International Business in Tough Times

June 25–29, 2010
Rio de Janeiro, Brazil

Program Chair:
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AIB President’s Letter

A warm welcome to Rio for the 2010 Annual Meeting of the Academy of International Business

Tatiana Kostova and her track chairs have put together an outstanding program, reflecting the complex predicament of international business in this tough time of crisis and uncertainty. They deserve our warmest thanks. We are indeed facing tough times. The process of adjustment is painful. It is symbolic that Brazil is perhaps best handling the economic crisis among large countries. We can learn from Brazil. With the crisis now expanding to doubts about national debt levels in many countries and the testing of the collective will of European states to push integration further around the Euro or not, the theme of the conference is particularly well chosen.

This has also been a difficult and painful year for many of us with the untimely loss of some of our most distinguished Fellows. Hans Thorelli, Richard Robinson, and CK Prahalad, who contributed immensely to IB and who served as role models and admirable colleagues and advisors for many of us. The Fellows opening panel will be honouring CK Prahalad’s contribution. These Fellows also set standards of professionalism and personal responsibility for all of us to do our best to emulate.

This year will be a year of transition for the Editorship of JIBS. I want to give special thanks expressing my gratitude to Lorraine Eden and her editorial team for taking JIBS to true ‘A’ level and building so well on the constructive work started by Arie Lewin. I have no doubt that John Cantwell, Mary Yoko Brannen and their team will continue furthering the success of JIBS.

We would like to thank our host institutions for welcoming us to Brazil: Brazilian Academy of Management ANPAD, Fundação Getulio Vargas – EAESP, Universidade de São Paulo, Pontificia Universidade Católica do Rio de Janeiro, Pontificia Universidade Católica de Minas Gerais, and COPPEAD – UFRJ.

We are also delighted to thank the sponsors of our 2010 meeting:

- HSBC
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- Moore School of Business, University of South Carolina
- The Sheth Foundation
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- Indiana University CIBER
- College of Business Administration at University of Missouri-Saint Louis
- Schulich School of Business, York University
- Bryant University
- Indian School of Business, Hyderabad

So welcome to Rio, we are looking forward to friendly dialogues and health debates in this wonderful environment.

Yves Doz
President, Academy of International Business
Dear Colleagues,

A very warm welcome to Rio de Janeiro and the 2010 Annual Meeting of the Academy of International Business!

We are very excited to present to you a highly relevant and intellectually stimulating conference program centered around the theme, ‘International Business in Tough Times’. The program consists of 3 plenary sessions, 19 panels, 87 competitive paper sessions, and 50 interactive paper sessions. We received a phenomenal number of submissions across the twelve conference tracks - 1072 in total coming from 51 countries and 66 authors’ nationalities. The number of submissions is second only by a few to the record set in 2008 in Milan. An incredible group of 1,055 volunteer reviewers provided their expert help in evaluating the submissions. As this program goes to press we have about 840 registrants who will contribute to the intellectual debate on many of the key issues in IB-research making the conference a success.

This year, we will continue with some recent innovations in AIB annual meetings. There will be a number of ‘State-of-the-art sessions’ selected by the track chairs of AIB 2010. They represent the most cutting edge research in their respective areas. We are also continuing with the interactive paper sessions introduced last year in San Diego. Organized in a roundtable format and structured as a conversation rather than a sequence of monologues, these sessions are intended to provide not only useful feedback to the authors but also to encourage a meaningful and integrated discussion across the individual presenters. We have 7 interesting pedagogy sessions where different teaching tools and best practice in the area of IB will be presented and discussed. This year, we have also introduced a special track on Research methods sessions that will address and illustrate current issues related to research methodology in IB. We will again have the Fellows Café where participants will have the opportunity to start the day with a warm cup of coffee while engaging in stimulating conversations that are facilitated by AIB Fellows on IB topics of mutual interest.

Here are some of the highlights of the program for the coming several days:

**Saturday, June 26**

- **Junior Faculty Consortium**, Chaired by Alain Verbeke
- **Doctoral Student Consortium**, Chaired by Charles Dhanaraj
- **JIBS/AIB Paper Development Workshop**. The Seventh Annual JIBS/AIB PDW is coordinated by Laszlo Tihanyi and Lorraine Eden. Its purpose is to provide junior scholars with developmental feedback on their current research projects in international business studies. It is the most extensive outreach initiative of JIBS in collaboration with AIB.
- **AIB Fellows’ Plenary**, organized by Eleanor Westney. This session consists of two parts. First, the AIB Fellows Welcoming Plenary will feature the International Executive of the Year and the International Educator of the Year. Second, distinguished AIB Fellows will address the conference theme ‘International Business in Tough Times’. Thought leaders in the field will discuss the implications of the global economic crisis for the theory and practice of IB and will highlight new research directions for our community. The Plenary will be dedicated to the memory of our distinguished colleague, the late C.K. Prahalad. Participants include Eleanor Westney, Yves Doz, Pankaj Ghemawat, Tarun Khanna, and Jose R. de la Torre.
- **The Presidential Reception**, celebrating the opening of the 2010 AIB Conference will take place at the Windsor Barra Hotel, Ground Floor, Rooms Louvre and Versailles.

**Sunday, June 27**

- **Fellows Café**. These informal sessions will be scheduled at the beginning of each conference day—8:35 – 9:00 on Sunday, Monday, and Tuesday. They will provide a forum for meeting with AIB fellows and having a conversation about important topics in the field. All members are invited to take advantage of this opportunity for networking and scholarship. Please see the detailed program for a list of topics for discussion and the AIB Fellows facilitating the discussions.
• **Deans' Plenary.** Deans from several business schools will discuss the topic 'Future of Scholarship and Academic Careers in the IB Field: A Deans' Perspective'. They will address issues that are of concern for most AIB members as they are experiencing opposing and somewhat confusing trends in their work environments—increasing the emphasis on global issues on the one hand, and still questioning the validity of international business as a stand-alone discipline on the other hand. The plenary will offer the deans' or institutional perspective on the challenges related to choosing IB as an academic career field. It will be chaired by Pankaj Ghemawat. Panelists include: Julian Birkinshaw, P. Christopher Earley, Maria Tereza Fleury, Hildy Teegen, George Yip, and Srilata Zaheer.

• **WAIB sponsored panel** 'How to Find Co-Authors, Building Your Research Network'.

• **WAIB Reception.** The reception will be held at the Hallway on the 1st Floor, immediately after the WAIB Panel Session on 'How to Find Co-authors.' Current and prospective WAIB members are invited to attend the reception. A short program and awards will take place during the reception.

• **Special sessions of the regional IB organizations:** AJBS (Japan) and ANZIBA (Australia and New Zealand).

**Monday, June 28**

• **Fellow Café** will kick off the day with stimulating discussions from 8:15 – 9:00. Please see the detailed program for a list of topics for discussion and the AIB Fellows facilitating the discussions.

• **Brazil Plenary.** Organized by Tarun Khanna, in collaboration with Betania Tanure, and entitled 'Corporate Brazil’s Lessons for the World', this event will bring together distinguished Brazilian business leaders including Andre Bier Gerdau Johannpeter, CEO, Gerdau SA, Pedro Parente, President and CEO, Bunge, and Decio da Silva, Chairman of the Board, Weg SA. They will discuss Brazil's political economy and institutional environment, the global competitiveness of Brazilian industries and companies, and the critical challenges faced by Brazilian business in times of crisis.

• **Two WAIB sponsored panels:** 'Women in Business: Challenges and Opportunities'; and 'Academic Mentors for Women - The Good, the Bad and the Ugly. How do the Relationships Differ for Women'.

• **Special session of regional IB organization:** BALAS (Latin-America).

• **Gala Dinner.** One of the most anticipated and exciting events of the conference is the gala dinner. It will take place at the Windsor Barra Hotel, Ground Floor, rooms Louvre and Versailles. Business Casual attire is recommended. The Gala Dinner is hosted by our local host institutions: Brazilian Academy of Management - ANPAD, Fundação Getulio Vargas - EAESP, Universidade de São Paulo, Pontificia Universidade Catolica do Rio de Janeiro, Pontificia Universidade Catolica de Minas Gerais, and COPPEAD - UFRJ.

**Tuesday, June 29**

• Again, the **Fellows Café** will start early with the strong combination of intellectual discussions and coffee. Please see the detailed program for a list of topics for discussion and the AIB Fellows facilitating the discussions.

• **JIBS Decade Award session.** The winners for this year's JIBS Decade Award are Jeff Dyer and Wujin Chu for their 2000 JIBS article: "The Determinants of Trust in Supplier-Automaker Relationships in the U.S., Japan and Korea". This session is dedicated to honoring their work and the commentators of this session are: John Paul MacDuffie; Bill McEvily; Harbir Singh; and Aks Zaheer.

• **Farmer Dissertation Session.** This session includes presentations by the finalists for the Richard N. Farmer Best Dissertation Award. This year's selection committee is chaired by Jennifer Spencer.

• **AIB Awards Ceremony and Business Meeting** will conclude the working program of the conference. It will feature executive reports, important recognitions, and a Welcome to the AIB 2011 annual meeting in Nagoya, Japan.
AIB Awards/Farewell Reception. The reception is sponsored by Palgrave Macmillan, publishers of *JIBS*, in honor of all the winners of awards being given out at AIB. This is a time for celebration and for bidding farewells to colleagues and friends.

Putting together this program has been a truly collective endeavor. It would not have been possible without the incredible commitment and dedication of hundreds of AIB members. First, my sincere thanks go to the twelve track chairs: Ruth Aguilera; Daniel C. Bello; Klaus E. Meyer; Sumit K. Kundu; Srilata Zaheer; Torben Pedersen; Anil Gupta; Rosalie L. Tung; Timothy Devinney; Gary Knight; P. Roberto Garcia; and Kwok Leung. Thank you to Alain Verbeke and Charles Dhanaraj who have done a wonderful job organizing the Junior Faculty and the Doctoral Student Consortia, as well as to Laszlo Tihanyi and Lorraine Eden for the *JIBS/AIB* Paper Development Workshop. I am also grateful to the thousands of authors who submitted their work to the conference, to the many reviewers for their hard work in evaluating the submissions, and to the 137 conference session chairs on whom we rely for excellence in the execution of the program.

Special thanks to my fellow Executive Board members who have guided and supported me throughout this process: Yves Doz, Stefanie Lenway, Torben Pederson, Pervez Ghauri, and Tomas Hult. Thank you also to the local organizing committee: Maria Teresa Fleury (chair), Angela Da Rocha, Betania Tanure, Afonso Fleury, Clovis Machado da Silva, Jorge Ferreira da Silva, and Moacir Miranda Oliveira Jr., which has so wonderfully prepared conference events and invited local speakers. The AIB Fellows chaired by Eleanor Westney have been incredibly generous with their time and have put together a great plenary session, as well as the ever so popular Fellows Café sessions throughout the conference. Lorraine Eden has done a fantastic job in organizing the *JIBS* related activities.

Two special people were absolutely critical in organizing the conference. Tunga Kiyak and his team at the AIB Secretariat handled everything with extreme competence, professionalism, attention to detail, and dedication. Tunga is a great asset to our association. Program Assistant, Chei Hwee Chua once again was indispensable. Her effectiveness, competence, understanding, attention to detail, integrity, and citizenship were unmatched. She worked very long hours, handled hundreds (if not thousands) of e-mails, identified glitches and looked for solutions, and did all of this with untiring positively. Thank you.

It has been an incredible opportunity and a great honor to work with all of you. I trust we will have a wonderful meeting in Rio!

Tatiana Kostova, Program Chair
AIB 2010 Annual Meeting
aib2010@moore.sc.edu
Dear Academy of International Business Members,

In her call for papers for this AIB conference, Tatiana Kostova proposed some challenges for researchers in the field of International Business. Among them she highlighted the need to revisit and reassess the applicability of the current theories in the face of changes in global scenario, the need to generate new ideas that better reflect the dynamics of a world crisis aiming to help firms, managers, and policy makers to make decisions.

Back in 2002, Peter Buckley posed the question of whether the field of knowledge in IB was running out of steam. He, and other authors, suggested that the study of emerging economies and their multinationals could provide new insights. The articles from Ramamurti and Singh’s book (2009) on Emerging Multinationals in Emerging Countries reinforce the argument.

In 2006, when AIB held its annual conference in Beijing, the venue was propitious for the academic community to address ‘in loco’ the above argument. This is one of the great advantages of AIB; the possibility to move its conference to different locations, around the world, because ‘location matters’ to foster new ideas for the academic debate. In Beijing a group of Brazilians decided to apply to bring the AIB Annual Conference to Brazil. As you are aware it is the first time that AIB would be hosted in Latin America. Our proposal was accepted by the AIB Board, to whom we are grateful.

Brazil illustrates the positive and negative aspects of an emerging economy. It is a dynamic country with an increasing number of multinationals, in different industries, from low to high-tech, like Embraer. It has been a democracy, with freedom of press for many decades. In recent years, it has faced the global crisis with great maturity. However, it is also a country with social inequality, educational deficits, violence, urban and safety problems. Coming to Rio de Janeiro provides the researcher with an extraordinary experience of emerging countries.

However, Brazilians are creative, flexible and value personal relationships. The AIB project in 2010 reflects this trait. It is a project undertaken by a group of researchers from different business schools in the country which, under the umbrella ANPAD - Brazilian Academy of Management, developed a winning proposal. The birth of the Latin American chapter was conceived and assumed relevance to this proposal. The theme to be addressed in the first AIB-LAT conference will be ‘Outside-in & inside-out: MNCs in Latin America’. In AIB Rio you will find sessions in most tracks that will address issues related to emerging multinationals and emerging countries. They might be insightful.

We welcome you to Rio de Janeiro and hope that you will enjoy the conference and our hospitality.

Maria Tereza Leme Fleury
Dean of FGV – School of Business
Director of ANPAD – Brazilian Academy of Business
Local Host Institutions

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Program Acknowledgements

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Srilata Zaheer — University of Minnesota, USA
Torben Pedersen — Copenhagen Business School, Denmark
Anil Gupta — University of Maryland, USA
Rosalie L. Tung — Simon Fraser University, Canada
Timothy Devinney — University of Technology, Sydney, Australia
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Clovis Machado da Silva — President of ANPAD
Jorge Ferreira da Silva — PUC Rio de Janeiro and Director of ANPAD
Moacir Miranda Oliveira Jr. — Universidade de São Paulo
AIB 2010 Reviewers

We would like to thank the 1220 reviewers that helped make the 2010 conference a possibility. We would especially like to recognize the Best Reviewer Award winners listed below, in bold and in alphabetical order, as nominated by the AIB 2010 Track Chairs:

Helena Fenikova Allman, University of South Carolina
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Armando Borda, Florida International University
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Best Reviewer Award winners listed below, in bold and in alphabetical order, as nominated by the AIB 2010 Reviewers:

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Mina Baldegger, University of Wollongong
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Temple/AIB Best Paper Award
(Award Presentation on June 29, 16:30-18:00, Alhambra)
Sponsored by Temple University’s Fox School of Business

The Temple/AIB Best Paper Award was created in 2002 through a generous endowment by Temple University’s Fox School of Business. All papers accepted for competitive sessions are eligible for the award. One finalist from each track is nominated by the track chairs based on reviewer input and their own assessments. An independent Best Paper Award Committee reviews the finalists and chooses the winning manuscript. The authors of the winning manuscript receive a plaque and a $1000 award. Nominees for this year’s award are as follows (in order of presentation):

"International Networks and the ‘Born Global’ Phenomenon: Evidence from a Transition Economy" by Martina Musteren, San Diego State University; Deepak K. Datta, University of Texas Arlington; and John Francis, San Diego State University
Presented: Session 1.1.3, June 27, 9:00-10:15, Itamaraty (1st Floor)

"The Performance of Global Brands in the 2008 Financial Crisis" by Johny K. Johansson, Georgetown University and Claudiu V. Dimofte, Georgetown University
Presented: Session 1.3.6, June 27, 13:30-14:45, Imperial (1st Floor)

"Internationalization and Performance: Degree, Duration and Scale of Operations" by Majid Abdi, York University
Presented: Session 1.4.1, June 27, 15:00-16:15, El Pardo II (2nd Floor)

"Which Differences Matter Most in Transnational Teams? Cultural, Geographic, Demographic, and Structural Barriers to Knowledge Seeking" by Martine Haas, University of Pennsylvania and Jonathon Cummings, Duke University
Presented: Session 1.4.3, June 27, 15:00-16:15, Itamaraty (1st Floor)

"Cross-Cultural Cognitive Differences in the Perceived Relationship between Novelty and Utility for Creative Ideas" by Robert C. McNamee, Rutgers University
Presented: Session 1.4.8, June 27, 15:00-16:15, Bandeirantes (1st Floor)

"The Effect of Long Term Orientation on Subsidiary Ownership, Expatriate Staffing, and Subsidiary Survival" by George Z. Peng, University of Regina and Paul W. Beamish, University of Western Ontario
Presented: Session 2.4.3, June 28, 15:00-16:15, Itamaraty (1st Floor)

Enhancing Knowledge Creation Capability in MNC Subsidiaries: The Role of Global and Local Learning Practices by Saba Colakoglu, Berry College
Presented: Session 2.5.1, June 28, 16:45-18:00, El Pardo II (2nd Floor)

"Does Bank Loan Debt affect R&D Investment Differently in Bank-based and Market-based Corporate Governance Systems? Yes" by Barclay E. James, Louisiana State University and Jean B. McGuire, Louisiana State University
Presented: Session 3.2.6, June 29, 10:45-12:00, Imperial (1st Floor)

"Absorptive Capacity, Firm Capabilities & Destination in Learning by Exporting: New Evidence from Indian Pharmaceutical Producers, 1994-2007" by Chirantan Chatterjee, Carnegie Mellon University and Anand Nandkumar, Indian School of Business
Presented: Session 3.4.4, June 29, 14:45-16:00, Alvorada (1st Floor)

"National Culture and Debt Maturity" by Xiaolan Zheng, University of South Carolina; Sadok El Ghoul, University of Alberta; Omrane Guedhami, University of South Carolina; and Chuck C. Y. Kwok, University of South Carolina
Presented: Session 3.4.9, June 29, 14:45-16:00, Queluz II (Lower 1st Floor)

2010 JIBS Decade Award
[Award Presentation on June 29, 10:45-12:00, El Pardo (2nd Floor)]
Sponsored by Palgrave Macmillan

The award is designed to recognize the most influential paper published in the Journal of International Business Studies one decade before the Conference. In order to be considered for the 2010 award, a paper must have been included among the five most cited papers published in the 2000 Volume of JIBS. The winner of the award will make a retrospective presentation of their work, as well as some comments on where the field has progressed and where it should go next, in the JIBS Decade Award Session, Session 3.2.1.

Haynes Prize for the Most Promising Scholar(s)  
(Award Presentation on June 29, 16:30-18:00, Alhambra)  
Sponsored by AIB Foundation and the Eldridge Haynes Memorial Trust

Each year, the AIB Foundation and the Eldridge Haynes Memorial Trust award the Haynes Prize for the best paper written by an author or authors under 40 years of age. All papers accepted for competitive sessions are eligible for the prize as long as the age criterion is met. One finalist from each track is nominated by the track chairs based on reviewer input and their own assessments. An independent Haynes Award Committee reviews the finalists and chooses the winning manuscript. The authors of the winning manuscript receive a plaque and a US$1,000 award. Nominees for this year’s award are as follows (in order of presentation):

‘External Stakeholder Engagement: Transforming CSR From Principled Rhetoric to Theoretically Grounded Practice’ by Lite Nartey, University of Pennsylvania  
Presented: Session 1.4.2, June 27, 15:00-16:15, El Pardo (2nd Floor)

‘Knowledge Creation in Multinationals and Return Migration of Inventors: Evidence from Micro Data’ by Prithwiraj Choudhury, Harvard Business School  
Presented: Session 1.4.3, June 27, 15:00-16:15, Itamaraty (1st Floor)

‘Knowledge Exploration and Exploitation, and International Entry Strategies of Small Emerging Economy High-tech Firms’ by Xufei Ma, Chinese University of Hong Kong and Huan Zou, Loughborough University  
Presented: Session 2.3.5, June 28, 13:30-14:45, Alvorada II (1st Floor)

‘Slack, Acquired Group Resource and Affiliate Growth through Diversification’ by Weiwei Xu, National University of Singapore  
Presented: Session 2.5.4, June 28, 16:45-18:00, Alvorada I (1st Floor)

Presented: Session 2.5.5, June 28, 16:45-18:00, Alvorada II (1st Floor)

‘Securities Laws, Control of Corruption, and Corporate Liquidity: International Evidence’ by Naiwei Chen, National Chung Cheng University  
Presented: Session 3.2.8, June 29, 10:45-12:00, Bandeirantes (1st Floor)

Richard N. Farmer Dissertation Award  
(Award Presentation on June 29, 16:30-18:00, Alhambra)  
Sponsored by Indiana University CIBER

Eligibility for the 2010 ‘Richard N. Farmer Award’ for the best dissertation in international business was all Ph.D. and D.B.A. students who successfully defended their dissertations between January 1, 2009 and December 31, 2009. The winner receives a plaque and a US$1,000 cash award. Furthermore, all finalists receive a $500 travel stipend to allow them to present their research at the annual meeting. This year’s finalists will present their work at Session 3.4.1, June 29, 14:45-16:00, in El Pardo II (2nd Floor).

‘Foreign Acquisition of Banks’  
Hein Bogaard, George Washington University (Ph.D. Awarded by University of Michigan)

‘Essays on Equity Joint Ventures, Uncertainty and Experience’  
Ilya Cuypers, Singapore Management University (Ph.D. Awarded by Tilburg University)

‘The Paradox of Foreignness: Norm-Breaking MNEs in the Japanese Banking Industry’  
Jesper Edman, Stockholm School of Economics (Ph.D. Awarded by Stockholm School of Economics)

‘International Investment Regimes: De Jure Policies, De Facto Practices, and MNC Strategic Choices’  
Srividya Jandhyala, George Washington University (Ph.D. Awarded by University of Pennsylvania)

AIB Doctoral Dissertation Proposal Award  
(Award Presentation on June 29, 16:30-18:00, Alhambra)  
Sponsored by the AIB Foundation

The Dissertation Proposal Award is awarded in conjunction with the AIB Doctoral Consortium. The proposals are judged based on the originality and theoretical foundations of the work, the rigor and soundness of the proposed method, and the potential contribution and impact of the proposal in advancing the field. Winner(s) receive a plaque and share a US$1,500 cash award.
The IIB/WAIB Award for Increased Gender Awareness in International Business Research
(Award Presentation on June 27, 18:00-19:00, Reception on 1st Floor Hallway)
Sponsored by the Institute for International Business (IIB) Stockholm School of Business and Women in AIB (WAIB)

The Institute of International Business (IIB), at the Stockholm School of Economics, Sweden support WAIBs (Women in AIB) endeavors by endowing an award for the best paper increasing gender awareness in international business research. All papers accepted to the AIB conference are eligible for submission for consideration to the IIB/WAIB awards committee. Winning authors will receive a plaque, a $1000 USD monetary award, and an invitation to submit the paper for publication in Emerald Publishing’s ‘Gender in Management’.

Emerging Scholar Award in Women’s Entrepreneurship
(Award Presentation on June 27, 18:00-19:00, Reception on 1st Floor Hallway)
Sponsored by Emerald Publishing’s International Journal of Gender and Entrepreneurship (IJGE) and Women in AIB (WAIB)

The purpose of the Emerald UGE & WAIB Emerging Scholar Award in Women’s Entrepreneurship is to encourage high caliber scholarly research in women’s entrepreneurship, and to platform the work of dynamic young researchers, particularly those who are in a position to offer exciting new perspectives. All papers accepted to the AIB conference are eligible for submission for consideration to the UGE/WAIB awards committee. The award shall consist of a plaque to the recipient, a $500 USD monetary award, a complimentary 2010 subscription to UGE, international promotion for the winning paper, and an invitation to submit the final paper for potential publication in UGE.

IMR Best Paper in International Marketing
[Award Presentation on June 27, 13:30-14:45, Imperial (1st Floor)]
Sponsored by International Marketing Review (IMR) and its publisher, Emerald Group Publishing Limited

Presented for the first time in the AIB 2006 Conference and sponsored by International Marketing Review (IMR), the award is given to the best paper accepted to a competitive session in the Marketing track of the AIB Annual Meeting. The author(s) of the winning manuscript will receive a certificate and a cash award following their regularly scheduled presentation at the conference.

Presented: Session 1.3.6, June 27, 13:30-14:45, Imperial (1st Floor)

Best Paper Award in Emerging Economies Track
(Award Presentation on June 29, 16:30-18:00, Segovia)
Sponsored by Bryant University

Presented for the first time, the award is sponsored by the International Business program at Bryant University. It is given to the best paper accepted to a competitive session in the Emerging Economies track of the AIB Annual Meeting. The author(s) of the winning manuscript will receive a certificate and a cash award at the coffee break following the regularly scheduled presentation at the conference.

Presented: Session 3.4.4, June 29, 14:45-16:00, Alvorada (1st Floor)
Ozires Silva

Ozires Silva is the recipient of this year’s AIB Fellows International Executive of the Year Award, in honour of his pioneering role in the emergence of one of Brazil’s most successful international firms, Embraer. As one of the first generation of executives who built world class competitive enterprises in Brazil, he led the way for today’s impressive roster of Brazilian CEOs, and he has since played a leading role both in government and in academia.

Ozires Silva’s role in the development of Embraer was both as an inventor and an entrepreneur. He led the aeronautical design team that developed a Brazilian design for a new type of regional transport plane and built the first prototype. When he could not persuade any established company in Brazil to manufacture the plane, he persuaded the Brazilian government to set up Embraer in 1969, and he served as the CEO of the company until 1986. During that period, the company designed, developed and launched into production 12 types of military and civilian aircraft, building a global supply chain and winning, against considerable opposition, international certification and market acceptance.

In 1986 he was appointed President of Petrobras, Brazil’s largest oil company, and then in 1990 he joined the government as Minister of States for Infrastructure, covering the areas of telecommunications, energy, transportation, mining and metallurgy. He returned to Embraer as CEO from 1991 to 1995 to oversee its privatization. He subsequently served as President and CEO of Varig Airlines from 2000 to 2002. He has gone on to a leadership position in academia, serving as the Dean of Unimonte, a private university in Sao Paulo.

Ozires Silva was born in 1931 and joined the Brazilian Air Force in 1948, earning his Military Pilot Wings in 1951. He was qualified as an Aeronautical Engineer by ITA (Brazil’s Aeronautical Technical Institute) and in 1966 received a Master of Science degree at CalTech. He has received numerous decorations from Brazil and other countries, and is the author of five books.
Danica Purg

Professor Danica Purg, founder and President of the IEDC-Bled School of Management, Slovenia, is this year’s recipient of the AIB Fellows Educator of the Year Award, honouring her pioneering work in developing management education in Slovenia and her leadership role in developing management education networks in Central and Eastern Europe through her establishment of the Central and East European Management Development Association (CEEMAN) with the aim of enhancing management development in Central and Eastern Europe.

Professor Purg has been an innovator in management education, incorporating the arts and artistic processes into management education and building an ethics component into the curriculum of into all the longer management programs at Bled since its inception. By last year, the IEDC Bled School of Management was recognized as being among the 100 top business schools in the world for innovation by the Aspen Institute’s 2009-2010 edition of Beyond Grey Pinstripes. IEDC Bled School of Management was the only school from Central and Eastern Europe to receive such recognition.

Prof. Purg has already received many awards in recognition of her achievements: she is a Fellow of the International Academy of Management and she has received honorary degrees from three institutions (Moscow State University of Management, Estonian Business School and MESI – Moscow State University of Economics, Statistics and IT). In 2001, the President of the Republic of Slovenia awarded her the ‘Honorary Order of Freedom’ for her contribution to management development in Slovenia and CEE. She is a role model both for established professionals and for young women in management and in academia, and she serves on the Advisory Board of the Women’s Forum for the Economy and Society. Prof. Purg is also a member of European Cultural Parliament (ECP), a member of the UN Global Compact Taskforce to develop the principles for Responsible Business Education, and President of UN Global Compact Slovenia.

After graduating from the Faculty of Political Science in Ljubljana, she completed her Ph.D. at the faculty of Political Sciences, University of Belgrade and she has also studied at Harvard Business School, IMD Lausanne, INSEAD Fontainebleau, Technological University Delft, London University, Sorbonne and at Kalamazoo College, Michigan.
WHEN YOU ARRIVE

Please check in with the AIB Staff at our registration desk located on the Second Floor Hallway (across the escalators) to pick up your name badge and conference materials.

Registration
Location: 2nd Floor Hallway, Across the Escalators
Hours: Saturday, June 26: 8:00am – 7:30pm  
       Sunday, June 27: 8:00am – 5:00pm  
       Monday, June 28: 8:00am – 5:00pm  
       Tuesday, June 29: 8:00am – 3:30pm

Placement Center
Location: Oriente (2nd Floor)
Hours: Sunday, June 27: 9:00am – 5:00pm  
       Monday, June 28: 9:00am – 5:00pm  
       Tuesday, June 29: 9:00am – 4:00pm

Exhibits
Location: Segovia (2nd Floor)
Hours: Sunday, June 27: 10:00am – 5:00pm  
       Monday, June 28: 10:00am – 5:00pm  
       Tuesday, June 29: 10:00am – 4:30pm

Computer/Internet Station
Location: Segovia (2nd Floor – Inside the Exhibit Hall)
Hours: Sunday, June 27: 10:00am – 5:00pm  
       Monday, June 28: 10:00am – 5:00pm  
       Tuesday, June 29: 10:00am – 4:30pm

There will be a multi-computer internet station located inside the Exhibit Hall (Segovia – 2nd Floor) for the use of all conference participants. We would appreciate it if you could limit your use to a reasonable time period, especially if there are people waiting in line to use the computers.

If you wish to use your own computer or smartphone, the hotel has Internet access available for an additional fee. Please inquire with the Reception desk.

HOTEL MAPS

Lower First Floor
Please visit Segovia (2nd Floor) to view the exhibits. AIB would like to thank the following organizations for exhibiting at this year’s conference (in alphabetical order):

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<td>2010 Host Institutions</td>
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<td>Wessex, Inc.</td>
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Visit the Palgrave Macmillan stand today!

Resources, Efficiency and Globalization
Edited by Pavlos Dimitratos and Marian V. Jones
February 2010 | Hardback
£60.00 | 978-0-230-23653-0

The New Silk Road
Ben Simpfendorfer
April 2009 | Hardback
£27.00 | 978-0-230-58026-8

Journal of International Business Studies
www.jibs.net

International Business
Challenges in a Changing World
Janet Morrison
November 2008 | Paperback
£39.99 | 978-1-4039-4563-1

www.palgrave.com/business
### AIB 2010 Program Overview

**Rio de Janeiro, Brazil - June 25-29, 2010**

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<th>Time</th>
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<td>18:00-19:00</td>
<td>AIB Presidential Reception</td>
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**Friday, June 25**

- **AIB Executive Board Meeting** 9:00-17:00
- **AIB Fellows’ Opening Plenary** 16:30-19:00
- **AIB Fellows Café** 8:15-9:00
- **AIB Doctoral Consortium** 8:00-16:00
- **AIB Doctoral Fellowship Development Workshop** 8:30-12:30
- **AIB Junior Faculty Consortium** 9:00-10:15
- **AIB Doctoral Consortium Networking Dinner** 18:00-21:00

**Saturday, June 26**

- **AIB Fellows’ Opening Plenary** 16:30-19:00
- **AIB Doctoral Consortium** 8:00-16:00
- **AIB Junior Faculty Consortium** 8:45-16:00
- **AIB/JIBS Paper Development Workshop** 8:30-14:00
- **AIB Board Meeting** 8:30-12:30
- **AIB Chapter Chairs Luncheon** 12:30-14:00

**Sunday, June 27**

- **WAIB Reception** 18:00-19:00
- **Fellows Café** 8:15-9:00
- **Concurrent Sessions** 9:00-10:15
- **COFFEE BREAK** 10:15-10:45
- **Deans Plenary** 10:45-12:15
- **LIGHT LUNCH** 12:15-13:30
- **Concurrent Sessions** 13:30-14:45
- **BREAK** 14:45-15:00
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- **COFFEE BREAK** 16:15-16:45
- **Concurrent Sessions** 16:45-18:00
- **WAIB Reception** 18:00-19:00
### AIB 2010 Program Overview
#### Rio de Janeiro, Brazil - June 25-29, 2010

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FRIDAY, JUNE 25

FRIDAY, JUNE 25 - 08:15-17:30
AIB-LAT Annual Conference
Time: 08:15-17:30
Annual Meeting of the AIB Latin America Regional Chapter.
A separate registration is required to attend the AIB-LAT meeting.

FRIDAY, JUNE 25 - 08:30-17:00
AJBS Annual Conference
Time: 08:30-17:00
Annual Meeting of the Association of Japanese Business Studies.
A separate registration is required to attend the AJBS meeting.

FRIDAY, JUNE 25 - 09:00-17:00
AIB Board Meeting
Time: 09:00-17:00
Room: Windsor (17th Floor)

FRIDAY, JUNE 25 - 18:00-21:00
AIB Doctoral Consortium Networking Dinner
Time: 18:00-21:00
Doctoral Consortium participants only. The Networking Dinner is sponsored by Indian School of Business, Hyderabad.

SATURDAY, JUNE 26

SATURDAY, JUNE 26 - 08:00-16:00
Session 0.1 - Pre-Conference Workshop
Time: 08:00-16:00
Doctoral Student Consortium
Chair: Charles Dhanaraj, IUPUI

Faculty Panel:
Alvaro Cuervo-Cazurra, University of South Carolina
Susan E. Feinberg, Rutgers University
Carl F. Fey, Stockholm School of Economics
Anthony Goerzen, University of Victoria
Jane Lu, National University of Singapore
Marjorie Lyles, Indiana University
Felipe Monteiro, University of Pennsylvania
Ronaldo Couto Parente, Rutgers University
Subramanian Rangan, INSEAD
Sougata Ray, Indian Institute of Management Calcutta
David C. Thomas, Simon Fraser University
Changdi Wu, Peking University

Pre-admitted participants only. Lunch is provided.

The Doctoral Student Consortium is sponsored by the Madhuri and Jagdish N. Sheth Foundation.

SATURDAY, JUNE 26 - 08:30-14:00
Session 0.2 - Pre-Conference Workshop
Time: 08:30-14:00
JIBS/AIB Paper Development Workshop
Chair: Laszlo Tihanyi, Texas A&M University
Co-Chair: Lorraine Eden, Texas A&M University

Pre-admitted participants only. Lunch is provided.

The JIBS/AIB Paper Development Workshop is sponsored by the CIBER at University of South Carolina and the CIBER at Texas A&M University.
SATURDAY, JUNE 26 - 08:45-16:00

Session 0.3 - Pre-Conference Workshop
Time: 08:45-16:00

Junior Faculty Consortium
Chair: Alain Verbeke, University of Calgary

Faculty Panel:
Peter J. Buckley, University of Leeds
Farok Contractor, Rutgers University
Jean-François Hennart, Tilburg University
Robert E. Hoskisson, Rice University
Klaus E. Meyer, University of Bath
Anoop Madhok, York University
Alan M. Rugman, University of Reading
Lemma Senbet, University of Maryland

Pre-admitted participants only. Lunch is provided.

The Junior Faculty Consortium is sponsored by the CIBER at Michigan State University.

SATURDAY, JUNE 26 - 08:30-12:30

Time: 08:30-12:30
Room: Windsor (17th Floor)

AIB Board Meeting

SATURDAY, JUNE 26 - 12:30-14:00

Time: 12:30-14:00
Room: Windsor (17th Floor)

AIB Chapter Chairs Luncheon

AIB Executive Board Members and AIB Chapter Chairs or representatives only.

SATURDAY, JUNE 26 - 16:30-19:00

Session 0.5 - Plenary
Time: 16:30-19:00
Room: Alhambra (2nd Floor)

AIB Fellows' Welcoming Plenary:
Recognizing IB Leaders
Chair: Eleanor Westney, Dean of the AIB Fellows
Co-Chair: Tatiana Kostova, AIB 2010 Program Chair

Welcome Remarks:
Tatiana Kostova, AIB 2010 Program Chair
Maria Tereza Fleury, Local Host Committee Chair

International Executive of the Year: Ozires Silva
Ravi Ramamurti, Secretary/Treasurer of AIB Fellows

International Educator of the Year: Danica Purg
Eleanor Westney, Dean of the AIB Fellows

AIB Fellows' Special Recognition Award: Jagdish N. Sheth
Jean J. Boddewyn, Past Dean of the AIB Fellows

AIB Fellows' Feature Plenary: International Business in Tough Times
Chair: Eleanor Westney, York University

The plenary session of distinguished AIB Fellows will address the conference theme, and in doing so will pay tribute to the late C.K. Prahalad. By exhortation and example, C.K. was a leader in pushing the IB field to address changes in the international business environments and the resulting challenges to our field and to the organizations and people on whom and for whom we conduct research. Thought leaders in the field will discuss the implications of the global economic crisis for the theory and practice of IB and will highlight new research directions for our community.

Panelists:
Pankaj Ghemawat, IESE Business School
Tarun Khanna, Harvard Business School
Jose R. de la Torre, Florida International University
Yves Doz, INSEAD
Eleanor Westney, York University

SATURDAY, JUNE 26 - 19:00-21:00

Presidential Reception

Time: 19:00-21:00

The Presidential Reception, celebrating the opening of the 2010 AIB Conference will take place at the Windsor Barra Hotel, Ground Floor, Rooms Louvre and Versailles. Business casual attire is recommended.
SUNDAY, JUNE 27 - 08:15-09:00

Session 1.0.1  
Time: 08:15-09:00  
Fellows Café  
Chair: Eleanor Westney, York University

Start the day with a set of small group discussions hosted by an AIB Fellow, focused on an IB topic of current and mutual interest. The Fellows Café is sponsored by the Schulich School of Business, York University.

What is the role of culture in Finance?  
(Room: Queluz III)  
Raj Aggarwal, University of Akron

What are the key issues in the internationalization of SMEs?  
(Room: Queluz IV)  
John Child, University of Birmingham

What's the best way to develop and organise IB teaching and research in tomorrow's business school environment?  
(Room: Queluz V)  
Sidney J. Gray, University of Sydney  
Lee Howard Radebaugh, Brigham Young University

What can Brazilian companies teach the world? How can Brazilian companies learn from the world?  
(Room: Queluz VI)  
Tarun Khanna, Harvard Business School

SUNDAY, JUNE 27 - 09:00-10:15

Session 1.1.1 - Competitive  
Time: 09:00-10:15  
Track: 7 - Emerging Economies  
Room: El Pardo II (2nd Floor)

Globalization by Emerging Economy Firms-1  
Chair: Peter James Williamson, University of Cambridge

Emerging Economy Firm Internationalization: Changing International Operating Strategy of INVs  
Vikas Kumar, University of Sydney  
Ajai S. Gaur, Rutgers University

The Performance of Firms Acquired by Multinational Companies from Emerging Countries: Theoretical Framework and Empirical Evidence  
Stefano Elia, Politecnico di Milano and University of Leeds  
Mario I. Kafouros, University of Leeds

Foreign Ownership and Corporate Restructuring: Direct Investment by Emerging-Market Firms in the United States  
Anusha Chari, University of North Carolina  
Wenjie Chen, George Washington University  
Kathryn Dominguez, University of Michigan

Session 1.1.2 - Competitive  
Time: 09:00-10:15  
Track: 7 - Emerging Economies  
Room: El Pardo I (2nd Floor)

Entrepreneurship and Innovation in Emerging Economies  
Chair: Eva Stal, UNINOVE

What do we really know about the Base of the Pyramid concept? A literature review  
Ans Kolk, University of Amsterdam  
Miguel Rivera-Santos, Babson College  
Carlos Rufin, Suffolk University

Managing the Challenge of Innovation for the Base of the Pyramid in Emerging Economies: A Lesson for MNEs  
Sangeeta Ray, University of Sydney  
Pradeep Kanta Ray, University of New South Wales

The Privatization of Innovation in Emerging Markets: Evidence from Indian National Laboratories  
Prithviraj Choudhury, Harvard Business School  
Tarun Khanna, Harvard Business School

Venture Capital Risk in Transitional Economies: Evidence from China  
Charles xiaoliang Chen, University of Hawaii at Manoa  
James E. Richardson, University of Hawaii at Manoa

Session 1.1.3 - Competitive  
Time: 09:00-10:15  
Track: 10 - SMEs and Entrepreneurship  
Room: Itamaraty (1st Floor)

Internationalization Processes in Born Global Firms (State-of-the-Art Session)  
Chair: Sumit Kundu, Florida International University

Are International New Ventures Really New? Reconsidering Firm Inception and Internationalization  
Catherine Welch, University of Sydney  
Lisa Hewerdine, University of Sydney

Examining Critical Incidents to Identify Antecedents to Early Internationalization in Born Global Firms  
Jay Weerawardena, University of Queensland  
Gillian Sullivan Mort, La Trobe University  
Peter Liesch, University of Queensland

Why Do Born-global and Older Firms Initially Access Culturally Proximate Markets?  
Susan Freeman, University of Adelaide  
Kate Hutchings, Griffith University

International Networks and the "Born Global" Phenomenon: Evidence from a Transition Economy  
Martina Musteen, San Diego State University  
Deepak K. Datta, University of Texas Arlington  
John Francis, San Diego State University
Session 1.1.4 - Panel  
Time: 09:00-10:15  
Track: 6 - Innovation and KM  
Room: Alvorada I (1st Floor)

Global Knowledge Sourcing: Modes, Locations, Processes and Outcomes  
Chair: Felipe Monteiro, University of Pennsylvania  
Co-Chair: Thomas Klueter, University of Pennsylvania

MNE Location Choices  
Lilach Nachum, Baruch College/CUNY

Reverse Knowledge Transfers in Multinational Enterprises  
Ram Mudambi, Temple University

Leveraging External Modes of Knowledge Sourcing: Innovation-Targeted Acquisitions and R&D Outsourcing  
Saikat Chaudhuri, University of Pennsylvania

Understanding Boundary Spanning at the Initiation of the External Knowledge Sourcing Process  
Felipe Monteiro, University of Pennsylvania

Knowledge Accession Strategies and Spatial Organization in MNCs  
John Cantwell, Rutgers University

Session 1.1.5 - Competitive  
Time: 09:00-10:15  
Track: 3 - Theory and Entry Modes  
Room: Alvorada II (1st Floor)

After the Entry: The Dynamics of Subsidiary Strategies  
Chair: Julian Birkinshaw, London Business School

Getting it Right and Righting it Afterwards: Experience, Ownership (MIS) Alignment and Subsidiary Dynamics  
Xavier Martín, Tilburg University  
Ilya Cuypers, Singapore Management University

The Mediating Effect of Satisfaction on the Relationship between Location Advantages and Repeat Investment  
Paul Kalfadellis, Monash University

Higher-order Capabilities and the Post-entry International Market Expansion of the Firms  
Noor Un Nabi Md., University of Leipzig  
Utz Dornberger, University of Leipzig

Subsidiary Downsizing: Which Ones Get Cut?  
Nikhil Celly, Hong Kong University

Session 1.1.6 - Panel  
Time: 09:00-10:15  
Track: 2 - Marketing and Supply Chain  
Room: Imperial (1st Floor)

Global Marketing Partnerships and Strategies for Competitive Differentiation (State-of-the-Art Session)  
Chair: Constantine S. Katsikeas, University of Leeds  
Discussant: Matthew J. Robson, University of Leeds  
Co-Discussant: Magnus Hultman, University of Leeds

Determinants of Collaboration Effectiveness in International Inter-Organizational Relationships  
Steven Dahlquist, Michigan State University  
David Griffith, Michigan State University

A Cross-National Investigation of Customer-Oriented and Currency Strategy in Export Invoicing  
Saeed Samiee, University of Tulsa  
Patrik Anckar, Abo Akademi University

Drivers of Persistence in R&D Alliances: A Self-Determination Theory Explanation  
Bodo B. Schlegelmilch, Wirtschaftsuniversität Wien  
Brigitte Bojkwoszky, Wirtschaftsuniversität Wien  
Matthew J. Robson, University of Leeds

Session 1.1.7 - Competitive  
Time: 09:00-10:15  
Track: 1 - Institutions/Governance/CSR  
Room: Liberdade (1st Floor)

Legitimacy and Identity in International Business  
Chair: Srilata Zaheer, University of Minnesota

Symbolic Management, Corporate Interlocks, and CEO Compensation in China

Global or Local Legitimacy? A Three Country Study of the Adoption of Environmental Practices and Institutional Pressures  
Paresha N Sinha, University of Waikato  
Michele E.M Akoorie, University of Waikato  
Ralph Hamann Hamann, University of Capetown  
R. Scott Marshall, Portland University

Session 1.1.8 - Competitive  
Time: 09:00-10:15  
Track: 9 - Econ/Finance/Accounting  
Room: Bandeirantes (1st Floor)

Governance and Performance  
Chair: Omrane Guedhami, University of South Carolina

Shareholder Protection and Corporate Investment Policy  
Gang Xiao, University of South Carolina

Power Game between the CEO and Labor: Evidence from Outsourcing  
Jongmoo Jay Choi, Temple University  
Jose M. Plehn-Dujowich, Temple University  
Xiaotian Tina Zhang, Saint Mary's College of California

Capital Structures in Europe, Managerial Insight and Governance Regimes  
Charles-Henri Jean Reuter, Université de Paris Ouest & ESCP Europe

Determinants of Voluntary Executive Stock Option Disclosure in Brazil  
Fernanda Gomes Victor, UFRGS  
Paulo Renato Soares Terra, UFRGS  
Eduardo Schiehli, HEC-Montreal
Session 1.1.10 - Interactive
Time: 09:00-10:15
Track: 10-SMEs and Entrepreneurship Room: Queluz III (Lower Floor)

International SMEs
Chair: Claude Obadia, Advancia-Negocia, Paris

Manfred Fuchs, University of Graz
Mariella Koestner, University of Graz

Born-Again Global Firms: The Catalytic Effects of Critical Incidents: A Case Study on the Internationalization Behavior of Mature SMEs
Rico J. Baldegger, University of Applied Sciences Western Switzerland
Patrick Schueffel, University of Applied Sciences Western Switzerland

The International Collaborations of Costa Rican ICT Producers: Leveraging Transnational Social Ties
Luciano Ciravegna, University of London

Ready or Not - Here We Come! On Internationalization Readiness
Roger Schweizer, University of Gothenburg

The Importance of Relationships in Internationalization Processes of Firms: A Model and Analysis of International SMEs Entering Emerging Markets
Susanne Sandberg, Linnaeus University

Critical Success Factors to the Internationalization of the SMEs
Vesna Sedoglavich, Australian National University

Session 1.1.11 - Interactive
Time: 09:00-10:15
Track: 5 - MNC Management Room: Queluz IV (Lower Floor)

Subsidiary Coordination and Control
Chair: Jane Lu, National University of Singapore

Subsidiary Roles and Resistance to Change
Saul Klein, University of Victoria
Laura Kruskamp, University of Pretoria
Albert Wöcke, University of Pretoria

Extending Conceptualizations of Control: Towards a New Agenda in MNC Research
Laura Erkkilä, Aalto University
Perttu Kähäri, Aalto University

Coordination at the Edge of the Empire: Subsidiary Regional Administrative Mandates in the Multinational Enterprise
Eva A. Alfoldi, University of Manchester
L. Jeremy Clegg, University of Leeds
Sara L. McGaughey, University of Strathclyde

Partners' Strategies and Management Control in International Joint Ventures
Dong Chen, Loyola Marymount University
Seung Ho Park, Skolkovo Institute for Emerging Market Studies
Donghong Li, Tsinghua University

The Role of Subsidiaries in the Formulation of Global Strategies in Multinational Firms
Cesar Minervino, Universidade Positivo
Zandra Balbinot, PPGADM/UFPR

How to Raise a Unified Family: Multinational Corporations Socialization Strategies for Coordinating Subsidiary Managers
Crystal X. Jiang, Bryant University
Eileen Kwasiga, Bryant University
Madan Annavarjula, Bryant University
Qin Yang, Robert Morris University

The Impact of Network Involvement on Absorptive Capacity: A Dynamic Model of Subsidiary Role Evolution
Xiaoyu Pu, Rutgers University
Ranfeng Qiu, Rutgers University

Returnees and the Performance of Multinational Subsidiaries in China
Huanglin Wang, University of Western Ontario
Jean-Louis Schaan, University of Western Ontario

Session 1.1.12 - Interactive
Time: 09:00-10:15
Track: 7 - Emerging Economies Room: Queluz V (Lower Floor)

MNEs from Emerging Economies
Chair: Ashok Som, ESSEC Business School

Svetla Trifonova Marinova, University of Birmingham
John Child, University of Birmingham
Marin Alexandrov Marinov, University of Gloucestershire

Emerging Market Multinationals and the Pursuit of Knowledge
Ben L. Kedia, University of Memphis
Nolan T. Gaffney, University of Memphis
Jack Clampit, University of Memphis

Lessons to Learn from the Rising Stars: Tale of Emerging Nation Multinational Companies
Tanvi H Kothari, University of Wisconsin Oshkosh
Masaaki "Mike" Kotabe, Temple University

Going Global: Why Some Firms from Emerging Markets Are More Successful at International Expansion Than Others
Sourindra Banerjee, University of Cambridge

An Exploration of State Owned Enterprises from Emerging Economies
Anubha Shekhar Sinha, Indian Institute of Management Calcutta

The Role of Subsidiaries from Emerging Economies - A Survey Involving the Largest Brazilian Multinationals
Mocair de Miranda Oliveira Junior, University of São Paulo
Felipe Mendes Borini, ESPM

The Location Choice of Cross-border Mergers & Acquisitions: The Case of Chinese Firms
Guohua Jiang, Temple University
Feng Zhang, Rutgers University

Institutional Duality and Emerging Country MNEs
Abdulrahman Chikhouni, Concordia University
Gwyneth Edwards, Concordia University
Mehdi Farashahi, Concordia University
Sunday, June 27

International Value Creation: A New Model for Latin American Multinationals
Flávia de Magalhães Alvim, Fundação Dom Cabral
Jase Ryan Ramsey, Fundação Dom Cabral
José Francisco Figueiredo Micheliobi Junior, Fundação Dom Cabral
Jorge Hector Forteza, Universidad de San Andres

Session 1.1.13 - Interactive
Time: 09:00-10:15
Track: 4 - Strategy and Alliances
Room: Queluz VI (Lower Floor)

Internationalization & Global Strategy
Chair: Subramanian Rangan, INSEAD

Viewing through New Lens: A Coevolution-Based Perspective of Offshore Outsourcing
Somnath Lahiri, Illinois State University

Stumble You Might Fall: How Cluster-based Global Firms use Local Cluster Capabilities in the Knowledge-based Economy
Poul Houman Andersen, Aarhus University
Anne Bøllingtoft, Aarhus University

The Relationship between Multinationality and Performance Risk
Nejat Capar, Bilkent University

Diversification and Performance in Latin American Firms: Assessing the Impact of Product and Geographic Diversification
Armando Juan Borda, Florida International University
William Newbury, Florida International University

Global, Regional and National Strategies: Revisiting the Case of Domestic Appliances
Ling Liu, University of Edinburgh
Chris Carr, University of Edinburgh

The Business Evolution and the Holistic Approach
Suthikorn Kingkaew, University of Cambridge

Session 1.1.14 - Interactive
Time: 09:00-10:15
Track: 7 - Emerging Economies
Room: Queluz VII (Lower Floor)

Institutional Context and Corporate Governance - 1
Chair: Paul Vaaler, University of Minnesota

The Role of the Stock Market in the Provision of Islamic Development Finance: Evidence from Sudan
Bruce Hearne, University of Leicester
Jennifer Piesse, King's College London
Roger Strange, University of Sussex

Business Group Diversification and Performance
Angeline, Te-Yi Lin, National ChengChi University
Tom, Cheng-Wen Yao, Yuan Ze University

Multinationalization and Efficiency of Banking Sectors in South-East Europe
Yiwei Fang, Rensselaer Polytechnic Institute
Iftekhar Hasan, Rensselaer Polytechnic Institute
Katherine Marton, Fordham University

SUNDAY, JUNE 27 - 10:15-10:45

Coffee Break

Coffee Break

SUNDAY, JUNE 27 - 10:45-12:15

Session 1.2 - Plenary
Time: 10:45-12:15
Room: Alhambra (2nd Floor)

Future of Scholarship and Academic Careers in the IB Field: A Dean's Perspective
Chair: Pankaj Ghemawat, IESE Business School

Deans from several business schools will discuss the topic "Future of Scholarship and Academic Careers in the IB Field: A Dean's Perspective". They will address issues that are of concern for most AIB members as they are experiencing opposing and somewhat confusing trends in their work environments – increasing the emphasis on global issues on the one hand, and still questioning the validity of international business as a stand-alone discipline on the other hand. The plenary will offer the deans’ or institutional perspective on the challenges related to choosing IB as an academic career field.

Participants:
Julian Birkinshaw, London Business School
P. Christopher Earley, University of Connecticut
Maria Tereza Fleury, Fundacao Getulio Vargas
Hildy Teegen, University of South Carolina
George Yip, Erasmus University
Srilata Zaheer, University of Minnesota

SUNDAY, JUNE 27 - 12:15-13:30

Light Lunch

Light Lunch

A light lunch will be provided for conference participants at the Exhibit Hall (Segovia).
### Sunday, June 27

**AIB Fellows’ Business Meeting**

AIB Fellows only.

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**SUNDAY, JUNE 27 - 13:30-14:45**

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<th>Session 1.3.1 - Panel</th>
<th>Time: 13:30-14:45</th>
<th>Track: 3 - Theory and Entry Modes</th>
<th>Room: El Pardo II (2nd Floor)</th>
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<tbody>
<tr>
<td><strong>Stephen Hymer’s Contribution to International Business Scholarship @50 (State-of-the-Art Session)</strong></td>
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<tr>
<td>Chair: Christos N Pitelis, University of Cambridge</td>
<td>Discussant: Jean J. Boddewyn, Baruch College, CUNY</td>
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**Stephen Hymer – The Elvis Presley of International Business**

- Peter J. Buckley, University of Leeds

**The Multinational as a "Social Community": A Hymerian Critique**

- Mo Yamin, University of Manchester

**The Theory of International Operations: Building a Bridge between the Early and Later Hymer**

- Grazia Ietto-Gillies, London South Bank University

**Stephen Hymer and the Political Economy of Globalisation**

- Christos N Pitelis, University of Cambridge

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<tr>
<th>Session 1.3.2 - Special Session</th>
<th>Time: 13:30-14:45</th>
<th>Room: El Pardo I (2nd Floor)</th>
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<tr>
<td>Chair: Hafiz Mirza, UNCTAD</td>
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**Panelists:**

- Sarianna Lundan, University of Bremen
- Axele Giroud, University of Manchester
- L. Jeremy Clegg, University of Leeds

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<th>Session 1.3.3 - Competitive</th>
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<th>Track: 1 - Institutions/Governance/CSR</th>
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<tbody>
<tr>
<td><strong>Theories on the Relationships Among Business, Government and Society</strong></td>
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<td>Chair: Hildy Teegen, University of South Carolina</td>
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**The Making of a Global Citizen: Foundations, Meaning and Approaches**

- Jose R. de la Torre, Florida International University
- Corinne B. Young, Saint Leo University

**Embedded Neoliberalism: Replacing the False Prophets of Homo Economicus with Homo Therian**

- Witold Jerzy Henisz, University of Pennsylvania

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**Beyond the Hype? Expanding Research at the "Bottom of the Pyramid"**

- Shahzad Ansari, University of Cambridge
- Kamal Munir, University of Cambridge
- Tricia Gregg, University of Cambridge

**International Business and the Quest for Energy Security: (How) Does Government Policy Affect Managerial Behavior?**

- Yujin Jeong, George Washington University & HEC Montreal
- Robert Weiner, George Washington University

**External Sourcing of Knowledge**

Chair: Felipe Monteiro, University of Pennsylvania

**Technological Innovation Strategies of Multinational Corporations: The Strategic Access of External Technological Knowledge**

- Feng Zhang, Rutgers University

**Integration of International Market Information in New Product Development - A Stage-specific View**

- Holger Ernst, WHU - Otto Beisheim School of Management
- Mohan Subramaniam, Boston College
- Anna Dubiel, WHU - Otto Beisheim School of Management

**The Impact of Complementarity of Firms’ Internal and External Resources on Innovation Capabilities**

- Masaaki "Mike" Kotabe, Temple University
- Crystal X. Jiang, Bryant University
- Janet Y. Murray, University of Missouri St. Louis

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<th>Session 1.3.4 - Competitive</th>
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<th>Track: 6 - Innovation and KM</th>
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<tbody>
<tr>
<td><strong>MNC Strategies in Emerging Economies</strong></td>
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<td>Chair: Sheila M. Puffer, Northeastern University</td>
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**Multinational Enterprises, Development and Globalisation: Some Clarifications and a Research Agenda**

- Rajneesh Narula, University of Reading

**The Liability of Foreignness Reconsidered: New Insights from the Alternative Research Context of Transforming Economies**

- Harun Emre Yildiz, Stockholm School of Economics
- Carl F. Fey, Stockholm School of Economics

**Do the Same Rules Apply? Strategic Logics of Doing Business in Emerging Markets**

- Douglas Lars Johansen, Jacksonville University/Florida State University
- Gary Knight, Florida State University

**The Advantage and Disadvantage of Foreignness in Acquisitions during Crisis Periods**

- Wenjie Chen, George Washington University
- Gabriela Contreras, University of Michigan
- Alvaro Cuervo-Cazurra, University of South Carolina
## Session 1.3.6 - Competitive
**Time:** 13:30-14:45  
**Track:** 2 - Marketing and Supply Chain  
**Room:** Imperial (1st Floor)

### Crisis Impact on Marketing
- **Chair:** Arnold Schuh, WU Vienna
- **The Performance of Global Brands in the 2008 Financial Crisis**  
  Johny K. Johansson, Georgetown University  
  Claudia V. Dimofte, Georgetown University
- **Is there Another Side to the "Blame Game"? Investigating the Influence of Home Country Image in an Organisation Crisis Situation**  
  Roberta Carolyn Veale, University of Adelaide  
  Vinh Nhat Lu, University of Adelaide  
  Braden Cichinski, University of Adelaide
- **"Who's to Blame"? Consumers' Attribution of Blame in Product-Harm Crises Involving Hybrid Products**  
  Etayankara (Murli) Muralidharan, University of Manitoba  
  Sergio W. Carvalho, University of Manitoba  
  Hari Bapuji, University of Manitoba
- **The Effect of CSR Reputation on Consumer Preference and the Role of Individual and Societal Values**  
  Burcu Tasoluk, Sabanci University  
  Rajeev Batra, University of Michigan

## Session 1.3.7 - Competitive
**Time:** 13:30-14:45  
**Track:** 11 - Teaching IB  
**Room:** Liberdade (1st Floor)

### Using Simulations to Teach International Business
- **Chair:** Denise J. Luethge, Northern Kentucky University
- **The Corporate Competitive Challenge: Learning Catalyst**  
  Anne Marie Zwerg-Villegas, Universidad EAFIT
- **The Use of a Business Simulator as Tool in the Development of Skills Related to Management of International Business**  
  Gustavo Abib, Universidade Federal do Paraná - UFPR  
  Luciano Minghini, Universidade Federal do Paraná - UFPR  
  Cleverson Renan da Cunha, Universidade Federal do Paraná - UFPR
- **Using Business Simulations for Assessment of Global Learning Outcomes**  
  Denise J. Luethge, Northern Kentucky University  
  Ernie Cadotte, University of Tennessee  
  Claudio Manassero, Insep Business School

## Session 1.3.8 - Competitive
**Time:** 13:30-14:45  
**Track:** 8 - Cross-cultural and HRM  
**Room:** Bandeirantes (1st Floor)

### Gender and Family in International Assignments
- **Chair:** Elizabeth C. Ravlin, University of South Carolina
- **Motivation for an international assignment and predictors of expatriate turnover intentions: Does gender matter?**  
  Charlotte Davis, WU Vienna  
  Christof Miska, WU Vienna  
  Chei Hwee Chua, University of South Carolina  
  Günter K. Stahl, WU Vienna

## Session 1.3.9 - Competitive
**Time:** 13:30-14:45  
**Track:** 4 - Strategy and Alliances  
**Room:** Queluz II (Lower Floor)

### Managing Alliances
- **Chair:** Mehmet Genc, Baruch College/CUNY
- **The Effect of Adverse Selection, Opportunism, and Competitor Selection Problems on Licensing Exclusivity**  
  Preet S. Aulakh, York University  
  Marshall S. Jiang, Brock University  
  Sali Li, University of Wisconsin-Milwaukee
- **An Analysis of Capability Exploitation: Empirical Evidence of International Strategic Alliances in China**  
  Yanni Yan, City University of Hong Kong  
  Daniel Z Ding, City University of Hong Kong  
  Wenyu Dou, City University of Hong Kong
- **Effect of Trust, Knowledge Intensity, and Environmental Uncertainty on R&D Alliance Formation: An Examination of German SMEs**  
  Debamalya Mukherjee, University of Akron  
  Ajai S. Gaur, Rutgers University  
  Sanjaya S. Gaur, Auckland University of Technology  
  Florian Schmid, Roland Berger Strategy Consultants

## Session 1.3.10 - Interactive
**Time:** 13:30-14:45  
**Track:** 6 - Innovation and KM  
**Room:** Queluz III (Lower Floor)

### Performance Effects of Knowledge Diffusion
- **Chair:** Eleanor Westney, York University
- **Does External R&D Sourcing Increase Innovation?: Evidence from French Manufacturing**  
  Olivier Bertrand, St. Petersburg State University  
  Michael Mol, Warwick Business School
- **Knowledge-based Resources, Organizational Learning Orientation and Firm Performance: The Mediating Effect of Organizational Capability**  
  Li-Qun Wei, Hong Kong Baptist University  
  Randy, K Chiu, Hong Kong Baptist University
- **Global R&D Network and Its Effect on Innovation**  
  Changsu Kim, Ewha Womans University  
  Jong-Hun Park, Sogang University
- **Coordination and Knowledge Creation across Borders: A Study of Timely Completion in Internationally Distributed Work**  
  Metin Onal Vural, London Business School
- **Innovation Capabilities and International Competitiveness of Firms: A Quantile Regression Approach**  
  Madan Annavarjula, Bryant University  
  Anup Menon Nandialath, HEC Paris  
  Ramesh Mohan, Bryant University
- **The Design Paradox: The Contribution of In-house and External Design Activities on Product Market Performance**  
  Susanne Thorwarth, K.U. Leuven  
  Dirk Czarnitzki, K.U. Leuven
Economic Analysis of Trade and FDI
Chair: Fabienne Fortanier, University of Amsterdam

Export Premia and Sub-Contracting Discount Passive Strategies and Performance in Domestic and Foreign Markets
Tiziano Razzolini, University of Siena
Davide Vannoni, University of Torino

Regional Integration and International Strategic Management
Chang Hoon Oh, Brock University
Alan M. Rugman, University of Reading

Firms’ Heterogeneity and Internationalisation Choices: Only Productivity Matters? Evidence on Italian Manufacturing Firms
Luigi Benfratello, University of Turin and Ceris-CNR
Tiziano Razzolini, University of Siena

Expropriation is the Exercise of an Option: Modeling the Sakhalin-2 Production Sharing Agreement as an American Call Option
Naoya Takezawa, Nanzan University
Katsushige Sawaki, Nanzan University
Marc Bremer, Nanzan University

Does Inward Foreign Direct Investment Increase Local Firms’ Innovative Productivity?
Francisco Garcia Perez, University of Oviedo
Byungchae Jin, University of Maryland
Robert M. Salomon, New York University

Macroeconomics and Exchange Rates
Chair: Lemma Senbet, University of Maryland

A Spatial Dependence Panel Estimation of Cross-County Growth Convergence: Incorporating Technology Spillover and Human Capital
Eunsuk Hong, Queen’s University Belfast
Laixiang Sun, University of London

Investment and Financial Constraints in an Emerging Market - Brazil
Vincente Lima Crisostomo, Universidade Federal do Ceará
Félix Javier López Iturriaga, Universidad de Valladolid
Eleuterio Vallelado González, Universidad de Valladolid

Examining the Global Reach of the 2008 U.S. Economic Downturn
Yener Kandogan, University of Michigan-Flint

Nonlinear Foreign Exchange Exposure: Evidence from Brazilian Companies
José Luiz Rossi, Insper Institute of Education and Research

Exchange Rate Exposure, Foreign Currency Debt and the Use of Derivatives: Evidence from Brazil
José Luiz Rossi, Insper Institute of Education and Research

Born Global Firms
Chair: Gillian Sullivan Mort, La Trobe University

Quasi-Born Globals: Do They Deserve a Specific Approach?
Vítor Corrado Simões, ISEG, Universidade Técnica de Lisboa
Pedro Tiago Capao, Technical University of Lisbon
Rui Manuel Cartaxo, Technical University of Lisbon

Understanding the Pace, Scale and Pattern of Firm Internationalisation: An Extension of the ‘Born Global’ Concept
Robert Graham Jack, Macquarie University
Murray Taylor, Macquarie University

Too Fast Too Furious? The Survival of Born-GLOBAL Firms in the Foreign Market
Sui Sui, Carleton University

The Impact of Global Crisis on the Performance of New Ventures
Susan Freeman, University of Adelaide
Ryan Trudgen, Monash University

A Theoretical Framework of New Venture Creations within Business Group
Qian Gu, National University of Singapore
Chi-Nien Chung, National University of Singapore
Jane Lu, National University of Singapore

External Sourcing of Knowledge
Chair: Kazuhiro Asakawa, Keio University

A Comparative Study of MNEs’ Technology Networks in the Host Country—Motorola, Nokia, IBM and Microsoft in China
Chan Hsiao, National Central University

Strategic Independence and the Localization Benefit of Subsidiaries Internal and External R&D Activities
Jörg Zimmermann, Max Planck Institute of Economics
Knowledge Sourcing Effectiveness in the People’s Republic of China and the United States: A Comparative Study
Nathaniel Lupton, University of Western Ontario
Heather Spiegel, University of Western Ontario
Yinglei Wang, Acadia University
Darren B Meister, University of Western Ontario
Peter H Gray, University of Virginia
Jonathan Kang, University of Western Ontario

Offshoring of Core Activities: Choice between Offshore Outsourcing and Captive Offshoring
Pooja Thakur, Rutgers University
Anke Piepenbrink, Rutgers University

The Internationalization of Research and Development: A Research Update and Future Advancement
Joseph L. C. Cheng, University of Illinois at Urbana-Champaign
Jay Hyuk Rhee, Korea University
Min-Young Kim, University of Illinois at Urbana-Champaign

MNE’s R&D Location Decisions: Does Product Modularization Matter?
Kirsten Foss, Norwegian School of Economics and Business Administration

Drivers and Dynamics of the International Sourcing of Pharmaceutical R&D
Stine Haakonsson, Copenhagen Business School
Peter D. Ørberg Jensen, Copenhagen Business School
Susan M. Mudambi, Temple University

When Knowledge Flows Globally - Location Choice of Standard Developing Activities
Anke Piepenbrink, Rutgers University

SUNDAY, JUNE 27 - 14:45-15:00
Time: 14:45-15:00
Break

SUNDAY, JUNE 27 - 15:00-16:15

Session 1.4.1 - Competitive
Track: 4 - Strategy and Alliances
Room: El Pardo II (2nd Floor)
Time: 15:00-16:15
Internationalization, Diversification and Performance
Chair: Steve Tallman, University of Richmond

A Causal Analysis of the Relationship between International Diversification and Performance
Nejat Capar, Bilkent University

Internationalization and Performance: Degree, Duration and Scale of Operations
Majid Abdi, York University

The Three-Stage Paradigm of International Expansion Revisited
Chang Hoon Oh, Brock University
Farok Contractor, Rutgers University

Session 1.4.2 - Competitive
Track: 1 - Institutions/Governance/CSR
Room: El Pardo I (2nd Floor)
Time: 15:00-16:15
Corporate Social Responsibility and International Business
Chair: Stephan Manning, University of Massachusetts Boston

Corporate Social Responsibility, Firm Value and Financial Performance in Brazil
Vicente Lima Crisóstomo, UniversidadeFederal do Ceará
Fátima de Souza Freire, Universidade de Brasília
Felipe Cortes de Vasconcellos, Universidade de Brasília

External Stakeholder Engagement: Transforming CSR From Principled Rhetoric to Theoretically Grounded Practice
Lite Nartey, University of Pennsylvania

Drivers for Corporate Social Responsibility: A Panoramic Picture of European and Brazilian Context
Monica Cavalcanti Sa Abreu, Federal University of Ceará
Claire Y Barlow, University of Cambridge

Does Corporate Social Responsibility affect the Cost of Capital?
Sadok El Ghoul, University of Alberta
Omran Guedhami, University of South Carolina
Chuck C. Y. Kwok, University of South Carolina
Dev Mishra, University of Saskatchewan

Session 1.4.3 - Competitive
Track: 5 - MNC Management
Room: Itamaraty (1st Floor)
Time: 15:00-16:15
Whither Transnationalism? (State-of-the-Art Session)
Chair: John Daniels, University of Miami

Ethnographies of the Global, Flows of Cultures, and Renewed Challenges for International Business
Guilherme Azevedo, McGill University

Knowledge Creation in Multinationals and Return Migration of Inventors: Evidence from Micro Data
Prithwijiraj Choudhury, Harvard Business School

The Role of Organizational Culture and Underlying Ideologies in the Success of Globally Distributed Teams
Aycan Kara, Florida Atlantic University

Which Differences Matter Most in Transnational Teams? Cultural, Geographic, Demographic, and Structural Barriers to Knowledge Seeking
Martine Haas, University of Pennsylvania
Jonathon Cummings, Duke University
Sunday, June 27

Session 1.4.4 - Panel
Time: 15:00-16:15
Track: 7 - Emerging Economies
Room: Alvorada I (1st Floor)

The State of the State in Current International Business Research
Chair: Stewart Miller, University of Texas - San Antonio
Co-Chair: Paul Vaaler, University of Minnesota
Discussant: Hildy Teegen, University of South Carolina

State Policies and Partners Mitigating Investment Risk around the World
Barclay E. James, Louisiana State University

Selecting State or Local Private Alliance Partners in Emerging Markets
Kim Clark, University of Texas - San Antonio
Indu Ramachandran, University of Texas at San Antonio

State Ownership and Firm Performance in Emerging Markets: A Multi-level Examination of Chinese Firms
Stewart Miller, University of Texas - San Antonio

Ownership Structure and Performance: Does Institutional Context Matter?
Derrick McIver, University of Texas - San Antonio

Session 1.4.5 - Competitive
Time: 15:00-16:15
Track: 10 - SMEs and Entrepreneurship
Room: Alvorada II (1st Floor)

Entrepreneurial Internationalization and New Ventures
Chair: Jay Weerawardena, University of Queensland

Organisational Capabilities and Entrepreneurial Internationalisation
Erkko Autio, Imperial College London
Johan Bruneel, Imperial College London
Bart Clayserse, Imperial College London

Show Me the Money, Show Me the Markets: The Role of Financial Networks for New Venture Internationalization in a Transition Economy
Ivan M. Manev, University of Maine
Tatiana S. Manolova, Bentley University
Bojidar S. Gyoshev, International Business School
Maya K. Kroumova, New York Institute of Technology

Growth Phases and Survival of International New Ventures: Empirical Evidence of Firms from a Small and Open Economy
Mika Gabrielsonn, Aalto University
Peter Gabrielsson, University of Vaasa

Session 1.4.6 - Competitive
Time: 15:00-16:15
Track: 3 - Theory and Entry Modes
Room: Imperial (1st Floor)

Developing and Implementing Subsidiary Strategies
Chair: Yves Doz, INSEAD

Entering a Host Country Market through Mergers and Acquisitions: Does the Consumer Perception of the Acquired Target Matter?
Cher-Min Fong, National Sun Yat-sen University
Chun-Ling Lee, National Sun Yat-sen University
Yunzhou Du, Nankai University

Do Wholly Owned Subsidiaries Perform Better than Joint Ventures?
Sea Jin Chang, National University of Singapore
Jaiho Chung, Korea University
Jon Jungbien Moon, Korea University

MNE Strategizing in Relation to Host Country Institutions
Jesper Edman, Stockholm School of Economics
Patrick Regner, Stockholm School of Economics

Where a Contract is Signed Determines Its Value: Chinese Provincial Variation in Utilized vs. Contracted FDI Flows
Abigail S. Hornstein, Wesleyan University

Session 1.4.7 - Competitive
Time: 15:00-16:15
Track: 11 - Teaching IB
Room: Liberdade (1st Floor)

Integrating Video Clips in Classroom Teaching
Chair: Mark Holtzblatt, Roosevelt University

Press ‘Pause’ before ‘Play’: A Cautionary Tale of Using Video in Culturally-diverse Classes
Anthony Fee, University of Sydney
Amanda Budde-Sung, University of Sydney

Experiential Learning via an Innovative Inter-University IFRS Student Video Competition
Mark Holtzblatt, Roosevelt University
Norbert Tschakert, University of the Virgin Islands

Developing an IB Curriculum in Higher Education Using the Great Decisions Series
Margaret Ann Goralski, Southern Connecticut State University

Session 1.4.8 - Competitive
Time: 15:00-16:15
Track: 8 - Cross-cultural and HRM
Room: Bandeirantes (1st Floor)

New Frontiers in CCM/HRM Research
Chair: Mila B. Lazarova, Simon Fraser University

Cross-Cultural Cognitive Differences in the Perceived Relationship between Novelty and Utility for Creative Ideas
Robert C. McNamee, Rutgers University

The Value of an Integrated Framework of Employer Branding: Evidence from a Multinational Enterprise in China
Sebastian Rudolf, TU Bergakademie Freiberg
Michael Nippa, TU Bergakademie Freiberg
Andreas Klossek, TU Bergakademie Freiberg

Whose Interests Are Being Served? Interest Alignment, Discretion, and the Display of Pro-Organizational Behaviors
Mary Sully de Luque, Thunderbird School of Global Management
Nathan T. Washburn, Thunderbird School of Global Management
David Waldman, Arizona State University

Emerging Patterns of HRM Systems of Foreign Firms in India
Pawan Budhwar, Aston University
Arup Varma, Loyola University
Ingmar Bjorkman, Swedish School of Economics and Business Administration
### Current Issues in Japanese Business Studies: Special Session of AJBS Best Papers

**Chair:** Elizabeth L Rose, Aalto University

**Domestic Competitive Position and Internationalization: A Study of Japanese Companies**
- Kiyohiko Ito, University of Hawaii at Manoa
- Elizabeth L Rose, Aalto University
- Eun-Bum Cho, University of Hawaii at Manoa

**The Impacts of Uncertainty, Ownership Mismatches and Experience on Subsidiary Adjustment**
- Xavier Martin, Tilburg University
- Ilya Cuypers, Singapore Management University

**The Effect of Institutions on Foreign Firm Performance in Transition Economies**
- Naoki Ando, Hosei University
- Daniel Z Ding, City University of Hong Kong

**Social Exchange Relationship and Newcomer Adjustment in Japanese Organizations: A Longitudinal Analysis**
- Norihiko Takeuchi, Aoyama Gakuin University
- Tomokazu Takeuchi, Tokyo Fuji University
- Helena Cooper-Thomas, University of Auckland

### Comparative Corporate Governance Systems

**Chair:** Steen Thomsen, Copenhagen Business School

**Corporate Governance Systems and Organizational Capabilities: An Integrative Framework**
- Manzur Rahman, University of San Diego
- Claudio Carpano, University of North Carolina Charlotte
- Carsten Zimmermann, University of San Diego

**Corporate Governance and Financial Performance: The Case of Portugal**
- Patricia Kanashiro, George Washington University

**How Multinational Companies Act as Negotiator in International Governance? The TRIPS and the Cartagena Protocol Cases**
- Gilberto Sarfati, Fundacao Getulio Vargas

**The Global Value Chain of Debt: Organizational Constituents and Institutional Context**
- Suhaib Riaz, University of Ontario Institute of Technology

**Ethics and Taxation: A Cross-National Comparison of UK and Turkish Firms**
- Mehmet Demirbag, University of Sheffield
- Jane Frecknall-Hughes, Open University
- Keith Glaister, University of Sheffield
- Ekrem Tatoglu, Bahcesehir University

### Performance of MNE and FDI

**Chair:** Anthony Goerzen, University of Victoria

**Performance Effects of International Diversification through Risk Reduction and Exploitation of Operational Flexibility**
- Jan Hendrik Fisch, University of Augsburg
- Miriam Zschoche, University of Augsburg

**Performance Consequences of Internationalization**
- Nina Rosentbusch, Friedrich-Schiller-Universität Jena
- Verena Mueller, Friedrich-Schiller-Universität Jena
- Andreas Bausch, Friedrich-Schiller-Universität Jena

**Ambidexterity in Entrepreneurial Firms: The Effect of Absorptive Capacity**
- Sidney J. Gray, University of Sydney
- Markus D. Taussig, Harvard Business School

**Firm Origins and Diversification Strategy in the Developing World: Evidence from Emerging Markets Private Equity**
- Hsin-Mei Lin, National Chi Nan University
- Wen-Chung Hsu, National Chi Nan University
- Yi-Tien Shih, National Chi Nan University
- I-Fan Yen, National Chi Nan University
- Peng-Jung Lin, National Chi Nan University

**How Does Product Diversification Shape the Multinationality-Performance Link?**
- Elitsa R. Banalieva, Northeastern University
- Charles Dhanaraj, IUPUI

### Reputation, Social Capital and Localization

**Chair:** Lilach Nachum, Baruch College/CUNY

**An Opportunity-Need Framework of Reputation and Alliance Formation in China's Venture Capital Industry**
- Qian Gu, National University of Singapore
- Xiaohui Lu, National University of Singapore

**Stock Market Reaction on Firms' Competitive Behavior**
- Heng-Yu Chang, National Cheng Kung University
- Shao-Chi Chang, National Cheng Kung University

**Auspicious and Adverse Effects of Alliance Social Capital on the Firm’s Performance in International Business Context**
- Tariq Malik, University of London
- Hamidah Salleh, National University of Singapore

**Local Dominant Strategic Logics and Global Strategy Evolution within MNEs**
- Ali Taleb, HEC Montreal

**Local Embeddedness and Cooperative Governance: Theorizing from the Rice Industry in Taiwan**
- I Han, National Taiwan University
- Cheng-Min Chuang, National Taiwan University

**Philanthropic Behavior Associated with Multinational Enterprises: Strategic and Moral Philosophy Influences**
- Sashi Sekhar, University of Wisconsin-Milwaukee
Corporate Environmentalism and Business Performance: An Empirical Analysis Examining the Role of Geographic Diversification as a Mediating Factor
Hadi Alhorr, Saint Louis University
Kevin Lehnert, Grand Valley State University

Session 1.4.14 - Interactive
Time: 15:00-16:15
Track: 6 - Innovation and KM
Room: Queluz VII (Lower Floor)
Dynamic Capabilities in a Global Context
Chair: John Child, University of Birmingham

Learning Capabilities, External Social Capital and Foreign Entry Performance
John Francis, San Diego State University
William Baker, San Diego State University
Martina Musteen, San Diego State University

Practice Translation: Cognitive Approach to Transfer of Organizational Practices
Edyta B. Kostanek, Helsinki School of Economics

Learning to Collaborate for Technology Development: Longitudinal Evidence for Patenting Firms in Denmark
Christoph Grimpe, ZEW Centre for European Economic Research
Ulrich Kaiser, University of Zurich

Renewing Dynamic Capabilities by Leveraging Innovation through International Diversification and Building New Innovative Capabilities
Rakesh B Sambharya, Rutgers University
Jooh Lee, Rowan University

Are Dynamic Capabilities Influenced by the Geographical Location of Company Headquaters
Elzotbek Rustambekov, Old Dominion University

Organizational Learning Capability, Innovation Performance and Export Intensity: Evidence from Technological Leaders in the Ceramic Tile Industry
Joaquin Alegre, University of Valencia
José Pla-Barber, University of Valencia
Ricardo Chiva, University of Valencia
Cristina Villar, University of Valencia

Geographic Proximity and Its Relevance for Exploration and Exploitation in Foreign Subsidiaries: The Moderating Role of Potential Absorptive Capacity
Rene Olie, Erasmus University
Elko Klijn, Vrije Universiteit Amsterdam

Web Site Quality and Online Trading Influences on Customer Acceptance of Securities Brokers
Te-Tai Feng, Dayeh University
Chengli Tien, National Taiwan Normal University
Pin-Jhen Lai, Dayeh University

SUNDAY, JUNE 27 - 16:15-16:45
Time: 16:15-16:45
Room: Segovia (2nd Floor)

Coffee Break

Refreshments will be provided for conference participants at the Exhibit Hall (Segovia).
Session 1.5.3 - Competitive Time: 16:45-18:00
Track: 12 - Methods in IB Research Room: Itamaraty (1st Floor)

Qualitative Research in International Business
Chair: Mary Yoko Brannen, INSEAD
Co-Chair: Julian Birkinshaw, London Business School
Discussant: Rosalie L. Tung, Simon Fraser University

This is a joint session with the International Management Division (IMD) of the Academy of Management.

Session 1.5.4 - Competitive Time: 16:45-18:00
Track: 4 - Strategy and Alliances Room: Alvorada I (1st Floor)

Distances and Strategy
Chair: George Yip, Erasmus University

Regional Integration, Home Region Focus, and Operational Efficiency of Multinational Enterprises
Elitsa R. Banalieva, Northeastern University
Ruihua Joy Jiang, Oakland University
Michael D. Santoro, Lehigh University

Psychic Distance and Foreign Subsidiary Survival: A Paradox or a Contingent Relationship?
Douglas Dow, University of Melbourne
Jorma Larimo, University of Vaasa

Location Asymmetry versus Knowledge Asymmetry: Governance Determinants for International Alliances of Emerging Economies
Sonya H. Wen, Tamkang University
Cheng-Min Chuang, National Taiwan University

Domestic Competitor Bias
Ron Anderson, American University
Keith Brouthers, North Carolina State University
David Reeb, Temple University
Wanli Zhao, WPI

Session 1.5.5 - Competitive Time: 16:45-18:00
Track: 10 - SMEs and Entrepreneurship Room: Alvorada II (1st Floor)

Performance of Internationalizing SMEs
Chair: Angela Da Rocha, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

Towards SMEs Sustainable Exports with Relational Governance in Cross-Border Channels
Claude Obadia, Advancia-Negocia, Paris
Irena Vida, University of Ljubljana

Geographic Diversification and Export Performance of SMEs
Jerzy Cieslik, Kozminski University
Eugene Kaciak, Brock University

Establishing a Production Unit Abroad: A Continuous Radical Change for Manufacturing SMEs Going Global
Igor Kalinic, University of Padova
Cipriano Forza, University of Padova

SME Evolutionary Trajectories: A Dynamic Comparison between International and Domestic Expansion
Lei Li, Nottingham University Business School China
Weiwei (Stone) Shi, City University of New York, Baruch
Dan Li, Indiana University

Session 1.5.6 - Competitive Time: 16:45-18:00
Track: 3 - Theory and Entry Modes Room: Imperial (1st Floor)

Home Countries and MNEs Strategies Overseas
Chair: Changqiu Wu, Peking University

Olivier Bertrand, St. Petersburg State University
Laurence Capron, INSEAD

Home Market-Oriented Reforms and the Birth of Multinationals: International Expansion in the Electricity Sector
Sinziana Dorobantu, Duke University

Home Country Measures for Outward FDI: An Analysis at the Regional Level
Celeste Amorim Varum, University of Aveiro
Mariasole Bannò, University of Brescia
Lucia Piscitello, Politecnico di Milano

Shifting Firm Boundaries in Global Services Sourcing: Transaction Costs, Capabilities and Experience-Based Learning
Arie Y. Lewin, Duke University
Stephan Manning, University of Massachusetts Boston
Silvia Massini, University of Manchester
Carine Peeters, Université Libre de Bruxelles

Session 1.5.7 - Competitive Time: 16:45-18:00
Track: 11 - Teaching IB Room: Liberdade (1st Floor)

Developing an IB Curriculum in Higher Education
Chair: John A. Martin, United States Air Force Academy

Developing an International Business Curriculum: A Case Study of the United States Air Force Academy
John A. Martin, United States Air Force Academy
Kurt A. Heppard, United States Air Force Academy
Steve G. Green, United States Air Force Academy
Thomas G. Drape, George C. Marshall European Center for Security Studies

The Creation of a New Undergraduate Major in International Business (From Soup To Nuts)
Clifford Wymbs, Baruch College, CUNY

Combining Theory with Real-World Experience in the Classroom: An Introduction to International Business Course Approach
John L. Becker, Indiana University
P. Roberto Garcia, Indiana University
Session 1.5.8 - Panel
Time: 16:45-18:00
Track: 6 - Innovation and KM
Room: Bandeirantes (1st Floor)

**How to Find Co-Authors, Building Your Research Network (Panel Sponsored by WAIB, Women in the Academy of International Business)**

Chair: Janet Y. Murray, University of Missouri St. Louis
Co-Chair: Susan Forquer Gupta, Monmouth University

**Finding Co-Authors**
Paul W. Beamish, University of Western Ontario

**Involvement of Local Collaborators in Cross-cultural Research Design**
Susan P. Douglas, New York University

**Co-Authorship with Your Students**
Masaaki "Mike" Kotabe, Temple University

**Developing a Global Research Network**
Marjorie Lyles, Indiana University

**Research Networking While Being a Lone Wolf**
Joan P Mileski, Texas A & M University at Galveston

**Developing Upstream and Downstream Collaboration in the Academic Network**
Ronaldo Couto Parente, Rutgers University

Session 1.5.9 - Special Session
Time: 16:45-18:00
Room: Queluz II (Lower Floor)

**The Impact of Terrorism and Uncertainty on MNEs (ANZIBA Special Session)**
Chair: Elizabeth L Rose, Aalto University

Uncertainty, Business Systems and Appropriate Governance: Lessons from Recent Cases
Peter Enderwick, Auckland University of Technology

Setting an Agenda for Research on Terrorism in International Business: Impacts and Preparedness
Peter Liesch, University of Queensland

Emerging Challenges for the Corporate HR Function in MNEs: Terrorism, Asymmetric Threats and Uncertainty
Peter J. Dowling, La Trobe University

Session 1.5.11 - Interactive
Time: 16:45-18:00
Track: 1 - Institutions/Governance/CSR
Room: Queluz IV (Lower Floor)

**Governance in Emerging Markets**
Chair: Michael A. Witt, INSEAD

Institutions and Firm Strategy at the Bottom of the Pyramid: The Case of Business Formalization in Vietnam
Markus D. Tausig, Harvard Business School
Edmund Malesky, University of California, San Diego

A Cross-Sector Social Partnership Model from a Developing Country: Effects and Implications in a Developing Country, Tanzania
Aloysius Marcus Newenham-Kahindi, University of Saskatchewan

Institutional Influences on the Global CSR Actions of Brazilian Mining Company Vale
Dayse A. Gomes, Ibmec Business School
Luiz Alberto Campos Filho, Ibmec Business School

Corporate Governance in the Brazilian Banking Sector: A Study of Practices Adopted by the Boards
Lindenberg Araujo Aragao, Universidade de Fortaleza
Marcelle Colares Oliveira, Universidade de Fortaleza
Vera Maria Rodrigues Ponte, Universidade Federal do Ceará
Marcia Martins Mendes De Luca, Universidade Federal do Ceará

Board Composition, Concentrated Ownership and the Impact of the State: Russian Evidence
Dmitri Melkumov, Hanken School of Economics

Corporate Governance and Performance of Listed Commercial Banks during Financial Crisis: Evidence from China’s Banking Industry
Jie Zhang, Renmin University of China and George Washington University

“Early Adapters” and Radical Regulatory Reform in India: First in Line for Trade Protection
Susan E. Feinberg, Rutgers University
Catherine L. Magelssen, Rutgers University
Matthew G. Smith, Rutgers University

Session 1.5.12 - Interactive
Time: 16:45-18:00
Track: 2 - Marketing and Supply Chain
Room: Queluz V (Lower Floor)

**Product Issues in Global Markets**
Chair: Deli Yang, Trinity University

MNC Marketing Innovation in New Product Development: A Study in Brazilian Subsidiaries
Thelma Valeria Rocha, ESPM
Felipe Mendes Borini, ESPM
Eduardo Eugenio Spera, ESPM

What Is a Brand Worth in Exporting? Explorations on the OEM versus OBM Strategies of Chinese Exporting Firms
Xi Chen, Tsinghua University
Yi Qian, Northwestern University
Zuohao Hu, Tsinghua University

The Relationship-Marketing versus the Product-Differentiation Paradigms: Implications for Strategies of International Alliances and Cooperation
Hugh M Cannon, Wayne State University
Attila Yaprak, Wayne State University

Standardizing Corporate Brand Management Internationally - Consumers’ Brand Perception and Product Response Across Five Countries
Markus Meierer, University of Zurich
Margot Löwenberg, University of Trier
Bernhard Swoboda, University of Trier

Open Source Strategy Against Software Piracy
Timo Pykäläinen, University of Joensuu
Deli Yang, Trinity University
Tony Fang, Stockholm University

Brand Management in Times of Terror
Melodena Stephens Balakrishnan, University of Wollongong in Dubai
International Joint Venture Strategies
Chair: Anoop Madhok, York University

Hemant Merchant, Florida Atlantic University

Shareholder Value of International Joint Ventures, Industrial Diversification and Partner Relatedness
Lanyue Zhou, University of International Business and Economics
Kin-Yip Ho, Australian National University

Equity Ownership as Means of Incentive and Control: A Study of Cross-Border Knowledge Collaboration in the Chinese Automotive Industry
Zheng Jane Zhao, University of Kansas
Tailan Chi, University of Kansas

Impacts of External Sources of Knowledge on the Performance of IT Services Providers in India
Doren Chadee, University of Southern Queensland
Revti Raman, Victoria University of Wellington

Equity Joint Ventures and Share Distribution Between the Partners
Shih-Fen S. Chen, University of Western Ontario

Overcoming Trust Failure in the Post-formation Stage of International Joint Ventures: The Role of Ex Post Governance Mechanisms
Linda Hsiu-Yun Hsieh, University of Birmingham
Suzana Braga Rodrigues, Erasmus University

Academic Linkages Worldwide: A Strategic Cross-Border Intellectual Capital Allocation
Harvey Arbelaez, Monterey Institute of International Studies

Differences between TMT and Board International Experience
Jose Luis Rivas, ITAM

Adverse Effect of TMT Loss on the Performance of the Incumbent Firm in Pharmaceutical Industry
Tariq Malik, University of London
Hamidah Salleh, National University of Singapore

Understanding the Use of Variable Pay Practices across Cultures and Its Effect on Firm Performance
Maya K. Kroumova, New York Institute of Technology
Mila B. Lazarova, Simon Fraser University

Emotional Labor in the International Service Industry
Watcharaphong Leartsurawat, Florida International University

WAIB Reception
The reception will be held at the Hallway on the 1st Floor, immediately after the WAIB Panel Session on “How to Find Co-authors.” The reception is jointly sponsored by the E. Desmond Lee Professorship for Developing Women Leaders and Entrepreneurs in International Business, College of Business Administration, University of Missouri-St. Louis, and the Academy of International Business. Current and prospective WAIB members are invited to attend the reception. A short program and awards will take place during the reception.

AIB Fellows’ Dinner
The Fellows Dinner will be held offsite. Transportation will be provided from the Windsor Barra Hotel.

AIB Fellows and invited guests only. The Fellows Dinner is sponsored by the Florida International University College of Business Administration.

Legend for Symbols Used:
- Nominee for the Temple/AIB Best Paper Award
- Nominee for the Haynes Prize for the Most Promising Scholar
MONDAY, JUNE 28 - 08:15-09:00

Session 2.0.1  Time: 08:15-09:00

Fellows Café  
Chair: Eleanor Westney, York University

Start the day with a set of small group discussions hosted by an AIB Fellow, focused on an IB topic of current and mutual interest. The Fellows Café is sponsored by the Schulich School of Business, York University.

- Are MNCs leaders or laggards in management innovations?  
  (Room: Queluz III)  
  Julian Birkinshaw, London Business School

- Do we know why some MNEs are more successful in emerging markets than others?  
  (Room: Queluz IV)  
  Jean-François Hennart, Tilburg University

- How can we in IB build on and contribute to the research on organizational learning and absorptive capacity?  
  (Room: Queluz V)  
  Marjorie Lyles, Indiana University

- Is there an innate incompatibility between MNEs/globalization and trade/industrial unionism?  
  (Room: Queluz VI)  
  Duane Kujawa, University of Miami

- What future contributions can IB make to the theory and practice of strategic management and vice versa?  
  (Room: Queluz VII)  
  Steve Tallman, University of Richmond

MONDAY, JUNE 28 - 09:00-10:15

Session 2.1.1 - Competitive  Time: 09:00-10:15

Track: 4 - Strategy and Alliances  Room: El Pardo II (2nd Floor)

Offshoring and Outsourcing Strategies  
(State-of-the-Art Session)
Chair: Tarun Khanna, Harvard Business School

- Creating Value from Global Offshoring Network: Insights from a Software Giant  
  Debmalya Mukherjee, University of Akron  
  Ajay Bhalla, City University of London

- Does Offshoring Intensity Impact Firm Performance? The Moderating Effect of Firm Strategy  
  Shirish C Srivastava, HEC Paris

- The Impact of Management Capability on the Firm Resource-Performance Relationship: Evidence from Indian Offshore Outsourcing Service Providers  
  Sonnath Lahiri, Illinois State University  
  Ben L. Kedia, University of Memphis  
  Debmalya Mukherjee, University of Akron

Session 2.1.2 - Panel  Time: 09:00-10:15

Track: 9 - Econ/Finance/Accounting  Room: El Pardo I (2nd Floor)

The Past, Present and Future of International Business and Management (State-of-the-Art Session)
Chair: Timothy Michael Devinney, University of Technology, Sydney
Co-Chair: Laszlo Tihanyi, Texas A&M University
Discussant: Torben Pedersen, Copenhagen Business School

Panelists:
- Timothy Michael Devinney, University of Technology, Sydney
- Torben Pedersen, Copenhagen Business School
- Laszlo Tihanyi, Texas A&M University
- Yair Aharoni, Tel Aviv University
- Greg Bell, University of Dallas
- Julian Birkinshaw, London Business School
- Masud Chand, Wichita State University
- Susan P. Douglas, New York University
- Rian Drogendijk, Tilburg University and Uppsala University
- Igor Filatotchev, City University London
- Roberto Gamarra, Lewis University
- Ajai S. Gaur, Rutgers University
- Vikas Kumar, University of Sydney
- John Mezias, University of Miami
- Ram Mudambi, Temple University
- Rene Olle, Erasmus University
- Abdul A. Rasheed, University of Texas, Arlington
- Brent Smith, St. Joseph’s University
- David C. Thomas, Simon Fraser University
- Rob Van Tulder, Erasmus University
- Luis Vives, ESADE - Ramon Llull University
- Lena Zander, Uppsala University

Session 2.1.3 - Competitive  Time: 09:00-10:15

Track: 8 - Cross-cultural and HRM  Room: Itamaraty (1st Floor)

Managing Multicultural Teams  
Chair: Chris Markus Baumann, Macquarie University

- Development of Transactive Memory Systems in Multicultural Teams  
  Aycan Kara, Florida Atlantic University

- Dynamics of Cross-Cultural Interactions in Multinational Teams: Studying Multinational Teams beyond the Comparison of Cultural Value Dimensions  
  Aida Hajro, Brunel University
  Markus Pudelko, Tübingen University

- Cultural Differences and Similarities between Canadian and U.S. Managers  
  Tomasz Lenartowicz, Florida Atlantic University  
  Mark F. Peterson, Florida Atlantic University  
  Maria Petrescu, Florida Atlantic University
Session 2.1.4 - Competitive  
**Time:** 09:00-10:15  
**Track:** 6 - Innovation and KM  
**Room:** Alvorada I (1st Floor)  

**Internationalization of R&D**  
Chair: Annique Un, University of South Carolina  

**How Global is R&D? Determinants of the Home Country Bias in R&D Investments**  
Rene Belderbos, K.U. Leuven  
Bart Leten, K.U. Leuven  
Shinya Suzuki, K.U. Leuven  

**Institutional Influences on the Choice of Export Markets for International Licensing and R&D Outsourcing**  
Suma Athreyye, Brunel University  
Tomasz Mickiewicz, University College London  
Yong Yang, Brunel University & Queen Mary, University of London  

**Exploiting Knowledge Externalities in the Global Economy: The Role of International Depth and Breadth**  
Mario I. Kafouros, University of Leeds  
L. Jeremy Clegg, University of Leeds  

**How Openness of the Local System Impacts on the MNC Sub-unit Exploratory Activity**  
John Cantwell, Rutgers University  
Lucia Piscitello, Politecnico di Milano  

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Session 2.1.5 - Competitive  
**Time:** 09:00-10:15  
**Track:** 10 - SMEs and Entrepreneurship  
**Room:** Alvorada II (1st Floor)  

**Internationalization and the Small Firm**  
Chair: Erikko Autio, Imperial College London  

**Revealing Internationalisation Practices of the Small Firm**  
Peter Lamb, La Trobe University  
Jorgen Sandberg, University of Queensland  
Peter Liesch, University of Queensland  

**Relationship between Speed of Internationalization and International Performance**  
Sylvie Chetty, Massey University  
Jan Johanson, Uppsala University  
Martin Johanson, Uppsala University  
Oscar Martin Martin, Public University of Navarre  

**SME Networks for Internationalization: A Systematic Review of Evidence from the Software Sector**  
Loren M. Stangl, Massey University  

**Giving Meaning to Internationalization: Purposes, Interpretation and Choice in the International Involvement of Brazilian Small Business Entrepreneurs**  
ReneSelfert Jr., University of Birmingham  
John Child, University of Birmingham  
Suzana Braga Rodrigues, Erasmus University  

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Session 2.1.6 - Competitive  
**Time:** 09:00-10:15  
**Track:** 3 - Theory and Entry Modes  
**Room:** Imperial (1st Floor)  

**Geography of FDI**  
Chair: Alan M. Rugman, University of Reading  

**ICT Development and the Regional vs. Global Strategies of Multinational Enterprises**  
Linghui Tang, College of New Jersey  
Len Trevino, Loyola University New Orleans  

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Monday, June 28  

Session 2.1.7 - Competitive  
**Time:** 09:00-10:15  
**Track:** 1 - Institutions/Governance/CSR  
**Room:** Liberdade (1st Floor)  

**Government and Politics**  
Chair: Richard W. Carney, Nanyang Technological University  

**Corporate Political Activity of Multinationals from Newly Developed Countries in Emerging Economies: Spanish Multinational Corporations in Chile, 1990-2005**  
Marcelo Bucheli, Univ. of Illinois at Urbana-Champaign  
Erica Salvaj, Universidad de los Andes  

**Politically Shaped IPOs: The Case of Privatization**  
Narjess Boubakri, HEC Montreal  
Walid Saffar, American University of Beirut  

**Why Some Countries Trade More, Some Trade Less, Some Trade Almost Nothing: The Effect of the Governance Environment on Trade Flows**  
Jun Wu, Old Dominion University  
Shaomin Li, Old Dominion University  
Darryl Samsell, Guilford College  

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Session 2.1.8 - Competitive  
**Time:** 09:00-10:15  
**Track:** 2 - Marketing and Supply Chain  
**Room:** Bandeirantes (1st Floor)  

**Strategic Marketing Decisions**  
Chair: David Griffith, Michigan State University  

**Marketing Strategy Making Process: An Empirical Analysis of Intended and Realised Strategies**  
Simos Chari, University of Leeds  

**Strategic Choices and Global Chains from an Operations-based Perspective: A Multiple Cases Study**  
Ely Laureano Paiva, EAESP - FGV  
Luciana Marques Vieira, UNISINOS PPG ADM  

** Outsourcing Strategies of Emerging Country Firms: Are they Different from Developed Country Multinationals?**  
Alfonso Fleury, University of Sao Paulo  
Rebecca Arkader, Federal University of Rio de Janeiro  
Andreas Groessler, Radboud University Nijmegen  
Bjorge Laugen, University of Stavanger  

**Market Withdrawal, International Orientation and Marketing Resources: Effects on SME International Performance**  
Pavlos Dimitratos, Athens University of Economics and Business  
Panagiota Sapouna, Athens University of Economics and Business  
Jorma Larimo, University of Vaasa  
Ralph Lehmann, HTW Chur  
Antonella Zucchella, University of Pavia  

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Can Country Continuously Compete on Cheap Labor Cost?  
A System Dynamics Approach to FDI Policy Analysis  
Massood Samii, Southern New Hampshire University  
Pard Teekasap, Southern New Hampshire University  

Global Cities: Beachheads, Supply Points, and Multinational Enterprise Location Decisions  
Anthony Goerzen, University of Victoria  
Christian Asmussen, Copenhagen Business School  

Leaders Follow the Followers: Multinationality and Domestic Competitive Position among Japanese Firms  
Kiyohiko Ito, University of Hawaii at Manoa  
Elizabeth L. Rose, Aalto University  
Eun-Bum Cho, University of Hawaii at Manoa  

### Session 2.1.9 - Competitive
**Time:** 09:00-10:15  
**Track:** 4 - Strategy and Alliances  
**Room:** Queluz II (Lower Floor)

#### Joint Ventures and Networks
**Chair:** Hemant Merchant, Florida Atlantic University

**Accumulation of Rare International Experience and the Evolution of Domestic Network Structure in German Board Interlocks**  
Exequiel Hernandez, University of Minnesota  
Wm. Gerard Sanders, Rice University  
Anja Tuschke, University of Munich

**Partner Resource Asymmetry, Ownership Asymmetry and IJV Survival**  
Jane Lu, National University of Singapore

**Assets Characteristics and Cultural Influences on Share Ownership by Foreign Partners in Cross-Border Joint Ventures**  
Sougand Golesorkhi, Manchester Metropolitan University  
Mike Bowe, University of Manchester  
Mo Yamin, University of Manchester

**Performance benefits of cross border transfers of explicit and tacit knowledge to international joint ventures (IJVs): The moderating effects of age**  
Chan-Soo Park, University of British Columbia  
Ilan Vertinsky, University of British Columbia  
Chol Lee, Sogang University

### Session 2.1.10 - Competitive
**Time:** 09:00-10:15  
**Track:** 6 - Innovation and KM  
**Room:** Queluz III (Lower Floor)

#### Knowledge Sharing in Business Networks
**Chair:** Susan M. Mudambi, Temple University

**An Empirical Study of the Fit Between Knowledge Sharing Routines of International Supply Chain Partners and Relational Performance**  
Marcel Zondag, University of Tennessee  
Matthew Myers, University of Tennessee  
Mee-Shew Cheung, Xavier University

**Brokerage-Based Strategy for Enhancing Value from the MNE’s Knowledge Exchange Network: A Social Network Analysis**  
Yvonne Ho, Tamkang University

**The Impact of Hierarchical and Network Level Mechanisms on Knowledge Transfer Effectiveness**  
Ulf Andersson, Copenhagen Business School  
Peter J. Buckley, University of Leeds  
Henrik Dellestrand, Uppsala University

**Are Social Networks Overrated in Explaining Knowledge Search across Borders?**  
James Nebus, University of North Carolina Charlotte  
Kendall Roth, University of South Carolina

### Session 2.1.11 - Interactive
**Time:** 09:00-10:15  
**Track:** 5 - MNC Management  
**Room:** Queluz IV (Lower Floor)

#### Institutions, Governance and Strategy
**Chair:** Mike W. Peng, University of Texas at Dallas

**Multinational Enterprises and Product Recalls - Do Institutions Matter?**  
Etayankara (Murli) Muralidharan, University of Manitoba

**Strategizing in Pluralistic Settings of Multinational Enterprises: Strategizing Practices as Dynamic Capabilities**  
Ali Taleb, HEC Montreal

**Can We Learn from CEE? Diffusion of People Management Practices from Central and Eastern Europe.**  
Michal Lemanski, WU Vienna

**A Focus on a Stakeholder View of the Firm to Compete Globally**  
O.C. Ferrell, University of New Mexico  
Linda Ferrell, University of New Mexico

### Session 2.1.12 - Interactive
**Time:** 09:00-10:15  
**Track:** 3 - Theory and Entry Modes  
**Room:** Queluz V (Lower Floor)

#### Outward FDI from Emerging Economies
**Chair:** Denise R. Dunlap-Hinkler, Northeastern University

**Chinese Firms’ Outward FDI Mode Choices: The Effects Of Joint Venture Experience in Inward FDI**  
Qunyong Xie, University of Agder

**Global Players from Brazil: Drivers and Challenges of Internationalization of Brazilian Firms**  
Flavia Carvalho, UNU-MERIT, The Netherlands and Fundação Dom Cabral  
Alvaro Bruno Cyrino, Fundacao Dom Cabral

**Determinants of the FDI from Developing Countries: A Panel Data Analysis**  
Mohamed Amal, Blumenau Regional University  
Henrique Raboch, Blumenau Regional University

**Trends, Advantages and Disadvantages: The Location Key-Concept in the Internationalization Process of Brazilian Northeastern Companies**  
Erica Piros Kovacs, Universidade Federal Rural de Pernambuco - UFRPE  
Walter Fernado Araújo de Moraes, Universidade Federal de Pernambuco - UFPE  
Brigitte Renata Bezerra de Oliveira, Universidade Federal do Vale do São Francisco - UNIVASF

**The Internationalization of Brazilian Banks**  
Sérgio Henrique Arruda Cavalcante Forte, Universidade de Fortaleza  
José Mauricio Galli Geleiate, Universidade de Fortaleza

**Outward FDI as Strategic Flipping: Case Studies of Global Acquisitions by Chinese Machine Tool Companies**  
Changhui Zhou, Peking University  
Chunfen Wang, Peking University  
Jing Li, Simon Fraser University

**Home Country Macro-Economic Determinants of East Asian Outward Direct Investment**  
Ling Liu, University of Edinburgh  
Won Kyung Min, University of Edinburgh
### Session 2.1.13 - Interactive
**Time:** 09:00-10:15  
**Track:** 9 - Econ/Finance/Accounting  
**Room:** Queluz VI (Lower Floor)

#### Structure, Institutions and Organizations
**Chair:** David Reeb, Temple University

- **Legal Regime, Size, and Liquidity Factors in Asset Pricing**  
  Bruce Hearn, University of Leicester  
  Jennifer Piesss, King's College London
- **Culture, Institutions, and National Accounting: Evaluating Gray's Cultural Framework**  
  Joshua K. Cieslewicz, University of Hawaii at Manoa
- **Tunneling, Dividends, and Business Groups: Evidence from Japan**  
  Sandra Dow, Monterey Institute of International Studies  
  Raj Aggarwal, University of Akron
- **Measurement of National Culture: A Multiple Source Latent Variable Approach**  
  Joshua Devin Shackman, TUI University
- **Factors Influencing Responses towards Adoption of the Fair Value Accounting Option; a Survey of CFOs of US-based Companies**  
  Hamid Pourjalali, University of Hawaii at Manoa  
  Eric Wen, University of Hawaii at Manoa  
  Shirley J. Daniel, University of Hawaii at Manoa  
  Boo chung Jung, University of Hawaii at Manoa

### Session 2.1.14 - Interactive
**Time:** 09:00-10:15  
**Track:** 8 - Cross-cultural and HRM  
**Room:** Queluz VII (Lower Floor)

#### New Insights on Culture and Cultural Understanding
**Chair:** Vas Taras, University of North Carolina at Greensboro

- **Giving Feedback in Multicultural Organizations: The Moderating Role of Regulatory Focus, Feedback Sign, and Framing**  
  Yuan Liao, Simon Fraser University
- **The Path toward Greater Polycontextual Sensitivity in International Business Studies: A Road Not (Yet) Well-Traveled**  
  Moriah Aurora Meyskens, Florida International University  
  Linda D. Clarke, University of Florida  
  Debra L. Shapiro, University of Maryland  
  Mary Ann Von Glinow, Florida International University
- **Convergence and Divergence Can Be Two Faces of the Same Coin: The Emergence of a Global Managerial Culture and Its Impact on Managerial Dynamics in Developing Countries**  
  Arif Nazir Butt, Lahore University of Management Sciences  
  Alfred M. Jaeger, McGill University  
  Sung Soo Kim, McGill University
- **Employment of Returnees in Multinational Subsidiaries in China**  
  Huangjin Wang, University of Western Ontario  
  Jean-Louis Schaan, University of Western Ontario
- **An Interdisciplinary Review of ‘Cultural Encounters’ to Expand the Research on International Assignment and Intercultural Competencies**  
  Guilherme Azevedo, McGill University

### MONDAY, JUNE 28 - 10:15-10:45
**Time:** 10:15-10:45  
**Room:** Segovia (2nd Floor)

#### Coffee Break
Refreshments will be provided for conference participants at the Exhibit Hall (Segovia).

### MONDAY, JUNE 28 - 10:45-12:15
**Time:** 10:45-12:15  
**Room:** Alhambra (2nd Floor)

#### Corporate Brazil's Lessons for the World
**Chair:** Tarun Khanna, Harvard Business School

Organized by Tarun Khanna in collaboration with Betania Tanure. This event will bring together distinguished Brazilian leaders. They will discuss Brazil’s political economy and institutional environment, the global competitiveness of Brazilian industries and companies, and suggest some lessons for the rest of the world from Brazil’s experiences.

**Presenters:**  
- Andre Bier Gerdau Johannpeter, CEO, Gerdau SA  
- Pedro Parente, President and CEO, Bunge  
- Decio da Silva, Chairman of the Board, Weg SA

### Light Lunch
A light lunch will be provided for conference participants at the Exhibit Hall (Segovia).

### MONDAY, JUNE 28 - 12:15-13:30
**Time:** 12:15-13:30  
**Room:** Windsor (17th Floor)

#### JIBS Editors & Editorial Boards Meeting
**Chair:** Lorraine Eden, Texas A&M University

Board Meeting and Presentation of the JIBS 2009-2010 Best Reviewer Awards.

Participation is limited to the current JIBS Editors, JIBS Editorial Staff, JIBS Consulting Editors Board Members, and JIBS Editorial Review Board Members.
MONDAY, JUNE 28 - 13:30-14:45

Session 2.3.1 - Competitive
Track: 12 - Methods in IB Research
Room: El Pardo II (2nd Floor)

Conducting High Quality Interdisciplinary Research in International Business: Conceptual and Methodological Considerations
Chair: Joseph L. C. Cheng, University of Illinois at Urbana-Champaign
Discussant: Yves Doz, INSEAD

An Interdisciplinary View of Context in International Business Research
John Child, University of Birmingham

Missing Relations: Lessons from a Psychologist’s Collaborations with Sociologists
Michael W. Morris, Columbia Business School

Session 2.3.2 - Panel
Track: 7 - Emerging Economies
Room: El Pardo I (2nd Floor)

Developing-Country Multinational Companies: How Can They Help Develop New Theory? (State-of-the-Art Session)
Chair: Alvaro Cuervo-Cazurra, University of South Carolina

Panelists:
Preet S. Aulakh, York University
Jean-François Hennart, Tilburg University
Tarun Khanna, Harvard Business School
Klaus E. Meyer, University of Bath
Ravi Ramamurti, Northeastern University
Alvaro Cuervo-Cazurra, University of South Carolina

Session 2.3.3 - Competitive
Track: 5 - MNC Management
Room: Itamaraty (1st Floor)

Is it Institutions, Information or Incentives?
Chair: Sea Jin Chang, National University of Singapore

The Effect of Institutional Factors on M&As: Evidence from the European Market
Caterina Moschieri, Universidade Católica Portuguesa
Jose Manuel Campa, IESE

Firm- and Country-level Determinants of Individual Corporate Reputation Assessments
M Abraham Soleimanli, Florida International University
William Newberry, Florida International University
Sebastian Taciak, Reputation Institute
Leonard Ponzi, Reputation Institute

Characteristics of Overseas R&D Centers in Charge of Exploratory Research: Evidence from Japanese Multinationals
Kazuhiro Asakawa, Keio University

Session 2.3.4 - Panel
Track: 10 - SMEs and Entrepreneurship
Room: Alvorada I (1st Floor)

Women in Business: Challenges and Opportunities (Panel Sponsored by WAIB, Women in the Academy of International Business)
Chair: Betania Tanure, Pontifical Catholic University of Minas Gerais
Co-Chair: Janet Y. Murray, University of Missouri St. Louis

Panelists:
Chieko Aoki, Blue Tree Hotels
Eduardo Bom Angelo, LAZAM MDS
Françoise Trapenard, Telefonica
Antônio Carvalho Neto, Pontifical Catholic University of Minas Gerais

Session 2.3.5 - Competitive
Track: 10 - SMEs and Entrepreneurship
Room: Alvorada II (1st Floor)

Role of International Entrepreneurship
Chair: Gary Knight, Florida State University

An Institutional Perspective on Macro-Level Entrepreneurship Activity across 35 Countries
Michael E. Valdez, Seton Hall University
James E. Richardson, University of Hawaii at Manoa

Linking Actual and Normative Cross-National Cultural Values with Entrepreneurship
Miri Lerner, Academic College of Tel Aviv-Jaffa
Amir Shoham, College of Management Academic Studies
Ilan Alon, Rollins College

Knowledge Exploration and Exploitation, and International Entry Strategies of Small Emerging Economy High-tech Firms
Xufei Ma, Chinese University of Hong Kong
Huan Zou, Loughborough University

The Entry of SMEs in Complex Markets
Antonella Zucchella, University of Pavia
Roger Strange, University of Sussex

Session 2.3.6 - Competitive
Track: 3 - Theory and Entry Modes
Room: Imperial (1st Floor)

Institutional Distance and the Strategies of Foreign Entry
Chair: Vikas Kumar, University of Sydney

Institutions, International Experience, and Ownership Structure for Foreign Subsidiaries
Naoki Ando, Hosei University
Nobuya Fukugawa, Tohoku University

Distance, Subsidiary Autonomy, and the Moderating Effect of Ownership Mode: A Transaction-Cost Perspective on Foreign Subsidiaries in China
Jonas F. Puck, WU Vienna
Markus K. Hödl, WU Vienna
Hans-Georg Wolff, University of Erlangen-Nuremberg
Session 2.3.7 - Competitive
Time: 13:30-14:45
Track: 1 - Institutions/Governance/CSR  Room: Liberdade (1st Floor)

Rethinking Traditional IB Concepts and Constructs
Chair: Jose R. de la Torre, Florida International University

Cross-border Nonmarket Environments: Conceptualization and Strategic Implications
Rafael Lucea, George Washington University

A New Approach to Cross-National Distance
Heather Berry, University of Pennsylvania
Mauro Guillen, University of Pennsylvania
Nan Zhou, University of Pennsylvania

International Diversification and Managerial Ownership: Investigating the Incentive Alignment Perspective in the International Context
Todd Alessandri, Northeastern University
Anju Seth, Virginia Tech

An Explanation of the European Paradox: The Impact of R&D Investment on Economic Growth
I-Chen K. Wang, University of Illinois at Urbana-Champaign
Hanko K. Zeitzmann, Virginia Polytechnic Institute and State University

Session 2.3.8 - Competitive
Time: 13:30-14:45
Track: 8 - Cross-cultural and HRM  Room: Bandeirantes (1st Floor)

Cross-Cultural Adjustment
Chair: Dan V. Caprar, University of New South Wales

Cultural Intelligence, Self-Monitoring, and Cultural Distance as Predictors of Expatriate Adjustment
Anna-Katherine Ward, University of South Carolina

Cultural Bumps on the Side of the Head: A Longitudinal Panel Study of Expatriate Cognitive Changes
Anthony Fee, University of Sydney
Steven Lu, University of Sydney
Sidney J. Gray, University of Sydney

Cultural Intelligence and Self-deception
Valerie Rosenblatt, University of Hawaii at Manoa

Effects of Expatriate Social Network Composition: A Multi-Level Model Based on Empirical Investigations of the Moderating Role of Country-Level Culture Distance
AAhad Osman-Gani, I.I.U.M University
Thomas Rockstuhl, Nanyang Technological University

Session 2.3.9 - Competitive
Time: 13:30-14:45
Track: 9 - Econ/Finance/Accounting  Room: Queluz II (Lower Floor)

Cross Border Financial and Macroeconomic Impact
Chair: Raj Aggarwal, University of Akron

Learning-by-Exporting and Firm Productivity: Do Macroeconomic Factors Matter?
Yong Yang, Brunel University & Queen Mary, University of London

Dealing with Information Asymmetry in Cross-border Acquisitions
Proiti Dastidar, Temple University
Srilata Zaheer, University of Minnesota

Spillover effect of U.S. Monetary Policy on Banks Outside the United States
Haiyan Yir, Indiana University - South Bend
Jiawen Yang, George Washington University

Is Cross-Listing a Commitment Mechanism? Evidence from Cross-Listings around the World
Hyejin Cho, Korea University
Jaio Chung, Korea University
Woojin Kim, Korea University

Session 2.3.10 - Competitive
Time: 13:30-14:45
Track: 6 - Innovation and KM  Room: Queluz III (Lower Floor)

Economic Effects of Knowledge Diffusion
Chair: Rene Belderbos, K.U. Leuven

International Trade, Technology Diffusion, and the Role of Diffusion Barriers
Yao Li, University of Western Ontario

The Influence of International Dispersed and Home-Based R&D on Innovation Performance
Anja Schmiele, ZEW-Centre for European Economic Research
Bettina Peters, ZEW-Centre for European Economic Research

Tacit Knowledge Perspective: Relationship between Internationalization and Top Executive’s Job Prospect
Rimi Zakaria, Florida International University
Paul Tanyi, Florida International University

Innovation’s Causal Ambiguity, Competitive Advantage and Transfer Worthiness
Francesco Ciabuschi, Uppsala University
Oscar Martín Martín, Public University of Navarre

Session 2.3.11 - Interactive
Time: 13:30-14:45
Track: 1 - Institutions/Governance/CSR  Room: Queluz IV (Lower Floor)

Institutions and the Multinational Firm
Chair: Daniel Van den Bulcke, University of Antwerp

Institutional Dissimilarity of Prior Experience and MNC Subsidiary Performance
Sungjin J. Hong, University of Texas at Dallas

Multinational Corporations, Technology Spillovers and Human Rights’ Impacts on Developing Countries
Elisa Giuliani, University of Pisa
Monday, June 28

Trust, Reliance on Control Mechanisms and Performance of Subordinates
Samson Ekanayake, Deakin University

The Private Benefit of Control and the Sub-Location Decision by Firms Entering China
Ming-Sung Kao, Fu Jen Catholic University
Yi-Chieh Chang, St. John’s University
Chih-Fang Chiu, National Taiwan University

The Influence of Pro-Social Policies & NGOs on FDI in Developing Countries
Candace Agrella Martinez, Saint Louis University
Gayle Allard, IE Business School

Global Supply Chains and Human Rights: A Research Agenda
Lin Lerpolold, Stockholm School of Economics
Emma Sjöström, Stockholm School of Economics
Björn Axelsson, Stockholm School of Economics
Sara Nordbrand, Stockholm School of Economics

International Business-to-Business Relationships
Chair: Saeed Samiee, University of Tulsa

International Buyer Behaviour-Commitment Relationship: An Investigation of the Empirical Link in Importing
Mohammed Abu Saleh, Rajshahi University
M. Yunus Ali, Monash University Malaysia
Craig Julian, Southern Cross University

How Do Firm Capabilities Influence Foreign Market Entry?
Helena Fenikova Allman, University of South Carolina

Intangible Assets, Dynamic Marketing Capability and the Speed and Success of Export Expansion
Saba Khalid, University of Vaasa
Pervez Ghauri, King’s College London

Value Creation and Value Appropriation of Relationship-Specific Investment
Min-Ping Kang, Shih Hsin University

FDI and Trade Involving Emerging Economies
Chair: Susan E. Feinberg, Rutgers University

The United States’ Direct Investment and Intra-Industry Trade with Japan, the Four Tigers, and China
William Xiaojun Wei, Grant MacEwan University
Jin Zhang, University of Alberta

Emmanuel Metais, EDHEC Business School
Philippe Very, EDHEC Business School
Pierre-Guy Hourquet, EDHEC Business School

Foreign Market Selection by Russian MNEs
Olga E. Annushkina, Bocconi University
Renata Trinca Colonel, Bocconi University

The Geography of Foreign Direct Investment in Africa: Mid-Point for the UN Millennium Goals of 2000
Joel Ian Deichmann, Bentley University

From Blind Spots to Hotspots: How Knowledge Service Clusters Develop and Attract Foreign Investment
Stephan Manning, University of Massachusetts Boston
Joan E. Ricart, University of Navarra
Maria Soledad Rosatti Rique, University of Navarra

Choices over Levels of Exports in Two Primary Goods: A Brazil-Argentina Competition Game for USA-Germany Destinations
Marcos Carvalho Sena, University of Fortaleza
Núbido Vidal Gomes Filho, University of Fortaleza

Liabilities of Regionalization and the Emerging Market Firm
Keith James Kelley, Florida International University

MONDAY, JUNE 28 - 14:45-15:00

Break
MONDAY, JUNE 28 - 15:00-16:15

Session 2.4.1 - Competitive
Time: 15:00-16:15
Track: 8 - Cross-cultural and HRM
Room: El Pardo II (2nd Floor)

New Directions in CCM/HRM Research
Chair: Pawan Budhwar, Aston University

Bicultural Identity and Trade Facilitation: The Indian Diaspora in North America
Masud Chand, Wichita State University

Rabi S. Bhagat, University of Memphis
Tejinder K. Billing, Rowan University

Opposite Ends of the Same Stick: Multi-Method Test of Independence of Individualism and Collectivism
Vas Taras, University of North Carolina at Greensboro
Riikka Sarala, University of North Carolina at Greensboro

Individualism-Collectivism in Hofstede and GLOBE
Sunil Venaik, University of Queensland
Paul Brewer, University of Queensland

Session 2.4.2 - Panel
Time: 15:00-16:15
Track: 10 - SMEs and Entrepreneurship
Room: El Pardo I (2nd Floor)

International Entrepreneurship and Emerging Markets: The Perspectives of Entrepreneurs and Academicians
Chair: Angela Da Rocha, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

Panelists:
Angela Da Rocha, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)
Alexandre Menezes, Ivia
Alexandre Moura, Light Infocon Tecnologia
Gary Knight, Florida State University
Vítor Corado Simões, ISEG, Universidade Técnica de Lisboa
Hsiu Ching Wang, Sebrae

Session 2.4.3 - Competitive
Time: 15:00-16:15
Track: 3 - Theory and Entry Modes
Room: Itamaraty (1st Floor)

Host Institutions and the Choice of Entry Mode
Chair: Daniel Rottig, Florida Gulf Coast University

The Effect of Long Term Orientation on Subsidiary Ownership, Expatriate Staffing, and Subsidiary Survival
George Z. Peng, University of Regina
Paul W. Beamish, University of Western Ontario

The Impact of Intellectual Property Rights Protection on the Choice between International Affiliate and Non-Affiliate Licensing by U.S. Firms: A Panel Data Study
Nikolaos P Papageorgiadis, Uppsala University
Adam R Cross, University of Leeds
Constantinos Alexiou, Aristotle University of Thessaloniki

Session 2.4.4 - Panel
Time: 15:00-16:15
Track: 7 - Emerging Economies
Room: Alvorada I (1st Floor)

Chinese Business Presence in Africa New Opportunities for Development or History Revisited

Panelists:
Sammy K. Bonsu, York University
Aloysius Marcus Newenham-Kahindi, University of Saskatchewan
Pia Polsa, Fudan University
Ijeoma C. Ezeasor, University of Nigeria

Session 2.4.5 - Panel
Time: 15:00-16:15
Track: 7 - Emerging Economies
Room: Alvorada II (1st Floor)

Adaptation in Times of Crisis and Uncertainty: New Forms of Innovation and Learning in Emerging Markets
Chair: Carlo Pietrobelli, Inter-American Development Bank
Discussant: Carlo Pietrobelli, Inter-American Development Bank

Industry Evolution and the Sustainability of Competitive Advantage in Conditions of Macroeconomic Turbulence
Luiz Mesquita, Arizona State University

Public-Private Institutions as Responses to Crisis and Catalysts of Innovation in Emerging Markets
Gerald A. McDermott, University of South Carolina

The Dynamics of Cluster Knowledge Systems and the Persistence of Technological Gatekeepers: A Longitudinal Study of a Chilean Wine Cluster
Elisa Giuliani, University of Pisa

Session 2.4.6 - Competitive
Time: 15:00-16:15
Track: 12 - Methods in IB Research
Room: Imperial (1st Floor)

Advances in Research Design for IB Research

Applications of Experimental Methods to International Business Research: It is more than you think
Timothy Michael Devinney, University of Technology, Sydney

Multi-Level Research Design
Mark Gavin, Oklahoma State University
Kwok Leung, City University of Hong Kong
Academic Mentors for Women – The Good, the Bad and the Ugly. How do the Relationships Differ for Women? (Panel Sponsored by WAIB, Women in the Academy of International Business)
Chair: Joan P. Mileski, Texas A & M University at Galveston

My Views on Academic Mentoring
Hildy Teegen, University of South Carolina

How to Balance your Career with Your Personal Life
Maria Tereza Fleury, Fundacao Getulio Vargas

Dean’s Perspective in Mentoring and Encouraging International Business Faculty
Raj Aggarwal, University of Akron

Grateful to Good Mentors
Crystal X. Jiang, Bryant University

Mentoring: A Two-Way Street
Denise R. Dunlap-Hinkler, Northeastern University

Product and Promotion Issues
Chair: Johnny K. Johansson, Georgetown University

Cross-Cultural Creativity: A Conceptualization for Global New Product Development
Esi Abbam Elliot, University of Illinois at Chicago
Cheryl Nakata, University of Illinois at Chicago

Reinforcing or Undermining Anti-Counterfeiting Success
Examining the Interactive Role of Consumer Discrimination & Global Brand Positioning in China
Deli Yang, Trinity University
Gerald Fryxell, China Europe International Business School

Environment-International Promotion Strategy Coalignment: An Examination of Subsidiary-Level Performance
Saeed Samiee, University of Tulsa
Marios Theodosiou, University of Cyprus
Constantine S. Katsikeas, University of Leeds

The Influence of Information Search Tendency and Uncertainty Avoidance on Word-of-Mouth Activity in Consumer Service Selection
Bruce Money, Brigham Young University
Vasillis Theoharakis, ALBA Graduate School
Chad Allred, Brigham Young University

Regional Strategies by Multinational Corporations: Past Research, Present Findings, and Future Directions
Chair: Luis Vives, ESADE - Ramon Llull University
Co-Chair: Rafel Luces, George Washington University
Discussant: Silviya Svejenova, ESADE - Ramon Llull University

Critical Review of the Regionalization Literature
Thomas Osegowitsch, University of Melbourne

The Quest for Regional Advantage
Luis Vives, ESADE - Ramon Llull University

A Simulated Annealing Approach to Understanding the Impact of Regional Grouping Schemes in International Business Research
Ruth V. Aguilera, University of Illinois at Urbana-Champaign

Do Regional Strategies Require Regional Managerial Mindsets?
Rafel Luces, George Washington University

How Institutions Affect Innovations in MNCs
Chair: Anupama Phene, George Washington University

When a Good Science Base Is Not Enough to Create Competitive Industries: Lock-In and Inertia in Russian Systems of Innovation
Rajneesh Narula, University of Reading
Irina Jormanainen, Aalto University

"Springboard Country" and "Springboard Subsidiary": A New Perspective on Internationalization in Latin America
José Pla-Barber, University of Valencia
Joaquin Camps, University of Valencia
Anoop Madhok, York University

National, Industrial and Firm-Level Determinants of International Technology Diffusion: Electronic Ticketing among Airlines
Roberto Nolan Galang, IESE

Risk in International Business
Chair: Alvaro Cuervo-Cazurra, University of South Carolina

Using a Dyadic Level Approach to Analyze International Interdependencies Country Risk Implications
Jean-Samuel Cloutier, Université Laval
James William Campbell, Université Laval
Zhan Su, Université Laval

Relation between Perception of Political Risk in a Country and Perception of Its Adequacy for FDI: A Sample of Brazilian Businesspeople
Antonio Gelis Filho, Fundacao Getulio Vargas

Institutional Interactions during Global Crisis: Implications of the Varieties of Capitalism on Firm Strategy and Performance
Kurt Norder, University of South Carolina

Reflections on the Evolving Terrorist Threat to Luxury Hotels: A Case Study on Marriott International
David A. Wernick, Florida International University
Mary Ann Von Glinow, Florida International University
Session 2.4.12 - Interactive
Track: 3 - Theory and Entry Modes  Room: Queluz V (Lower Floor)

Process Perspectives in Multinational Enterprises
Chair: Sylvie Chetty, Massey University

Internationalization Processes in Unstable Markets: A Model to Deal with Crisis Environments
Francisco Figueira de Lemos, Uppsala University
Amjad Hadjikhani, Uppsala University

Towards a Theory of International Production of Infrastructure Services
Frederico Araujo Turolla, ESPM

Welfare-Seeking: FDI’s Unacknowledged Motive
Brent Malcolm Burmester, University of Auckland

Liability of “Homeness”: Friction, Institutions, and Firms’ Disadvantages Abroad
Charles Edward Stevens, Ohio State University
Oded Shenkar, Ohio State University

Session 2.4.13 - Interactive
Track: 6 - Innovation and KM  Room: Queluz VI (Lower Floor)

Design of MNC Knowledge Strategies
Chair: Andreas P.J. Schotter, Thunderbird School of Global Management

The Implementation of Knowledge Initiatives in MNC Units: Reception and Agency
Randi Lunnan, BI Norwegian School of Management

Managing Knowledge in Emerging Markets: A Study about Innovation Practices of Multinational Subsidiaries in Brazil and India
Eliane Franco, University of New South Wales
Sangeeta Ray, University of Sydney
Pradeep Kanta Ray, University of New South Wales

Does Professional Knowledge Management Improve Innovation Performance at the Firm Level?
Dirk Czarnitzki, K.U. Leuven
Annelies Wastyn, K.U. Leuven

Managing Entrepreneurial Processes in MNCs: Connecting the Dots
Monica Masucci, Bocconi University
Markus Venzin, Bocconi University

General Purpose Technologies (GPTs) and the Re-Structuring of International Innovation Networks of Multinational Corporations
Ranfeng Qiu, Rutgers University

Borders and Distance in Knowledge Spillovers: Dying over Time or Dying with Age? - Evidence from Patent Citations
Yao Li, University of Western Ontario

Not Invented Here: Domestic Bias in Biotechnology Industry Scanning
Amanda Budde-Sung, University of Sydney

Session 2.4.14 - Interactive
Track: 8 - Cross-cultural and HRM  Room: Queluz VII (Lower Floor)

Bridging the Headquarters-Subsidiary Divide
Chair: Markus Pudelko, Tübingen University

Institutional Environment and HRM Practices: An Analysis of Four European Multinational Subsidiaries in Bangladesh
Shamsud D. Chowdhury, Dalhousie University
Monowar H. Mahmood, East West University

Investment Escalation in Foreign Subsidiaries: Expatriate Managers’ Career Incentive Structure and Cultural Values
Sungjin J. Hong, University of Texas at Dallas

Cultural Intelligence’s Influence on International Business Travelers’ Ability to Deal with the Strain Caused by Institutional Distance
Jordan Nassif Leonel, Fundação Dom Cabral
Plinio Rafael Reis Monteiro, Universidade Federal de Minas Gerais
Geovana Zoccal Gomes, Fundação Dom Cabral

Management and Cultural Adaptation in a Globalized World: The Value of Countercultural Practices
Dan V. Caprar, University of New South Wales
Sunghoon Kim, University of New South Wales
Sara L. Rynes, University of Iowa

Extending Job Embeddedness across Cultures: An Exploratory Study in Japan
Vesa Peltokorpi, HEC Paris

Examining the Effects of HRM Model “Fits” on Job Attitudes
Aegean Leung, University of Victoria
Sankalp Chaturvedi, Imperial College London

Career Management and Social Capital in MNCs
Sully Taylor, Portland State University
Mila B. Lazaroza, Simon Fraser University

MONDAY, JUNE 28 - 16:15-16:45
Time: 16:15-16:45
Room: Segovia (2nd Floor)

Coffee Break
Refreshments will be provided for conference participants at the Exhibit Hall (Segovia).

MONDAY, JUNE 28 - 16:45-18:00
Time: 16:45-18:00
Room: El Pardo II (2nd Floor)

Session 2.5.1 - Competitive
Track: 6 - Innovation and KM  Room: El Pardo II (2nd Floor)

Knowledge Transfer from MNC Subsidiaries (State-of-the-Art Session)
Chair: Vitor Corado Simões, ISEG, Universidade Técnica de Lisboa

Knowledge Flows and Subsidiary’s Strategic Role: Using Configuration Theory to Extend Gupta and Govindarajan’s Typology
Zhaleh Najafi Tavani, University of Manchester
Ghasem Zaefarian, University of Manchester
Peter Naudé, University of Manchester
Stephan C. Henneberg, University of Manchester
Axele Giroud, University of Manchester

Knowledge Flows and Subsidiary’s Strategic Role: Using Configuration Theory to Extend Gupta and Govindarajan’s Typology
Zhaleh Najafi Tavani, University of Manchester
Ghasem Zaefarian, University of Manchester
Peter Naudé, University of Manchester
Stephan C. Henneberg, University of Manchester
Axele Giroud, University of Manchester
Session 2.5.2 - Panel
Time: 16:45-18:00
Track: 1 - Institutions/Governance/CSR
Room: El Pardo I (2nd Floor)

Corporate Governance in Comparative Perspective
Chair: Ruth V. Aguilera, University of Illinois at Urbana-Champaign
Co-Chair: Michael A. Witt, INSEAD

The Influence of Ownership and Control Structures on Firm Performance: Evidence from Brazil
Dante Mendes Aldrighi, Universidade de São Paulo
Aqueles Elie Guimarães Kalatzis, Universidade de São Paulo

The Domestic Political Origins of Global Financial Standards: Agrarian Influence and the Creation of U.S. Securities Regulations
Richard W. Carney, Nanyang Technological University

The Cross-national Diversity of Corporate Governance Codes: An Actor-Centered Institutional Perspective
Ilir Haxhi, University of Amsterdam

Understanding the Determinants of Ownership Structure: A Latin America Perspective
Luiz Ricardo Kabbach de Castro, Universitat Autònoma de Barcelona
Rafel Crespi-Cladera, Universitat de les Illes Balears

The Spirits of East Asian Capitalism: Hong Kong and South Korean Senior Executive Perceptions of Why Firms Exist
Michael A. Witt, INSEAD

Session 2.5.3 - Competitive
Time: 16:45-18:00
Track: 7 - Emerging Economies
Room: Itamaraty (1st Floor)

Institutional Effects Within Emerging Economies
Chair: Witold Jerzy Henisz, University of Pennsylvania

The Impact of the Institutional Environment on the Strategic Posture of SMEs in the Philippines
Hernan "Banjo" Roxas, University of Southern Queensland
Val Lindsay, Victoria University of Wellington
Nicholas Ashill, Victoria University of Wellington
Antong Victorio, Victoria University of Wellington

Institutions and Performance of Nonmarket Strategies: Evidence from China
Yi Sun, Peking University

Session 2.5.4 - Competitive
Time: 16:45-18:00
Track: 7 - Emerging Economies
Room: Alvorada I (1st Floor)

Impact of Business Group Affiliation in Emerging Economies
Chair: Ravi Ramamurti, Northeastern University

The Business Group as an Information Resource: An Investigation of Business Group Affiliation in the Indian Software Services Industry
Anna Lamin, Northeastern University

Slack, Acquired Group Resource and Affiliate Growth through Diversification
Weiwei Xu, National University of Singapore

Emerging Markets and Business Group Effects: An Empirical Analysis of Corporate Acquisitions in India
Vijaya B. Marisetty, Monash University
Anju Seth, Virginia Tech

How Does the Stock Market React to Foreign Investment? The Effects of Investment Purpose, Stock Market Characteristics, and Business Group Affiliation
ByoungYoup Lee, King's College London
Jenifer Piesse, King's College London
Roger Strange, University of Sussex

Session 2.5.5 - Competitive
Time: 16:45-18:00
Track: 3 - Theory and Entry Modes
Room: Alvorada II (1st Floor)

The Performance of MNEs
Chair: Ahmet H. Kirca, Michigan State University

Does Internationalization Impact on Performance Differently in an Organizational vs. an Investor's View?
Jan Hendrik Fisch, University of Augsburg
Michael-Jörg Oesterle, University of Mainz
Katharina Kertels, University of Augsburg

Jakob Müllner, Vienna University of Economics and Business Administration

Multinationality-Performance Relationship: A Meta-Analysis
Yong Yang, Brunel University & Queen Mary, University of London

Multinationality and Downside Risk: An Option Portfolio Perspective
Rene Beiderbos, K.U. Leuven
Tony Tong, University of Colorado
Shubin Wu, K.U. Leuven
**Session 2.5.6 - Panel**

**Time:** 16:45-18:00  
**Track:** 1 - Institutions/Governance/CSR  
**Room:** Imperial (1st Floor)

**Session:** Corporate Governance, Institutional Reforms, and Strategic Responses of BOVESPA Listed Firms  
**Chair:** Susan Perkins, Northwestern University

- **Innocents Abroad: The Hazards of Joint Ventures with Pyramidal Group Firms**  
  Susan Perkins, Northwestern University

- **Signal or Symbol? Interpreting Firms’ Strategic Response to Institutional Change in the Brazilian Stock Market**  
  Edward Zajac, Northwestern University

- **Regulatory Reforms of the Comissão de Valores Mobiliários (CVM)**  
  José Luiz Osório, Jardim Botânico Partners

- **Corporate Governance and Value in Brazil (and Chile)**  
  Ricardo Leal, Federal University of Rio de Janeiro

- **Regulatory Environment in Brazil, the Results of Reform, and Corporate Governance in Brazil**  
  Mauro Rodrigues da Cunha, Brazilian Institute of Corporate Governance (IBGC)

**Session 2.5.7 - Competitive**

**Time:** 16:45-18:00  
**Track:** 11 - Teaching IB  
**Room:** Liberdade (1st Floor)

**Session:** Using Internet, Role Play, and Web Conferencing Resources to Teach International Business  
**Chair:** Lee Howard Radebaugh, Brigham Young University

- **Experiential Teaching in International Business: Research & Education Praxis**  
  Meena Chavan, Macquarie University  
  Annibal José Scavarda, American University

- **Using Skill Development Exercises in Teaching IB**  
  Anatoly Zhuplev, Loyola Marymount University

- **A Model for Teaching Intercultural Management through a Virtual and International Environment**  
  Lee Howard Radebaugh, Brigham Young University  
  Mariella Olivos Rossini, ESAN  
  Antonio Robalo, ISCTE

**Session 2.5.8 - Competitive**

**Time:** 16:45-18:00  
**Track:** 2 - Marketing and Supply Chain  
**Room:** Bandeirantes (1st Floor)

**Session:** Exporting and Importing  
**Chair:** Constantine S. Katsikeas, University of Leeds

- **Export Performance Conceptualization and Measurement: Contrasting and Integrating Academicians’ and Managers’ Viewpoints**  
  Jorge Carneiro, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)  
  Isabel Farias, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)  
  Angela Da Rocha, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)  
  Jorge Ferreira Da Silva, Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

**Session 2.5.9 - Special Session**

**Time:** 16:45-18:00  
**Room:** Queluz II (Lower Floor)

**Session:** Strategies of Latin American Firms in the Financial Crisis (BALAS Special Session)  
**Chair:** Robert Grosse, EGADE, Tec de Monterrey

- **Global Financial Crisis: Perfect Storm to Test Multinationals’ Rise to Stardom**  
  Joseph Ganitsky, University of Miami

- **Remittances and Global Financial Crisis: Impact on Latin American Firms**  
  Xavier Ordeñana, ESPOL

- **The Global Financial Crisis and Latin American Company Responses**  
  Robert Grosse, EGADE, Tec de Monterrey

**Session 2.5.10 - Competitive**

**Time:** 16:45-18:00  
**Track:** 6 - Innovation and KM  
**Room:** Queluz III (Lower Floor)

**Session:** Knowledge Governance Mechanism  
**Chair:** Dana Minbaeva, Copenhagen Business School

- **Enriching Absorptive Capacity through Social Interaction**  
  Jasper Hothro, Copenhagen Business School  
  Florian Becker-Ritgerspan, University of Groningen  
  Ayse Saka-Helmhout, University of Surrey

- **Human Mobility, Global Networks and International Knowledge Spillovers: Evidence from High-Tech Small and Medium Enterprises in an Emerging Market**  
  Xiaohui Liu, Loughborough University  
  Mike Wright, University of Nottingham  
  Igor Filatotchev, City University London  
  Ou Dai, Loughborough University  
  Jiangyong Lu, Peking University

- **International Scientist Mobility and the Locus of Knowledge and Technology Transfer**  
  Jakob Edler, Manchester Business School  
  Heide Fier, ZEW Centre for European Economic Research  
  Christoph Grimpe, ZEW Centre for European Economic Research

- **Subsidiary Capital and Knowledge Flows in the MNC: Moderating Effects of HRM Practices**  
  Christopher Williams, University of Amsterdam  
  Soo Hee Lee, University of London
Session 2.5.11 - Interactive  
Track: 3 - Theory and Entry Modes  
Room: Queluz IV (Lower Floor)  
Time: 16:45-18:00

**Location Choice of FDI**
Chair: Christine M. Chan, University of Hong Kong

**Collocation Patterns of Foreign Owned Firms in a Small Open Economy**
Cosmina Lelia Voinea, Radboud University Nijmegen
Hans van Kranenburg, Radboud University Nijmegen

**The Role of Environmental Risk in Determining FDI Flows into the Middle East and North Africa region**
Tim Jan Rogmans, Nyenrode University, the Netherlands and Zayed University

**Re-Examination of FDI Location Determinants: Evidence on Sequential Investments of Taiwanese MNEs in China**
Chin-I Chen, National Chi Nan University
Ching-Hsuan Yeh, National Chi Nan University
Hsu-Jen Yang, National Chi Nan University

**Chinese Acquiring Japanese: Motives and Pattern of Chinese Outward M&A to Japan**
H. Richard Nakamura, Linnaeus University
Patrik Ström, University of Gothenburg

Session 2.5.12 - Interactive  
Track: 7 - Emerging Economies  
Room: Queluz V (Lower Floor)  
Time: 16:45-18:00

**Competitive Strategies of Emerging Economy Firms**
Chair: Jean-François Hennart, Tilburg University

**Firm Size Distribution and Market Participation in India’s Information Technology Industry**
Sumit Majumdar, University of Texas at Dallas
Ashok Nag, Reserve Bank of India and Riskraft Consulting Limited
Davina Vora, SUNY New Paltz

**Organizational Re-Design and Performance**
Ashok Som, ESSEC Business School

**Constraints of Learning through JVs in Russian Parent Firms: A Grounded Theory Approach**
Irina Jormanainen, Aalto University

**Does Ownership Matter? The Contingent Role of Parent Company in Business Groups**
Zheng Yan, National University of Singapore

**Scaling Social Innovations: The Case of Gram Vikas**
Imran Chowdhury, ESSEC Business School
Filipe Santos, INSEAD

**Searching for Successful Competitive Strategies of Local Firms in Central and Eastern Europe**
Arnold Schuh, WU Vienna
Claudia Schalk, WU Vienna

**Using Organization Structure to Manage Political Ties: The Salim Business Group in Indonesia**
Marleen Dieleman, NUS Business School
Jean J. Boddevyyn, Baruch College, CUNY

Session 2.5.13 - Interactive  
Track: 4 - Strategy and Alliances  
Room: Queluz VI (Lower Floor)  
Time: 16:45-18:00

**Empirical & Case Study in Global Strategy**
Chair: Jerry Haar, Florida International University

**Creative Climate, Innovativeness and Competitiveness of Qatari Firms**
Mohamed Zain, Qatar University
Norizan Mohd Kassim, Qatar University

**Upgrading Internationalizing Business Strategies for Reinventing the Company’s Fortunes a case of TATA Motors**
Prashant Salwan, Indian Institute of Management Indore

**Strategic Evolution of Firm’s Core Activities: Case Study Evidence from the Pharmaceutical Industry**
Pooja Thakur, Rutgers University

**How Does International Diversification Affect Operating Efficiency? U.S based Evidence**
Lei Li, Nottingham University Business School China

**The Evolution of Lean Manufacturing Practices in Asia: A Comparison of Management Attitudes in Japan, Korea and China**
Shirley J. Daniel, University of Hawaii at Manoa
Carmencita Cheung, City University of Hong Kong
DongYoung Lee, University of Utah
Nate Staheli, University of Hawaii at Manoa
Wolf D. Reitsperger, University of Hawaii at Manoa

**Internationalization Strategies of Retail Chains - An Empirical Study**
Bernhard Swoboda, University of Trier
Edith Olejnik, University of Trier
Hanna Schramm-Klein, University of Siegen
Dirk Morschett, University of Fribourg

Session 2.5.14 - Interactive  
Track: 8 - Cross-cultural and HRM  
Room: Queluz VII (Lower Floor)  
Time: 16:45-18:00

**Expatriations on Expatriation**
Chair: Paula Caligiuri, Rutgers University - SMLR

**Individual and Organizational Outcomes of Global Mobility in an Inter-Governmental Organization**
Jean-Luc Emile Cerdin, ESSEC Business School
Michael Dickmann, Cranfield University

**Influence of Cross Cultural Adjustment on International Commuters and Their Families: A Spillover and Crossover Model of Work Family Conflict**
Dora M. Luk, City University of Hong Kong
Mihaela Nikolaeva Dimitrova, University of Wisconsin-Milwaukee
Rebecca Wyland, University of Wisconsin-Milwaukee

**Cultural Distance and Willingness to Expatriate**
Kyle David Coble, Saint Louis University

**Developing Global Mindset: The Power of Study Abroad Program**
Gordana Pesakovic, Argosy University
Too Short to Care About – Revisiting Intercultural Support
for Short-Term Assignments
Leoni Verboven, Erasmus University
Betina Szkucliarek, Erasmus University

Multinational Companies In Brazil
Beatriz Maria Braga, Fundacao Getulio Vargas
Mariana Barbosa Lima, Fundacao Getulio Vargas

MONDAY, JUNE 28 - 20:00-23:00

AIB Gala Dinner

The Gala Dinner will take place at the Windsor Barra Hotel,
Ground Floor, rooms Louvre and Versailles. Business
Casual attire is recommended.

The Gala Dinner is hosted by our local host institutions:
Brazilian Academy of Management - ANPAD, Fundação
Getulio Vargas - EESP, Universidade de São Paulo,
Pontificia Universidade Catolica do Rio de Janeiro,
Pontificia Universidade Catolica de Minas Gerais, and
COPPEAD - UFRJ.

TUESDAY, JUNE 29

TUESDAY, JUNE 29 - 08:15-09:00
Session 3.0.1 Time: 08:15-09:00
Fellows Café
Chair: Eleanor Westney, York University

Start the day with a small group discussion hosted
by an AIB Fellow, focused on an IB topic of current and
mutual interest. The Fellows Café is sponsored by the
Schulich School of Business, York University.

What is the contribution of comparisons of national legal
systems to our understanding of international business?
(Room: Queluz III)
Jean J. Boddewyn, Baruch College, CUNY

How should JIBS position itself, to consolidate and build
upon its high current standing as a journal?
(Room: Queluz IV)
John Cantwell, Rutgers University

What are the implications of the rebalancing of global power
away from the West and from established democracies?
(Room: Queluz V)
Timothy Michael Devinney, University of Technology,
Sydney

What are the next steps in research on regional MNEs?
(Room: Queluz VI)
Alan M. Rugman, University of Reading

Are China’s investments in Africa a new form of
colonialism?
(Room: Queluz VII)
Daniel Van den Bulcke, University of Antwerp

TUESDAY, JUNE 29 - 09:00-10:15
Session 3.1.1 - Competitive Time: 09:00-10:15
Track: 7 - Emerging Economies Room: El Pardo II (2nd Floor)
Impact of Pro-Market Reforms in Emerging
Economies
Chair: Wade M Danis, Georgia State University

How Pro-Market Reforms Change: The Impact of
Diversification and Internationalization on the Performance
of Developing Country Firms
Elitsa R. Balkanlieva, Northeastern University
Helena Barnard, Gordon Institute of Business Science
Alvaro Cuervo-Cazurra, University of South Carolina

The Influence of Pro-Business Reforms and Corruption on
Entrepreneurship
Candace Agrella Martinez, Saint Louis University
Gayle Allard, IE Business School

Reforms, Multinationalization, and Profitability
Luis Alfonso Dau, Northeastern University

Legend for Symbols Used:
□ Nominee for the Temple/AIB Best Paper Award
□ Nominee for the Haynes Prize for the Most Promising Scholar
The Political Economy of Residual State Ownership in Privatized Firms: Evidence from Emerging Markets
Narjess Boubakri, HEC Montreal
Jean-Claude Cosset, HEC Montreal
Walid Saffar, American University of Beirut

Session 3.1.2 - Panel
Time: 09:00-10:15
Track: 8 - Cross-cultural and HRM
Room: El Pardo I (2nd Floor)

A Multilevel Examination of Positive Organizational Constructs across Cultures
Chair: Dana M. McDaniel, University of California, Irvine
Discussant: Nancy R. Buchan, University of South Carolina

Cultural Positive Psychological Capital and Its Role in Global Mindset Development
Mary Sully de Luque, Thunderbird School of Global Management

Positive in One Culture, Negative in Another? Investigating Varying Outcomes of Comparative Energy Expressions
Dana M. McDaniel, University of California, Irvine

An Examination of Trust in Global Outsourcing Teams
Alaka N. Rao, San Jose State University

Organizational Legitimacy as a Positive Organizational Construct
Matthew Mitchell, University of South Carolina

Session 3.1.3 - Competitive
Time: 09:00-10:15
Track: 5 - MNC Management
Room: Itamaraty (1st Floor)

Embeddedness and All That
Chair: Duane Kujaawa, University of Miami

An Embeddedness Perspective on the Value Creation of MNC Parents - Evidence from European Manufacturing Subsidiaries
Phillip C. Nell, Copenhagen Business School
Ambos Bjorn, WU Vienna

Explaining Subsidiaries' Local Embeddedness and Knowledge Outflows: A Social Network Perspective
Zaidah Mustafa, University of Auckland

Multi-level Social Capital and Knowledge Transfer within MNCs
Sachiko Yamao, University of Melbourne
Kate Hutchings, Griffith University
Helen De Cieri, Monash University

Organization-Culture Fit: An Insight into MNC Subsidiary's Culture Dimensions
Xiaoyu Pu, Rutgers University

Session 3.1.4 - Competitive
Time: 09:00-10:15
Track: 3 - Theory and Entry Modes
Room: Alvorada II (1st Floor)

The Internationalization of Brazilian Firms as a Product of Distinctive Organizational Competences and Proper Management Style
Afonso Fleury, University of Sao Paulo
Maria Tereza Fleury, Fundacao Getulio Vargas
Germano Glufke Reis, Fundacao Getulio Vargas
Felipe Mendes Borini, ESPM

Host Country's Information Environment and International Acquisition Performance: Do Information Institutions Matter?
Qi Zhou, Southern Methodist University
Jiewei Yu, Southern Methodist University

Session 3.1.5 - Competitive
Time: 09:00-10:15
Track: 3 - Theory and Entry Modes
Room: Alvorada I (1st Floor)

Econometric Analysis of Multinational Enterprises
Chair: Luigi Benfratello, University of Turin and Cers-CNR

Export and Firm Performance: A Market- and Resource-Based View
Tonia Ruppenthal, Jacobs University Bremen
Nathaniel Lupton, University of Western Ontario

Cultural Distance and the Value Effects of Global Diversification
Jens Hagendorff, University of Leeds
Hinrich Voss, University of Leeds

In the Long Run We're All Dead: Exploring MNEs Short-term Responses to Financial Crises
Desislava Dikova, University of Groningen
Harry Garretsen, University of Groningen
Roger Smeets, University of Groningen
Hans van Ees, University of Groningen

Session 3.1.6 - Competitive
Time: 09:00-10:15
Track: 3 - Theory and Entry Modes
Room: Imperial (1st Floor)

The Impact of Foreign Investors on the Local Economy
Chair: Klaus E. Meyer, University of Bath

The Impact of FDI on Firm Survival in Italy
Filippo Reganati, University of Rome La Sapienza
Rosanna Pittiglio, University of Foggia
Anna Maria Ferragiana, University of Salerno

Foreign Firms, Competition and Crowding Out
Evis Sinani, Copenhagen Business School
Bersant Hobdari, Copenhagen Business School

Inward FDI and Economic Growth: The Role of Home and Host Country Institutions
Fabienne Fortanier, University of Amsterdam
Sarianna Lundan, University of Bremen
Session 3.1.7 - Competitive  
Time: 09:00-10:15  
Track: 11 - Teaching IB  
Room: Liberdade (1st Floor)

Frameworks to Aid in Understanding the Global Expansion Process  
Chair: Harvey Arbelaez, Monterey Institute of International Studies

Soft Landing Curriculum of Entrepreneurship in Emerging Markets  
Ye-Sho Chen, Louisiana State University  
Edward Watson, Louisiana State University  
Chuanlian Liu, Louisiana State University  
Edgard Cornachione, University of São Paulo  
Soushan Wu, Chang-Gung University

The Use of Critical Thinking Through Writing to Teach International Business  
Pedro Carrillo, Georgia State University

A Humanities Approach to Aid in Understanding the Global Expansion Process  
Harvey Arbelaez, Monterey Institute of International Studies

Teaching IB to MBA’s: A Comprehensive Class Project to Plan for Global Expansion  
Janell D. Townsend, Oakland University

Session 3.1.8 - Competitive  
Time: 09:00-10:15  
Track: 2 - Marketing and Supply Chain  
Room: Bandeirantes (1st Floor)

International Supply Chains  
Chair: Masaaki “Mike” Kotabe, Temple University

An Exploratory Analysis of Sustainability and Supply Chain Logistics for Emerging Markets  
Cornelia Droge, Michigan State University  
Hamieda Parker, University of Capetown  
Anthony Ross, Michigan State University

What is Offshorable? Can Activities Close to the Core Be Offshored?  
Torben Pedersen, Copenhagen Business School  
Esmeralda Linares-Navarro, University of Valencia  
José Pla-Barber, University of Valencia

Offshoring of Remote Services - International Investigation on Perception and Adoption in a B2B-Setting  
Stefanie Paluch, TU Dortmund University  
Thomas Wittkop, Business and Information Technology School

Export Channel Integration and Performance Implications: A Contingency Approach  
Fernando Robles, George Washington University

Session 3.1.9 - Competitive  
Time: 09:00-10:15  
Track: 10 - SMEs and Entrepreneurship  
Room: Queluz II (Lower Floor)

Innovation and Internationalization  
Chair: John Mezias, University of Miami

Innovation in the Family Enterprise: Characteristics Affecting Exploration versus Exploitation Decisions  
Irem Demirkan, Northeastern University  
Denise R. Dunlap-Hinkler, Northeastern University  
Ravi Sarathy, Northeastern University  
DAVID L. Deeds, University of St. Thomas

Session 3.1.10 - Panel  
Time: 09:00-10:15  
Track: 6 - Innovation and KM  
Room: Queluz III (Lower Floor)

Modularization, Integration Capabilities and Innovation  
Chair: Ronaldo Couto Parente, Rutgers University  
Co-Chair: Ram Mudambi, Temple University

Introduction: Modularization, Integration Capabilities and Innovation  
Ronaldo Couto Parente, Rutgers University

Modularization amid Integrality  
John Paul MacDuffie, University of Pennsylvania

Institutional Anchors in Recombining Knowledge Networks in Emerging Markets  
Gerald A. McDermott, University of South Carolina

Modularization from a European Perspective  
Arnaldo Camuffo, Bocconi University

Modularization, knowledge-intensive activities and the organization of the firm  
Ram Mudambi, Temple University

Session 3.1.11 - Interactive  
Time: 09:00-10:15  
Track: 1 - Institutions/Governance/CSR  
Room: Queluz IV (Lower Floor)

Institutions and Institutional Logics in IB  
Chair: Heather Berry, University of Pennsylvania

The Effects of Foreign MNC Investment on Informal Environmental Institutional Change in Developing Countries  
Trevor Hunter, University of Western Ontario  
Andreas P.J. Schotter, Thunderbird School of Global Management

Do Home-Country Characteristics Matter for FDI Performance? An Institutional Theory Perspective  
Korcan Kavusan, Singapore Management University  
Burkhard N. Schrage, Singapore Management University

Institutional Logics and Organizational Performance  
Jack Clampit, University of Memphis  
Ben L. Kedia, University of Memphis  
Nolan T. Gaffney, University of Memphis

Nikolaos P Papageorgiadis, Uppsala University  
Adam R Cross, University of Leeds
Corporate Hybrids and the Co-evolution of Institutions and Enterprise in China
Simon Collinson, Warwick Business School

Institutional Environment in Oil and Gas Dependent Countries
Karlygash Dairabayeva, George Washington University
Scheherazade Rehman, George Washington University

A Measure of Comparative Institutional Distance
Jasper Hotho, Copenhagen Business School

Session 3.1.12 - Interactive
Time: 09:00-10:15
Track: 10 - SMEs and Entrepreneurship Room: Queluz V (Lower Floor)

Early Internationalization
Chair: Susan Freeman, University of Adelaide

The Role of Founders’ Immigrant Status in the Internationalization and Survival of New Ventures in High Technology Industries
R. Isil Yavuz, University of Minnesota

Effectual Logic in Entrepreneurial Decision Making: Timing as a Contingent Effect
Qian Gu, National University of Singapore
Virginia Cha, National University of Singapore

Foreign Partnerships with Chinese SMEs: How Much Do They Help
Michael Louis Troilo, University of Tulsa

Innovation and Market Orientation in China’s Transitional Economy
Li Cai, Jilin University
Qing Liu, Jilin University
William H.A. Johnson, Penn State University - Erie

Global Capabilities and International Agent Performance
Huiping Li, Ramapo College of New Jersey

An Empirical Examination of the Levels of Innovativeness, Proactiveness and Risk-Taking Required for SME International Scope
Vladislav Maksimov, Georgia State University
Li Dai, Texas A&M University
Brett Anitra Gilbert, Texas A&M University
Stephanie Fernhaber, Iowa State University

Founder Prior Employer’s Industrial Network Position and International Venture’s Learning Capability
Kangyong Sun, University of Minnesota
R. Isil Yavuz, University of Minnesota

Session 3.1.13 - Interactive
Time: 09:00-10:15
Track: 6 - Innovation and KM Room: Queluz VI (Lower Floor)

Knowledge Transfer in the MNC
Chair: Ulf Andersson, Copenhagen Business School

How Parent-Subsidiary Relationship Encourages Subsidiary-Driven Innovation and Performance in Korea
Yun-Ah Song, Yonsei University
Young-Ryeol Park, Yonsei University
Jung-Min Park, University of Ulsan

Innovation Initiatives by MNE Subsidiaries: An Integrated Research Framework
Vitor Corado Simões, ISEG, Universidade Técnica de Lisboa

Subsidiary Transfer Competence and Rent-Seeking Behaviour
Francesco Ciabuschi, Uppsala University
Henrik Dellestrand, Uppsala University
Philip Kappen, Uppsala University

Cross-Border Knowledge Transfer of MNCs in China: Moderating Roles of Power Distance and Uncertainty Avoidance
Xiaojun Xu, Fudan University
Isabel W. Ng, Fudan University

The Critical Role for Knowledge Brokerage: Knowledge Transfer between the Parent and Subsidiaries with Social Network Analysis
Yvonne Ho, Tamkang University

Superstar Subsidiaries of the MNC - In Search of Origins and Underlying Drivers
Katarina Blomkvist, Uppsala University
Philip Kappen, Uppsala University
Ivo Zander, Uppsala University

Organizational Values and Knowledge Sharing in a Multinational Corporation
Snejina Mikhailova, University of Auckland
Dana Minbaeva, Copenhagen Business School

Contextual Influences on Reverse Knowledge Transfer: A Multiple Case Study on Disparate Contexts
Peder Veng Seberg, Linnaeus University

Managing in Emerging Markets
Chair: Fabian Jintae Froese, Korea University

Human Resource Management - Differences from National and Multinational Companies in Brazil
Betania Tanure, Pontifical Catholic University of Minas Gerais
Paul Evans, INSEAD
Vera L. Cançado, Faculdades Pedro Leopoldo

A study on the Impact of culture on work motivation between Indian and Korean employees
Hyeng-Deug Kim, Simon Fraser University
T.J. Kamalanabhan, Indian Institute of Technology Madras

Globalization and the Rise of Work-Family/Family Work Conflict in India
Grishma Shah, Manhattan College

A Cross-Cultural Examination of the Relationship between Mentor-Protégé Similarity and Mentoring Relationship Quality in India and the U.S.
Aarti Ramaswami, ESSEC Business School
George Dreher, Indiana University

Human Resource Management: A Conceptual Study in Indian Context
Roli Nigam, Université Laval
Zhan Su, Université Laval

Doing Business in the Great China Area: The Roles of Guanxi and Renqing
Lung-Tan Lu, Fo Guang University
TUESDAY, JUNE 29 - 10:15-10:45

Coffee Break

Refreshments will be provided for conference participants at the Exhibit Hall (Segovia).

TUESDAY, JUNE 29 - 10:45-12:00

Session 3.2.1 - Special Session
Time: 10:45-12:00
Room: El Pardo II (2nd Floor)

2010 JIBS Decade Award
Chair: Lorraine Eden, Texas A&M University

The 2010 JIBS Decade Award, sponsored by Palgrave Macmillan, honors the most influential paper published in the 2000 volume of the Journal of International Business Studies.

Honoree:
Jeffrey H. Dyer, Brigham Young University
Wujin Chu, Seoul National University

Commentators:
John Paul MacDuffie, University of Pennsylvania
Bill McEvily, University of Toronto
Harbir Singh, University of Pennsylvania
Aks Zaheer, University of Minnesota

Session 3.2.2 - Competitive
Time: 10:45-12:00
Track: 6 - Innovation and KM
Room: El Pardo I (2nd Floor)

R&D Outsourcing and Offshoring
Chair: Rajneesh Narula, University of Reading

Factors Determining Offshore R&D Project Location
Choice: Nearshoring versus Farshoring
Mehmet Demirbag, University of Sheffield
Keith Glaister, University of Sheffield

Why do Firms Locate R&D Outsourcing Agreements Offshore? The Role of Ownership, Location, and Externalization Advantages
Andrea Martinez-Noya, University of Oviedo
Esteban Garcia-Canal, University of Oviedo
Mauro Guillen, University of Pennsylvania

Technological Capabilities and the Selection between Technology Offshore and Onshore Outsourcing
Annique Un, University of South Carolina

Session 3.2.3 - Competitive
Time: 10:45-12:00
Track: 5 - MNC Management
Room: Itamaraty (1st Floor)

What's new on the HQ-Subsidiary Front?
Chair: Joe Cheng, University of Illinois at Urbana-Champaign

Subsidiary Controls, Strategy, Type and Autonomy
Christina Cregan, University of Melbourne
Stewart Johnston, University of Melbourne

Dependence and Mutual Dependence in MNE/Subsidiary Relationships: The Effect of Subsidiary Role on Control
Yves Plourde, University of Western Ontario
Michael Joseph Dominic Roberts, University of Western Ontario
Jean-Louis Schaan, University of Western Ontario

Specialized Subsidiaries: When Offshoring Does Not Make Sense
Carlos A. Rodriguez, McGill University

A Dynamic Perspective on Subsidiary Autonomy
Bjorn Ambos, WU Vienna
Kazuhiro Asakawa, Keio University
Tina Ambos, Johannes Kepler University Linz

Session 3.2.4 - Competitive
Time: 10:45-12:00
Track: 7 - Emerging Economies
Room: Alvorada I (1st Floor)

Industry Evolution Within Emerging Economies
Chair: Gerald A. McDermott, University of South Carolina

Are Social Networks more Important for New Business Development in Emerging Than Developed Economies? An Empirical Test
Wade  M Danis, Georgia State University
Dirk De Clercq, Brock University
Olga Petricevic, Georgia State University

Industrial Development through Tacit Knowledge Seeding: Evidence from the Bangladesh Garment Industry
Romel Mostafa, Washington University in St. Louis
Steven Klepper, Carnegie Mellon University

The 3G Wireless Technology Standard in China: A Game Theoretical Perspective
Minyuan Zhao, University of Michigan

The Competitive Challenge of Emerging Markets: The Case of Medical Tourism
Peter Enderwick, Auckland University of Technology
Swati Nagar, Auckland University of Technology

Session 3.2.5 - Competitive
Time: 10:45-12:00
Track: 7 - Emerging Economies
Room: Alvorada II (1st Floor)

Eclectic Studies of Emerging Economy Phenomena
Chair: Bernard Wolf, York University

What Is the Effect of Job and Demographic Factors, Job Satisfaction and Organizational Commitment on Turnover Intention in China?
Sow Hup Chan, University of Macau
Lu Jun Li, Songshan Shaolin Wushu Vocational College
Tuesday, June 29

Management Studies in Emerging Economies and Their Integration with the International Mainstream: Their Evolution in Brazil with Comparisons to China
Suzana Braga Rodrigues, Erasmus University
Roberto Gonzales Duarte, Federal University of Minas Gerais
Alexandre Carri, Federal University of Minas Gerais

How Firms from Transition Economies Grow: Growth Strategies of Spanish Firms (1986-2005)
Patrick Reinmoeller, Cranfield University

How Firms from Transition Economies Grow: Growth Strategies of Spanish Firms (1986-2005)
Patrick Reinmoeller, Cranfield University

Comparative Corporate Governance
Chair: Elizabeth Lim, The University of Texas at Dallas

Does Bank Loan Debt affect R&D Investment Differently in Bank-based and Market-based Corporate Governance Systems? Yes
Barclay E. James, Louisiana State University
Jean B. McGuire, Louisiana State University

The Determinants of the Quality of Governance and Its Relation with Firm Performance: A Time-Series Perspective
Eloisa Toledo Perez, Grant MacEwan University
Evandro Bocatto, Grant MacEwan University

Cross-Country Evidence on the Importance of Big Four Auditors to Equity Pricing: The Mediating Role of Legal Institutions
Sadok El Ghoul, University of Alberta
Omrane Guedhami, University of South Carolina
Jeffrey Pittman, Memorial University of Newfoundland

State Owned Enterprises: Competing in a Liberalised and Globalised World
Anubha Shekhar Sinha, Indian Institute of Management Calcutta
Sougata Ray, Indian Institute of Management Calcutta

Experiential Learning - Virtual Teams and Problem-Based Learning
Chair: Svjetlana Madzar, University of Minnesota

Teaching IB with Global Virtual Teams: Applying an Inquiry Learning Approach
Peter Zettinig, University of Turku
Audra I. Mockaitis, Victoria University of Wellington
Lena Zander, Uppsala University

Preparing Managers for Success on Virtual Multicultural Teams: A Pedagogical Response
Svjetlana Madzar, University of Minnesota

Authentic Problem-Based Learning in International Business: An Application to a Global EMBA
Chris Styles, University of Sydney
Richard Seymour, University of Sydney

Goverance Practices and Governance Actors in the Multinational Firm
Chair: Rafel Crespi-Cladera, Universitat de les Illes Balears

Are CEOs Stewards or Agents? Empirical Evidence from Chinese Listed Firms
Helen Wei Hu, University of Melbourne
Julius Ng, University of Melbourne
Ilan Alon, Rollins College

Firm Specific and Environmental Determinants of Board Structure
Deeksha A Singh, National University of Singapore
Andrew Delios, National University of Singapore

The "Real World Out There": Cognition and Nonmarket Strategy
Rafel Lucea, George Washington University

Dividends, Foreign Ownership, and the Substitution Hypothesis
Dominic Chai, Manchester Business School

Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance
Susan Perkins, Northwestern University
Mary-Hunter Morris, Northwestern University

Emerging Standards Markets: Multiplicity and Reciprocal Positioning of Sustainability Standards in the Global Coffee Industry
Juliane Reinecke, University of Cambridge
Stephan Manning, University of Massachusetts Boston
Oliver von Hagen, International Trade Centre

Auditors’ Governance Role in Emerging Markets: Evidence from China
Xiyou Liu, Renmin University of China
Jie Zhang, Renmin University of China and George Washington University

Structure, Standards and Performance
Chair: Harvey Arbelaez, Monterey Institute of International Studies

Diversification and Firm’s Cost of Capital
Yong Wang, Western New England College
Elyas Elyasiani, Temple University

Value Premium in the Chinese Stock Market
Yujia Huang, Renmin University of China
Jiawen Yang, George Washington University

Securities Laws, Control of Corruption, and Corporate Liquidity: International Evidence
Naiwei Chen, National Chung Cheng University

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Xiyou Liu, Renmin University of China
Jie Zhang, Renmin University of China and George Washington University
Tuesday, June 29

Session 3.2.12 - Interactive  
Time: 10:45-12:00  
Track: 3 - Theory and Entry Modes  
Room: Queluz V (Lower Floor)

**Strategies of Foreign Direct Investors**  
Chair: Desislava Dikova, University of Groningen

**Monitoring or Resources Provision Mechanisms? The Entry Mode Choice of Business Group Affiliation in Emerging Markets**  
Syu-Eei Hsu, National Taiwan University  
Yi-Chieh Chang, St. John’s University  
Chih-Fang Chiu, National Taiwan University

**Do Entry and Chinesenization Strategies Matter to Taiwanese FDI in China?**  
Chang-Yen Tsai, National Taiwan Normal University  
Chengli Tien, National Taiwan Normal University

**The Effects of Situational Influences and a Global Strategic Factor on Firms’ Choice of Foreign Market Development Strategy**  
Nancy Jean Higginson, Fort Lewis College  
Wade McKenzie, University of the West Indies

Session 3.2.13 - Interactive  
Time: 10:45-12:00  
Track: 4 - Strategy and Alliances  
Room: Queluz VI (Lower Floor)

**Institutions and Strategy**  
Chair: Anna Lamin, Northeastern University

**The Strategy Tripod of Resources, Industry, and Institutions: Shaping Competition between International Firms and Local Advertising Agencies in Hungary**  
Rick T. Wilson, Hofstra University

**Implications of Global Crisis: Integrate Sustainability with Organizational Culture**  
Indu Rao Kaveti, Indian Institute of Management Ahmedabad

**Terrorism and IB: New Directions for Theory and Practice**  
David A. Wernick, Florida International University  
William Schnepfer, Florida International University

**Market-Environment Effects on First-Mover Advantages in Emerging Markets**  
Peter Magnusson, Northern Illinois University  
Stanford A. Westjohn, University of Toledo  
Geoffrey L. Gordon, Northern Illinois University

Session 3.2.14 - Interactive  
Time: 10:45-12:00  
Track: 1 - Institutions/Governance/CSR  
Room: Queluz VII (Lower Floor)

**Corporate Social Responsibility in International Management**  
Chair: Monica Cavalcanti Sa Abreu, Federal University of Ceara

**Does the Stakeholder Theory of CSR Fit the Russian Reality?**  
Andrei Kuznetsov, University of Central Lancashire  
Olga Kuznetsova, Manchester Metropolitan University

**Corporate Social Responsibility as a Major Lever for Increasing the Impact of Marketing on Performance in Highly Competitive Markets**  
Jan Kemper, RWTH Aachen University  
Malte Brettel, RWTH Aachen University

**Multilevel Perspectives on Corporate Social Responsibility: Towards a Theory of Role Management**  
Arno Eerikki Kourula, Aalto University  
Markus Pietari Paukku, Aalto University  
Mikko Sakari Koria, Aalto University

**Top Management Support to Climate Change**  
Siqueira Morais Neto, Federal University of Santa Catarina  
Mauricio Fernandes Pereira, Federal University of Santa Catarina  
Alexandre Marino Costa, Federal University of Santa Catarina  
Marcos Dalmau, Federal University of Santa Catarina  
Gilberto de Oliveira Moritz, Federal University of Santa Catarina

**A Critical Understanding of Corporate Social Responsibility**  
Ana Guedes, EBAPE-FGV  
Alex Faria, EBAPE-FGV

**Performance Implications of Marketing, Technological, and Production Capabilities: An Institutional Perspective**  
Min Ju, St. Louis University  
Kevin Zheng Zhou, University of Hong Kong  
Gerald Yong Gao, University of Missouri-St. Louis

**The Demographic Black Hole in the European Union**  
Aaron W. Andreason, University of Montana  
Douglas Miller, Washington State University

**Effect of Macro-Environmental Conditions on the Internationalization Strategies of Emerging Multinationals: A Managerial Discretion Perspective**  
Yannick Thams, Florida International University  
Keith James Kelley, Florida International University  
Nathan Hiller, Florida International University  
Karl Kroeck, Florida International University

Venkat Subramanian, Vlerick Leuven Gent Management School/University of Hong Kong  
Michael Enright, University of Hong Kong
TUESDAY, JUNE 29 - 12:00-13:15

Time: 12:00-13:15
Room: Segovia (2nd Floor)

Light Lunch

A light lunch will be provided for conference participants at the Exhibit Hall (Segovia).

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TUESDAY, JUNE 29 - 13:15-14:30

Session 3.3.1 - Competitive
Track: 8 - Cross-cultural and HRM
Room: El Pardo II (2nd Floor)

Managing Cross-national vs. Intra-national Diversity (State-of-the-Art Session)
Chair: Mark F. Peterson, Florida Atlantic University

Managing Cross-national vis-a-vis Intra-national Diversity: The Roles of Ethnicity, Religious Affiliation and Levels of Income in Affecting Attitudes toward Money and Investment Decisions
Rosalie L. Tung, Simon Fraser University
Chris Markus Baumann, Macquarie University
Hamin Hamin, Macquarie University

Cultural and Personal Values in China: A Validation of Schwartz’s Value Types and Higher Order Dimensions
Johannes Schaaper, Bordeaux Management School (BEM) and Centre de Recherche et d’Etudes en Gestion (CREG), University of Pau et des Pays de l’Adour (UPPA)
Zhen Jiao,

Manager Collaboration with Subordinates and Colleagues across North America
Mark F. Peterson, Florida Atlantic University
Aycan Kara, Florida Atlantic University
Tomasz Lenartowicz, Florida Atlantic University
Lorena R. Perez-Floriano, El Colegio de la Frontera Norte
Todd J. Weber, University of Nebraska

Work and Family Role Salience: Comparison of Individual Differences across and within Geographical Clusters
Mihaela Nikolaeva Dimitrova, University of Wisconsin-Milwaukee
Doan E. Winkel, University of Wisconsin-Milwaukee
Janice R.W. Joplin, Southern Illinois University Edgewood
Anne Marie Francesco, Hong Kong Baptist University

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Session 3.3.2 - Panel
Track: 1 - Institutions/Governance/CSR
Room: El Pardo I (2nd Floor)

Cross Sector Partnerships in International Business
Chair: Rob Van Tulder, Erasmus University

Introduction: The Importance of Cross Sector Partnerships for International Business - An Evolving Research Agenda
Rob Van Tulder, Erasmus University

Panelists/Discussants:
Sarianna Lundan, University of Bremen
Hafiz Mirza, UNCTAD
Hildy Teegen, University of South Carolina
Patricia Almeida Ashley, Universidade Federal Fluminense

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Session 3.3.3 - Competitive
Track: 1 - Institutions/Governance/CSR
Room: Itamaraty (1st Floor)

Strategic Alliances and the International Environment
Chair: Paul W. Beamish, University of Western Ontario

Institutional Arbitrage and the Strategic Choices of Multinational Firms: Assessing the Foreign Location Choices of U.S. MNCs’ International Joint Ventures
Ricardo Gabriel Flores, University of Illinois at Urbana-Champaign

MNE/NGO Strategic Alliances and the Legitimacy of the Firm
Valentina Marano, University of South Carolina
Pete Tashman, George Washington University

Agency Problems and Foreign Market Exit
Heather Berry, University of Pennsylvania
Aseem Kaul, University of Minnesota
Ram Ranganathan, University of Pennsylvania

Past or Present? Drivers of Managerial International Business Decisions
Sokol Celo, Florida International University
Aya Chacar, Florida International University

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Session 3.3.4 - Panel
Track: 7 - Emerging Economies
Room: Alvorada I (1st Floor)

Reverse Takeovers: Emerging Economy Companies Acquiring in Advanced Economies
Chair: Peter James Williamson, University of Cambridge
Discussant: Jose F.P. Santos, INSEAD

Panelists:
Peter James Williamson, University of Cambridge
Ravi Ramamurti, Northeastern University
Afonso Fleury, University of Sao Paulo
Jose F.P. Santos, INSEAD
Session 3.3.5 - Competitive  
Time: 13:15-14:30  
Track: 3 - Theory and Entry Modes  
Room: Alvorada II (1st Floor)  
The Process of Developing International Operations  
Chair: Peter Liesch, University of Queensland  
The Internationalization of Family Businesses: A Review of Extant Research  
Tanja Kontinen, University of Jyväskylä  
Arto Ojala, University of Jyväskylä  
The Internationalisation of Immigrant Ethnic Entrepreneurs  
Melanie Smans, University of Adelaide  
Susan Freeman, University of Adelaide  
Learning to Carry the Cat by the Tail: Firm Experience, Discontinuous Risk, and Multinational Subsidiary Entry and Expansion  
Jennifer M Oetzel, American University  
Chang Hoon Oh, Brock University  
Services Exporting or Services FDI? The Role of Knowledge Intensity and Interactiveness  
Runjuan Liu, University of Alberta  
Barry Scholnick, University of Alberta  

Session 3.3.6 - Competitive  
Time: 13:15-14:30  
Track: 1 - Institutions/Governance/CSR  
Room: Imperial (1st Floor)  
Governance, Transparency and Management Quality  
Chair: Susan Perkins, Northwestern University  
Difference in Corporate Transparency between Multinational Corporation (MNC) Subsidiaries and Domestic Corporations (DCs): Empirical Evidence from India  
Chinmay Pattanaik, University of Sydney  
Home Field Advantage: The Implications of Local Embeddedness on the Adoption of International Standards of Transparency and Disclosure  
Jean B. McGuire, Louisiana State University  
The Impact of Corporate Reputation on Firm Internationalization and Foreign Market Profitability: A Longitudinal Analysis  
Deepak K. Datta, University of Texas Arlington  
Martina Musteen, San Diego State University  

Session 3.3.8 - Competitive  
Time: 13:15-14:30  
Track: 12 - Methods in IB Research  
Room: Bandeirantes (1st Floor)  
Text Analysis and Longitudinal Qualitative Analysis  
Chair: Ian Alam, State University of New York  
Mixed Methods in International Business  
Leila Tellervo Hurmerinta, Turku School of Economics  
Niina Nummela, Turku School of Economics  
Qualitative Data Analysis with GABEK-WinRelan - A Qualitative Model of Intercultural Competences of German Expatriates in China  
Stefanie Paluch, TU Dortmund University  
Thomas Wittkop, Business and Information Technology School  

Session 3.3.9 - Competitive  
Time: 13:15-14:30  
Track: 4 - Strategy and Alliances  
Room: Queluz II (Lower Floor)  
M&A, Institutions and Uncertainty  
Chair: William Newburry, Florida International University  
What Should I do Next? CEO Succession, M&A deals, and company performance  
Maria Carapeto, City University London  
Scott Moeller, City University London  
Anna Faeltten, City University London  
Equity Participation in Cross Border Acquisitions: The Impact of Target Country Uncertainty and Acquirer Tactics  
Shavin Malhotra, Ryerson University  
Xiaohua Lin, Ryerson University  
Carlyle Farrell, Ryerson University  
Environmental Uncertainty and the Relationship between Formal Contracts and Relational Governance in International Alliances  
Majid Abdi, York University  
Anoop Madhok, York University  
Developing a Market Orientation in a Global Context: The role of Host Country Institutional Environment and Intr-organizational Context  
Ahmet H. Kirca, Michigan State University  
William O. Bearden, University of South Carolina  
Kendall Roth, University of South Carolina  

Session 3.3.10 - Competitive  
Time: 13:15-14:30  
Track: 6 - Innovation and KM  
Room: Queluz III (Lower Floor)  
Knowledge Strategies in MNCs  
Chair: Randi Lunnan, BI Norwegian School of Management  
Tracking a Moving Arrow Core: Replication-As-Strategy In IKEA  
Anna Jonsson, Lund University  
Nicolai Foss, Copenhagen Business School  
Organizing for Knowledge Sharing: The Case of Percy Barnevik’s Matrix Management at ABB  
C Lakshman, BEM Management School  
A Resource Dependence Perspective on MNC Subsidiary Knowledge Protection - Do Mandates and Reciprocity Matter?  
Wolfgang Sofka, Tilburg University  
Edlira Shehu, University of Hamburg  
Pedro de Faria, University of Groningen  
Foreign Technology Licensing and Payment Modes: Evidence from Taiwan  
Peter J. Sher, National Chi Nan University  
Hsinyu Shih, National Chi Nan University  
Beryl L. Kuo, National Chi Nan University  
Yi-Chen Lu, National Taiwan University  
Chien-Hsin Lin, Yu Da University
Session 3.3.11 - Interactive  
**Track:** 4 - Strategy and Alliances  
**Room:** Queluz IV (Lower Floor)  
**Time:** 13:15-14:30

### Strategic Alliance - Characteristics and Performance

Chair: Anju Seth, Virginia Tech

**Horizontal Alliances in International Business and Firm Performance: Should Inter-firm Dependence Matter?**  
Ji Li, Hong Kong Baptist University  
Yuanyi Chen, Hong Kong Baptist University  
Gongming Qian, Chinese University of Hong Kong  
Guiyao Tang, Hong Kong Baptist University

**The Role of Partnering Factors in International Learning Alliance Success**  
Jeffrey L. Cummings, Loyola University Maryland  
Stevan R. Holmberg, American University

**Cooperative Strategy in Cross Border Business: Partners’ conflict and Strategic Control by Foreign Parent Firms**  
Huu Le Nguyen, University of Vaasa

**The Relational Architecture of the Business Group: A Distinct Form of Governance Structure for Strategic Alliances**  
Bice Della Piana, University of Salerno  
Alessandra Vecchi, University of London Arts  
Claudia Cacia, University of Salerno

**Alliance Intensity and Parent Performance: A Three-Stage Model and the Moderating Effect of Firm Diversification**  
Chiung-Hui Tseng, National Cheng Kung University  
Shih-Fen S. Chen, University of Western Ontario

**International Strategic Alliance Formations of International New Ventures: A Signaling Theory Perspective**  
Yu-Kai Wang, Florida International University

**Strategic Group and International Alliance Forming - An Exploratory Model**  
Wei He, Florida International University

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**Session 3.3.12 - Interactive**  
**Track:** 2 - Marketing and Supply Chain  
**Room:** Queluz V (Lower Floor)  
**Time:** 13:15-14:30

### Consumer Behavior in Global Markets

Chair: Bruce Money, Brigham Young University

**The Effect of Country-of-Origin Image and Ethnocentric Bias in Consumers’ Perception of Ingredient Branding**  
Subramaniam Sivaramakrishnan, University of Manitoba  
Sergio W. Carvalho, University of Manitoba

**Culturally Customizing Websites for Immigrant Communities: An Application of Levels of Acculturation Differences**  
Daniel W. Baack, University of Denver  
Nitish Singh, Saint Louis University

**Direct Sales, Gender and Micro-Entrepreneurship in Amazonian Brazil**  
Jessica Cheleksis, Indiana University  
Susan M. Mudambi, Temple University

**The Impact of Negative Information on Perceptions of Own Country Products: A New Perspective on Country of Origin and Its Influence on Consumer Behavior**  
Mike Chen-ho Chiao, Baruch College, CUNY  
Rania Semaan, Baruch College, CUNY  
Andreas Grein, Baruch College, CUNY

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**Session 3.3.13 - Interactive**  
**Track:** 6 - Innovation and KM  
**Room:** Queluz VI (Lower Floor)  
**Time:** 13:15-14:30

### The Role of Clusters and Local Innovation Systems

Chair: Elizabeth L Rose, Aalto University

**Growth and Renewal in Innovation Systems**  
Niklas Arvidsson, KTH Royal Institute of Technology  
Ulf Mannervik, Templeton College, Oxford University

**Effect of International Linkages and Government Policy on National Innovation**  
Srividya Jandhyala, George Washington University  
Anupama Phene, George Washington University

**Systems of Innovation and Value Chains: An Empirical Assessment of MNC Location Strategies in the European Regions**  
Roberta Rabello, Università del piemonte Orientale  
Carlo Pietrobelli, Inter-American Development Bank  
Riccardo Crescenzi, London School of Economics

**Policy-Driven Clusters and Internationalization: The Missing Link**  
Christopher Richardson, University of Manchester  
Mo Yamin, University of Manchester

**The Interaction Between Technological Resources and Host Country’s Factors: The Impact on the Number, Location and Survival of Subsidiaries**  
Armando Juan Borda, Florida International University

**Evolution of a Global Cluster through Local and Diaspora Ties: A Case Study of Bangalore Information Technology Cluster**  
Florian A. Täube, European Business School  
Peta Sonderegger, Indian Institute of Management Bangalore  
Amit Karn, European Business School

**Beyond a Knowledge Competitive Advantage: Knowledge Sharing in Clusters and Clustering as a Parity Strategy**  
Manuel Portugal Ferreira, Instituto Politécnico de Leiria  
Fernando Ribeiro Serra, Universidade do Sul de Santa Catarina
MNE Strategies for Emerging Economies
Chair: Ram Mudambi, Temple University

Dutch MNE Foreign Expansion into Developed and Emerging Economies
Christopher Williams, University of Amsterdam
Lars Galesloot, University of Amsterdam
Elwin Gastelaars, University of Amsterdam
Dante van de Kerke, University of Amsterdam

When to Move Fast? Pace and Performance of Foreign Expansion
Ruihua Joy Jiang, Oakland University
Ravi Parameswaran, Oakland University
Yuan Ding, Hohail University

Change of Subsidiary Mandates in Emerging Markets: The Case of Danish MNCs in India
Michael W. Hansen, Copenhagen Business School
Peter Wad, Copenhagen Business School
Bent Petersen, Copenhagen Business School

TMT Diversity and Firm Performance: Testing an Integrative Model in China
Li-Qun Wei, Hong Kong Baptist University
Longzeng Wu, Hong Kong Baptist University
Kun J. Qiao, Dalian University of Technology

Emergent Strategies in Emerging Economies: From Investment Motives to Subsidiary Strategy
Grazia D. Santangelo, University of Catania
Klaus E. Meyer, University of Bath

Japanese Business in the Bottom Market: Sources, High Potential and Some Issues
Hideyuki Sugawara, Hokkai-Gakuen University

Evolution of an OEM Firm’s Power: The Influence of Emerging Markets
Angeline, Te-Yi Lin, National ChengChi University
Tom, Cheng-Wen Yao, Yuan Ze University

Business Process Offshoring in an Emerging Market: Unique Properties and Operational Modes
Yadong Luo, University of Miami
Vaidyanathan Jayaraman, University of Miami
Stephanie C. Lu, University of Miami

Strategy of Multinational Companies (MNC) for the Brazilian Bottom of the Pyramid Market
Silvia Novaes Zilber, UNINOVE
Francisco Lourenço da Silva, UNINOVE

Farmer Dissertation Award Presentations
Chair: Shige Makino, Chinese University of Hong Kong

Presentations by the 2010 AIB Richard N. Farmer Dissertation Award Finalists. The finalists are listed alphabetically. The Farmer Dissertation Award is sponsored by the Indiana University CIBER.

Foreign Acquisition of Banks (Ph.D. Awarded by University of Michigan)
Hein Bogaard, George Washington University

Essays on Equity Joint Ventures, Uncertainty and Experience (Ph.D. Awarded by Tilburg University)
Ilya Cuypers, Singapore Management University

The Paradox of Foreignness: Norm-Breaking MNEs in the Japanese Banking Industry (Ph.D. Awarded by Stockholm School of Economics)
Jesper Edman, Stockholm School of Economics

International Investment Regimes: De Jure Policies, De Facto Practices, and MNC Strategic Choices (Ph.D. Awarded by University of Pennsylvania)
Srividya Jandhyala, George Washington University

Current Research on Boards of Directors and Compensation (State-of-the-Art Session)
Chair: Ruth V. Aguillera, University of Illinois at Urbana-Champaign

Executive Directors Pay and Networks: The Governance of Spanish Listed Corporations
Rafel Crespi-Cladera, Universitat de les Illes Balears
Bartolome Pascual-Fuster, Universitat de les Illes Balears

Board of Directors and Firm Diversification in Business Group Affiliates
Weiwei Xu, National University of Singapore

Nordic Board Diversity and Company Economic Performance
Steen Thomsen, Copenhagen Business School
Aleksandra Gregoric, Copenhagen Business School
Trond Randoy, Agder University
Lars Oxelheim, Lund University

The Effects of Managing MNE’s Institutional Complexity on Top Executives Compensation
Yu-Kai Wang, Florida International University
Aya Chacar, Florida International University

Break
### Session 3.4.3 - Competitive
**Track:** 12 - Methods in IB Research  
**Room:** Itamaraty (1st Floor)

**Structure Equation Approaches for Cross-Cultural Comparisons**  
Chair: Tomas Hult, Michigan State University

- Developing Intermediate Constructs for International Comparative Research: Measurement and Methodological Problems and Remedies  
  Jagdip Singh, Case Western Reserve University
- An Assessment of the Use of SEM in IB Research  
  Tomas Hult, Michigan State University

### Session 3.4.4 - Competitive
**Track:** 7 - Emerging Economies  
**Room:** Alvorada I (1st Floor)

**International Trade and Emerging Economies**  
Chair: L. Jeremy Clegg, University of Leeds

- CAFTA-DR effects on FDI Inflows, Growth and Distribution of the Workforce: A System Dynamics Approach  
  Dinorah Frutos, Southern New Hampshire University
- Pard Teekasap, Southern New Hampshire University  
  Massood Samii, Southern New Hampshire University

### Session 3.4.5 - Competitive
**Track:** 10 - SMEs and Entrepreneurship  
**Room:** Alvorada II (1st Floor)

**Theoretical Perspectives on International Ventures**  
Chair: Martina Musteen, San Diego State University

- The Impacts of Export Market and Entrepreneurial Orientations on Export Performance: The Mediating Effects of Resource Reconfiguration Strategy  
  Nathaniel Boso, Loughborough University
  John Cadogan, Loughborough University
  Vicky Story, University of Nottingham

### Session 3.4.6 - Competitive
**Track:** 3 - Theory and Entry Modes  
**Room:** Imperial (1st Floor)

**The Geography of FDI**  
Chair: Pervez Ghauri, King's College London

- Varieties of Capitalism: A Firm-Level Test of the Complementarity Hypothesis  
  Andrei Kuznetsov, University of Central Lancashire
  Marcus Jacob, Harvard University
- An Institutional Perspective of Foreign Affiliate Performance  
  Christine M. Chan, University of Hong Kong

### Session 3.4.7 - Competitive
**Track:** 11 - Teaching IB  
**Room:** Liberdade (1st Floor)

**Experiential Learning - Short-Term Study Abroad**  
Chair: James M. Hagen, Hamline University

- Using Experiential Learning Projects to Teach International Business Principles and International Human Resources and Build Social Responsibility Awareness  
  Eileen Kwesiga, Bryant University
  Madan Annavarjula, Bryant University
  Diya Das, Bryant University
  Marshall Pattie, James Madison University

### Session 3.4.8 - Competitive
**Track:** 8 - Cross-cultural and HRM  
**Room:** Bandeirantes (1st Floor)

**Cross-Cultural Studies of HRM**  
Chair: Alfred M. Jaeger, McGill University

- Leadership Effectiveness across Thailand and Germany: A Dyadic Study on Employee and Corporate Level  
  Bastian Winkenbach, RWTH Aachen University
- Culture and Satisfaction: A Meta-Analytic Review  
  Rebecca S Merkin, City University of New York
  Vas Taras, University of North Carolina at Greensboro
  Piers Steel, University of Calgary
Tuesday, June 29

National Differences or Sector Effects? HRM in Japanese and UK Retail Multinationals in China
Jos Gamble, University of London
Qihai Huang, Manchester Metropolitan University

Session 3.4.9 - Competitive
Track: 9 - Econ/Finance/Accounting
Room: Queluz II (Lower Floor)

Environment, Networks and Performance
Chair: Shirley J. Daniel, University of Hawaii at Manoa

Markets and Networks in International Trade: On the Role of Distances in Globalization
Lars Hakanson, University of Queensland
Douglas Dow, University of Melbourne

National Culture and Debt Maturity
Xiaolan Zheng, University of South Carolina
Sadok El Ghoul, University of Alberta
Omran Guedhami, University of South Carolina
Chuck C. Y. Kwok, University of South Carolina

Does the Country of Origin of FDI Impact Firm Performance?
Wenjie Chen, George Washington University

Natural Disasters and Corporate Cash Holdings
Andres Ramirez, Bryant University
Nezih Altay, DePaul University

Session 3.4.10 - Competitive
Track: 6 - Innovation and KM
Room: Queluz III (Lower Floor)

Learning Across Borders
Chair: Torben Pedersen, Copenhagen Business School

Accumulative & Assimilative Learning, Institutional Infrastructure and Innovation Orientation of Developing Economy Firms
Raveendra Chittoor, Indian School of Business, Hyderabad
Preet S. Aulakh, York University
Sougata Ray, Indian Institute of Management Calcutta

Institutional Knowledge in Ongoing International Business Relationships
Kent Eriksson, KTH - Royal Institute of Technology
Angelika Lindstrand, Stockholm School of Economics
Deo Sharma, Stockholm School of Economics
Jessica Lindbergh, KTH - Royal Institute of Technology

Avoiding Context Traps: Making ‘Invisible’ Context Salient
James Nebus, University of North Carolina Charlotte
Kah Hin Chai, National University of Singapore

Toward a Better Understanding of the Dynamics of Cross-Border Inter-Unit Learning: Insights from a Young Subsidiary in China
Nora Ramadan, University of Birmingham
John Child, University of Birmingham

Session 3.4.11 - Interactive
Track: 5 - MNC Management
Room: Queluz IV (Lower Floor)

Networks, Social Capital & Embeddedness
Chair: Bill McEvily, University of Toronto

How Individual-Level Social Capital Leads to Superior Marketing Capabilities: A Cross-Cultural Comparison
Jan Kemper, RWTH Aachen University

Strategic Relevance in Subsidiary: Social Networks
Belmiro N. João, Pontifical Catholic University of São Paulo (PUC/SP)
Matheus I. Oshikiri, Pontifical Catholic University of São Paulo (PUC/SP)
Alexandre K. Ligo, EAESP - FGV

The Mutual Effect on Knowledge Flow and Social Network Theory of MNE’s Performance in the Semiconductor Industry
Yvonne Ho, Tamkang University

Managing the Embedded MNC: Exploring the Shared Value Approach
Johanna Kristiina Raitis, University of Turku

Subsidiary Embeddedness as a Determinant of Divisional Headquarters Involvement in Innovation Transfer Processes
Henrik Dellestrand, Uppsala University

Complexity within Business Networks and Its Influence on Relation-Specific Investments
Phillip C. Nell, Copenhagen Business School
Ulf Andersson, Copenhagen Business School

Session 3.4.12 - Interactive
Track: 3 - Theory and Entry Modes
Room: Queluz V (Lower Floor)

Institutions, Institutional Distance and the Liability of Foreignness
Chair: Shige Makino, Chinese University of Hong Kong

Exploring the Complementarity between Home and Host Country Linkages with the Eclectic Paradigm
Peter J. Buckley, University of Leeds
Nicolas Forsans, University of Leeds
Surender Munjal, University of Leeds

Firm-Specific Advantages of High-Technology Multinational Enterprises as a Means to Overcome Liabilities of Inter-Regional Foreignness and the Moderating Role of Top Management Team Experiences
Lars Matysiak, Friedrich-Schiller-Universität Jena
Michael Hunoldt, Friedrich-Schiller-Universität Jena
Andreas Bausch, Friedrich-Schiller-Universität Jena

Foreign Direct Investment Growth in China: Implications for Politics, the Economy and Culture
Yingtao Xiao, Wayne State University
Attila Yaprap, Wayne State University

Formal and Informal Institutions and the Entry Strategies of Multinationals
Arash Amirkhany, Concordia University
Mehdi Farashahi, Concordia University

Immigrant Entrepreneurship and Foreigners Liability
Jörg Zimmermann, Max Planck Institute of Economics
Diemo Urbig, University of Antwerp
Cultural Distance and its effect on future entry mode preferences: an application of the Globe Project
Livia Barakat, Fundação Dom Cabral
Jase Ryan Ramsey, Fundação Dom Cabral
Plinio Rafael Reis Monteiro, Universidade Federal de Minas Gerais
Patricia Oliveira, Fundação Dom Cabral

A Social Capital Perspective on Liabilities of Foreignness
Daniel Rottig, Florida Gulf Coast University
John Mezias, University of Miami

Shareholder Base Management: Depicting the Companies’ Practices in Bovespa Stock Market
Bruno Calis de Oliveira, University of Sao Paulo
Marcelle Colares Oliveira, Universidade de Fortaleza
Vinício de Souza e Almeida, Federal University of Rio de Janeiro

Internationalization Agents: Wolves or Sheep?
Erica Piros Kovacs, Universidade Federal Rural de Pernambuco - UFRPE
Walter Fernando Araújo de Moraes, Universidade Federal de Pernambuco - UFPE
Brigitte Renata Bezerra de Oliveira, Universidade Federal do Vale do São Francisco - UNIVASF
Rodrigo Bandeira-de-Mello, Fundacao Getulio Vargas

International Entrepreneurship
Chair: Huan Zou, Loughborough University

Entrepreneurial Opportunity in Emerging Economies: Applying a Discovery versus Creation Framework
Susan Young, Ohio State University

Effectuation and International Entrepreneurship: Evidence from Italian SMEs
Igor Kalinic, University of Padova
Saras D. Sarasvathy, University of Virginia
Cipriano Forza, University of Padova

A Qualitative Assessment of Culture and Opportunity Recognition in Sweden and Russia
Alice J. de Koning, Salem State College
Rachel Doern, University of London
Carl F. Fey, Stockholm School of Economics

Institutions and International Entrepreneurship
Luís Alfonso Dau, Northeastern University

International Opportunity Recognition among Small and Medium-Sized Family Firms
Arto Ojala, University of Jyväskylä
Tanja Kontinen, University of Jyväskylä

Entrepreneurship in Socioeconomic and Political Instability
Newton M Campos, Fundacao Getulio Vargas

Coffee Break
Refreshments will be provided for conference participants at the Exhibit Hall (Segovia). This coffee break is sponsored by Bryant University in honor of the winner of the Best Paper Award in the Emerging Economies Track.

AIB Awards Ceremony and Business Meeting
Chair: Yves Doz, INSEAD

The session will start with the announcement of the winners for the various conference awards. Then, the business meeting will feature a presentation of the 2011 AIB Meeting in Nagoya, Japan, and a review of the state of AIB and JIBS. The floor will then be open for questions and comments from the membership.

AIB Awards/Farewell Reception
The 2010 AIB Annual Meeting will come to a close with a reception immediately following the AIB General Business Meeting.

The reception is sponsored by Palgrave Macmillan, publishers of JIBS, in honor of all the winners of awards being given out at AIB.
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Over the last decade, innovation has been recognized as a key concept to promote value creation within the firm and subsequently for long-term economic growth. Nevertheless, moving from awareness to action, creating a pro-innovation environment is proving to be an extremely difficult and complex endeavor. There are many challenges associated with being able to develop successful innovation capabilities: creating new competitive spaces, changing a firm’s culture, redefining best practices, finding the correct government incentives, developing appropriate financial schemes, to name just a few. The need to develop a pro-innovation environment is an extremely pressing necessity that results in great challenges for governments, the private sector, and universities.

To be part of this discussion, BALAS invites you to submit papers that address these and related questions that are at the heart of the Santiago - Chile conference theme. In addition to these topics, the BALAS conference welcomes papers related to the business and economic environments in Latin America and the Caribbean.

**Paper submission deadline November 1, 2010**

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In recent years, sustainability has become the new morality. Sustainability involves meeting present needs without compromising the ability of future generations to meet their needs (the World Commission on Environment and Development, 1987). Defined as such, sustainability is a guiding principle to enhance the well-being of current and future social, economic, and environmental systems. A growing number of business leaders believe that sustainability is not an option but an imperative. In this year's World Economic Forum, Jeffrey Sachs called upon business leaders to 'go beyond pure self-interest and act as global statesmen in building a sound global system' as they reshape the world in the wake of the global financial crisis. Business leaders are now expected to play more active roles than ever in addressing pressing global issues, such as poverty and inequity, global warming and pollution, ownership and usage of scarce resources and emerging technologies.

The late, great Professor CK Prahalad, father of the ‘bottom of pyramid’ philosophy was among the first scholars to advocate using business strategy to build sustainable development because the need for it was obvious. ‘Don’t deny the obvious,’ he said, ‘get on with it and innovate’ (Economic Times, Nov., 2009). Now is the time to get on with it. Do we understand the importance of having a sustainable world? Can international business resolve critical global issues? How do firms achieve innovation and sustainability simultaneously? How can we measure the contributions of firms to sustainable world development? What roles should managers, global and domestic, play in sustainable world development? How can theories of international business be modified to encompass sustainable world development? The goal of the 2011 AIB meeting is to address these important questions, showing how international business communities can resolve critical global issues to develop a sustainable economy, society, and environment.

For more information about the AIB 2011 Conference in Nagoya, Japan, please visit http://aib.msu.edu/events/2011/
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