes.asemokha@lut.fi">agnes.asemokha@lut.fi</a></td>
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<td>WHAT IS RATIONAL ACTION IN THE VUCA WORLD?</td>
<td>J. V. Mumford, M. Wirén, P. Zettin</td>
<td>University of Turku School of Economics, Finland; <a href="mailto:jonathan.v.mumford@utu.fi">jonathan.v.mumford@utu.fi</a></td>
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<td>Efficiency as a measure of competitiveness of manufacturing companies</td>
<td>B. Fura</td>
<td>University of Rzeszów, Poland; <a href="mailto:bfura@ur.edu.pl">bfura@ur.edu.pl</a></td>
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<td>Customer Delight Despite a Small Budget: An Exploratory Case Study</td>
<td>C. Oral</td>
<td>International University of Bad Honnef, Germany; <a href="mailto:c.oral@iubh.de">c.oral@iubh.de</a></td>
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<td>CUSTOMER PERCEPTIONS OF VALUE IN DIGITAL SERVICES: A CASE OF AN INTERNATIONAL INDUSTRIAL MANUFACTURER</td>
<td>T. T. Leposky</td>
<td>University of Vaasa, Finland; <a href="mailto:tiina.leposky@uva.fi">tiina.leposky@uva.fi</a></td>
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<td>The role of different decision-making logics during new venture internationalization and commercialization of medical technology innovations</td>
<td>H. Laurell, P. Servais</td>
<td>1: Halmstad University, Sweden; 2: Linnaeus University, Sweden; <a href="mailto:marie_helene.laurell@hh.se">marie_helene.laurell@hh.se</a></td>
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<td>Knowledge Sharing Within and Across Units in a Global Professional Service Firm</td>
<td>I. N. Basker, K. M. Olsen</td>
<td>NHH Norwegian School of Economics, Norway; <a href="mailto:inger.basker@nhh.no">inger.basker@nhh.no</a></td>
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<td>Institutions-Based Location Choices of Intermediary Units in the Context of HQ Relocations</td>
<td>J. Schmitt</td>
<td>WU Vienna, Austria; <a href="mailto:jan.schmitt@wu.ac.at">jan.schmitt@wu.ac.at</a></td>
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<td>Personality, especially narcissism, predicts engagement in leader development</td>
<td>C. Paz-Aparicio, C. B. Messal</td>
<td>1: Universidad Carlos III de Madrid, Spain; 2: College of Charleston, South Carolina, USA</td>
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<td>Dynamic Political Capabilities - Construct and Measurement Development</td>
<td>L. Meissner, P. Kenning</td>
<td>Heinrich Heine University Duesseldorf, Germany; <a href="mailto:lasse.meissner@hhu.de">lasse.meissner@hhu.de</a></td>
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<td>SUBSIDIARY PERFORMANCE AS A RESULT OF VALUE CO-CREATION PROCESS:</td>
<td>I. Heim, T. Han, A. Ghobadian</td>
<td>Henley Business School University of Reading, United Kingdom; <a href="mailto:lheim@pgr.reading.ac.uk">lheim@pgr.reading.ac.uk</a></td>
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<td>From traditional international Expansion to ‘Born Globals’ and ‘Blitzscaling’: A model of Massive Online Open Courses (MOOCs) Rapid Internationalisation</td>
<td>C. Antoniou</td>
<td>Leeds University Business School, United Kingdom; <a href="mailto:ca@lubs.leeds.ac.uk">ca@lubs.leeds.ac.uk</a></td>
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Countries as Platforms for Regional Headquarters
A. Botella Andreu1, K. Lavoratori2
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Exploring how the government affairs function is organized and the processes through which multinational enterprises source external political knowledge
A. Barron1, A. Pereda2
1Toulouse Business School; 2ESADE Business School

Revisiting the Uppsala Internationalization Model in the Light of Immigrant Entrepreneurship
E. P. Cruz1, R. P. d. Q. Falcão2, A. R. C. d. castro2
1Universidade Federal Fluminense, Brazil; 2Pontifícia Universidade Católica do Rio de Janeiro; epicanco@id.uff.br

Internationalization through business model innovation in the medical technology sector
H. Laurell, M. Holmén
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Governmental change and FDI inflow
M. Gotz1, B. Jankowska2, A. Matysek-Jędrych1, K. Mroczek-Dabrowska1
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Revisit processes of catching up strategy of Asian countries: a cross level study
L. Xu1, J. Xiong1, Q. Li2
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Italian Expats in French market: diversity dimensions. adjustments and management strategy
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Dual-structure of distribution channels in emerging markets: Review, integration and future research agenda
K. Tada1, M. Nakagawa2, H. Fukuchi3
1Hokusei Gakuen University, Japan; 2Japan University of Economics, Japan; 3Hitotsubashi University, Japan; k-tada@hokusei.ac.jp

The Relationship between Internationalization and Performance in Young Firms: The Moderating Role of Human Resource Slack
C. Friederici, C. Schwens
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International migration and the governance of foreign investment
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Procedures for Electronic Analysis of Business Reports of 33 Afro-American Transnational Entrepreneurs
A. Decker
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The localization strategies of the of Chinese MNEs: M&A entry vs. Greenfield investment
L. Wang
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THE IMPACT OF CONFLICTS IN FOREIGN BUSINESS RELATIONSHIPS ON SME PERFORMANCE

M. Ratajczak-Mrozek, K. Fonfara, A. Hauke-Lopes
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The impact of Belt and Road Initiative on Chinese and Polish Sister-City economic relationships

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Roles of EMS Companies’ Innovative Activities in the Global Supply Chain: A Case Study of Hon Hai Precision

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Breaking of strategic alliances: lesson learnt from the failure of a foreign company tempting to set up business in Russia

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Integrating doctoral research and teaching: a case from a Finnish business school

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The impact of business service captive offshoring on human resources in host subsidiaries of multinational corporations.

R. Malik
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The liability of “localness” and internationalization of entrepreneurial firms: Exploring the Codfathers’ economy and entrepreneurial success

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Deciphering the institutional arrangement: towards a framework for constructive engagement in the primary sector

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Cluster policy in Baden-Württemberg as a good practice for Greater Poland

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Communication within Top Management Teams across service sector - in the context of expatriation

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RESPONSIVENESS OF FIRMS TO KEY TRENDS IN E-COMMERCE – CONTRASTING THE PERSPECTIVE OF TWO FASHION FIRMS FROM POST-TRANSITION ECONOMY

M. Bartosik-Purgat, B. Jankowska
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The rise of Cleantech in Finland - emergence, development and internationalization: An organizational ecology perspective

I. Laine, L. Torkkeli
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Conceptual model of FDI sub-national location decision making

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Size Matters in Selecting International Alliance Partners

C.-H. Tseng
Coping with psychic distance: modes, mechanisms and determinants
M. Ciszewska-Mlinaric
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How to make waves in a huge pond? The importance of attention-building behaviour among subsidiaries to gain strategic influence
C. Holmström Lind, A. Gorgijeviski, K. Lagerström
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Social Innovation at the Base of the Pyramid: How Embeddedness Drives Hybrid Practices in Mainstream Business
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Subsidiary Knowledge Outflows in Multinationals: A Review and Research Agenda on Emerging-market Multinationals
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AGGLOMERATION EFFECTS ON FIRM’S INNOVATION AND EXPORT INTENSITY. DIFFERENCES BETWEEN DOMESTIC AND FOREIGN COMPANIES
E. MANRESA-MARHUENDA
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Board of Directors Characteristics and Foreign Shareholdings in Euro Zone Publicly Traded Banks
Y. Pereira¹, J. Filipe²
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DETERMINING FACTORS OF THE EXPORT ACTIVITY OF SMES IN EMERGING MARKETS
E. C. Manotas Rodríguez
Universidad Nacional de Colombia, Colombia; ecmanota@unal.edu.co

Team composition in new ventures – Total and dispersed competencies
D. Reese
TU Dortmund, Germany; Daniel.reese@tu-dortmund.de

The Eclectic Paradigm and the R-Specific Advantage of John Dunning: Rationalizing the BREXIT
S. Laraqui, B. Jarreau
University of Maryland University College (UMUC), Germany; saad.laraqui@gmail.com

 Brazilians in Israel: implications of immigrant entrepreneurship in the creation of Global Startups
F. Ribeiro¹, R. P. d. Q. Falcão², E. P. Cruz³
¹Universidade Federal Fluminense, Brazil; ²Pontificia Universidade Católica do Rio de Janeiro, Brazil; ³Universidade Federal do Rio de Janeiro; epicanco@id.uff.br

Born global family firms: evidence from an exploratory study
F. Musso, B. Francioni, G. Masili
University of Urbino Carlo Bo, Italy; barbara.francioni@uniurb.it

C2.3.1: FDI, remittances and sustainable economic growth
Track: MNEs, Institutions and Policy
Session chair: Francisco Figueira de Lemos
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

INVESTMENT MOTIVES OF MNES AND ECONOMIC GROWTH IN LEAST DEVELOPED COUNTRIES: THE EVIDENCE FROM AFRICA
T. Pham, T. vu
Sheffield Hallam University, United Kingdom; s.h.pham@shu.ac.uk
Performance Effects of Migrant Remittances: The Role of Institutional and Cultural Attributes
E. E. N. Piteli1, P. Buckley2, M. Kafouros2
1University of Sussex, United Kingdom; 2University of Leeds, United Kingdom; eenp20@sussex.ac.uk

The impact of regulations on the FDI-growth nexus: a nonlinear specification with varying coefficients
E. Ketteni1, C. Kottaridi2
1Frederick University; 2University of Piraues

Mining MNEs strengthening local institutions to legitimise business continuity: Experiences from Armenian
J. Taarup-Esbensen
Copenhagen Business School, Denmark; ita.msc@cbs.dk

C2.3.2: Internationalisation and the Internet
Track: Internationalisation in the Information Age
Session chair: Keith Brouthers
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

The influence of Industrial Internet of Things on International Manufacturing Networks
P. Deflorin1, M. Scherrer2, K. Schillo3, A. Ziltener4
1University of Applied Sciences HTW Chur, Switzerland; 2University of St.Gallen, Switzerland; patricia.deflorin@htwchur.ch

Internationalization through Digitalization: The Impact of E•Commerce Use on Internationalization in Small and Medium-sized Firms
J. Eduardsen
Aalborg University, Denmark; ise@business.aau.dk

Buzz or benefit? A cross-country investigation of the link between firm performance and social media activities
N. Pogrebivakov5, E. Maldonado2
5Copenhagen Business School, Denmark; 2Metropolitan State University of Denver; nip.int@cbs.dk

C2.3.3: Internationalisation and performance
Track: MNE Organization and Strategy
Session chair: Liena L. Kano
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Performance Effects of Internationalization: Contingency Theory Analysis of Emerging Market MNEs
D. Dikova1, A. Veselova2
1Vienna University of Economics and Business, Austria; 2Graduate School of Management St. Petersburg State University, Russian Federation; annaveselova@bk.ru

ODI and Firm-Level Performance: Is China Different from the Remaining BRIC Countries?
V. cattai1, R. Mechelli2, P. Natale3
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MORE BANG FOR YOUR BUCK: INTERNATIONALIZATION, RESOURCE HETEROGENEITY, AND PROFITABILITY
R. Garcia-Garcia1, E. Garcia-Canal2, M. Guillén3
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HOW SUBSIDIARY MANDATES ARE LOST IN THE COOPERATIVE AND COMPETITIVE NEW NORMAL OF THE MNE
E. Gillmore
Malardalen University, Sweden; edward.gillmore@mdh.se

C2.3.4: Governance, institutions and performance in the multi-national context
Track: International Finance, Accounting and Corporate Governance
Session chair: Luciano Quinto Lanz
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

LBO PERFORMANCE IN EMERGING ECONOMIES: A COMPARATIVE STUDY IN LATIN AMERICA AND ASIA
A. & Y. Chevalier1, S. Aureule2
1ESCP EUROPE, France; 2UNIVERSITY OF SAINT ETIENNE; chevaliereescp@gmail.com

Evaluation of the Performance and Implications of Multinationals: a Framework of Issues
R. Pearce
University of Reading;

How do institutions matter in international business: The review of theoretical contradictions
P. Jasovska
University of Technology, Sydney, Australia; pavлина.jasovska@student.uts.edu.au

Family firms and the choice between WOS and JV: a Transaction Cost Economics approach
M. C. Sestu, A. Majocchi
University of Pavia, Italy; mariacristina.sestu@unipv.it
C2.3.5: Consumer behaviour and corporate reputation
Track: International Marketing
Session chair: Minnie Kontkanen
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Understanding the mediating effects of the relationship between Consumer’s Need-For-Touch and Online Purchase Propensity: a comparison study between China and Portugal
S. C. e Silva¹, P. Duarte, J. Silva¹
¹ Universidade Católica Portuguesa - Porto; ² Universidade da Beira Interior; ssilva@porto.ucp.pt

IDENTIFICATION OF BARRIERS TO CO-CREATE ON-LINE: THE PERSPECTIVES OF CUSTOMERS AND COMPANIES
M. Chepurna, J. Rialp Criado
Universitat Autònoma de Barcelona, Spain; marvna.chepurna@uab.cat

Resilience in global supply chains: An inter-organizational and cultural perspective
J. J. You
Durham University, United Kingdom; jing.you@durham.ac.uk

Diverse Roles of Corporate Reputation Dimensions for MNCs: An Analysis across Nations
J. Hirschmann, N. Batton, B. Swoboda
Trier University, Germany; b.swoboda@uni-trier.de

C2.3.6: MNE subsidiary strategy and performance
Track: MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks
Session chair: Rian Drogendijk
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

How does a foreign unit’s differentiation strategy fit the competition context?
A. Pehrsson
Linnaeus University, Sweden; Anders.Pehrsson@lnu.se

Drivers and performance consequences of the division of strategic sales activities between HQ and subsidiaries in FMCG MNEs: a study of Foreign subsidiaries in Germany
H. A. Reichstein, M. Yamin¹, A. Giroud¹
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MNE Structure, Expatriation Strategies, and MNE Performance: A portfolio approach
J. Lee
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The effect of foreign-to-local ownership change on firm performance
A. Mohr¹, P. Konara², P. Ganotakis³
¹WI Vienna, University of Economics and Business, Vienna, Austria; ²University of Plymouth, United Kingdom; ³University of Leeds, United Kingdom; palitha.konara@plymouth.ac.uk

C2.3.7: Novel ways of teaching and doing research in IB
Track: Novel ways of teaching and doing research
Session chair: Jens Gammelgaard
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Brazilian Secret Hair
L. R. Felicia, R. Cotta de Mello, C. Secches Kogut
UFRJ, Brazil; csecches@gmail.com

On-line formative assessment, electronic devices, and students’ performance
F. Di Med¹, C.-P. Marti-Ballester²
¹ Universidad de Alcalá, Spain; ² Universitat Autònoma de Barcelona, Spain; carmelpilar.marti@gmail.com

A Praxiological Approach to International Business Research
J. D. Branch
Ross School of Business, University of Michigan, United States of America; jdbranch@umich.edu

I2.3.1: Drivers of performance in emerging markets
Track: Emerging Markets
Session chair: Vincent Montenero
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Focus if You Are Strong? A Critical Note On the Performance Effects of Firm Resources and Multinationality in new MNEs
K. Bartoiewski¹, P. Trapczyński¹
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Corporate renewal and performance outcome: evidence from emerging market located MNEs
L. H. Nguyen, J. Larimo
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Political strategy in Brazil: evidence of strategic positioning in political markets
A. G. Lourengo Toledo
UNINOVE/FATEC MOGI DAS CRUZES, Brazil; anagraziele@yahoo.com.br
I2.3.2: Culture, diversity and the role of managers
Track: International HRM and Cross Cultural Issues
Session chair: Carmen Paz-Aparicio
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Cultural Intelligence — A Research Landscape
I. Alon1, E. Lankut1, N. F. Richter1, N. Yari2
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Fresh eyes on cultural distance in cross border mergers and acquisitions
M. Durand1, M. Sondergaard2
1 ESC Troyes, France; Aarhus University; 2 Aarhus University; muriel.durand@get-mail.fr

Go abroad or remain small: do foreign studying and working experiences impact the international vocation of entrepreneurs?
S. Elia, L. Grilli
Politecnico di Milano, Italy; luca.grilli@polimi.it

The pool of human resource and the localization of foreign subsidiaries
N. Ando
Hosei University, Japan; nando@hosei.ac.jp

Middle Managers' Role Enactment in Top-Driven Change: An Exploratory Investigation in a Multinational Firm
C. Oral
International University of Bad Honnef, Campus Berlin; c.oral@iubh.de

I2.3.3: Psychic and culture distance
Track: International Marketing
Session chair: Richard Owusu
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Understanding the formation of psychic distance perceptions: Are country-level or individual-level factors more important?
B. Ambos1, U. Leicht-Deobald1, A. Leinemann1, L. Håkanson2
1 University of St. Gallen, Switzerland; 2 Copenhagen Business School, Denmark; lh.int@CBS.dk

The effect of psychic distance on established international buyer-supplier relationships
S. Tierean1, G. Berens1, C. van Rie2
1 Abertay University, United Kingdom; 2 Erasmus University Rotterdam, The Netherlands; s.tierean@qub.ac.uk

Does entrepreneurial orientation moderates psychic distance — export performance relationship?
J. Sклиluckienė, B. Seinauskiėnė
KTU Kaunas university of technology, Lithuania; beata.seinauskiene@ktu.lt

New perspectives on sellers' intercultural communication competence in B2B sales
J. P. Koponen, S. Jäkkinen
University of Eastern Finland, Finland; jonna paulina.koponen@uef.fi

THE INFLUENCE OF COUNTRY IMAGE AND ACQUIRER'S CORPORATE REPUTATION IN CROSS-BORDER ACQUISITIONS: A CONSUMER PERSPECTIVE
M. Matarazzo1, G. Lanzilli2, R. Resciruti2
1 Marconi University, Italy; 2 University of Sannio, Italy; m.matarazzo@unimarconi.it

Cultural influences on power-based behaviors in global supply chain relationships: A multi-level theorization
I. Golgeci1, W. A Murphya, D. A Johnston3
1 University of East Anglia, United Kingdom; 2 Edwards School of Business, University of Saskatchewan; 3 Schulich School of Business, York University; iogolgeci@gmail.com

I2.3.4: Internationalisation incentives, resources and institutional barriers
Track: MNEs, Institutions and Policy
Session chair: Desalegn Abraha Gebrekidan
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

IMPORANCE OF OUTWARD INTERNATIONALISATION INCENTIVES, RESOURCES, CAPABILITIES AND RISK
M. Torres, J. Clegg
University of Leeds, UK; busmto@leeds.ac.uk
THE RELATIONSHIP BETWEEN ELECTORAL UNCERTAINTY AND CROSS-COUNTRY MARKET ENTRY DECISIONS
M. Fraissler1, S. Dorobantu2, J. Müllner3, J. Puck
Vienna University of Economics and Business, Austria; 2Leonard N. Stern School of Business; m0653741@wu.ac.at

Corruption, Political Discretion and Entrepreneurship
I. Alon4, A. Jimenez
KEDGE Business School, France; University of Agder; alfredo.jimenez@kedgebs.com

INSTITUTIONAL DISTANCE AND PERFORMANCE OF FOREIGN SUBSIDIARIES
J. F. Petry4, M. Amal1, D. E. Florian1
1Regional University of Blumenau - FURB, Brazil; 2Federal University of Amazonas, Brazil; 3University of Vale do Itajai (UNIVALI)—Brazil; mohamedamal.amal@gmail.com

How political instability destroys historical ties
C. Witte, M. Burger, E. Pennings
Erasmus University Rotterdam, Netherlands, The; witte@ese.eur.nl

I2.3.5: International entrepreneurial growth of SMEs
Track: SMEs and International Entrepreneurship
Session chair: Pavlos Dimitratos
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Implications of entrepreneurial and international growth orientation for internationalization of family-controlled SMEs
L. Torkkeli, M. Uzhgova, O. Kuivalainen, S. Saarenketo, K. Puimalainen
Lappeenranta University of Technology, Finland; lasse.torkkeli@lut.fi

A global mindset — still a prerequisite for SME internationalization?
L. Torkkeli1, N. Numme2, S. Saarenketo
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The evolution of internationalization strategy in incrementally and rapidly internationalizing SMEs, a comparative process-based approach
J. M. Pellegrino1, R. B. McNaughton2
1Ara Institute of Canterbury, New Zealand; 2University of Auckland, New Zealand; juan.pellegrino@ara.ac.nz

The role of entrepreneurial opportunities in the business model change of internationalizing companies: A case comparison of SME’s from different cultural context
L. Ermolaeva1, T. Rissanen2
11St. Petersburg State University, Russian Federation; 2Lappeenranta University of Technology; la.ermolaeva@gcom.pu.ru

The strategies and features of Small and Medium sized Enterprises internationalization--through case studies of Japanese SME apparel and accessory industries
F. Iwasaki1, Y. Ueki2
1Economic Research Institute for ASEAN and East Asia, Indonesia; Economic Research Institute for ASEAN and East Asia, Indonesia; fusanori.iwasaki@eria.orq

Will internationalization save or kill SMEs? A longitudinal investigation and conceptualization of SME survival
P. Kähärä1, E. Rose2, V. Soini, E. Westney
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Factors influencing foreign market knowledge acquisition and internationalization: a case study
T. Vissak1, B. Francioni2
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P2.3.1: Meet the editors I
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Editors:
Ilan Alon, University of Agder,
European Journal of International Management
International Journal of Emerging Markets
Elana Beleska, University of Reading
Multinational Business Review
Pervez Ghauri, University of Birmingham
International Business Review
Sarianna Lundan, University of Bremen
Journal of International Business Policies
Alain Verbeke, University of Calgary
Journal of International Business Studies

P2.3.2: Studying internationalization as a process: what more do we see?
Track: SMEs and International Entrepreneurship
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Studying Internationalization as a Process: What More do We See?
Chairs:
Igor Kalinic, University of Leeds
Catherine Welch, University of Sydney Business School
Panellists:
P2.3.3: Gender diversity and inclusion at EIBA
Track: International HRM and Cross Cultural Issues
Time: Friday, 15/Dec/2017: 1:30pm - 3:00pm

Gender diversity and inclusion at EIBA
Chair:
Grazia Santangelo, University of Catania
Panellists:
Philippe Gugler, University of Fribourg
Randi Lunnan, BI Norwegian Business School
Dana Minbaeva, Copenhagen Business School
Rajneesh Narula, Henley Business School
Lena Zander, Uppsala University
Discussants: Jean-François Hennart, Tilburg University, Politecnico di Milano
Sarianna Lundan, University of Bremen
Elizabeth Maitland, University of New South Wales

C2.4.1: Knowledge management and innovation in emerging-market multinationals
Track: Knowledge Management and Innovation
Session chair: Linda Rademaker
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

Reverse knowledge transfer in emerging-market multinationals: the role of headquarters and political embeddedness
C. Su, U. Holm, O. Martin Martin
Uppsala University, Sweden; *the Public University of Navarre, Spain; conq.su@fek.uu.se

SEQUENTIAL PATTERNS OF ACQUISITION AND COOPERATION: HOW DO THEY MATTER FOR INNOVATION IN CHINA?
X. Fu, Z. Sun, J. Li, H. Chesbrough
Technology and Management Centre for Development, Department of International Development, University of Oxford, 3 Mansfield Road, Oxford, OXI 3TB, UK; 2College of Business Administration, Capital University of Economics and Business, Beijing, 100070, China; 3Research Centre for Technological Innovation & School of Economics and Management, Tsinghua University, Beijing, 100084, China; shaomenq.li@qeh.ox.ac.uk

C2.4.2: Language, meaning and rhetoric
Track: MNEs and Sustainable Development
Session chair: Elisa Giuliani
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

Social value creation by multinational enterprises: The next "big question" for international business research?
A. Rygh
Alliance Manchester Business School, United Kingdom; asmund.rygh@manchester.ac.uk

Codes of ethics within multinational corporations — review of an emerging qualitative field of research
A. K. J. Gosovic
Copenhagen Business School, Denmark; skgo.msc@ebs.dk

Shades of liability of foreignness: Towards a stigma-based view
T. A.-M. Ritvala, R. Piekkari, N. Granqvist, H. Franck
Aalto University School of Business, Finland; tiina.ritvala@aalto.fi

Decoupling in CSR reports: A linguistic content analysis of the Volkswagen dieselgate scandal
D. Holtbrügge, M. Conrad
Friedrich-Alexander-University Erlangen-Nürnberg, Germany, Germany; marcus.conrad@fau.de

C2.4.3: Upgrading processes of Emerging Market Firms
Track: Emerging Markets
Session chair: Grazia Santangelo
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

When do emerging market multinationals upgrade their domestic asset base? Overcoming recombination barriers to growth
G. Hendriks, A. Slangen
RSM Erasmus University, Netherlands; hendriks@rsm.nl

Chinese firms’ catch-up strategy: The influence of top management team functional diversity on choice of FDI portfolios
Y. Li, L. cup, L. Zhou
The University of Sydney, Australia; 2The Australian National University, Australia; 3Century Securities CO., LTD., China; yli2@sydney.edu.au
Value Creation in Various Contexts
S. T. Marinova1, M. A. Marinov2
Aalborg University, Denmark; 2Aalborg University, Denmark; marinov@id.aau.dk

C2.4.4: SME internationalization
Track: SMEs and International Entrepreneurship
Session chair: Tamar Almor
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

Overcoming liability of outsidership - an exploratory study on Australian service SMEs into an emerging market
E. Ch'ng
University Of Sydney Business School, Australia; schn4463@uni.sydney.edu.au

BIFURCATION BIAS AND INTERNATIONALIZATION: IS FOREIGN WORK EXPERIENCE THE ANSWER? INSIGHTS FROM EUROPEAN FAMILY SMEs
A. Majocchi1, A. D’Ange102, E. Forlani3, T. Buck4
University of Pavia, Italy; 21Università Cattolica del Sacro Cuore. Milano; 3Università di Bologna; 4University of Glasgow; antonio.maiocchi@unipv.it

M. Presutti1, A. D’angelo2
1University of Bologna, Italy; 2University of Cattolica, Milano, Italy; manuela.presutti@unibo.it

C2.4.5: Globalising the value chain
Track: MNE Organization and Strategy
Session chair: Ronaldo Parente
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

Inbound foreign direct investment in mature economies: Lessons from Japan
R. Magnier-Watanabe1, J.-P. Lemaire2
1University of Tsukuba, Japan; 2ESCP Europe, Paris; magnier-watanabe.gt@u.tsukuba.ac.jp

Offshoring and the Geography of Jobs in Great Britain
L. Gagliardi1, S. Lammarino2, A. Rodriguez-Pose3
1University of Geneva & London School of Economics; London School of Economics; 2London School of Economics; 3London School of Economics; s.lammarino@lse.ac.uk

Shareholder Valuation of Value Chain Activities across Home and Foreign Markets
H. Berry1, R. Donnelly2
1George Washington University; 2Bentley University; rdonnelly@bentlev.edu

R&D endowments at home driving R&D internationalisation: Evidence from the Italian business R&D survey
C. Cozza1, C. Franco2, G. Perani3
1Area Science Park, Italy; 2University of Pisa, Italy; 3Eurostat, Luxembourg; chiara.franco@unipi.it

I2.4.1: Alternative paths of internationalization
Track: SMEs and International Entrepreneurship
Session chair: Elizabeth Rose
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

FOSTERING DISPERSED ENTREPRENEURSHIP: CHALLENGES AND ENABLERS DURING INTERNATIONAL EXPANSION
E. Tippmann1, S. Monaghan2, R. Reuber3
1University College Dublin, Ireland; 2Rutgers Business School, USA; 3Rotman School of Management - University of Toronto, Canada; esther.tippmann@ucd.ie

THE INTERNATIONALIZATION OF INTERNATIONAL FOR PROFIT SOCIAL ENTERPRISES
I. Kalinic2, A. Koveshnikov1
1Aalto University School of Business, Finland; 2Leeds University Business School, UK; alexei.koveshnikov@aalto.fi

International Networking and post-entry decisions of Family Managed versus Family Owned Firms
K. Kampouri1, E. Plakoyiannaki2
1Aristotle University of Thessaloniki, Greece; 2Leeds University Business School; kat.kampouri@hotmail.com

Marketing Activity of International New Ventures - Empirical Application of the EMICO Framework
L. Danik, I. Kowalik
Warsaw School of Economics, Poland; izal 23@sgh.waw.pl

Twenty-five years of the International Business Review: A bibliometric overview
C. Cancino1, J. M. Meriqo1, A. Rialp2, D. Urbano2
1University of Chile, Chile; 2Universitat Autonoma de Barcelona, Spain; imeriqo@fen.uchile.cl

I2.4.2: Subsidiary roles and offshoring
Track: MNE Organization and Strategy
Session chair: Ulf Andersson
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

When to offshore and when to backshore. Does country of origin influence firm’s manufacturing location decision?
D. Lica1, E. Di Maria2
1University of Padova, Italy; 2denada.lica@phd.unipd.it

Perception Gaps in the Headquarters-Subsidiary Relationship — Are Divergences in Fairness Perceptions Culture-Bound?
N. Zobel
University of St. Gallen, Switzerland; nina.zobel@unisg.ch
I2.4.3: Institutions promoting investment and innovation at the industry level

Track: MNEs, Institutions and Policy
Session chair: Jonas Puck
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

Industry Level Institutional Complexity and Multinational Enterprise
A. Karhu, M. Elo, M. Ketolainen
Turku School of Economics at University of Turku, Finland; anna.karhu@utu.fi

REVIVING THE INDIVIDUAL IN INTERNATIONAL ENTREPRENEURSHIP RESEARCH: USING A NARRATIVE LENS IN STUDYING THE INTERNATIONAL ENTREPRENEURIAL IDENTITY
S. M. M. Korhonen
Jyväskylä University, Finland; satu.m.m.korhonen@jyu.fi

DIASPORA ENTREPRENEURSHIP: THE ROLE OF SOCIAL NETWORKING
M. J. Benozir1, M. S. Sandhu2, F. U. Ahmed3, W. C. Au4
1 Monash University Malaysia; 2 Monash University Malaysia; 3 Monash University Malaysia; 4 Monash University Malaysia; ahmedfu@tcd.ie

How Do Entrepreneurs Organize Early Internationalizing Firms to Exploit International Opportunities under the Conditions of Genuine Uncertainty?
H. Kano
Waseda University, Japan; hkan01128@fuii.waseda.jp

I2.4.4: Entrepreneurs, networks and international growth

Track: SMEs and International Entrepreneurship
Session chair: Rico Baldegger
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

INTERNATIONAL ENTREPRENEURSHIP INTENTIONS EXPLAINED THROUGH COGNITIVE APPROACHES: AN EXPLORATORY STUDY AMONG UNIVERSITY STUDENTS
B. Vlacic1, M. Gonzalez-Loureiro1,2, V. Braga2,3
1 University of Vigo, Spain; 2 CIICESI-Polytechnic Institute of Porto, Portugal; 3 ESTIGF-Polytechnic Institute of Porto, Portugal; bvlastic@alumnos.uvigo.es

Network-oriented behaviours in rapid internationalization: performance implications
M. Raatikainen1, M. Gabriellsson1, P. Gabriellsson1, T. Laukkanen1
1 University of Eastern Finland; markus.raatikainen@uef.fi

THE LEVEL OF EXPORTS OF NEW VENTURES AND ENTREPRENEURS' GROWTH ASPIRATIONS: THE MODERATING ROLE OF INDIVIDUAL HUMAN CAPITAL
J. I. Capelleras1, J. Rialp1, V. Martin-Sanchez2, W. Shleha
1 Universitat Autonoma de Barcelona, Spain; 2 School of Management and Business, King's College London; dr.w.shleha@gmail.com

I2.4.5: Integration and collaboration of Emerging Market Firms

Track: Emerging Markets
Session chair: Jeremy Clegg
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

M. Landoni
Università Cattolica del Sacro Cuore, Italy; matteo.landoni@unicatt.it

PROMOTING INTERNATIONAL SCIENTIFIC RESEARCH COLLABORATION: THE ROLE OF RESEARCH MANAGEMENT COMPANIES
V. C. Simões, I. Matias
ISEG, University of Lisboa, Portugal; vcs@iseg.ulisboa.pt

Institutions, Distant Search and Innovation Performance
M. Aliyev, C. McDonald
University of Leeds, United Kingdom; m.aliyev@leeds.ac.uk

Does Host Market Regulation Induce Cross Border Environmental Innovation?
A. Zanfei, G. Marin
University of Urbino, Italy; antonello.zanfei@univurb.it

Entrepreneurial firms and international performance: moderating roles of networking and government support
P. Dimitratos, M. J. Benozir
University of Vaasa, Finland; pavlos.dimitratos@glagow.ac.uk

How Do Entrepreneurs Organize Early Internationalizing Firms to Exploit International Opportunities under the Conditions of Genuine Uncertainty?
H. Kano
Waseda University, Japan; hkan01128@fuii.waseda.jp

INTERNATIONAL ENTREPRENEURSHIP INTENTIONS EXPLAINED THROUGH COGNITIVE APPROACHES: AN EXPLORATORY STUDY AMONG UNIVERSITY STUDENTS
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J. I. Capelleras, J. Rialp, V. Martin-Sanchez, W. Shleha
1 Universitat Autonoma de Barcelona, Spain; 2 School of Management and Business, King's College London; dr.w.shleha@gmail.com
Inside and outside a domestic acquisition and a cross-border acquisition: Subordinate—leader trust in multicultural emerging economies  
D. Kwok  
1 AE Aix-Marseille Université, France; dianakwok@free.fr

Chinese local state owned enterprise post-acquisition knowledge integration from foreign markets: An explorative case study  
H. Wang, C. Williams, D. Sutherland  
Durham University, United Kingdom; chris.williams@durham.ac.uk

Building Trust in a Guarantee Fund in a Challenging Institutional Environment  
L. Q. Lanz1, P. A. Tomei2  
1 BNDES - Brazil, Columbia University - NY; 2Pontificia Universidade Catolica do Rio de Janeiro - PUC-Rio; lqlanz@hotmail.com

Motivations of Chinese firms in developed economies: the case of Australia  
W. Li, H. Hendrichske  
Sydney University Business School, Australia; li.weil@svdnev.edu.au

Chinese acquisitions in the UK: A multiple case-study approach  
J. Vukicevic  
Nottingham Trent University, United Kingdom; jelena.vukicevic@ntu.ac.uk

I2.4.6: Determinants of performances  
Track: MNE Organization and Strategy  
Session chair: Lars Håkanson  
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

The Relationship between Multinationality and Performance: A Critical Literature Review and Directions for Future Research  
A. Schmuck, K. Lagerström, J. Sallis  
Uppsala University, Sweden; alice.schmuck@fek.uu.se

Internationalization, regionalization, and economies of scale: a new approach to disentangle the multinationality-performance puzzle  
S. Eckert, M. Dittrfeld, F. H. Zellner  
TU Dresden, Germany; franziska.zellner@tu-dresden.de

Types of strategic orientations and international performance: direct effects and institutional moderations  
T. Pehrsson  
Gothenburg University, Sweden; tobias.pehrsson@live.se

ANTECEDENT FACTORS OF TRUST DEVELOPMENT AND THE IMPACT OF FOREIGN PARTNER’S TRUST ON ISA PERFORMANCE: A THEORETICAL PERSPECTIVE  
N. Sklavounos, K. Rotsios, Y. Hajidimitriou  
University of Macedonia, Greece; sklavou@uom.edu.qr

UNDERSTANDING THE MOTIVATION TO AVOID CORPORATION TAX: A QUALITATIVE APPROACH.  
M. Cooper, Q. T. Nguyen  
Henley Business School, United Kingdom; maggiecooper@vahoo.co.uk

I2.4.7: Internationalisation and cross-border issues  
Track: MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks  
Session chair: Randi Lunnan  
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm

THE POWER OF PROXIMITY AT A DISTANCE: THE ROLE OF INTERLOCKING DIRECTORATES IN REDUCING THE LIABILITY OF OUTSIDERSHIP  
M. Zdziarski1, E. M. Heemskerk2, J. García-Bernard3, F. De Beule4, A. Jakle5, S. Elia6, F. Takes7  
1 University of Warsaw, Poland; 2University of Amsterdam, The Netherlands; 3KU Leuven, Belgium; 4University of Ljubljana, Slovenia; 5Politecnico di Milano, Italy; m.zdziarski@uw.edu.pl

Dead or alive? The future of target firms after cross-border acquisitions  
D. Cerrato, I. Galavotti  
Università Cattolica del Sacro Cuore, Italy; ilaria.galavotti@unicatt.it

In or Out: How Insourcing Foreign Input Production Affects Domestic Production  
S. Arvanitis1, T. Bolli2, T. Stucki1  
1 University of Jyväskylä, Finland; 2ETH Zurich; tobias.m.stucki@iyu.fi

Entry mode choices of Japanese automobile component suppliers in North America  
T. Jiang1, S. Ishii1, J.-F. Hennart2  
1 Osaka City University, Japan; 2Tilburg University, The Netherlands; jianjingjing0320@gmail.com

Role Stress and Divestments of International Joint Ventures: Determinant factors and the mediating role of strategic importance of the units  
L. H. Nguyen, J. Larimo  
University of Vaasa, Finland; nhl@uva.fi

P2.4.1: Innovative steps and strategies for ensuring high quality reviews and managing the journals with speed and efficiency in the Information Age  
Track: Novel ways of teaching and doing research  
Time: Friday, 15/Dec/2017: 3:15pm - 4:45pm
Innovative Steps and Strategies for Ensuring High Quality Reviews and Managing the Journals with Speed and Efficiency in the Information Age —
Chair: Justin Paul, University of Puerto Rico
Panelists: Jonathan Doh, Villanova University Rosalie Tung, Simon Fraser University Ilan Alon, University of Agder Desislava Dikova, Vienna University of Economics and Business

### P2.4.2: Micro-funding the MNEs strategic choices in IB and management research

**Track:** MNE Organization and Strategy

**Time:** Friday, 15/Dec/2017: 3:15pm - 4:45pm

| Chairs | Politecnico di Milano School of Management
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<td>Stefano Elia</td>
<td>Cristina Rossi-Lamastra</td>
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**Panelists:**
- Igor Filatotchev, Cass Business School
- Peder Greve, University of Reading
- Pamela Sharkey Scott, Maynooth University School of Business
- Dana Minbaeva, Copenhagen Business School

### P2.4.3: Key success factors of SME internationalization: a cross-country perspective

**Track:** SMEs and International Entrepreneurship

**Time:** Friday, 15/Dec/2017: 3:15pm - 4:45pm

**Key success factors of SME internationalisation: A cross-country perspective**
Chair:
Noémie Dominguez, Lyon University
Ulrike Mayrhofer, Lyon University
Panellists:
- Susan Freeman, University of South Australia
- Pervez N. Ghaoui, Birmingham Business School, University of Birmingham
- Birgit Hagen, University of Pavia
- Olli Kuivalainen, The University of Manchester
- Stefano Schmid, ESCP Europe, Berlin Campus
- Maria Cristina Sestu, Università di Pavia
- Cristina Villar, University of Valencia

### C2.5.1: Extensions of international entrepreneurship

**Track:** SMEs and International Entrepreneurship

**Session chair:** Antonio Majocchi

**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

**Strategy and structure of modern Trade Promotion Agencies**
J. Schembri, P. Dimitratos, M. Fletcher
Adam Smith Business School, University of Glasgow; joeschembrimalta@gmail.com

**Intra-industry competition and power in the beer industry: How small players delegitimise large multinationals**
P. Jasovska, H. Rammal, C. Rhodes, D. Logue
University of Technology, Sydney, Australia; pavlina.jasovska@student.uts.edu.au

**Maturing born globals and their acquisition behavior**
S. Oyna1, T. Almor2, B. Elang03, S. Y. Tarba4
1 College of Management, Israel; 2Agder University, Norway; 3Illinois State University; 4IiL of Birmingham; talmor@colman.ac.il

### C2.5.2: Corporate responsibility and irresponsibility

**Track:** MNEs and Sustainable Development

**Session chair:** Asmund Rygh

**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

**Mountains of Molehills? An Empirical Investigation of the Relationship between Corporate Irresponsibility and Reputation Penalties**
G. Nardella1, S. Brammer2
1 University of Reading, United Kingdom; 2Macquarie University, Australia; q.nardella@reading.ac.uk

**WHEN DOING WELL MEANS DOING HARM: UNDERSTANDING THE PERFORMANCE - CSR LINK IN EMERGING COUNTRY FIRMS**
F. Nieri1, E. Giuliani1, A. Vezzulli23
1 University of Pisa, Italy; 2University of Insubria, Italy; 3ICRIOS, Bocconi University, Italy; federica.nieri@for.unipi.it

**Toward a strategic management perspective on local content in African extractives**
M. W. Hansen
CBS, Denmark; mwh.msc@cbs.dk

**Internationalization and Corporate Social Performance: The Impact of Subsidiary activities**
p. williamson1, p. symeou2, s. zyglidopoulos3
1 University of Cambridge; 2Cyprus University of Technology; 3University of Glasgow; szvqlidopoulos@gmail.com
### C2.5.3: The new geography of GVCs
**Track: International Business and Economic Geography**
**Session chair:** Katiuscia Loverato
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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| Bringing it all back home? Backshoring of manufacturing activities and the diffusion of Industry 4.0 | B. Dachs\(^1\), S. Kinkel\(^2\), A. Jäger\(^3\) 
\(^1\) AIT Austrian Institute of Technology, Austria; \(^2\) University of Applied Sciences Karlsruhe, Germany; \(^3\) Fraunhofer-Institute for Systems and Innovation Innovation Research IS, Karlsruhe, Germany; bernhard.dachs@ait.ac.at |
| Global Value Chains and Local Sourcing: An empirical analysis on Sub-Saharan Africa and Vietnam | R. Rabellotti\(^1\), V. Amendolagine\(^1\), A. Presbitero\(^2\), M. Sanfilippo\(^4\) 
\(^1\) Università di Pavia, Italy & Aalborg University, Denmark; \(^2\) Università di Pavia, Italy; \(^3\) International Monetary Fund; \(^4\) Università di Bari; roberta.rabellotti@unipv.it |
| NEW FRONTIERS FOR COMPETITIVENESS AND INNOVATION IN CLUSTERS AND VALUE-CHAISOE RESEARCH | E. Di Maria\(^1\), V. De Marchi\(^2\), G. Gereffi\(^3\) 
\(^1\) University of Padova, Italy; \(^2\) Duke University, USA; eleonora.dimaria@unipd.it |

### C2.5.4: Social and political aspects of subsidiary role and strategy
**Track:** MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks
**Session chair:** Marlena Dzikowska
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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| Towards a more heterogeneous steering of foreign subsidiaries in | H. Proff 
University of Duisburg Essen, Germany; beike.proff@uni-due.de |
| Playing by the corporate rules: Social and political aspects of subsidiary influence. | K. Conroy\(^1\), D. Collings\(^2\), J. Clancy\(^3\) 
\(^1\) Queen’s University Belfast; \(^2\) Dublin City University; \(^3\) National university of ireland galway; k.conroy@qub.ac.uk |
| How do MNC’s intermediate units control foreign activities? Double embeddedness and control mechanisms | A. Das\(^1\), P. Pedersen\(^2\), J. Piia\(^3\), Barber\(^4\) 
\(^1\) University of Valencia, Spain; \(^2\) Bocconi University, Italy; \(^3\) University of Valencia, Spain; angelas.dasi@uv.es |
| The Darker Side of Social Integration: A Discussion of Bargaining Costs and Knowledge Transfer | R. Lunnan, S. Tomassen, G. R. Benito 
Bl Norwegian Business School, Norway; sverre.tomassen@ibi.no |

### C2.5.5: Institutions and operation mode
**Track:** MNE Organization and Strategy
**Session chair:** Jens Gammelgaard
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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| An Institution-Based View of Information Accuracy: Solving the Alliance vs. Acquisition Puzzle Abroad | M. J. Mueller\(^1\), G. Hendriks\(^2\), A. H. L. Slangen\(^1\) 
\(^1\) Rotterdam School of Management, Erasmus University; \(^2\) KU Leuven; mueller@rsm.nl |
| Interorganizational Diversity, Institutional Risk, and the Formation of Multipartner Syndicates | S. Dorobantu\(^1\), T. Lindner\(^2\), J. Müllner 
\(^1\) Vienna University of Economics and Business, Austria; \(^2\) New York University, Stern School of Business; jakob.muellner@wu.ac.at |
| When National institutions matter: new insights on divisional and regional HQ relocations | A. Valentino\(^1\), B. Koch\(^2\) 
\(^1\) Università Luius Guido Carli, Italy; \(^2\) LMU, Germany; valentinoa@lulius.it |

### C2.5.6: Global teams and leaders
**Track:** International HRM and Cross Cultural Issues
**Session chair:** Naoki Ando
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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\(^1\) University of Groningen, Netherlands, The; \(^2\) Aarhus University, Denmark; rian.drogendijk@rug.nl |
| A Multinational Investigation of the Extended Full Range of Leadership Model | U. Poethke, J. Rowold 
TU Dortmund University, Germany; ute.poethke@tu-dortmund.de |
| Role of leaders as agents of negotiations for counterbalancing cultural dissonance in MENA | H. Kabasakal\(^1\), A. Dastmalchlor\(^2\), G. Karacay\(^3\), S. Bayraktar\(^4\) 
\(^1\) Bogaziçi University, Department of Management; \(^2\) Simon Fraser University, Beedie School of Business; \(^3\) Istanbul Technical University, Faculty of Management; \(^4\) Ozyegin University, Faculty of Business; secil.bayraktar@ozyegin.edu.tr |
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University of Agder, Norway;  
**2**Politecnico di Milano, Italy;  
**3**Id Dominion University, United States of America;  
**sli@odu.edu** |

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University of Alicante, Spain;  
diego.quer@ua.es |

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University of Alicante, Spain;  
laru.rienda@ua.es |

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Heinrich Heine University Duesseldorf, Germany;  
michael.bembom@hhu.de |

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ISEG, University of Lisboa, Portugal;  
ycs@iseg.ulisboa.pt |

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| **P. Ryan**, N. **Evers**, S. **andersson**, a. **smith**  
**TCD;**  
**National University of Ireland, Galway, NIUIG;**  
**Halmstad University;**  
**natasha.evers@nuigalway.ie** |

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<tr>
<th>CAPABILITY TRIAD IN INTERNATIONAL ENTREPRENEURSHIP: THE ROLE OF DUAL NETWORK AND OPPORTUNITY RECOGNITION CAPABILITY</th>
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*Lappeenranta University of Technology, Finland;  
**University of Canterbury, New Zealand;**  
University of Manchester, UK;  
anisur.faroque@lut.fi |

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<tr>
<th>I2.5.1: New technologies and internationalization</th>
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| **Track:** Internationalisation in the Information Age  
**Session chair:** Davide Castellani  
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm |

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<tr>
<th>Can advanced services spur the international business of machine tool builders?</th>
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| **B. Kamp**  
Orkestra-Basque Institute of Competitiveness, Spain;  
bart.kamp@orkestra.deusto.es |

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<tr>
<th>Emerging technologies and internationalization: Insights from Italian companies approaching Industry 4.0</th>
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| **R. Romanello, M. Chiarvesio**  
University of Udine, Italy;  
rubina.romanello@gmail.com |

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<th>DO FIRMS INNOVATE ABROAD? - The Case of Swedish R&amp;D in India</th>
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| **R. Jeremiah**  
Stockholm School of Economics, Sweden;  
rupin.jeremiah@phdstudent.hhs.se |

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<th>Internationalization of Science Parks: Brazilian Innovation Environments Experiences</th>
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| **J. Tomelín**, A. **Zeo**, M. **Amal**, P. **Arrabito**  
**UNIVERSITY OF BLUMENAU, Brazil;**  
**FEDERAL UNIVERSITY OF RIO GRANDE DO SUL, Brazil;**  
jurema.tomelin@gmail.com |

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<th>SUSTAINABILITY DRIVEN BY BUSINESS MODEL INNOVATION IN EUROPEAN BANKS</th>
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| **E. Aracil**, F. J. **Forcade**  
**1 Universidad Francisco de Vitoria;  
2 Universidad Rey Juan Carlos;**  
ellisa.aracil@gmail.com |

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<th>I2.5.2: Strategic alliances</th>
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</table>
| **Track:** Knowledge Management and Innovation  
**Session chair:** Timothy Michael Devinney  
**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm |
International Strategic Alliances and Host Country Partner Diversification Decisions: A Knowledge-Based Approach
F. Alfehaid, C. Williams
Durham University, United Kingdom; chris.williams@durham.ac.uk

Strategic Alliances: Identifying Recent Emerging Sub-Fields of Research
F. Belussi1, L. orsi, a. gantzari2
Padua University, Italy; 1Milan University, Italy; 1Milan University, Italy; florenza.belussi@unipd.it

How Can Chinese Firms Become Radical Innovators: The Role of International Collaboration
X. Fu1, H. Lin2, H. Xiong3
Dept. of International Development, Oxford University, Oxford, UK; 1Dept. of Technology Cooperation, Huawei Technologies Co., LTD, Shenzhen, CHINA; Dept. of Innovation Research, Development Research Centre of State Council, Beijing, CHINA; Xiaolan.fu@ebh.os.ac.uk

External and internal networking and innovation performance of foreign subsidiaries in Colombian manufacturing sectors
I. Alvarez1, N. Albis2
1INSTITUTO COMPLUTENSE DE ESTUDIOS INTERNACIONALES; 2INSTITUTO COMPLUTENSE DE ESTUDIOS INTERNACIONALES, Observatorio Colombiano de Ciencia y Tecnología (OCyT); malvare@ucm.es

Rent seeking behavior in strategic alliances: Examining the role of knowledge transfer as informal control mechanism in High Technology Alliances of ST-Ericsson and ST-Nokia
D. K. M. Bhatti1, D. S. Khalid2
1University of Management and Technology Pakistan; 2University of Sharjah United Arab Emirates; cnes.dir@umt.edu.pk

I2.5.3: The local context in IB
Track: International Business and Economic Geography
Session chair: Simona Iammarino
Time: Friday, 15/Dec/2017: 5:15pm - 6:45pm

Foreignness in the International Business Literature: A Systematic Review
Y. H. An, S. Zagelmeyer, A. Rygh
University of Manchester, United Kingdom; stefan.zagelmeyer@manchester.ac.uk

Managing Natural Disaster Risk at the Subnational Level in China
C. H. Oh2, J. Oetze3
1Simon Fraser University, Canada; 2American University, DC; coh@sfu.ca

Global or Local Value Chains? Evidence from Japanese Manufacturing Investments in China
M. I. Zhang
University College Dublin, Ireland; megan.zhang@ucd.ie

Connecting Local and Global Technological Knowledge Sourcing
S. Zaman, J. Cantwell
Rutgers University, United States of America; salma.zaman@rutgers.edu

Multinationals' Strategies and Trade: the roles of International and National Development(s)
R. Pearce
University of Reading;

The country-of-origin clustering net effect on MNEs: Evidence from China
B. Urzelai1, F. Puig2
1University of the West of England, United Kingdom; 2Universidad Valencia, Spain; Berribe2.Urzela2@uwe.ac.uk

I2.5.4: Contemporary topics in IHRM
Track: International HRM and Cross Cultural Issues
Session chair: Ulrike Mayrhofer
Time: Friday, 15/Dec/2017: 5:15pm - 6:45pm

Garnering the benefits of diversity in global virtual teams: A propositional model of the diversity-performance relationship
K. Herbert1, A. Mockaitis2, C. Zhu2
1RMIT University, Australia; 2Monash University, Australia; kendall.herbert@rmit.edu.au

Generational Differences at Work — An International Human Resource Management Perspective
M. Gunkel, F. Eberz
Free University of Bozen-Bolzano, Italy; mariaana.gunkel@unibz.it

Protean Career Orientation of Generation Y: A Social Cognitive Career Theory Investigation
T. Hui Hui, W. C. Au, A. K. Pervaz
Monash University Malaysia, Malaysia; hhteow27@gmail.com

How to get great employees? Make sure they can enjoy their leisure time
L. Gagliardi
University of Geneva, Switzerland; luiza.gagliardi@unige.ch

Emotional expressions of employees within a cross cultural context and implications for 'HRM: Evidence from the Tourism Field
P. Christou1, A. Avloniti2
1Cyprus University of Technology; University of Central Lancashire; pavloniti@duclanc.ac.uk

Push and pull factors of talent migration: A multilevel framework for addressing brain drain in emerging markets
L. Selivanovskikh, M. Latukha, A. Veselova
Saint Petersburg State University, Russian Federation; louisa.selivanovskikh@gmail.com
### I2.5.5: Consumer behaviour and brand management

**Track:** International Marketing

**Session chair:** Susan Mudambi

**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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**Toward a 'masstige' theory and strategy for global brand management**  
J. PAUL  
UNIVERSITY OF PR, USA; justin.paul@upr.edu

**Generation Y Consumers, Luxury Brands and Social Responsibility: What are the main motivations of Generation Y luxury consumers to engage in a socially responsible consumption behaviour?**  
C. Braga da Cunha¹, P. Duarte², S. Costa e Silva³  
¹University of Minho, Portugal; ²University of Beira Interior, Portugal; ³Católica Porto Business School, Portugal; claudia@bcunha@gmail.com

**Drivers and Barriers of Cross-Border Online Shopping: A Cross-National Comparison between Germany and Romania**  
G. Wagner, H. Schramm-Klein, A.-M. Fota  
University of Siegen, Germany; hsk@marketing.uni-siegen.de

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### I2.5.6: Modes and challenges of SME internationalization

**Track:** SMEs and International Entrepreneurship

**Session chair:** Romeo V. Turcan

**Time:** Friday, 15/Dec/2017: 5:15pm - 6:45pm

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**Internet marketing challenges of South African SMEs**  
L. van Scheers  
University of South Africa, South Africa; prof.louisevs@gmail.com

**Banks and Internationalizing SMEs: Friends or Foes?**

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### C3.1.1: The role of intra- and inter-firm network relationships in knowledge management and innovation

**Track:** Knowledge Management and Innovation

**Session chair:** Ulf Andersson

**Time:** Saturday, 16/Dec/2017: 9:00am - 10:30am
Intra-firm network diversity and technological novelty in multinational firms' R&D units
F. De Michiel
KU Leuven, Belgium; federico.demichiel@kuleuven.be

Multinationals and R&D cooperation: empirical evidence from the Italian R&D survey
C. Cozza1, G. Perani2, A. Zanfei3
1Area Science Park, Italy; 2Eurostat, Luxembourg; 3University of Urbino, Italy; antonello.zanfei@uniurb.it

KNOWLEDGE MANAGEMENT IN SUBSIDIARIES AND MNC PERFORMANCE. THE MEDIATING EFFECT OF THE RELATIONAL CONTEXT
E. Claver-Cortés, P. Zaragoza-Sáez, M. Ubeda-García, B. Marco-Lajara, F. García-Lillo
University Of Alicante, Spain; patrocinio.zaragoza@ua.es

Radical process innovation and the benefits of depth of relationships with international versus domestic partners
O. Aliasghar1, E. Rose2, S. Chetty1
1University of Otago, New Zealand; omid.aliasghar@postgrad.otago.ac.nz; 2University of Leeds, United Kingdom

THE APPLE FALLS CLOSE TO THE TREE - TECHNOLOGICAL IMPRINTING IN THE MULTINATIONAL CORPORATION
K. Blomkvist1, J. Cantwell2, P. Kappen1, L. Zander1
1Uppsala University, Sweden; 2Rutgers Business School, USA; philip.kappen@fek.uu.se

C3.1.2: Internal and external governance in multinational companies
Track: International Finance, Accounting and Corporate Governance
Session chair: Igor Filatotchev
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

FROM NEXUS OF CONTRACTS TO NEXUS OF INSTITUTIONS: THE DETERMINANTS OF ANGLO-AMERICAN CORPORATE GOVERNANCE MIGRATION INTO EMERGING MARKET FIRMS
B. Hearn1, L. Oxelheim2, T. Randøy2
1University of Sussex; 2School of Business and Law, University of Agder, Norway; trond.randoy@uia.no

The Contextual Impact of Internal Capital Markets on MNE Performance
M. Weiss1, J. Müller2, A. König3
1Vlerick Business School; 2Vienna University of Economics and Business, Austria; 3Vienna University of Economics and Business; jakob.muellner@wu.ac.at

Subsidiary performance in different institutional settings
B. M. TRUONG1, H. T. DAM2
1Norwegian Business School, Norway; 2Thai Nguyen University, Vietnam; truong.t.minh@bi.no

POWER TRANSITIONS IN THE HOST COUNTRY AND THE SURVIVAL OF SUBSIDIARIES IN INFRASTRUCTURE INDUSTRIES
L. FERNANDEZ-MENDEZ1, E. GARCIA-CANAL2, M. GUILLEN3
1UNIVERSIDAD PONTIFICIA COMILLAS 'CAI-ICADE, Spain; 2UNIVERSIDAD DE OVIEDO; 3UNIVERSITY OF PENNSYLVANIA; fernandezmlaura.uo@gmail.com

MNEs' host-government lobbying and subsidiary performance: Boon or a bane?
V. Shirodkar1, P. Konara2
1University of Sussex, United Kingdom; 2University of Plymouth, United Kingdom; v.shirodkar@sussex.ac.uk

C3.1.4: Language and careers
Track: International HRM and Cross Cultural Issues
Session chair: James Walker
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

Expatriated Dual-Career Couples: Hope and Disillusionment
A. Kierner
University of Vaasa, Finland; kierner.a@gmail.com

Lack of a word in a cross-language study in Russia: methodological implications
V. Outila, R. Piekkari, I. Mihailova
Aalto university, Finland; virpi.outila@aalto.fi
On the Role of Language in the Hiring Process
C. Brighi, E. Herzfeld
University of Victoria, Canada; e.berndt@uvic.ca

Can MNEs still use the English as lingua franca for inter-cultural communication when the emotions are running high?
Q. Wang, P. Bucklely, J. Clegg, H. Gaiewska De Mattos
Birmingham City University, United Kingdom; Leeds University, United Kingdom; hadm@lubs.leeds.ac.uk

Is international work experience associated with CFO compensation? Empirical evidence from the largest MNCs in Europe.
S. Schmid, F. Altfeld
ESCP Europe, Germany; s.schmid@escpeurope.eu

C3.1.5: The dynamics of industrial location
Track: International Business and Economic Geography
Session chair: Roberta Rabellotti
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

ASYMMETRIC CO-LOCATION OF R&D AND MANUFACTURING: FOREIGN MNEs LOCATION CHOICE IN ITALY
K. Laboratori, S. Mariotti, L. Piscitello
University of Perugia, Italy; Politecnico di Milano, Italy; kurt.936311@henlev.ac.uk

FOREIGN DIRECT INVESTMENT IN SUBNATIONAL GEOGRAPHIC LOCATIONS:
B. B. Nielsen, C. Asmussen, C. Weathera, D. Haakonsson
University of Sydney, Australia; Copenhagen Business School; Krak Fond Institute for Urban Economics Research; krak.fond@unifr.ch

Role of uncertainty in individual and team decision-making during cross-border acquisition
S. {. Sniazhko
University of Vaasa, Finland; sniazhana.sniazhko@uva.fi

C3.1.6: Location drivers of Emerging Drivers Firms
Track: Emerging Markets
Session chair: Filip De Beule
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

POLICY RISK, DISTANCE AND PRIVATE PARTICIPATION PROJECTS IN LATIN AMERICA
A. Jimenez, E. Salvaje
KEDGE Business School, France; Universidad del Desarrollo; alfredo.jimenez@kedgebs.com

Do Chinese MNEs Acquire Location-Bounded or Non-Location-Bounded Strategic Assets through FDI? A Comparative Analysis with Developed Market MNEs
D. Sutherland, J. Anderson
Durham University Business School, United Kingdom; University of Northern Iowa; dylan.sutherland@durham.ac.uk

INTERNATIONALIZATION OF LATAM FIRMS: A SYSTEMATIC REVIEW AND A 7-P FRAMEWORK
J. PAUL, E. MAS
UNIVERSITY OF Puerto Rico, USA; justin.paul@upr.edu

Comparative Advantages and Cross-border M&As: The Case of Chinese M&As in European Countries
P. Gugler, D. Lepori
University of Fribourg, Switzerland; philippe.quigler@unifr.ch

I3.1.1: Organisational complexity in MNCs
Track: MNE Organization and Strategy
Session chair: Andreja Jaklič
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

Legacy removal as a core dynamic capability for incumbent MNCs facing disruptive change
F. Elter, P. Gooderham, A. Dasi, T. Pedersen
Telenor Research; Norwegian School of Economics; University of Valencia; L. Bocconi University; lunter-spec@telenor.com

How a Flexible Matrix Structure Supports Ambidexterity at the Macro Level of Large, Complex Organizations like MNCs
W. G. Egelhoff, J. wolf
Fordham University, United States of America; University of Kiel, Germany; wge@fordham.edu

Explaining the complexity of foreign operations: The role of managerial and governance characteristics
G. Békés, G. R. Benito, D. Castellani, B. Muraközy
Henley Business School, University of Reading, United Kingdom; Central European University, Budapest, Hungary; B’ Norwegian Business School, Oslo, Norway; Centre for Economic and Regional Studies, Hungarian Academy of Sciences, Budapest, Hungary; d.castellani@henley.ac.uk

Can Internal Markets Address Coordination Problems in MNCs?
W. G. Egelhoff
Fordham University, United States of America; wge@fordham.edu

The growing anisotropy of the multinational corporation in the ‘new normal’ — challenges for corporate architecture
I. Gurkov
National Research University Higher School of Economics, Russian Federation; gurkov@list.ru

Explicating country-of-origin effects: concept, mechanisms, moderating factors and future research areas
J. S. Zhu
The University of Newcastle, Australia; judith.zhu@newcastle.edu.au
I3.1.2: Drivers of internationalization of Emerging Market Firms
Track: Emerging Markets
Session chair: Simona Gentile-Lüdecke
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

The internationalization process of a Brazilian multinational: Challenges and Opportunities
K. R. FERNANDES, G. S. TEIXEIRA
FGV, Brazil; karinaribeirofernandes@gmail.com

Transition-based advantage: Central and Eastern European firms in Sub-Saharan Africa
A. Wasowska1, K. Obloj2
University of Warsaw, Poland; 2Kozminski University, Poland; wasowska@uw.edu.pl

How effective is the growth in volumes of international trade for service industries? An emerging country perspective
K. Nefedov1, A. Perenyi2, A. Panibratov1
1Graduate School of Management, Russian Federation; 2Swinburne University of Technology; konstantin.s.nefedov@gmail.com

How Group level determinants shape internationalization of Business Groups: Turkish context
A. Ataay1, A. Coban Kayaci1,2
Galatasaray University, Turkey; 2Istanbul Medeniyet University, Turkey; acoban1984@gmail.com

Migrant and diaspora investors- Four outward Chinese cases
M. Elo1, X. Zhang2
1Turku School of Economics, Finland; 2University of International Business, Almaty, Kazakhstan; Maria.elo@utu.fi

I3.1.3: MNE subsidiary entrepreneurship, flexibility and influence
Track: MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks
Session chair: Hans Hendrichske
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

The Role of Reverse Knowledge Transfer in Multinational Companies: Evidence from Swiss Manufacturing Industry
L. Ben Hamida
HEC-SO/ University of Applied Sciences Western Switzerland, Switzerland; lamia.benhamida@hearc.ch

DEVELOPING ORGANIZATIONAL FLEXIBILITY IN A MULTINATIONAL ENTERPRISE: THE KEY TO COMBINING GLOBAL INTEGRATION AND LOCAL RESPONSIVENESS
B. Groggaard1, H. Colman1, I. Stensaker2
1II Norwegian Business School, Norway; 2NHH Norwegian School of Economics; brigitte.groggaard@bi.no

The investment-divestment relationship: Resource shifts and intersubsidiary competition within MNEs
V. Procher1, D. Engell2
University of Wuppertal, Germany; 2University of Applied Science Stralsund, Germany; procher@uni-wuppertal.de

What determines subsidiary entrepreneurial alertness to recognise opportunities?
J. Dann1, E. Tippmann2, P. Sharkey Scott3
1Dublin Institute of Technology, Ireland; 2University College Dublin; 3National College of Ireland Maynooth; jennifer.dann@dit.ie

P3.1.1: Exploring the ways in which MNEs can contribute to the achievement of the Sustainable Development Goals
Track: MNEs and Sustainable Development
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

Exploring the Ways in Which Multinational Enterprises Can Contribute to the Achievement of the Sustainable Development Goals
Chair:
John Dilyard, St. Francis College
Gus Hendriks, Rotterdam School of Management, Erasmus University Rotterdam
Panelists:
Niccolo Pisani, University of Amsterdam Business School
Thierry Rakotobe-Joel, Ramapo College of New Jersey
Gladys Torres-Baumgartner, Ramapo College of New Jersey
Caroline Witte, Erasmus University of Rotterdam

P3.1.2: EIBA recollections and visions: EIBA’s challenges and opportunities in the Information Age
Track: Knowledge Management and Innovation
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

'EIBA Recollections and Visions: EIBA’s Challenges and Opportunities in the Information Age'
Chair:
Vítor Corado Simões, University of Lisboa
Panelists:
John Cantwell, Dean of the EIBA Fellows, Rutgers University
Barbara Jankowska, Poznań University of Economics
Grazia Santangelo, University of Catania
Arjen Slangen, Rotterdam School of Management, Erasmus University
P3.1.3: Digitalization, knowledge creation and innovation processes in the global economy: orchestrating new modes of manufacturing and managing talent
Track: Knowledge Management and Innovation
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

Digitalisation, Knowledge Creation and Innovation Processes in the Global Economy — Orchestrating new modes of manufacturing and managing talent
Chair:
Silvia Massini, University of Manchester
Lucia Piscitelli, Politecnico di Milano
Panelists:
Carmelo Cennamo, Bocconi University
Gary Gereffi, Duke University
Torben Pedersen, Bocconi University

P3.1.4: IB education: multimedia and online teaching trends and tools
Track: Novel ways of teaching and doing research
Time: Saturday, 16/Dec/2017: 9:00am - 10:30am

INTERNATIONAL BUSINESS EDUCATION: MULTIMEDIA AND ONLINE TEACHING TRENDS AND TOOLS
Chair:
Ronaldo Parente, Florida International University
Panelists:
Stav Fainshmidt, Florida International University
Vi Narapreddy, University of Denver

I3.3.1: The role of institutions in services internationalisation and evidence of linkages and spillovers from FDI
Track: MNEs, Institutions and Policy
Session chair: Jeremy Clegg
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

Global Retailers' Legitimacy in Local Markets
Y. Hara
Meiji University, Japan; haraOmeiii.ac.jp

When developing countries meet transnational universities: searching for complementarity, not substitution
J. Guimon de Ros1, R. Narula2
Autonomous University of Madrid, Spain; 1Henley Business School, University of Reading; r.narula@henlev.ac.uk

Mirror, mirror on the wall... Emotional reflections of a cross-border M&A in media
R. Harikkala-Lahinen1, M. Hassert2, N. Nummelä1, J. Raitt
Turku School of Economics at the University of Turku, Finland; 2Sheffield University Management School, UK; rikka.harikkala-lahinen@utu.fi

Effects of export spillovers from FDI: evidence from a world economy meta-analysis
R. J. MESA CALLEJAS1, J. PLA BARBER2, C. VILLAR GARCIA3
1UNIVERSIDAD DE ANTIOQUIA, Colombia; 2UNIVERSIDAD DE VALENCIA, España; 3UNIVERSIDAD DE VALENCIA, España; ramon.mesa@udea.edu.co

Business model adaptation mechanisms in the internationalization process: The case of energy firms
L. Holzner, R. Bohnsack
CATOLICA-LISBON, Portugal; r.bohnsack@ucp.pt

P3.3.1: Meet the editors II
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

Editors:
Jonathan Doh, Villanova University
Journal of World Business
Igor Filatotchev, Cass Business School
Journal of Management Studies
Torben Pedersen, Bocconi University
Global Strategy Journal
Joachim Wolf, University of Kiel
Management International Review
Constantine S. Katriska, Leeds University Business School
Journal of International Marketing

P3.3.2: Launch of PIBR volume 12: Concept, Cost and Value of Distance in IB
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm
P3.3.3: Industrial policy in the digital economy
Track: MNEs, Institutions and Policy
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

Industrial Policy in the Digital Economy
Chair: Philippe Gugler, University of Fribourg
Panelists: Ana Teresa Tavares Lehmann, Secretary of State of Industry, Portugal
James Zhan, UNCTAD, Geneva
Michael Gestrin, OECD, Paris
Lars Oxelheim, University of Agder
Mo Yamin, Manchester Business School

P3.3.4: The importance of Industry 4.0 for International Business
Track: Internationalisation in the Information Age
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

The Importance of Industry 4.0 for International Business
Chair: Roger Strange, University of Sussex
Panelists: Richard Bolwijn, UNCTAD, Geneva
Sergio Dugo, Director Research and Innovation, ATOM Lab
Marta Gótz, Vistula University
Barbara Jankowska, Poznan University of Economics
Fabio Marazzi, Senior Managing Partner, Marazzi & Associates

P3.3.5: International Business meets International Trade and Industrial Economics
Track: International Business and Economic Geography
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

International Business meets International Trade and Industrial Economics
Chair: Antonello Zanfei, University of Urbino
Panelists: John Cantwell, Rutgers Business School
Davide Castellani, University of Reading
Ram Mudambi, Temple University
Reinhold Veugels, KU Leuven

P3.3.6: Global cluster evolution between disruptive innovation and transmutation
Track: Knowledge Management and Innovation
Time: Saturday, 16/Dec/2017: 1:30pm - 3:00pm

Global cluster evolution - Managing disruptive innovation

Creativity in global clusters: from incremental to breakthrough innovation
Fiorenza Belussi, University of Padova, Italy

Global cluster evolution and transmutation
Philip Cooke, Bergen University, Norway

Radical innovation, exaptation and creativity in clusters
Pierpaolo Andriani, Kedge Business School Marseille, France

Disruptive innovation: a comparison between Castellon and Montebelluna clusters
Valentina De Marchi, University of Padova
Luis Martínez-Cháfer, David Valiente-Bordonova, and Xavier Molina-Morales, Universitat Jaume I, Castelló de la Plana, Spain

Breakthrough innovations in EU specialised regions
Ivan De Noni, University of Padova, Italy

C3.4.1: Innovating in Europe
Track: Knowledge Management and Innovation
Session chair: Yawen Huang
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

COMPLEX INTERNATIONAL INNOVATION ECOSYSTEM Theoretical Framework for Analysing Bio-fuel Initiatives in the Aviation Industry
Z. Vincze, S. Nair
Umeå University, Sweden; zsuzsanna.vincze@umu.se
Framework conditions and nascent high-tech entrepreneurship in Europe
V. Van Roy, D. Nepelski
European Commission, Joint Research Centre (JRC); vincent.van-roy@ec.europa.eu

The influence of subsidiaries’ internal and external relationships on innovation-related competitive advantage. Evidence from selected European Union countries
T. Golebiowski, M. S. Lewandowska, M. Részkiewicz
Warsaw School of Economics, Poland; mlewando@qsh.waw.pl

The organisational and geographic diversity and innovation potential of EU-funded research projects
D. Nepelski, A. Pesole, V. Van Roy
European Commission, Joint Research Centre (JRC); daniel.nepelski@ec.europa.eu

C3.4.2: Emerging host country characteristics and performance
Track: Emerging Markets
Session chair: Lamia Ben Hamida
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

LBO PERFORMANCE IN EMERGING ECONOMIES: A COMPARATIVE STUDY IN LATIN AMERICA AND ASIA
A. & Y. CHEVALIER1, A. SANNAJUST1
ESCP EUROPE, France; 1UNIVERSITY OF SAINT ETIENNE; chevalierescp@qmail.com

Cultural and Institutional Distances and determinants of the performance of foreign subsidiaries: evidences from Brazil
M. Hoeltgebaum1, T. Andreassi, Z. Shaker1, M. Amal
FURB, Brazil; 1EAESP-FGV, Brazil, 1IJMN, United States; profamarianne@qmail.com

Developing business relationships in the Indian context: how does jaan-pehchaan matter?
Z. Konwar1, R. Berger2, R. Singh3, E. Rose
1UNIVERSITY OF LEEDS, United Kingdom, 2COLLEGE OF LAW AND BUSINESS, Israel, 3INDIAN INSTITUTE OF MANAGEMENT-KOLKATA, India; z.konwar@leeds.ac.uk

C3.4.3: Drivers of internationalisation
Track: SMEs and International Entrepreneurship
Session chair: Christos Antoniou
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

The Effect of Immigrants in the Founding Team on the Internationalization of New Ventures
J. Drechsler
TU Dortmund, Germany; jana.drechsler@tu-dortmund.de

Signals that determine internationalisation
M. C. Henriquez Parodi1, E. N. M. Aryee1, L. Alon1, M. Boulanger2
University of Agder, Norway; 1Rollings College, United States.; massih 150uia.no

The role of the business model in entrepreneurial internationalization
E. Incze, S. Julkunen, M. Gabrielsson
University of Eastern Finland, Finland; emma.incze@uef.fi

Socio-cognitive drivers of new venture internationalization: the role of entrepreneur’s positive orientation, self-efficacy and intentions
A. Wasowska
University of Warsaw, Poland; awasowska@wz.uw.edu.pl

I3.4.1: Innovation strategies within and across firms
Track: Knowledge Management and Innovation
Session chair: Silvia Massini
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

National Innovation Systems and Firm Level Technological Diversification
R. Ceipek
University of Innsbruck, Austria; rene.ceipek@uibk.ac.at

Balancing internal and external R&D strategies to improve innovation and financial performance
F. d. O. Paula, J. F. d. Silva
PUC-Rio, Brazil; Jorge11319@gmail.com

Competitive Advantage, Innovation Networks and Relational View Theory
B. Abdulkader
Central European University - Business School; abdulkader.bisan@business.ceu.edu

Reverse Innovation: Adaptations Between Emerging and Advanced Markets
M. Hadengue, S. Ben Mahmoud•Jouini, F. Charue•Duboc
Polytechnique Paris; marine.hadenque@gmail.com

I3.4.2: Sustainable development and social accountability
Track: MNEs and Sustainable Development
Session chair: Michael W. Hansen
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

Reverse Innovation: Adaptations Between Emerging and Advanced Markets
M. Hadengue, S. Ben Mahmoud•Jouini, F. Charue•Duboc
Polytechnique Paris; marine.hadenque@gmail.com
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<tr>
<td>Accountability for Climate Change: The Valuation Effects of Carbon Disclosures</td>
<td>N. Semenova</td>
<td>Linnaeus University, Sweden; <a href="mailto:natalia.semenova@lnu.se">natalia.semenova@lnu.se</a></td>
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<td><strong>LEARNING AND LEGITIMIZING: A CONCILIATION OF INSTITUTIONAL PERSPECTIVE WITH INTERNATIONALIZATION PROCESS</strong></td>
<td>F. Figueira de Lemos, A. Ljung</td>
<td>Uppsala University, Sweden; <a href="mailto:Francisco.Lemos@fek.uu.se">Francisco.Lemos@fek.uu.se</a></td>
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<td>On the Implementation of a Circular Economy: Role of Institutional Capacity Building by Industrial Symbiosis Initiatives in the United Kingdom</td>
<td>M. Abreu, C. Domenico, S. Evans</td>
<td>1 Federal University of Ceará, Brazil; 2 Federal University of Rio Grande do Sul, Brazil; 3 University of Cambridge; <a href="mailto:mabreu@ufc.br">mabreu@ufc.br</a></td>
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<td>Critical Analyses of Sustainability Reporting by National Oil and Gas Companies in GCC Countries</td>
<td>Y. Al-Janadi, A. Alazzani</td>
<td>Qatar University</td>
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<td><strong>I3.4.3: Knowledge sourcing, knowledge sharing and knowledge creation</strong></td>
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<td>Track: Knowledge Management and Innovation</td>
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<td>Session chair: Fiorenza Belussi</td>
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<td>Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm</td>
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<td>The Backsourcing Process: A Case Study</td>
<td>A. Slynstad, H. Solli-Sather</td>
<td>Norwegian University of Science and Technology, Norway; <a href="mailto:basio@ntnu.no">basio@ntnu.no</a></td>
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<td>Location Sourcing Complexity in Innovation</td>
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<td>J. Salmon, J. Cantwell</td>
<td>I. Siena College; 2. Rutgers University, United States of America; <a href="mailto:jsalmon@siena.edu">jsalmon@siena.edu</a></td>
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<td>The knowledge creation and organizational effectiveness: reality or dream?</td>
<td>M. Mas.Machuca, F. Marimon, I. Malbasic</td>
<td>Universitat Internacional de Catalunya, Spain; University of Zagreb, Croatia; <a href="mailto:mmas@ucic.es">mmas@ucic.es</a></td>
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<td>Knowledge management practices as a source of absorptive capacity of emerging market firms: evidence from Russia</td>
<td>M. Latukha, M. Mitskevich</td>
<td>Graduate school of management, St. Petersburg state university, Russian Federation; <a href="mailto:marina.latuha@qspom.pu.ru">marina.latuha@qspom.pu.ru</a></td>
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<td>Outcomes of Knowledge Sharing in Global Professional Service Firms. A Review</td>
<td>I. N. Basker</td>
<td>NHII Norwegian School of Economics, Norway; <a href="mailto:inger.basker@nhh.no">inger.basker@nhh.no</a></td>
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<td><strong>I3.4.4: Knowledge processes, communication and innovation</strong></td>
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<td>Track: International HRM and Cross Cultural Issues</td>
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<td>Session chair: Dana Minbaeva</td>
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<td>The Impact of Cross-Cultural Communication Ability of Expatriate on Reverse Knowledge Transfer</td>
<td>J. Xie, M. Lemanski</td>
<td>Nottingham University Business School China; <a href="mailto:michael.lemanski@nottingham.edu.cn">michael.lemanski@nottingham.edu.cn</a></td>
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<td>Organizational culture of the internationalization, innovativeness and networking high-fliers. Case study based on Hofstede approach.</td>
<td>M. Szymura.Tyc</td>
<td>University of Economics in Katowice, Poland; <a href="mailto:maia.tvd@mikatowice.pl">maia.tvd@mikatowice.pl</a></td>
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<td>Informal information flows in organizations: The role of the Italian coffee break</td>
<td>C. Barmeyer, U. Mayrhofer, K. Würfl</td>
<td>Universität Passau, Germany; 1AE Lyon, Jean Moulin Lyon University, France; BMW Group, Germany; <a href="mailto:ulrike.mayrhofer@univ-lyon3.fr">ulrike.mayrhofer@univ-lyon3.fr</a></td>
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<td>Short-Term International Assignments and the Importance of Internal Communication for Their Success</td>
<td>I. Koleša, G. Pfajfar</td>
<td>University of Ljubljana, Slovenia; <a href="mailto:iris.kolesa@fdv.uni-lj.si">iris.kolesa@fdv.uni-lj.si</a></td>
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<td><strong>I3.4.5: Export and internationalisation strategy</strong></td>
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<td>Track: International Marketing</td>
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<td>Session chair: Susana Costa e Silva</td>
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<td>Conceptualizing and measuring International Expansion Strategies</td>
<td>M. Kyriakou, M. Tsogas</td>
<td>University of Piraeus, Greece; <a href="mailto:marina.k.kyriakou@gmail.com">marina.k.kyriakou@gmail.com</a></td>
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Online internationalization in the fashion industry: a framework to support trade and logistics channels selection
María Gullfrida, Riccardo Mangiaracina, Alessandro Perego
Politecnico di Milano

Mapping the Conceptual Domain of the Construct "Export Potential of Small Firms"
V. P. S. Steinhauser, A. M. C. da Rocha, H. F. Pacheco PUC-Rio, Brazil; henriquelpacheco@gmail.com

I3.4.6: FDI, technology and knowledge
Track: International Business and Economic Geography
Session chair: Eleonora Di Maria
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

Effects of relocated activities’ character, resource endowment and competitive intensity on the relocation mode choice of manufacturing firms
M. Dziatkowska1, R. Malik2
Poznan University of Economics and Business, Poland; Warsaw School of Economics; marlena.dzikowska@gmail.com

Technological innovation, location advantages and innovative behaviour: Case of Ghanaian SMEs
M. Papanastassiou, J. Navare, E. Osabutey, Z. Jin
Middlesex University Business School, United Kingdom; m.papanastasiou@mdx.ac.uk

FDI and Human Capital: Gender Effects and Education Spillovers in European Union
K. Louloudi, C. Kottaridi
University of Piraeus

I3.4.7: Theoretical analyses and advances in Emerging Market Firms research
Track: Emerging Markets
Session chair: Tomasz Dorozynski
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

Multinationals and the Development of China: The Dual Roles of Inward and Outward FDI.
R. Pearce1, S. Zhang2, Y. Tang3
1University of Reading; 2University of the Chinese Academy of Science; 3Peking University;

Revealing the nature of recent research on emerging-market multinationals: identifying common subject areas through 'bibliographic coupling' and social network analysis (SNA)
F. Garcia-Lillo, B. Marco-Laiara, M. Übeda Garcia, P. C. Zaragoza-Sáez
University of Alicante, Spain; bartolome.marco@ua.es

I3.4.8: International accounting, tax and finance
Track: International Finance, Accounting and Corporate Governance
Session chair: Igor Filatotchev
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm

A STUDY OF DIFFERENT APPROACHES TO CORPORATE TAX PLANNING IN LARGE US MULTINATIONAL ENTERPRISES: A QUANTATIVE ANALYSIS
M. Cooper, Q. Nguyen
Henley Business School, United Kingdom; mcoopercooper@yahoo.co.uk

Concentration in the GCC Banking Sector: The Case of Conventional and Islamic Banks
R. Alkhouri, H. Arouri
Qatar University, Qatar; r.al-khouri@qu.edu.qa

The role of Corporate Board in Corporate Social Responsibility Disclosure in Multinational Companies from a Common Law and a Code Law country
H. T. Tran1, H. S. Pham2
Foreign Trade University, Vietnam; 2Sheffield Halam University, UK; s.h.pham@shu.ac.uk

A supplier selection tool for Reverse Factoring solutions
A. Moretto1, L. M. Gelsomino2, F. Caniato1, R. de Boer3, M. Steeman2
Politecnico di Milano, Italy; Windesheim University of Applied Sciences; antonella.moretto@polimi.it

P3.4.1: Micromultinationals: does size matter?
Track: SMEs and International Entrepreneurship
Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm
Micromultinationals: does size matter?
Chair:
Pavlos Dimitratos, University of Glasgow
Panelists:
Ulf Andersson, Mälardalen University, Sweden & BI Norwegian Business School
Luciano Ciravegna, King's College London
Jean Francois Hennart, Tilburg University
Olli Kuivalainen, Manchester Business School, UK & Lappeenranta University of Technology
A. Rebecca Reuber, University of Toronto

**P3.4.2: Multimedia and online teaching: sharing experiences among institutions**
**Track: SMEs and International Entrepreneurship**
**Time: Saturday, 16/Dec/2017: 3:15pm - 4:45pm**

Chair:
Paola Garrone, Politecnico di Milano
Panellists:
Fulvia Farinelli / Fiorina Mugione, UNCTAD
Rob van Tulder, Rotterdam School of Management, Erasmus University
Thomas Rousing, Copenhagen Business School
Susanna Sancassani, Politecnico di Milano

**P3.4.3: What is still emerging about EMNEs? Setting the agenda for future research**
**Track: Emerging Markets**
**Time: Saturday, 16/Dec/2017: 3:15pm – 4:45pm**

What is still emerging about EMNEs? Setting the agenda for future research
Chair:
Stefano Elia, Politecnico di Milano School of Management
Panellists:
Peter J. Buckley, University of Leeds
Filip De Beule, University of Leuven
Ram Mudambi, Temple University
Rajneesh Narula, University of Reading
Grazia Santangelo, University of Catania