INTERNATIONAL BUSINESS IN THE INFORMATION AGE

43rd European International Business Academy Conference
14th - 16th December 2017 • Milan, Italy
INTRODUCTION & BACKGROUND

The variety, diversity, and magnitude of trends that shape the international relations of firms and governments in the era of globalization are tremendous. Many of these processes substantially redefine the context for international activities of multinational enterprises (MNEs), small and medium enterprises (SMEs) or born globals. These forces affect the position of states, their governments and firms.

New tendencies have been observed in the past few years, such as the recent (post)crisis rise of populism, growing anti-European sentiment among the member states of the European Union, increasing protectionism, and the growth slowdown of emerging markets, adversely affecting the global economy. These tendencies have been accompanied by the emergence of new players (including those from post-transition countries), the unprecedented acceleration of international commerce and communication owing to falling barriers and technological advancements, and the continuing trends of outsourcing and deep restructuring of corporate governance structures, as well as progressing international investments, trade agreements and partnerships.

Collectively and individually, these processes continue to reshape the future of international business and their consequences will undoubtedly resonate for many decades. As well as fundamentally redesigning the global landscape they also raise questions regarding the new balance between sovereign states and markets.

The 44th EIBA Poznań Conference December 13-15, 2018 will explore the new challenges faced by international business, particularly the threats and opportunities arising for MNEs, SMEs, INVs and global start-ups. Special attention will be paid to the changing economic and political context worldwide.

KEY DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 18, 2018</td>
<td>Submission opens</td>
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<tr>
<td>July 16, 2018</td>
<td>Submission deadline: Papers and Panel Proposals</td>
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<tr>
<td>September 3, 2018</td>
<td>Submission deadline: Posters, Doctoral Events and Paper Development Workshops</td>
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<tr>
<td>September 17, 2018</td>
<td>Decision notification: Papers, Panel proposals and Posters</td>
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<tr>
<td>October 17, 2018</td>
<td>Early-bird Registration deadline</td>
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<tr>
<td>December 13-15, 2018</td>
<td>EIBA 2018 Poznań Conference</td>
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DISCLAIMER
Please note that this pocket guide includes updates until December 6th, 2017. Any changes made after this date are not reflected in this guide, but can be seen in the online program. All data concerning authors, papers and session chairs were imported from ConfTool and are therefore based on information provided by participants.
GENERAL INFORMATION

REGISTRATION DESK
- Thursday 14 December:
  - 8:00 - 16:00 • Location: Building BL28, ground floor
  - 17:30 - 20:30 • Location: Palazzo Castiglioni
- Friday 15 December: 8:00 - 18:00 • Location: Building BL28, ground floor
- Saturday 16 December: 8:00 - 13:00 • Location: Building BL28, ground floor

INFORMATION DESK AND TOURIST INFORMATION
- Friday 15 December: 8:00 - 18:00
- Saturday 16 December: 8:00 - 13:00
- Location: Building BL27, ground floor

ADMISSION POLICY
The event is open to registered delegates only. All attendees are required to wear their conference badges at all times. Attendees are expected to not participate in canvassing, demonstrating, and to not engage in inappropriate behavior, or other disrupting activity. Please note that the dress code for EIBA 2017 is business casual. The organizers reserve the right to enforce these rules through exclusion.

COMPANIONS
Partners are welcome to participate in the social program. Please register them as accompanying persons through our registration system.

FIRST AID ASSISTANCE AND/OR EMERGENCY
If first aid is required, please inform a member of the staff immediately. The national emergency number is 112.

LOST & FOUND
The lost and found service is taken care of by the Information Desk.

CONFERENCE BUSES
Buses will be available from and to Conference hotels (please check the website for further details).

TRANSPORTATION IN MILAN
Milan has an extensive network of transport:
- 4 metro lines
- more than 120 urban bus and tram lines
More info at: https://www.atm.it/en/

Each participant can purchase tickets for the public transportation in all metro stations, newspapers stands and tobacconists (cost: euro 1.50 one way, validity 90 minutes). Please take note that tickets cannot be bought on board.

Several bike sharing (i.e. Bikemi, Mobike, Ofo) and car sharing (i.e. E-Vai, Car2go, Enjoy, Share'NGo, DriveNow) services are available in Milan.

TAXIS
Taxis offer an easy way to get around the city. They can be found mainly at taxi stations, or can be called in advance.
- Taxi 4040: Ph. +39 02 4040
- Taxi 8585: Ph. +39 02 8585
- Taxi 6969: Ph. +39 02 6969
- Taxi 7777: Ph. +39 02 7777
Dear EIBA members, colleagues, and friends,

It is a great privilege for me to welcome IB scholars, practitioners, and PhD students to the 43rd EIBA Annual Conference in Milan.

The theme this year is the emergence of the information and digital age, and the associated changes in the character of international business activity.

The debate about the features that have been suggested as characterizing the new age is multifaceted and includes organizational decentralization, vertical disintegration and specialization, modularity, flexibility, accelerated knowledge creation, exchange or diffusion, and increased knowledge complexity, inter-organizational collaboration and openness, various kinds of networks, and new manufacturing technologies. Institution settings have also evolved alongside the new wave of technological innovation, leading to changes across countries in the mechanisms responsible for standardization, intellectual property rights, and the institutional conditions fostering individual and local creativity but which have also been associated with new regulatory and industrial policies, trade policies, privatization and liberalization.

The EIBA2017 Milan Conference aims to contribute to such debates by exploring and discussing the new opportunities and challenges that changes in the international economic, technological and social environment are creating for actors like established MNEs, SMEs, international new ventures, and global start-ups, as well as for developed, developing and less developed countries.

The opening plenary session (December 14) is centered on the theme of the conference, “International Business in the Information Age”, as well as the EIBA Fellows plenary session (December 16) on “Digitalisation, business and policies: confronting challenges in Europe today (and tomorrow)”, in which we have the privilege to host the recipient of the EIBA Honorary Fellow of the year award.

In addition to that, the conference program includes up to 15 parallel sessions of competitive and interactive papers, 20 panel sessions covering a varied range of topics, two Meet-the-editor sessions, a panel on EIBA History (and Recollections), and the presentation of the 12th volume of the Progress in International Business Research (PIBR) series.

We retained the innovation introduced last year in Vienna with the plenary poster session (December 16), where we host almost 100 presentations, as we believe this is a great opportunity to discuss early stage research and working papers.

All submissions for this conference were handled by our 23 track chairs and co-chairs, who did an outstanding job for the conference both with regards to timeliness and quality. My sincere gratitude to them, and to the almost 500 reviewers.

Beside the Conference program, as in the past conferences, we have several pre-conference activities that provide opportunities for junior scholars, specifically PhD students, to get feedback on their research ideas and to get acquainted with the nitty-gritty of academic publishing. Indeed, in the pre-conference activities we have the traditional 31st John H. Dunning Doctoral Tutorial, and the 6th Danny Van den Bulcke Doctoral Symposium, as well as the International Business Review PDW, the Journal of International Business Studies PDW and the brand new Journal of International Business Policy PDW. As in the previous two years, we also have an Early Career Network event. Many thanks go to the extremely dedicated faculty members who serve in these events.

This year, thanks to the financial support of the Sustainable School of Management - Politecnico di Milano some travel stipend grants were offered to eligible PhD students from low income countries whose thesis proposals were accepted for presentation at one of the doctoral events.
We hope that in addition to the intensive conference program, you will also have an opportunity to enjoy Milan, where the grand Gothic cathedral, the Duomo, old and new art collections, unparalleled shopping, one of Europe’s biggest trade-fair complexes, sparkling nightlife, the prestige of opera at La Scala, the mark of Leonardo da Vinci’s genius, a religious addiction to calcio (football), and endless opportunities to eat the best of Lombard and Italian food make this city one of the top destinations to visit. According with the latest City RepTrak® - Annual Ranking of Most Reputable Cities Worldwide 2017, Milan jumped to the 9th position (from the 21st last year).

My deepest gratitude goes to Stefano Elia, and to the EIBA 2017 team at the School of Management of Politecnico di Milano for their excellent job and tireless commitment to make the Conference a success.

I am also grateful to the partners and the sponsors for their support.

Along with my colleagues and the entire EIBA 2017 team, I hope you will find the conference an intellectually stimulating and productive event, and EIBA a welcoming and valuable professional family!

Lucia Piscitello
EIBA 2017 President & Conference Chair
Dear Participants,

We are pleased to welcome you at to the 43rd Annual Conference of the European International Business Academy.

We are happy to host this important event in our Bovisa Campus, located in the Northern part of the city, where the Politecnico di Milano School of Management (formed by the Department of Management, Economics and Industrial Engineering together with MIP Graduate School of Business), together with the new Schools of Design and Industrial Engineering, some of the most advanced and innovative laboratories in Europe - a Wind Tunnel, a Transport Security Laboratory, and several Design Laboratories, moved in 2009.

In 2007, the School of Management first achieved the prestigious EQUIS accreditation (European Quality Improvement System) and joined the circle of around 140 leading business schools accredited by EFMD. Since first joining the Financial Times’ rankings of best European Business Schools in 2009, today the School is in the list with: Executive MBA, Full-Time MBA, Master of Science in Management Engineering, Customised Executive programmes for business and Open Executive programmes for managers and professionals.

The Conference will be held in three main buildings:

> Building BL26, where the Department is located, will host all the pre-conference activities;
> Building BL28 will host the plenary session in the “Aula Magna Carassa e Dadda”, together with the registration desk and the poster session;
> Building BL27 where all the other activities of the conference will be concentrated: the parallel sessions and panels, the exhibitors’ stands, an Information Desk, a dedicated tourist information desk offered by the Municipality of Milan, and all the coffee breaks and lunches.

The Opening Plenary Session (followed by a Reception) of the conference will be at Palazzo Castiglioni, a beautiful Art Nouveau building located downtown, nestled among other eighteenth century and neoclassical buildings in the elegant “Porta Venezia” area. We hope to give you in this location just a small anticipation of what the city of Milan can offer in terms of history and art.

It is always challenging to host important world conferences and we are particularly proud to have the opportunity this year to discuss the topic “International Business in the Information Age”. In fact, our School is highly committed to investigate issues arising from digital innovations and technological complexity in all their aspects and applications, in line with our goal of contributing to the development and dissemination of knowledge, managerial and engineering paradigms, technologies and policies to answer key societal challenges.

Thank you for attending this Conference.
We wish you a productive and pleasant time with us.

Alessandro Perego
Dean Department of Management, Economics and Industrial Engineering

Andrea Sianesi
Dean MIP Graduate School of Business
Chair
Philippe Gugler, University of Fribourg

Vice Chair
José Pla Barber, University of Valencia

President
Lucia Piscitello, Politecnico di Milano

Past president
Jonas Puck, WU Vienna Institute for International Business

President elect
Barbara Jankowska, Poznań University of Economics and Business

Executive secretary
Ene Kannel, EIASM

National representatives
AUSTRIA • Jonas Puck, WU Vienna Institute for International Business
BELGIUM • Leo Sleuwaegen, KU Leuven & Vlerick Business School
BRAZIL • Erica Kovacs, Federal Rural University of Pernambuco
CANADA • Chang Hoon Oh, Simon Fraser University
CZECH REPUBLIC • Radek Cajka, University of Economics, Prague
DENMARK • Jens Gammelgaard, Copenhagen Business School
ESTONIA • Tija Vissak, University of Tartu
FINLAND • Sami Saarenketom Lappeenranta University of Technology
FRANCE • Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon University
GERMANY • Stefan Schmidt, ESCP Europe, Wirtschaftshochschule Berlin
GREECE • Constantina Kottaridi, University of Piraeus
HUNGARY • Erzsébet Czakó, University of Budapest
IRELAND • Dorota Piaskowska, University College Dublin
ISRAEL • Orly Yehezkel, Tel Aviv University
ITALY • Lucia Piscitello, Politecnico di Milano
JAPAN • Chie Iguchi, Keio University
THE NETHERLANDS • Alan Muller, University of Groningen
NORWAY • Ilan Alon, University of Agder
POLAND • Barbara Jankowska, Poznań University of Economics and Business
PORTUGAL • Susana Costa e Silva, Catholic University of Portugal - Porto
RUSSIA • Andrei Panibratov, St. Petersburg University
SLOVENIA • Anže Burger, University of Ljubljana
SPAIN • Joaquin Alegre, University of Valencia
SWEDEN • Lena Zander, Uppsala University
SWITZERLAND • Dirk Morschett, University of Fribourg
THE UNITED KINGDOM • Roger Strange, University of Sussex
THE UNITED STATES • Sumit Kundu, Florida International University

Ex-officio Board Members
Dean of EIBA Fellows • John Cantwell, Rutgers Business School
IBR Journal Editor • Pervez Ghaouri, University of Birmingham
EIBAzine-IBP Newsletter Editor • Philippe Gugler, University of Fribourg - ad interim
EIBA Communications Officer • Tilo Halaszovich, Jacobs University Bremen
EIBA Executive Secretary • Ene Kannel, European Institute for Advanced Studies in Management (EIASM)
As stated in their Constitution, the objectives of the EIBA Fellows are: (i) to recognize outstanding contributions to the scholarship and practice of international business; (ii) to exercise a leadership role in education and scholarship in the field - particularly among European-based teachers and researchers; (iii) to support and encourage the development of EIBA; and (iv) to provide a forum for interaction among the EIBA Fellows as well as for the dissemination of knowledge in the field of International Business.

The EIBA Fellows meet annually and undertake to arrange one plenary or semi-plenary session at each EIBA Annual Conference, with the agreement of the conference organisers. The intention of the EIBA Fellows is that the theme of the Fellows’ Session will be broad, have a visionary purpose, and be open to multidisciplinary viewpoints. This topic is intended to deal with thematic perspectives rather than empirical details, reflecting the bigger picture of scholarship and the global economy, yet with some appeal to practitioners as well as to academics. The EIBA Fellows are also engaged in a number of other initiatives in support of the European International Business Academy (EIBA).
PROGRAM COMMITTEE AND CONFERENCE TRACKS

Program Chair
LUCIA PISCITELLO, EIBA 2017 Program Chair

Organizing Committee
STEFANO ELIA, Head of the Organizing Committee
LAURA CATELLANI, SIMONA STREPPAROLA, MIRJA CALGARO, MARTA RE FERRÈ, CATERINA SERLENGA,
SERGIO OLIVERI, FRANCESCA PASTONCHI, MARTINA SANI.
GIORGIA CARRESI, STEFANO COMUNIAN, RICCARDO MARZANO, BORIS MRKAJIC

Conference Tracks and Chairs
1. Internationalisation in the Information Age, Keith Brouthers and Bent Petersen
2. Knowledge Management and Innovation, Isabel Alvarez and Grazia Santangelo
3. Geography and International Business, Ram Mudambi and Simona Iammarino
4. MNEs and Sustainable Development, Elisa Giuliani and Jonathan Doh
5. MNEs, Institutions and Policy, Ana Teresa Tavares-Lehmann and Sarianna Lundan
6. MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks, Ulf Andersson
7. MNE Organization and Strategy, Torben Pedersen
8. International Finance, Accounting and Corporate Governance, Igor Filatotchev and Jakob Müllner
9. International HRM and Cross Cultural Issues, Dana Minbaeva
10. International Marketing, Jorma Larimo
11. SMEs and International Entrepreneurship, Niina Nummela and Ivo Zander
12. Emerging Markets, Ilan Alon and Filip De Beule
13. Novel ways of teaching and doing research, Jens Gammelgaard and Rob van Tulder
The following exhibitors participate in EIBA 2017:

- Cambridge University Press
  Represented by Alex Cook

- Edward Elgar Publishing
  Represented by Samantha Brown

- Emerald Publishing
  Represented by Wendy Alderton

- The Heritage Foundation
  Represented by Tori Whiting

- Palgrave Macmillan
  Represented by Madeleine Holder

- Routledge
  Represented by Mandy Mc Cartney

- Springer
  Represented by Maria Cristina Acocella

- Case Centre
  Represented by Elizabeth Thorne
AWARDS

Danny Van Den Bulcke Prize
The best papers of each track are nominated for the Danny Van Den Bulcke prize for the best overall paper presented at the conference. Selection committee: John Cantwell, Gabriel Benito, Philippe Gugler, Andreja Jaklič and Lucia Piscitello.
PRIZE: € 1,000 • The winner will be announced at the Award ceremony at the Gala Dinner.

EIBA Best Doctoral Proposal
PRIZE: € 1,000 • The winner will be announced during the Award ceremony at the Gala Dinner.

Copenhagen Business School Prize
Awarded to the best paper written by authors under the age of 40.
PRIZE: € 3,000 • The winner will be announced during the Award ceremony at the Gala Dinner.

IBR Best Journal Paper of the Year Award
Awarded to the author(s) of the best IBR article published in the previous year’s volume.
PRIZE: € 1,000 • The winner will be announced during the Award ceremony at the Gala Dinner.

GSJ Global Strategy Research Prize
Awarded to the best paper in global strategy.
PRIZE: € 500 • The winner will be announced during the Award ceremony at the Gala Dinner.

IMR International Marketing Prize
Awarded to the best paper in Track 10. International Marketing.
PRIZE: € 500 • The winner will be announced during the Award ceremony at the Gala Dinner.

IJoEM Emerging Markets Prize
PRIZE: € 500 • The winner will be announced during the Award ceremony at the Gala Dinner.

SMEs and International Entrepreneurship Prize - sponsored by the Lazaridis Institute for the Management of Technology Enterprises
Awarded to the best paper in SMEs and International Entrepreneurship.
PRIZE: € 1,500 • The winner will be announced during the Award ceremony at the Gala Dinner.

JIBE International Trade & Industrial Organization in International Business Prize
Awarded to the best paper in International Business (IB) at the intersection of International Trade (IT) and Industrial Organization (IO) presented at the EIBA Annual Conference.
PRIZE: Certificate and € 500 • The winner will be announced during the Award ceremony at the Gala Dinner.

Best Paper in each track awards
The awards will be presented to the best papers in each track as nominated by the track chairs.
EIBA recognizes the voluntary work of reviewers, who diligently indicate the strengths and weaknesses of papers submitted to the conference. Among the outstanding reviewers - as indicated by the Track Chairs - presented below (in alphabetical order), one will be announced at the Gala Dinner as the recipient of the Management Review Quarterly EIBA 2017 Best Reviewer Awards.

> Farhad Uddin Ahmed
> Philip Jean Boutin
> Federico De Michiel
> Kieran Dobson
> Marlena Dzikowska
> Jonas Eduardsen
> Raquel Garcia-Garcia
> Birgitte Grogaard
> Bart Kamp
> Iris Koleša
> Antonio Majocchi
> Michael Juergen Mueller
> Mohan Pyari Maharjan
> Jana Oehmichen
> Asmund Rygh
> Noemi Sinkovic
> Sniazhana (Ana) Sniazhko
> Bernhard Swoboda

**MRQ Best Reviewer Prize**
Awarded to the overall best reviewer at EIBA 2017. Selection committee: Organizing Committee and Track Chairs.

**PRIZE: € 500** • The winner will be announced at the Award ceremony at the Gala Dinner.
## PROGRAM OVERVIEW

### THURSDAY, DECEMBER 14th, 2017

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 am - 10:30 am</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
</tr>
<tr>
<td>9:00 am - 10:30 am</td>
<td>IBR Paper Development Workshop • Rooms: 3.15 &amp; 3.23 (Building BL26)</td>
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<td></td>
<td>JIBS Paper Development Workshop • Sala Consiglio (Building BL26)</td>
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<td></td>
<td>JIBP Paper Development Workshop • Rooms: 2.15 &amp; 2.23 (Building BL26)</td>
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<tr>
<td></td>
<td>3rd ECN Paper Development Workshop • Room 0.1 (Building BL26)</td>
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<tr>
<td>10:30 am - 11:00 am</td>
<td>Coffee Break • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
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<td>IBR Paper Development Workshop • Rooms: 3.15 &amp; 3.23 (Building BL26)</td>
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<td></td>
<td>3rd ECN Paper Development Workshop • Room 0.1 (Building BL26)</td>
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<tr>
<td>12:30 pm - 1:30 pm</td>
<td>Light Lunch • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<tr>
<td>1:30 pm - 3:00 pm</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
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<td></td>
<td>6th Danny Van Den Bulcke Doctorial Symposium • Room 0.2 (Building BL26)</td>
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<td></td>
<td>EIBA Board Meeting • Sala Consiglio (Building BL26)</td>
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<tr>
<td>3:00 pm - 3:30 pm</td>
<td>Coffee Break • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<tr>
<td>3:30 pm - 5:00 pm</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
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<td></td>
<td>6th Danny Van Den Bulcke Doctorial Symposium • Rooms 0.2 &amp; 1.20 &amp; 1.30 (Building BL26)</td>
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<td>EIBA Board Meeting • Sala Consiglio (Building BL26)</td>
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<tr>
<td>5:45 pm - 6:30 pm</td>
<td>New Member Meet &amp; Greet • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Opening Plenary Session • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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<tr>
<td>8:30 pm - 10:30 pm</td>
<td>Welcome Reception • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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### PROGRAM OVERVIEW

#### FRIDAY, DECEMBER 15th, 2017

<table>
<thead>
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<th>Event</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td>Parallel sessions • Building BL27</td>
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<tr>
<td>10:30 am</td>
<td>Coffee Break • Building BL27 (ground floor)</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Plenary Poster sessions • Building BL28 (first floor)</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Lunch • Building BL27 (ground floor &amp; first floor)</td>
</tr>
<tr>
<td>12:45 pm</td>
<td>EIBA General Assembly • Building BL27 (Room BL27.01)</td>
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<tr>
<td>1:30 pm</td>
<td>Parallel sessions • Building BL27</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Meet the Editors (I) • Room BL27.02</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Parallel sessions • Building BL27</td>
</tr>
<tr>
<td>4:45 pm</td>
<td>Coffee Break • Building BL27 (ground floor)</td>
</tr>
<tr>
<td>5:15 pm</td>
<td>Parallel sessions • Building BL27</td>
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#### SATURDAY, DECEMBER 16th, 2017

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<td>Parallel sessions • Building BL27</td>
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<tr>
<td>10:30 am</td>
<td>Coffee Break • Building BL27 (ground floor)</td>
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<tr>
<td>11:00 am</td>
<td>EIBA Fellows’ Plenary session • Building BL28 (Aula Magna Carassa e Dadda)</td>
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<tr>
<td>12:30 pm</td>
<td>Lunch • Building BL27 (ground floor &amp; first floor)</td>
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<tr>
<td>12:30 pm</td>
<td>EIBA Fellows Meeting • Building BL27 (Room BL27.14)</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>AIB-WE (Western Europe) Chapter General Business Meeting Building BL27 (Room BL27.18)</td>
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<tr>
<td>1:30 pm</td>
<td>Parallel sessions • Building BL27</td>
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<tr>
<td>1:30 pm</td>
<td>Meet the Editors (II) • Room BL27.02</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Parallel sessions • Building BL27</td>
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<tr>
<td>7:00 pm</td>
<td>Gala Dinner • Palazzo del Ghiaccio (Via G.B. Piranesi, 14)</td>
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<td>10:30 am - 11:00 am</td>
<td><strong>Coffee Break</strong> • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<td>IBR Paper Development Workshop</td>
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<td>JIBS Paper Development Workshop</td>
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<td>JIBP Paper Development Workshop</td>
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<td>3rd ECN Paper Development Workshop</td>
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<td>Room 0.1 (Building BL26)</td>
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<td>12:30 pm - 1:30 pm</td>
<td><strong>Light Lunch</strong> • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<tr>
<td>1:30 pm - 3:00 pm</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
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<td>6th Danny Van Den Bulcke Doctoral Symposium</td>
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<td>EIBA Board Meeting • Sala Consiglio (Building BL26)</td>
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<td>3:00 pm - 3:30 pm</td>
<td><strong>Coffee Break</strong> • Spazio Polifunzionale (Ground floor - Building BL26)</td>
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<td>3:30 pm - 5:00 pm</td>
<td>31st John H. Dunning Doctoral Tutorial • Room 1.45 (Building BL26)</td>
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<td>6th Danny Van Den Bulcke Doctoral Symposium</td>
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<td>EIBA Board Meeting • Sala Consiglio (Building BL26)</td>
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<td>5:45 pm - 6:30 pm</td>
<td>New Member Meet &amp; Greet • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Opening Plenary Session • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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<tr>
<td>8:30 pm - 10:30 pm</td>
<td>Welcome Reception • Palazzo Castiglioni (Corso Venezia 47, MM Palestro)</td>
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Thursday, December 14th, 2017

31st John H. Dunning Doctoral Tutorial
Room: 1.45 - Building BL26

Co-chairs:
Gabriel R.G. Benito (BI Norwegian Business School)
Jean-Francois Hennart (Tilburg University & Politecnico di Milano)

Faculty:
Timothy Devinney (Leeds University Business School, University of Leeds, UK)
Lars Håkanson (Copenhagen Business School, Denmark)
Elizabeth Rose (Leeds University Business School, University of Leeds, UK)

Accepted students:

- Adzhemova Anelya, Vienna University of Business and Economics,
  *The wide-ranging strategic reactions to country risk changes: A case study based on Austrian subsidiaries in the Russian Federation*

- Gorgijevski Alexander, Uppsala University
  *A power analysis on selection processes of R&D subsidiary initiatives in MNCs*

- Hakkarainen Tuuli, Aalto University School of Business
  *Expertise in MNCs: Sharing expertise across geographical and cognitive boundaries*

- Harikkala-Laihinen Riikka, School of Economics at the University of Turku
  *Beyond the checklist: Employee emotions and quality of interaction during cross-border M&A integration*

- Klein Florian, WU Vienna, Global Trade
  *Institutional dynamism in international business - Conceptualization, measurement and firm strategies*

- Puro Seppo, Aalto University, Department of Management
  *Towards a unique strategy design in the context of global innovation allying - The case of the aviation industry*

- Riedler Christoph, WU Vienna, Export Management
  *Risk and financial strategies in infrastructure investments*

- Sniazhko Sniazhana (Ana), University of Vaasa
  *Opening up the black box of integration managers in IM&As*

- Tuomisalo Teemu, Jyväskylä University School of Business and Economics
  *Process of opportunity development among Finnish high-technology international new venture*

- Wang Yihan, HEC Montréal, Department of International Business
  *Three essays on inter-organizational production networks in an emerging economy: Analysis on China’s aerospace industry*
Thursday, December 14th, 2017  
1:30 pm - 5:00 pm

6th Danny Van Den Bulcke Doctoral Symposium
Room: 02 - Building BL26 • Additional rooms: 1.20 & 1.30

Co-chairs
Igor Kalinic (Leeds University Business School), Rebecca Piekkari (Aalto University) & Elizabeth Yi Wang (Leeds University Business School)

Accepted students:
> Aman Raushan, University of International Business, Social and Economics Sciences, Kazakhstan  
   Female entrepreneurship: perspective of motivational synergy

> Asemokha Agnes, Lappeenranta University of Technology, School of Business and Management  
   Understanding modifications in business models: international entrepreneurship perspective

> Basker Inger, NHH Norwegian School of Economics, Strategy and Management  
   Knowledge sharing in global professional service firms

> Chai Fei, Saint-Petersburg State University, Graduate School of Management  
   Outward foreign direct investment in emerging market firms and the digital economy

> Elahi Naveed, King's College London, King's Business School  
   Impact of terrorism on MNCs in emerging markets

> Ermolaeva Lyubov, St. Petersburg State University, Graduate School of Management  
   Bargaining for the control: international M&As’ negotiation stage examination in the context of emerging markets

> Fey Natalia, Hanken School of Economics, Management and Organization, Finland  
   Best practice study on global leadership development in MNCs in different cultural contexts

> Grego Marica, Leeds University Business School  
   Cognitive and motivational factors affecting the managerial intention to engage the firm in export activities: An analysis of British small and medium sized firms

> Kirkebaek Johansson Gosovic Anna, Copenhagen Business School  
   Business Ethics within a multinational pharmaceutical corporation

> Klishevich Daria, Gradute School of Management St. Petersburg State University  
   Strategies and motives of internationalization of state-owned enterprises in Russia

> Korhonen Satu, Jyväskylä University, School of Business and Economics  
   Constructing the international entrepreneurship identity through narratives

> Kure Tekalign, Addis Ababa University, Public Administration and Development Management, Ethiopia  
   Strategic human resource management

> Laczí Renata, University of Pavia, Department of Economics and Management  
   FDI and location choices of the emerging market multinationals

> Laine Markus Ola Vi, Turku School of Economics  
   Understanding sub-national location decisions of multinational enterprises

> Langosch Magdalena, Loughborough University, Glendonbrook Institute for Enterprise Development  
   Cross-border M&As and sub-national cultures: Is staying home really staying home? A new perspective on the concept of the liability of foreignness and cultural distance
> Masili Giorgia, University of Urbino, Department of Economics, Society and Politics  
*Bom global start-ups and business ecosystems*

> Matheja Valerie Sara Josefine Beate, University of Leeds, CIBUL  
*The influence of patent litigation strategies on performance*

> Metallinou Lida, Birkbeck College, University of London  
*Chinese cross-border M&As and the dynamic comparative advantage of China*

> Mortazavi Sina, Lappeenranta University of Technology, Industrial Engineering and Management  
*Attaining inclusive innovation through public-private partnership at the base of the pyramid*

> Musona Jackson, Lappeenranta University of Technology, Business and Management  
*Business models for commercializing frugal innovations at base of pyramid African markets*

> Myllymaki Dina, University of Vaasa, Department of Management  
*The influence of the digitalization on the role of HR function*

> Norregaard Larsen Nathalie, University of Southern Denmark, Department of Marketing & Management  
*Sustainable entrepreneurship behavior in emerging markets*

> Oliveira Renan, COPPEAD - UFRJ, International Business, Brazil  
*The network structure of the O&G cluster in Rio de Janeiro and its stage of internationalization*

> Olusina Daniel Goriola, Loughborough University, Glendonbrook Institute for Enterprise Development, UK  
*How do MNEs overcome the liability of foreignness in Sub-Saharan Africa? A research agenda*

> Pehrsson Tobias, University of Gothenburg, Department of Business and Administration  
*Types of strategic orientation and international performance: Direct effects and institutional moderation*

> Schmitt Jan, WU Vienna  
*The phenomenon of contemporary MNC headquarters on the move*

> Selivanovskikh Louisa, Saint Petersburg State University, Graduate School of Management  
*Exploring the new role of talent management in emerging markets: A multilevel framework for addressing brain drain*

> Shibahara Tomonori, University of Tsukuba, Japan  
*Rapid internationalization of small and medium enterprises (SMEs) and external experts’ support: Advanced case of rapid internationalization of Japanese SMEs*

> Trubicki Kamilla, FH Upper Austria/JKU Linz  
*Global talent management of a region*

> Wang Lijie, Lancaster University  
*The localization strategies of Chinese MNEs: M&A entry vs. greenfield investment*
Thursday, December 14th, 2017

Journal of International Business Studies - PDW
Room: Sala Consiglio - Building BL26

Co-organizers
José Pla-Barber (University of Valencia) & Rebecca Reuber (University of Toronto)

Discussants
- Ulf Andersson, Mälardalen University
- Elisa Giuliani, University of Pisa
- Birgitte Grøgaard, BI Norwegian Business School
- Philip Kappaen, Uppsala University
- Randi Lunnan, BI Norwegian Business School
- Marjorie Lyles, Indiana University
- Dana Minbaeva, Copenhagen Business School
- Sinead Monaghan, Rutgers Business School
- Bo Nielsen, University of Sydney
- Niina Nummela, University of Turku
- Rebecca Piekkari, Aalto University
- Grazia Santangelo, University of Catania
- Arjen Slangen, KU Leuven
- Esther Tippmann, University College Dublin
- Sverre Tomassen, BI Norwegian Business School
- Rosalie Tung, Simon Fraser University
- Catherine Welch, University of Sydney
- Ivo Zander, Uppsala University

Authors and Papers
- Borah Dhruba, University of Manchester
  Inventors’ Mobility Concern for MNC Subsidiaries in Host Countries: The Role of Cultural and Institutional Distance

- Botella-Andreu Ana, University of Valencia
  Intermediate Units in Contemporary Corporations: An Integrated Framework and Research Agenda

- Branch John, University of Michigan
  A Proxiological Approach to International Business Research

- Brighi Carlo, University of Victoria
  On the Role of Language in the Employment Interview

- Brindlmayer Karl, Vienna University of Economics & Business
  Why Do Firms with Dynamic Capabilities Buy Consultancy? The Case of International Market Diversification

- Castro Ricardo, University of Madeira
  Motivational Factors and Internationalization Strategies: An Integrated Approach for the Hotel Sector
> Del Bosco Barbara, University of Milano-Bicocca  
*The Role of Distance in Family SMEs' Foreign Ownership Mode Choice: The Moderating Role of Family Control*

> Dike Max, Aalto University  
*Cross-border Expansion of Mobile Network Operators in Sub-Saharan Africa: Investment Location & Entry Strategy*

> Han Xia, Coventry University  
*Is Legitimacy More Important Than Institutional Governance Structure? Understanding Political Risk*

> Hendriks Guus, Erasmus University  
*When do Emerging Market Multinationals Upgrade Their Domestic Asset Base?*

> Intakhantee Naunghathai, University of Leeds  
*Role of Home-Country Political Connections and OFDI on Firm Performance*

> Koleša Iris, University of Ljubljana  
*International Assignments in Business Internationalisation: Why, Where to, and by Whom?*

> Lemanski Michael, Nottingham University China  
*Roles Played by Headquarters of MNCs in Reverse Dilution of HRM Practices*

> Ngoasong Michael, Open University  
*Business Models of Microfinance Institutions and Entrepreneurial Behavior at the Bottom of the Pyramid*

> Nieri Federica, University of Pisa  
*When Doing Well Means Doing Harm: Understanding Performance-CSiR Link in Emerging Country Firms*

> Park Jeong-Yang, Nottingham University  
*Interpretive Structural Modelling of Absorptive Capacity Building Within International Joint Ventures*

> Soontornthum Thanyaporn, Australian National University  
*Learning of Emerging Economy Firms from Global Value Chains*

> Zhao Shasha, Middlesex University  
*Conceptualizing the Strategic Role of Management Information Systems in MNCs*
Thursday, December 14th, 2017

International Business Review - PDW
Rooms: 3.15 & 3.23 - Building BL26

Co-organizers
Roger Strange, University of Sussex & Pervez Ghauri (IBR Editor-in-Chief), Birmingham Business School

Discussants:
- Pavlos Dimitratos, University of Glasgow
- Rian Drogendijk, University of Groningen
- Andreja Jaklič, University of Ljubljana
- Dorota Piaskowska, University College Dublin
- Jonas Puck, WU Vienna

Authors and Papers:
- Gundelach Henrik, Copenhagen Business School
  *Measuring subsidiary performance in international business studies: a critical assessment*

- Karhu Anna, Turku School of Economics
  *MNE’s entry as a catalyst for change in the host industry’s institutional landscape: a case study in the Russian bakery sector*

- Kempf Christina, Universität Erlangen-Nürnberg
  *Moderators and mediators of cross-cultural training effectiveness: a literature review*

- Poethke Ute, University of Dortmund
  *A multinational investigation of the extended full-range of leadership model*

- Šeinauskienė Beata, Kaunas University of Technology, Lithuania
  *Does entrepreneurial orientation moderate psychic distance-export performance relationship?*

- Symeou Pavlos, Cyprus University of Technology
  *Internationalization and corporate social performance: the impact of subsidiary activities*

- Truong Thi Binh Minh, BI Norwegian Business School
  *Influence of host country institutions on subsidiary performance*

- Wąsowska Aleksandra, University of Warsaw
  *Socio-cognitive drivers of new venture internationalization: the role of entrepreneur’s positive orientation, self-efficacy and intentions*
Thursday, December 14th, 2017  
9:00 am - 12:30 am

**Journal of International Business Policy - PDW**  
Rooms: 2.15 & 2.23 - Building BL26

**Co-chairs**  
Sarianna Lundan (JIBP Editor-in-Chief), University of Bremen & Ari Van Assche, HEC Montreal

**Faculty:**
- Jeremy Clegg, Leeds University Business School
- Ram Mudambi, Temple University
- Rob Van Tulder, Erasmus University Rotterdam

**Participants:**
- Alon Ilan, University of Agder  
  *Political Risk and Chinese Outward Foreign Direct Investment*
- Chen Stephen, University of Newcastle, Newcastle Business School, Australia  
  *Do Bilateral Investment Affect Profitability of FDI?*
- Kalinic Igor, Leeds University Business School  
  *Transforming uncertainty in international entrepreneurship: from being a threat to becoming an asset*
- Nebus James, Suffolk University  
  *Will Tax Reforms Alone Solve the Tax Avoidance and Tax Haven Problems?*
- Trevino Len, Florida Atlantic University  
  *Competitive Dynamics and Co-Evolutionary/Co-Devolutionary Relationships of Emerging and Developed Economy Multinationals through the Resource Curse Cycle*
- Wang Yihan, HEC Montreal  
  *Determinants of ownership strategy in China: The moderating effects of stages of institutional transitions and regional institutional advancement*
- Zhang, Megan (Min), University College Dublin  
  *Subnational Institutions and Foreign Manufacturing Allocation: Evidence from Japanese Manufacturing Investments in China*
Thursday, December 14th, 2017
9:00 am - 12:30 am

3rd Early Career Network - PDW
Rooms: 0.1 - Building BL26

Co-organizers:
Tilo F. Halaszovich, University of Bremen & Marlena Dzikowska, Poznan University of Economics and Business

Participants:
- Moritz Putzhammer, WU Vienna
  *Changes in Foreign Operation Modes: A Structured Literature Review*
- Bozidar Vlacic, University of Vigo, Spain
  *Choices in International Business: How Small Ventures Make Decisions Along Their Internationalization Process*
- Renate Kratochvil, Vienna University of Applied Sciences for Management
  *Knowledge Search Within and Beyond the MNC to Formulate Problems, Find and Implement Solutions*
- Marlena Dzikowska, Poznan University of Economics and Business
- Linda Rademaker, BI Norwegian Business School
  *Upgrading of a Firm's Knowledge Base Through Alliances: Simultaneous Learning from Foreign MNEs in Emerging Countries*
- Addisu A. Lashitew, Erasmus University, Rotterdam School of Management
  *Inclusive Business at the Base of the Pyramid: The Role of Embeddedness for Enabling Social Innovations*

Thursday, December 14th, 2017
6:30 pm - 8:30 pm

Opening Plenary Session
"Internationalisation in the Information Age"
Palazzo Castiglioni, Corso Venezia 47

Chair:
Lucia Piscitello, EIBA President, Politecnico di Milano

Institutional welcome:
Andrea Sianesi, Dean MIP - Politecnico di Milano
Alessandro Perego, Dean DIG - Politecnico di Milano

Speakers:
- Salvatore Anello, Accenture Managing Director (tbc)
- John Cantwell, Rutgers Business School
- Silvia Massini, University of Manchester
- Roberta Rabellotti, University of Pavia & University of Aalborg

The opening session concludes with a cocktail reception (8:30 pm - 10:30 pm)
Thursday, December 14th, 2017 - Social Program

Afternoon • Time: 2:00 pm - 3:30 pm

Campus Tour - POLIMI WIND TUNNEL

GVPM is a special wind tunnel with two test rooms located on the opposite sides of the loop. Due to this peculiar arrangement, it is possible to select the test room that can better fulfill the clients’ request either in a laminar flow or in a turbulent flow situation. The facility is powered by a flow generator array of 141.8m diameter, 100kW fans, for a total power of 1.4 MW. During the visit you will observe the wind tunnel on working mode and - accordingly with the test schedule - it may be possible to have a close look to the model set-up. Many old but significant models are on display: bridges, buildings, sail boats and others. www.windtunnel.polimi.it

This event is free of charge

Visit this page to register and secure your participation: https://politecnicomilano.wufoo.eu/forms/xgyf92z0xu0hax/

Further practical information will be sent to people who register

Afternoon • Time: 4:30 pm - 6:00 pm

MILAN CITY CENTRE - WALKING TOUR

An interesting walking tour in the heart of Milan, breathing its history as you stroll. From the medieval castle to the Duomo Cathedral, we will end up to Piazza della Scala, where the world’s most famous theatre is located. Traditions and history blend together during this outdoor walk that brings to life Milan past and present. The tour will end at Palazzo Castiglioni with an introduction to the most impressive example of Art Nouveau architecture in Milan, where the EIBA Opening Plenary Session will be held.

Duration of the tour: 1.5 hours

Price: 15 EUR per person (to be paid in cash on site)

Further practical information will be sent to people who register

SOLD OUT
## Friday, December 15th, 2017

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<th>Time</th>
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<td>9:00 am - 10:30 am</td>
<td>Parallel sessions • Building BL27</td>
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<td>10:30 am - 11:00 am</td>
<td>Coffee Break • Building BL27 (ground floor)</td>
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<td>11:00 am - 12:30 pm</td>
<td>Plenary Poster sessions • Building BL28 (first floor)</td>
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<td>12:30 pm - 1:30 pm</td>
<td>Lunch • Building BL27 (ground floor &amp; first floor)</td>
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<td>12:45 pm - 1:30 pm</td>
<td>EIBA General Assembly • Building BL27 (Room BL27.01)</td>
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<td>1:30 pm - 3:00 pm</td>
<td>Parallel sessions • Building BL27</td>
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<td>1:30 pm - 3:00 pm</td>
<td>Meet the Editors (I) • Room BL27.02</td>
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<td>3:15 pm - 4:45 pm</td>
<td>Parallel sessions • Building BL27</td>
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<td>Coffee Break • Building BL27 (ground floor)</td>
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<td>5:15 pm - 6:45 pm</td>
<td>Parallel sessions • Building BL27</td>
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Friday, December 15th

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

To share, or not to share? Production sites’ motivation to share knowledge
M. Arellano Caro, T. H. Netland
ETH Zurich, Switzerland

The apple falls close to the tree - technological imprinting in the multinational corporation §
K. Blomkvist1, J. Cantwell2, P. Kappen3, I. Zander3
1Uppsala University, Sweden; 2Rutgers Business School, USA

Market Supporting Institutions and International Multimarket Strategy: An Analysis of the Global Mobile Phone Industry
C. Giachetti1, J. Lampe1, E. Onoz1
1Ca’ Foscari University of Venice, Italy; 2Alliance Manchester Business School, UK

Back so fast? Empirical evidence on the speed of foreign market re-entry after initial entry and exit §§
I. M. Surdu1, K. Mellahi2, K. Glaister2
1University of Reading, UK; 2University of Warwick, UK

Why do state owned MNEs have more FDI in politically risky countries? Testing a political capabilities explanation
A. Rygh1, C. H. Knutsen2
1Alliance Manchester Business School, UK; 2University of Oslo, Norway

Internationalization of State-Owned Multinationals: The role of the home country political regime
L. J. Clegg3, H. Voss4, J. A Tardios4
3University of Leeds, UK; 4King’s College London, UK
COMPETITIVE SESSION
C2.1.4 - Sustainability practices and CSR
Track: MNEs and Sustainable Development
Session chair: John R. Dilyard
Time: Friday, 15/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.03

Sustainability policy and practices on a day-to-day basis: the role of purchasing in MNCs
R. Riikkinen
Aalto University School of Business, Finland

SMEs internationalization and motivations for CSR: An exploratory study of the Maritime cluster of Norway
S. M. Grimstad, B. Fjørtoft, R. Glavee-Geo
NTNU Ålesund, Norway

Paradox in CSR practice: Suggesting ambidexterity capability for MNEs
P. Jokela1, M. B. Rana2
1Turku School of Economics, University of Turku, Finland; 2Aalborg University, Denmark

The integration of small farmers into agro-food global value chains: The role of MNEs in Egyptian agribusiness, the case of Heinz
S. Soliman1, M. Papanastassiou1, G. Mergos2, L. N. Vedanthachari1
1Middlesex University, UK; 2University of Athens, Greece

COMPETITIVE SESSION
C2.1.5 - FDI spillovers in emerging countries
Track: Emerging Markets
Session chair: Arjen Slangen
Time: Friday, 15/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.12

Roles of MNEs in emerging production networks: Analysis on China’s aerospace industry
Y. Wang, E. Turkina, A. Van Assche
HEC Montréal, Canada

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

The impact of inward foreign direct investment on regional environmental pollution - evidence from Chinese township and village enterprise sector
L. Zheng
University of Wolverhampton, UK

FDI spillovers and their effect in Colombian Multilatinas
R. J. Mesa Callejas1, J. Pla Barber1, C. Villar Garcia1
1Universidad de Antioquia, Colombia; 2Universidad de Valencia, España; 3Universidad de Valencia, España

Multinational enterprises and the provision of collective goods under formal and informal institutional voids. The case of electricity in sub-Saharan Africa
M. D’Amelio, P. Garrone, L. Piscitello
Politecnico di Milano

COMPETITIVE SESSION
C2.1.6 - International entrepreneurship
Track: SMEs and International Entrepreneurship
Session chair: Tiia Vissak
Time: Friday, 15/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.05

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

Entrepreneurial orientation and network types of new ventures from transition economies: the effect on international performance
R. Sedzinauskiene, J. Sekluckiene
Kaunas University of Technology, Lithuania

Motivational factors and the internationalization strategies. A theory-integrated explanatory approach for hotel sector
R. Correia, J. Lengler
University of Madeira, Portugal
Asset recombination as the driver of sustainable competitive advantage: An entrepreneurship/capabilities-based perspective

R. Narula1, J. Lee1, J. Hillemann1
Henley Business School, Vrije Universiteit Brussel, Belgium

New internalization theory and family firm governance

L. L. Kano1, L. Gravegnia2, F. Rattalino3
University of Calgary, Canada; King's College London, UK; ESCP Europe, Turin, Italy

The microfoundations of industrial diversification through foreign acquisitions: An empirical analysis of UK firms

S. Elia2, P. Greve1, D. Castellani1, T. Vallone1
Henley Business School, UK; Politecnico Milano, Italy

Home-region orientation and scale measures revisited

C. Czychon
Otto-Friedrich-Universität Bamberg & Université Jean Moulin Lyon 3, Germany

The consumer’s journey in the era of the “First Moment of Truth 2.0”*

M. F. Farah, Z. Ramadani
Lebanese American University, Lebanon (Lebanese Republic)

Competition among FMCG channels in the digital era: Discounts versus Supermarkets

E. Fornari1, D. Fornari2, S. Grandi2, M. Menegatti3
Università degli Studi di Parma, Italy; Università Cattolica del Sacro Cuore, Piacenza, Italy

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. Mainolfi1, A. De Nisco1, M. R. Napolitano2, V. Marino3
University of International Studies of Rome, Italy; University of Sannio, Italy; University of Salerno, Italy

E-commerce for firms internationalization: A literature review

R. Resciniti, F. De Vanna
University of Sannio, Italy

Mosaics not masses: Nations as diverse mixtures of global values archetypes

D. Midgley1, S. Venaik2, D. Christopoulos3
INSEAD, Fontainebleau, France; University of Queensland Business School, Australia; National and Kapodistrian University of Athens

Cultural effect on synergy realization in cross-border acquisitions: A contingency perspective

D. Wang, D. S. Hain, L. T. Dao
Aalborg University, Denmark

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§: Best paper in Track 7  § §: Best paper in Track 9  *: Best paper in Track 14
How responsive and proactive market orientation affects the innovativeness of international marketing strategy and the performance of international ventures  
P. Gabrielsson, M. Kontkanen  
University of Vaasa, Finland

Multiple export channels - A dual-theory perspective  
E. Ipsmiller, D. Dikova  
WU Vienna, Austria

Product development capabilities-based export channel selection and export performance  
M. Li, X. He, C. M. Sousa  
Durham University Business School, UK

Social media usage in the international Business-to-Business sales process of international new ventures  
S. Fraccastoro, M. Gabrielsson  
University of Eastern Finland, Finland

Geographic distance to local government offices, regional government corruption, and corporate philanthropy  
W. Liu¹, Y. Zhang², J. Yang¹  
¹University of Sydney, Australia; ²University of Glasgow, UK

The Investment Development Path and geographic patterns of Poland’s FD: New evidence  
M. Gorynia¹, J. Nowak², P. Trapczynski¹, R. Wolniak³  
¹The Poznan University of Economics, Poland; ²ED Business School; ³University of Warsaw

Determinants of investment attractiveness of Polish Special Economic Zones  
T. Dorozynski, J. Swierkocki, W. Urbaniak  
University of Lodz, Poland

Emerging and developing country multinational hotels in Spanish tourist districts  
University of Alicante, Spain

COMPETITIVE SESSION

C2.1.10 - Innovative export channels and international marketing strategies  
Track: International Marketing  
Session chair: John David Branch  
Time: Friday, 15/Dec/2017: 9:00 am - 10:30 am  
Room: BL 27.14

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

Multiple export channels - A dual-theory perspective  
E. Ipsmiller, D. Dikova  
WU Vienna, Austria

Product development capabilities-based export channel selection and export performance  
M. Li, X. He, C. M. Sousa  
Durham University Business School, UK

Social media usage in the international Business-to-Business sales process of international new ventures  
S. Fraccastoro, M. Gabrielsson  
University of Eastern Finland, Finland

Geographic distance to local government offices, regional government corruption, and corporate philanthropy  
W. Liu¹, Y. Zhang², J. Yang¹  
¹University of Sydney, Australia; ²University of Glasgow, UK

The Investment Development Path and geographic patterns of Poland’s FD: New evidence  
M. Gorynia¹, J. Nowak², P. Trapczynski¹, R. Wolniak³  
¹The Poznan University of Economics, Poland; ²ED Business School; ³University of Warsaw

Determinants of investment attractiveness of Polish Special Economic Zones  
T. Dorozynski, J. Swierkocki, W. Urbaniak  
University of Lodz, Poland

Emerging and developing country multinational hotels in Spanish tourist districts  
University of Alicante, Spain

PANEL

P2.1.1 - Transition toward a sustainable economy: opportunities and challenges for MNEs  
Track: MNEs and Sustainable Development  
Session chair:  
Time: Friday, 15/Dec/2017: 9:00 am - 10:30 am  
Room: BL 27.06

CO-CHAIRS: Anne Jacqueminet, Bocconi University

PANELLISTS:  
Christiane Bode, Bocconi University  
Elisa Giuliani, 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: 9:00 am - 10:30 am  
Room: BL 27.01

CHAIR: Jakob Müllner, WU-Vienna & Igor Filatotchev, Cass Business School & WU-Vienna

PANELLISTS:  
Keith Brouthers, Kings’ Business School  
Frank Elter, Telenor  
Torben Pedersen, Bocconi University
PANEL

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: 9:00 am - 10:30 am
Room: BL 27.02

CHAIR: Emmanuella Plakoyiannaki, University of Leeds

PANELISTS:
Michael Gibbert, Università della Svizzera italiana
Niina Nummela, University of Turku
Rebecca Piekari, Aalto University
Rebecca Reuber, University of Toronto
Catherine Welch, University of Sydney

PLENARY POSTER SESSIONS
Time: Friday, 15/Dec/2017: 11:00 am - 12:30 am
Building BL28 - First Floor

1 - You decide on what you perceive. On the sources and effects of biased institutional perceptions in foreign ownership mode choices
P. Trąpczyński, T. Halaszovich
1The Poznań University of Economics, Poland; 2Jacobs University, Bremen, Germany

2 - FDI mode, firm heterogeneity and institutional conditions
V. Amendolagine, R. Crescenzi, R. Rabellotti
1Università di Pavia, Italy; 2London School of Economics, UK; 3University of Aalborg

3 - Relationship development in global virtual teams over time
M. Aleem
Turku School of Economics, Finland

4 - Motivations of students to study abroad: A case study of Moldova
V. Pirgaru, R. V. Turcan
Aalborg University, Denmark

5 - Social entrepreneurship and sustainable development in the Kenya healthcare sector
S. Khalid, W. C. Au, P. Ahmed
Monash University Malaysia, Malaysia

6 - Heuristics in international business and international marketing: a systematic literature review
S. Guercini, M. Milanesi
University of Florence, Italy

7 - ICT effects on the spread and boundary of international firms
I. Álvarez, R. Marín
Universidad Complutense de Madrid, Spain

8 - The relations of institutional factors and the corporate entrepreneurship activity. A cross country study
M. W. Zwang, M. Hoeltgebaum
Fundação Universitaria Regional de Blumenau, Brazil

9 - International new ventures: Nature and pace of post-inception development
S. Øyna
University of Agder, Norway

10 - Cross boundary investment activities and cross national system differences. An approach from a transition country perspective.
N. Grujic, D. Kyrikiis
University of Macedonia, Greece

11 - Internationalization of higher education institutions: The underestimated role of faculty
M. Romani-Dias, J. Carneiro, A. Barbosa
1Fundação Getulio Vargas, Brazil (EAESP-FGV); 2Escola Superior de Engenharia e Gestão, Brazil (ESEG)

12 - Job creation of exporters and non-exporters: Estonian evidence
T. Vissak, J. Masso
University of Tartu, Estonia

13 - Premises of reshoring development in luxury goods sector
M. Młody, B. Stępień
Poznań University of Economics and Business, Poland

14 - Locus and revenue of export manufacturers: Why regional markets?
D. A. Rwihumbiza, M. A. Marinov
1University of Dar es Salaam, Tanzania; 2Aalborg University, Denmark
15 - Is R&D employees’ mobility a concern for foreign MNCs’ R&D Subsidiaries in India? An intellectual property protection perspective
D. J. Borah, S. Massini, K. Malik
The University of Manchester, UK

16 - The impact of human capital and skill availability on attraction of foreign direct investment into regions within developing economies
A. Mironko
Indiana University East, USA

17 - U.S Foreign Direct Investment by group of industries to the peripheral of countries of the Euro zone. A distance framework approach
V. Kounnou, N. Grujic, D. Kyrkilis
University of Macedonia, Greece

18 - What practical language effect of advanced management training for global business involvement: A field study in Indian MNEs
J. Martin O'Brien¹, J. E. O'Brien²
¹University Paris Dauphine, ESCP Europe, France; ²Professor Sociology, Retired

19 - 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

20 - In the shadow of SOEs: the duality in management practices of a Chinese bank’s overseas operation
R. G. Jack¹, F. Guo¹, Y. Huang¹, J. Zhu²
¹Macquarie University, Australia; ²University of Newcastle, Australia

21 - Global teams and the transfer of tacit knowledge in multinational service firms
Y. Guo¹, P. Jasovska², H. G. Rammal², E. L. Rose³
¹Xi’an Jiaotong-Liverpool University, China, People’s Republic of; ²University of Technology Sydney, Australia; ³University of Leeds, UK

22 - MNE’s, place attachment and liability of foreignness
J. J. Kennelly¹, D. Sternad², J. Mezias³
¹Skidmore College, USA; ²Carinthia University of Applied Sciences, Austria; ³University of Miami, USA

23 - A dynamic ambidexterity strategy: The evolving subsidiary role of exploiter and explorer
M. Giblin¹, P. Ryan², J. Clancy³
¹NUI Galway, Ireland; ²Trinity College Dublin

24 - Institutions, liberal market economies and comparative capitailisms
J. Walker¹, C. Brewster¹, G. Wood²
¹Henley Business School, UK; ²University of Essex Business School, UK

25 - Internationalisation of Chinese Firms in advanced economies: The Role of dynamic capabilities
H. Hendrichske, W. Li
The University of Sydney, Australia

26 - The challenges of migration on Greece and its economy - A case study
M. Stavridou¹, S. Vangchuay², M. Elo³
¹Center for Corporate Responsibility and Sustainability, University of Zürich; ²Graduate Institute, Switzerland; ³Turku School of Economics, University of Turku

27 - Boundary spanners as carriers of institutional forces in MNEs
L. Syvästunová¹, D. Jacob², R. Rao-Nicholson³
¹Loughborough University London, London, UK; ²University of the West of England, Bristol, UK; ³Newcastle University London, London, UK

28 - Best practice studies on global leadership development programs in MNCs in different cultural contexts
N. G. Fey
Hanken School of Economics, Finland

29 - Doctoral research, The Influence of Digitalization on the HR function
D. Myllymäki
University of Vaasa, Finland

30 - Public-Private Partnerships for international project business in emerging country markets. A literature review
R. Owusu¹, S. Bonsu², O. Afriac²
¹Linnaeus University, Finland; ²Ghana Institute of Management and Public Administration

31 - On the Use of the EU-South Korea Free Trade Agreement by Companies: An Impact Evaluation
S. Mortazavi
WU Wien, Austria
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<td>MNE Promotion of Socially Responsible Supply Chains: The Case of Conflict Minerals</td>
<td>E. Eisenstein¹, J. Keech¹, N. Mittal¹, S. M. Mudambi¹</td>
<td>Temple University, USA; Franklin and Marshall College, USA</td>
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<td>Upgrading of a firm’s knowledge base through alliances: Simultaneous learning from foreign MNEs in emerging countries</td>
<td>L. Rademaker</td>
<td>BI Norwegian Business School, Norway</td>
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<td>World Foreign Direct Investment: A Network Perspective</td>
<td>L. M. Bolivar-Caro</td>
<td>University of Sevilla, Spain</td>
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<td>Internationalization and Outcome of Study Abroad Program in Higher Education: Mobility of Japanese Students to Malaysia</td>
<td>S. Yukimoto, A. H. Abdul Manaf</td>
<td>Kanagawa University, Japan</td>
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<td>Expatriate management practices in the strategy of internationalization of companies</td>
<td>S. C. Lisboa Oneda Galupo, D. E. Floriani</td>
<td>Univali, Brazil</td>
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<td>The power of platform-based business model for servitization: How could Komatsu overcome the perceived contextual differences in global market?</td>
<td>H. Kobayashi¹, K. Sato², Y. Saito¹</td>
<td>Meiji University, Japan; Josai International University, Japan; Shukutoku University, Japan</td>
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<td>Risk Classification as an Incentive to Taxpayers’ Compliance</td>
<td>E. A. Mota¹, L. Q. Lanz²</td>
<td>São Paulo State Treasury - Brazil, Columbia University - NY; BNDES - Brazil, Columbia University - NY</td>
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<td>Reinventing the base of the pyramid market from Finland to India - A multiple case study of Finish MNEs</td>
<td>S. Mortazavi¹, J. Väätäinen¹, S. Gupta²</td>
<td>Lappeenranta University of Technology, Finland; University of Newcastle, Newcastle, UK</td>
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<td>The Journey of Strategic Alliances</td>
<td>D. A. Gebrekidan¹, A. H. Seyed², D. Fjellström²</td>
<td>University of Skövde, Sweden; University of Gävle, Sweden</td>
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<td>Locally authentic brand as driving force for international expansion: a research agenda</td>
<td>S. Ranfagni¹, A. Runfola², D. Sarti¹</td>
<td>University of Florence, Italy; University of Perugia, Italy</td>
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<td>How do MNEs overcome the liability of foreignness in sub-Saharan Africa?</td>
<td>G. Olusina Daniel</td>
<td>Loughborough University, UK</td>
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<td>Developing Country Multinationals: The case of Pakistan</td>
<td>H. u. Haq</td>
<td>Uppsala University, Sweden</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</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</td>
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<td>What is Rational Action in the Vuca World?</td>
<td>J. V. Mumford, M. Wirén, P. Zettinig</td>
<td>University of Turku School of Economics, Finland</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</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</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>
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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. Laurell¹, P. Servais²</td>
<td>Halmstad University, Sweden; Linnaeus University, Sweden</td>
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NHH Norwegian School of Economics, Norway |                                                                                     |
| 52      | Institutions-Based Location Choices of Intermediary Units in the Context of HQ Relocations | J. Schmitt  
WU Wien, Austria |                                                                                     |
| 53      | Personality, especially narcissism, predicts engagement in leader development | C. Paz-Aparicio\(^1\), C.B. Messal\(^2\)  
\(^1\)Universidad Carlos III de Madrid, Spain; \(^2\)College of Charleston, South Carolina, USA |                                                                                     |
| 54      | Dynamic Political Capabilities - Construct and Measurement Development | L. Meissner, P. Kenning  
Heinrich Heine University Duesseldorf, Germany |                                                                                     |
| 55      | Subsidiary Performance as a result of Value Co-Creation Process | I. Heim, T. Han, A. Ghobadian  
Henley Business School University of Reading, UK |                                                                                     |
| 56      | From traditional international Expansion to ‘Born Globals’ and ‘Blitzscalling’: A model of Massive Online Open Courses (MOOCs) Rapid Internationalisation | C. Antoniou  
Leeds University Business School, UK |                                                                                     |
| 57      | Countries as Platforms for Regional Headquarters | A. Botella Andreu\(^1\), K. Lavoratori\(^2\)  
\(^1\)Universitat de Valencia, Spain; \(^2\)Universita degli Studi di Perugia |                                                                                     |
| 58      | Exploring how the government affairs function is organized and the processes through which multinational enterprises source external political knowledge | A. Barron\(^1\), A. Pereda\(^2\)  
\(^1\)Toulouse Business School; \(^2\)ESADE Business School |                                                                                     |
| 59      | Revisiting the Uppsala Internationalization Model in the Light of Immigrant Entrepreneurship | E. P. Cruz\(^1\), R. P. d. Q. Falcão\(^2\), A. R. C. d. Castro\(^2\)  
\(^1\)Universidade Federal Fluminense, Brazil; \(^2\)Pontificia Universidade Católica do Rio de Janeiro |                                                                                     |
| 60      | Internationalization through business model innovation in the medical technology sector | H. Laurell, M. Holmén  
Halmstad University, Sweden |                                                                                     |
| 61      | Governmental change and FDI inflow | M. Gotz\(^2\), B. Jankowska\(^1\), A. Matysek-Jędrzych\(^1\), K. Mroczek-Dabrowska\(^1\)  
\(^1\)Poznan University of Economics and Business, Poland; \(^2\)Vistula University, Poland |                                                                                     |
| 62      | Revisit processes of catching up strategy of Asian countries: a cross level study | L. Xu\(^1\), J. Xiong\(^1\), Q. Li\(^2\)  
\(^1\)ESC Rennes School of Business; \(^2\)Shanghai International Studies University |                                                                                     |
| 63      | Italian Expats in French market: diversity dimensions. adjustments and management strategy | C. Cazorzi  
Dauphine University Paris, France |                                                                                     |
| 64      | Dual-structure of distribution channels in emerging markets: Review, integration and future research agenda | K. Tada\(^1\), M. Nakagawa\(^2\), H. Fukuchi\(^3\)  
\(^1\)Hokusei Gakuen University, Japan; \(^2\)Japan University of Economics, Japan; \(^3\)Hitotsubashi University, Japan |                                                                                     |
| 65      | The Relationship between Internationalization and Performance in Young Firms: The Moderating Role of Human Resource Slack | C. Friederici, C. Schwens  
Heinrich-Heine University Düsseldorf, Germany |                                                                                     |
| 66      | Cross-border M&As and Sub-National Cultures: Is staying home really staying home? A new perspective on the concept of the Liability of Foreignness and Cultural Distance | M. Langosch  
Loughborough University London, UK |                                                                                     |
| 67      | International migration and the governance of foreign investment | V. Kunczer, J. Puck, T. Lindner  
WU Wien, Austria |                                                                                     |
| 68      | Procedures for Electronic Analysis of Business Reports of 33 Afro-American Transnational Entrepreneurs | A. Decker  
Aalborg University, Denmark |                                                                                     |
69 - The localization strategies of the Chinese MNEs: M&A entry vs. Greenfield investment
L. Wang
Lancaster University, UK

70 - The impact of conflicts in Foreign Business Relationships on SME Performance
M. Ratajczak-Mrozek, K. Fonfara, A. Hauke-Lopes
Poznan University of Economics and Business, Poland

71 - The impact of Belt and Road Initiative on Chinese and Polish Sister-City economic relationships
A. K. McCaleb
Warsaw School of Economics, Poland

72 - Roles of EMS Companies’ Innovative Activities in the Global Supply Chain: A Case Study of Hon Hai Precision
Y. Huang
Hokusei Gakuen University, Japan

73 - Breaking of strategic alliances: lesson learnt from the failure of a foreign company tempting to set up business in Russia
V. Montenero
Université Dauphine, France

74 - Integrating doctoral research and teaching: a case from a Finnish business school
P. Zettinig, K. Einola
University of Turku, Finland

75 - The impact of business service captive offshoring on human resources in host subsidiaries of multinational corporations
R. Malik
Warsaw School of Economics, Poland

76 - The liability of “localness” and internationalization of entrepreneurial firms: Exploring the Codfathers’ economy and entrepreneurial success
A. Bitektine¹, R. Fralich²
¹Concordia University, Canada; ²HEC Montreal

77 - Deciphering the institutional arrangement: towards a framework for constructive engagement in the primary sector
M. T. W. Karinen
Turku School of Economics - University of Turku, Finland

78 - Cluster policy in Baden-Württemberg as a good practice for Greater Poland
A. Z. Kania
Poznan University of Economics and Business, Poland

79 - Communication within Top Management Teams across service sector – in the context of expatriation
A. A. Olszewska
Kozminski University, Poland

80 - 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
Poznan University of Economics and Business, Poland

81 - The rise of Cleantech in Finland - emergence, development and internationalization: An organizational ecology perspective
I. Laine, L. Torkkeli
Lappeenranta University of Technology, Finland

82 - Conceptual model of FDI sub-national location decision making
M. O. Laine
Turku School of Economics, Finland

83 - Size Matters in Selecting International Alliance Partners
C. H. Tseng
National Cheng Kung University, Taiwan

84 - Coping with psychic distance: modes, mechanisms and determinants
M. Ciszewska-Mlinaric
Kozminski University, Poland

85 - How to make waves in a huge pond? The importance of attention-building behaviour among subsidiaries to gain strategic influence
C. Holmström Lind, A. Gorgijevski, K. Lagerström
Uppsala University, Sweden

86 - Social Innovation at the Base of the Pyramid: How Embeddedness Drives Hybrid Practices in Mainstream Business
A. A. Lashitew
Erasmus University, The Netherlands
87 - Subsidiary Knowledge Outflows in Multinationals: A Review and Research Agenda on Emerging-market Multinationals  
L. Kong  
Uppsala University, Sweden

88 - Agglomeration effects on firm’s innovation and export intensity. Differences between domestic and foreign companies  
E. Manresa-Marhuenda  
University of Alicante, Spain

89 - Board of Directors Characteristics and Foreign Shareholdings in Euro Zone Publicly Traded Banks  
V. Pereira¹, J. Filipe²  
¹ISCAL - Instituto Superior de Contabilidade e Administração de Lisboa, Instituto Politécnico de Lisboa; ²Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU-IUL), ISTAIR-IUL, Lisboa, Portugal

90 - Determining factors of the export activity of smes in emerging markets  
E. C. Manotas Rodriguez  
Universidad Nacional de Colombia, Colombia

91 - Team composition in new ventures - Total and dispersed competencies  
D. Reese  
TU Dortmund, Germany

92 - 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

93 - Brazilians in Israel: implications of immigrant entrepreneurship in the creation of Global Startups  
F. Ribeiro¹, R. P. d. Q. Falcão², E. P. Cruz¹  
¹Universidade Federal Fluminense, Brazil; ²Pontifícia Universidade Católica do Rio de Janeiro, Brazil; ³Universidade Federal do Rio de Janeiro

94 - Born global family firms: evidence from an exploratory study  
F. Musso, B. Francioni, G. Masili  
University of Urbino Carlo Bo, Italy

95 - International New Ventures’ Growth in Hungary  
Stocker, M.  
Corvinus University of Budapest, Hungary

§ Best paper in Track 1
Internationalization through Digitalization: The Impact of E-Commerce Use on Internationalization in Small and Medium-sized Firms
J. Eduardsen
Aalborg University, Denmark

Buzz or benefit? A cross-country investigation of the link between firm performance and social media activities
N. Pogrebnyakov¹, E. Maldonado²
¹Copenhagen Business School, Denmark; ²Metropolitan State University of Denver

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

ODI and Firm-Level Performance: Is China Different from the Remaining BRIC Countries?
V. Gattai¹, R. Mechelli², P. Natale¹
¹University of Milan Bicocca, Italy; ²Università Cattolica di Milano

More bang for your buck: internationalization, resource heterogeneity, and profitability
R. Garcia-Garcia¹, E. Garcia-Canal, M. Guillén³
¹The Open University, UK; ²University of Oviedo, Spain; ³The Wharton School, USA

How subsidiary mandates are lost in the cooperative and competitive new normal of the MNE
E. Gillmore
Malardalen University, Sweden

COMPETITIVE SESSION
C2.3.3 - Internationalisation and performance
Track: MNE Organization and Strategy
Session chair: Liena L. Kano
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.01

Governance of family firms and entry mode choice in foreign markets
S. Mariotti, R. Marzano, M. Mutinelli, L. Piscitello
Politecnico di Milano

How do institutions matter in international business: The review of theoretical contradictions
P. Jasovska
University of Technology, Sydney, Australia

Family firms and the choice between WOS and JV: a Transaction Cost Economics approach
M. C. Sestu, A. Majocchi
University of Pavia, Italy

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. Costa e Silva¹, P. Duarte², J. Silva³
¹Universidade Católica Portuguesa - Porto; ²Universidade da Beira Interior, Portugal

Identification of barriers to co-create on-line: the perspectives of customers and companies
M. Chepurna, J. Rialp Criado
Universitat Autonoma de Barcelona, Spain

Resilience in global supply chains: An inter-organizational and cultural perspective
J. J. You
Durham University, UK

COMPETITIVE SESSION
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: 1:30 pm - 3:00 pm
Room: BL 27.06
Diverse Roles of Corporate Reputation Dimensions for MNCs: An Analysis across Nations §§
J. Hirschmann, N. Batton, B. Swoboda
Trier University, Germany

On-line formative assessment, electronic devices, and students’ performance
F. Di Meo¹, C.-P. Marti-Ballester²
¹Universidad de Alcalá, Spain; ²Universitat Autònoma de Barcelona, Spain

COMPETITIVE SESSION
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: 1:30 pm - 3:00 pm
Room: BL 27.05

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

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-Scholz, M. Yamin, A. Giroud
Alliance Manchester Business School, UK

MNE Structure, Expatriation Strategies, and MNE Performance: A portfolio approach §
J. Lee
Henley Business School, University of Reading, UK

The effect of foreign-to-local ownership change on firm performance
A. Mohr¹, P. Konara², P. Ganotakis³
¹WU Wien, University of Economics and Business, Wien, Austria; ²University of Plymouth, UK; ³University of Leeds, UK

INTERACTIVE
I2.3.1 - Drivers of performance in emerging markets
Track: Emerging Markets
Session chair: Vincent Montenero
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.14

Focus if You Are Strong? A Critical Note On the Performance Effects of Firm Resources and Multinationality in new MNEs
K. Bartoiewski², P. Trapczynski¹
¹The Poznan University of Economics, Poland; ²Warsaw School of Economics, Poland

Corporate renewal and performance outcome: evidence from emerging market located MNEs
L. H. Nguyen, J. Larimo
University of Vaasa, Finland

Political strategy in Brazil: evidence of strategic positioning in political markets
A. G. Lourenço Toledo
Uniinove/Fatec Mogi Das Cruzes, Brazil

Institution-based view on Saudi Arabian Entrepreneurship Ecosystem
A. Juho¹, A. Kauppinnen²
¹Prince Mohammad Bin Salman College; ²University of Liechtenstein

Profiling transnational entrepreneurs and the determinants of success in emerging markets: evidence from Sri Lanka
R. De Silva, D. Sharpe, A. Johnston
Sheffield Hallam University, UK

Brazilian Secret Hair*
L. R. Felicia, R. Cotta de Mello, C. Secches Kogut
UFRJ, Brazil

On-line formative assessment, electronic devices, and students’ performance
F. Di Meo¹, C.-P. Marti-Ballester²
¹Universidad de Alcalá, Spain; ²Universitat Autònoma de Barcelona, Spain

COMPETITIVE SESSION
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: 1:30 pm - 3:00 pm
Room: BL 27.12

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

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-Scholz, M. Yamin, A. Giroud
Alliance Manchester Business School, UK

MNE Structure, Expatriation Strategies, and MNE Performance: A portfolio approach §
J. Lee
Henley Business School, University of Reading, UK

The effect of foreign-to-local ownership change on firm performance
A. Mohr¹, P. Konara², P. Ganotakis³
¹WU Wien, University of Economics and Business, Wien, Austria; ²University of Plymouth, UK; ³University of Leeds, UK

INTERNATIONAL
I2.3.1 - Drivers of performance in emerging markets
Track: Emerging Markets
Session chair: Vincent Montenero
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.14

Focus if You Are Strong? A Critical Note On the Performance Effects of Firm Resources and Multinationality in new MNEs
K. Bartoiewski², P. Trapczynski¹
¹The Poznan University of Economics, Poland; ²Warsaw School of Economics, Poland

Corporate renewal and performance outcome: evidence from emerging market located MNEs
L. H. Nguyen, J. Larimo
University of Vaasa, Finland

Political strategy in Brazil: evidence of strategic positioning in political markets
A. G. Lourenço Toledo
Uniinove/Fatec Mogi Das Cruzes, Brazil

Institution-based view on Saudi Arabian Entrepreneurship Ecosystem
A. Juho¹, A. Kauppinnen²
¹Prince Mohammad Bin Salman College; ²University of Liechtenstein

Profiling transnational entrepreneurs and the determinants of success in emerging markets: evidence from Sri Lanka
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Sheffield Hallam University, UK

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L. R. Felicia, R. Cotta de Mello, C. Secches Kogut
UFRJ, Brazil

§: Best paper in Track 6  § §: Best paper in Track 10  *: Best paper in Track 13
DETAILED PROGRAM

11

INTERACTIVE

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: 1:30 pm - 3:00 pm
Room: BL 27.17

Cultural Intelligence - A Research Landscape
I. Alon¹, E. Lankut¹, N. F. Richter², N. Yari³
¹University of Agder, Norway; ²University of Southern Denmark

Fresh eyes on cultural distance in cross border mergers and acquisitions
M. Durand¹, M. Sondergaard³
¹ESC Troyes, France; Aarhus University; ³Aarhus University

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

The pool of human resource and the localization of foreign subsidiaries
N. Ando
Hosei University, Japan

Middle Managers’ Role Enactment in Top-Driven Change: An Exploratory Investigation in a Multinational Firm
C. Oral
International University of Bad Honnef, Campus Berlin

The effect of psychic distance on established international buyer-supplier relationships
S. Tierean¹, G. Berens², C. van Rie³
¹Abertay University, United Kingdom; ²Erasmus University Rotterdam, The Netherlands

Does entrepreneurial orientation moderates psychic distance - export performance relationship?
J. Sekliuckiené, B. Seinauskiené
KTU Kaunas University of Technology, Lithuania

New perspectives on sellers’ intercultural communication competence in B2B sales
J. P. Koponen, S. Julkunen
University of Eastern Finland, Finland

The influence of country image and acquirer’s corporate reputation in cross-border acquisitions: a consumer perspective
M. Matarazzo¹, G. Lanzilli², R. Resciniti³
¹Marconi University, Italy; ²University of Sannio, Italy

Cultural influences on power-based behaviors in global supply chain relationships: A multi-level theorization
I. Golgeci¹, W. A Murphy², D. A Johnston³
¹University of East Anglia, UK; ²Edwards School of Business, University of Saskatchewan, Canada; ³Schulich School of Business, York University, Canada

INTERACTIVE

I2.3.3 - Psychic and cultural distance
Track: International Marketing
Session chair: Richard Owusu
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.15

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
¹University of St. Gallen, Switzerland; ²Copenhagen Business School, Denmark

Importance of outward internationalisation incentives, resources, capabilities and risk
M. Torres, J. Clegg
University of Leeds, UK

State-ownership and the scale and scope of internationalization: The moderating role of home country market development
N. Pisani¹, O. Toulan², T. Gussenhoven¹
¹University of Amsterdam, The Netherlands; ²IMD, Switzerland

INTERACTIVE

I2.3.4 - Internationalisation incentives, resources and institutional barriers
Track: MNEs, Institutions and Policy
Session chair: Desalegn Abraha Gebrekidan
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.11

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S. Tierean¹, G. Berens², C. van Rie³
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New perspectives on sellers’ intercultural communication competence in B2B sales
J. P. Koponen, S. Julkunen
University of Eastern Finland, Finland
The relationship between electoral uncertainty and cross-country market entry decisions  
M. Fraissler¹, S. Dorobantu², J. Müllner¹, J. Puck¹  
¹Vienna University of Economics and Business, Austria; ²Leonard N. Stern School of Business

Corruption, Political Discretion and Entrepreneurship  
I. Alon³, A. Jimenez³  
³KEDGE Business School, France; ³University of Agder

Institutional distance and performance of foreign subsidiaries  
J. F. Petry⁴, M. Amal⁵, D. E. Floriani⁶  
⁴Regional University of Blumenau-FURB, Brazil; ⁵Federal University of Amazonas, Brazil; ⁶University of Vale do Itajai (unival), Brazil

How political instability destroys historical ties  
C. Witte, M. Burger, E. Pennings  
Erasmus University Rotterdam, The Netherlands

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  
¹St. Petersburg State University, Russian Federation; ²Lappeenranta University of Technology

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; ²Economic Research Institute for ASEAN and East Asia, Indonesia

Will internationalization save or kill SMEs? A longitudinal investigation and conceptualization of SME survival  
P. Kähäri¹, E. Rose², V. Soini³, E. Westney³  
¹Aalto University School of Business, Finland; ²University of Leeds, UK; ³Schulich School of Business, York University, UK

Factors influencing foreign market knowledge acquisition and internationalization: a case study  
T. Vissak¹, B. Francioni²  
¹University of Tartu, Estonia; ²University of Urbino “Carlo Bo”, Italy

Implications of entrepreneurial and international growth orientation for internationalization of family-controlled SMEs  
L. Torkkeli, M. Uzhegova, O. Kuivalainen, S. Saarenketo, K. Puimalainen  
Lappeenranta University of Technology, Finland

A global mindset - still a prerequisite for SME internationalization?  
L. Torkkeli¹, N. Numme², S. Saarenketo¹  
¹Lappeenranta University of Technology, Finland; ²Turku School of Economics

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

INTERACTIVE

I2.3.5 - International entrepreneurial growth of SMEs  
Track: SMEs and International Entrepreneurship  
Session chair: Pavlos Dimitratos  
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm  
Room: BL 27.18

The relationship between electoral uncertainty and cross-country market entry decisions  
M. Fraissler¹, S. Dorobantu², J. Müllner¹, J. Puck¹  
¹Vienna University of Economics and Business, Austria; ²Leonard N. Stern School of Business

Corruption, Political Discretion and Entrepreneurship  
I. Alon³, A. Jimenez³  
³KEDGE Business School, France; ³University of Agder

Institutional distance and performance of foreign subsidiaries  
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⁴Regional University of Blumenau-FURB, Brazil; ⁵Federal University of Amazonas, Brazil; ⁶University of Vale do Itajai (unival), Brazil

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PANEL

P2.3.1 - Meet the Editors (I)  
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm  
Room: BL 27.02

EDITORS:  
Ilan Alon, University of Agder  
European Journal of International Management  
International Journal of Emerging Markets  
Elena Beleska-Spasova, University of Reading  
Multinational Business Review  
Pervez Ghauri, University of Birmingham  
International Business Review  
Ari Van Assche, HEC Montreal  
Journal of International Business Policy  
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: 1:30 pm - 3:00 pm
Room: BL 27.16

CO-CHAIRS: Igor Kalinic, University of Leeds & Catherine Welch, University of Sydney Business School

PANELLISTS:
Maria Elo, University of Turku
Paul Ryan, Trinity College Dublin
Andreja Jaklič, University of Ljubljana
Martin Johanson, University of Uppsala

Reverse knowledge transfer in emerging-market multinationals: The role of headquarters and political embeddedness
C. Su¹, U. Holm¹, O. Martin Martin²
¹Uppsala University, Sweden; ²The Public University of Navarre, Spain

Sequential patterns of acquisition and cooperation: How do they matter for innovation in China?
X. Fu¹, Z. Sun², S. Li¹, J. Li²
¹Technology and Management Centre for Development, Department of International Development, University of Oxford, UK; ²College of Business Administration, Capital University of Economics and Business, Beijing, China;
³Research Centre for Technological Innovation & School of Economics and Management, Tsinghua University, Beijing, China

When do Chinese firms undertake international open innovation?
X. Fu¹, J. Li², Y. Li³, H. Chesbrough³
¹Technology and Management Centre for Development, Department of International Development, University of Oxford, UK; ²Research Centre for Technological Innovation, School of Economics and Management, Tsinghua University, Beijing China; ³Centre for Open Innovation, Haas School of Business, University of California, Berkeley

P2.3.3 - Gender diversity and inclusion at EIBA

Track: International HRM and Cross Cultural Issues
Time: Friday, 15/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.04

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

Social value creation by multinational enterprises: The next “big question” for international business research?
A. Rygh
Alliance Manchester Business School, UK

Codes of ethics within multinational corporations. A review of an emerging qualitative field of research
A. K. J. Gosovic
Copenhagen Business School, Denmark

Social value creation by multinational enterprises: The next “big question” for international business research?
A. Rygh
Alliance Manchester Business School, UK

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

§ Best paper in Track 4
Decoupling in CSR reports: A linguistic content analysis of the Volkswagen dieselgate scandal
D. Holtbrügge, M. Conrad
Friedrich-Alexander-University Erlangen-Nürnberg, Germany

When do emerging market multinationals upgrade their domestic asset base? Overcoming recombination barriers to growth §
G. Hendriks¹, A. Slangen²
¹RSM Erasmus University, The Netherlands; ²KU Leuven, Belgium

Chinese firms’ catch-up strategy: The influence of top management team functional diversity on choice of FDI portfolios
Y. Li¹, L. Cui², L. Zhou³
¹The University of Sydney, Australia; ²The Australian National University, Australia; ³Century Securities CO., LTD., China

Value Creation in Various Contexts
S. T. Marinova, M. A. Marinov
Aalborg University, Denmark

Overcoming liability of outsidership. An exploratory study on Australian service SMEs into an emerging market
E. Ch'ng
University of Sydney Business School, Australia

Bifurcation bias and internationalization: is foreign work experience the answer? Insights from European family SMEs
A. Majocchi¹, A. D’Angelo², E. Forlani³, T. Buck⁴
¹University of Pavia, Italy; ²University Cattolica del Sacro Cuore, Milan; ³University of Bologna; ⁴University of Glasgow, UK

M. Presutti¹, A. D’angelo²
¹University of Bologna, Italy; ²University Cattolica del Sacro Cuore, Milan, Italy

When do emerging market multinationals upgrade their domestic asset base? Overcoming recombination barriers to growth §
G. Hendriks¹, A. Slangen²
¹RSM Erasmus University, The Netherlands; ²KU Leuven, Belgium

Inbound foreign direct investment in mature economies: Lessons from Japan
R. Magnier-Watanabe¹, J. P. Lemaire²
¹University of Tsukuba, Japan; ²ESCP Europe, Paris

Offshoring and the Geography of Jobs in Great Britain
L. Gagliardi¹, ²S. Iammarino², A. Rodriguez-Pose²
¹University of Geneva; ²London School of Economics, UK

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

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

§ Best paper in Track 12
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

The internationalization of international for-profit social enterprises
I. Kalinic2, A. Koveshnikov1
1Aalto University School of Business, Finland; 2Leeds University Business School, UK

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, UK

Marketing Activity of International New Ventures - Empirical Application of the EMICO Framework
L. Danik, I. Kowalik
Warsaw School of Economics, Poland

Twenty-five years of the International Business Review: A bibliometric overview
C. Cancino1, J. M Merigo1, A. Rialp2, D. Urbano2
1University of Chile, Chile; 2Universitat Autonoma de Barcelona, Spain

When to offshore and when to backshore. Does country of origin influence firm’s manufacturing location decision?
D. Lica, E. Di Maria
University of Padova, Italy

Perception Gaps in the Headquarters-Subsidiary Relationship - Are Divergences in Fairness Perceptions Culture-Bound?
N. Zobel
University of St. Gallen, Switzerland

MNE R&D Subsidiary Mandates Evolution in Emerging Economies - A Systematic Literature Review
D. Schulzmann1,2, D. Slepniov1
1Aalborg University, Denmark; 2University of Chinese Academy of Sciences, China

Dynamic subsidiary roles as determinants of subsidiary technology source: Empirical evidence from China
S. Zhang1, R. Pearce1, M. Papanastassiou2, S. Zhao3, I. Bournakis3
1Reading University, UK; 2Middlesex University, UK

The drivers of the relocations of second degree involving manufacturing activities: a focus on European Union
S. Elia1, P. Barbieri1, L. Fratocchi1, R. Golini4
1Politecnico di Milano, Italy; 2University of Bologna, Italy; 3University of L’Aquila, Italy; 4University of Bergamo, Italy

Enhancing cross-border M&A performance through diaspora networks
W. Y. Degbey1, K. M. Ellis2
1University of Turku, Finland; 2Florida Atlantic University, USA

Industry Level Institutional Complexity and Multinational Enterprise
A. Karhu, M. Elo, M. Ketolainen
Turku School of Economics at University of Turku, Finland

M. Landoni
Università Cattolica del Sacro Cuore, Italy
**Promoting international scientific research collaboration: the role of research management companies**

V. C. Simões, I. Matias  
ISEG, University of Lisboa, Portugal

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**Institutions, Distant Search and Innovation Performance**

M. Aliyev, C. McDonald  
University of Leeds, UK

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**Network-oriented behaviours in rapid internationalization: performance implications**

M. Raatikainen¹, M. Gabrielsson¹, P. Gabrielsson², T. Laukkanen¹  
¹University of Eastern Finland, ²University of Vaasa, Finland

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**Reviving the individual in international entrepreneurship research: using a narrative lens in studying the international entrepreneurial identity**

S. M. M. Korhonen  
Jyväskylä University, Finland

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**Entrepreneurial firms and international performance: moderating roles of networking and government support**

P. Dimitratos¹, P. Gabrielsson², M. Gabrielsson³, T. Seppala⁴  
¹University of Glasgow, UK; ²University of Vaasa, Finland; ³University of Eastern Finland, Kuopio, Finland; ⁴Aalto University, Helsinki, Finland

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**Diaspora entrepreneurship: the role of social networking**

M. J. Benozir, M. S. Sandhu, F. U. Ahmed, W. C. Au  
Monash University Malaysia

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**How Do Entrepreneurs Organize Early Internationalizing Firms to Exploit International Opportunities under the Conditions of Genuine Uncertainty?**

H. Kano  
Waseda University, Japan

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**International entrepreneurship intentions explained through cognitive approaches: an exploratory study among university students**

B. Vlacic¹, M. Gonzalez-Loureiro¹², V. Braga²³  
¹University of Vigo, Spain; ²CIICESI-Polytechnic Institute of Porto, Portugal; ³ESTGF-Polytechnic Institute of Porto, Portugal

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**Does Host Market Regulation Induce Cross Border Environmental Innovation?**

A. Zanfei, G. Marin  
University of Urbino, Italy

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**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-Sanchez⁴, W. Shleha¹  
¹Universitat Autonoma de Barcelona, Spain; ²School of Management and Business, King’s College London, UK

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**How Do Entrepreneurs Organize Early Internationalizing Firms to Exploit International Opportunities under the Conditions of Genuine Uncertainty?**

H. Kano  
Waseda University, Japan

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**International entrepreneurship intentions explained through cognitive approaches: an exploratory study among university students**

B. Vlacic¹, M. Gonzalez-Loureiro¹², V. Braga²³  
¹University of Vigo, Spain; ²CIICESI-Polytechnic Institute of Porto, Portugal; ³ESTGF-Polytechnic Institute of Porto, Portugal

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**Does Host Market Regulation Induce Cross Border Environmental Innovation?**

A. Zanfei, G. Marin  
University of Urbino, Italy

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**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-Sanchez⁴, W. Shleha¹  
¹Universitat Autonoma de Barcelona, Spain; ²School of Management and Business, King’s College London, UK

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**Reviving the individual in international entrepreneurship research: using a narrative lens in studying the international entrepreneurial identity**

S. M. M. Korhonen  
Jyväskylä University, Finland

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**Entrepreneurial firms and international performance: moderating roles of networking and government support**

P. Dimitratos¹, P. Gabrielsson², M. Gabrielsson³, T. Seppala⁴  
¹University of Glasgow, UK; ²University of Vaasa, Finland; ³University of Eastern Finland, Kuopio, Finland; ⁴Aalto University, Helsinki, Finland

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**Diaspora entrepreneurship: the role of social networking**

M. J. Benozir, M. S. Sandhu, F. U. Ahmed, W. C. Au  
Monash University Malaysia
Building Trust in a Guarantee Fund in a Challenging Institutional Environment
L. Q. Lanz\textsuperscript{1}, P. A. Tomei\textsuperscript{2}
\textsuperscript{1}BNDES - Brazil, Columbia University - NY; \textsuperscript{2}Pontificia Universidade Católica do Rio de Janeiro - PUC-Rio

Motivations of Chinese firms in developed economies: the case of Australia
W. Li, H. Hendrischke
Sydney University Business School, Australia

Chinese acquisitions in the UK: A multiple case-study approach
J. Vukicevic
Nottingham Trent University, UK

The Relationship between Multinationality and Performance: A Critical Literature Review and Directions for Future Research
A. Schmuck, K. Lagerström, J. Sallis
Uppsala University, Sweden

Internationalization, regionalization, and economies of scale: a new approach to disentangle the multinationality-performance puzzle
S. Eckert, M. Dittfeld, F. H. Zellner
TU Dresden, Germany

Types of strategic orientations and international performance: direct effects and institutional moderations
T. Pehrsson
Gothenburg University, Sweden

Antecedent factors of trust development and the impact of foreign partner’s trust on iso performance: a theoretical perspective
N. Sklavounos, K. Rotsios, Y. Hajidimitriou
University of Macedonia, Greece

Understanding the motivation to avoid corporation tax: a qualitative approach
M. Cooper, Q. T. Nguyen
Henley Business School, UK

INTERACTIVE

I2.4.6 - Determinants of performances
Track: MNE Organization and Strategy
Session chair: Lars Håkanson
Time: Friday, 15/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.17

The power of proximity at a distance: the role of interlocking directorates in reducing the liability of outsidership
M. Zdziarski\textsuperscript{1}, E. M. Heemskerk\textsuperscript{2}, J. Garcia-Bernardo\textsuperscript{3}, F. De Beule\textsuperscript{3}, A. Jaklic\textsuperscript{4}, S. Elia\textsuperscript{5}, F. Takes\textsuperscript{6}
\textsuperscript{1}University of Warsaw, Poland; \textsuperscript{2}University of Amsterdam, The Netherlands; \textsuperscript{3}TU Leuven, Belgium; \textsuperscript{4}University of Ljubljana, Slovenia; \textsuperscript{5}Politecnico di Milano, Italy

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

In or Out: How Insourcing Foreign Input Production Affects Domestic Production
S. Arvanitis\textsuperscript{7}, T. Bolli\textsuperscript{8}, T. Stucki\textsuperscript{9}
\textsuperscript{7}University of Jyväskylä, Finland; \textsuperscript{8}ETH Zurich

Entry mode choices of Japanese automobile component suppliers in North America
T. Jiang\textsuperscript{10}, S. Ishii\textsuperscript{11}, J. F. Hennart\textsuperscript{12}
\textsuperscript{10}Osaka City University, Japan; \textsuperscript{11}Tilburg University, The Netherlands

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
PANEL
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: 3:15 pm - 4:45 pm
Room: BL 27.02
CHAIR: Justin Paul, University of Puerto Rico
PANELLISTS:
Jonathan Doh, Villanova University
Rosalie Tung, Simon Fraser University
Ilan Alon, University of Agder
Desislava Dikova, Vienna University of Economics and Business
CO-CHAIRS: Stefano Elia, Politecnico di Milano School of Management & Cristina Rossi-Lamastra, Politecnico di Milano School of Management
PANELLISTS:
Igor Filatotchev, Cass Business School
Peder Greve, University of Reading
Pamela Sharkey Scott, Maynooth University School of Business
Dana Minbaeva, Copenhagen Business School
Michał Zdziarski, University of Warsaw

PANEL
P2.4.2 - Micro-funding the MNEs strategic choices in IB and management research
Track: MNE Organization and Strategy
Time: Friday, 15/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.12
CO-CHAIRS: Stefano Elia, Politecnico di Milano School of Management & Cristina Rossi-Lamastra, Politecnico di Milano School of Management
PANELLISTS:
Igor Filatotchev, Cass Business School
Peder Greve, University of Reading
Pamela Sharkey Scott, Maynooth University School of Business
Dana Minbaeva, Copenhagen Business School
Michał Zdziarski, University of Warsaw

PANEL
P2.4.3 - Key success factors of SME internationalization: a cross-country perspective
Track: SMEs and International Entrepreneurship
Time: Friday, 15/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.03
CO-CHAIRS: Noémie Dominguez, Lyon University & Ulrike Mayrhofer, Lyon University
PANELLISTS:
Susan Freeman, University of South Australia
Pervez N. Ghauri, University of Birmingham
Birgit Hagen, University of Pavia
Olli Kuivalainen, The University of Manchester
Stefan Schmid, ESCP Europe, Berlin Campus
Maria Cristina Sestu, Università di Pavia
Cristina Villar, University of Valencia

COMPETITIVE SESSION
C2.5.1 - Extensions of international entrepreneurship
Track: SMEs and International Entrepreneurship
Session chair: Antonio Majocchi
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.05
Strategy and structure of modern Trade Promotion Agencies
J. Schembri, P. Dimitratos, M. Fletcher
Adam Smith Business School, University of Glasgow, UK
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
Maturing born globals and their acquisition behavior
S. Oyna\textsuperscript{2}, T. Almor\textsuperscript{1}, B. Elango\textsuperscript{3}, S. Y. Tarba\textsuperscript{4}
\textsuperscript{1}College of Management, Israel; \textsuperscript{2}Agder University, Norway; \textsuperscript{3}Illinois State University, USA; \textsuperscript{4}University of Birmingham, UK

COMPETITIVE SESSION
C2.5.2 - Corporate responsibility and irresponsibility
Track: MNEs and Sustainable Development
Session chair: Asmund Rygh
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.04
Mountains of Molehills? An Empirical Investigation of the Relationship between Corporate Irresponsibility and Reputation Penalties
G. Nardella\textsuperscript{1}, S. Brammer\textsuperscript{2}
\textsuperscript{1}University of Reading, UK; \textsuperscript{2}Macquarie University, Australia
When doing well means doing harm: understanding the performance - CSIR link in emerging country firms
F. Nieri1, E. Giuliani1, A. Vezzulli2,3
1University of Pisa, Italy; 2University of Insubria, Italy; 3CRIOS, Bocconi University, Italy

Toward a strategic management perspective on local content in African extractives
M. W. Hansen
CBS, Denmark

Internationalization and Corporate Social Performance: The Impact of Subsidiary activities
P. Williamson1, P. Symeou2, S. Zyglidopoulos3
1University of Cambridge, UK; 2University of Applied Sciences Karlsruhe, Germany; 3Fraunhofer-Institute for Systems and Innovation Innovation Research IS', Karlsruhe, Germany

COMPETITIVE SESSION
C2.5.3 - The new geography of GVCs
Track: International Business and Economic Geography
Session chair: Katiuscia Lavoratori
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.02

Bringing it all back home? Backshoring of manufacturing activities and the diffusion of Industry 4.0
B. Dachs1, S. Kinke1,2, A. Jäger3
1AIT Austrian Institute of Technology, Austria; 2University of Applied Sciences Karlsruhe, Germany; 3Fraunhofer-Institute for Systems and Innovation Innovation Research IS', Karlsruhe, Germany

Global Value Chains and Local Sourcing: An empirical analysis on Sub-Saharan Africa and Vietnam
R. Rabellotti1, V. Amendolagine1, A. Presbitero1, M. Sanfilippo4
1Università di Pavia, Italy & Aalborg University, Denmark; 2Università di Pavia, Italy; 3International Monetary Fund; 4Università di Bari

New frontiers for competitiveness and innovation in clusters and value-chains research
E. Di Maria1, V. De Marchi1, G. Gereffi2
1University of Padova, Italy; 2Duke University, USA

Firm’s Decision to Engage in International Assignments during Business Internationalisation
I. Koleša, A. Burger
Faculty of Social Sciences, University of Ljubljana, Slovenia

§. Best paper in Track 3

COMPETITIVE SESSION
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: 5:15 pm - 6:45 pm
Room: BL 27.03

Towards a more heterogeneous steering of foreign subsidiaries in multinational automotive companies?
H. Proff
University of Duisburg Essen, Germany

Playing by the corporate rules: Social and political aspects of subsidiary influence
K. Conroy1, D. Collings2, J. Clancy2
1Queen’s University Belfast; 2Dublin City University; 3National University of Ireland, Galway

How do MNC’s intermediate units control foreign activities? Double embeddedness and control mechanisms
A. Dasi1, T. Pedersen2, J. Pla.Barber1
1University of Valencia, Spain; 2Bocconi University, Italy

The Darker Side of Social Integration: A Discussion of Bargaining Costs and Knowledge Transfer
R. Lunnan, S. Tomassen, G. R. Benito
BI Norwegian Business School, Norway

COMPETITIVE SESSION
C2.5.5 - Institutions and operation mode
Track: MNE Organization and Strategy
Session chair: Jens Gammelgaard
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.06

An Institution-Based View of Information Accuracy: Solving the Alliance vs. Acquisition Puzzle Abroad
M. J. Mueller1, G. Hendriks1, A. H. L. Slangen1,2
1Rotterdam School of Management, Erasmus University; 2KU Leuven

Interorganizational Diversity, Institutional Risk, and the Formation of Multipartner Syndicates
S. Dorobantu1, T. Lindner1, J. Müllner1
1Vienna University of Economics and Business, Austria; 2New York University, Stern School of Business
When National institutions matter: new insights on divisional and regional HQ relocations
A. Valentino¹, B. Koch²
¹Università Luiss Guido Carli, Italy; ²LMU, Germany

Phone Home? Headquarters’ Involvement in Foreign University Collaboration
M. Grabowska¹, S. Kelchtermans¹, R. Belderbos¹,³, B. Leten¹,³, M. Riccaboni¹, J. Jacob¹
¹KU Leuven, Belgium; ²Maastricht University, Maastricht, The Netherlands; ³IMT Lucca; ⁴Grenoble School of Management; ⁵UNUMERIT, Maastricht, The Netherlands; ⁶Hasselt University, Diepenbeek, Belgium

The interaction of shared attitudes and distance in global virtual teams
R. Drogendijk¹, J. Lauring²
¹University of Groningen, The Netherlands; ²Aarhus University, Denmark

A Multinational Investigation of the Extended Full Range of Leadership Model
U. Poethke, J. Rowold
TU Dortmund University, Germany

Role of leaders as agents of negotiations for countercultural dissonance in MENA
H. Kabasakal¹, A. Dastmalchian³, G. Karacay³, S. Bayraktar⁴
¹Bogazici University, Department of Management, Istanbul; ²Simon Fraser University, Beedie School of Business, Vancouver; ³Bosphorus University, Faculty of Management; ⁴Ozyegin University, Turkey

Sharing expertise in mncs: focus on strategies of experts
T. Hakkarainen
Aalto University School of Business, Finland

COMPETITIVE SESSION
C2.5.6 - Global teams and leaders
Track: International HRM and Cross Cultural Issues
Session chair: Naoki Ando
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.14

Demystifying chinese investment modes of entry: effects of governance environment and learning
I. Alon¹, S. Elia², S. Li³
¹University of Agder, Norway; ²Politecnico di Milano, Italy; ³Old Dominion University, USA

Establishment mode choice of EMNEs: does state ownership matter?
D. Quer, L. Rienda, R. Andreu
University of Alicante, Spain

Choice between acquisitions and greenfields abroad: family versus non-family indian multinationals
L. Rienda, E. Claver, D. Quer, R. Andreu
University of Alicante, Spain

Entry Timing and Uncertainty in Transition Economies: Location and Firm Contingencies Revisited
T. Nacken, B. Karreman, E. Pennings
Erasmus University Rotterdam, The Netherlands

COMPETITIVE SESSION
C2.5.7 - Contextual determinance of entry modes by Emerging Market Firms
Track: Emerging Markets
Session chair: Marin Alexandrov Marinov
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.07

Network tie strength and performance of early internationalizers: the moderating role of absorptive capacity
M. Bembom, C. Schwens
Heinrich Heine University Duesseldorf, Germany

Borderless companies: the role of entrepreneurs and network relationships in the development of global value systems
V. C. Simões, G. A. Martins
ISEG, University of Lisboa, Portugal

COMPETITIVE SESSION
C2.5.8 - Networks and internationalization
Track: SMEs and International Entrepreneurship
Session chair: Ricardo Correia
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.13
Cartoon Network: Rapid Internationalisation for Born Global Members of a Community of Practice
P. Ryan¹, N. Evers², S. Andersson³, A. Smith⁴
¹Trinity College Dublin; ²National University of Ireland, Galway, NIJIG; ³Halmstad University, Sweden

Can advanced services spur the international business of machine tool builders?
B. Kamp
Orkestra-Basque Institute of Competitiveness, Spain

Emerging technologies and internationalization: Insights from Italian companies approaching Industry 4.0
R. Romanello, M. Chiarvesio
University of Udine, Italy

Do firms innovate abroad? - The Case of Swedish R&D in India
R. Jeremiah
Stockholm School of Economics, Sweden

Internationalization of Science Parks: Brazilian Innovation Environments Experiences
J. Tomelin¹, A. Zen², M. Amal³, P. Arrabito²
¹University of Blumenau, Brazil; ²Federal University of Rio Grande Do Sul, Brazil

Sustainability driven by business model innovation in European banks
E. Aracil¹, F. J. Forcadell²
¹Universidad Francisco de Vitoria, Madrid, Spain; ²Universidad Rey Juan Carlos, Madrid, Spain

INTERACTIVE

Can advanced services spur the international business of machine tool builders?
B. Kamp
Orkestra-Basque Institute of Competitiveness, Spain

Emerging technologies and internationalization: Insights from Italian companies approaching Industry 4.0
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Do firms innovate abroad? - The Case of Swedish R&D in India
R. Jeremiah
Stockholm School of Economics, Sweden

Internationalization of Science Parks: Brazilian Innovation Environments Experiences
J. Tomelin¹, A. Zen², M. Amal³, P. Arrabito²
¹University of Blumenau, Brazil; ²Federal University of Rio Grande Do Sul, Brazil

Sustainability driven by business model innovation in European banks
E. Aracil¹, F. J. Forcadell²
¹Universidad Francisco de Vitoria, Madrid, Spain; ²Universidad Rey Juan Carlos, Madrid, Spain

§ Best paper in Track 11

INTERACTIVE

I2.5.1 - New technologies and internationalization
Track: Internationalisation in the Information Age
Session chair: Davide Castellani
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.11

INTERACTIVE

I2.5.2 - Strategic alliances
Track: Knowledge Management and Innovation
Session chair: Timothy M. Devinney
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.16

International Strategic Alliances and Host Country Partner Diversification Decisions: A Knowledge-Based Approach
F. Alhajjed, C. Williams
Durham University, UK

Strategic Alliances: Identifying Recent Emerging Sub-Fields of Research
F. Belussi¹, I. Orsi², A. Ganzaroli²
¹Padua University, Italy; ²Milan University, Italy

How Can Chinese Firms Become Radical Innovators: The Role of International Collaboration
X. Fu¹, H. Lin², H. Xiong³
¹Dept. of International Development, Oxford University, Oxford, UK; ²Dept. of Technology Cooperation, Huawei Technologies Co., LTD, Shenzhen, China; ³Dept. of Innovation Research, Development Research Centre of State Council, Beijing, China

External and internal networking and innovation performance of foreign subsidiaries in Colombian manufacturing sectors
I. Alvarez¹, N. Albis²
¹Instituto Complutense de Estudios Internacionales, Spain; ²Instituto Complutense de Estudios Internacionales, Observatorio Colombiano de Ciencia y Tecnología (OcyT)

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. Khalid³
¹University of Management and Technology Pakistan; ³University of Sharjah United Arab Emirates

INTERACTIVE

I2.5.3 - The local context in IB
Track: International Business and Economic Geography
Session chair: Simona Iammarino
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.15
Foreignness in the International Business Literature: A Systematic Review
Y. H. An, S. Zagelmeyer, A. Rygh
University of Manchester, UK

Managing Natural Disaster Risk at the Subnational Level in China
C. H. Oh¹, J. Oetzel²
¹Simon Fraser University, Canada; ²American University, DC

Global or Local Value Chains? Evidence from Japanese Manufacturing Investments in China
M. M. Zhang
University College Dublin, Ireland

Connecting Local and Global Technological Knowledge Sourcing
S. Zaman, J. Cantwell
Rutgers University, USA

The country-of-origin clustering net effect on MNEs: Evidence from China
B. Urzelai¹, F. Puig²
¹University of the West of England, UK; ²Universidad Valencia, Spain

How to get great employees? Make sure they can enjoy their leisure time
L. Gagliardi
University of Geneva, Switzerland

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; ²University of Central Lancashire, 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

The legitimacy of LGBT families with career
K. M. Puchmüller
Johannes Kepler University, Austria

INTERACTIVE

I2.5.4 - Contemporary topics in IHRM
Track: International HRM and Cross Cultural Issues
Session chair: Ulrike Mayrhofer
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.17

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

Generational Differences at Work - An International Human Resource Management Perspective
M. Gunkel, F. Eberz
Free University of Bozen-Bolzano, Italy

Protean Career Orientation of Generation Y: A Social Cognitive Career Theory Investigation
T. Hui Hui, W. C. Au, A. K. Pervaiz
Monash University Malaysia, Malaysia

I2.5.5 - Consumer behaviour and brand management
Track: International Marketing
Session chair: Susan Mudambi
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.18

Toward a ‘masstige’ theory and strategy for global brand management
J. Paul
University of Puerto Rico, USA

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

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
Decision-making Logic and Brand Orientation of International New Ventures: The Performance Consequences of Strategic Fit
S. Y. Kusi, P. Gabrielsson
University of Vaasa, Finland

An Exploration of Brand Biographies in India
J. D. Branch, S. Nath
Ross School of Business, University of Michigan, USA

Internet marketing challenges of South African SMEs
L. van Scheers
University of South Africa, South Africa

Banks and Internationalizing SMEs: Friends or Foes?
R. Baldegger, P. Schueffel, N. Tuchschmid
HEG Fribourg, Switzerland

Global Mindset and Export Channel Choice of Chinese SMEs
G. Nakos¹, K. Brouthers², I. Kalinic³
¹Clayton State University, USA; ²King’s College London, UK; ³Leeds University Business School, UK

The role of distance in family SMEs’ foreign ownership mode choice: the moderating role of family control
B. Del Bosco¹, C. Bettinelli²
¹University of Milano-Bicocca, Italy; ²University of Bergamo, Italy

The limiting, not limited, resources of new and small internationalizing firms
L. Humphries
Aalto University, Finland

The Influence of External and Internal Factors on Socially Responsible Behaviour in SMEs
A. Wollenberg¹, H. Liang²
¹St. George’s University, Grenada, West Indies; ²Curtin University, Singapore

The Effect of Same-industry and Cross-industry Agglomeration on Exporting of Small and Medium Sized Enterprises
J. Chung, H. Cho
Korea University Business School, Republic of Korea

I2.5.6 - Modes and challenges of SME internationalization
Track: SMEs and International Entrepreneurship
Session chair: Romeo V. Turcan
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.12

P2.5.1 - Location, collocation and innovation across national borders: connecting the International Business, Economic Geography and Innovation communities
Track: International Business and Economic Geography
Time: Friday, 15/Dec/2017: 5:15 pm - 6:45 pm
Room: BL 27.01

CHAIR: Grazia D. Santangelo, University of Catania

PANELISTS:
Johan Lindeque, FHNW School of Business
Rajneesh Narula, Henley Business School
Andrea Martinez Noya, University of Oviedo
Sinéad Monaghan, Rutgers Business School
Ram Mudambi, Fox School of Business, Temple University
Friday, December 15th, 2017 - Social Program

Morning • Time: 10:30 am - 12:00 am

Campus Tour - POLIMI WIND TUNNEL

GVPM is a special wind tunnel with two test rooms located on the opposite sides of the loop. Due to this peculiar arrangement, it is possible to select the test room that can better fulfill the clients’ request either in a laminar flow or in a turbulent flow situation. The facility is powered by a flow generator array of 14 1.8m diameter, 100kW fans, for a total power of 1.4 MW. During the visit you will observe the wind tunnel on working mode and - accordingly with the test schedule - it may be possible to have a close look to the model set-up. Many old but significant models are on display: bridges, buildings, sail boats and others. www.windtunnel.polimi.it

This event is free of charge

Visit this page to register and secure your participation:
https://politecnicomilano.wufoo.eu/forms/xgyf92z0xu0hax/

Further practical information will be sent to people who register

Afternoon • Time: 5:00 pm - 6:30

PINACOTECA DI BRERA - GUIDED TOUR

The Pinacoteca is the first museum in Milan and one of the most outstanding image galleries in the world as it houses some of the most prestigious selections of masterpieces of ancient and modern images, as well as sculptures by important Italian artists of the XX century. The Pinacoteca di Brera houses more than 400 works of art ranging from the XIV century to avant-garde works representing the triumph of Italian Renaissance art in the world. Our visit will unfold among the museum’s masterpieces from Raffaello to Caravaggio.

Duration of the tour: 1.5 hours
Price: 25 EUR per person (to be paid in cash on site)
Further practical information will be sent to people who register

Evening • Time: 7:00 pm - 10:00 pm

SOCIAL EVENT - APERITIVO CULTURAL EXPERIENCE
LETS MEET AT MEET, LET’S DATE AT DATE!

Every Italian city has its aperitivo tradition, but Milan is considered the birthplace and is renowned for its locales where one can practically eat a full meal for the price of one drink. Traditionally speaking, the aperitivo made its grand entrance into Milanese society around the 1920’s, where friends, colleagues, lovers, and strangers would meet before dinner and have a small mildly bitter drink accompanied by a little food. To this day the aperitivo tradition remains much the same, except the drinks have gotten slightly larger and the finger food leans toward the gourmet... Something you cannot miss during the EIBA Conference in Milan.

Self-paying on site

Fixed price: 10 EUR per drink with food

Please register to make sure we don’t run out of food and drinks!
https://politecnicomilano.wufoo.eu/forms/x1aq02d60cii46y/
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am - 10:30 am</td>
<td>Parallel sessions • Building BL27</td>
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<tr>
<td>10:30 am - 11:00 am</td>
<td>Coffee Break • Building BL27 (ground floor)</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td>EIBA Fellows’ Plenary session</td>
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<td></td>
<td>Building BL28 (Aula Magna Carassa e Dadda)</td>
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<td>12:30 pm - 1:30 pm</td>
<td>Lunch • Building BL27 (ground floor &amp; first floor)</td>
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<tr>
<td>12:30 pm - 1:30 pm</td>
<td>EIBA Fellows Meeting • Building BL27 (Room BL27.14)</td>
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<td>1:00 pm - 1:30 pm</td>
<td>AIB-WE (Western Europe) Chapter General Business Meeting</td>
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<td>1:30 pm - 3:00 pm</td>
<td>Meet the Editors (II) • Room BL27.02</td>
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<tr>
<td>1:30 pm - 3:00 pm</td>
<td>Launch of PIBR volume 12: Concept, Cost and Value of Distance in IB</td>
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<tr>
<td>3:15 pm - 4:45 pm</td>
<td>Parallel sessions • Building BL27</td>
</tr>
<tr>
<td>7:00 pm - 1:00 am</td>
<td>Gala Dinner • Palazzo del Ghiaccio (Via G.B. Piranesi, 14)</td>
</tr>
</tbody>
</table>
DETAILED PROGRAM

Saturday, December 16th

COMPETITIVE SESSION
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: 9:00 am - 10:30 am
Room: BL 27.04

Intra-firm network diversity and technological novelty in multinational firms’ R&D units
F. De Michiel
KU Leuven, Belgium

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

Knowledge management in subsidiaries and MNC performance. The mediating effect of the relational context
E. Claver-Cortés, P. Zaragoza-Sáez, M. Übeda-Garcia, B. Marco-Lajara, F. Garcia-Lillio
University of Alicante, Spain

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; 2University of Leeds, UK

COMPETITIVE SESSION
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: 9:00 am - 10:30 am
Room: BL 27.02

Home-government lobbying and international diversification: Evidence from U.S. retail MNEs
G. Batsakis1, P. Konara2, V. Shirodkar3
1Brunel University, UK; 2University of Plymouth, UK; 3University of Sussex, UK

Influence of host country institutions on subsidiary performance
B. M. Truong1, H. T. Dam2
1BI Norwegian Business School, Norway; 2Thai Nguyen University, Vietnam

COMPETITIVE SESSION
C3.1.3 - The impact of home and host country political regimes on MNE investment and subsidiary performance
Track: MNEs, Institutions and Policy
Session chair: Miguel Torres
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.03

Home-government lobbying and international diversification: Evidence from U.S. retail MNEs
G. Batsakis1, P. Konara2, V. Shirodkar3
1Brunel University, UK; 2University of Plymouth, UK; 3University of Sussex, UK

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, UK; 2School of Business and Law, University of Agder, Norway

The Contextual Impact of Internal Capital Markets on MNE Performance
M. Weiss1, J. Mülner2, A. König3
1Vlerick Business School; 2Vienna University of Economics and Business, Austria; 3University of Passau, Germany

Factoring and the Liability of Foreignness of MNEs in Emerging Markets
J. F. Hennart1, H. H. Sheng2, A. B. Bortoluzzo2, S. E. Lee3
1Center, Tilburg University; 2Getulio Vargas Foundation (FGV-EAESP), Brazil; 3Insper, Brazil

Finance and intangible assets in foreign subsidiaries of multinational enterprises
Q. Nguyen
University of Reading, UK

§§: Best paper in Track 8
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 ICai-icade, Spain; ²Universidad de Oviedo, Spain; ³University of Pennsylvania, USA

MNEs' host-government lobbying and subsidiary performance: Boon or a bane?
V. Shirodkar¹, P. Konara²
¹University of Sussex, UK; ²University of Plymouth, UK

COMPETITIVE SESSION

C3.1.4 - Language and careers
Track: International HRM and Cross Cultural Issues
Session chair: James Walker
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.14

Expatriated Dual-Career Couples: Hope and Disillusionment
A. Kierner
University of Vaasa, Finland

Lack of a word in a cross-language study in Russia: methodological implications
V. Outila, R. Piekkari, I. Mihailova
Aalto University, Finland

On the Role of Language in the Hiring Process
C. Brighi¹, E. Herzfeldt²
¹University of Victoria, Canada; ²Universität der Bundeswehr München, Germany

Can MNEs still use the English as lingua franca for inter-cultural communication when the emotions are running high?
Q. Wang¹, P. Buckley², J. Clegg³, H. Gaiweska De Mattos⁴
¹Birmingham City University, UK; ²Leeds University, UK

Is international work experience associated with CFO compensation? Empirical evidence from the largest MNEs in Europe
S. Schmid, F. Altfeld
ESCP Europe, Germany

COMPETITIVE SESSION

C3.1.5 - The dynamics of industrial location
Track: International Business and Economic Geography
Session chair: Roberta Rabellotti
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.07

Asymmetric co-location of R&D and manufacturing: foreign MNEs location choice in Italy
K. Lavoratori¹, S. Mariotti², L. Piscitello³
¹University of Perugia, Italy; ²Politecnico di Milano, Italy

Foreign direct investment in subnational geographic locations
B. B. Nielsen¹, C. Asmussen², C. Weatherall³, D. Haakonsson⁴
¹University of Sydney, Australia; ²Copenhagen Business School, Denmark; ³Krak Fond Institute for Urban Economics Research, Denmark

Role of uncertainty in individual and team decision-making during cross-border acquisition
S. Sniazhko
University of Vaasa, Finland

COMPETITIVE SESSION

C3.1.6: Location drivers of Emerging Drivers Firms
Track: Emerging Markets
Session chair: Filip De Beule
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.05

Policy risk, distance and private participation projects in Latin America
A. Jimenez¹, E. Salvaj²
¹KEDGE Business School, France; ²Universidad del Desarrollo, Chile

Do Chinese MNEs Acquire Location-Bounded or Non-Location-Bounded Strategic Assets through FDI? A Comparative Analysis with Developed Market MNEs
D. Sutherland¹, J. Anderson²
¹Durham University Business School, UK; ²University of Northern Iowa, USA
Internationalization of LATAM firms: a systematic review and a 7-P framework
J. Paul, E. Mas
University of Puerto Rico, USA

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

Legacy removal as a core dynamic capability for incumbent MNCs facing disruptive change
F. Elter1,2, P. Gooderham2, A. Dasi3, T. Pedersen4
1Telenor Research; 2Norwegian School of Economics; 3University of Valencia, Spain; 4Bocconi University, Italy

How a Flexible Matrix Structure Supports Ambidexterity at the Macro Level of Large, Complex Organizations like MNCs
W. G. Egelhoff1, J. Wolf2
1Fordham University, USA; 2University of Kiel, Germany

Explaining the complexity of foreign operations: The role of managerial and governance characteristics
G. Békés1, G. R. Benito2, D. Castellani1, B. Muraközy4
1Henley Business School, University of Reading, UK; 2Central European University, Budapest, Hungary; 3BI Norwegian Business School, Oslo, Norway; 4Centre for Economic and Regional Studies, Hungarian Academy of Sciences, Budapest, Hungary

Can Internal Markets Address Coordination Problems in MNCs?
W. G. Egelhoff
Fordham University, USA

The growing anisotropy of the multinational corporation in the 'new normal' - challenges for corporate architecture
I. Gurtov
National Research University Higher School of Economics, Russian Federation

Explicating country-of-origin effects: concept, mechanisms, moderating factors and future research areas
J. S. Zhu
The University of Newcastle, Australia

INTERACTIVE

I3.1.1 - Organisational complexity in MNCs
Track: MNE Organization and Strategy
Session chair: Andreja Jaklič
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.13

I3.1.2 - Drivers of internationalization of Emerging Market Firms
Track: Emerging Markets
Session chair: Simona Gentile-Lüdecke
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.15

The internationalization process of a Brazilian multinational: Challenges and Opportunities
K. R. Fernandes, G. S. Teixeira
FGV, Brazil

Transition-based advantage: Central and Eastern European firms in Sub-Saharan Africa
A. Wasowska1, K. Obloj1,2
1University of Warsaw, Poland; 2Kozminski University, Poland

How effective is the growth in volumes of international trade for service industries? An emerging country perspective
K. Nefedov1, A. Perényi2, A. Panibratov1
1Graduate School of Management, Russian Federation; 2Swinburne University of Technology, Australia

How Group level determinants shape internationalization of Business Groups: Turkish context
A. Ataay1, A. Coban Kayaci1,2
1Galatasaray University, Turkey; 2İstanbul Medeniyet University, Turkey

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

INTERACTIVE

I3.1.3 - MNE subsidiary entrepreneurship, flexibility and influence
Track: MNE Subsidiary Strategy, and Inter-Firm and Intra-Firm Business Networks
Session chair: Hans Hendrischke
Time: Saturday, 16/Dec/2017: 9:00 am - 10:30 am
Room: BL 27.17
The Role of Reverse Knowledge Transfer in Multinational Companies: Evidence from Swiss Manufacturing Industry
L. Ben Hamida
HES-SO// University of Applied Sciences Western Switzerland, Switzerland

Developing organizational flexibility in a multinational enterprise: the key to combining global integration and local responsiveness
B. Grøgaard¹, H. Colman¹, I. Stensaker²
¹BI Norwegian Business School, Norway; ²NHH Norwegian School of Economics

The investment-divestment relationship: Resource shifts and intersubsidiary competition within MNEs
V. Procher¹, D. Engel²
¹University of Wuppertal, Germany; ²University of Applied Science Stralsund, Germany

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

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: 9:00 am - 10:30 am
Room: BL 27.06

CO-CHAIRS: John Dilyard, St. Francis College & Guus Hendriks, Rotterdam School of Management, Erasmus University Rotterdam

PANEL
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: 9:00 am - 10:30 am
Room: BL 27.16

CHAIR: Vítor Corado Simões, University of Lisboa
PANELLISTS:
John Cantwell, Dean of the EIBA Fellows, Rutgers University
Barbara Jankowska, Poznań University of Economics
Grazia Santangelo, University of Catania
Arjen Slangen, KU Leuven, Belgium

PANEL
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
Room: BL 27.12

CO-CHAIRS: Silvia Massini, University of Manchester & Lucia Piscitello, Politecnico di Milano
PANELLISTS:
Carmelo Cennamo, Bocconi University
Gary Gereffi, Duke University
Torben Pedersen, Bocconi University

PANEL
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: 9:00 am - 10:30 am
Room: BL 27.11

CHAIR: Ronaldo Parente, Florida International University
PANELLISTS:
Stav Fainshmidt, Florida International University
Vi Narapareddy, University of Denver
EIBA FELLOWS’ PLENARY SESSION
Digitalisation, business and policies: confronting challenges in Europe today (and tomorrow)
Time: Saturday, 16/Dec/2017: 11:00 am - 12:30 pm
Aula Magna Bovisa - Carassa e Dadda (Building BL28)
CHAIR: John Cantwell, Dean of EIBA Fellows
SPEAKERS:
Andrea Goldstein, Nomisma and OECD
Francesca Sanna Randaccio, Università La Sapienza, Rome
SPECIAL GUEST - DISTINGUISHED HONORARY EIBA FELLOW OF THE YEAR:
Reinhilde Veugelers, KU Leuven

INTERACTIVE
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: 1:30 pm - 3:00 pm
Room: BL 27.12

Global Retailers’ Legitimacy in Local Markets
Y. Hara
Meiji University, Japan

When developing countries meet transnational universities: searching for complementarity, not substitution
J. Guimon de Ros¹, R. Narula²
¹Autonomous University of Madrid, Spain; ²Henley Business School, University of Reading, UK

Mirror, mirror on the wall... Emotional reflections of a cross-border M&A in media
R. Harikkala-Laihinen¹, M. Hassett², N. Nummela¹, J. Raitis¹
¹Turku School of Economics at the University of Turku, Finland; ²Sheffield University Management School, UK

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;

Business model adaptation mechanisms in the internationalization process: The case of energy firms
L. Holzner, R. Bohnsack
Catolica-Lisbon, Portugal

PANEL
P3.3.1 - Meet the Editors (II)
Time: Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.02
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. Katsikeas, Leeds University Business School
Journal of International Marketing

PANEL
P3.3.2 - Launch of PIBR volume 12: Concept, Cost and Value of Distance in IB
Time: Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm
Room: BL 27.01
INTRODUCTION:
Alain Verbeke, University of Calgary
Jonas Puck, WU Vienna
KEYNOTE SPEAKER:
Rosalie Tung, Beedie School of Business

CHAPTER PRESENTATIONS:
Goudarz Azar - Chapter 4: How do managers’ deviant perceptions of “cultural distance” relate to the performance of international SME’s?
Silviu H. Tierean - Chapter 9: Why does psychic distance inhibit international buyer-supplier relationships?
Diego Quer - Chapter 10: Institutional distance and location choice: new empirical evidence from emerging-market MNE’s
Dorota Piaskowska - Chapter 17: When distance is good: an upper-echelon’s perspective on the role of distance in internationalization
### DETAILED PROGRAM

#### P3.3.3 - Industrial policy in the digital economy

**Track:** MNEs, Institutions and Policy  
**Time:** Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm  
**Room:** BL 27.03

**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

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#### P3.3.4 - The importance of Industry 4.0 for International Business

**Track:** Internationalisation in the Information Age  
**Time:** Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm  
**Room:** BL 27.05

**Chair:** Roger Strange, University of Sussex

**Panelists:**
- Richard Bolwijn, UNCTAD, Geneva
- Sergio Dulio, Director Research and Innovation, ATOM Lab
- Marta Götz, Vistula University
- Barbara Jankowska, Poznan University of Economics
- Fabio Marazzi, Senior Managing Partner, Marazzi & Associates

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#### P3.3.5 - International Business meets International Trade and Industrial Economics

**Track:** International Business and Economic Geography  
**Time:** Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm  
**Room:** BL 27.04

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

**Panelists:**
- John Cantwell, Rutgers Business School
- Davide Castellani, University of Reading
- Ram Mudambi, Temple University
- Reinhilde Veugelers, KU Leuven

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#### P3.3.6 - Global cluster evolution - Managing disruptive innovation

**Track:** Knowledge Management and Innovation  
**Time:** Saturday, 16/Dec/2017: 1:30 pm - 3:00 pm  
**Room:** BL 27.06

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

**Panelists:**
- Global cluster evolution and transmutation
  Philip Cooke, Bergen University, Norway
- Radical innovation, exaptation and creativity in clusters
  Pierpaolo Andrian, Kedge Business School Marseille, France
- Disruptive innovation: a comparison between Castellon and Montebelluna clusters
  Valentina De Marchi, University of Padova
- Breakthrough innovations in EU specialised regions
  Ivan De Noni, University of Padova, Italy

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#### C3.4.1 - Innovating in Europe

**Track:** Knowledge Management and Innovation  
**Session Chair:** Yawen Huang  
**Time:** Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm  
**Room:** BL 27.04

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**Call for Proposals and Introduction to PIBR Volume 13**

Rob van Tulder, Erasmus University of Rotterdam  
Lucia Piscitello, Politecnico di Milano
Complex international innovation ecosystem
Theoretical Framework for Analysing Bio-fuel Initiatives in the Aviation Industry
Z. Vincze, S. Nair
Umeå University, Sweden

Framework conditions and nascent high-tech entrepreneurship in Europe
V. Van Roy, D. Nepelski
European Commission, Joint Research Centre (JRC)

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

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)

C3.4.2 - Emerging host country characteristics and performance
Track: Emerging Markets
Session chair: Lamia Ben Hamida
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.02

LBO performance in emerging economies: a comparative study in Latin America and Asia
A. & Y. Chevalier1, A. Sannajust1
1ESCP Europe, France; 2University of Saint Etienne, France

Cultural and Institutional Distances and determinants of the performance of foreign subsidiaries: evidences from Brazil
M. Hoeltgebaum1, T. Andreassi2, S. Zahra3, M. Amal1
1FURB, Brazil; 2EAESP-FGV, Brazil; 3UMN, USA

Developing business relationships in the Indian context: how does jaan-pehchaan matter?
Z. Konwar1, R. Berger1, R. Singh2, E. Rose1
1University of Leeds, UK; 2College of Law and Business, Israel; 3Indian Institute of Management-Kolkata, India

C3.4.3 - Drivers of internationalisation
Track: SMEs and International Entrepreneurship
Session chair: Christos Antoniou
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.03

The Effect of Immigrants in the Founding Team on the Internationalization of New Ventures
J. Drechsler
TU Dortmund, Germany

Signals that determine internationalisation
M. C. Henriquez Parodi1, E. N. M. Aryee1, I. Alon1, M. Boulanger2
1University of Agder, Norway; 2Rollings College, USA

The role of the business model in entrepreneurial internationalization
E. Incze, S. Julkunen, M. Gabrielson
University of Eastern Finland, Finland

Socio-cognitive drivers of new venture internationalization: the role of entrepreneur’s positive orientation, self-efficacy and intentions
A. Wasowska
University of Warsaw, Poland

I3.4.1 - Innovation strategies within and across firms
Track: Knowledge Management and Innovation
Session chair: Silvia Massini
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.06

National Innovation Systems and Firm Level Technological Diversification
R. Ceipek
University of Innsbruck, Austria

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

Competitive Advantage, Innovation Networks and Relational View Theory
B. Abdulkader
Central European University - Business School
I3.4.2 - Sustainable development and social accountability
Track: MNEs and Sustainable Development
Session chair: Michael W. Hansen
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.14

Accountability for Climate Change: The Valuation Effects of Carbon Disclosures
N. Semenova
Linnaeus University, Sweden

Learning and legitimizing: a conciliation of institutional perspective with internationalization process
F. Figueira de Lemos, A. Ljung
Uppsala University, Sweden

On the Implementation of a Circular Economy: Role of Institutional Capacity Building by Industrial Symbiosis Initiatives in the United Kingdom
M. Abreu1, D. Ceglia1,2, S. Evans3
1Federal University of Oeará, Brazil; 2Federal University of Rio Grande do Sul, Brazil; 3University of Cambrdige, UK

Critical Analyses of Sustainability Reporting by National Oil and Gas Companies in GCC Countries
Y. Al-Janadi, A. Alazzani
Qatar University

Public-Private Cooperation for Social Innovation: The Case of MNEs Involvement in the Development of the Smart City Concept in Brazil
E. Leite, C. Pahlberg, A. Hadjikhani
Uppsala University, Sweden

I3.4.3 - Knowledge sourcing, knowledge sharing and knowledge creation
Track: Knowledge Management and Innovation
Session chair: Fiorenza Belussi
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.12

The Backsourcing Process: A Case Study
A. Slyngstad, H. Solli-Sæther
Norwegian University of Science and Technology, Norway

Location Sourcing Complexity in Innovation
J. Salmon1, J. Cantwell2
1Siena College, USA; 2Rutgers University, USA

The knowledge creation and organizational effectiveness: reality or dream?
M. Mas-Machuca1, F. Marimon1, I. Malbasic2
1Universitat Internacional de Catalunya, Spain; 2University of Zagreb, Croatia

Knowledge management practices as a source of absorptive capacity of emerging market firms: evidence from Russia
M. Latukha, E. Mitskevich
Graduate School of Management, St. Petersburg State University, Russian Federation

Outcomes of Knowledge Sharing in Global Professional Service Firms. A Review
I. N. Basker
NHH Norwegian School of Economics, Norway

I3.4.4 - Knowledge processes, communication and innovation
Track: International HRM and Cross Cultural Issues
Session chair: Dana Minbaeva
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm
Room: BL 27.16

The Impact of Cross-Cultural Communication Ability of Expatriate on Reverse Knowledge Transfer
J. Xie, M. Lemanski
Nottingham University Business School China

Organizational culture of the internationalization, innovativeness and networking high-fliers. Case study based on Hofstede approach.
M. Szymura-Tyc
University of Economics in Katowice, Poland

Informal information flows in organizations: The role of the Italian coffee break
C. Barmeyer1, U. Mayrhofer2, K. Würfl3
1Universität Passau, Germany; 2IAE Lyon, Jean Moulin Lyon University, France; 3BMW Group, Germany
Short-Term International Assignments and the Importance of Internal Communication for Their Success
I. Koleša, G. Pfajfar
University of Ljubljana, Slovenia

Conceptualizing and measuring International Expansion Strategies
M. Kyriakou, M. Tsogas
University of Piraeus, Greece

International Entrepreneurial Marketing in the Digital Era
M. Yang
University of Vaasa, Finland

Online internationalization in the fashion industry: a framework to support trade and logistics channels selection
Maria Giuffrida, Riccardo Mangiaracina, Alessandro Perego
DIG-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

Effects of relocated activities' character, resource endowment and competitive intensity on the relocation mode choice of manufacturing firms
M. Dzikowska1, R. Malik2
1Poznan University of Economics and Business, Poland; 2Warsaw School of Economics, Poland

Technological innovation, location advantages and innovative behaviour: Case of Ghanaian SMEs
M. Papanastassiou, J. Navare, E. Osabutey, Z. Jin
Middlesex University Business School, UK

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

Trust-building practices to access and participate in software global production networks: Insights from Pakistan
U. Choksy, R. Sinkovics, N. Sinkovics
The University of Manchester, UK

A Review of the Emerging Markets Literature: Context, Concepts and Future Research
U. B. Nielsen, M. Hannibal, N. N. Larsen
University of Southern Denmark, Denmark

How can MNEs generate inclusive innovation at the base of the pyramid for growth? - A conceptual framework
S. Mortazavi1, J. Väätänen1, S. Gupta2, I. Laine1
1Lappeenranta University of Technology, Finland; 2Newcastle University London, UK

Revealing the nature of recent research on emerging-market multinationals: identifying common subject areas through bibliographic coupling and social network analysis (SNA)
University of Alicante, Spain

Rethorising international competitiveness for emerging market multinationals
G. Tan1, S. Freeman2, A. Cavanagh3
1University of Adelaide; 2University of South Australia, Australia; 3Monash University
### A study of different approaches to corporate tax planning in large US multinational enterprises: a quantitative analysis

M. Cooper, Q. Nguyen  
Henley Business School, UK

### Concentration in the GCC Banking Sector: The Case of Conventional and Islamic Banks

R. AlKhouri, H. Arouri  
Qatar University, Qatar

### 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  
¹Foreign Trade University, Vietnam; ²Sheffield Halam University, UK

### A supplier selection tool for Reverse Factoring solutions

A. Moretto¹, L. M. Gelsomino², F. Caniato³, R. de Boer³, M. Steeman²  
¹Politecnico di Milano, Italy; ²Windesheim University of Applied Sciences, The Netherlands

### I3.4.8 - International accounting, tax and finance

Track: International Finance, Accounting and Corporate Governance

Session chair: Igor Filatotchev  
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm  
Room: BL 27.13

### P3.4.2 - Multimedia and online teaching: sharing experiences among institutions

Track: Novel ways of teaching and doing research  
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm  
Room: BL 27.07

**CHAIR:** Paola Garrone, Politecnico di Milano School of Management

**PANELLISTS:**  
Fulvia Farinelli and Fiorina Mugione, UNCTAD  
Rob van Tulder, Rotterdam School of Management, Erasmus University  
Thomas Rousing, Copenhagen Business School  
Susanna Sancassani, Politecnico di Milano

### P3.4.1 - Micromultinationals: does size matter?

Track: SMEs and International Entrepreneurship  
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm  
Room: BL 27.01

**CHAIR:** Pavlos Dimitratos, University of Glasgow

**PANELLISTS:**  
Ulf Andersson, Mälardalen University, Sweden & BI Norwegian Business School  
Luciano Ciravegna, King’s College London  
Jean Francois Hennart, Tilburg University & Politecnico di Milano  
Olli Kuivalainen, Manchester Business School, UK & Lappeenranta University of Technology  
Rebecca Reuber, University of Toronto

### P3.4.3 - What is still emerging about EMNEs? Setting the agenda for future research

Track: Emerging Markets  
Time: Saturday, 16/Dec/2017: 3:15 pm - 4:45 pm  
Room: BL 27.05

**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
Saturday, December 16th, 2017 - Social Program

Morning • Time: 11:00 am - 12:30 am

MILAN CITY CENTRE - WALKING TOUR

An interesting walking tour in the heart of Milan, breathing its history as you stroll. From the medieval castle to the Duomo Cathedral, we will end up to Piazza della Scala, where the world’s most famous theatre is located. Traditions and history blend together during this outdoor walk that brings to life Milan past and present.

Duration of the tour: 1.5 hours
Price: 15 EUR per person (to be paid in cash on site)
Further practical information will be sent to people who register

Evening • Time: 7:00 pm - 1:00 am

GALA DINNER - Palazzo del Ghiaccio (Via G.B. Piranesi 14)

19:00 - 20:00: Welcome Drinks
20:00: Official Start of Gala Dinner

Gala Dinner will take place at “Palazzo del Ghiaccio”, a beautiful Liberty style building that was the largest covered ice-skating rink in Europe and one of the largest in the world when it was opened in 1923.

Registrations are personalized and will be checked at the entrance!

Dress Code: The dress code is business casual.

How to arrive:
The Palazzo del Ghiaccio is 4 km from Milan’s Linate airport. It can be easily reached by car or public transport:
> Rail: “Porta Vittoria” Station - Line “Passante Ferroviario” (blue line)
> Bus: 45 and 73 (connection to underground line 1, San Babila stop)
> Tram: 27 and 12
> Trolley bus: 90, 91 and 93

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Palazzo del Ghiaccio
Via G. B. Piranesi 14 - 20137 Milano
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MAP CAMPUS

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ADDRESSES

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Buildings BL26/BL27/BL28
Politecnico di Milano, Bovisa Campus
Via Raffaele Lambruschini 4b - 20156 Milan, Italy

OPENING RECEPTION
Palazzo Castiglioni
Corso Venezia, 47 - 20121 Milan

GALA DINNER
Palazzo del Ghiaccio
Via G. B. Piranesi 14 - 20137 Milan
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We invite competitive and interactive papers, posters, and panel proposals, on any of the EIBA 2018 conference tracks listed below (detailed descriptions of the tracks can be found on the EIBA 2018 website at the Conference Tracks Description page). Competitive papers should be close to a publishable state whereas interactive papers and posters may be in an earlier stage of development.

**MNEs in a transforming world – the changing role of states and firms**
Marta Götz, Constantina Kotitaridi

**Internationalization of firms and markets – the case of CEE markets**
Arnold Schuh, Krzysztof Wach

**Developments in IB theory – methods, trends, critical approaches**
Stefan Schmid

**FDI and foreign market entry – strategies, policies and new trends**
Desislava Dikova

**SMEs and international entrepreneurship**
Tiia Vissak, Sami Saarenketo

**Location and IB**
Lucia Piscitello

**Digitalization and IB**
Mariola Ciszewska-Mlinarić, Grzegorz Mazurek

**MNC strategy and organization**
Dorota Piaskowska, Ciaran Heavey

**International finance, accounting and corporate governance**
Trond Randsøy

**International HRM and cross-cultural issues**
Matevž Raškovič

**International marketing**
Tilo Halaszovich

**Knowledge management and innovation**
Michał Lemański, Małgorzata Lewandowska

**Networking and relationships**
Noemi Sinkovics

**Teaching IB**
Elizabeth Rose

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- **32nd John H. Dunning Doctoral Tutorial**
- **7th Danny Van Den Bulcke Doctoral Symposium**
- **4th EIBA Early Career Network Workshop**
- **IBR Paper Development Workshop**
- **JIBS Paper Development Workshop**
- **JIBP Paper Development Workshop**
- **Social Events**

AWARDS

- **Danny Van Den Bulcke Best Paper Prize**
- **EIBA Best Doctoral Thesis Proposal in IB Award**
- **Copenhagen Business School Best Paper Prize**
- **SSE Gunnar Hedlund Award**
- **IBR Best Journal Paper of the Year Award**
- **EIBA Distinguished Honorary Fellowship Award**

... among others listed on the EIBA 2018 website

FINAL REMARKS

Detailed information about EIBA 2018 Poznań will be posted and regularly updated on the conference website: www.eiba2018.eiba.org. To contact the organizers, please send an email to: info@eiba2018.eiba.org – the organizers will reply as soon as possible.

*We look forward to receiving your submissions soon and to hosting you in Poznań for EIBA 2018!*

Barbara Jankowska, EIBA President & 2018 Conference Chair
Małgorzata Bartosik-Purgat, 2018 Conference Co-Chair
Poznań University of Economics & Business