



***The Dynamics of  
International Business***

Seoul, South Korea  
July 2-6, 2024

Program Chair  
Catherine Welch, Trinity College Dublin

Special Thanks to our 2024 Host Institution:



**KYUNG HEE**  
UNIVERSITY

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## Welcome Letter from AIB President

**Dear AIB Colleagues,**

It is both a pleasure and an honor to welcome you to this Annual Meeting of the Academy of International Business. How good is it to be gathering in Seoul in 2024!

Our theme for this Annual Meeting, proposed by our Program Chair, Professor Catherine Welch from Trinity College, Dublin, is appropriately, The Dynamics of International Business. With much happening in our world, from geopolitical tensions to rapid and relentless technological change, from climate change and energy transitions to widespread cross-border migration of peoples and economic developments post-COVID, the one constant is dynamics.



As the Call for Papers for this meeting relays, this is the context in which contemporary international business must be studied. To achieve the mission we have set for ourselves as an Academy, we must have in our toolkits the conceptual, methodological, and theoretical means to make sense of this dynamism. Our 2024 Annual Meeting aims to demonstrate to our membership and the global IB community how we approach the challenges, turbulence, and transitions that have come to characterize our field of research.

We selected Seoul, South Korea as the location of this meeting in recognition of this city's status as a hub of the very dynamism I have been referring to. Seoul is a world city brimming with history and antiquity, with modernity and innovativeness, with firms at the frontier of technological excellence. It is also uniquely situated within a region of geopolitical tension and strategic prominence. Seoul is a city many of us will be visiting for the first time, a place where international business comes to life.

The ability to function dynamically has proven to be one of AIB's greatest strengths: Our regional chapters have given the association broad, global reach while our Shared Interest Groups have helped members concentrate their efforts on specific areas of IB research and practice. Our journals provide vehicles for scholars to present their latest discoveries while also serving as repositories of our academic heritage. We are a busy place with many, many persons offering their time, wisdom, and worldliness for the common good.

This busy-ness will be in full evidence at our 2024 Annual Meeting in Seoul. There will be a full Pre-Conference Program of workshops, masterclasses, consortia and welcome events. The main Conference Program will include plenaries, receptions, special sessions, panels, competitive and interactive sessions, and plenty of occasions for social interaction with both new and long-time members.

AIB 2024 Seoul would not have been possible without the generous service of our members. In particular, I would like to thank Professors Catherine Welch and Srilata Zaheer for their tireless efforts in coordinating the Conference and Pre-Conference Programs. Thanks also to our unwavering, ever-present, and professional Executive Director, Tunga Kiyak, and his team in the AIB Secretariat for using their exceptional knowledge and skills to bring together this world-class event. I would also like to express my gratitude to the Local Organizing Committee under the guidance of Professor Geon-Cheol Shin from our 2024 Host Institution Kyung Hee University.

The Academy of International Business last held its Annual Meeting in Seoul in 1995. Over the decades since then, South Korea has evolved into a uniquely modern economic powerhouse. South Korea may be seen as emblematic of the dynamism in our modern world, particularly in matters related to International Business. AIB 2024 Seoul promises to be an event in which the reality of these dynamics is on vivid display. It remains for us as scholars to take from this Annual Meeting knowledge, incentive, and motivation to grapple with the challenges we face to bring such dynamism more strongly into our scholarly frames for the benefit of our society.

Sincerely,  
Peter W. Liesch  
AIB President, 2023-2024

## Letter from Local Committee Chair

**Dear colleagues and friends,**

Welcome to the AIB 2024 Seoul Conference. It is an honor to welcome you on behalf of **Kyung Hee University** and our preparation committee.

This year's conference theme, "The Dynamics of International Business," is timely given our current global situation. Today, in this Era of Great Transformation amidst global crises, we face the dual challenge of balancing the goals of durable economic development for a sustainable world. We are reminded of the role of international business and international management in harnessing a swift-moving and increasingly diverse global economy for both social and environmental benefits. We hope the papers and discussions here contribute to solving a myriad of international issues.

The Republic of Korea, where we assemble today, is a sign of this swift-moving and increasingly diverse global economy. Despite being a poor and underdeveloped country after the war, Korea now is a developmental benchmark to others showing what is possible. The UN Conference on Trade and Development (UNCTAD) classified South Korea as a fully 'developed' economy in 2021. This is the first time this UN agency upgraded a member state's status since its establishment in 1964.

So, as you explore our country, we hope scholars use their internationally comparative mindsets to think about Korea's unique dynamics and choices of cultural, organizational, and development policy that helped the country succeed so quickly.

If this is your first journey to Korea, you probably noticed our country and culture is far more 'saturated' in the daily use of digital networks than many other nations. However, you may not know that Seoul from 2018 was rated as the world's fourth largest metropolitan economy—only after Tokyo, New York City, and Los Angeles—with an annual GDP of \$895 billion US dollars. Major global manufacturers headquartered in Seoul include Samsung, Hyundai, SK and LG. In short, coming to Korea is to live and breathe in a global high-tech culture of the future, yet with a very ancient culture just the same.

To conclude, I thank the organizing committee and sponsoring organizations for their hard work in making this conference possible. I extend a warm welcome to our distinguished keynote speakers, panelists, and participants. I hope our conference sparks meaningful discussions and a fruitful exchange of ideas. I hope it brings you new insights on the opportunities and challenges of our world's competitive digital globalization in a post-pandemic world.

Once again, welcome to the 2024 AIB Seoul Conference. I wish you a productive and enjoyable time.



**Geon-Cheol Shin, Ph.D.**

Host, 2024 AIB Seoul Conference  
Professor, Kyung Hee University

## Letter from the Program Chair

**Dear Colleagues,**

A warm welcome to Seoul and to the 66th annual meeting of the Academy of International Business (AIB). This is a special conference in many ways, not least because it is the first time that the AIB meeting has been able to return to the region since the Nagoya conference in 2011.

The AIB annual meeting has been held in Seoul once before, in 1995. South Korea is a very different place today to what it was thirty years ago, and one of the attractions of this conference will be the chance for us all to gain insight into the remarkable transformation that our host country and city has achieved.

As an organization, the Academy of International Business has also experienced considerable change over the past 30 years. When the AIB conference was held in Seoul in 1995, there were 380 participants listed in the program. At the time of writing there are 1414 people registered for this year's Seoul meeting. The conference attracted 1641 submissions, the highest number ever – a testament to the attractiveness of Korea and the strength of the AIB as an association. The program comprises 920 competitive and interactive papers and panel sessions. One feature of this year's conference is that Sustainability in International Business is the third largest track – another sign of the changes we are living through.

Putting together a conference of this size took the effort of an entire program team. Twenty-seven track chairs had to work to MEET demanding deadlines, and to make difficult decisions about acceptances and rejections. I especially wish to acknowledge the hard work of Gillian Bond, the PhD student from Trinity Business School who has been the program assistant for the conference. For the past 6 months she has been answering many of your emails and wrestling with the intricacies of IT systems to make the program a reality. I am very grateful to Laurent Muzellec, the Dean of Trinity Business School, for funding her position and supporting the conference in this tangible way.

Our sincere thanks are also due to Geon-Cheol Shin from Kyung Hee University, who has devoted so much of his time and energy to making the conference a reality. This has included inviting an array of senior business executives from the Korean business community to explain how they have been able to internationalize so successfully. An understanding of the 'Korean Wave' would not be complete without hearing about the role of government, so we are fortunate to have Byung Nae Yang, Deputy Minister for Trade, also joining us on 4 July.

Holding the conference would not be possible without the commitment and professionalism of the AIB Secretariat, under the leadership of Executive Director Tunga Kiyak. If you meet Tunga, Ieva, Anne, Dan, Kat and Bernice during the course of the conference, please do take the opportunity to thank them in person. As IB scholars, we all understand the difficulties of servicing a global client base (i.e., AIB members) and managing the complexities of an international project from a distance (i.e., a major event in a foreign location). Their experiential knowledge of how to do this, accumulated over many years, is definitely a rare, valuable and inimitable resource that we should all appreciate.

A highlight of the AIB annual meeting is the pre-conference program, which has been skillfully managed by Sri Zaheer. This year, during the pre-conference, participants in the doctoral and junior faculty consortia, as well as in

the JIBS and JIBP paper development workshops, are invited to a special session on the Ethics of Research, as well as to a workshop on the Craft of Reviewing featuring editors of IB journals and winners of best reviewer awards. Also, the recently formed Digitalization Special Interest Group (SIG) is offering a roundtable on Digital Africa for the first time. During the pre-conference, there will also be workshops from other SIGs on Teaching and Education, Research Methods, and Sustainability, as well as from WAIB on EDI research.

Of course, the program team also extends to everyone who reviewed for the conference and who will be taking on the role of session chairs during the conference. Many thanks to everyone who has contributed by denoting their time and expertise in these ways: the AIB depends on your willingness to do so. In particular, I wish to congratulate everyone who has received a Best Reviewer Award. We hope that the constructive and helpful tone that these reviewers have set will continue throughout the conference.

Led by Tamer Cavusgil (Dean) and Andrew Delios (Deputy Dean), AIB Fellows are an important part of conference preparation. Among other tasks, the Fellows give out three major awards: International Executive of the Year: Mr. Park Hyeon-Joo of Mirae Asset; International Educator of the year: Frank Bournois; and John Fayerweather Eminent Scholar of the Year: Edward Freeman. You will have the opportunity to hear from these distinguished award winners during the conference, and we are grateful for their willingness to join us.

For those of you for whom this is your first AIB conference – and maybe even your first international conference – I wish to extend a special welcome. First-time attendance at a conference of this size can be a daunting experience, as I vividly recall. We have incorporated many opportunities for you to be able to get to know other AIB members. These include a variety of social activities, starting with the New Members' Welcome Event on 3 July. You should also sample some of the cafes and clinics, and get involved in the activities of the Shared Interest Groups (SIGs). The connections you make in these informal and small group settings are ones that tend to endure beyond the conference, and are the beginning of a supportive global network.

There are too many highlights of the many panels and paper sessions in the program for me to mention. I will, though, take the opportunity to single out the special conference track on Dynamics, change and processes in international business. This conference is a timely opportunity for us to consider how IB scholarship itself needs to change in order to explain the momentous shifts in the global business environment we are currently witnessing. The co-chairs for the conference track, Ziad Elsahn and Jisun Yu, have provided us with an overview of how the papers and panels in this track show us the way forward.

I hope you will find the AIB 2024 meeting to be a rewarding experience, and that you will continue to be part of the AIB community for many years to come. In an increasingly fractured and divided world, it has been a privilege to help bring together a community of scholars from over 50 countries to discuss topics related to global connectedness and interdependence.

Yours sincerely,

**Catherine Welch**

AIB 2024 Program Chair and Vice President Program,  
Professor of Strategic Management, Trinity College Dublin



## Letter from Conference Track Chairs

**Dear colleagues,**

We are excited to chair the conference track – Dynamics, Change and Processes in International Business – at AIB 2024 in Seoul. As we all know, the world economy is experiencing unanticipated disruptions. The frequency and pace of changes in the global environment are at an unprecedented level and greatly influence the way firms are engaging in cross-border activities. Making sense of such contextual changes requires IB researchers to adopt research approaches suitable to theorizing dynamics and processes. However, the methodological difficulties involved in collecting and analysing longitudinal data as well as the dominant paradigmatic assumptions that portray dynamic processes as a special topic, rather than natural, everyday, features of the world, have created substantial challenges in advancing knowledge. Against this backdrop, we called for more research embracing dynamic processes as a central theme. IB researchers have responded to this call, and we received an exceptionally high number of submissions. We observed three key themes underlying these submissions as follows.

First, several submissions *problematize and rethink central concepts in IB theories* by adopting different paradigmatic assumptions. For example, in a panel discussion chaired by Eleanor Westney, panellists will give an interactive discussion on how IB scholars might gain insights from focusing on understanding change and stability at the industry level, rather than seeing industry primarily as a control variable in firm-level studies. By conducting a problematization review, Plakoyiannaki and colleagues (submission 747) uncover the dominant onto-epistemological assumptions that underpin conceptualisations of space in the IB literature, and call for “viewing space as a social product that simultaneously combines geography and history.” Continuing with the theme of space, Ritvala and colleagues (submission 876) bring attention to the materiality of space. By studying the physical HQ buildings, they show how these buildings “are like storytellers” that shape an MNE’s identity and visions of the future.

Second, several studies *infuse dynamism in extant theories and/or take processual approaches to traditional IB topics*. For example, Celo (submission 442) reconceptualises the MNE as a complex adaptive system, while Lagerström and colleagues (submission 1313) take a dialectical perspective to theorize the unfolding of the subsidiary initiative process.

Finally, several papers *unveil the unfolding of IB phenomena over time* by conducting longitudinal studies particularly with historical approaches. For example, Sammartino and colleagues (submission 1040) explore de-globalization in Australia during the period 1914-1979, showing the resilience of MNEs in the face of deglobalization. Teresa Da Silva Lopes and co-panellists will discuss how historical perspectives can contribute to understanding current geo-political fragmentation and provide theoretical and practical implications for IB research.

We have many more sessions that should stimulate our understanding of dynamics and processes pertinent to IB research. We hope that you participate in these sessions and share your insights and expertise.

Sincerely,

**Ziad Elsahn & Jisun Yu**

AIB 2024 Conference Track Co-Chairs

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The Academy of International Business thanks the following sponsors for their valuable contributions to ensure the success of the 2024 Annual Conference.

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# 2024 PROGRAM ACKNOWLEDGEMENTS

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## LOCAL COMMITTEE CHAIR

Geon-Cheol Shin, Kyung Hee University

# AIB Fellows' International Executive of the Year Award

Award Presentation Session: Opening Plenary – 3 July, 17:15-19:30, Crystal Ballroom



## Park Hyeon-Joo

Founder, Mirae Asset Financial Group

Park Hyeon-Joo is the Founder and Global Strategy Officer (GSO) of Mirae Asset Financial Group, which successfully introduced disruptive innovation in the financial market at home and abroad since the foundation of the Group.

Founding Mirae Asset Global Investments and Mirae Asset Capital in 1997 and Mirae Asset Securities and Mirae Asset Venture Investment in 1999, Mr. Park's Mirae Asset has become a leading independent financial conglomerate in Korea. He was the first to introduce the concept of the mutual fund, real estate fund, and private equity fund into the Korean financial market, drastically transforming its market through innovations.

Mr. Park was appointed GSO of Mirae Asset Financial Group and stepped down as Chairman of Mirae Asset Securities on May 23, 2018, embarking on a mission to grow and evolve Mirae Asset's global business. His transition to GSO ushered in an institutionalized management model, the engine of the Group's success on the global stage. As part of his aspiration, Mirae Asset Global Investments acquired Horizon ETF in 2011 and Global X, a global leading thematic exchange-traded fund provider, in 2018.

Mr. Park's leadership and entrepreneurial spirit have driven the global rise of Mirae Asset, where he has spearheaded continuous change as a permanent innovator. Celebrating its 20th anniversary of international expansion since its inception in Hong Kong in 2003, Mirae Asset currently boasts a formidable global network spanning 18 regions worldwide.

Mr. Park emphasizes corporate social responsibility as one of the core values of Mirae Asset, which involves social giving-back to communities. He founded the Mirae Asset Park Hyeon Joo Foundation with his wealth in 2000, pledging to donate all his dividend income to the Foundation. The Foundation primarily focuses on providing scholarships to underprivileged students and funding other outreach educational programs in Korea, India, and Vietnam.

The triumphant story of Mirae Asset Financial Group, led by Mr. Park, has been introduced in the Case Centre and the Harvard Business School Cases.

Mr. Park holds a Bachelor of Administration degree from Korea University and participated in the Advanced Management Program at Harvard Business School.

# AIB Fellows' International Educator of the Year Award

**Award Presentation and Keynote:** Session 1.4.2 – 4 July, 14:30-15:45, Sapphire 4



## Frank Bournois

**CEIBS China Europe International Business School**

Under his leadership as Executive President and Dean (from 2013 to March 2023), Professor Frank Bournois has led ESCP to become one of the world's most international business schools with very deep European roots. The school substantially improved its position in the international rankings.

Professor Bournois put in place an audacious European 'Brand and Size' strategy:

The oldest business in the world (created in Paris in 1819) school expanded to 7 campuses in Paris, Berlin, Madrid, Turin, London, Warsaw (started in 2015), and Dubai (started in 2022).

Thanks to a well-established brand, the school started an innovative three-year Bachelor of Science in Management in which students must study each of their three years of study in a different country.

The program is multidisciplinary including ABCDE modules (Arts, Business, Culture, Diplomacy, Engineering). It includes international business-related coursework including courses in strategy and international management, intercultural skills, international relations, European history, international economics, and comparative political systems. In addition, students must study a foreign language as part of the program. It also has compulsory internships and/or social impact projects and/or an apprenticeship. The school uses a similar pedagogical design for its other programs.

In April, 2023 Frank Bournois became Dean of China Europe International Business School with its key campuses in China, Ghana and Switzerland. He fully endorses the school's 'China depth and global breath' slogan. Amongst his early contributions to CEIBS was to strengthen the school's international modules in providing executive education participants with a more European perspective.

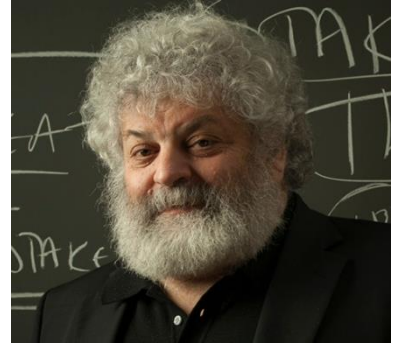
Prof. Bournois holds a Ph.D. in European Business Strategy from the University of Lyon (France), an MBA from Aston University (UK), and a DSc from City University of London (UK). He specializes in corporate governance and the study of how large European firms identify and grow their future international leaders. He is the author or co-author of 20 books, including *The Handbook of Top Management Teams* (Palgrave, 2010).

# AIB Fellows' John Fayerweather Eminent Scholar Award

**Award Presentation and Keynote:** Session 2.2.1 – 5 July, 10:45-12:00, Crystal 3

## **Edward Freeman**

University of Virginia



Dr. Edward Freeman is the University Professor and Olsson Professor of Business Administration, and an academic director of the Institute for Business in Society at the Darden School of Business, University of Virginia.

Renowned for his influential contributions to stakeholder theory and business ethics, Dr. Freeman is best known for his award-winning book *Strategic Management: A Stakeholder Approach* (Cambridge, 2010), originally published in 1984. His remarkable academic output includes editorship or authorship of over 100 volumes and 200 articles, and a Google Scholar Citation count of over 138,000 as of November 2023. With a career spanning several decades, Dr. Freeman has significantly shaped contemporary management thinking by highlighting the pivotal role that diverse stakeholders play in organizational decision-making. His impact on the international business literature is profound, fostering a holistic view of business transcending borders and cultures and promoting a more sustainable and responsible approach to international business.

# AIB 2024 PROGRAM AWARDS

The awards listed below have been formalized by the AIB Board as official AIB program awards to be presented at the AIB conference every year. The winners of these awards will be announced at the official Awards Ceremony on Saturday, July 6, 16:15-17:45, Room: Crystal 3.

## AIB Best Paper Award

*Sponsored by Temple University's Fox School of Business*

The AIB Best Paper Award was created in 2002 through an endowment by Temple University's Fox School of Business. All papers accepted for competitive sessions are eligible for the award. Finalists are nominated by the track chairs based on reviewer input and their own assessment. An independent Best Paper Award Committee reviews the finalists and chooses the winning manuscript.

### COMMITTEE:

Anthony Goerzen, Queen's University (Chair)  
Niina Nummela, University of Turku  
Ursula Ott, Nottingham Trent University  
Walid Hejazi, University of Toronto

### NOMINEES (in order of presentation):

*"Does Transparency Moderate the Relationship Between Supply Network Embeddedness and Firm Innovation?"* by Xiaomei Li; Xinyi Yang; Yanfang Huo; Yicong Geng  
**Presented:** 1.2.6 - Thursday, July 4, 10:45-12:00

*"The Business of Undertaking Social Innovation: A Capability-Based Approach to the Involvement of MNCs in Social Innovation"* by Olivia Kang; Christine Holmström-Lind; Anna Ljung  
**Presented:** 1.2.8 - Thursday, July 4, 10:45-12:00

*"Entrepreneurial Orientation and SME Performance in China: A Gender Perspective"* by Jingmin Tao  
**Presented:** 1.5.8 - Thursday, July 4, 16:15-17:30

*"Constructing Composite Narratives as Representations of Lived Experiences: A Qualitative Approach for International Business Studies"* by Jacqueline Mees-Buss; Hilla Back; Catherine Welch \*  
**Presented:** 2.1.3 - Friday, July 5, 09:00-10:15

*"Foreign Subsidiary Legitimacy: Parent Ownership and Local Governance"* by Yuxue Luo; Lei Li; Youngun Kim  
**Presented:** 2.1.11 - Friday, July 5, 09:00-10:15

*"Foreignness as a Double-Edged Sword for the Internationalization of Cultural Goods: Deep Learning-Based Semiotic Analysis of Hollywood Movies in China"* by Qian Gu; Yanqing Wang; Jiamin Zhang  
**Presented:** 2.3.6 - Friday, July 5, 13:00-14:15

*"State Expropriation Risk and Corporate Disclosure: Evidence From U.S. Multinational Corporations"* by Yongtae Kim; Dichu Bao; Lixin (Nancy) Su  
**Presented:** 2.4.8 - Friday, July 5, 14:30-15:45

*"Motive and Opportunity: Information and Communication Technologies and the Exploration of New Knowledge In Multinational Enterprises"* by Casidhe Troyer; Catherine Magelssen  
**Presented:** 3.1.5 - Saturday, July 6, 09:00-10:15

*"The Labyrinthine Path: Buyer Practices, Local Labor Regulations, and Supplier's Social Upgrading"* by Shubham Singh; Ajai Gaur  
**Presented:** 3.2.10 - Saturday, July 6, 10:45-12:00

\* The paper, nominated by the track chairs for its quality, is ineligible to win the award due to a conflict of interest.

## Alan M. Rugman Most Promising Scholar Award

Formerly known as the Haynes Prize, the award was renamed in 2015 to acknowledge not just the impact that Alan Rugman has had on our field but his commitment to the engagement and development of junior scholars. The award recognizes the best paper presented at the conference 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. Finalists are nominated by the track chairs based on reviewer input and their own assessment. An independent Rugman Most Promising Scholar Award Committee reviews the finalists and chooses the winning manuscript.

### COMMITTEE:

Hussain Rammal, University of Adelaide (Chair)  
Nicole Coviello, Wilfrid Laurier University  
Desislava Dikova, WU Wien  
Jean Luc Arregle, EMLyon

### NOMINEES (in order of presentation):

*"Volatility, Uncertainty, Complexity, and Ambiguity in the Cannabis Global Value Chains: An Exploratory Study"* by Manolito Hibanada

**Presented:** 1.2.6 - Thursday, July 4, 10:45-12:00

*"When Does Starting Unregistered Impact Foreign Entry Speed? Evidence From Developing Country SMEs"* by Sandeep Yadav

**Presented:** 1.2.10 - Thursday, July 4, 10:45-12:00

*"Returnee Entrepreneurs' Culturally Imprinted International Experience: Effects on Entrepreneurial Orientation and Post-entry Speed of Internationalization"* by Xinrui Liu

**Presented:** 2.5.6 - Friday, July 5, 16:15-17:30

*"The Impact of Foreign Direct Investment on Organized and Petty Crime"* by Yannick Tristan Wiessner

**Presented:** 2.5.10 - Friday, July 5, 16:15-17:30

*"Leaving the Backseat: The Active Role of Multinational Firms in China-US Decoupling"* by Anne Spencer Jamison; Harald Puhr

**Presented:** 3.2.3 - Saturday, July 6, 10:45-12:00

*"To Enter or Not to Enter? Navigating Multinational Corporations' Internal Sourcing Networks in Foreign Investment Locations"* by Der-Ting Huang

**Presented:** 3.3.7 - Saturday, July 6, 13:00-14:15

*"Alone or Together: Chinese Overseas Lending Governance Structure Choices and the Role of Bilateral Relations"* by Constantin Lackinger

**Presented:** 3.3.8 - Saturday, July 6, 13:00-14:15

## FIU/AIB Best Theory Paper Award

*Sponsored by Florida International University College of Business*

The Best Theory Paper Award was created in 2017 through an endowment from Florida International University. This award recognizes a paper with superior theory development. All papers accepted for competitive sessions that meet the selection criteria are eligible for the award. Finalists are nominated by the track chairs. An independent award committee reviews the finalists and chooses a winner.

### COMMITTEE:

Grazia Santangelo, Copenhagen Business School (Chair)  
Alain Verbeke, University of Calgary  
Emmanuella Plakoyiannaki, University of Vienna  
Ilya Cuyppers, Singapore Management University

**NOMINEES** (in order of presentation):

*“Theorizing about Emerging Multinationals’ Acquisitions”* by Mike Peng; Joyce Wang; En Xie; Sergey Lebedev; Hubert Zydorek

**Presented:** 1.3.7 - Thursday, July 4, 13:00-14:15

*“Rethinking Insidership in Internationalization: Asset or Liability?”* by Mikael Hilmersson; Andrea Runfola; Matilde Milanese; Simone Guercini

**Presented:** 1.4.7 - Thursday, July 4, 14:30-15:45

*“International New Ventures and Born Globals: An Extended Conceptualization & Synthesis of Cross-disciplinary Theories”* by Srinivas Rajesh Upadhyayula; Madhurima Basu

**Presented:** 1.4.9 - Thursday, July 4, 14:30-15:45

*“Taking a Stand While Abroad? Towards a Theory of MNCs’ Sociopolitical Activism in Host Countries”* by Ishva Minefee; Lori Qingyuan Yue

**Presented:** 2.4.9 - Friday, July 5, 14:30-15:45

## **Peter J. Buckley and Mark Casson AIB Dissertation Award**

*Sponsored by Henley Business School, University of Reading and the Centre for International Business, University of Leeds (CIBUL).*

Eligibility for the 2024 Buckley and Casson AIB Dissertation 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, 2023 and December 31, 2023. This year’s finalists will present their work at **Session 3.2.1, July 6, 10:45-12:00, Room: Crystal 3.**

**COMMITTEE:**

Sjoerd Beugelsdijk, University of Groningen (Chair)  
Alvaro Cuervo-Cazurra, Northeastern University  
Christine M. K. Chan, University of Hong Kong  
Bryan Husted, Tecnológico de Monterrey

**NOMINEES** (in alphabetical order):

*“Between Ballots and Bullets: Political Competition, Uncertainty, and MNE Strategies in Politically Challenging Environments”* by Thomas DeBerge, Loyola University Chicago (Ph.D. Awarded by University of Illinois at Urbana-Champaign)

*“An Ethnographic Study of Chinese Business Expatriates in Tanzania”* by Chengcheng Miao, University of Reading (Ph.D. Awarded by University of Reading)

*“Managing Multinational Corporations in a Changing World Order: Institutional Pressures, Ethical Principles and Social Responsibility”* by Laura Kirste, Friedrich-Alexander University Erlangen-Nürnberg (Ph.D. Awarded by FAU Erlangen-Nürnberg)

*“Productivity Consequences of Connectivity in Foreign Direct Investment Networks”* by Soni Jha, Purdue University - Fort Wayne (Ph.D. Awarded by Temple University)

*“The Impact of Investor-State Arbitrations on Foreign Direct Investment and Domestic Public Opinion: Evidence from FDI Flows, Elite Interviews and a Survey Experiment”* by Stefano Burzo, University of British Columbia (Ph.D. Awarded by University of British Columbia)



## AIB/Sheth Doctoral Dissertation Proposal Award

The Dissertation Proposal Award is awarded in conjunction with the AIB/Sheth 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. The winner is selected by the Faculty Panel of the AIB/Sheth Doctoral Consortium.

## AIB Insights Award for Actionable Insights

First given out in 2022, this award will be given to a paper that has strong applied and actionable content for practitioners and/or educators. All papers accepted for presentation in a competitive session are eligible for this award. Initial nominations are identified by the track chairs. Final nominees and the winner are chosen by the AIB Insights Editorial Board.

### FINALISTS (in order of presentation):

*“Cultural Variation in Hiring People with Disabilities: A Theory and Preliminary Test”* by Cordula Barzantny; David C. Thomas; Aminat Muibi; Anna Jui-chuan Hsu; Bjørn Z. Ekelund; Mathea Wasvik

**Presented:** 1.1.9 - Thursday, July 4, 09:00-10:15

*“Supply-Chain Restructuring Using the “China-Plus-One” Strategy: The Push–Pull–Mooring Perspective”* by Chih-An Lin; Yu-Yuan Shih; Meng-Chun Liu

**Presented:** 1.2.6 - Thursday, July 4, 10:45-12:00

*“A Meta-Analysis on the Brand Personality – Performance Effect: Culture and Country Development Moderators”* by Wenxin Wang; Martin Heinberg; Dayananda Palihawadana; Shankha Basu; Martin Eisend

**Presented:** 2.3.6 - Friday, July 5, 13:00-14:15

*“The Belfast Distillery Company: Reviving an Iconic Spirits Brand and Taking It Global”* by David Wernick; John Branch

**Presented:** 3.4.6 - Saturday, July 6, 14:30-15:45

## Best Reviewer Award

The following scholars were nominated by the AIB 2024 Track Chairs to be recognized for the **Best Reviewer Award** for the AIB 2024 Seoul conference.

**Ankit Agarwal**, *University of Adelaide (Australia)*

**Marco Balzano**, *Ca' Foscari University of Venice (Italy)*

**Kristin Brandl**, *University of Victoria (Canada)*

**Amanda Budde-Sung**, *U.S. Air Force Academy (USA)*

**Stephen Chen**, *Newcastle University (United Kingdom)*

**Cagla Dayangan**, *University of Southampton (United Kingdom)*

**Jialin Du**, *Renmin University of China (China)*

**Jesper Edman**, *Waseda University (Japan)*

**Mosarrat Farhana**, *Mälardalen University (Sweden)*

**David S. A. Guttormsen**, *University of South-Eastern Norway (Norway)*

**Angel Henchey**, *Carleton University (Canada)*

**Philip Kappen**, *KTH - Royal Institute of Technology (Sweden)*

**Jihye Kim**, *University of Dundee (United Kingdom)*

**Haiyang Li**, *Rice University (USA)*

**Tatiana Lukoianove**, *Binghamton University (Canada)*

**Karen Lynden**, *UNC Wilmington (USA)*

**O. Volkan Ozbek**, *Texas A&M University, San Antonio (USA)*

**Emmanuella Plakoyiannaki**, *University of Vienna (Austria)*

**Yao Qin**, *University of Manchester (United Kingdom)*

**Matevz (Matt) Raskovic**, *Auckland University of Technology (New Zealand)*

**Ravi Sarathy**, *Northeastern University (USA)*

**Maria Cristina Sestu**, *Groningen University (Netherlands)*

**Vikkram (Vik) Singh**, *Toronto Metropolitan University (Canada)*  
**Angelo Maria Solarino**, *University of Durham (United Kingdom)*  
**Vas Taras**, *University of North Carolina at Greensboro (USA)*  
**Chin-Ju Tsai**, *Royal Holloway University of London (United Kingdom)*  
**Brian David Vera**, *University of Liverpool (United Kingdom)*  
**Magdalena Viktora-Jones**, *University of Southern Indiana (USA)*  
**Liang Wen**, *Xi'an Jiaotong-Liverpool University (China)*  
**Alara Cansu Yaman**, *Georg-August University of Göttingen (Germany)*  
**Ze Yang**, *Zhejiang University of Technology (China)*

## OTHER AWARDS BEING PRESENTED AT THE AIB CONFERENCE

The following awards are also presented at the AIB 2024 Conference. However, these awards are not administered by AIB but by various affiliates or sponsors of AIB. The announcements of these awards take place throughout the conference, during sponsored sessions or coffee breaks.

### 2024 JIBS Decade Award

(Award Presentation on Friday, July 5, 09:00-10:15, Room: Crystal 3)  
*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. To be considered for the 2024 award, a paper must have been included among the five most cited papers published in the 2014 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 2.1.1

### Best Paper Award in Research Methods

(Award Presentation on Thursday, July 4, 15:45-16:15, Main Hall)  
*Sponsored by the University of Vienna*

This award is given to the best paper (as selected by a committee) accepted to a competitive session at the AIB Annual Meeting that develops and/or utilizes innovative and non-traditional methodological approaches to investigate pertinent IB phenomena, advances IB methodology, provides creative methodological solutions to important IB problems, and informs scholars in IB and beyond about methodological advancements. The winner will be announced at the Coffee Break sponsored by the University of Vienna.

#### FINALISTS (in order of presentation):

*"The Role of State Capitalism in Explaining the Performance of Cross-border Acquisitions from Emerging Market Multinationals: Evidence from China"* by Shuang Hu; Saileshsingh Gunessee

**Presented:** 1.3.7 - Thursday, July 4, 13:00-14:15

*"The Entanglement of Inclusion-Exclusion Experiences: A Qualitative Study of Self-Initiated Expatriates in Japan"* by Lailani L. Alcantara; David S. A. Guttormsen; Cathrine Seierstad

**Presented:** 1.5.10 - Thursday, July 4, 16:15-17:30

*"We Want To Learn All About You: The Interview as Ethnographic Event in Qualitative Business Research"* by Fiona Moore

**Presented:** 2.1.3 - Friday, July 5, 09:00-10:15

## Best Paper Award in Emerging Economies Research

(Award Presentation on Friday, July 5, 10:15-10:45, Coffee Break)

Sponsored by Bryant University

Sponsored by the International Business program at Bryant University, this award is given to the best paper (as selected by a committee) accepted to a competitive session at the AIB Annual Meeting with a research focus on Emerging Economies. The author(s) of the winning manuscript will be announced at the Coffee Break sponsored by Bryant University.

### FINALISTS (in order of presentation):

*"The Informal Institutions Matter: Clan Culture and Cross-border Bandwagons of Emerging-market Firms' Exporting"*  
by Jieyu Zhou; Yuejuan Yu; Jiatao Li; Shusen Qi

**Presented:** 2.3.7 - Friday, July 5, 13:00-14:15

*"Navigating De-globalization in China: The 'Double-Loop Springboard' in Inward and Outward Internationalization and Technology Alliance for Innovation"* by Nam Kim; Chris Changwha Chung; Young Bin Kim

**Presented:** 2.5.7 - Friday, July 5, 16:15-17:30

*"Foreign SMEs and Regional Institutions: A Study of Vietnam"* by Chau M Chu

**Presented:** 3.1.9 - Saturday, July 6, 09:00-10:15

## UNCTAD-AIB Award for Research on Investment and Development

(Award Presentation on Friday, July 5, 13:00-14:15, Room: Sapphire 2)

Sponsored by UNCTAD

Started in 2020, this award is open to PhD students and early-career researchers with no more than *five years* of full-time work experience. The paper should focus on development (i.e., how to ensure that multinational enterprises contribute to sustainable development) and must have policy implications. This award has a separate submission process managed by UNCTAD. The finalist presentations and the announcement of the winner take place at a dedicated UNCTAD-AIB Award session, **Session 2.3.4 on Friday, July 5, 13:00-14:15 in room Sapphire 2.**

### FINALISTS (in alphabetical order):

*"Foreign SMEs and Regional Institutions: A Study of Vietnam"* by Chau M Chu

*"How Effective is R&D Tax Incentive in Inducing MNEs' Subsequent Investment in Host Country? Evidence from Canadian Microdata"* by Shiqi Xu

*"Shifting Landscapes: Impact of Climate Risk on MNEs' OFDI Location Decisions & the Moderating Role of Network Contingencies"* by Soni Jha

*"Pathway of Breaking the Innovation Trap? Outward FDI, GVC Governance, and Domestic Innovation in Emerging Economies: Evidence from Chinese MNEs"* by Tao Zou

*"Building a New Reputation: The Impact of Voluntary Standards' Adoption"* by Camille Reverdy

## "That's Interesting!" Award

(Award Presentation on Friday, July 5, 15:45-16:15, Coffee Break)

Sponsored by Aalto University School of Business

Sponsored by Aalto University School of Business, this award recognizes the conference paper that most effectively pushes the boundaries of our existing knowledge in the field by crossing boundaries, challenging taken-for-granted assumptions in the field, denying old "truths", attracting the reader's attention, and making an original argument. The author(s) of the winning manuscript will be announced at the Coffee Break sponsored by Aalto University School of Business.

### FINALISTS (in order of presentation):

*"Unleashing the Power of Local Value Chain Interventions: Accelerating Livelihood Upgrading to Empower Women in Fragile Contexts"* by Shengwen Li; Anthony Goerzen

**Presented:** 1.1.9 - Thursday, July 4, 09:00-10:15

*"Problematizing Space in International Business Research: Towards a Social Production of Space"* by Emmanuella Plakoyiannaki; Bareerah Hafeez Hoorani; Eriikka Paavilainen-Mäntymäki; Tiina Anna-Maria Ritvala

**Presented:** 1.3.6 - Thursday, July 4, 13:00-14:15

*"Additive Manufacturing and the Global Localization of Manufacturing"* by Filip De Beule; Ari Van Assche

**Presented:** 1.4.7 - Thursday, July 4, 14:30-15:45

*"Advancing Mixed-Methods Research in International Business"* by Niina Nummela; Leila Hurmerinta

**Presented:** 2.1.3 - Friday, July 5, 09:00-10:15

*"Business Networks, Enclave Formation, and the Failure of Foreign Investment to Transfer Technology"* by Steven Samford; Michael Murphree; Dan Breznitz

**Presented:** 3.1.7 - Saturday, July 6, 09:00-10:15

*"Futures Thinking and Arts – Fostering Creativity for a Sustainable World"* by Marina Anna Schmitz; Antje Bierwisch

**Presented:** 3.4.6 - Saturday, July 6, 14:30-15:45

## WAIB Best Paper Award for Gender Awareness

(Award Presentation on Saturday, July 6, 10:15-10:45, Main Hall)

The Women in the Academy of International Business (WAIB) organizes a number of different awards as part of their annual activities, including an Emerging Scholar Award and a Women of the Year Award. The Paper Award is given to the best paper focusing on increasing gender awareness in international business research. The winners of all WAIB awards will be announced at the designated Coffee Break.

### FINALISTS (in order of presentation):

*"Opportunity in Disguise? Examining Career Paths of Female Directors Following Glass Cliff Assignments"* by Xiaoxu Zhang; Wei Lin; Winfried Ruigrok

**Presented:** 1.1.9 - Thursday, July 4, 09:00-10:15

*"Inclusion for Growth: The Impacts of Entrepreneurial Ecosystems on the Quantity and Quality of Women's Entrepreneurship"* by Lianghai Lei; Honglan Yu; Qihai Huang; Yameng Zhang

**Presented:** 3.1.9 - Saturday, July 6, 09:00-10:15

*"The Fox Versus the Hedgehog: Firm Survival During Unprecedented Crises"* by Liu Wang; Sheng Fang; Shaomin Li

**Presented:** 3.2.8 - Saturday, July 6, 10:45-12:00

## **CUIBE Award for Best Paper on International Business Education**

(Award Presentation on Saturday, July 6, 15:45-16:15, Coffee Break)

*Sponsored by the Consortium for Undergraduate International Business Education (CUIBE)*

Sponsored by the Consortium for Undergraduate International Business Education (CUIBE), this award recognizes the best paper focused on undergraduate international business education being presented at the AIB Annual Conference. To be eligible the papers must have been submitted and accepted for presentation for the Special Track on Teaching International Business, and then shortlisted by the track chair as a nominee for the award. The winner will be announced at the Coffee Break sponsored by CUIBE. The finalists for this year's award are as follows:

### **FINALISTS** (in order of presentation):

*"Cross-Cultural Teaching in International Management Classrooms: Incorporating Post Modernist Paradigm"* by Kajari Mukherjee

**Presented:** 3.4.6 - Saturday, July 6, 14:30-15:45

*"The Belfast Distillery Company: Reviving an Iconic Spirits Brand and Taking It Global"* by David Wernick; John Branch

**Presented:** 3.4.6 - Saturday, July 6, 14:30-15:45

*"Futures Thinking and Arts – Fostering Creativity for a Sustainable World"* by Marina Anna Schmitz; Antje Bierwisch

**Presented:** 3.4.6 - Saturday, July 6, 14:30-15:45

# AIB 2024 Conference Program

## MONDAY, JULY 1

MONDAY, JULY 1 - 09:00-17:00

Time: 09:00-17:00  
Room: Athene Garden

### AIB Board Meeting

AIB Executive Board Members only.

## TUESDAY, JULY 2

TUESDAY, JULY 2 - 08:00-17:00

Time: 08:00-17:00

### AJBS Conference

Annual Conference of the *Association of Japanese Business Studies (AJBS)*. A separate registration is required to attend this conference. The conference takes place offsite. For more information please visit <https://ajbs.org/conference/>

TUESDAY, JULY 2 - 09:00-17:00

Time: 09:00-17:00  
Room: Athene Garden

### AIB Board Meeting

AIB Executive Board Members only.

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## TUESDAY, JULY 2 - 09:00-12:00

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**Session 0.03.2 - Pre-Conference Workshop**

Time: 09:00-12:00

Room: Sapphire 4

### **Teaching & Education SIG Professional Development Workshop**

Chair: Karen Lynden, UNC Wilmington

Pre-registration is required. Please visit the [Teaching and Education SIG Professional Development Workshop](#) page for more information.

*Part 1: Foundations: AI as an Enabler of IB Education*

Jennifer S.A. Leigh, Nazareth University

Vas Taras, University of North Carolina at Greensboro

*Part 2: Exploring Risks of AI in IB through the Gamified Learning Environment*

Melodena Stephens, Mohammed Bin Rashid School of Government

*Part 3: Embedding AI in IB Curriculum*

Aušrine Šilenskyte, University of Vaasa

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**Session 0.03.3 - Pre-Conference Workshop**

Time: 09:00-12:00

Room: Sapphire 3

### **Emerging Markets SIG Workshop**

Chairs: Maoliang Bu, Nanjing University and Asda Chintakananda, National Institute of Development Administration (NIDA)

Pre-admitted participants only. Please see the [Emerging Markets SIG PDW](#) page for more information.

*Faculty Mentors:*

Helena Barnard, GIBS, University of Pretoria

Kristin Brandl, University of Victoria

Maoliang Bu, Nanjing University

Jorge Carneiro, FGV EAESP

Asda Chintakananda, National Institute of Development Administration (NIDA)

Elie Chrysostome, Western University

Ziliang Deng, Peking University

Maria Alejandra Gonzalez-Perez, Universidad EAFIT

Santiago Mingo, Pontificia Universidad Catolica de Chile

Markus Taussig, Rutgers University

Tian Wei, Fudan University

This workshop aims to benefit AIB members with an interest in research on emerging markets, especially those who wish to discuss, exchange ideas, and find potential solutions to the challenges they encounter when conducting research on emerging markets. The workshop also aims to assist those who have a draft paper and would like to receive constructive feedback from other researchers to improve work.

### **RM-SIG Workshop: So, You Want to Conduct an Experience-Sampling Study: An In-Depth Discussion of Conceptual, Operational, & Logistical Issues**

Chair: Joel Koopman, Texas A&M University

Pre-registration is required. Please visit [Research Methods Masterclasses and Workshops](#) page for more information.

Experience sampling (ESM) is a well-known and widely used study design aimed primarily at examining within-individual covariation of transient phenomena utilizing repeated measures. ESM studies are increasingly popular among researchers, however there are a number of important considerations and nuances associated with these method. While many papers have been published and talks given on advanced issues pertaining to ESM studies, what remains largely undiscussed are some of the basic operational and tactical decisions that must be made when designing and running an ESM study. Thus, the purpose of this talk is to walk through some of the basics of these studies and demystify the processes in service of helping scholars to collect data that captures their focal phenomenon with a high degree of accuracy and validity.

### **RM-SIG Workshop: Conducting Mixed-Methods Research in IB: Potential and Pitfalls**

Chair: Niina Nummela, University of Turku

Pre-registration is required. Please visit [Research Methods Masterclasses and Workshops](#) page for more information.

In this workshop, we cover the foundations of mixed-methods research in International Business. After the workshop, the participants will get an overview of mixed-method research strategy, from the philosophical underpinnings to practical applications. At the workshop, participants will learn about best practices of conducting mixed-method research and have an improved understanding whether this strategy would be purposeful in their own research. We will also discuss the challenges related to publishing and reviewing such research. The workshop will close with a session in which the participants can pose questions and reflect on their learning.

### **Sustainability SIG Paper Development Workshop**

Chairs: Shasha Zhao, University of Surrey and Marc Oberhauser, ESCP Business School

Pre-admitted participants only. Please see the [Sustainability SIG Paper Development Workshop](#) page for more information.

*Participating Journal Editors:*

Fang Lee Cooke, Monash University

Liqun Wei, Hong Kong Baptist University

Nicole Franziska Richter, University of Southern Denmark

Irina Surdu, University of Warwick



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## TUESDAY, JULY 2 - 13:30-16:30

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**Session 0.04.2 - Pre-Conference Workshop**

Time: 13:30-16:30  
Room: Sapphire 4

### **WAIB EDI Paper Coaching Workshop**

Chair: Stephanie Wang, Indiana University

Pre-admitted participants only. Please see the [WAIB EDI Paper Coaching Workshop](#) page for more information.

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**Session 0.04.3 - Pre-Conference Workshop**

Time: 13:30-16:30  
Room: Sapphire 3

### **Digitalization SIG PDW - Roundtable on Digital Africa**

Chairs: Rudolf Sinkovics, University of Glasgow and David Schulzmann, University of Leeds

Pre-registration is required. Please visit the [Digitalization SIG Professional Development Workshop](#) page for more information.

*Facilitators:*

Helena Barnard, GIBS, University of Pretoria  
Rudolf Sinkovics, University of Glasgow  
Ellis L.C. Osabutey, Northumbria University  
Noemi Sinkovics, University of Glasgow  
Shameen Prashantham, China Europe International Business School  
David Schulzmann, University of Leeds

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**Session 0.04.4 - Pre-Conference Workshop**

Time: 13:30-16:30  
Room: Sapphire 2

### **RM-SIG Masterclass: AI, GPT4, Measurement and the Epistemology of Research**

Chair: Andrew Delios, National University of Singapore

Pre-registration is required. Please visit [Research Methods Masterclasses and Workshops](#) page for more information.

The science of social science develops and improves over time. But how much of social science is science, in the strictest sense of the definition of science? This question is not a new one, but it is an important one for understanding what skills we need to develop as social scientists involved in research on organizations. Its importance extends from the practices we adopt and the practices that we focus on improving, in order to progress the rigor of our methodologies and the consequent level of confidence we have in empirical results. Our session will oscillate between big picture epistemological issues and specific examples that consider techniques related to improving measurement, alternatives to the solo-hero researcher model, and the incorporation of large language models such as GPT4, Claude 2 and Bard into our research processes.

**RM-SIG Masterclass: Qualitative Research in Emerging Markets**

Chair: Tian Wei, Fudan University

Pre-registration is required. Please visit [Research Methods Masterclasses and Workshops](#) page for more information.

The importance of theory building makes qualitative research undeniable in today's rich, open and complex international environment. Recently, an explosion of new international business phenomena in emerging markets increases the pressure of building theories and provides attractive research sites for qualitative scholars. Yet, existing literature on the trustworthiness of qualitative methods in international business follow western methodological convention, which originates from developed economies and is not easy to capture contextual richness of emerging markets. This masterclass targets early career scholars and PhD students. It firstly reviews two traditional philosophical paradigms of qualitative research: qualitative positivism, and naturalist paradigm. After that, it explores the context of emerging markets and identifies action risks in establishing trustworthiness of qualitative methods in emerging markets. Finally, after discussions and brainstorming, it suggests approaches and procedures on contextualization and theorization in overcoming action risks.

**AIB Insights Paper Development Workshop**

Chairs: William Newburry, Florida International University and Elizabeth Rose, IIM Udaipur

Pre-admitted participants only. Please visit [AIB Insights PDW](#) page for more information.

**WEDNESDAY, JULY 3**

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**WEDNESDAY, JULY 3 - 08:00-11:00**

**JIBP Paper Development Workshop**

Chair: Ari Van Assche, HEC Montreal

Pre-admitted participants only.

*Participating Editors:*

Axèle Giroud, University of Manchester  
Maria Alejandra Gonzalez-Perez, Universidad EAFIT  
Anthony Goerzen, Queen's University  
Robert Grosse, Arizona State University  
Pavida Pananond, Thammasat University  
Niccolò Pisani, IMD Business School  
Rob van Tulder, Erasmus University  
Hinrich Voss, University of Bristol

**JIBS Paper Development Workshop**

Chairs: Stav Fainshmidt, Florida International University and Rosalie Tung, Simon Fraser University

Pre-admitted participants only.

*Participating Editors/Mentors:*

Ilgaz Arikan, Kent State University  
Allan Bird, Goa Institute of Management  
Nathaniel Boso, Kwame Nkrumah University of Science and Technology  
Juan Bu, Indiana University  
Pawan Budhwar, Aston University  
Tailan Chi, University of Wisconsin-Milwaukee  
Ziliang Deng, Peking University  
Timothy Devinney, Alliance Manchester Business School  
Pervez Ghauri, University of Birmingham  
Omrane Guedhami, University of South Carolina  
Arie Y. Lewin, Duke University  
Dan Li, Indiana University  
Leigh Anne Liu, Georgia State University  
Marjorie Lyles, Florida International University  
Xufei Ma, Chinese University of Hong Kong  
Anoop Madhok, York University  
William Megginson, University of Oklahoma  
Stewart Miller, Durham University  
Bo Bernhard Nielsen, University of Sydney  
Eriikka Paavilainen-Mäntymäki, University of Turku  
Torben Pedersen, Copenhagen Business School  
Elizabeth Rose, IIM Udaipur  
Saeed Samiee, University of Tulsa  
Grazia D. Santangelo, Copenhagen Business School  
Stephanie Wang, Indiana University

*The JIBS PDW is sponsored by Indiana University and University of Minnesota.*

**AIB Junior Faculty Consortium**

Chairs: Luis Alfonso Dau, Northeastern University and Jisun Yu, Concordia University

Pre-admitted participants only.

*Faculty Mentors:*

Ruth V Aguilera, Northeastern University  
Ulf Andersson, Malardalen University  
Peter Buckley, University of Manchester  
Sea Jin Chang, National University of Singapore  
Andrew Delios, National University of Singapore  
Ajai Gaur, Rutgers University

Hemant Merchant, University of South Florida  
Klaus Meyer, Western University  
Rebecca Piekkari, Aalto University  
Becky Reuber, University of Toronto  
Markus Taussig, Rutgers University  
Mary E. Zellmer-Bruhn, University of Minnesota  
Yan Anthea Zhang, Rice University

*The Junior Faculty Consortium is sponsored by the Boeing Institute of International Business, Saint Louis University*

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**Session 0.1.4 - Pre-Conference Workshop**

Time: 08:00-11:00  
Room: Sapphire 3+4

**AIB/Sheth Doctoral Student Consortium**

Chairs: Jaeyong Song, Seoul National University and Minyuan Zhao, Washington University in St. Louis

Pre-admitted participants only.

*Faculty Panelists and Mentors:*

René Belderbos, KU Leuven  
Gabriel Benito, BI Norwegian Business School  
Ilya Cuypers, Singapore Management University  
Minyoung Kim, Ohio State University  
Seung Hyun Lee, University of Texas at Dallas  
Catherine Magelssen, London Business School  
Xavier Martin, Tilburg University  
Grazia D. Santangelo, Copenhagen Business School  
Paul Vaaler, University of Minnesota  
Danqing Wang, Hong Kong University of Science & Technology  
Changqi Wu, Shandong University  
Srilita Zaheer, University of Minnesota

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**WEDNESDAY, JULY 3 - 11:15-12:00**

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**Session 0.2 - Pre-Conference Workshop**

Time: 11:15-12:00  
Room: Sapphire 3+4

**AIB Consortia Ethics Session: AIB Code of Ethics and Academic Research**

Chair: Chuck Kwok, University of South Carolina

Pre-admitted participants of the pre-conference consortia and PDW only. This session will be open only to participants of the Doctoral Consortium, Junior Faculty Consortium, the JIBS Paper Development Workshop and the JIBP Paper Development Workshop.

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**WEDNESDAY, JULY 3 - 13:00-16:00**

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**Session 0.3 - Pre-Conference Workshop**

Time: 13:00-16:00  
Room: Sapphire 3+4

**AIB Reviewing Workshop**

Chair: Riki Takeuchi, University of Texas at Dallas

Pre-admitted participants of the pre-conference consortia and PDW only. This session will be open only to participants of the Doctoral Consortium, Junior Faculty Consortium, the JIBS Paper Development Workshop and the JIBP Paper Development Workshop.

The workshop will consist of two parts: 1) a panel discussion, featuring a dialogue with journal editors-in-chief and current/former associate editors who have a track record of exemplary reviewing, and 2) a small-group roundtable discussion, facilitated by JIBS' Best Reviewer Award winners, about how to write higher quality review.

*Panel Discussion:*

Rosalie Tung, Simon Fraser University  
Kazuhiro Asakawa, Keio University  
Dan Li, Indiana University  
Lemma Senbet, University of Maryland  
Riki Takeuchi, University of Texas at Dallas

*Round-Table Facilitators:*

Davina Vora, Suny New Paltz  
Lena Zander, Uppsala University  
Nila Nuzula, Universitas Brawijaya  
Sarah Ku, Loyola University Chicago  
Jongmin Lee, Yonsei University

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## WEDNESDAY, JULY 3 - 14:00-16:00

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Track: 17. Networking and Social Events

Time: 14:00-16:00

Room: Pine

### **AIB Component Leaders Meeting**

Chairs: Matt Raskovic, Auckland University of Technology and Vas Taras, University of North Carolina at Greensboro

Discussant: Liena Kano, University of Calgary

This is a closed meeting for AIB Chapter and Shared Interest Group Chairs (or designated representatives).

*Component Representatives:*

Helena Barnard, GIBS, University of Pretoria  
Kristin Brandl, University of Victoria  
Jorge Carneiro, FGV EAESP  
Saba Colakoglu, Georgia Institute of Technology  
Charles Dhanaraj, Georgia State University  
Fabian Jintae Froese, University of Goettingen  
Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government  
Bo Bernhard Nielsen, University of Sydney  
Lukasz Puslecki, Poznan University of Economics and Business  
Subramanyam Raghunath, IIM Bangalore  
Hussain Rammal, University of Adelaide  
Aušrine Šilenskyte, University of Vaasa  
Noemi Sinkovics, University of Glasgow  
Nila Wiese, University of Puget Sound  
Shasha Zhao, University of Surrey

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## WEDNESDAY, JULY 3 - 16:00-17:00

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Track: 17. Networking and Social Events

Time: 16:00-17:00  
Room: Belle-Vue

### Sheth Foundation International Marketing Reception

All faculty and students interested in international marketing and related disciplines are welcome.

This reception is sponsored by the Sheth Foundation.

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Track: 17. Networking and Social Events

Time: 16:00-17:00  
Room: Emerald

### New Members Welcome Event

AIB would like to welcome all new AIB members and first-time conference attendees into our community at this networking event. Board Members and other AIB leaders will be present to welcome and meet our new members.

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## WEDNESDAY, JULY 3 - 17:15-19:30

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**Session 0.6 - Plenary**

Track: 15. Special Sessions

Time: 17:15-19:30  
Room: Crystal Ballroom

### AIB 2024 Opening Plenary

Chair: Catherine Welch, Trinity College Dublin

AIB welcomes you to the AIB 2024 Conference in Seoul. Doors will open at 5:00pm for the opening plenary. A limited number of vouchers for a commemorative AIB 2024 souvenir will be given to early entrants. The souvenirs can be picked up from the designated exhibit desk during the last two days of the conference.

*AIB 2024 Opening Remarks*

Peter Liesch, University of Queensland

*Welcome from the Local Host*

Geon-Cheol Shin, Kyung Hee University

*Welcome from the Mayor of Seoul*

Se-hoon Oh, Mayor of Seoul

*Keynote Remarks: "The UN Sustainable Development Goals (SDGs) in the Dynamic World"*

Ki-moon Ban, 8th Secretary General of the United Nations

*Welcome from the Program Chair*

Catherine Welch, Trinity College Dublin

*Introduction to the AIB Fellows International Executive of the Year Award*

S. Tamer Cavusgil, Georgia State University

Seung Ho Park, Nanyang Technological University

*Keynote Speech by the 2024 Executive of the Year:*

Hyeon-Joo Park, Chairman, Mirae Asset

*Reflections:*

Jay Barney, University of Utah

Paula Caligiuri, Northeastern University

Sea Jin Chang, National University of Singapore

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## WEDNESDAY, JULY 3 - 19:30-21:00

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Track: 17. Networking and Social Events

Time: 19:30-21:00  
Room: Sapphire Ballroom

### Presidential Reception

The Presidential Reception celebrates the opening of the 2024 AIB Conference.

The reception will be held at the Sapphire Ballroom and the 3rd Floor Common Area of Lotte Hotel Seoul after the conclusion of the Opening Plenary.

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## THURSDAY, JULY 4

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## THURSDAY, JULY 4 - 08:00-08:50

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Time: 08:00-08:50  
Room: Belle-Vue

### AIB 2024 Track Chairs Meeting

AIB 2024 Track Chairs only.

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### Session 1.05.2 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50  
Room: Carlton

### Fellows Café 1: Is It Still Interesting to Study the Early Internationalization of New Ventures?

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Becky Reuber, University of Toronto

The field of international entrepreneurship was sparked by the recognition that new ventures were entering foreign markets much earlier than traditional international business theory would predict. Labelled as "international new ventures" or "born globals," they garnered much attention from IB researchers wanting to explain their success, and since then "earlyness" has been a much-studied aspect of the dynamics of internationalization. Almost three decades later, the global economy is very different, which warrants a discussion of whether and how early internationalization is still of interest, and what types of dynamics might supplement or replace it.

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**Session 1.05.3 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor W

**Fellows Café 2: Sustainability and Emerging Markets**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Alvaro Cuervo-Cazurra, Northeastern University

Sustainability is a new imperative for firms, but much of the discussions in advanced economies appear to be about reducing risks and environmental impact. However, given their social development needs, such recommendations may need modification in emerging economies. In this cafe, we will discuss how sustainability research can be advanced by analyzing emerging markets in particular and the role of the context in firms' sustainability strategies in general.

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**Session 1.05.4 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor E

**Fellows Café 3: The 39 Country Initiative: Engaging with our Peers in the World's Poorest Countries**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Charles Dhanaraj, Georgia State University

Paul W. Beamish, Western University

Since 2010, the 39 Country Initiative has been making the enormous Ivey Publishing case study collection available at no cost to university business programs in the world's poorest countries (annual per capita income less than US\$2000.) This session will discuss the multitude of ways in which all AIB members can engage with universities in the 46 eligible countries from a teaching perspective.

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**Session 1.05.5 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Peacock W

**Fellows Café 4: Distance in IB Research**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Tatiana Kostova, University of South Carolina

Sjoerd Beugelsdijk, University of South Carolina

Current state of distance research (based on 3 decades of work using this construct and 2 relatively recent review and meta-analysis articles that we have published in JOM and JIBS) on cultural and institutional distance respectively



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**Session 1.05.6 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Peacock E

**Fellows Café 5: Global Currents: The Four Forces Shaping International Business**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Shige Makino, Kyoto University

In this Cafe session, we will explore the impacts of four major global currents—digitalization, geopolitical challenges, the rise of mega-corporations, and rare events—on international business by examining available data. We will also brainstorm strategies that MNEs can use to effectively navigate these forces, thereby enhancing their growth and resilience in a dynamically evolving global landscape.

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**Session 1.05.7 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Charlotte

**Fellows Café 6: Legitimacy of MNCs**

*Fellows Cafés are open to all conference participants. Join a small group discussion hosted by AIB Fellows and focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Robert Grosse, Arizona State University

Ruth V Aguilera, Northeastern University

I am writing about the idea of a social license to operate (SLO) in the mining sector, and this is quite differentiated from general CSR discussions. I would like to challenge AIB members to think about how MNEs can demonstrate legitimacy in the eyes of governments, local communities, and other stakeholder groups. In other words, what steps can MNEs take to obtain a long-lasting social license to operate from the relevant stakeholders.

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**THURSDAY, JULY 4 - 09:00-10:15**

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**Session 1.1.1 - Special Session**

Track: 15. Special Sessions

Time: 09:00-10:15

Room: Crystal 3

**The Importance of Meaningful and Trustworthy Assessment of English Communication in the International Workplace (Korean Business Executives Special Session Series)**

Chairs: Geon-Cheol Shin, Kyung Hee University and Daekwan Kim, Florida State University

Discussant: Carl Fey, BI Norwegian Business School

*Keynote Speaker:*

Saerhim Oh, ETS

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**Session 1.1.2 - Panel**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Sapphire 4

**Oxford Style Panel Debate on Backlash Against Globalization**

Chairs: Grazia D. Santangelo, Copenhagen Business School and Gabriel Benito, BI Norwegian Business School

Discussant: Stewart Miller, Durham University

*Panelists:*

Gabriel Benito, BI Norwegian Business School  
Stewart Miller, Durham University  
Grazia D. Santangelo, Copenhagen Business School  
Sarianna Lundan, Aalto University  
Christopher Hartwell, ZHAW School of Management and Law  
Jing Li, Simon Fraser University  
Timothy Devinney, Alliance Manchester Business School

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**Session 1.1.3 - Panel**

Track: 3. Finance, Accounting and Corporate Governance

Time: 09:00-10:15

Room: Sapphire 3

**Meeting the JIBS Finance Area Editors**

Chair: Xiaolan Zheng, University of Nottingham Ningbo China

*Meeting the JIBS Finance Area Editors*

William Megginson, University of Oklahoma  
Omrane Guedhami, University of South Carolina  
April Michele Knill, University of South Carolina  
Lemma Senbet, University of Maryland

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**Session 1.1.4 - Panel**

Track: 11. Sustainability in International Business

Time: 09:00-10:15

Room: Sapphire 2

**Multinational Firms and Sustainability in Global Supply Chains**

Chair: Sjoerd Beugelsdijk, University of South Carolina

*Panelists:*

Cheng Li, University of Manitoba  
Stephanie Wang, Indiana University  
Lutz Preuss, Kedge Business School  
Wenjie Liu, City University of Hong Kong

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**Session 1.1.5 - Panel**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 09:00-10:15

Room: Sapphire 1

**EM-SIG: Challenges and Gains of Doing Qualitative Research in Emerging Markets**

Chairs: Helena Barnard, GIBS, University of Pretoria and Fang Lee Cooke, Monash University

*Panelists:*

Helena Barnard, GIBS, University of Pretoria  
Fang Lee Cooke, Monash University  
Roberta Aguzzoli, Durham University  
Aloysius Marcus Kahindi, University of Victoria  
Charlie Stevens, Rutgers University  
Afonso Fleury, University of São Paulo  
Maria Tereza Leme Fleury, EAESP FGV  
Melodena Stephens, Mohammed Bin Rashid School of Government

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**Session 1.1.6 - Competitive**

Track: 1. Internationalization and Entrepreneurship

Time: 09:00-10:15

Room: Pine

**Learning and Capability Development in Firm Internationalization**

Chair: Hyejin Cho, Farmingdale State College SUNY

*Post-Entry Changes: Unraveling Home Base Diversity and Learning Effects on Commitment Increases*

Carmen Friedinger, Vienna University of Economics and Business

Michael Herbert Wolfesberger, Vienna University of Economics and Business

*Understanding the Role of Organizational Learning in Developing Resilience to Enhance the Internationalization Success of Entrepreneurial Firms Undergoing Multiple External Shocks*

Visitha Induja Amaratunge, Edith Cowan University

Pi-Shen Seet, Edith Cowan University

Jalleh Sharafizad, Edith Cowan University

*Leveraging Dynamic Capabilities for SME Internationalization in Deprived Areas: The Roles of Co-Creation and Technological Advancement*

Razieh Sadraei, Coventry University

Vahid Jafari-Sadeghi, Aston University

Arun Sukumar, Birmingham City University

Omid Aliasghar, University of Auckland

Reza Marvi, Aston University

*Recovering From Failure: Problemistic Search for Re-Internationalization*

Honglan Yu, University of Huddersfield

Margaret Fletcher, University of Glasgow

Trevor Buck, University of Glasgow

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**Session 1.1.7 - Competitive**

Track: 13. Theme: Digital Globalization of Cultural Industries

Time: 09:00-10:15

Room: Emerald 3

**Local Track: Digital Globalization of Cultural Industries: Korea vs. Other Countries**

Chair: Mark Whitaker, SUNY Korea

*How Do Formal and Informal Institutions Affect Unethical Activities in the Digital World? New Evidence in the Global Music Industry*

Noman Shaheer, University of Sydney

Ryan Tang, Griffith University

Jing Yu (Gracy) Yang, University of Sydney

*Framing Organizational Dynamics in the Creative Economy: Insights and Typologies*

Xinli Huang, University of Sheffield

*The Expansion of Korean Film Industry to China Through Korea-China Film Co-Productions*

Hwy-Chang Moon, aSSIST University

Wenyan Yin, aSSIST University

*Synergizing Solutions: Intense Problem Solving and Knowledge Transfers in Culturally Diverse IJVs*

Chansoo Park, Memorial University of Newfoundland

Young-Rae Kim, University of Finance and Economics

Magdalyn A. Knopp, Memorial University of Newfoundland

Tom Cooper, Memorial University of Newfoundland

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**Session 1.1.8 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 09:00-10:15

Room: Emerald 2

**Effects of Languages in International Business**

Chair: Sivakumar Venkataramany, Ashland University

*Language Management and Language Choice in SMEs: Case Study From Slovenian SMEs*

Zhonghui Ding, University of Ljubljana

Darja Saksida Bogataj, University of Ljubljana

*From Words to Bonds: The Influence of Language Barriers on Communication and Familiarity in Teams*

Helene Tenzer, Ludwig Maximilians University Munich

Markus Pudelko, University of Tübingen

*Imprinted Language Policy in Post-Colonialism: Unraveling the Tapestry of Language Policies in MNEs and Their Efficiency Paradigms*

Hang Yuan, Waseda University

Hao Liu, Waseda University

Jesper Edman, Waseda University

*Speechless Abroad? A Meta-Analytic Synthesis of the Influence of Foreign Language Proficiency on Work-Related Outcomes*

Ida-Anna Thiele, Otto von Guericke University Magdeburg

Christopher Schlaegel, Otto von Guericke University Magdeburg

*Why Skilled Migrants Leave Host Countries? The Belongingness Theory Perspective of Local Language Proficiency, Sense of Belonging, Social Support, and Host Country Exit*

Vesa Peltokorpi, Hiroshima University

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**Session 1.1.9 - Competitive**

Track: 6. Gender and Diversity

Time: 09:00-10:15

Room: Emerald 1

**Diversity Dynamics: Culture, Challenges and Change**

Chair: Seemab Farooqi, University of Dundee

*Cultural Variation in Hiring People with Disabilities: A Theory and Preliminary Test*

Cordula Barzanthy, Toulouse Business School

David C. Thomas, Simon Fraser University

Aminat Muibi, University of Victoria

Anna Jui-chuan Hsu, Xi'an Jiaotong-Liverpool University

Bjørn Z. Ekelund, Human Factors

Mathea Wasvik, Human Factors

*Transformation in the Contextual Use of Diversity Discourse in the Context of Technological Change: Word-Embeddings Reveal Increasing Clarity About Use of Demographic Diversity Discourse but Reduced Clarity About Thought Diversity*

Xiaode Ji, Hong Kong Polytechnic University

Abhishek Sheetal, Hong Kong Polytechnic University

*Unleashing the Power of Local Value Chain Interventions: Accelerating Livelihood Upgrading to Empower Women in Fragile Contexts*

Shengwen Li, Queen's University

Anthony Goerzen, Queen's University

*Opportunity in Disguise? Examining Career Paths of Female Directors Following Glass Cliff Assignments*

Xiaoxu Zhang, University of St. Gallen

Wei Lin, University of St. Gallen

Winfried Ruigrok, University of St. Gallen

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**Session 1.1.10 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Berkeley

**Navigating Environmental Turbulence**

Chair: Faisal Ahmed, FORE School of Management

*Economic Sanctions and Effects on Third Countries' Businesses: Strategies to Maximize Opportunities and Avoid Threats*

Quyên Thao Dang, RMIT University  
Hussain Rammal, University of Adelaide  
Pavlina Jasovska, University of Technology Sydney  
Santiago Velasquez, RMIT University

*How MNEs Reconfigure Their Resources Amid the US-China Rivalry*

Injae Jeon, Korea University  
Min Jung Kim, University of Illinois at Urbana-Champaign  
Jon J. Moon, Korea University

*We're Out of Here: An Exploratory Study of Family Firm De-internationalization Decisions*

Alex Brinkmeier, Saint Louis University  
Lauren Drury, University of Wisconsin-Whitewater  
YeonJae Choi, Saint Louis University

*Global Pandemic Shocks, Foreign Exposure and Firm Productivity: Evidence From Korean Firm-Level Data*

Jong In Sun, Korea University  
Ju Hyun Pyun, Korea University

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**Session 1.1.11 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 09:00-10:15

Room: Belle-Vue

**Entrepreneurship and Creativity in International Business**

Chair: Ronaldo Parente, Florida International University

*More than Money: The Effects of Family Motivation on the Meanings of Work, Organizational Citizenship Behavior, and Creativity*

Huiyao Liao, Chinese University of Hong Kong  
Dan Yang, Xi'an Jiaotong Liverpool University  
Zhaopeng Liu, Shandong University  
I-Heng (Ray) Wu, University of South Alabama  
Thomas Ptashnik, Providence College

*Is Closer Kinship better? Kinship Intensity and Innovation Investment in Family Firms during Intergenerational Succession*

Xiaomei Li, Tianjin University  
Lifeng Liu, Tianjin University  
Yanfang Huo, Tianjin University

*Immigrant CEOs' Cultural Distances and Firms' Corporate Social (Ir)responsibility*

Xuefei Yu, University of Hong Kong  
Yi Tang, University of Hong Kong  
David H. Weng, California State University, Fullerton

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**Session 1.1.12 - Interactive**

Track: 2. Marketing Strategy and Consumer Behavior

Time: 09:00-10:15

Room: Carlton

**Creating Brands and Products in the Global Market**

Chair: Ashok Som, ESEEC Business School

*Exploring the Transformation Process Towards Brand Value Co-creation: Case Study of a Corporate Heritage Brand in Taiwan*

Chao-Chin Huang, National Pingtung University of Science and Technology

*Unveiling Counterfeit Luxury Dynamics: Exploring the Impact of Counterfeit Purchase on Brand-Self Distance Reduction*

Jieqiong Ma, Hofstra University

Jie Yang, University of Texas at Tyler

*The Impact of Causation and Effectuation on Export Marketing Strategy and Performance of Micro and Small Brazilian Enterprises*

Reynaldo Dannecker Cunha, Instituto Mauá de Tecnologia

Thelma Valeria Rocha, ESPM/SP

*National Identity Salience Increases Trust in National Products via In-group Bias and Collective Self-Esteem*

Mike Chao, William Paterson University

Xuehua Wang, Tongji University

Nancy Yifeng Chen, Lingnan University

*Does National Culture Influence Consumer Responses Towards Anthropomorphized Products? The Moderating Role of Masculinity and Femininity*

Saejoon Kim, California State University, Stanislaus

Junhee Kim, California State University, Stanislaus

Dong-Jun Min, University of New Orleans

Boryana V. Dimitrova, Drexel University

Brent Smith, Emerson College

*Interplay of Brand Name and Brand Origin on Willingness to Buy the Brand : Comparison Study of USA and South Korea*

Sangwon Lee, Ball State University

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### **Session 1.1.13 - Interactive**

Time: 09:00-10:15

Track: 5. HRM, Leadership and Cross-Cultural Management

Room: Astor W

## **Different Leadership Styles and Their Effects in Management**

Chair: Allan Bird, Goa Institute of Management

*How Does Adaptive Leadership Foster Employee's Goal Directed-Energy and Resilience in Environmental Turbulence?*

Marina Latukha, Ecole de Management Leonard de Vinci

Kaifeng Yan, St. Petersburg State University

Yunxin Luo, St. Petersburg State University

*Humanistic Leadership: A New Leadership Paradigm for the Future*

Boxiang Lin, University of Nottingham Ningbo China

Qing Qu, Tsinghua University

Pingping Fu, University of Nottingham Ningbo China

Chao-chuan Chen, Rutgers University

Jih-Yu Mao, University of Nottingham Ningbo China

Bo Yang, University of Nottingham Ningbo China

*Navigating Through Major Events: The Role of Paradoxical Leadership Traits*

Liguo Xu, Xi'an Jiaotong University

Pingping Fu, University of Nottingham Ningbo China

Xianjing Zheng, Xi'an Jiaotong University

*Transferability of Chinese Leadership Styles to Western Europe: A Dual-stage Moderated Mediation Model Linking Benevolent Leadership and Employee Interpersonal Citizenship Behaviors*

Yue Hu, Vrije Universiteit Amsterdam

Oli Mihalache, Vrije Universiteit Amsterdam

*How Transformational Leadership Reduce Job Burnout through Job Insecurity in Uncertain Environments?*

Yixiao Zhou, Chongqing University

Aihua Chen, Chongqing University  
Linchun Wu, Chongqing University

*CSR Perceptions As Drivers of Employee Engagement: The Role of Top Management Trustworthiness and Responsible Leadership*

Marlene Gruber, WU Vienna  
Günter K. Stahl, WU Vienna  
Jürgen Deller, Leuphana University Lüneburg

*Leader-Member Exchange and Differentiation Across Cultures: Insights From a Vigilance Perspective*

Daejeong Choi, University of Melbourne  
Mladen Adamovic, King's College London  
Scott Seibert, Rutgers University  
Maria Kraimer, Rutgers University

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**Session 1.1.14 - Interactive**

Track: 6. Gender and Diversity

Time: 09:00-10:15

Room: Astor E

**Beyond Barriers: Navigating Diversity, Inclusion, and Ethics in Global Contexts**

Chair: Matt Raskovic, Auckland University of Technology

*Coping Strategies to Language Barriers in Physical and Virtual Spaces: Double-edged Sword of Virtuality on Inclusion of Linguistic Minorities*

Hilla Back, Aalto University  
Philipp Back, Aalto University

*The Surprising Dark Side of MNCs' CSR Engagement: Dynamics Between National Culture and Gender*

Mihwa Seong, University of St. Gallen  
Kiera Dempsey-Brench, Trinity College Dublin  
Amanda Shantz, University of St. Gallen

*Lay Beliefs of the Ethical Decision Quality Advantage for Diverse Groups*

Sunyoung Kim, Kedge Business School  
Mario Pandelaere, Virginia Tech

*Hidden Stories: Interplay Between Career Shocks and Personal Agency in the Global Career Development of Women*

Seonyoung Hwang, Royal Holloway University of London  
Cristina Gibson, Pepperdine University  
Rebecca Piekkari, Aalto University  
Yingying Zhang Zhang, International University of Japan

*Moving beyond Delinking, Decoloniality and the Pluriverse: Reflections on the 'Decolonizing International Business' Debate*

Stefan Zagelmeyer, University of Manchester

*Individuals' Feelings of Inclusion in Global Virtual Teams: A Social Identity Approach*

Luisa Wicht, Friedrich-Alexander University Erlangen-Nürnberg  
Sina A. Kraus, ESCP Business School Berlin

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**Session 1.1.15 - Interactive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 09:00-10:15

Room: Peacock W

**Business and Performance in Emerging Markets and EMNEs**

Chair: Wenxin Guo, University of North Georgia

*The Interplay of Community-based Social Capital and Neighbourhood Dynamics in Enhancing SMEs' Resilience During Crises: A fsQCA Approach*

Arash Sadeghi, University of Leicester  
Taimaz Larimian, Loughborough University

*Relative Advantage and Chinese multinational enterprise*



Bozong Yuan, University of International Business and Economics

*The Internationalization Process of the World's Largest Condom Maker: A Business History Perspective*  
Yen Nie Yong, Kyoto University

*The Positive Effect of Camouflage Signal: An Empirical Study of Chinese Listed Firms*  
Yin Ye, University of Macau  
Yukun Feng, University of Macau

*Weak Patent Signals and Their Impact on Firm Performance*  
Syed Azhar Jafri, IIT Bombay  
Snehal Awate, Indian Institute of Technology Bombay

*Reforms and Reversals: Re-examining the Impact of Pro-Market Policies on Profitability*  
Bruno Buscariollo, FGV EAESP  
Jorge Carneiro, FGV EAESP  
Luis Alfonso Dau, Northeastern University  
Elizabeth Moore, Northeastern University

*When Does Real Options Reasoning Benefit Firm Survival and When Does It Not? The Boundary Condition of Firms' Imitation Propensity*  
Renfei Gao, University of Manchester  
Stephen Zhang, University of Adelaide

*How and When Business Group Identity Affects Affiliate Performance*  
Steven Lui, University of New South Wales  
Chia-Ling (Eunice) Liu, National Taiwan University

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**Session 1.1.16 - Interactive**

Time: 09:00-10:15

Track: 14. Theme: Dynamics, Change, and Processes in IB

Room: Peacock E

**MNE Strategy, Innovation and Competitive Advantage**

Chair: Majid Ghorbani, China Europe International Business School

*Run not Walk: Advanced Red Queen Effect and Mutual Forbearance Effect in Multimarket Contact*  
Chun-Chien Lin, National Chin-Yi University of Technology  
Yu-Ching Chiao, National Chung Hsing University

*Examining the Internationalization of the Korean Economy over 1998 - 2019: Determinants of Outward FDI*  
Yama Temouri, Khalifa University  
Farok Contractor, Rutgers University  
Jae-Yeon Kim, Swansea University  
Vijay Pereira, NEOMA Business School

*International Business and Organizational Innovation: An Agenda for Future Research*  
Jill Juergensen, University of Surrey  
Rajneesh Narula, University of Reading

*Subsidiary Relocation and Performance of Multinational Enterprises (MNEs)*  
Eunsuk Hong, SOAS University of London  
In Hyeock (Ian) Lee, Loyola University Chicago

*Speed of Institutional Distance Change and De-internationalization for Multinational Enterprises (MNEs)*  
Yumin Cao, University of Macau  
Lin Yuan, University of Macau  
Xiaoyun Chen, University of Macau

*Latecomers from Catch-up to Leapfrogging: The Role of Competitors in Passing through Cycles*  
Xiaobo Wu, Zhejiang University  
Lin Yao, Zhejiang University  
Ziyan Tan, Zhejiang University

*The Transformational Outcomes of Digitalization in International Firms: Conceptual Development From Integrated Literature Review*



Hanh Pham, University of Leeds  
Sam Li, Salford University  
Ormar Altabbaa, University of Leeds  
Pawan Budhwar, Aston University

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## THURSDAY, JULY 4 - 10:15-10:45

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Time: 10:15-10:45  
Room: Crystal 1+2+Foyer

### Coffee Break

Refreshments will be provided for conference participants.

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## THURSDAY, JULY 4 - 10:45-12:00

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### Session 1.2.1 - Panel

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 10:45-12:00

Room: Crystal 3

### **Navigating Global Value Chains: Strategies and Adaptations by Korean Multinationals in the Post-Pandemic Era (Korean Business Executives Special Session Series)**

Chair: Jaeyong Song, Seoul National University

#### *Panelists:*

Seokmin Park, Corporate VP, Global Operations Team, Samsung Electronics  
Seungse Chang, Corporate Senior VP, Chemical Business Management Team, LG Corporation  
Joon Choi, Executive VP, Head of Global Growth Strategy, SK Hynix  
Carlos Ka, VP, Head of Global Sales Support Sub-Division, Hyundai Motor

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### Session 1.2.2 - Panel

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Sapphire 4

### **Industrial Policy and Global Value Chains in an Era of Disruptions**

Chair: Pavida Pananond, Thammasat University

#### *Panelists:*

Pavida Pananond, Thammasat University  
Geoffrey Jones, Harvard University  
Tony Fang, Stockholm University  
Alvaro Cuervo-Cazurra, Northeastern University  
Steven Altman, New York University

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### Session 1.2.3 - Panel

Track: 7. Teaching and Education

Time: 10:45-12:00

Room: Sapphire 3

### **An Open Innovation Partnership to Embed the SDGs in the Curriculum: The Sustainable International Business Poster Competition**

Chairs: Elizabeth Yi Wang, University of Leeds and Rob van Tulder, Erasmus University

#### *Panelists:*

Stefan Zagelmeyer, University of Manchester

David Schulzmann, University of Leeds  
Daojuan Wang, Aalborg University  
Xiaohua Yang, University of San Francisco

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**Session 1.2.4 - Competitive**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 10:45-12:00

Room: Sapphire 2

**Uncertainty, Institutional Change and Firms' Responses**

Chair: Jeremy Clegg, University of Leeds

*Real Option Portfolios and the Theory of the Multinational Enterprise: Understanding Traditional and Non-Traditional Modes*

Stewart Miller, Durham University  
Lenos Trigeorgis, Durham University

*Perceived Uncertainty of US-China Decoupling and the Option To Defer Investment Among Chinese Publicly-Listed Firms*

Liang Shao, Radford University  
Zaiyang Xie, Zhejiang University of Technology  
Liang Wang, University of San Francisco  
Yixin Qiu, University of Galway

*How the Uncertainty Associated with Social Issues Influences the Returns of Corporate Philanthropy*

Luis Ballesteros, Boston University  
Tyler Wry, University of Pennsylvania

*Follow the Leader or Not: Firms' Renaming Strategy in Nascent and Growth Stages of the Digital Field*

Tianyu Gong, Tongji University  
Xiaowei Rose Luo, INSEAD  
Yijia Tang, Rice University

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**Session 1.2.5 - Panel**

Track: 8. Research Methods and Theorizing

Time: 10:45-12:00

Room: Sapphire 1

**Paradox Theory: A Theoretical Lens for Examining the Complexities of International Business Research**

Chair: Jacqueline Mees-Buss, University of New South Wales  
Discussant: Eleanor Westney, Massachusetts Institute of Technology

*Panelists:*

Jacqueline Mees-Buss, University of New South Wales  
Eleanor Westney, Massachusetts Institute of Technology  
Josh Wheatly Keller, University of New South Wales  
Rikke Kristine Nielsen, Aalborg University  
Monica Ren, Macquarie University  
Sitong Michelle Chen, Auckland University of Technology

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**Session 1.2.6 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 10:45-12:00

Room: Pine

**Dynamics in Sustainable Global Value Chains**

Chair: Marc Oberhauser, ESCP Business School

*Supply-Chain Restructuring Using the "China-Plus-One" Strategy: The Push-Pull-Mooring Perspective*

Chih-An Lin, Fu Jen Catholic University

Yu-Yuan Shih, National Taiwan Normal University  
Meng-Chun Liu, Chung-Hua Institution for Economic Research

*GVC Governance Transitions and MNE Performance: The Role of Network Dependence and Liabilities of Fragmentation*

Bo Bernhard Nielsen, University of Sydney  
Sarah McWilliam, University of Sydney

*Volatility, Uncertainty, Complexity, and Ambiguity in the Cannabis Global Value Chains: An Exploratory Study*

Manolito Hibanada, Uppsala University / HEC Montreal

*The Third-Country Impact of the US-China Trade War on Vietnamese Firms: A Global Value Chains Perspective*

Longzhou Wang, University of Alberta  
Runjuan Liu, University of Alberta  
Richard Beason, University of Alberta  
Phuong Thao Nguyen, Meiji University

*Does Transparency Moderate the Relationship Between Supply Network Embeddedness and Firm Innovation?*

Xiaomei Li, Tianjin University  
Xinyi Yang, Tianjin University  
Yanfang Huo, Tianjin University  
Yicong Geng, Tianjin University

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**Session 1.2.7 - Competitive**

Track: 3. Finance, Accounting and Corporate Governance

Time: 10:45-12:00

Room: Emerald 3

**ESG Frontiers in Global Finance**

Chair: Yongtae Kim, Santa Clara University

*ESG and Financial Performance: Dynamic Relationship Across Emerging and Developed Markets*

Sana Tauseef, IBA Karachi  
Raza Sabih, IBA Karachi

*Corporate Environmental Responsibility and Firm Risk: Multinational Corporation's Perspectives*

Hoje Jo, Santa Clara University  
Jimi Kim, University of New South Wales

*Esg and Cross-Border M&A Duration: The Moderating Role of Host Countries' Institutional Quality*

Xin Zhang, Tongji University  
Peien Chen, Tongji University  
Yuanyuan Hu, Tongji University  
Jun Xu, DePaul University

*Green or Mean? Sovereign Wealth Fund Ownership and Firm ESG Reputation Risk*

Biwesh Neupane, University of Strathclyde  
Hisham Farag, University of Birmingham  
Andrew Marshall, University of Strathclyde  
Santosh Koirala, University of Birmingham

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**Session 1.2.8 - Competitive**

Track: 11. Sustainability in International Business

Time: 10:45-12:00

Room: Emerald 2

**Disruptions and Innovations for Global Sustainability**

Chair: Eun Sun Godwin, University of Wolverhampton

*Disruptive Innovations and CSR: An Exploratory Study*

Theresa Bernhard, Friedrich-Alexander University Erlangen-Nürnberg  
Laura Kirste, Friedrich-Alexander University Erlangen-Nürnberg

*Artificial Intelligence and Climate Actions in Global Supply Chains*

Wenjie Liu, City University of Hong Kong

Ying Zhao, City University of Hong Kong  
Jonathan Doh, Villanova University

*The Business of Undertaking Social Innovation: A Capability-Based Approach to the Involvement of MNCs in Social Innovation*

Olivia Kang, Mälardalen University  
Christine Holmström-Lind, Uppsala University  
Anna Ljung, Linköping University

*An Industry 4.0-Enabled Circular Economy Transition Framework*

Agnes Toth-Peter, Queensland University of Technology  
Rui Torres de Oliveira, Queensland University of Technology  
Shane Mathews, Queensland University of Technology  
Leonie Barner, Queensland University of Technology  
Sandra Figueira, University of Queensland

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**Session 1.2.9 - Competitive**

Track: 12. Knowledge, Innovation, and Technology

Time: 10:45-12:00  
Room: Emerald 1

**Navigating Uncertainties in Global Innovation**

Chair: Axèle Giroud, University of Manchester

*Surviving Economic Disruptions: Examining the Resilience Factors in MNE Subsidiaries*

Omid Aliasghar, University of Auckland  
Kazuhiro Asakawa, Keio University  
Pedro Mendi, Universidad de Navarra  
C. Annique Un, Northeastern University

*What Drives Multinationals' Climate Innovation? The Role of Climate Risk and Climate Policy Exposure*

Aurora Genin, Indiana University  
Juan Bu, Indiana University

*The Effect of Pandemic Uncertainty on Innovation Types: Insights From the Global Market*

Yin Ye, University of Macau  
Anni Liu, University of Macau

*A Double-Edged Sword? Exploring the Impact of Cross-border Patent Litigation on Multinational's Innovation Performance Under Global Competition*

Yutong Liu, Zhejiang University  
Yulan Shen, Zhejiang University  
Jian Du, Zhejiang University

*Are Learning Races Good or Bad for Collaborative Breakthrough Innovation?*

Viktor Fredrich, Vienna University of Economics and Business  
Jan Hendrik Fisch, Vienna University of Economics and Business

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**Session 1.2.10 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 10:45-12:00  
Room: Berkeley

**Emerging Markets and SME Internationalization**

Chair: Yen Tran, Heriot-Watt University

*Foreignness in Emerging Markets: The Case of International New Ventures in China*

Anna Lupina-Wegener, ZHAW School of Management and Law  
Güldem Karamustafa-Köse, HEG Arc// HES-SO University of Applied Sciences Western Switzerland  
Gangfeng Zhang, Zhejiang University

*Stock Market Liberalization and Internationalization of Small and Medium-Sized Enterprises*

Lerong He, State University of New York at Geneseo

Liting Fang, Fuzhou University  
Liyang Huang, Wuyi University

*Antitrust Legislation and Product Market Internationalization of SMEs from Emerging Economies*  
Zhihong Wen, University of Sydney  
Huan Zhang, University of Sydney

*Does Specialization Matter for Internationalization? Evidence from Niche Leaders*  
Yiyun Luo, Zhejiang University  
Aiqi Wu, Zhejiang University  
Xiaoting Wang, Zhejiang Gongshang University  
Bo Wu, Zhejiang Gongshang University  
Xiaotong Zhong, Capital University of Economics and Business

*When Does Starting Unregistered Impact Foreign Entry Speed? Evidence From Developing Country SMEs*  
Sandeep Yadav, IIM Bangalore

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### Session 1.2.11 - Panel

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 10:45-12:00

Room: Belle-Vue

## Challenges and Approaches to Conducting International Business Research in Southeast Asia

Chairs: Andrew Delios, National University of Singapore and George White, University of Michigan-Flint

### Panelists:

George White, University of Michigan-Flint  
Andrew Delios, National University of Singapore  
Asda Chintakananda, National Institute of Development Administration (NIDA)  
Roberto Martin Galang, Ateneo de Manila University  
Christiaan Roell, UNSW Sydney  
Markus Taussig, Rutgers University  
Amonrat Thoumrungroje, Mahidol University

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### Session 1.2.12 - Interactive

Track: 1. Internationalization and Entrepreneurship

Time: 10:45-12:00

Room: Carlton

## SMEs and Internationalization

Chair: Florian Becker-Ritterspach, HTW Berlin

*SMEs in International Settings: The Role of Leadership on Innovation and Value Ethics*  
Nuttawuth Muenjohn, University of Bradford  
Adela McMurry, Flinders University

*Capable and Connected - Entrepreneurial Competencies and Relationship Quality's Impact among International Logistics SME Owners in an Emerging Transition Economy*  
Minh Anderson, Edith Cowan University  
Pi-Shen Seet, Edith Cowan University  
Ferry Jie, Edith Cowan University

*SME Entry in Emerging Markets: Local Visibility and the Attraction of Suitable Local Partners*  
Claudio De Mattos, University of Huddersfield  
Laura Salciuviene, University of Birmingham  
Thomas Burgess, University of Leeds

*SMEs-Based Ecosystem in the Cross-Countries Intention: Emerging SME as Focal Actor*  
Cut Ima Setiawati, Yuan Ze University  
Ming-Chao Wang, Yuan Ze University

*A Culturally Contingent View of the RBV in SMEs Internationalization*  
Norbert Sipos, University of Pecs

Rachida Aissaoui, Ohio University

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**Session 1.2.13 - Interactive**

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Astor W

**Navigating Political Landscapes: Strategies for Business Resilience**

Chair: Yulia Muratova, Aarhus University

*Connected to a Sinking Ship? The Effect of Political Violence on the Market Perceptions of Political Connections*

Christopher Hartwell, ZHAW School of Management and Law

*Holding Back the Damage: Strong Political Institutions and the Effect of Populism on Business Investment*

Margherita Corina, NEOMA Business School

Alfonso Carballo, NEOMA Business School

*Strategic Consequences of Democratic Backsliding: An Examination of the Trump Effect on Firm Regulatory Risk*

Yifan Wei, University of Manitoba

Jinyuan Song, George Mason University

Timothy Werner, University of Texas at Austin

Nan Jia, University of Southern California

*MNEs' Entry under Political Turbulence: The Role of Government Regulations*

Kantatouj Amaranonta, National Institute of Development Administration (NIDA)

*Identifying and Modelling the Actors of Political Risk for MNEs*

Soumya Tiwari, FORE School of Management

Faisal Ahmed, FORE School of Management

Rahul Pratap Singh Kaurav, FORE School of Management

*Organization and Management in Communist Capitalism*

Garry Bruton, Texas Christian University

Mike Peng, University of Texas at Dallas

Jia Shen, University of Texas at Dallas

Charlie Stevens, Rutgers University

Hubert Zydorek, University of Texas at Dallas

*The Internationalization Resilience of Chinese State-Owned Enterprises*

Bing Wu, East China University of Science and Technology

Ping Deng, Cleveland State University

Hao Wu, East China University of Science and Technology

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**Session 1.2.14 - Interactive**

Track: 12. Knowledge, Innovation, and Technology

Time: 10:45-12:00

Room: Astor E

**Artificial Intelligence, Digitalisation and Internationalisation**

Chair: Michael Murphree, University of Sydney

*Internationalisation Driving Digitalisation: A Novel Perspective*

Hanh Pham, University of Leeds

Sam Li, Salford University

*Institutional Factors Pertaining to National Artificial Intelligence Levels: Focusing on Social Capital's Moderating Effect*

Hyoungsuk Lee, Kookmin University

Hyungjun Seo, Inha University

Fu-Sheng Tsai, Cheng Shiu University

*How Data Governance and Corporate Culture Influence the Effect of AI on Firm Performance*

Antonio Bräunche, University of Münster

Thomas Schäper, University of Münster

*Cultural Tightness and its Effects on AI Reliance in AI-Augmented Decision-making*

Jelena Cerar, WU Vienna

Chiara Fabrizi, WU Vienna

Phillip Nell, WU Vienna

*Information Overload, Perceived Distance, and Artificial Intelligence: An Experimental Study*

Andrea Vergeiner, Vienna University of Economics and Business

Thomas Lindner, University of Innsbruck / Copenhagen Business School

*Artificial Intelligence for International Business: Its Use, Challenges, and Suggestions for Future Research and Practice*

Jane Menzies, University of the Sunshine Coast

Bianka Sabert, University of the Sunshine Coast

Rohail Hassan, Universiti Utara Malaysia

Prince Kofi Mensah, University of Ghana

*Institutional Perspectives on AI Capability and Internationalization Performance: The Moderating Role of Province Market Development and Cultural Distance*

Yi-An Chen, National Chengchi University

Na Dong, Japan Advanced Institute of Science and Technology

*The Role of Modularity in Artificial Intelligence Systems and Firm Internationalization*

Rakibul Hasan, University of Vaasa

Arto Ojala, University of Vaasa

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**Session 1.2.15 - Interactive**

Track: 7. Teaching and Education

Time: 10:45-12:00

Room: Peacock W

**Bridging Theory and Practice in IB Education**

Chair: Elzotbek Rustambekov, Bryant University

*The Role of International Study Tour in Teaching IB in Executive MBA Program – Case Study of ‘Mission to China’ Course in MBA-SGH Program*

Rafal Mrówka, SGH Warsaw School of Economics

Maria Aluchna, SGH Warsaw School of Economics

Mikolaj Pindelski, SGH Warsaw School of Economics

*Barbie Unboxed: Navigating Successes, Failures, and Gender Equality in International Business*

Jing Betty Feng, Farmingdale State College SUNY

Sue Moon, Farmingdale State College SUNY

Hyejin Cho, Farmingdale State College SUNY

Ebru Ulusoy, Farmingdale State College SUNY

*Bridging the Gap – Bringing Industry Practice into the IB Classroom*

Swati Nagar, University of Sydney

*Impact of University-Business Linkages on International Business Competence: In-Service Training Perspective*

Christopher Boafo, Leipzig University

Utz Dornberger, Leipzig University

Nathaniel Boso, Kwame Nkrumah University of Science and Technology

*Corporate Language Fluency and Differences in the Evaluation of Teachers in an International Branch Campus*

Shea X. Fan, Deakin University

Fei Zhu, University of Nottingham Ningbo China

Anne-Wil Harzing, Middlesex University London

Shirley Tay, RMIT University

*Encouraging Cooperation Between University and Business Through Challenge-Based Learning: Motivations, Expectations, and Benefits*



Jurgita Sekliuckiene, Kaunas University of Technology  
Egidijus Rybakovas, Kaunas University of Technology  
Rimgaile Vaitkiene, Kaunas University of Technology

*Yellowdig Discussion Boards As Communities of Inquiry: The Impact of Instructor Participation on the Quality of Online Student Discourse*

Eva Alfoldi, University of Delaware

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### Session 1.2.16 - Interactive

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 10:45-12:00

Room: Peacock E

## Expatriation, Repatriation, and Cross-Border Careers

Chair: Markus Pudelko, University of Tübingen

*History, Geography, Power Imbalances and Parallel Narratives: Brazilian Expatriation in Postcolonial Portugal*

Denise R. Quatrin, Fundação Getúlio Vargas

Roberta Aguzzoli, Durham University

Chris Brewster, Henley Business School

Jorge Lengler, Durham University

*The Expat Exodus - the Impact of Political Unrest and COVID-19 On Expatriate Assignments in Hong Kong*

Ji-Won Song, University of Edinburgh

Katrina Song, University of Edinburgh

*Out-Group or In-Group? The Categorization of Self-Initiated Expatriates by Local Colleagues in China*

Milad Jannesari, University of New South Wales

Andrew J. Dhaenens, University of New South Wales

Sanders Karin, University of New South Wales

*Localizing Management and Subsidiary Performance: The Roles of Short-Term Expatriates and Digitalization*

Joonghak Lee, Gachon University

Rita Fontinha, University of Reading

*Career Aspirations, Networking Behaviors, and Career-Related Outcomes: Foreign Academics in Higher Education Institutions*

Vesa Peltokorpi, Hiroshima University

*The Influence of Country-of-Origin Image on Organizational Attractiveness: The Moderating Role of Industry and Host-Country Context*

Thanh Nguyen, University of Economics Ho Chi Minh City

Fabian Jintae Froese, University of Goettingen

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### Session 1.2.17 - Special Session

Track: 16. Clinics and Cafés

Time: 10:45-12:00

Room: Charlotte

## Sustainability SIG Café 1: Embedding Sustainability in International Business Education: a Research Agenda

The session begins with interactive discussions on challenges and opportunities to embed sustainability in international business education. The session then introduces opportunities to develop papers for the AIB SIG/ AIB T&E special issue on Preparing Leaders to Tackle Grand Challenges in the Journal of Management Education (JME). Focusing on the aims of the special issue, the short workshop discusses ways to develop an academic journal article for JME in particular but applicable to management education journals in general. The aim is to help ensure that scholars come closer to the goal of publishing their scholarship of teaching and learning work and incorporating sustainability-focused international business education in their research portfolio. Participants are encouraged to bring along draft papers (at any stage of writing) to discuss ways of developing them for submission to the special issue. While the short workshop component is specifically designed to support scholars aiming to submit a paper for consideration in the JME special issue, those who have a general interest in developing their scholarship of IB teaching and learning portfolio are also welcome to attend.



*Café Facilitators:*

Sandra Seno Alday, University of Sydney  
Maria Vasileva Ilieva, University of Leeds

*The Sustainability SIG Cafés are organized by AIB's Sustainability Shared Interest Group.*

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## THURSDAY, JULY 4 - 12:00-13:00

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Time: 12:00-13:00  
Room: Crystal 1+2+Foyer

### Light Lunch

A light lunch will be provided for conference participants on the ground floor common area.

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Time: 12:00-13:00  
Room: Sapphire 1

### JIBS Editorial Board Meeting

Chair: Rosalie Tung, Simon Fraser University

JIBS Editorial Board Members onl

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## THURSDAY, JULY 4 - 13:00-14:15

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### Session 1.3.1 - Special Session

Track: 15. Special Sessions

Time: 13:00-14:15  
Room: Crystal 3

### World Changer BBQ: A Case of Global Business Innovation (Korean Business Executives Special Session Series)

Chairs: Geon-Cheol Shin, Kyung Hee University and Gary Knight, Willamette University  
Discussants: Yujin Kim, Sogang University and Hyun-Chae Park, Chonnam National University

*Keynote Speaker:*

Hong-Geun Yoon, Chairman, Genesis BBQ Group

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### Session 1.3.2 - Panel

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 13:00-14:15  
Room: Sapphire 4

### Ethics in Cross-Cultural Management – How Do We Move Beyond Moral Universalism and Cultural Relativism?

Chairs: Sabrina Goestl, Ivey Business School and Tobias Grünfelder, Zeppelin University Friedrichshafen

*Panelists:*

Sabrina Goestl, Ivey Business School  
Tobias Grünfelder, Zeppelin University Friedrichshafen  
Saba Colakoglu, Georgia Institute of Technology  
Rikke Kristine Nielsen, Aalborg University  
Shengwen Li, Queen's University  
Martha Maznevski, Western University  
Günter K. Stahl, WU Vienna

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**Session 1.3.3 - Panel**  
Track: 15. Special Sessions

Time: 13:00-14:15  
Room: Sapphire 3

**Scholarship of Teaching & Learning (SoTL): Learning from SoTL editors and Scholars**

Chairs: Narentheren Kaliappen, Universiti Utara Malaysia and Jing Betty Feng, Farmingdale State College  
SUNY

*Panelists:*

Narentheren Kaliappen, Universiti Utara Malaysia  
Jing Betty Feng, Farmingdale State College SUNY  
Clarice Kogut, PUC-Rio  
Jennifer S.A. Leigh, Nazareth University  
Barbara Larson, Northeastern University  
Yinglu (Elle) Wu, John Carroll University

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**Session 1.3.4 - Panel**  
Track: 12. Knowledge, Innovation, and Technology

Time: 13:00-14:15  
Room: Sapphire 2

**Data Governance Diversity: The New Challenge of MNE in the Digital Era**

Chairs: David Schulzmann, University of Leeds and Charles Dhanaraj, Georgia State University

*Panelists:*

David Schulzmann, University of Leeds  
Charles Dhanaraj, Georgia State University  
Rudolf Sinkovics, University of Glasgow  
Marina Papanastasiou, University of Leeds  
Liang Chen, Singapore Management University  
Sheila M. Puffer, Northeastern University

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**Session 1.3.5 - Panel**  
Track: 8. Research Methods and Theorizing

Time: 13:00-14:15  
Room: Sapphire 1

**Advancing the Science of IB: Lessons and Best Practices for Replication Research in International Business**

Chair: Xavier Martin, Tilburg University

*Panelists:*

Xavier Martin, Tilburg University  
Sungyong Chang, London Business School  
Andrew Delios, National University of Singapore  
Ajai Gaur, Rutgers University

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**Session 1.3.6 - Competitive**  
Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 13:00-14:15  
Room: Pine

**Rethinking Space and Place in International Business Research**

Chair: Florian Becker-Ritterspach, HTW Berlin

*Global Cities, Cosmopolitanism, and Organizational Culture*

Torben Pedersen, Copenhagen Business School  
Christian Geisler Asmussen, Copenhagen Business School  
Anthony Goerzen, Queen's University

*Theorizing the Sustainable Headquarters Building: Narratives on Future-Oriented Place-Making*

Tiina Anna-Maria Ritvala, Aalto University  
Rebecca Piekkari, Aalto University  
Dina Myllymäki, Aalto University  
Riku Reunamäki, University of Helsinki

*Problematizing Space in International Business Research: Towards a Social Production of Space*

Emmanuella Plakoyiannaki, University of Vienna  
Bareerah Hafeez Hoorani, Radboud University  
Eriikka Paavilainen-Mäntymäki, University of Turku  
Tiina Anna-Maria Ritvala, Aalto University

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### **Session 1.3.7 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 13:00-14:15

Room: Emerald 3

### **Unpacking EMNEs' Cross-Border Acquisitions**

Chair: Jan Knoerich, King's College London

*Emerging Economy Multinational Enterprises (EMNEs) and Foreign Acquisitions: Intra-Regional and Intra-Sectoral Effects on the Deal Completion Speed of Foreign Acquisitions*

Eunsuk Hong, SOAS University of London  
In Hyeock (Ian) Lee, Loyola University Chicago

*The Role of State Capitalism in Explaining the Performance of Cross-border Acquisitions from Emerging Market Multinationals: Evidence from China*

Shuang Hu, Zhejiang Gongshang University  
Saileshsingh Gunessee, University of Nottingham Ningbo China

*Impact of Cross-national Differences in the Human Rights and Acquisition Experience on Emerging Market Multinationals' Cross-border Acquisitions*

Rekha Rao-Nicholson, University of Essex  
Yifan Zhong, University of Western Australia

*Synergies or Stalemates? The Interplay of Market and Non-Market Strategies in Chinese Cross-Border Acquisitions*

Kamyar Goudarzi, College of Charleston  
Dimitrija Kalanoski, University of Manchester  
Yanze Liang, University of Nottingham Ningbo China

*Theorizing about Emerging Multinationals' Acquisitions*

Mike Peng, University of Texas at Dallas  
Joyce Wang, Texas State University  
En Xie, Tongji University  
Sergey Lebedev, Kennesaw State University  
Hubert Zydorek, University of Texas at Dallas

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### **Session 1.3.8 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 13:00-14:15

Room: Emerald 2

### **FDI Strategy and Performance**

Chair: Anna Grosman, Loughborough University

*A Firm-Level Analysis of "Indirect" FDI: The Case of the Global Network of Japanese MNEs*

Kozo Kiyota, Keio University, REITI, and TCER  
Kiyohiko Ito, University of Hawaii at Manoa

*Why Stop Now? The Institutional Deterrence Effect and FDI into Tax Havens*

Giulio Nardella, ESCP Business School

Johan Rewilak, University of South Carolina  
Chris Jones, Aston University  
Yama Temouri, Khalifa University  
Stephen Brammer, University of Bath

*Race from the Bottom: Environmental Pollution and Multinationals' Foreign Investment*

Juan Bu, Indiana University  
Aurora Genin, Indiana University

*Internationalization Speed and Scope: The Contingent Value of FDI on Long-term Energy Transition Strategies*

Junmin Park, Korea University  
Jongik Chang, Korea University  
Hyoungjin Lee, Kookmin University  
Chris Changwha Chung, Korea University

*Subnational Dynamics: Unraveling FDI Performance in Global Cities and Beyond*

Laura Weiss, University of St. Gallen  
Bjoern Ambos, University of St.Gallen

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**Session 1.3.9 - Competitive**

Track: 11. Sustainability in International Business

Time: 13:00-14:15

Room: Emerald 1

**Sustainability Strategies and Market Responses**

Chair: Abderaouf Bouguerra, University of Surrey

*A Meta-analytical Review of Organizations' Non-market Responses to Performance Feedback*

Yang Xiao, Nanyang Technological University  
Eugene Soon Lee Kang, Nanyang Technological University

*The Effect of Firm Foreignness on Market Reaction to Firms' CSI*

Qiwen Yu, Tongji University  
Heli Wang, Singapore Management University

*The Business Horizon of Emeralds: Navigating the Tradeoffs of Sustainability Commitments*

Addis Gedefaw Birhanu, Emlyon Business School  
Tao Han, Emlyon Business School

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**Session 1.3.10 - Special Session**

Track: 15. Special Sessions

Time: 13:00-14:15

Room: Berkeley

**AJBS Conference Best Papers Session**

Chair: Tamiko Kasahara, University of Shizuoka / Bentley University

Presentations by the Best Paper nominees from the Association of Japanese Studies (AJBS) conference which was held right before the AIB conference.

*Investigating the Impact of the Strategic Tripod and Moderation of Experience on Equity Ownership in Japanese Trading Companies' Subsidiaries*

Mario Henrique Ogasavara, ESPM  
Denner Honda Passos, ESPM  
Fabio Cassio-de-Souza, ESPM

*Career Aspirations, Internal and External Networking Behaviors, and Career-Related Outcomes: Foreign Academics in Japan*

Vesa Peltokorpi, Hiroshima University

*I Deserve It! Qualification Signaling as CEOs' Reactions to Pay Disclosure Mandates*

Han Zhang, Waseda University

Hitoshi Mitsuhashi, Waseda University

*Exploring the Rise and Fall of Markets: The Empirical Study of Inter-Market Networks in the Japanese Chemical Industry*

Yuma Ozawa, Tokyo University of Science

Akitsu Oe, Tokyo University of Science

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**Session 1.3.11 - Special Session**

Track: 15. Special Sessions

Time: 13:00-14:15

Room: Belle-Vue

**Marketing Master Class A: Publishing in International Marketing: Preparing and Submitting Manuscripts to Academic Journals**

Chair: Kelly Hewett, University of Tennessee

Facilitator: Kelly Hewett, Editor-in-Chief, Journal of International Marketing

Research and publications in scholarly IB journals are vitally important to an individual's growth, development, and success in academia. Various philosophical approaches underpin international business (IB) research. A key challenge to researching and writing scholarly work is developing the theoretical dimension of academic research papers. In this master class, I will explain the role of philosophy and theory, and the critical skills involved in identifying and including appropriate theory in research articles. I will also discuss developing novel theoretical contributions in IB research.

*These Master Classes are being offered through the generous contributions of the Sheth Foundation.*

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**Session 1.3.12 - Interactive**

Track: 3. Finance, Accounting and Corporate Governance

Time: 13:00-14:15

Room: Carlton

**Corporate Governance & Finance**

Chair: Daniel S. Andrews, Georgia State University

*Too Much Minority Shareholder Protection?*

Angelo Maria Solarino, University of Durham

Tao Bai, University of Queensland

*Deterrence and Displacement in Offshore Trade: Evidence from the Panama Papers Leak*

April Michele Knill, University of South Carolina

Ray Fisman, Boston University

Mark Buckwalter, Florida State University

Sergey Mityakov, Florida State University

*Foreign Ownership and Litigation Risk: Heterogeneity in Foreign Investors*

Xuchang Chen, Peking University

Changqi Wu, Shandong University

*State Ancestry and Fiscal Capacity*

Moyi Cheng, University of Nottingham Ningbo China

Sadok El Ghouli, University of Alberta

Omrane Guedhami, University of South Carolina

Robert Nash, Wake Forest University

Xiaolan Zheng, University of Nottingham Ningbo China

*Family Firms' Orientation to International Acquisitions: An Empirical Investigation on Family Leaders, Family Generations and International Distances*

Antonio Majocchi, Luiss University - Rome

Francesca Romana Arduino, Luiss University - Rome

Alessandro Zattoni, Luiss University - Rome

*Corporate Donations and Investment Efficiency: The Value of Director Independence*

Yupeng Yang, Xiamen University  
Xiaoyuan Liu, Xiamen University  
Zhe Shen, Xiamen University  
Liu Wang, Providence College

*The Impact of International Sanctions on MNEs' Strategies and Performance: Accounting as a Method Theory*

Olga Golubeva, Stockholm University  
Tony Fang, Stockholm University

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**Session 1.3.13 - Interactive**

Time: 13:00-14:15

Track: 14. Theme: Dynamics, Change, and Processes in IB

Room: Astor W

**Dynamics, Change, and Processes in MNEs**

Chair: Paul Ryan, Trinity College Dublin

*Looking Back to Discover Dynamism – Performance Implications of Internationalization on Finnish Forest Industry Companies: A Historical Analysis*

Pasi Kristian Sajasalo, University of Jyväskylä

*The Evolution of Strategy in Financial Services Subsidiaries: A Process Study*

Niall O'Riordan, Trinity College Dublin

*A Dialectic Process Perspective on a Subsidiary Initiative*

Katarina Lagerström, Uppsala University  
Anna Bengtson, Uppsala University  
Roger Schweizer, University of Gothenburg

*The Dynamics of Global Marketing: A Case Study of International Alpine Resort in Hokkaido, Japan*

Chihiro Nakayama, Meiji University

*Lateral Rigidity and Microfoundational Perspectives in Firm Internationalization: Revisiting Reijo Luostarinen's Insights*

Aleksi Niittymies, Aalto University

*Between Chaos and Order: Unraveling the Dynamics of Multinational Corporations as Complex Adaptive Systems*

Sokol Celo, Suffolk University

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**Session 1.3.14 - Interactive**

Time: 13:00-14:15

Track: 1. Internationalization and Entrepreneurship

Room: Astor E

**New Venture Internationalization**

Chair: Niina Nummela, University of Turku

*Synchronized Strategies: International New Technology Ventures' Decision-making in Innovation and Global Expansion*

Arto Ojala, University of Vaasa  
Pertti Wathen, University of Vaasa  
Masoud Karami, University of Otago

*The Effect of Immigration Policy on Founding Location Choice: Evidence from Canada's Start-up Visa Program*

Saerom (Ronnie) Lee, University of Pennsylvania  
Britta Glennon, University of Pennsylvania

*Entrepreneur Gender, Managerial Discretion, and New Venture Internationalization*

Di Song, University of Electronic Science and Technology of China  
Xuan Huang, University of Nottingham Ningbo China  
Shengxi Yang, Sichuan University

*Liability of Foreignness of Entrepreneurial Firms: Immigrant-Founded Ventures in the U.S.*

Anastasia Bailey, Rutgers University  
Benjamin Campbell, Ohio State University

*Geographical Dynamics and Cohort Influences: Unravelling the Impact of Accelerators on Venture Performance*  
Pramendra Singh Tank, IIM Ahmedabad  
Devanshi Agarwal, IIM Ahmedabad  
Sumit Jaiswal, IIM Ahmedabad

*How to Swim with Sharks? Domestic Entrepreneurial Firms' Partnership Strategy with Established Firms after Technologically Advanced Foreign Firm Entry*  
Wanyu Xu, National University of Singapore  
Kenneth Huang, National University of Singapore

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**Session 1.3.15 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 13:00-14:15

Room: Peacock W

**Strategic Responses to Global Dynamics**

Chair: Michael Murphree, University of Sydney

*Balancing the Interdependencies: How Firms Use the Rhetoric as a Strategic Tool*

Yi Ying, Chinese University of Hong Kong  
Xufei Ma, Chinese University of Hong Kong

*SME Linkages and Upgrading in the Global Value Chain: Field Evidence From the Tiruppur Garment Cluster*

Pushkar Pushp, FORE School of Management  
Faisal Ahmed, FORE School of Management  
Sudeep Subramanian, FORE School of Management

*Variations in Suppliers' Resilience Strategies to Adverse Political Environments Across Different Subnational Regions*

Umair Choksy, University of Stirling  
Ismail Golgeci, Aarhus University  
Muhammad Naveed Khan, University of Kent  
Zaheer Khan, University of Aberdeen  
Zarak Mirza, University of Kent

*Vertical R&D Collaboration and Selection of Recurrent Partners in the Automotive GVC*

Yoo Jung Ha, University of York

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**Session 1.3.16 - Interactive**

Track: 6. Gender and Diversity

Time: 13:00-14:15

Room: Peacock E

**Global Leadership Diversity: Challenges and Impacts**

Chair: Andre Pekerti, University of Queensland

*The Impact of Corporate Political Activities on Board Gender Diversity: The Moderating Role of Gendered Culture*

Amir Shoham, Temple University  
SangMook Lee, Penn State Great Valley University  
Shlomo Tarba, University of Birmingham  
Pervez Ghauri, University of Birmingham

*Bridging the Gender Gap: Legal Egalitarianism and Women's Managerial Representation across Nations*

Nara Jeong, San Francisco State University  
Nari Kim, CUNY Lehman College

*The "Queen Bee" and Firm Performance: Examining the Impact of Woman CEO Awards*

Chenli Yin, Xiamen University Malaysia  
Liming Zhao, Macquarie University

*Female Directors, CSR Reporting and Performance of Russian Firms: Are Internationalized Firms Different From Domestic Ones?*

Yulia Aray, Saint Petersburg University  
Anna Veselova, HSE University

*Board Diversity and Firm Performance: The Role of CEO Personal Range*

Saneesh Edacherian, University of Birmingham Dubai  
Amit Karna, IIM Ahmedabad  
Klaus Uhlenbruck, University of Montana  
Sunil Sharma, IIM Ahmedabad

*An Overlooked Source of Talent in Corporate Expatriation: Female Employees and the Role of Supervisors*

Chun-Hsiao Wang, National Central University  
Chun-Hsien Lee, National Kaohsiung Normal University

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**Session 1.3.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 13:00-14:15

Room: Charlotte

**Teaching Café 1: Innovators Helping Others Unlock Teaching Innovation**

Several proven innovators, who have been recognized for their pedagogical contributions by AIB, will lead this Teaching Café on unlocking teaching innovation. The focus of this session will be on helping participants unlock and foster a sense of innovation in their own teaching. The facilitators will guide and mentor the participants with brief examples of teaching innovations and will help them tackle the common teaching challenges to be addressed.

*Teaching Café Facilitators:*

Roberto Garcia, Indiana University  
Edward Yihuai Wang, Georgia State University  
Mourad Dakhli, Georgia State University  
Jelena Cerar, WU Vienna

*The Teaching Cafés are organized by AIB's Teaching & Education Shared Interest Group.*

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**THURSDAY, JULY 4 - 14:15-14:30**

Time: 14:15-14:30

**Break**

Short break to facilitate transition between sessions. No refreshment service will be provided.

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**THURSDAY, JULY 4 - 14:30-15:45**

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**Session 1.4.1 - Special Session**

Track: 15. Special Sessions

Time: 14:30-15:45

Room: Crystal 3

**Hansae: Fast Fashion Globalization to Glocalization (Korean Business Executives Special Session Series)**

Chairs: Paul Hong, University of Toledo and Gyoung-Gyu Choi, Dongguk University  
Discussants: Ravi Ramamurti, Northeastern University and Lynn Pyun, Ewha Womans University

*Keynote Speaker:*

Jun K. Chung, Vice President of Strategy and Planning, Hansae



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**Session 1.4.2 - Special Session**

Track: 15. Special Sessions

Time: 14:30-15:45

Room: Sapphire 4

**AIB Fellows International Educator of the Year Special Session**

Chair: Carl Fey, BI Norwegian Business School

*Introduction to the AIB Fellows International Educator of the Year Award*

S. Tamer Cavusgil, Georgia State University

*Keynote Speech by the 2024 International Educator of the Year:*

Frank Bournois, CEIBS China Europe International Business School

*Reflections:*

Shameen Prashantham, China Europe International Business School

Sebastien Point, EM Strasbourg Business School

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**Session 1.4.3 - Panel**

Track: 7. Teaching and Education

Time: 14:30-15:45

Room: Sapphire 3

**Using AI to Teach IB and Develop IB Curricula**

Chair: Ravi Sarathy, Northeastern University

*Panelists:*

Ravi Sarathy, Northeastern University

Yongsun Paik, Loyola Marymount University

Len Treviño, Florida Atlantic University

William Newburry, Florida International University

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**Session 1.4.4 - Panel**

Track: 15. Special Sessions

Time: 14:30-15:45

Room: Sapphire 2

**Adapting to Change: Innovative Marketing Strategies in an Era of Global Disruptions and Digital Transformation**

Chair: Kiwoong Yoo, University of Tennessee

*Panelists:*

Kiwoong Yoo, University of Tennessee

Daekwan Kim, Florida State University

Timo Mandler, Toulouse Business School

Brianna JeeWon Paulich, University of South Florida

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**Session 1.4.5 - Panel**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 14:30-15:45

Room: Sapphire 1

**What Can History Tell Us About International Business in a Fractured World?**

Chairs: Teresa da Silva Lopes, University of York and Attila Yaprak, Wayne State University

*Panelists:*

Attila Yaprak, Wayne State University

Teresa da Silva Lopes, University of York

Geoffrey Jones, Harvard University

Alain Verbeke, University of Calgary

Timothy Devinney, Alliance Manchester Business School

Takafumi Kurosawa, Kyoto University

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**Session 1.4.6 - Competitive**

Track: 11. Sustainability in International Business

Time: 14:30-15:45

Room: Pine

**Local and Beyond: MNEs and Host Country Dynamics**

Chair: Tazeeb Rajwani, University of Surrey

*MNE Organizing for Sustainability Challenges: Bringing in Transnational Social Space and Transnational Social Communities*

Lutz Preuss, Kedge Business School

Ralf Barkemeyer, Kedge Business School

*Subsidiary Autonomy and MNE Subsidiary's Local CSR Performance in the Host Country*

Mengyang Wang, Huazhong University of Science and Technology

Jiaxuan Li, Huazhong University of Science and Technology

Jialin Du, Renmin University of China

*MNE Challenges in Fulfilling Sustainability Expectations of Local Communities in Developing Countries: Evidence From Mining in Ghana*

Standford Nartey, Ghana Institute of Management and Public Administration (GIMPA)

Ellis L.C. Osabutey, Northumbria University

*Vicarious Interstate Conflict Involving the Host Country and ESG of MNE Subsidiaries*

Nan Zhou, Tongji University

Jingoo Kang, NYU Abu Dhabi

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**Session 1.4.7 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 14:30-15:45

Room: Emerald 3

**Location and Internationalization**

Chair: Yameng Zhang, Xi'an Jiaotong-Liverpool University

*MNE Space and Subnational Location Choice*

Yong Wang, Southwest Jiaotong University

Shu Yu, Monash University

Xiaotao Yao, Xi'an Jiaotong University

Yi Tang, University of Hong Kong

*Rethinking Insidership in Internationalization: Asset or Liability?*

Mikael Hilmersson, University of Gothenburg

Andrea Runfola, University of Perugia

Matilde Milanese, University of Florence

Simone Guercini, University of Florence

*Additive Manufacturing and the Global Localization of Manufacturing*

Filip De Beule, KU Leuven

Ari Van Assche, HEC Montreal

*Knowledge Agglomeration and FDI Location Choice: Sub-national Evidence from the UK*

Meng Song, University of Leeds

*Financial Strategies of Multinational Enterprises in response to a Non-Market Event*

Adeniyi Damilola Olarewaju, Maynooth University

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**Session 1.4.8 - Competitive**

Time: 14:30-15:45

Track: 5. HRM, Leadership and Cross-Cultural Management

Room: Emerald 2

**Leadership in International Business**

Chair: Allan Bird, Goa Institute of Management

*CEO Types and Firms' Internationalization Speed: The Contingent Role of CFO Types*

Sebastian Baldermann, Vrije Universiteit Amsterdam

Stefan Schmid, ESCP Business School Berlin

*Does E-leadership Facilitate Job Performance? A Comparative Study Between Taiwan and the United Kingdom*

Mavis Yi-Ching Chen, National Taiwan Normal University

Nien-Chi Liu, National Taiwan University

*A Process Model of Responsible Leadership*

Pingping Fu, University of Nottingham Ningbo China

Wenjie Ye, University of Nottingham Ningbo China

Jih-Yu Mao, University of Nottingham Ningbo China

*The Challenging Leadership of Global Virtual Teams: The Criticality of Achieved Leadership Status for Team**Output*

Lena Zander, Uppsala University

Audra I. Mockaitis, Maynooth University

Peter Zettinig, Turku University

Stephan Gerschewski, Heriot-Watt University

*Deviant Followers Across Cultures: An Investigation of Destructive Leadership, Workplace Deviance, and National Context*

Katherine Alexander, Loyola University Chicago

Jeremy Mackey, Auburn University

Charn McAllister, Northern Arizona University

Parker Ellen, Mississippi State University

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**Session 1.4.9 - Competitive**

Time: 14:30-15:45

Track: 1. Internationalization and Entrepreneurship

Room: Emerald 1

**International Entrepreneurship and International New Ventures**

Chair: Pi-Shen Seet, Edith Cowan University

*Domestic versus Foreign Listing: The Role of Local VC Firms*

Tao Wang, University of Bristol

*International New Ventures and Born Globals: An Extended Conceptualization & Synthesis of Cross-disciplinary Theories*

Srinivas Rajesh Upadhyayula, IIM Kozhikode

Madhurima Basu, IIM Kozhikode

*Motivation and Embeddedness of Corporate International Social Ventures*

Jie Chen, Hong Kong Metropolitan University

*Decision-Making Logics in the Internationalization of Innovative Firms: Insights from French firms*

Dora Triki, ESCE International Business School

Magdalena Brunel, ESCE International Business School

*Refugee Remittances and Transnational Entrepreneurship in Less Developed Countries*

William Peter Laramy, University of Minnesota

Paul Vaaler, University of Minnesota

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**Session 1.4.10 - Competitive**

Time: 14:30-15:45

## Family Firms in Emerging Markets

Chair: Christian Tabi Amponsah, Yorkville University

### *Family Firm Internationalization: Does Organizational Ambidexterity Matter?*

Chia-Wen Hsu, National Chung Cheng University

### *The Paradox of Reluctance and Excellence: An Analysis of Emerging Market Family Firms' (EMFFs) Internationalization Strategies*

Asimabha Bhowmick, XLRI-Xavier School of Management

Arindam Mondal, XLRI-Xavier School of Management

### *Born-Family, Acquired-Family, and Born-again-Family Firms—A Typology of Family Firms*

Bin Liu, Xiamen University

### *Shift From Exports to FDI: The Case of Indian Family Firms*

Asimabha Bhowmick, XLRI-Xavier School of Management

Arindam Mondal, XLRI-Xavier School of Management

Somnath Lahiri, Illinois State University

Avimanyu (Avi) Datta, Illinois State University

Shah Nawaz Ashraf, Africa Business School, UM6P

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## Session 1.4.11 - Competitive

Time: 14:30-15:45

Track: 12. Knowledge, Innovation, and Technology

Room: Belle-Vue

## Networks for Innovation and Global Open Innovation

Chair: Noman Shaheer, University of Sydney

### *Does It Pay to be Embedded? International Trade Network Embeddedness and Corporate Innovation*

Yangyang Chen, City University of Hong Kong

Fangfang Hou, Xiamen University

Congshan Li, Xiamen University

Yue Luo, Nanjing University of Finance and Economics

### *Structural Holes and Innovation: Focus on Local and International Networks in Biomedicine Business*

Abdulrahman Chikhouni, Mount Royal University

Mehdi Farashahi, Concordia University

Amon Simba, Nottingham Trent University

### *Legitimacy Gaining or Damaging? Cross-border Patent Selling under Techno-nationalism*

Chen Zhang, Dalian University of Technology

Tao Bai, University of Queensland

### *Implementation of Open Innovation Strategies in Time of Crisis: A Comparison Between Domestic and International Firms*

Patryk Dziurski, SGH Warsaw School of Economics

Wioletta Mierzejewska, SGH Warsaw School of Economics

Jurgita Sekliuckiene, Kaunas University of Technology

Emilia Tomczyk, SGH Warsaw School of Economics

### *The Two-Way Relationship Between Innovation and Internationalization: A Meta-Analytical Review and Future Directions*

Suqin Shen, Guangdong University of Technology

Sunil Venaik, University of Queensland

Yunxia Zhu, University of Queensland

Qiaoya Tan, Tongji University

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## Session 1.4.12 - Interactive

Time: 14:30-15:45

## **Dynamic Strategies in a Changing Environment**

Chair: Bin Zhang, Beijing University of Posts and Telecommunications

*Customer Cultural Cognition and Supplier ESG Performance: Evidence from Global Supply Chain Relationships*  
Zhihan Shen, Capital University of Economics and Business

*The Behavioral Theory of the Firm Across Cultures*  
Ali Alipour, Ozyegin University  
Remzi Gözübüyük, Sabanci University  
Xavier Castañer, University of Lausanne

*How Do Multinational Enterprises Respond to Selective De-Globalization: Substantial, Balanced, Symbolic or No Decoupling Strategy?*

Xuemeng Liu, Victoria University of Wellington  
Joel Hassan, Victoria University of Wellington  
Hongzhi Gao, Victoria University of Wellington  
Revti Raman Sharma, Victoria University of Wellington

*Ownership Structure, National Institutions and Digital Service Innovation: A Configurational Study of Global Telecom Operators*

Bin Zhang, Beijing University of Posts and Telecommunications  
Yumeng Wang, Beijing University of Posts and Telecommunications  
Wassim Jalil, Beijing University of Posts and Telecommunications

*China, Global Value Chains and the Middle Income Trap*

Michael Murphree, University of Sydney  
Dan Breznitz, University of Toronto

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### **Session 1.4.13 - Interactive**

Time: 14:30-15:45

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Astor W

## **Cross-Border Mergers & Acquisitions by EMNEs**

Chair: Dimitrija Kalanoski, University of Manchester

*Unpacking the Effect of Dependence Asymmetry on Acquirers' Performance of Cross-Border Acquisition: A Bilateral Perspective*

Qiuxia Zheng, Shandong University  
Jian Du, Zhejiang University

*Foreign Acquisitions by Emerging Market Firms and Home Market Performance*

Sathyajit Gubbi, BITS School of Management

*Foolish Spending? — A Comparative Study on the Characteristics of Chinese Enterprises' Cross-Border Mergers and Acquisitions*

Ruchen Shao, Zhejiang University

*Decision, Completion, Integration and Performance of Chinese Cross-border Mergers and Acquisitions: Toward A Process-based View*

Shuang Hu, Zhejiang Gongshang University  
Saileshsingh Gunessee, University of Nottingham Ningbo China

*How Boundary Spanners Facilitate Post-Merger Integration Conducted by EMNEs*

Xiaomeng Liu, University of Nottingham Ningbo China  
Peter Ping Li, Copenhagen Business School; Xiamen University; Dongbei University of Finance and Economics  
Steven Shijin Zhou, University of Nottingham Ningbo China

*Managing Acquired Firm Power in the Reverse Knowledge Transfer Process of Chinese International M&As*

Qi Ai, Brunel University London  
Shaowei He, University of Northampton

*Contingent Value of Political Connections in Cross-border Acquisitions of Emerging Economy Firms*  
Wenjun Tu, Ningbo University  
Lei Li, University of Nottingham Ningbo China

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**Session 1.4.14 - Interactive**

Time: 14:30-15:45

Track: 3. Finance, Accounting and Corporate Governance

Room: Astor E

**CSR & Sustainable Finance**

Chair: Yongtae Kim, Santa Clara University

*Exploring the Relationship Between Financial Reporting Quality and Managerial CSR Engagement by Revealing Institutional Investor Trading Preferences*

Heng-Yu Chang, Chang Gung University

Yi-Chen Chen, Chang Gung University

*Board Gender Diversity and Firms' Environmental Initiatives in a Developing Economy*

Pingyi Lou, Fudan University

Nongnapat Thosuwanchot, Chulalongkorn University

Chenyu Wu, Shanghai University of Finance and Economics

*Executive Shareholdings, External Governance and Corporate Social Responsibility*

Jing Zhou, Southwestern University of Finance and Economics

Kaiwen Wu, Southwestern University of Finance and Economics

*On the Foundations of Green Bonds*

Jamil Jaballah, Grenoble Ecole de Management

Mohammed Benlemlih, EM Normandie

Imane El Ouadghiri, Léonard de Vinci Pôle Universitaire

Jonathan Peillex, ICD International Business School

*From Campus to Corporation: Corporate Donations to Universities and Labor Efficiency*

Zhe Shen, Xiamen University

Yupeng Yang, Xiamen University

Wentao Yao, Xiamen University

*Reconstructing Stakeholder Trust – The Case of a Japanese MNC*

Maria Vasileva Ilieva, University of Leeds

Niina Nummela, University of Turku

Jin-ichiro Yamada, Kyoto University

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**Session 1.4.15 - Interactive**

Time: 14:30-15:45

Track: 12. Knowledge, Innovation, and Technology

Room: Peacock W

**Cross-Border Knowledge Governance and Learning in the MNC**

Chair: Kazuhiro Asakawa, Keio University

*Learning From the Past: Experiential Learning, Added Geographic Distance, and Foreign Commitment*

Carmen Friedinger, Vienna University of Economics and Business

Vera Kunczer, Luiss University - Rome

*How Has International Knowledge Connectivity Affected National Technological Specialization in the Information Age?*

Wenli Ding-Elliott, Rutgers University

John Cantwell, Rutgers University

*Searching, Learning, Expanding: How Experiential Diversity Affects International Search From Performance-Aspiration Gap*

Tae Young Park, Yonsei University

Yong Suhk Pak, Yonsei University

*How Does Learning-by-Exporting Occur? Examination of Chinese Exporting Manufacturing Firms*

Yeyanran Ge, University of Nottingham Ningbo China

*Unlocking Cross-Border Knowledge: Driving R&D Collaboration Beyond Institutional Borders*

Chenxi Wan, University of Sunderland  
Carlos M.P. Sousa, Molde University College  
Jorge Lengler, Durham University

*Pre-entry Knowledge of Entrepreneurs and Market Strategy*

Seojin Kim, Drexel University

*Technological Accumulation of MNE and the Search for Local Original Knowledge*

Yen-Chen Ho, National Chung Hsing University  
Anna Spadvecchia, University of Strathclyde

*Trade Liberalization, Firm Innovation and Absorptive Capacity: Evidence from China*

Huanyang Xu, Peking University

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### **Session 1.4.16 - Interactive**

Track: 1. Internationalization and Entrepreneurship

Time: 14:30-15:45

Room: Peacock E

### **Cross Country Digital entrepreneurship and Platforms**

Chair: Tomoki Sekiguchi, Kyoto University

*Are Digital Platforms That Different? The Internationalization of Netflix in a Sequence-Shot*

José Pla-Barber, University of Valencia  
Ana Botella-Andreu, University of Valencia  
Andrea Pallás-Rocafull, University of Valencia

*Exploring Loose Coupling Theory in the Internationalization of Digital Platform Providers*

Arto Ojala, University of Vaasa  
Sara Fraccastoro, University of Eastern Finland  
Mika Gabrielsson, Hanken School of Economics

*The Role of Digitalisation in Theorising New Venture Internationalisation*

Marine Mograbyan, University of Oxford  
Erkko Autio, Imperial College London

*Two Business Models Under One Roof. The Importance of Digitalization in the Eyes of Women Entrepreneurs in Ghandruk Village, Nepal*

Sunanda Ale Sharma, Kathmandu University School of Management  
Michal Zdziarski, University of Warsaw  
Mike Troilo, University of Tulsa  
Srawan Kumar KC, Kathmandu University School of Management  
Binayak Malla, Kathmandu University School of Management

*Penrose Revisited: The International Scaling of a Digital Business Model*

Maria Hviding, BI Norwegian Business School

*Externalization of SME Sellers via Digital Platforms*

Fan Wang, Saint Louis University  
Keith Brouthers, King's College London  
Nitish Singh, Saint Louis University  
Sumit Kundu, Florida International University

*SME International Marketing Capabilities: A Review and Empirical Validation*

Attila Zsolt Berky, WU Vienna

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### **Session 1.4.17 - Special Session**

Time: 14:30-15:45

## Research Methods Clinic 1: Meta-analysis

Chair: Angelo Maria Solarino, University of Durham

A comprehensive method clinic on meta-analysis in IB, where we will explore meta-analysis essential concepts, practical steps and best practices, the role of transparency, and exemplary applications. This session will provide valuable insights and strategies to synthesize research findings, ensuring rigorous and impactful theoretical contributions.

This session is organized by the *AIB Research Methods SIG*.

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## THURSDAY, JULY 4 - 15:45-16:15

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Time: 15:45-16:15

Room: Crystal 1+2+Foyer

### Coffee Break

Refreshments will be provided for conference participants.

*This coffee break is sponsored by the University of Vienna in honor of the winner of the Best Research Methods Paper Award, an award managed by the Research Methods SIG. The award presentation will take place during the coffee break.*

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## THURSDAY, JULY 4 - 16:15-17:30

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### Session 1.5.1 - Special Session

Track: 15. Special Sessions

Time: 16:15-17:30

Room: Crystal 3

### Korea's Trade Policy: Changes and Tasks (Korean Business Executives Special Session Series)

Chairs: Yeon Ho Lee, Yonsei University and Robert Grosse, Arizona State University

Discussants: Jooyoung Kwak, Yonsei University and Chol Lee, Sogang University

#### Introduction:

Inkyo Cheong, Minister for Trade, Republic of Korea

#### Keynote Speaker:

Byung Nae Yang, Deputy Minister for Trade, Republic of Korea

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### Session 1.5.2 - Panel

Track: 4. Global Strategy, Organization and Value Chains

Time: 16:15-17:30

Room: Sapphire 4

### The (Ir)relevance of 'International Experience': A Discussion of International Experience, Its Organizational Outcomes and Its Implications for Resource Based View (RBV) Thinking

Chair: Liena Kano, University of Calgary

#### Panelists:

Liena Kano, University of Calgary

Jean-Luc Arregle, Emlyon Business School

Jay Barney, University of Utah



Thomas Hutzschenreuter, Technical University of Munich  
Andre Sammartino, University of Melbourne

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**Session 1.5.3 - Panel**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 16:15-17:30

Room: Sapphire 3

**Multinational Enterprises and Their Impact on Local Communities**

Chairs: Pervez Ghauri, University of Birmingham and Axèle Giroud, University of Manchester

*Panelists:*

Pervez Ghauri, University of Birmingham  
Axèle Giroud, University of Manchester  
Jorge Carneiro, FGV EAESP  
Maria Alejandra Gonzalez-Perez, Universidad EAFIT  
Taewoo Roh, Hanyang University  
Ricardo Augusto Martins, HYUNDAI Motor Central

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**Session 1.5.4 - Panel**

Track: 11. Sustainability in International Business

Time: 16:15-17:30

Room: Sapphire 2

**Sustainable Technology Applications in International Business**

Chair: Rudolf Sinkovics, University of Glasgow

*Panelists:*

Rudolf Sinkovics, University of Glasgow  
Aušrinė Šilenskyte, University of Vaasa  
Charles Dhanaraj, Georgia State University  
Eduardo Acosta Llano, University of Oulu  
Jurgita Butkeviciene, Vilnius University  
Rob van Tulder, Erasmus University

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**Session 1.5.5 - Panel**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 16:15-17:30

Room: Sapphire 1

**30 Years of Hybrid Factory: Japanese FDI and World Automotive Industry**

Chair: Haruo Hagiwara Horaguchi, Hosei University

*Panelists:*

Haruo Hagiwara Horaguchi, Hosei University  
Tetsuji Kawamura, Hosei University  
Itohis Masato, Hosei University  
Tomasz Olejniczak, Kozminski University

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**Session 1.5.6 - Competitive**

Track: 12. Knowledge, Innovation, and Technology

Time: 16:15-17:30

Room: Pine

**Nuances of International Knowledge Sharing and Transfer**

Chair: Juan Bu, Indiana University

*Backfire of the Taken-for-Granted? The Dark Side of Using English as a Business Lingua Franca in the Inter-unit Knowledge Sharing in MNCs*

Anna Jui-chuan Hsu, Xi'an Jiaotong-Liverpool University  
Kevin Au, Chinese University of Hong Kong  
Yingzhao Xiao, Tianjin University

*Navigating Frictions: Firm Capabilities To Integrate Foreign-Generated Knowledge*

Daniel Caspar Gelsing, Tilburg University

Róisín Donnelly, Tilburg University

*Examining Interfirm Adaptation from the Learning Process Perspective and Transaction Cost Economics*

Pei-li You, Shih Chien University

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### **Session 1.5.7 - Competitive**

Time: 16:15-17:30

Track: 1. Internationalization and Entrepreneurship

Room: Emerald 3

## **The Internationalization of Digital Firms and Digital Platforms**

Chair: Gary Knight, Willamette University

*Industry 4.0 Technologies and Chinese Digital Firms' Location Choice*

Tianhao Liu, Rutgers University

*When Is the Best? Entry Timing in Globalized Digital Platforms and the Moderating Role of Digital Signals*

Yibai Wang, University of Macau

Xiaoyun Chen, University of Macau

Lin Yuan, University of Macau

Yumin Cao, University of Macau

*Elite with Elite: Close Cooperation between Global Platform and Suppliers in Special Marketing Campaign for Geographic Scope Expansion*

Yihui Liu, Zhejiang University

Feng Zhu, Harvard University

Aiqi Wu, Zhejiang University

*Overcoming Institutional Voids via Global Platform Engagement: Evidence from Digital Crowdfunding*

Haishan Yuan, Western University

Klaus Meyer, Western University

*Country- and Firm-Level Drivers of E-Commerce Firms' Wholly Owned Foreign Direct Investment Decisions*

Marius Mueller, Trier University

Bernhard Sebastian Swoboda, Trier University

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### **Session 1.5.8 - Competitive**

Time: 16:15-17:30

Track: 6. Gender and Diversity

Room: Emerald 2

## **Entrepreneurship: Global Perspectives and Gender Dynamics**

Chair: Markus Pudelko, University of Tübingen

*Gender Attitudes and Business Venturing in Low Gender Egalitarianism Culture: A Study of Egypt and Jordan*

Bach Nguyen, University of Exeter

Muntasir Shami, Aston University

*Women Empowerment and Female Entrepreneurship: Evidence From a Natural Experiment in India*

Seung Hoon Chung, California State University

Simon C. Parker, Western University

*Unearthing the Multidimensional Roles of Place Attachment in Sustainable Entrepreneurship: A Study of Ethnic Minority Entrepreneur in the UK*

Abdullah Al Mamun, Newcastle University

Chao Zhang, Northumbria University

*Entrepreneurial Orientation and SME Performance in China: A Gender Perspective*

Jingmin Tao, Royal Holloway University of London

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### **Session 1.5.9 - Competitive**

Time: 16:15-17:30

## **Strategic Control & Governance**

Chair: Omrane Guedhami, University of South Carolina

### *Ownership, Control and Productivity: European Family Firms in Comparative Perspective*

Rafel Crespi-Cladera, Universitat de les Illes Balears

Ruth V Aguilera, Northeastern University

Bartolome Pascual-Fuster, Universitat de les Illes Balears

Alfredo Martin-Oliver, Universitat de les Illes Balears

### *Left to Their Own Devices: Ownership Concentration and Payout Policy*

Jungwon Suh, Sungkyunkwan University

Heejung Choi, Sunmoon University

Jung-Hoon Kim, Senshu University

Konari Uchida, Kyushu University

### *Global Board Reform and Accounting Conservatism*

Siyang Tian, University of Sussex

Yang Liu, Southwestern University of Finance and Economics

Chenghao Huang, Nanchang University

Yujie Zhu, Southwestern University of Finance and Economics

### *Immigration Fear, Populism, and Institutional Investors*

Partha P. Roy, University of Southampton

### *How Do Private Equity Investors Hit the Nail on the Head? Scouting Target Firms for Value Creation*

Vrinda Rawal, Indian Institute of Foreign Trade

Sheeba Kapil, Indian Institute of Foreign Trade

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## **Session 1.5.10 - Competitive**

Time: 16:15-17:30

Track: 5. HRM, Leadership and Cross-Cultural Management

Room: Berkeley

## **Migrants and Self-Initiated Expatriates**

Chair: Shea X. Fan, Deakin University

### *Integration Maestros: The Role of Mentors as Identity Work Orchestrators for Migrant Entrepreneurs Abroad*

Veselina Stoyanova, University of Birmingham

Stoyan Stoyanov, Herriot-Watt University

### *The Entanglement of Inclusion-Exclusion Experiences: A Qualitative Study of Self-Initiated Expatriates in Japan*

Lailani L. Alcantara, Ritsumeikan Asia Pacific University

David S. A. Guttormsen, University of South-Eastern Norway

Cathrine Seierstad, University of South-Eastern Norway

### *Socializing Immigrant Jobseekers Through Pre-Employment Mentoring*

Hui Zhang, Thompson Rivers University

Luciara Nardon, Carleton University

### *It Takes a Village...\* A Multi-Actor Practice Perspective on Refugee Recruitment*

Betina Szkudlarek, University of Sydney

Eun Su (Jeannie) Lee, University of Newcastle

Sophia Alice Johnson, University of Sydney

Chris Brewster, Henley Business School

### *The Role of Unequal Spatial Distribution of African Migration in Chinese Exports to Africa*

Zhiling Wang, Erasmus University Rotterdam

Lijuan Yin, Liaoning University

Ajay Bhaskarabhatla, Erasmus University Rotterdam

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**Session 1.5.11 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 16:15-17:30

Room: Belle-Vue

**Location Choice in a Dynamic Global Environment**

Chair: Di Fan, RMIT University

*Dual Embeddedness, Subsidiary-Specific Factors, and Subsidiary Performance*

Chia-Wen Hsu, National Chung Cheng University

*Not to Divest a Poorly Performing Foreign Affiliate? A Test of Prospect Theory*

Qun Tan, Xiamen University

Carlos M.P. Sousa, Molde University College

*Cultural Distance and MNE Subsidiary CSR in the Host Country*

Jiaxue Li, Shandong University

Xinrong Li, Chinese Academy of Science and Technology for Development

Zhenzhen Xie, Sun Yat-sen University

*"Should I stay or should I divest?": An Inductive Field Study of MNE Divestment Strategies*

Rajeev Sawant, Florida Atlantic University

Abdul-Kadir Ameyaw, Florida Atlantic University

Len Treviño, Florida Atlantic University

Yuan Li, St. Mary's College of California

*A Thematic Exploration of Foreign Market Exit: Research Evolution over Four Decades and Future Directions*

Chansoo Park, Memorial University of Newfoundland

Di Fan, RMIT University

Ilan Vertinsky, University of British Columbia

Magdalyn A. Knopp, Memorial University of Newfoundland

*Multinational Enterprises' Compliance to Host Country Activism under Competing Stakeholder Pressure: A Natural Experiment*

Lori Qingyuan Yue, Columbia University

Kaixian Mao, Renmin University of China

Huidi Lu, NEOMA Business School

Botao Yang, California State University Long Beach

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**Session 1.5.12 - Interactive**

Track: 8. Research Methods and Theorizing

Time: 16:15-17:30

Room: Carlton

**Research Methods in IB: How Can We Do Better?**

Chair: Tian Wei, Fudan University

*How Is FDI Project Location Choice Influenced Nationally: New Evidence From a Natural Language Processing Approach*

Daniel Benson, King's College London

Yundan Gong, King's College London

*AGI Applications in International Business As Scaled by Enculturation Determinant Logic on Product-Brand Duality in Research*

Alan Pan, Fort Hays State University

David Pan, Fort Hays State University

*A Swarm of Scholars: Adopting and Improving on the Swarm Methodology in Organizational Research*

Clark Johnson, Pepperdine University

Christine Ascencio, University of Wisconsin, La Crosse

Brittney C Bauer, Loyola University Chicago

Cristina Gibson, Pepperdine University

Theo Lynn, Dublin City University

John Mooney, Pepperdine University

Varun Nagaraj, SPJIMR  
Fred Niederman, Saint Louis University  
Cole Short, Pepperdine University  
Gary Sinclair, Dublin City University

*Leveraging Abductive Reasoning with Big Data and Machine Learning to Address the Gap in Developing Context-Dependent Theories in International Business*

Eunhee Sohn, Georgia Institute of Technology  
Frank Rothaermel, Georgia Institute of Technology

*Establishing Trustworthiness of Qualitative Methods for International Business Research in Emerging Markets: Contextualization and Theorization*

Tian Wei, Fudan University  
Qianwen Wan, East China University of Science and Technology

*Pluralism in Configurational Theorizing: Processes for Selecting Conditions and Building Configurational Models for QCA*

Brian David Vera, University of Liverpool  
Duc Cuong Nguyen, University of Manchester  
Ziad Elsahn, Heriot-Watt University

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**Session 1.5.13 - Interactive**

Track: 11. Sustainability in International Business

Time: 16:15-17:30

Room: Astor W

**Across and Beyond: Global Sustainability in Diverse Industries**

Chair: Eun Sun Godwin, University of Wolverhampton

*Global Sand Shortage Solutions: Motivating the Construction Industry Towards Sustainable Sand Alternatives*

Adel A. Zadeh, Northeastern University  
Sheila M. Puffer, Northeastern University  
Yunxin Peng, Northeastern University

*MNEs Stakeholder Engagement and Sustainability in the Global Palm Oil Industry*

Rakesh B. Sambharya, Rutgers University - Camden  
Murad Mithani, Rutgers University  
Deeksha Singh, Rutgers University

*Benefit Agreements Between Mining MNEs and Indigenous Peoples As Solutions to Business Sustainability*

Natalia Yakovleva, KEDGE Business School  
Tuyara N. Gavril'yeva,  
Marina A. Stepanova,

*China's Food Security Policies, and Implication on Global Food Sustainability and Resilience*

Zuanxu Chen, University of Technology Sydney  
Marina Zhang, University of Technology Sydney  
Rebecca Dong, University of Technology Sydney  
Shengpeng Wang, University of Technology Sydney

*The Nexus of Institutions, Internationalization and Environmental Performance: Insights From Metallurgical MNEs*

Liubov Ermolaeva, Saint Petersburg State University  
Daria Klishevich, St Petersburg University  
Olga Garanina, St Petersburg University  
Andrei Panibratov, St Petersburg University

*Trash to Trousers*

Sarah Ku, Loyola University Chicago  
Elizabeth Napier, University of Toledo

*Crafting Influence: A Rhetorical Analysis of Sustainability Reporting of MNEs in the Automotive Sector*

Jiyoung Shin, University of Bristol  
Gahye Hong, Pusan National University

*Addressing Child Labor and Exploitive Labor in the Hazelnut Supply Chain: A Multi-method Study*

M. Selim Cakir, University of Birmingham  
Elvan Gokalp, University of Birmingham  
Veronica Villena, Arizona State University  
Ioannis Kougkoulos, American College of Greece  
Nathan Kunz, Bern University of Applied Sciences

*Global Networks and Local Tensions: A Case Study of Microfinance Industry in Nepal*

Soniya Rijal, University of New South Wales  
Josh Wheatly Keller, University of New South Wales  
Hokyung Hwang, University of New South Wales

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**Session 1.5.14 - Interactive**

Time: 16:15-17:30

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Astor E

**Technology, Learning, and Innovation in Emerging Markets**

Chair: Elzotbek Rustambekov, Bryant University

*Innovation Differentiation Strategy and Social Upgrading in Emerging Countries MNEs*

Fábio de Oliveira Paula, Pontifical Catholic University of Rio de Janeiro  
Felipe Mendes Borini, University of São Paulo  
Ilan Avrichir, ESPM  
Sabrina Della Santa Navarrete, University of São Paulo  
Elisangela Lazarou Tarraço, University Center of FEI

*Techno-Geopolitical Uncertainty and EMNEs' Innovation: Evidence from the U.S. BIS Entity List*

Wenlong He, Renmin University  
Mingyao Lv, Renmin University of China  
Zhiyuan Chen, Renmin University of China

*Is Catch-up a Zero-Sum Game? Review, Synthesis, and a Multi-Level Framework for Catch-up Research*

Daitian Li, University of Electronic Science and Technology of China  
Tony Tong, University of Colorado  
Franco Malerba, Bocconi University

*Emerging Markets Innovation Dynamics: Türkiye's Drive with Innovation Capacity and Objectives for Competitive Performance*

Ekrem Tatoglu, Gulf University for Science and Technology  
Mehmet Demirbag, University of Essex  
Ismail Golgeci, Aarhus University

*Latecomer Development, Chinese Style: A Configurational Approach to Firm-Level Learning, Technological Capability Building, and Innovation*

Steffen Wolfer, TH Köln - University of Applied Sciences

*Why Climb Over the Hills to Acquire Scriptures?—Reinforce Latecomers' Innovation Performance through Global Search*

Yu Zhang, Hebei University of Economics and Business  
Xianming Wu, Wuhan University  
Ping Lv, University of Chinese Academy of Sciences

*The Evolution of Stigma in International Business: A study of Dual Technology-Institutional Challenges for Chinese High-Tech Firms*

Hai-Jian Liu, Nanjing University  
Fengkai Zhou, Nanjing University

*Radical and Incremental Innovation of EMNEs: Learning through the FDI Ambidexterity to Achieve Innovation*

Qiuling Gao, Beijing International Studies University  
Zhaoyi Zhang, Beijing International Studies University  
Xinjie Bao, Beijing International Studies University  
Duo Huang, Beijing International Studies University

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**Session 1.5.15 - Interactive**

Track: 10. MNE State Relations and IB Policy

Time: 16:15-17:30

Room: Peacock W

**Evolving Dynamics of Global Business: Adapting to the New Realities**

Chair: Younghoon An, University of Groningen

*Cross-Border Investments and Host-Country Policy Risk Perceptions*

Matteo Moesli, Zurich University of Applied Sciences / WU Wien  
Jakob Müllner, Wirtschaftsuniversität Wien

*Managing the Duality of Foreignness in a Complex and Heterogeneous Environment: MNE Subsidiaries in Cameroon*

Younghoon An, University of Groningen

*Global Value Chains, Technology Sovereignty, and the Role of China in International Knowledge Diffusion*

Bernhard Dachs, AIT Austrian Institute of Technology  
Robert Stehrer, Vienna Institute for International Economic Studies (wiiw)  
Anna Wolfmayr, AIT Austrian Institute of Technology

*More is Less? The Dual Effects of Emerging Market Firms' Response to OFDI Policies on Their Innovation Performance*

Yueqi Wang, Dalian University of Technology  
Wanqiu Xu, Dalian University of Technology  
Bin Guo, Zhejiang University

*Multinational Platforms, Legitimacy, and the Liability of Foreignness*

Maximilian Stalkamp, East Carolina University  
Noman Shaheer, University of Sydney  
Sali Li, University of South Carolina  
Liang Chen, Singapore Management University

*Eagle versus Dragon: A Comparison of Chinese and U.S. Trade Location Advantages for Latin America*

Yuanhao Tian, Florida International University  
Jing Shao, Qingdao University  
Wenjie Li, Qingdao University

*Emerging Market Firms and Business Operations: Triangular Diplomacy Approach*

Samir Balakishi, University of Bristol

*The Strengthening and Weakening of Government Ownership's (Dis)Advantages: A Study of Chinese State-owned Enterprises Foreign Entry Strategies*

Sichang Liu, Tilburg University  
Xavier Martin, Tilburg University

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**Session 1.5.16 - Interactive**

Track: 3. Finance, Accounting and Corporate Governance

Time: 16:15-17:30

Room: Peacock E

**MNE & Global Risk**

Chair: April Michele Knill, University of South Carolina

*Tone's Treasury: The Impact of CEOs' Promotion Focuses on Their Pay Increases in Chinese Firms*

Rui Jiang, University of Texas at Dallas  
Zhiang(John) Lin, University of Texas at Dallas

*East, West, Home's Best: CEO Hometown Identity and Firms' Internationalization Decisions*

Zhangfan Cao, University of Nottingham Ningbo China  
Yuan Tian, Beijing Institute of Technology  
Yan Tong, Beijing Institute of Technology  
Yanze Liang, University of Nottingham Ningbo China

*Geopolitical Risk and the Value of Multinational Enterprises during COVID-19*

Wei Huang, University of Nottingham Ningbo China  
Yang Xu, University of Nottingham Ningbo China  
Cherry-yi Zhang, University of Nottingham Ningbo China

*Corporate Response to Credit Conditions: Do Foreign Subsidiaries and Indigenous Firms Behave Differently*

Jiarui Zhang, University of Nottingham Ningbo China  
Yingying Shi, University of Nottingham Ningbo China  
Lei Li, University of Nottingham Ningbo China

*General Manager Turnover in MNC Subsidiaries: The Role of Strategic Interfaces*

Liang (Arthur) Li, Toronto Metropolitan University  
Marketa Rickley, University of North Carolina at Greensboro  
Vanessa Hasse, Western University

*FDI and Import Competition and Domestic Firm's Capital Structure: Evidence from Chinese firm-level data*

Tongtong Hong, Korea University  
Ju Hyun Pyun, Korea University

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**Session 1.5.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 16:15-17:30

Room: Charlotte

## **Teaching Café 2: Elevating Experiential Learning: Strategies for Industry and Corporate Engagement**

In this Teaching Café, we will explore experiential learning (EL) engagement approaches that incorporate industry and corporate partners at the advanced undergraduate and master levels. These include and are not limited to Project-Based Learning, Cooperative Education (Internship/Industry Placements), and Community-Based Service-Learning. The purpose of the café is to share best practices and insights from these three approaches, identify common challenges and how to address them, and identify synergies between participants.

*Teaching Café Facilitators:*

Jennifer S.A. Leigh, Nazareth University  
Miroslaw Jarosinski, SGH Warsaw School of Economics  
Swati Nagar, University of Sydney

*The Teaching Cafés are organized by AIB's Teaching & Education Shared Interest Group.*

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## **THURSDAY, JULY 4 - 18:00-22:00**

Track: 17. Networking and Social Events

Time: 18:00-22:00

### **AIB Fellows Dinner**

AIB Fellows and their guests only.

The Fellows Dinner is self-funded by the Fellows. The AIB does not financially support the Fellows Dinner.



# FRIDAY, JULY 5

## FRIDAY, JULY 5 - 08:00-08:50

### Session 2.05.1 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Belle-Vue

#### Meet the Editors - Session I

Chair: Ulf Andersson, Malardalen University

Meet the editors of these four journals in an informal session, open to all conference participants. Meet the people behind the journals, learn about common mistakes and pitfalls of publishing, and get your publishing related questions answered.

##### *European Management Journal*

Stephan Gerschewski, Heriot-Watt University

##### *Multinational Business Review*

Tazeeb Rajwani, University of Surrey

Irina Surdu, University of Warwick

##### *International Business Review*

Roger Strange, University of Sussex

##### *Journal of International Marketing*

Kelly Hewett, University of Tennessee

### Session 2.05.2 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Carlton

#### Fellows Café 1: Changing MNC Responsibility Boundaries

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

##### *Participating Fellow(s):*

Anthony Goerzen, Queen's University

Ari Van Assche, HEC Montreal

New due diligence legislations are imposing greater legal accountability on multinational corporations (MNCs) to mitigate social and environmental violations in their global value chains. "Cascading compliance," the process by which MNCs use a combination of supplier codes of conduct and social audits to persuade global value chain partners to improve their sustainability standards have been shown to be inadequate to address MNCs' growing responsibility boundaries. We ask the question what MNCs can do and what cost?

### Session 2.05.3 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor W

#### Fellows Café 2: The Future of Emerging Markets Research in an Era of Global Change

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Timothy Devinney, Alliance Manchester Business School  
Seung Ho Park, Nanyang Technological University

This Fellows Café will be an open discussion of the future of emerging market research in the face of global change, particular the rise of trade conflicts, wars and conflict, and changes in the distribution of the gains/losses of global activities. We will also discuss the question of when a market is no longer emerging or has reverted from higher levels of development.

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**Session 2.05.4 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor E

**Fellows Café 3: How Is Industrial Policy Changing the Dynamics of International Business?**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Klaus Meyer, Western University  
Gabriel Benito, BI Norwegian Business School

A hallmark of de-globalization is the stronger emphasis on industrial policy to support national goals regarding security, technology advantages, employment, and sustainability. We invite participants to engage in a discussion about the impact of these policies on international business, and especially about the possible market and non-market approaches MNEs may pursue as they deal with national-level industrial policies.

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**Session 2.05.5 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Peacock W

**Fellows Café 4: Challenges in Assessing Inclusion Competence: Walking the DEI Talk**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Elizabeth Rose, IIM Udaipur  
Allan Bird, Goa Institute of Management

Interest in the management of diversity and inclusion in MNEs has grown significantly over the past decade. The focus has been overwhelmingly at the organizational level, with little regard for the individual-level and how employees can develop capabilities to be more inclusive. Let's talk about how MNEs can measure and foster inclusion competencies among their employees.

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**Session 2.05.6 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Peacock E

**Fellows Café 5: International Business, Economic Geography, and Innovation: The Influences of Digitalization and AI**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Ram Mudambi, Temple University

As the landscape of innovation shifts further with the emergence of generative AI tools, both migration and digital connectivity will continue to evolve. AI has the potential to not only enhance the capabilities of collocated teams but also to bridge the gaps between geographically dispersed individuals, potentially blurring the lines between the two models even further. Understanding the intricate interplay between these tools and their adaptability to different contexts will be crucial for MNEs seeking to harness the full potential of their high-skill workforce in the age of intelligent machines.

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**Session 2.05.7 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Charlotte

**Fellows Café 6: International Business in a Multipolar World**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Arie Y. Lewin, Duke University

Michael Witt, King's College London

The geopolitical context of international business (IB) is on the verge of collapsing (Economist May 9th 2024). With China advancing a multipolar world and both United States and China increasingly opting out of global institutions to pursue self-sufficiency in crucial areas, a return to a multipolar world similar to that before World War II seems increasingly likely. We will discuss the underlying dynamics with a focus on implications for IB – the MNCs, global supply chains and consequences of technological cold war.

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**FRIDAY, JULY 5 - 09:00-10:15**

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**Session 2.1.1 - Special Session**

Track: 15. Special Sessions

Time: 09:00-10:15

Room: Crystal 3

**2024 JIBS Decade Award**

Chair: Rosalie Tung, Simon Fraser University

The 2024 JIBS Decade Award, sponsored by Palgrave Macmillan, honors the most influential paper published in the 2014 volume of the Journal of International Business Studies.

*A Retrospective on their article by the winners of this year's JIBS Decade Award: "A dynamic capabilities-based entrepreneurial theory of the multinational enterprise" (JIBS, 2014, 45 (1): 8–37)*

David Teece, University of California, Berkeley

*Commentators:*

Jay Barney, University of Utah

S. Tamer Cavusgil, Georgia State University

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**Session 2.1.2 - Panel**

Track: 12. Knowledge, Innovation, and Technology

Time: 09:00-10:15

Room: Sapphire 4

**Innovation and the Multinational Enterprise**

Chairs: Marianna Marra, University of Sussex and Roger Strange, University of Sussex

*Panelists:*

Roger Strange, University of Sussex

Tazeeb Rajwani, University of Surrey

Marina Papanastasiou, University of Leeds

Shasha Zhao, University of Surrey

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**Session 2.1.3 - Competitive**

Track: 8. Research Methods and Theorizing

Time: 09:00-10:15

Room: Sapphire 3

**Diversifying Research Methods in IB**

Chair: David S. A. Guttormsen, University of South-Eastern Norway

*We Want To Learn All About You: The Interview as Ethnographic Event in Qualitative Business Research*  
Fiona Moore, Royal Holloway University of London

*Theorizing for Pluralism in International Business Research: The Critical Realist Ontology and Its Application*  
Aušrine Šilenskyte, University of Vaasa  
Rodrigo Rabetino, University of Vaasa  
Andreas Schotter, Western University

*Constructing Composite Narratives as Representations of Lived Experiences: A Qualitative Approach for International Business Studies*  
Jacqueline Mees-Buss, University of New South Wales  
Hilla Back, Aalto University  
Catherine Welch, Trinity College Dublin

*Advancing Mixed-Methods Research in International Business*  
Niina Nummela, University of Turku  
Leila Hurmerinta, University of Turku

*StrategyGPT? Applying Deep Reinforcement Learning to Develop Competitive Internationalization Strategy*  
Roman Gwosdilin, WU Vienna  
Thomas Lindner, University of Innsbruck / Copenhagen Business School

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**Session 2.1.4 - Panel**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Sapphire 2

**Social Sentiments and Emotions in Global Strategy: Theoretical Dialogues, Micro-Macro Linkage, and Sentiment Analysis Methodology**

Chairs: Daphne Yiu, Singapore Management University and William P. Wan, Chinese University of Hong Kong

*Panelists:*

Daphne Yiu, Singapore Management University  
William P. Wan, Chinese University of Hong Kong  
Jeanne Fu, Hang Seng University of Hong Kong  
Catherine K. Lam, Wilfrid Laurier University  
Inn Hee Gee, University of Oklahoma  
Haeyoung Koo, City University of Hong Kong  
Kelly Xing Chen, Hong Kong Metropolitan University

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**Session 2.1.5 - Panel**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 09:00-10:15

Room: Sapphire 1

**Accelerating the Societal Impact of IB – A Showcase of Different Avenues to Knowledge Exchange and Engagement**Chair: Noemi Sinkovics, University of Glasgow  
Discussant: Maria Elo, University of Southern Denmark*Panelists:*

Noemi Sinkovics, University of Glasgow  
Aggie Chidlow, University of Birmingham  
Matt Raskovic, Auckland University of Technology

Nicole Franziska Richter, University of Southern Denmark  
Kristin Brandl, University of Victoria  
Maria Elo, University of Southern Denmark

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**Session 2.1.6 - Competitive**

Track: 2. Marketing Strategy and Consumer Behavior

Time: 09:00-10:15

Room: Pine

**Insights from Global Consumers**

Chair: Chao-Chin Huang, National Pingtung University of Science and Technology

*Comparing Consumer Satisfaction in Three Asian Countries: A Focus on Service Processes and Expectations*

Naoki Nagashima, Toyo University

*Brand Internationalization, City Characteristics, and Price Premium*

Chya-Yi Emily Liaw, Hong Kong Metropolitan University

David H. Weng, California State University, Fullerton

*Why Experience Succeeds in One Environment and Fails in Another?*

Jie Wu, University of Aberdeen

Zaheer Khan, University of Aberdeen

Martin Meyer, Finland Vaasa University

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**Session 2.1.7 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Emerald 3

**Role of Subsidiaries in MNE Strategy**

Chair: Alexei Koveshnikov, Aalto University

*Export Intensity of Foreign Subsidiaries of Multinational Enterprises: An Integrative Perspective*

Quyen Nguyen, University of Reading

*Subsidiary Distributive Justice, Internal Embeddedness, and Subsidiary Initiative*

Hsianglin Cheng, National Chung Cheng University

Irene W.F. Yang, National Chung Cheng University

*Holding On or Leaving Out: Unravelling the Impact of Subsidiary Density and Entry Order on Foreign Survival*

Ha Nguyen, University of Sussex

Vikrant Shirodkar, University of Sussex

*Subsidiary Relative Performance and Risk-taking Behavior: The Role of Host Country Culture*

Afshin Hamrabadi, University of Trento

Fabio Zona, University of Trento

*Home-Host Government Conflict and MNEs' Subsidiary Manager Staffing Strategy: A Strategic Alignment Framework*

Xin Wang, University of Illinois at Urbana-Champaign

Fiona Kun Yao, University of Illinois at Urbana-Champaign

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**Session 2.1.8 - Competitive**

Track: 11. Sustainability in International Business

Time: 09:00-10:15

Room: Emerald 2

**The Dark Side: Corporate Irresponsibility in International Business**

Chair: Shuna Shu Ham Ho, University College Dublin

*Firm Termination of Irresponsible Suppliers: The Role of Severity of Irresponsibility*

Yuxi Cheng, University of Liverpool

Anupama Phene, George Washington University

*Wish You Weren't Here: Tax Havens, Corruption, and the Reputation Damage of the Multinational Enterprise*

Giulio Nardella, ESCP Business School  
Yama Temouri, Khalifa University  
Stephen Brammer, University of Bath

*How Could We Forget? Corporate Social Irresponsibility, Stakeholder Memory and MNE Reputation*

Giulio Nardella, ESCP Business School  
Irina Surdu, University of Warwick  
Stephen Brammer, University of Bath

*The Good, the Bad and the Acquired: A Systematic Review on the Nature of the Relationship Between Corporate Social Responsibility, Irresponsibility and M&A Deals*

Jeongsun Park, Warwick Business School  
Hossam Zeitoun, Warwick Business School

*Why Break Rules When You Can Avoid Them?: Conceptualizing Corporate Social Avoidance*

Matthew Thomas Caulfield, Fordham University  
Junghoon Park, Loyola Marymount University  
Guilherme Siqueira de Carvalho, University of Pennsylvania

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**Session 2.1.9 - Competitive**

Track: 6. Gender and Diversity

Time: 09:00-10:15

Room: Emerald 1

**Exploring Diversity and Inclusion: Practices Across Cultures**

Chair: Yuka Fujimoto, Sunway University

*Breaking the Glass Ceiling! Does TMT gender diversity improve CSR performance?*

Yi-Jung Hsu, National Chung-Hsing University  
Yu-Chen Chang, National Chung Hsing University

*Lost in Translation? DEI Practice Transfer Activities at a Large US Technology Firm*

Ji-Won Song, University of Edinburgh  
Paul Causat, Royal Holloway University of London

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**Session 2.1.10 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 09:00-10:15

Room: Berkeley

**Sustainability and CSR Initiatives in Emerging Markets**

Chair: Joao Albino-Pimentel, University of South Carolina

*Greenhouse Gas Emissions and Cross-border M&As: Evidence from China*

Aoran Zhang, Toronto Metropolitan University  
Ayse Yüce, Toronto Metropolitan University

*Facing Climate Change in Emerging Markets: Examining FDI's Role within Home and Host Institutional Contexts*

José Pla-Barber, University of Valencia  
David Tobón-Orozco, University of Antioquia  
Joaquin Alegre, University of Valencia

*The Early Adoption of Local Corporate Social Responsibility Certification: The Impact of Headquarter Attention and Local Legitimacy*

Akitsu Oe, Tokyo University of Science  
Mariko Watanabe, Tokyo University of Science

*Determinants of Firms' CSR Portfolio Configuration in an Emerging Country Context - The Role of Strategic Orientation and Ownership*

Pooja Thakur-Wernz, Washington and Lee University  
Olga Bruyaka, West Virginia University  
Alanna Hirshman, Texas Tech University

*Using Gabriel Tarde's Laws of Imitation to Analyze How Social Movements Contest Business and Its Corporate Social Responsibility Practices*

Diego Vazquez-Brust, University of Portsmouth  
Lutz Preuss, Kedge Business School  
Natalia Yakovleva, KEDGE Business School  
Hamid Foroughi, University of Essex

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**Session 2.1.11 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 09:00-10:15

Room: Belle-Vue

**Managing People in Foreign Subsidiaries**

Chair: Amani Shajera, Bahrain Polytechnic

*When Do Cultural Differences Become a Source of Liability or Asset? Cultural Distance, National Development Status, and the Organizational Identification of MNEs' Host Country Employees*

Khan-Pyo Lee, Sogang University  
Minyoung Kim, Ohio State University  
Jae Yoon Chang, Sogang University  
Mooweon Rhee, Yonsei University

*Foreign Subsidiary Legitimacy: Parent Ownership and Local Governance*

Yuxue Luo, University of Nottingham Ningbo China  
Lei Li, University of Nottingham Ningbo China  
Youngun Kim, University of Nottingham Ningbo China

*The Decisions and Actions of Managers in Foreign Subsidiaries of MNEs: A Topic Modeling Based Review*

Liang (Arthur) Li, Toronto Metropolitan University  
Jong Min Lee, Yonsei University

*FDI Density and the Appointment of Local General Manager: A U-shaped Relationship*

Hui Zhang, City University of Hong Kong  
Jane Wenzhen Lu, City University of Hong Kong

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**Session 2.1.12 - Interactive**

Track: 6. Gender and Diversity

Time: 09:00-10:15

Room: Carlton

**Diversity in Entrepreneurship: Challenges and Opportunities**

Chair: Sivakumar Venkataramany, Ashland University

*Does Husband's Support Matter in the Success of Female Social Entrepreneur in a Patriarchal Culture? – Evidence From Delhi, India*

Sadaf Khurshid, University of Wollongong

*Addressing Inequalities in Entrepreneurship: A Complex Adaptive Systems Approach*

Shirley-Ann Behraves, Arizona State University  
Jonas Gamso, Arizona State University  
Michael Rockwell, Arizona State University  
Joshua Ault, Arizona State University  
Valerie Sy, Arizona State University

*Gender Disparities in Entrepreneurship: The Paradox Effect of Digital Financial Inclusion on Entrepreneurial Entry and Income for Women*

Xinyu Liu, Tongji University  
Jialin Song, Tongji University

*Institutional Impacts on Women's Entrepreneurship: Evidence from Australia*

Yuliani Suseno, RMIT University  
Ling Abbott, Edith Cowan University  
Angeline Lim, National University of Singapore

*The Tower of Babel: The Influence of Linguistic Clusters on Interpersonal Relationships and Information Sharing in MNCs*

Komal Kalra, Newcastle University  
Wade Danis, University of Victoria

*How Does Family Impact Female Entrepreneurs? A Mixed Method Study in Thailand*

Juthaporn Boonyphen, Southwestern University of Finance and Economics  
Hee-Chan Song, Chulalongkorn University  
Seung Hoon Chung, California State University  
Nam Kyoon Kim, Sacramento State University

*A Country Institutional Profile Perspective on the Gender-Innovation Relationship*

Nina Rosenbusch, Ivey Business School  
Janice Byrne, Ivey Business School  
Simon C. Parker, Western University

*Family Diversity and Income Growth in Hybrid Entrepreneurship: Uncertainty Avoidance as a Moderator*

Jialin Song, Tongji University  
Xinyu Liu, Tongji University

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### **Session 2.1.13 - Interactive**

Track: 11. Sustainability in International Business

Time: 09:00-10:15

Room: Astor W

### **Climate and Carbon: Institutions, Policy, and MNEs**

Chair: Tiina Anna-Maria Ritvala, Aalto University

*It Takes Two to Tango: MNE Recombination in the Energy Transition*

Thao Vo, BI Norwegian Business School  
Birgitte Grøgaard, BI Norwegian Business School  
Helene Loe Colman, BI Norwegian Business School

*Renewable Energy, Climate, Economic Policy and Political Risks on Environmental Degradation.*

Christian Tabi Amponsah, Yorkville University  
Samuel Adams, Ghana Institute of Management and Public Administration (GIMPA)  
Francis Astu, Ghana Institute of Management and Public Administration (GIMPA)

*Mobilizing Firms for Climate Action: Paris Climate Agreement, National Institutions, and Corporate Green Bonds*

Yifan Wei, University of Manitoba  
Kenneth Huang, National University of Singapore  
Ya Gao, University of Manitoba

*Closing the Decarbon Gap: When Do Firms Promote Climate-Change Mitigating Technology?*

Brian Tae-Seok Kim, Waseda University  
Eunjung Hyun, Hongik University

*International Diversification and Carbon Emission Performance: A Dynamic Capabilities-Based Approach*

Miao-Rong Yu, Korea University  
Chanhyuk Shin, Korea University  
DuckJung Shin, Korea University

*Efficiencies as Drivers of Renewable Energy Projects in Emerging Economies: Does Foreign Participation Help?*

Mona Bahl, Illinois State University  
Nandini Lahiri, American University

*How do Climate Institutions Affect GHG Emissions by MNEs Over Time?*

Michael R King, University of Victoria  
Paul W. Beamish, Western University

*Where Do Markets Promote Climate Mitigation? ETS Introduction and Decarbonization Across the World*

Arzi Adbi, National University of Singapore  
Sumit Agarwal, National University of Singapore  
Siddharth Natarajan, Nanyang Technological University



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**Session 2.1.14 - Interactive**

Time: 09:00-10:15

Track: 14. Theme: Dynamics, Change, and Processes in IB

Room: Astor E

**Geopolitical Tensions, Disruption and Resilience**

Chair: Matthias Kipping, York University

*Geopolitics and Internationalisation Process: A Chinese Bank's Journey of Decoupling from the West*

Rui Hou, Royal Holloway University of London

Huaichuan Rui, Royal Holloway, University of London

*MNC Resilience During Re-globalization*

Yi Sun, University of Cambridge

Yongjiang Shi, University of Cambridge

Ke Rong, Tsinghua University

*Venture survival strategies in crisis situations*

Hamizah Abd Hamid, National University of Malaysia

*International Entrepreneurship Under the Influence of Network Dynamics – A Case Study Among Resilient Smes Before and During COVID-19*

Pascal Wild, School of Management Freiburg

Raffaele Capomolla, School of Management Freiburg

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**Session 2.1.15 - Interactive**

Time: 09:00-10:15

Track: 2. Marketing Strategy and Consumer Behavior

Room: Peacock W

**Creative Marketing Strategies in the Global Market**

Chair: Ashok Som, ESEEC Business School

*Multidimensional Trust in Firm Internationalization*

Aswo Safari, Mälardalen University

*Nature's Strategists: Analyzing Japanese Sogo Shosha through the Lens of Argentine Ants as an Extension of Internalization Theory*

Hayashi Tsuteaki, National Taiwan University

Ruey Jer Bryan Jean, National Taiwan University

*Organizational Determinants of Product Strategy in International Markets*

Yunjae Bae, Korea University

Insik Jeong, Korea University

Eunji Seo, Hiroshima University

Jae Wook Kim, Hiroshima University

*New Product Introduction in International Markets*

Hyo Eun Cho, Keimyung University

*A Study of E-commerce Platform's Green Marketing Implementation in Emerging Market - a Perspective of Relation Bonds*

Wen-Chiung Chou, Chung Yuan Christian University

Chih-Hsuan Lu, Chung Yuan Christian University

*Factors Affecting the Acceptance of New Technology in Retail Industry: From the Perspective of TAM*

Angeline Te-Yi Lin, Tatung University

Cheng-Wen Yao, Chihlee University of Technology

*A Glocal Understanding of Perceived Meanings of Local vs. Global Brands and Their impacts*

Hsiu Ying Huang, Feng Chia University

*GloCal Branding for Emerging Market Brands: A Dual Strategy and Customer-Based Brand Equity*

Dongwei Zhao, Tsinghua University

Ruiyang Hong, Shandong University

Zuohao Hu, Tsinghua University

Qianmin Sun, Beijing International Studies University

*Navigating Ethical Misconducts in Digital Marketing: A Qualitative Study of Influencer Malpractices in Thailand*  
Anothai Ngamvichaikit, Sukhothai Thammathirat Open University

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**Session 2.1.16 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 09:00-10:15

Room: Peacock E

**Knowledge Management and Organizational Learning Through Managing People**

Chair: Azusa Ebisuya, Hosei University

*Paradoxical Behaviour Towards Innovation: Knowledge Sharing, Knowledge Hiding and Career Sustainability Interactions*

Yi Shi, Zhejiang University of Technology  
Tachia Chin, Zhejiang University of Technology  
Elisa Arrigo, University of Milano-Bicocca  
Rosa Palladino, Link Campus University

*Enhancing Global Talent Management and Lateral Knowledge Transfer: The Crucial Role of Headquarters*

Tamiko Kasahara, University of Shizuoka / Bentley University  
Pan Hui, Aichi Shukutoku University  
Tomoki Sekiguchi, Kyoto University

*HCNs' Cultural Intelligence as a Promoter of Knowledge Sharing in Foreign Subsidiaries*

Ha Jung Shin, Yonsei University  
Yong Suhk Pak, Yonsei University

*How and When Servant Leadership Influences Employee Knowledge Sharing*

Yue Hu, Vrije Universiteit Amsterdam  
Oli Mihalache, Vrije Universiteit Amsterdam

*Transformational Leadership, Informal Networks, and Transnational HR Knowledge Sharing in Business Group-Affiliated Multinationals*

Jeoung Yul Lee, Hongik University  
Dorra Yahiaoui, Kedge Business School  
Yoo Jung Ha, University of York  
Peipei Bai, Henan University of Animal Husbandry and Economy  
Yingqi Wei, University of Leeds

*Repatriates' Cultural Intelligence, Reverse Acculturation Stress, and Reverse Knowledge Transfer: The Social Process of Nationality Re-identification*

Yunxiao Zhou, Korea University

*The Role of E-HRM on Knowledge Management for MNEs' Host Country Nationals*

Changhan Lee, Korea University

*Managing Intercultural Communication: The Role of Emotions in Communicating Knowledge within a Multinational Enterprise*

Qiu Wang, University of Huddersfield  
Hanna Gajewska-De Mattos, University of Leeds  
Jeremy Clegg, University of Leeds  
Peter Buckley, University of Manchester

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**FRIDAY, JULY 5 - 10:15-10:45**

Time: 10:15-10:45

Room: Crystal 1+2+Foyer

**Coffee Break**

Refreshments will be provided for conference participants.

*This coffee break is sponsored by Bryant University in honor of the winner of the Best Paper Award in Emerging Economies Research. The award presentation will take place during the coffee break.*

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## FRIDAY, JULY 5 - 10:45-12:00

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### Session 2.2.1 - Special Session

Track: 15. Special Sessions

Time: 10:45-12:00

Room: Crystal 3

### AIB Fellows John Fayerweather Eminent Scholar Award Special Session

Chair: Dan Li, Indiana University

The AIB Fellows John Fayerweather Eminent Scholar Award recognizes an outstanding thinker or researcher in any discipline who is not an AIB member but whose scholarship has significantly influenced international business research through new conceptualizations, theorizations, or empirical inquiries.

#### *Introduction to the AIB Fellows John Fayerweather Eminent Scholar Award*

S. Tamer Cavusgil, Georgia State University

#### *Keynote Speech by the 2024 Eminent Scholar:*

Edward Freeman, University of Virginia

#### *Reflections:*

Elizabeth Rose, IIM Udaipur

Timothy Devinney, Alliance Manchester Business School

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### Session 2.2.2 - Panel

Track: 7. Teaching and Education

Time: 10:45-12:00

Room: Sapphire 4

### Teaching What Isn't Being Said: Understanding the Influence of Culture on Non-Verbal Behavior in a Polarized World

Chairs: Nancy Buchan, University of South Carolina and Martha Maznevski, Western University

#### *Panelists:*

Nancy Buchan, University of South Carolina

Leigh Anne Liu, Georgia State University

Valerie Alexandra, San Diego State University

Martha Maznevski, Western University

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### Session 2.2.4 - Panel

Track: 11. Sustainability in International Business

Time: 10:45-12:00

Room: Sapphire 2

### The Energy Transition: "Some Progress, Must Try Harder"

Chairs: Birgitte Grøgaard, BI Norwegian Business School and Thao Vo, BI Norwegian Business School

#### *Panelists:*

Birgitte Grøgaard, BI Norwegian Business School

Thao Vo, BI Norwegian Business School

Maoliang Bu, Nanjing University

Luciano Ciravegna, INCAE Business School

Thomas Hutzschenreuter, Technical University of Munich

Randi Lunnan, BI Norwegian Business School

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**Session 2.2.5 - Panel**

Track: 8. Research Methods and Theorizing

Time: 10:45-12:00

Room: Sapphire 1

**Archetypal Analysis: Philosophy and Application to International Business Research**

Chair: Günter K. Stahl, WU Vienna

*Panelists:*

David Francis Midgley, INSEAD Europe

Marjaana Gunkel, Free University of Bozen-Bolzano

Nicole Franziska Richter, University of Southern Denmark

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**Session 2.2.6 - Competitive**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 10:45-12:00

Room: Pine

**Theorizing Through Historical and Longitudinal Approaches**

Chair: Aleksii Niittymies, Aalto University

*An Historical Exploration of Deglobalisation - MNEs in Australia 1914-79*

Andre Sammartino, University of Melbourne

David Merrett, University of Melbourne

Monica Keneley, Deakin University

Pierre van der Eng, Australian National University

Simon Ville, University of Wollongong

*Home-Host-Country Institutional Decoupling and Strategic Responses: Theory Development through Comparative Historical Analysis*

Christian Stutz, Jyväskylä School of Business and Economics

Saara Matala, Chalmers University of Technology

*Exogenous Shocks and Resilient in Firm Internationalization: A Historical Study of an MNE in South Africa*

Aswo Safari, Mälardalen University

Matthias Holmstedt, Mälardalen University

Harun Emre Yildiz, Mälardalen University

*Institutionalization of Home Country Organizational Forms in a Host Country: Managing Agency System in India*

Chinmay Pattnaik, University of Sydney

*Dynamic Stability in Business Models of International Firms*

Tamara Galkina, Aalto University

Irina Atkova, University of Oulu

S. M. Feroj Mahmood, University of Vaasa

Peter Gabrielsson, University of Vaasa

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**Session 2.2.7 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 10:45-12:00

Room: Emerald 3

**Adverse Environments and Market Exit**

Chair: Dirk Holtbrügge, Friedrich-Alexander University Erlangen-Nürnberg

*Antecedents of Entry Rates of New and One-Year Experienced Exporters: A Population-Level Longitudinal Study of 62 Countries*

Rakesh B. Sambharya, Rutgers University - Camden

*Economic Sanctions and Market Exit Strategies of MNCs in Russia. An Institutional Theory Perspective*

Dirk Holtbrügge, Friedrich-Alexander University Erlangen-Nürnberg

Laura Kirste, Friedrich-Alexander University Erlangen-Nürnberg

Marc Oberhauser, ESCP Business School

*Host Country Geopolitical Animosity and MNE Concealed Distancing*

João Albino-Pimentel, University of South Carolina  
Gianni De Bruyn, University of South Carolina  
Grazia D. Santangelo, Copenhagen Business School

*Business Overlap and Market Exit: A Multi-Dependence Perspective*

Suifang Guo, University of Texas, Dallas  
Jun Xia, University of Texas, Dallas  
Youxiang Song, University of Texas, Dallas

*Exploring Geographical Diversification Across US-Ally and China-Ally Countries and MNE Performance in a Bifurcated World*

Jong Min Lee, Yonsei University  
Jiahui Xiao, Yonsei University

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**Session 2.2.8 - Competitive**

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Emerald 2

**Political Dynamics and International Business Policy**

Chair: Sarianna Lundan, Aalto University

*History Matters: How Do Wars and Nationalism Affect Foreign Divestment by MNEs?*

Sihong Wu, University of Auckland  
Yiyi Su, Tongji University

*Methodology for Measuring Political Distance Using Dynamic Factor Analysis, Cluster Analysis and Multivariate Discriminant Analysis*

Tatiana Lukoianove, Binghamton University  
James Agarwal, University of Calgary

*An Entangled Industry: A Network Analysis of the European Defence Firms*

Michal Budryk, Swedish Defence Research Agency  
Ann Lundberg, Swedish Defence Research Agency  
Jens Lusua, Swedish Defence Research Agency

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**Session 2.2.9 - Competitive**

Track: 12. Knowledge, Innovation, and Technology

Time: 10:45-12:00

Room: Emerald 1

**Digitalization and Knowledge Management**

Chair: Catherine Magelssen, London Business School

*Tech Stacks in the Light of Exogenous Shocks: Exploring the Impact of the COVID-19 Pandemic on SMEs*

Toni Müller, Otto-von-Guericke University  
Beke Zaiser, Otto-von-Guericke University

*Exploring the Link Between Industry 4.0 Technology and International Performance From Connectivity and Convergency: Mediating Role of Digital Networking Capability*

Fei Li, Beijing University of Posts and Telecommunications  
Yiling Chen, Beijing University of Posts and Telecommunications  
Rui Wang, Beijing University of Posts and Telecommunications  
Yeying Li, Beijing University of Posts and Telecommunications

*Digital Gaps in International Business: Evidence from MNEs in Developing Countries*

Xiang Yao, Monash University  
Dan Wang, Monash University

*Innovative Pathways: Decoding the Symphony of Strategic Orientation, Entry Mode, and Digitalization in R&D Internationalization by Emerging-Market Multinationals*

Jingshi Xu, Yonsei University  
Soonkyoo Choe, Yonsei University

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**Session 2.2.10 - Competitive**

Track: 1. Internationalization and Entrepreneurship

Time: 10:45-12:00

Room: Berkeley

**SME Internationalization Strategies and Performance**

Chair: Crystal Jiang, Bryant University

*Determinants of Small Firms' Export Intention – The Role of Knowledge and Explorative Capabilities*

Anh Buu Hoang Luong, Nottingham Trent University

Michael Zhang, Nottingham Trent University

Michael Ehret, University of Graz

*Internationalization Strategy of SMEs in a State-Led Emerging Economy: The Interface of Industrial Environmental Uncertainty and External Stakeholder Engagement*

Ziko Konwar, University of Leeds

Hanh Pham, University of Leeds

Hung Doan, Foreign Trade University

Yingqi Wei, University of Leeds

*How Do SMEs Foster Strategic Agility and Enhance Export Performance in Turbulent Times?*

Mia Hsiao-Wen Ho, National Taiwan University

Lan-Lung (Luke) Chiang, Yuan Ze University

Chun-Yueh Chang, National Sun Yat-sen University

Hang Sum Yi Mirage, National Taiwan University

*Collaborative Innovation: A Solution to the Dilemma of Family Firm Internationalization?*

Chao Zhang, Northumbria University

Abdullah Al Mamun, Newcastle University

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**Session 2.2.11 - Special Session**

Track: 15. Special Sessions

Time: 10:45-12:00

Room: Belle-Vue

**Marketing Master Class B: Publishing in International Marketing: Achieving Methodological Excellence in Academic Research**

Chair: Daekwan Kim, Florida State University

Facilitator: Daekwan Kim, Spencer-Feheley MBA Professor, Florida State University, Senior Editor, International Business Review, and Associate Editor, Decision Sciences Journal

Scholars desire to conduct research and publish resulting works in scholarly journals. The ability to effectively manage the methodological dimension of academic research is key to developing valid findings and generating research impact. This class will highlight fundamental methodological issues in the development of research in international marketing. The facilitator will address best practice in research methodology, and topical challenges that can hinder research success, and how to address them. The session will be interactive, to allow for Q&A and audience interaction.

*These Master Classes are being offered through the generous contributions of the Sheth Foundation.*

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**Session 2.2.12 - Interactive**

Track: 12. Knowledge, Innovation, and Technology

Time: 10:45-12:00

Room: Carlton

**The Interplay between Innovation, Capabilities and Environment**

Chair: Päivi Aaltonen, LUT University

*How Different Factors Influence R&D Outputs: An Empirical Study on Chinese Manufacturing Companies*

Weichu Xu, East Stroudsburg University

Chenqi Xu, Tsinghua University

Jian Yu, Beijing Forestry University

Li Zhang, Guangxi Vocational Normal University

*The Role of Political Institutions on the Innovation Capability of Chinese SMEs: A Causal Analysis*

Man Zhang, Bowling Green State University  
Hemant Merchant, University of South Florida

*Navigating the Ebb and Flow: Emerging Market Multinational Enterprise's OFDI Strategic Rhythm and Innovation Performance*

Jinjun Li, Shandong University  
Yimin Wang, Shandong University  
Xiaocong Tian, Shandong University

*The Influences of High-Tech FDI on Chinese Domestic Innovation*

Sophie Ying Wang, University of International Business and Economics  
Zhenning Yang, University of International Business and Economics  
Jiahui Guo, University of International Business and Economics

*The Impact of International Sanctions on Chinese High-Tech Firms' Innovation Inputs: A Difference-in-Differences Approach*

Yuxin Huang, Tongji University  
Xin Zhang, Tongji University

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### Session 2.2.13 - Interactive

Time: 10:45-12:00

Track: 3. Finance, Accounting and Corporate Governance

Room: Astor W

### Financial Markets & Investments

Chair: Omrane Guedhami, University of South Carolina

*The Company You Keep: Foreign Investors, Risk Taking, and International Contagion*

Jae Hoon Choi, Xavier University  
David Munro, Middlebury College

*Temporally Inconsistent Information Cues from Firms: Effect on Market Reactions*

Zhengyu Li, University of Melbourne  
Maogang Sun, Shanghai University of Finance and Economics  
Lu Yang, Monash University

*Central Bank Digital Currencies and Institutional Systems: Design Choices Based on Institutional Characteristics*

Anna Grosman, Loughborough University  
Amir Sayyid, Loughborough University London  
Anton Klarin, Curtin University

*Mastering Anticipatory Impression Management in Earnings Conference: Motivation, Casting, and Market Reactions*

Lu Ye, University of Melbourne  
Helen Hu, University of Melbourne  
Daejeong Choi, University of Melbourne

*Effect of Derivative Accounting on Corporate Hedging*

Shivani Sahoo, IIM Kozhikode  
Ekta Sikarwar, IIM Kozhikode

*Does IFRS Adoption Lead to Market Efficiency? An Empirical Examination of Latin America Companies*

Natalia Diniz-Maganini, FGV EAESP  
Abdul A. Rasheed, University of Texas at Arlington

*Growth Equity Investment Patterns and Performance*

Alina Elena Munteanu, University of Oklahoma  
William Megginson, University of Oklahoma  
Paul Lavery, University of Glasgow

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### Session 2.2.14 - Interactive

Time: 10:45-12:00



## **Confronting the Dynamics of Foreign Markets**

Chair: Liang Wen, Xi'an Jiaotong-Liverpool University

### *Extraterritorial Anticorruption Enforcement and Global Asset Reallocation: Evidence from U.S. Banks*

Tao Wu, Chinese University of Hong Kong, Shenzhen

Yuxi Cheng, University of Liverpool

### *Strategic Orchestration in Global Value Chains: The Role of Transnational Interlocks and Board-Level Governance in Emerging Economies*

Dinesh Prabhu, IIM Tiruchirappalli

Surender Munjal, University of Aston

### *Out of Sync, Out of Sight: How Temporal Boundary Influences MNEs' Subsidiary Ownership Structure*

Liang Wen, Xi'an Jiaotong-Liverpool University

Jing Yu (Gracy) Yang, University of Sydney

Stefan Volk, University of Sydney

### *Family Firms' International Involvement: The Double-Edged Sword of Global Niche Business Models*

Jill Juergensen, University of Surrey

Irina Surdu, University of Warwick

Rajneesh Narula, University of Reading

### *When Past Meets Present: Political Capabilities, FDI and the Dynamics of South-South Geopolitics*

Stephanie Tonn Goulart Moura, University College Cork

Thomas C. Lawton, University College Cork

Damian Tobin, Cork University Business School

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## **Session 2.2.15 - Interactive**

Time: 10:45-12:00

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Peacock W

## **An Emerging Market Indigenous Perspective**

Chair: Roberta Aguzzoli, Durham University

### *Institutional Environments and Malaysian Micro-Multinational Enterprises*

TzeCheng Chew, Universiti Malaysia Sabah

### *I Am Not a Mudalali: Addressing Entrepreneurship Stigma in Sri Lanka Through Social Translation*

Matt Raskovic, Auckland University of Technology

Isuru Rajapaksha, Auckland University of Technology

Smita Singh, Auckland University of Technology

### *Double Diasporas Family Businesses: The Case of Trans-Generational Asian Tanzanians Conglomerates*

Aloysius Marcus Kahindi, University of Victoria

### *Charting the Forces and Obstacles in the Brazilian Cultivated Meat Ecosystem: A Multi-Stakeholder Perspective*

Ana Paula Alves Cruz, EAESP FGV

Thomaz Novais Rocha, EAESP FGV

Maria Tereza Leme Fleury, EAESP FGV

### *Financial and Innovation Performance of Egyptian Family-Owned SMEs: A Mixed-Methods Study*

Pooja Thakur-Wernz, Washington and Lee University

Aliaa Bassiouny, Washington and Lee University

Maha ElShinnawy, American University of Cairo

### *Innovation through Business Ties: Navigating Economic and Political Challenges in Myanmar's Export Landscape*

Amonrat Thoumrungroje, Mahidol University

Pattana Boonchoo, Thammasat University

### *The Asymmetric Effects of Host-country Economic Integration on Foreign Multinational Activity: Evidence from Intra-African FDI*



Roger Fon, Northumbria University  
Yamlaksira Getachew, Babson College

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**Session 2.2.16 - Interactive**

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Peacock E

**The Balancing Act of Adapting Strategies to Social Political Dynamics**

Chair: Soo Min Toh, University of Toronto

*Sentiments, Stocks, and Polarization: Navigating Diverse Sociopolitical Environments*  
Kyoungseo Hong, Rutgers University

*Social Movement and Global R&D: Evidence From the Arab Spring*  
David Yoon, University of Leeds  
Mustapha Belkhouja, Grenoble Ecole de Management  
Jie Hong, University of Sheffield

*Multinational Enterprises' Vulnerability To Host Country Sanctions: A Strategy Tripod Perspective*  
Wensong Bai, Shenzhen MSU-BIT University  
Luis Oliviera, Dalarna University  
Daniella Fjellström, University of Gävle

*Terrorism and FDI: Impact of Location and Responsibility Claims by Terrorist Organizations on FDI Inflows?*  
Jiyong Shin, University of Bristol  
Hammad Ul Haq, University of Groningen

*Enhancing the US-China Cooperation amid Escalating Tension: An Extended Diamond Model Approach*  
Dilong Huang, aSSIST University  
Hwy-Chang Moon, aSSIST University  
Wenyan Yin, aSSIST University

*Flipped Faces: Contradictory Corporate Sociopolitical Activism and Stakeholders' Evaluations of Legitimacy*  
Yu Li, University of South Carolina

*The Impact of U.S.-China Technological Decoupling on the Chinese Multinational Enterprise Patent Litigation Risk: The Evidence from a Quasi-Natural Experiment*  
Yulan Shen, Zhejiang University  
Yutong Liu, Zhejiang University  
Jian Du, Zhejiang University

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**Session 2.2.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 10:45-12:00

Room: Charlotte

**Sustainability SIG Café 2: Sustainability Impact**

A recent JIBS editorial defined [societal] impact as "potential effects outside academia, for example, on communities, economies, environments, and other actors." Building on this idea and utilizing the diverse AIB community, the session will explore social and environment sustainability impact in the IB context along three lines. First, we would like to discuss different institutional set-ups to capture sustainability impact across different countries and understand how this translates into IB research. Second, the discussion of impact in IB is often limited to firms and policy makers, overlooking potential effects on communities, health, the environment, quality of life, etc. We would like to brainstorm with participants how our scope of sustainability impact pathways can be broadened. Finally, the session is a platform to explore if the impact achieved in one research project could be transferable to other contexts/countries. This may be a start of future research projects and collaborations and achieving greater societal impact than originally anticipated. Novices and experts on sustainability and impact are welcome!

*Café Facilitators:*

Hinrich Voss, University of Bristol

Martin Heinberg, University of Leeds

*The Sustainability SIG Cafés are organized by AIB's Sustainability Shared Interest Group.*

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## FRIDAY, JULY 5 - 12:00-13:00

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Time: 12:00-13:00  
Room: Crystal 1+2+Foyer

### Light Lunch

A light lunch will be provided for conference participants on the ground floor common area.

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Time: 12:00-13:00  
Room: Sapphire 1

### JIBP Editorial Board Meeting

Chair: Ari Van Assche, HEC Montreal

JIBP Editorial Board Members only.

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## FRIDAY, JULY 5 - 13:00-14:15

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### Session 2.3.2 - Panel

Track: 11. Sustainability in International Business

Time: 13:00-14:15  
Room: Sapphire 4

### The Past-Present-Future of Sustainable Business: What future for engaged IB scholarship?

Chairs: Geoffrey Jones, Harvard University and Rob van Tulder, Erasmus University

#### Panelists:

Geoffrey Jones, Harvard University  
Rob van Tulder, Erasmus University  
Pavida Pananond, Thammasat University  
Rudolf Sinkovics, University of Glasgow  
Elizabeth Yi Wang, University of Leeds  
Noemi Sinkovics, University of Glasgow  
Teresa da Silva Lopes, University of York

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### Session 2.3.3 - Panel

Track: 10. MNE State Relations and IB Policy

Time: 13:00-14:15  
Room: Sapphire 3

### “Catching Up Strategies” of Different Regimes: Comparing China and South Korea Leveraging of Domestic “Hidden Champion” Privately Owned Enterprises to Become World Class Competitors.

Chair: Arie Y. Lewin, Duke University  
Discussant: Dong-Sung Cho, Seoul National University

*Panelists:*

Arie Y. Lewin, Duke University  
Xiaobo Wu, Zhejiang University  
Can Huang, Zhejiang University  
Dong-Sung Cho, Seoul National University  
Michael Witt, King's College London

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**Session 2.3.4 - Special Session**

Track: 15. Special Sessions

Time: 13:00-14:15

Room: Sapphire 2

**2024 UNCTAD-AIB Award for Research on Investment and Development**

Chair: Amelia Santos-Paulino, UNCTAD

The UNCTAD Division of Investment and Enterprise (DIAE) and the Academy of International Business (AIB) have jointly established an award for the best young academic research work on international investment and development. The award is intended for PhD students or early career researchers with no more than five years of full-time work experience.

*Foreign SMEs and Regional Institutions: A Study of Vietnam*

Chau M Chu, University of Leeds

*How Effective is R&D Tax Incentive in Inducing MNEs' Subsequent Investment in Host Country? Evidence from Canadian Microdata*

Shiqi Xu, Ivey Business School

*Shifting Landscapes: Impact of Climate Risk on MNEs' OFDI Location Decisions & the Moderating Role of Network Contingencies*

Soni Jha, Purdue University - Fort Wayne

*Pathway of Breaking the Innovation Trap? Outward FDI, GVC Governance, and Domestic Innovation in Emerging Economies: Evidence from Chinese MNEs*

Tao Zou, King's College London

*Building a New Reputation: The Impact of Voluntary Standards' Adoption*

Camille Reverdy, Geneva Graduate Institute

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**Session 2.3.5 - Panel**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 13:00-14:15

Room: Sapphire 1

**Taking Industry Seriously: Industry Dynamics and International Business**

Chair: Eleanor Westney, Massachusetts Institute of Technology

*Panelists:*

Eleanor Westney, Massachusetts Institute of Technology  
Christina Ahmadjian, Hitotsubashi University  
Matthias Kipping, York University  
Takafumi Kurosawa, Kyoto University  
Sarianna Lundan, Aalto University  
Srilita Zaheer, University of Minnesota

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**Session 2.3.6 - Competitive**

Track: 2. Marketing Strategy and Consumer Behavior

Time: 13:00-14:15

Room: Pine

**International Marketers' New Cultural Challenges**

Chair: Antonio K.W. Lau, Kyung Hee University

*Impact of Gender and Ethnic Diversity on International Success of Hollywood Movies*

Chinmay Pattnaik, University of Sydney

Madhumita Nanda, University of Sydney  
Steven Lu, University of Sydney

*A Meta-Analysis on the Brand Personality – Performance Effect: Culture and Country Development Moderators*

Wenxin Wang, University of Leeds  
Martin Heinberg, University of Leeds  
Dayananda Palihawadana, University of Leeds  
Shankha Basu, University of Leeds  
Martin Eisend, European University Viadrina

*Foreignness as a Double-Edged Sword for the Internationalization of Cultural Goods: Deep Learning-Based Semiotic Analysis of Hollywood Movies in China*

Qian Gu, Georgia State University  
Yanqing Wang, Georgia State University  
Jiamin Zhang, Peking University

*International B-2-B Exchange Relationship*

Aswo Safari, Mälardalen University

*Adaptive Selling Behaviors and Performance Contextualization: Insights from a Meta-Analytic Review*

Yuerong Liu, University of Massachusetts Lowell  
Ying Huang, University of Massachusetts Lowell  
Juan Xu, NEOMA Business School  
Michel van der Borgh, Copenhagen Business School

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**Session 2.3.7 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 13:00-14:15

Room: Emerald 3

**Institutional Environment in Emerging Markets**

Chair: Pooja Thakur-Wernz, Washington and Lee University

*Enforcement of Intellectual Property Laws and Domestic Firm Performance in China*

Yuanyang Song, East China University of Science and Technology  
Jane Wenzhen Lu, City University of Hong Kong  
Feng Xu, East China University of Science and Technology

*Foreign Competition and Product Innovation of Domestic Firms in Developing Countries: An Institutional Legitimacy Perspective*

Zhihong Wen, University of Sydney

*When Stigma Harms Legitimacy: Managing the Dynamics of Stigmatization and Legitimation*

Christiaan Roell, UNSW Sydney  
Felix Arndt, University of Guelph  
Wilson Ng, IDRAC Business School

*Institutional Escapism and Chinese SMEs' OFDI: A Focus on Region-Level Institutions and Firm-Level Institutional Ties*

Zibang Chen, University of Manchester  
Axèle Giroud, University of Manchester  
Asmund Rygh, University of Manchester

*The Informal Institutions Matter: Clan Culture and Cross-border Bandwagons of Emerging-market Firms' Exporting*

Jieyu Zhou, Xiamen University  
Yuejuan Yu, Shandong University  
Jiatao Li, Hong Kong University of Science and Technology  
Shusen Qi, Xiamen University

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**Session 2.3.8 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 13:00-14:15

Room: Emerald 2

## Alliances and Acquisition in Reponse to Changes

Chair: Claudio De Mattos, University of Huddersfield

### *Advisor Status and Deal Completion: M&A Deal Teams as Multi-Team Systems*

Sathyajit Gubbi, BITS School of Management

Ravi Madhavan, University of Pittsburgh

Yi Tang, University of Hong Kong

Yinuo Tang, Peking University

### *Third-Party Effects of Cross-Border Acquisitions: Legitimacy Implications for Alliance Value*

Linda Rademaker, BI Norwegian Business School

Minh Binh Truong, BI Norwegian Business School

Randi Lunnan, BI Norwegian Business School

### *The Art of Acquisition: PEs versus Corporate Acquirors in an Era of Diplomatic Tensions*

Gianni De Bruyn, University of South Carolina

### *The Direct and Indirect Performance Implications of Governance in Cross-border Alliances: The Mediating Role of Transaction-specific Investments*

Majid Abdi, University of Sydney

### *Modeling MNE Governance Mode Choices Using Real Options Theory*

Simon Peter Iskander, Queen's University

Anthony Goerzen, Queen's University

Christian Geisler Asmussen, Copenhagen Business School

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## Session 2.3.9 - Competitive

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 13:00-14:15

Room: Emerald 1

## Managing Corporate Expatriates and Knowledge in MNEs

Chair: Afshin Hamrabadi, University of Trento

### *Exploring Inpatriate Knowledge Landscapes - An In-Depth Analysis of Knowledge Types and their Influencing Factors*

Julia Sophie Schmid, University of Goettingen

Fabian Jintae Froese, University of Goettingen

Monisha Dikhit, University of Goettingen

Tobias Ludwig Gerhard Blay, University of Goettingen

Fedor Portniagin, University of Goettingen

### *Facilitating Acquired Knowledge Abroad Into Reverse Knowledge Transfer: The Role of Expatriates*

Monisha Dikhit, University of Goettingen

Tobias Ludwig Gerhard Blay, University of Goettingen

Julia Sophie Schmid, University of Goettingen

Fabian Jintae Froese, University of Goettingen

Fedor Portniagin, University of Goettingen

### *Cultural Intelligence and Expatriate Cross-Cultural Adjustment: A Configurational Approach*

Lianghui Lei, University of Huddersfield

Sabrina Thornton, University of Sheffield

Qihai Huang, University of Huddersfield

### *Cultural Orientations and Expatriate Performance: An Expatriate-Host Country Supervisor Dyadic Perspective*

Alexei Koveshnikov, Aalto University

Mark van der Giessen, Aalto University

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## Session 2.3.10 - Competitive

Track: 6. Gender and Diversity

Time: 13:00-14:15

Room: Berkeley

## Gender and Intersectional Dynamics

Chair: Sue Moon, Farmingdale State College SUNY

### *Female Leaders and Layoffs: Examining the Contingency Effects of the Pandemic and Country-Level Institutions*

Jae C. Jung, University of Missouri-Kansas City

Junyon Im, University of Manitoba

Yang Yang, Rowan University

### *Intersectional Identity Work: Expatriate Working Mothers in Japan*

Jiayin Qin, Kyoto University

Ya Xi Shen, Hunan University

Ting Liu, Kyoto University

### *Exploring Women's Roles in South Korean Workplace Through K-Drama Narratives: A Novel Research Approach*

Zandra Balbinot, Université du Québec à Montréal

Julie Nelsen, Washington State University

### *How Institutions Moderate the Effect of Board Gender Diversity on Firm Performance*

Felix Hoch, University of Münster

Lilo Seyberth, University of Münster

### *The Interplay of Gender and Signals - A Cross Country Comparative Study*

Roman Barwinski, University of Bristol

Johannes Kleinhempel, Copenhagen Business School

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## Session 2.3.12 - Interactive

Time: 13:00-14:15

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Carlton

## Entrepreneurship, Internationalization, and Digitalization: Implications for Emerging Markets

Chair: Tanvi Kothari, San Jose State University

### *Entrepreneurial Orientation and Internationalization of Indian Firms: The Moderating Effect of (Home Country) Institutional Fragility*

Rishika Nayyar, University of Sussex

Vikrant Shirodkar, University of Sussex

### *The Determinants of Chinese Exporters' Online De-Internationalization*

Ruey Jer Bryan Jean, National Taiwan University

Daekwan Kim, Florida State University

S. Tamer Cavusgil, Georgia State University

### *A Multifaceted Perspective of Scaling Entrepreneurial Innovation and Impact in Developing Countries*

Chanyong Yoo, University of South Carolina

### *Born Global or International New Ventures: Bridging the Gap between Developed and Emerging Economies*

Marleth Judith Morales Marengo, University of Alabama

### *Reconceptualizing the Nano-Enterprise: A Transaction Cost View of the Smallest Business Enterprise in Emerging Markets*

Roberto Martin Galang, Ateneo de Manila University

Mariel Vincent Rapisura, Ateneo de Manila University

### *The Influence of Internationalization Enablers on Internationalization Patterns of Emerging Market SMEs: The Case of Turkish Automotive Supplier Firms*

Hasan Harmanci, Duzce University

Mahmoud Ahmed Farid Abdel Khalik, University of St Andrews

José Godinez, University of Massachusetts Lowell

### *Emerging Markets as Location Consideration for Cross Border Involvement through Digital Business Ecosystems*

Samrat Bagchi, IIM Indore

Kamal Sharma, IIM Indore

## **Exploring Global Perspectives on Gender Diversity and Inclusion in Contemporary Contexts**

Chair: Abdullah Al Mamun, Newcastle University

### *Home-Region Institutional Diversity and Performance: The Moderating Role of Regionalization*

Xuefeng Shao, University of Newcastle  
Vikas Kumar, University of Sydney  
Yi Li, University of Sydney

### *Safe Haven or Out of Place – Do Women Turn to Foreign MNC Subsidiaries as Employers When They Face Wage Discrimination?*

Wolfgang Sofka, Copenhagen Business School  
Ulrich Kaiser, University of Zurich  
Christoph Grimpe, Copenhagen Business School

### *Upward Foreign Direct Investment and Gender Equality in Emerging Economy Multinational Enterprises: Actual or Symbolic Social Learning?*

Pengcheng Ma, Renmin University of China  
Lin Cui, Australian National University  
Yoona Choi, Australian National University  
Meitong Dong, University of Hong Kong  
Xilu Liu, Shandong University

### *When Identity Work Leads to Negative Emotions: The Dilemma of Japanese Career Women*

Markus Pudelko, University of Tübingen  
Helene Tenzer, Ludwig Maximilians University Munich

### *The Impact of the Top Management Team's Gender Diversity on Target Choice Regarding Corporate -Social-Responsibility Performance*

Jongsoo Kim, Hong Kong Baptist University  
Y. Anthony Kim, Western Kentucky University  
Liqun Wei, Hong Kong Baptist University  
Gaoguang Zhou, Hong Kong Baptist University

### *Does International Activity Impact the Initiative of U.S. Firms to Adopt LGBTQ-Supportive Policies?*

Magdalena Viktora-Jones, University of Southern Indiana  
Naomi A. Gardberg, Baruch College  
William Newbury, Florida International University

### *Setting the Pace: An Integration of Top-down and Bottom-up Forces in Shaping Adoption Timing of LGBTQ-Friendly Human Resource Policies*

Dongdong Huang, Nankai University  
Junghoon Park, Loyola Marymount University  
Jeff Augugliaro, Iona University  
Huiyan Zhang, Nankai University  
Sihan A, Nankai University

### *Unpacking the Role of Gender, Political Will and Political Skill in Career Sponsorships*

Angeline Lim, National University of Singapore  
Sandy Lim, National University of Singapore  
Eugene Tay, National University of Singapore

### *Challenging the Status Quo: The Conflict and Tension Within International Gender Diversity Management*

Xiang Yao, Monash University

## **State Influence and Global Expansion: Strategies for International Success**

Chair: Caifei Chen, University of Leeds

### *Does State Ownership Affect Dynamic Capabilities? Exploring Korean Commercial Banks' Competitiveness in Foreign Markets*

Young Hoon Jung, Montclair State University  
Huy Will Nguyen, Montclair State University  
HoWook Shin, California State University Long Beach

### *Influence of Institutional Contexts on Family Firms' Internationalization: A Meta-Analysis*

Sai Chittaranjan Kalubandi, IIM Bangalore  
Apurva Sanaria, IIM Bangalore  
Harshitha Ravi, IIM Bangalore

### *Mitigating Domestic and Global Uncertainties for the Internationalization of Platform-based MNEs*

Yong Lin, University of Birmingham  
Yi Sun, University of Cambridge  
Jing Luo, University of Greenwich

### *Africa's International Trade Paradox, Value Chains, Technology Transfer, and Government Policy*

Abdoulkadre Ado, University of Ottawa  
Ellis L.C. Osabutey, Northumbria University  
Paresha Sinha, University of Waikato  
Ogechi Adeola, Lagos Business School

### *A Tale of the Two Economic Systems: Institutional Perspective of Chinese Outward FDI*

Yuanyuan Li, California State University, Los Angeles  
Marcus Crews, Loyola Marymount University

### *Relative Quality of Market-Supporting Institutions at Home and Host Countries of Foreign Direct Investment*

Yener Kandogan, University of Michigan-Flint

### *FDI Screening Policy and Technology-Related Acquisition From Chinese MNEs*

Zaiyang Xie, Zhejiang University of Technology  
Liang Wang, University of San Francisco  
Jie Wang, Hangzhou Vocational & Technical College

### *Does Media Matter in SOEs' International Acquisitions?*

Yan Gao, Northumbria University

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## **Session 2.3.15 - Interactive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 13:00-14:15

Room: Peacock W

## **Performance and Subsidiaries in Emerging Markets and EMNEs**

Chair: Yi Wang, University of Southern Denmark

### *Revisiting the Performance Implications of Rapid Internationalization for Emerging Market Firms: A Signaling Perspective*

Yong Wang, Southwest Jiaotong University  
Kaige Li, Xi'an Jiaotong University  
Yunxia Zhu, University of Queensland  
Xiaotao Yao, Xi'an Jiaotong University

### *The Influence of Generative Capacity on Firm Performance on Digital Platforms*

Huei-Ting Tsai, National Cheng Kung University

### *Exploring Dynamics of Foreignness: The Case of Foreign Subsidiaries in South Korea*

Güldem Karamustafa-Köse, HEG Arc// HES-SO University of Applied Sciences Western Switzerland  
Anna Lupina-Wegener, ZHAW School of Management and Law  
Grégory Vionnet, HES-SO HE ARC



*The Legacy Dilemma: Navigating the Complex Interplay of Asset and Liability in an Established Subsidiary with Colonial Roots in an African Market*

Younghoon An, University of Groningen  
Hammad Ul Haq, University of Groningen  
Yong Kyu Lew, Hankuk University of Foreign Studies  
Zaheer Khan, University of Aberdeen

*Riding the Bubble: Unmasking the Dangers of Stock Overvaluation on Long-Term Firm Performance*

Jialin Song, Tongji University  
Xinyu Liu, Tongji University  
Luyu Wang, China UnionPay

*Toward a Loose Coupling View of Foreign Subsidiary Resilience the Roles of Headquarter-Subsidiary Structure and Linking-Leveraging Capability*

Chao Zhou, China International Intellectech Group Management Consulting Corporation  
Jian Du, Zhejiang University  
Sihan Li, Zhejiang University

*The Contingent Effects of Challenge Stressors and Hindrance Stressors on Multinational Corporations' Subsidiary Performance*

Chong Yu, Middlesex University London  
Matthew Robson, Cardiff University  
Zhaleh Najafi-Tavani, University of Leeds  
Ghasem Zaefarian, University of Leeds

*The Mediating Role of Knowledge Flow: A Study of the Nexus between Embeddedness and Subsidiary Performance in the KIBS Sector.*

Khaled Shukran, University of Malaya  
Nazri Bin Mohammad Nor, University of Malaya  
Farhana Rahman, Putra Business School

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### **Session 2.3.16 - Interactive**

Time: 13:00-14:15

Track: 11. Sustainability in International Business

Room: Peacock E

### **Back to Basics: Linking Sustainability and Firm Outcomes**

Chair: Ryan Tang, Griffith University

*Linking HRM with Sustainability Performance through Sustainability Practices in Vietnam: Unlocking the Black Box*

Smirti Kutaula, Kingston University  
Soumyadeb Chowdhury, Toulouse Business School  
Alvina Gillani, University of Surrey  
Pawan Budhwar, Aston University  
Prasanta K. Dey, Aston University

*MNEs Learn to Care: The Micro and Macro Processes of MNE CSR Learning*

Jing'an Tang, Sacred Heart University

*The Downside of Growth: Examining the Relationship Between Firm Growth and Corporate Social Responsibility*

Mark DesJardine, Dartmouth College  
Jimi Kim, University of New South Wales  
Tima Bansal, Ivey Business School

*Towards MNEs' Green Competitiveness and ESG Performance: Adoption of SDGs in MENA Region*

Hicham Nachit, ESCA - Ecole de Management  
Miguel Torres, University of Kent  
João P. Bento, Lisbon Polytechnic Institute (ISCAL-IPL)  
El Mehdi Es-Sbaa, ESCA - Ecole de Management

*Stakeholder Orientation and Institutional Restrictions: An Examination of Zero-Waste Certificate Adoption in Apple's Ecosystem*

Kijong Kim, University of South Carolina  
Noman Shaheer, University of Sydney

Sali Li, University of South Carolina  
Weiting Zheng, UNSW Sydney

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**Session 2.3.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 13:00-14:15

Room: Charlotte

**Teaching Café 3: Social Sustainability in IB Education**

This teaching café aims to uplift knowledge exchanges on integrating the under-explored topic of social sustainability, comprising issues (1) Safety and security (i.e., fair labor practices, health and safety at work); (2) Learning and growth (i.e., education and training, job security, employment); and (3) Community development (i.e., diversity, equity, and inclusion, social involvement, human rights, consumer and product responsibility), into International Business education. The café will introduce some of the newest resources on social sustainability in business education and will invite participants to discuss various views and exchange best practices for teaching this complex topic in international business courses and programs.

*Teaching Café Facilitators:*

Aušrinė Šilenskyte, University of Vaasa  
Marina Anna Schmitz, IEDC-Bled School of Management  
Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government  
Wee Chan Au, University of Newcastle

*The Teaching Cafés are organized by AIB's Teaching & Education Shared Interest Group.*

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**FRIDAY, JULY 5 - 14:15-14:30**

Time: 14:15-14:30

**Break**

Short break to facilitate transition between sessions. No refreshment service will be provided.

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**FRIDAY, JULY 5 - 14:30-15:45**

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**Session 2.4.2 - Panel**

Track: 8. Research Methods and Theorizing

Time: 14:30-15:45

Room: Sapphire 4

**Avoiding Common Mistakes and Developing a Better Methods and Results Section**

Chair: Stewart Miller, Durham University

*Panelists:*

Stewart Miller, Durham University  
Jorge Lengler, Durham University  
Eriikka Paavilainen-Mäntymäki, University of Turku  
Emmanuella Plakoyiannaki, University of Vienna

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**Session 2.4.3 - Panel**

Track: 10. MNE State Relations and IB Policy

Time: 14:30-15:45

Room: Sapphire 3

**Reconciling Huntington's Legacy in International Business**

Chair: Shuo (Luna) Yang, Pennsylvania State University, Brandywine

*Panelists:*

Shuo (Luna) Yang, Pennsylvania State University, Brandywine  
Ram Mudambi, Temple University  
Rosalie Tung, Simon Fraser University  
Oded Shenkar, Ohio State University  
Ilgaz Arıkan, Kent State University  
Elizabeth Rose, IIM Udaipur

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**Session 2.4.4 - Panel**

Track: 15. Special Sessions

Time: 14:30-15:45

Room: Sapphire 2

**Deglobalization and Its Discontents (JIBP Showcase Session)**

Chair: Ari Van Assche, HEC Montreal

*Panelists:*

Steven Altman, New York University  
Yadong Luo, University of Miami  
Irina Surdu, University of Warwick

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**Session 2.4.5 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 14:30-15:45

Room: Sapphire 1

**Innovation Strategies in Emerging Markets**

Chair: Marianna Marra, University of Sussex

*Innovation Catch-up And Firm Performance: Evidence From Emerging Market Firms*

Qingwei Li, Nanyang Technological University  
Seung Ho Park, Nanyang Technological University

*A Qualitative Comparative Analysis (QCA) of the Evolution of Innovation and Corporate Catching-Up in China*

Steffen Wolfer, TH Köln - University of Applied Sciences

*How Government R&D Certification Matters for Public Firms' Innovation: Evidence from China*

Gunneeta Vasudeva Singh, University of Minnesota  
Daxin Sun, Nanjing University  
Saixing Zeng, Shanghai Jiao Tong University  
Shaker Zahra, University of Minnesota

*Pathway of Breaking the Innovation Trap? Outward FDI, GVC Governance, and Domestic Innovation in Emerging Economies: Evidence from Chinese MNEs*

Tao Zou, King's College London

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**Session 2.4.6 - Competitive**

Track: 11. Sustainability in International Business

Time: 14:30-15:45

Room: Pine

**Managing Global Stakeholders for Sustainable Growth**

Chair: Maria Vasileva Ilieva, University of Leeds

*Customer-Enforced Sustainability as a Means of Outsourcing Corporate Responsibility: Contemporary Colonialism in Supply Chain Management*

Iqra Sadaf Khan, Aalto University  
Minna Halme, Aalto University

*Orchestrating FDI through Institutional Governance: Institutional Logics' Coherence as a Catalyst for Africa's Sustainable Growth*

Chaerin Yun, Salem State University  
José Godinez, University of Massachusetts Lowell  
Rodrigo Bandeira-de-Mello, Bentley University

*Is Liability of Foreignness Always Bad for Firms? A Study of the Influence of Tmt Internationalization on Corporate Greenwashing*

Jialei Song, Tongji University  
Shouming Chen, Tongji University

*Sustainability Initiatives of Stakeholders in the Global Value Chains of the Textile, Apparel, and Fashion Industries*

Egidijus Rybakovas, Kaunas University of Technology  
Jurgita Sekliuckiene, Kaunas University of Technology

*Small Worlds within Global Value Chains: Implications for Multinational Enterprises' Environmental, Social, and Governance Controversies*

Sangho Chae, University of Warwick  
Seongtae Kim, Aalto University  
Byung-Gak Son, City University of London  
Igor Filatotchev, King's College London

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### **Session 2.4.7 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 14:30-15:45

Room: Emerald 3

### **Governance, Innovation and Knowledge Flows in a Dynamic World**

Chair: Chinmay Pattnaik, University of Sydney

*Global City Investment: The Impact of Immigrants and International Experience as Knowledge Sources*

Julia Mittermayr, Vienna University of Economics and Business  
Vera Kunczer, Luiss University - Rome

*Industry Offshoring and Firm Internationalization: Complementarity and Substitution in External Learning*

Daniel S. Andrews, Georgia State University  
Netanel Drori, Northeastern University  
Stav Fainshmidt, Florida International University  
Ajai Gaur, Rutgers University

*MNE Knowledge Transfer and Learning During Exogenous Shocks: A Coactive Vicarious Learning Perspective*

Monica Riviere, INSEEC Grande Ecole  
Gabriele Suder, Federation University Australia

*Reshoring Outsourcing and Internationalization*

Daniel Pedroletti, Uppsala University

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### **Session 2.4.8 - Competitive**

Track: 3. Finance, Accounting and Corporate Governance

Time: 14:30-15:45

Room: Emerald 2

### **Global Risk & Corporate Strategy**

Chair: Arjen Slangen, KU Leuven

*Inter-Country Corruption, the Liability of Foreignness, and the Value of Political Connections: New Data and Evidence*

April Michele Knill, University of South Carolina  
Omrane Guedhami, University of South Carolina  
Sadok El Ghouli, University of Alberta  
Glades McKenzie, Florida State University

*Geopolitical Risk and Labor Investment Efficiency: International Evidence*

Jinyan Ji, University of Nottingham Ningbo China  
Xiaolan Zheng, University of Nottingham Ningbo China  
Zhangfan Cao, University of Nottingham Ningbo China  
Cherry-yi Zhang, University of Nottingham Ningbo China

*International Activities and Debt Structure*  
Xinya Yu, University of South Carolina

*State Expropriation Risk and Corporate Disclosure: Evidence From U.S. Multinational Corporations*  
Yongtae Kim, Santa Clara University  
Dichu Bao, Lingnan University  
Lixin (Nancy) Su, Hong Kong Polytechnic University

*Does Trade Protectionism Affect Corporate Tax Avoidance?*  
Daxuan Zhao, Renmin University of China  
Jing He, Remin University of China  
Xinming Li, Nankai University

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### **Session 2.4.9 - Competitive**

Track: 10. MNE State Relations and IB Policy

Time: 14:30-15:45

Room: Emerald 1

### **Non-market Strategy, Social and Political Engagements of MNEs**

Chair: Chomsorn Tangdenchai, Assumption University

*Taking a Stand While Abroad? Towards a Theory of MNCs' Sociopolitical Activism in Host Countries*  
Ishva Minefee, University of Illinois at Urbana-Champaign  
Lori Qingyuan Yue, Columbia University

*Liability of Foreignness and Discrimination of Foreign Firms: Do Political Ideology and Globalization Matter?*  
Yulia Muratova, Aarhus University  
Charles Dhanaraj, Georgia State University  
Liudmyla Svystunova, Loughborough University London

*Microfoundations of corporate political activity: Emergence of Guinness's strategic responses to regulatory change*  
Aleksi Niittymies, Aalto University  
Kalle Pajunen, Tampere University  
Ewald Kibler, Aalto University

*Managing Resource Dependence Through Lobbying: The Case of Antidumping Protection*  
HoWook Shin, California State University Long Beach  
Young Hoon Jung, Montclair State University  
Seung Hyun Lee, University of Texas at Dallas

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### **Session 2.4.10 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 14:30-15:45

Room: Berkeley

### **HRM Practices in MNEs**

Chair: Argyro Avgoustaki, ESCP Business School

*Standardization and Adaptation of HRM Practices in MNEs: a Meta-analytic Review*  
Dana Minbaeva, King's College London / Copenhagen Business School  
Vincent Kunst, Universiteit Utrecht

*Institutional Pressure and Dependency: The Dynamicity of the Localisation and Standardisation of Human Resource Management Practices in Mnc Subsidiaries*  
Amani Shajera, Bahrain Polytechnic  
Ken Kamoche, University of Nottingham  
Yanan Feng, Beijing University of Chemical Technology

*Legitimation of MNE Subsidiaries in HRM Practice Implementation*  
Ji-Won Song, University of Edinburgh

*CSR-HRM Nexus Work: The Case of CSR Practitioners: In-House CSR Managers and External CSR Service Consultants*

Hae-Jung Hong, NEOMA Business School  
Hyemi Shin, Royal Holloway University of London  
David Callings, Trinity Business School

*CEO Personal Network and CEO Compensation: The Moderating Roles of CEO Nationality and Firm Performance*  
Jingshu Pan, Florida International University

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**Session 2.4.11 - Special Session**

Track: 16. Clinics and Cafés

Time: 14:30-15:45

Room: Belle-Vue

**WAIB Speed Mentoring Event**

Chair: Yingying Zhang Zhang, International University of Japan

In this annually held speed mentoring event, you will have the opportunity to engage in a series of one-on-one, in-person conversations and receive career-related advice from a team of accomplished women IB scholars. It is a time-efficient and fun way to network while seeking answers to your most-pressing career related questions.

Organized by the Women in Academy of International Business (WAIB), the speed mentoring event is for AIB members who identify as female and *by RSVP only*. If you want to sign up as a mentee or have questions, please contact [yzhang@iuj.ac.jp](mailto:yzhang@iuj.ac.jp).

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**Session 2.4.12 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 14:30-15:45

Room: Carlton

**Migration and Cross-Cultural, Multilingual Interactions**

Chair: Rebecca Piekari, Aalto University

*Back to the Roots - Unraveling the Motives Behind Reverse Migration*

Mariam Mohsin, University of Kent

Muhammad Abdur Rahman Malik, LUMS University

*Brazilian-Japanese Reverse Diaspora, Labour, and Entrepreneurship – Reflections on Sustainable Ethnic Migration Policies*

Roberto Falcão, Universidade do Grande Rio (Unigranrio)

Eduardo Picanco Cruz, Universidade Federal Fluminense (UFF)

Raushan Aman, Oulu University

Maria Elo, University of Southern Denmark

*The Interference of Cultural Differences on Skilled Migrants' Employment Process: The Case of Vietnamese Skilled Migrants in Australia*

June Tran, RMIT University

Nuttawuth Muenjohn, University of Bradford

Alan Montague, RMIT University

*An Intersectional Lens on Migrant Diversity: Insights for International HRM*

Nila Wiese, University of Puget Sound

Tanvi Kothari, San Jose State University

*Anchoring in the Liminal Space: An Empirical Study of Western Entrepreneurs in China*

Jon K. Newton, New York University Shanghai

Daniel W. Lund, British Management University

Ying Guo, Xi'an Jiaotong - Liverpool University

Jaideep Prabhu, University of Cambridge

*The Impact of Cultural Identity on Bridging Skills of Highly Qualified Migrants*

Cristina Popescu, University of Tuebingen

Markus Pudelko, University of Tübingen

*Uncovering the Impact of Cross-Border Frictions on Labor Market Decisions: The Role of the Next Generation and Professional Management in Family Firms*

Jiayan Ding, Tongji University

Di Fan, RMIT University

Sihong Wu, University of Auckland

Yiyi Su, Tongji University

*Perspectives and Experiences of Language Brokers in Multilingual Work Environments*

Youjeong Song, University of Minnesota

Mary E. Zellmer-Bruhn, University of Minnesota

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**Session 2.4.13 - Interactive**

Time: 14:30-15:45

Track: 1. Internationalization and Entrepreneurship

Room: Astor W

**Internationalization and Firm Performance**

Chair: Olli Kuivalainen, LUT University

*Beat the Gray Rhino: The Impact of Technological Path Heterogeneity on Firm Profitability in the Context of Decoupling*

Zhen Wang, Zhejiang Gongshang University

Bin Guo, Zhejiang University

Linan Lei, Zhejiang University

Ziyan Tan, Zhejiang University

*How Does Performance Affect a Company's Internationalization Speed? Companies in Emerging Industrial Economies Examinations*

Peng-Yu Li, National Chung Hsing University

Fang-Yi Lo, National Sun Yat-sen University

*When Does Rapid Internationalization Lead to Export Performance? A Set-Theoretic Configurational Approach*

Arash Sadeghi, University of Leicester

Omid Aliasghar, University of Auckland

*Internationalization Trajectories and Performance Implications of Immigrant Ventures*

Guohua Jiang, West Chester University

Feng Zhang, Pennsylvania State University Abington

*Examining the Role of Internationalisation in the Innovation of Chinese SMEs: The Mediating Role of Managerial and Networking Capabilities*

Caifei Chen, University of Leeds

Alessandro Giudici, University of London

Andrew Jones, Brunel University

*Internationalization as a Process of Business Model Adaptation: A Comparative Case Study of Global Leaders*

Pedro Sena-Dias, Nova School of Business and Economics

Miguel Pina e Cunha, Nova School of Business and Economics

*Internationalization Strategies and Firm Performance*

Leah Madita Fischer, University of Innsbruck

Harald Pühr, University of Innsbruck

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**Session 2.4.14 - Interactive**

Time: 14:30-15:45

Track: 4. Global Strategy, Organization and Value Chains

Room: Astor E

**Internal and External Dynamics in Global Strategies**

Chair: Hyejin Cho, Farmingdale State College SUNY

*A Neglected Advantage? The Impact of Factor Market Distortion on Subnational Location Choice of FDI's*

Ziyan Ma, University of Warwick

Nigel Driffield, University of Warwick

Giuliana Battisti, University of Warwick

*Resilience in Times of War: How Ukrainian Exporters Enhance Relational Factors With Foreign Partners*

José Pla-Barber, University of Valencia

Oksana Kantaruk Pierre, Université de Lorraine

Raluca Mogos Descotes, ULCO - Université du Littoral Côte d'Opale



*Deadlock and Joint Ventures*

Santiago Sosa, Universidad EAFIT  
Andres Velez-Calle, Universidad EAFIT  
Peter J Gallo, Creighton University  
Hermilson Velasquez, Universidad EAFIT

*The Differential Effects of Informal Institutions on the Ownership Strategy in Cross-Border Acquisitions*

Fernando Jorge Moreira da Silva, ESPM  
Mario Henrique Ogasavara, ESPM  
Renato Pereira, ISCTE-IUL

*When Political Ideology Is at Odds With Local Institutions: The Effect on Cross-Border Acquisitions*

Andreas Procopiou, Open University of Cyprus  
Andreas Petrou, Cyprus University of Technology  
Dawn Yi Lin Chow, University of Melbourne

*United We Stand: Towards an Ecosystem Approach to Reconciling the Integration-Autonomy Dilemma in Post-Merger Integration*

Zhengyao Kang, University of Bristol  
Xianwei Shi, Shanghai Jiao Tong University  
Ke Rong, Tsinghua University

*Learning through Sequential Partnerships: Unveiling the Role of Familiarity and the High-Tech Industry in the Transition from Partner to Target*

Yueling Zhou, Nova School of Business and Economics  
Emanuel Gomes, Nova School of Business and Economics  
Ferran vendrell-Herrero, University of Edinburgh

*Escaping Political Risk at Home Emerging Market Multinational Enterprises' Controlling Ownership in Cross-border Acquisitions*

Kimberly Ellis, Florida Atlantic University  
Ru-Shiun Liou, University of Tampa  
Leon Fairman, University of Tampa

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**Session 2.4.15 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 14:30-15:45

Room: Peacock W

**Diversity and Identity in the Workplace**

Chair: Sachiko Yamao, Keio University

*Talent Management in the Context of Japan: A Strategy Implementation Perspective*

Katsuhiko Shimizu, Keio Business School

*Institutionalization of HRM practices through local isomorphism in Japanese subsidiaries of Anglo-Saxon MNCs: A legitimacy perspective*

Andrei Panibratov, Léonard de Vinci Pôle Universitaire  
Dmitrii Fefelov, Saint Petersburg University  
Akiko Sato, Kyushu University  
Marina Latukha, Ecole de Management Leonard de Vinci

*Flexible Work Arrangements and Work Engagement During the COVID-19 Pandemic: Evidence From Japan, Singapore, and Australia*

Takashi Sakikawa, Chuo University

*The Influence of Work Digitalization on Psychological Contracts: Advancing the Dynamic Phase Model*

Tassilo Schuster, University Neu-Ulm  
Lisa Ballas, University Bamberg

*Algorithmic HRM Implementation: The Role of Identity Work in the Eastern European Context*

Veselina Stoyanova, University of Birmingham  
Stoyan Stoyanov, Herriot-Watt University



*Storming off? Hindering Development in Global Virtual Teams: An Exploratory Study*

Lauren Drury, University of Wisconsin-Whitewater

Andrew Ciganek, University of Wisconsin Whitewater

*Unpacking Innovation Management: Exploring the Role of Self- Management, Virtual Work, and National Culture*

Xiaoshi Kinnunen, Aalto University

Carl Fey, BI Norwegian Business School

Vegard Kolbjørnsrud, BI Norwegian Business School

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**Session 2.4.16 - Interactive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 14:30-15:45

Room: Peacock E

**Social and Environmental Factors in Emerging Markets**

Chair: Rekha Rao-Nicholson, University of Essex

*Robotics, Wages, and Developing Countries: Not a Duel, but a Dual Advantage*

Pavan Kulkarni, Indian Institute of Technology Bombay

Snehal Awate, Indian Institute of Technology Bombay

Amit J. Chauradia, Doane University

*Financial Slack and Corporate Social Performance of Asian Multinational Corporations*

Irene Margaret, University of Liverpool

*China's National Project of Growth through Global Expansion and Its Impacts on Labour Relations in Angola*

Meng Xing, Royal Holloway, University of London

Yu Zheng, Royal Holloway, University of London

Chris Smith, Royal Holloway, University of London

*Inland Infrastructure Development, Corporate International and Regional Wealth Disparities*

Xinzhi Zhang, University of International Business and Economics

*Chinese Firms' Overseas Ecological Events: A Case Study*

Bing Wu, East China University of Science and Technology

*75 Years of Poverty Research: What Can International Business Scholars Learn?*

Roberto Martin Galang, Ateneo de Manila University

Alfred Presbitero, Deakin University

Mendiola Teng Calleja, Ateneo de Manila University

John Luis Lagdameo, Ateneo de Manila University

Dianna Carla Yap, Ateneo de Manila University

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**Session 2.4.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 14:30-15:45

Room: Charlotte

**Research Methods Clinic 2: Experience-Sampling Study**

Chair: Joel Koopman, Texas A&M University

The clinic is an opportunity to ask questions and clarification on experience sampling study and understating its key features better and in a short time. Some of the basic operational and tactical decisions that must be made when designing and running an ESM study will be discussed.

This session is organized by the *AIB Research Methods SIG*.

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**FRIDAY, JULY 5 - 15:45-16:15**

Time: 15:45-16:15

Room: Crystal 1+2+Foyer

## Coffee Break

Refreshments will be provided for conference participants.

*This coffee break is sponsored by Aalto University School of Business in honor of the winner of the "That's Interesting!" Award. The award presentation will take place during the coffee break.*

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## FRIDAY, JULY 5 - 16:15-17:30

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### Session 2.5.2 - Panel

Track: 12. Knowledge, Innovation, and Technology

Time: 16:15-17:30

Room: Sapphire 4

### Big Techs and Implications for International Business

Chair: Ke Rong, Tsinghua University

#### Panelists:

Ke Rong, Tsinghua University  
Ziliang Deng, Peking University  
Ram Mudambi, Temple University  
William Newburry, Florida International University  
Ronaldo Parente, Florida International University  
Zhengyao Kang, University of Bristol

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### Session 2.5.3 - Special Session

Track: 15. Special Sessions

Time: 16:15-17:30

Room: Sapphire 3

### World Investment Report 2024: Business Facilitation and Digital Investment (UNCTAD Special Session)

Chair: Amelia Santos-Paulino, UNCTAD

#### Panelists:

Paul Vaaler, University of Minnesota  
Ari Van Assche, HEC Montreal  
Sarianna Lundan, Aalto University  
Noman Shaheer, University of Sydney

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### Session 2.5.4 - Panel

Track: 4. Global Strategy, Organization and Value Chains

Time: 16:15-17:30

Room: Sapphire 2

### Understanding Geopolitical Tensions in ASEAN Nations and Implications for MNE Strategies

Chair: Seung Ho Park, Nanyang Technological University

#### Panelists:

Seung Ho Park, Nanyang Technological University  
Klaus Meyer, Western University  
David K Tse, Hong Kong University  
Pengyu Zhu, Hong Kong University of Science and Technology  
Huanhuan Zheng, National University of Singapore  
Caleb H. Tse, Nanyang Technological University

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### Session 2.5.5 - Panel

Time: 16:15-17:30

**AIB-CEE Panel Proposal: The CEE Region on a New Wave of Transition: Towards a New Landscape of Value Chains, Upmarket Investments and Innovation Cooperation Amidst Turbulent Times**

Chair: Lukasz Puslecki, Poznan University of Economics and Business

Discussant: Miroslaw Jarosinski, SGH Warsaw School of Economics

*Panelists:*

Lukasz Puslecki, Poznan University of Economics and Business

Piotr Trapczynski, Poznan University of Economics and Business

Miklos Kozma, Corvinus University of Budapest

Andreja Jaklic, University of Ljubljana

Marian Gorynia, Poznan University of Economics and Business

Barbara Jankowska, Poznan University of Economics and Business

Miroslaw Jarosinski, SGH Warsaw School of Economics

Malgorzata Stefania Lewandowska, SGH Warsaw School of Economics

Miklos Stocker, Corvinus University of Budapest

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**Session 2.5.6 - Competitive**

Time: 16:15-17:30

Track: 1. Internationalization and Entrepreneurship

Room: Pine

**Influence of Entrepreneurs and Top Management Team on Internationalization Strategies**

Chair: Sven Horak, St. John's University

*Top Management Team (TMT) Team Tenure Heterogeneity's Influence on Cross-Border Merger and Acquisition (CBA) Decisions*

Weitong Wang, University of Sydney

Anish Purkayastha, University of Sydney

Huan Zhang, University of Sydney

*CEO Political Ideology and Internationalization Choices*

Ziyang Zhu, Sun Yat-Sen University

Jiangyan Li, Chongqing University

Martin Johanson, Stockholm University

*Navigating the Crossroads: The Emotional Dilemma of Market Entry and Exit for Entrepreneurs*

Spiros Batas, Queen Mary University of London

José Godinez, University of Massachusetts Lowell

Yang-pei Lin, Lins Enterprises

Mahmoud Ahmed Farid Abdel Khalik, University of St Andrews

*Intersectional Perspective on Geographical Mobility Intentions of Entrepreneurs*

Liudmila Ivonen, Léonard de Vinci Pôle Universitaire

*Returnee Entrepreneurs' Culturally Imprinted International Experience: Effects on Entrepreneurial Orientation and Post-entry Speed of Internationalization*

Xinrui Liu, University of Greenwich

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**Session 2.5.7 - Competitive**

Time: 16:15-17:30

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Emerald 3

**Emerging Market Firms and Springboard Investment**

Chair: Eunsuk Hong, SOAS University of London

*Aggressive Internationalization for an Indefinite Period? An Empirical Examination of EMNEs' Cross-Border Acquisition Speed*

Peter Buckley, University of Manchester  
Oded Shenkar, Ohio State University  
Surender Munjal, University of Aston  
Somnath Lahiri, Illinois State University  
Tapas Mishra, University of Southampton

*Does Imprinting From Historical Events Impact Emerging Market Firms' Springboard Internationalization? Evidence From India*

Sandeep Yadav, IIM Bangalore

*Navigating De-globalization in China: The 'Double-Loop Springboard' in Inward and Outward Internationalization and Technology Alliance for Innovation*

Nam Kim, Korea University  
Chris Changwha Chung, Korea University  
Young Bin Kim, Korea University

*Greenfield R&D Focused FDI and MNE' Parent Intangible Asset Growth: Does Springboard Theory Need to be Updated?*

Ludan Wu, Manchester Metropolitan University  
Dylan Sutherland, Durham University

*(When) Do Springboard Strategies Lead to International Growth? A Penrosean Perspective*

Rishiraj Kashyap, Western University  
Andreas Schotter, Western University  
Prakash Satyavageeswaran, IIM Udaipur

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**Session 2.5.8 - Interactive**

Track: 11. Sustainability in International Business

Time: 16:15-17:30

Room: Emerald 2

**Mapping the Future: Digital and Green Innovations in Action**

Chair: Rudolf Sinkovics, University of Glasgow

*Navigating Corporate Social Responsibility in the Digital Age: A Review of the Literature on International Service Enterprises*

Ryan Tang, Griffith University  
Lili Mi, Griffith University  
Carys Chan, Griffith University  
Hongmin Yan, Griffith University  
S. Tamer Cavusgil, Georgia State University

*International Diversification, Digital Innovation and the UN's Sustainable Development Goals*

Valentin Kiefner, WU Vienna  
Can Michael Tihanyi, University of Business and Economics Vienna

*Innovation Orientation And Environmental Innovation Performance: The Moderating Effects of Ownership Concentration and Female Board Representation*

Shu-Ling Cheng, Catholic Fu-Jen University  
Peng-Yu Li, National Chung Hsing University

*Digitalization and Green Innovations: Mapping the Landscape through Meta-Analysis*

Xuemei Xie, Tongji University  
Yuhang Han, Tongji University

*Does Green Innovation Enhance the Internationalization of Emerging Market Firms? A Study of Chinese Companies*

Martin Hemmert, Korea University  
Hanyang Piao, Korea University  
Ying Cheng, Chongqing University

*Unabsorbed Slack, Capability Reconfiguration and Green Innovation Behavior: The Moderating Role of Consumer Green Pressure*

Lei Gu, Xi'an Jiaotong University

Jianjun Yang, Xi'an Jiaotong University

*Green Innovation and CSR Performance of Chinese Firms: Why are Political Affiliations Important?*

Qiuling Gao, Beijing International Studies University

Duo Huang, Beijing International Studies University

Zhaoyi Zhang, Beijing International Studies University

Xinjie Bao, Beijing International Studies University

*Facilitating Innovation for the Grand Challenges in Global Organizations: The Roles of Innovation Units*

Lisa Canova, University of Geneva

Katherine Tatarinov, University of Lausanne

Tina Ambos, University of Geneva

*The Paradigm Shift of Value Co-Creation: The Application of Artificial Intelligence and Blockchain in International Business*

Pei-li You, Shih Chien University

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### **Session 2.5.9 - Competitive**

Track: 10. MNE State Relations and IB Policy

Time: 16:15-17:30

Room: Emerald 1

### **Political Resilience and Risk Management**

Chair: Senjuk Ninel, BUEM

*Effect of Authoritarian Deliberation on Policy Punctuation: The Evolution of China's Political Risk Management Policy for Belt and Road Initiative*

Shuang Li, RMIT University

Charlie Huang, RMIT University

Fuming Jiang, RMIT University

*Democracy and Political Risk: Variation in Subnational Checks and Balances and Mne Investments*

Thomas DeBerge, Loyola University Chicago

*A Global Public Good for Counter-Terrorism? Assessing the Impact of the Belt and Road Initiative*

Jiatao Li, Hong Kong University of Science and Technology

Fei Hao, Tsinghua University

Di Zhou, Tongji University

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### **Session 2.5.10 - Competitive**

Track: 11. Sustainability in International Business

Time: 16:15-17:30

Room: Berkeley

### **Watch Out! Consequences of Multinational Companies' Actions**

Chair: Luciano Ciravegna, INCAE Business School

*Unintended Consequences: Market Citizenship and Refugee Employment*

Betina Szkudlarek, University of Sydney

Eun Su (Jeannie) Lee, University of Newcastle

*Converging Trend of Corporate Human Rights Policies and Exit Strategy: Multinational Responses to the Russian Invasion of Ukraine*

Tatiana Lukoianove, Binghamton University

James Agarwal, University of Calgary

Quan Li, Texas A&M University

*Human Rights in Global Value Chains: Challenges and Solutions from a Civil Society Perspective*

Myriam C. Rapior, University of Hamburg

Marc Oberhauser, ESCP Business School

*The Impact of Foreign Direct Investment on Organized and Petty Crime*

Yannick Tristan Wiessner, Erasmus University

*Hard Truths: The Unintended Consequences of Carbon Tax on Firm Behavior*

Arzi Adbi, National University of Singapore

Xiaoteng Wu, National University of Singapore

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**Session 2.5.12 - Interactive**

Track: 12. Knowledge, Innovation, and Technology

Time: 16:15-17:30

Room: Carlton

**Global R&D and International Patent Application in the Era of Digitalisation**

Chair: Leon Faifman, University of Tampa

*The Contribution of Chinese Science to US Technological Advancement: Evidence from Patent Citation of Academic Papers*

Junhan Wang, Tsinghua University

Xibao Li, Tsinghua University

Yanbo Wang, University of Hong Kong

*Multidimensional Trade Policy Uncertainty and Firms' Innovation: The Contingent Role of Environmental Volatility and Market Power*

Jing Zhao, Renmin University of China

Keyu Fu, Renmin University of China

Limin Zhu, Minzu University of China

*How Do Customer and Entrepreneurial Orientations Influence Digital Transformation Journey?*

Yen-Chun Chen, National Taiwan Normal University

Chun-Yao Huang, National Taiwan University

Ping-Yu Liu, Chinese Culture University

*Time Synchronization and the Quality of Innovation: The Moderating Effect of Digitization*

Wei Liu, Qingdao University

Ying Liu, Qingdao University

Zuoqian Zhang, Qingdao University

Yumeng Luo, University of Newcastle

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**Session 2.5.13 - Interactive**

Track: 10. MNE State Relations and IB Policy

Time: 16:15-17:30

Room: Astor W

**Non-market Strategy, Sustainable Management, and Governance: Navigating Complex Environments**

Chair: Jeremy Clegg, University of Leeds

*Is the Chinese Anticorruption Campaign Effective? Evidence from Institutional Trust of Entrepreneurs*

Daxin Sun, Nanjing University

*Far and Faint: Corruption Distance and US Companies' Foreign Equity Ownership*

Anh Trung Phan, University of Wisconsin - La Crosse

*Discord Begets Bids: The Effect of Political Affinity on Bidding Competition*

Mengting Liu, Technical University of Munich

Chengguang Li, Technical University of Munich

*ESG as a Nonmarket Strategy to Manage Interstate Tension: Empirical Evidence From Multinationals' ESG Performance in Host Countries*

Jin Hyung Kim, George Washington University

Jooyoung Kwak, Yonsei University

Hyung-Kun Park, Rice University

*Bonds That Unbind: Home-Host Country Geopolitical Affinities and MNE Corporate Social Irresponsibility in a Stigmatized Context*

Alexandre Bohas, ESSCA School of Management

Pierre-Xavier Meschi, SKEMA Business School & IAE Aix-Marseille

Anne Norheim Hansen, Kedge Business School

*Beyond the Pollution Haven: Reassessing Environmental Policy Stringency and FDI Dynamics*  
Jessica Salmon, Siena College  
Emine Beyza Satoglu, Izmir Katip Celebi University

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**Session 2.5.14 - Interactive**

Time: 16:15-17:30

Track: 11. Sustainability in International Business

Room: Astor E

**International Risk and MNEs**

Chair: Alvaro Cuervo-Cazurra, Northeastern University

*Forerunner, Laggard, Walker, and Talker: Impact of (In)congruent Internal–External CSR Strategies on Market Performance*

Kashif Ahmed, Kobe University

Wafa Tariq Waqar, Kobe University

Ralf Bebenroth, Kobe University

*The Radius of Trust: Internal-External CSR Gap, Country's In-Outgroup Trust Gap, and Firm Value*

Sang-Bum Park, University of Bradford

Youngbin Joo, University of Leeds

*FROM PART OF THE PROBLEM TO PART OF THE SOLUTION: MNE REMEDY ROLES FOLLOWING ACCUSATIONS OF HUMAN RIGHTS BREACHES*

Alison E. Holm, Nova School of Business and Economics

Anne Jacqueminet, Bocconi University

*Shifting Landscapes: Impact of Climate Risk on MNEs' OFDI Location Decisions & the Moderating Role of Network Contingencies*

Soni Jha, Purdue University - Fort Wayne

*Natural Disasters and Corporate Vulnerability of Multinational Enterprises*

Huan Zou, SOAS University of London

Zhao Zeng, Tianjin University

Laixiang Sun, Maryland University

*Bibliometric Analysis of Organizational Wrongdoing in the Context of the UN Sustainable Development Goals: A Review of Progress, Trends, and Opportunities*

Liliya Mergaliyeva, University of Reading

Irina Heim, University of Reading

*The Effects of Cybersecurity Risk on Employee Treatment*

Tri Trinh, NEOMA Business School

Mohammed Benlemlih, EM Normandie

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**Session 2.5.15 - Interactive**

Time: 16:15-17:30

Track: 12. Knowledge, Innovation, and Technology

Room: Peacock W

**Knowledge Connectivity and Sustainability in MNCs**

Chair: David Pan, Fort Hays State University

*Multisided Not-for-Profit and For-Profit Business Model: A Case Study of English Independent Schools*

Helen Hu, London School of Economics

*The Integrated Framework of Knowledge Transfer of International Non-profit Organizations: From the Perspective of Institution*

Hsin-Mei Lin, National Chi Nan University

Shih-Lung Hsu, National Chi Nan University

*Connectivity and Environmental Innovation: A Developed Country MNE Perspective*

Xiaocan Yuan, University of Warwick

Jun Du, Aston University

*Reverse Knowledge Transfer, Unknown Benefits of Corporate Social Responsibility*

Praphasiri Dolbundalchok, National Institute of Development Administration (NIDA)



Kiattichai Kalasin, National Institute of Development Administration (NIDA)

*Digital and Green Transition: Not Quite There Yet. The Case of Logistics Innovation and Exporting*

Arete Gkypali, Athens University of Economics and Business, Department of Marketing and Communication

Andriana Dimakopoulou, Athens University of Economics and Business, Department of Marketing and Communication

Kostas Tsekouras, University of Patras,

*Migration and Digitalization: The Geography of Trade Patterns in the Information Age*

Pallavi Shukla, Rutgers University

*Knowledge Creation, Technological Innovation Capability, and Business Sustainability: A Cross-Sectional Evidences from the Banking Service Industries in Cambodia*

Sou Veasna, Royal University of Phnom Penh

Chanveasna Uk, Royal University of Phnom Penh

Chanthuch Try, Asia Euro University

Ngounhort Heng, National Vocational Institute of Battambang

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### Session 2.5.16 - Interactive

Time: 16:15-17:30

Track: 1. Internationalization and Entrepreneurship

Room: Peacock E

## Drivers of Entrepreneurship and Entrepreneurial Internationalization

Chair: Elizabeth Rose, IIM Udaipur

*Investigating the Moderating Role of Firm Size in the Relationship Between Organizational Slack and the Speed of Internationalization to Advanced and Developing Economies: A Longitudinal Study of Taiwanese Firms.*

Yu-Hsuan Hung, National Chengchi University

DunHuei Hsu, Chinese Culture University

*Echoes of Childhood: CEO Early-Life Adversity Experience and Corporate Internationalization*

Yongzhi Du, Northwestern Polytechnical University

Hongfei Ruan, Harbin Institute of Technology

Yi Xiang, Xi'an Jiaotong University

Chenjing Wang, Peking University

*The Microfoundations of Internationalization: Initiating International Business Relationships in an Entrepreneurial Ecosystem of Silicon Valley*

Heini Vanninen, LUT University

Ilkka Ojansivu, University of Oulu

Olli Kuivalainen, LUT University

Kaisa Willcox, Startuplifters

*Does Foreign Direct Investment Affect Entrepreneurship in Host Countries? Country Level Evidence*

Rama Krishna Reddy, California State University San Bernardino

*Returnee Entrepreneurs, New Venture Financing, and High-Status VCs*

Mengjin Gao, Korea University

*Critical review of Policy Support for Born Globals*

Hang Do, University of Southampton

Robert Blackburn, University of Liverpool

*Market Concentration and the Tendency to Internationalize: An Inverse U-shape*

Pascal Simon Mayer, University of Muenster

Thomas Schäper, University of Münster

*Saints and Sinners: The Doubled-Edged Impact of Multinational Enterprises on the Evolution of an Entrepreneurial Ecosystem*

Daniel Sunghwan Cho, University of Surrey

Giulio Bucini, Trinity College Dublin

Paul Ryan, Trinity College Dublin



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**Session 2.5.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 16:15-17:30

Room: Charlotte

### **Teaching Café 4: Teaching IB in Times of Crisis**

Participants will leave with tools and techniques used to help students voice viewpoints constructively in a multicultural classroom, and manage groupwork amongst students affected by crises. We will also engage in discussion on how to teach topics from a standpoint that allows students to feel safe in their learning environment. Both the challenges and opportunities will be discussed.

*Teaching Café Facilitators:*

Amanda Budde-Sung, U.S. Air Force Academy

Vas Taras, University of North Carolina at Greensboro

Sandra Seno Alday, University of Sydney

*The Teaching Cafés are organized by AIB's Teaching & Education Shared Interest Group.*

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## **FRIDAY, JULY 5 - 19:00-22:00**

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Track: 17. Networking and Social Events

Time: 19:00-22:00

Room: Crystal Ballroom

### **AIB Seoul Celebration**

A celebration of our host city will be held at the Crystal Ballroom. Doors open at 7:00pm.

The dress code for the event is Business Smart.

*The Celebration is organized and hosted by **Kyung Hee University***

# SATURDAY, JULY 6

## SATURDAY, JULY 6 - 08:00-08:50

### Session 3.05.1 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Belle-Vue

### Meet the Editors - Session II

Chair: Srilata Zaheer, University of Minnesota

Meet the editors of these four journals in an informal session, open to all conference participants. Meet the people behind the journals, learn about common mistakes and pitfalls of publishing, and get your publishing related questions answered.

*European Journal of International Management*

Nicole Franziska Richter, University of Southern Denmark

*Management and Organization Review*

Tian Wei, Fudan University

*Global Strategy Journal*

Stewart Miller, Durham University

*Asia Pacific Journal of Management*

Chinmay Pattnaik, University of Sydney

### Session 3.05.2 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Carlton

### Fellows Café 1: Reshoring & Backsourcing

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Roger Strange, University of Sussex

Jeremy Clegg, University of Leeds

The global economy is in a period of flux characterised by the growth of populism and economic nationalism; the sustainable development and climate change agenda; the deployment of new digital technologies; and changing power relationships between firms, and between firms and governments (Ghauri et al, 2021). After several decades of pursuing efficiency savings through strategies of offshoring and outsourcing, MNEs are increasingly reconsidering the configuration of their global value chains and the potential benefits in terms of resilience that might accrue from reshoring and/or backsourcing strategies.

### Session 3.05.3 - Special Session

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor W

### Fellows Café 2: Reconceptualizing Culture for International Business in the 21st Century

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Allan Bird, Goa Institute of Management

Hofstede's cultural values framework and others like it have dominated how business scholars have approached the issue of culture in international business research. These approaches lose their usefulness in a world where national cultures are less discrete, having become intermingled with myriad other cultures in a global community. Non-national cultures — such as cultures based on affinities, interests, or social causes — clearly exert profound impact not easily addressed with national value dimensions. These developments necessitate a reconceptualization of what culture is in the context of IB, and how we define and operationalize it.

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**Session 3.05.4 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Astor E

**Fellows Café 3: Corporate Diplomacy and the Institution-Based View**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Mike Peng, University of Texas at Dallas

Corporate diplomacy not only deals with host-country governments and stakeholders, but also deals with home-country governments and stakeholders, which may not always support MNEs. As the world becomes more complex, corporate diplomacy becomes more important. These developments will have significant impact on the institution-based view.

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**Session 3.05.5 - Special Session**

Track: 16. Clinics and Cafés

Time: 08:00-08:50

Room: Peacock W

**Fellows Café 4: How to Make IB Research Rigorous and Relevant?**

*Fellows Cafés are open to all conference participants. Please join us at this AIB Fellow led small group discussion focused on an IB topic of current and mutual interest.*

*Participating Fellow(s):*

Ravi Ramamurti, Northeastern University

How should IB scholars achieve both rigor and relevance in their research? How relevant is IB research for practice? What are the obstacles to such research, and how can they be overcome? What are good examples of IB research that has been both rigorous and relevant?

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**SATURDAY, JULY 6 - 09:00-10:15**

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**Session 3.1.1 - Panel**

Track: 12. Knowledge, Innovation, and Technology

Time: 09:00-10:15

Room: Crystal 3

**Disruptive IB Knowledge Production: Why, How, What**

Chair: Rosalie Tung, Simon Fraser University

Discussant: S. Tamer Cavusgil, Georgia State University

*Panelists:*

Rosalie Tung, Simon Fraser University

S. Tamer Cavusgil, Georgia State University

Gary Knight, Willamette University

Pervez Ghauri, University of Birmingham

Shameen Prashantham, China Europe International Business School

Tony Fang, Stockholm University

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**Session 3.1.2 - Panel**

Time: 09:00-10:15

## **Sustainability Practices in Global Business: The Challenges and Opportunities in Emerging Markets**

Chairs: DuckJung Shin, Korea University and YooJung Ahn, Korea University

*Panelists:*

DuckJung Shin, Korea University  
YooJung Ahn, Korea University  
Brian S. Park, Georgia State University  
SunHwan Gwon, Keimyung University  
Weonsuk (Stan) Lee, DAEHONG Communications  
Eun Sun Godwin, University of Wolverhampton  
Chanhyuk Shin, Korea University  
Nam Kim, Korea University

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### **Session 3.1.3 - Panel**

Track: 7. Teaching and Education

Time: 09:00-10:15

Room: Sapphire 3

## **X-Culture: Experiencing the Dynamics of International Business in the IB Classroom**

Chair: Karen Lynden, UNC Wilmington

*Panelists:*

Karen Lynden, UNC Wilmington  
Omer F. Genc, Youngstown State University  
Jennifer S.A. Leigh, Nazareth University  
Daniel Rottig, Florida Gulf Coast University  
Robert D. Stephens, Shippensburg University of Pennsylvania  
Ernesto Tavoletti, University of Macerata  
Kankan Wang, Guangdong Technion - Israel Institute of Technology  
Su Jin Yeon, University of Groningen

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### **Session 3.1.4 - Competitive**

Track: 3. Finance, Accounting and Corporate Governance

Time: 09:00-10:15

Room: Sapphire 2

## **Banking Stability & Governance**

Chair: Liu Wang, Providence College

*Social Trust, Bank Liquidity Creation, and Financial System Architecture*

Allen Berger, University of South Carolina  
Omrane Guedhami, University of South Carolina  
Xinming Li, Nankai University  
Ying Zheng, Bryant University

*Macprudential Policies, Bank Risk and Economic Uncertainty in Emerging Asia*

Bang Jeon, Drexel University  
Yao Yao, Southwestern University of Finance and Economics  
Minghua Chen, Southwestern University of Finance and Economics  
Ji Wu, Southwestern University of Finance and Economics

*Banking System Stability: A Global Analysis of Cybercrime Laws*

Douglas Cumming, Florida Atlantic University  
My Nguyen, RMIT University  
Anh Viet Pham, RMIT University  
Ama Samarasinghe, RMIT University

*Bank Regulation, Internal Governance, and Bank Risk: Global Evidence*

Alvaro Taboada, Mississippi State University  
Larry Fauver, University of Tennessee  
Lauren Milbach, Mississippi State University  
Samuel Adams, University of Tennessee

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**Session 3.1.5 - Competitive**

Track: 12. Knowledge, Innovation, and Technology

Time: 09:00-10:15

Room: Sapphire 1

**Organizational Learning and MNE Knowledge Management**

Chair: Grazia D. Santangelo, Copenhagen Business School

*Learning to Internationalizing: A Configurational Study of the Determinants of Chinese Game Products' Performance in Overseas Markets*

Zhongning Xu, Chinese University of Hong Kong  
Xufei Ma, Chinese University of Hong Kong

*Motive and Opportunity: Information and Communication Technologies and the Exploration of New Knowledge In Multinational Enterprises*

Casidhe Troyer, London Business School  
Catherine Magelssen, London Business School

*Network Embeddedness and Firm Innovation Performance: The Moderating Role of Innovation Openness*

Yian Chen, Aalto University

*The Dynamic Cycle of Innovation: Out with the Old and In with the New through Divestitures and Alliances*

LokTing Chan, National Taiwan University  
YuTao Bian, National Taiwan University  
Cheng-Wei Wu, National Taiwan University

*Searching for the Source of Strategic Foresights of Internationalizing Firms: Performance Benefits of Expectations Revisions*

Osamu Suzuki, Kwansai Gakuin University

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**Session 3.1.6 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 09:00-10:15

Room: Pine

**Internationalization of Emerging Market Firms**

Chair: Qi Ai, Brunel University London

*Cross-Listing and Foreign Direct Investment: An Institutional Arbitrage Perspective on Emerging Market Firms*

Steven Liang, York University  
Siyu Fei, Concordia University  
Michael Carney, Concordia University

*Investment Returns or Crowding Out? A Review of Empirical and Policy Evidence on the Home-Country Effects of Outward Foreign Direct Investment, and Avenues for Future Inquiries*

Jan Knoerich, King's College London  
Daniel Benson, King's College London

*The IFDI-OFDI Dynamics: The Interplay of Productivity, Spillover, and Competition at the Regional Level*

Monica Ren, Macquarie University  
Jianxun Chen, University of International Business and Economics  
Stephan Manning, University of Sussex  
Peishan Li, Columbia University

*Fight Or Flight? Exports As A Response To Crime By Transition Economy Firms*

Mona Bahl, Illinois State University  
Alvaro Cuervo-Cazurra, Northeastern University

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**Session 3.1.7 - Competitive**

Time: 09:00-10:15

## **Technology Governance and Global Challenges**

Chair: Yener Kandogan, University of Michigan-Flint

### *Business Networks, Enclave Formation, and the Failure of Foreign Investment to Transfer Technology*

Steven Samford, University of Michigan

Michael Murphree, University of Sydney

Dan Breznitz, University of Toronto

### *Technology Decoupling, Technology Dependence and Innovation Performance in Enterprises: A Study on Listed Companies in Chinese Telecommunications Sector Subject to "Entity List" Sanctions*

Si Zhang, University of Chinese Academy of Sciences

Shirong Gu, University of Chinese Academy of Sciences

### *Social License for Artificial Intelligence*

Shuna Shu Ham Ho, University College Dublin

### *Patterns and Conflicts of Global Data Governance: A Multi-Layered Trust-Oriented Framework*

Ke Rong, Tsinghua University

Tianxi Yang, Tsinghua University

Yunshu Ling, Tsinghua University

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## **Session 3.1.8 - Competitive**

Track: 11. Sustainability in International Business

Time: 09:00-10:15

Room: Emerald 2

## **Strategic Sustainability Practices: Teams, CEOs, and Family Firms**

Chair: Liqun Wei, Hong Kong Baptist University

### *TMT Multinational Experience and UN SDGs in the Context of the COVID-19 Pandemic: A Social Identity Internalization Perspective*

Suqin Shen, Guangdong University of Technology

Sunil Venaik, University of Queensland

Alexander Haslam, University of Queensland

Peter Liesch, University of Queensland

### *A Comparative HRM View on SDG 5*

M. Fernanda Garcia, University of Texas at El Paso

Hua Fang Liu, Baruch College

María del Carmen Triana, Vanderbilt University

Jorge Delgado, University of Massachusetts at Amherst

### *CEOs and International Business Location Strategy*

Suyash Garg, University of Texas at Dallas

### *When CSOs are Effective and when they are Redundant: How Attention Principles Moderate the Influence of CSOs' Effectiveness on CSR Performance*

Marloes Korendijk, Macquarie University

Rian Drogendijk, University of Groningen

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## **Session 3.1.9 - Competitive**

Track: 1. Internationalization and Entrepreneurship

Time: 09:00-10:15

Room: Emerald 1

## **Impact of Home Institutions on the Internationalization of Firms**

Chair: Arto Ojala, University of Vaasa

### *Foreign SMEs and Regional Institutions: A Study of Vietnam*

Chau M Chu, University of Leeds

### *Home Country Institutions and Accelerator Outcomes*

Pramendra Singh Tank, IIM Ahmedabad  
Dibyendu Sharma, IIM Ahmedabad  
Divyanshu Jain, IIM Ahmedabad

*The Impact of Institutional Support on the Efficacy of Exporting and Pre-export Commitment of Domestic SME Owners in Sri Lanka*

Chanaka Wijewardena, University of Adelaide  
Ryan Tang, Griffith University

*Inclusion for Growth: The Impacts of Entrepreneurial Ecosystems on the Quantity and Quality of Women's Entrepreneurship*

Lianghui Lei, University of Huddersfield  
Honglan Yu, University of Huddersfield  
Qihai Huang, University of Huddersfield  
Yameng Zhang, Xi'an Jiaotong-Liverpool University

*Does SMEs' Success in Domestic Public Procurement Promote Their Internationalization and Where?*

Anze Burger, University of Ljubljana  
Desislava Dikova, WU Vienna  
Andreja Jaklic, University of Ljubljana  
Iris Kolesa, University of Ljubljana

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### **Session 3.1.10 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Berkeley

### **Interfirm Relation and Geopolitical Conflict**

Chair: Zhenzhen Xie, Sun Yat-sen University

*Out of Reach, Out of Mind: Interstate Conflict and MNE Subsidiary Corporate Social Responsibility*

Jiaxue Li, Shandong University  
Xinrong Li, Chinese Academy of Science and Technology for Development  
Jiaxuan Li, Huazhong University of Science and Technology  
Cuili Qian, University of Texas at Dallas

*What's in a Name of IJVs? Foreign Identity Management and IJV Name Choice*

Yunok Cho, Southern Methodist University

*Stabilizing International Joint Venture: The Impact of Digitalization From an Information Processing View*

Qing Dai, Guizhou Normal University  
Lucas Liang Wang, University of New Brunswick

*Please Don't Go! The Value of Corporate Headquarters to Their Home Countries*

Marleen Wierenga, Radboud University  
Olga Lavrusheva, Aalto University  
Iiris Saittakari, Aalto University  
Perttu Kähäri, Aalto University

*Where Are You From? Home-Country Nationalism and MNEs' Identity Switching*

Yong Kim, Texas A&M University  
Ziyi Chen, University of Melbourne  
Maxim Sytch, University of Michigan

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### **Session 3.1.12 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 09:00-10:15

Room: Carlton

### **Global Value Chains and the Dynamics of a Global Factory**

Chair: Torben Pedersen, Copenhagen Business School

*Target Reputation and Cross-border Acquirers' Strategic Decisions: An Signaling Perspective*

Christine M.K. Chan, University of New South Wales  
Zixuan Wang, University of Hong Kong  
Li Dai, Loyola Marymount University

*Innovative Capability Development via Cross-border Mergers and Acquisitions? How Chinese Acquirers Made It*  
Wenxin Guo, University of North Georgia

*Unraveling the Impact of Corporate Social Irresponsibility on New CEO Compensation*  
Michael Koch, Brunel University London  
Yejee Lee, Indiana University  
Sarah Park, University of Leicester  
Stephanie Wang, Indiana University

*Rivalry between Multinational Corporations in Corporate Social Responsibility: The Contingencies of Observability and Coordination*  
Der-Ting Huang, University of Illinois at Urbana-Champaign  
Fiona Kun Yao, University of Illinois at Urbana-Champaign

*ESG Performance and Capital Market Survival: Evidence from Foreign Firms' Delisting on U.S. Stock Exchanges*  
Yiyi Liao, University of Sydney  
Jonathan Doh, Villanova University  
Vikas Kumar, University of Sydney

*Host Country Nationalist Sentiments and MNE CSR Rhetoric Response During Bilateral Country Conflicts*  
Xiaocong Tian, Shandong University  
Daphne Yiu, Singapore Management University  
Diqui Wang, Chinese University of Hong Kong  
William P. Wan, Chinese University of Hong Kong

*Prospector Orientation and CSR: The Moderating Role of National Philanthropic Environments*  
Arilova A. Randrianasolo, Loyola University Chicago  
Alexey V. Semenov, Belmont University

*A Synergic Approach for Resilience and Sustainability? An In-Depth Study in a Semiconductor Global Value Chain*  
Federica Sacco, University of Pavia  
Giovanna Magnani, University of Pavia

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### **Session 3.1.13 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 09:00-10:15

Room: Astor W

## **Managing Workforce Through New Ways of Work**

Chair: Pawan Budhwar, Aston University

*Skilled Migrants As Proactive Individuals and Their Career: The Role of Career Adaptability, Personality and Goal-Oriented Orientation*

Ali Farashah, Mälardalen University

*The Unexpected Upside of Language Diversity: When and Why Language Diversity Facilitate Social Integration?*

Mai Al-Naemi, Qatar University

Hyun-Jung Lee, London School of Economics

Carol Reade, San Jose State University

*Diversity and Global Virtual Team Performance*

Fang Zheng, University of Agder

Ilan Alon, University of Agder

Nicole Franziska Richter, University of Southern Denmark

Jakob Lourcing, Aarhus University

*Intraregional Geographic Diversification and the Staffing of Foreign Subsidiaries*

Naoki Ando, Hosei University



*Negotiating Within and Across Different Walks of Life: (Inter-)identity Work Among Academic Expatriates*

Alexei Koveshnikov, Aalto University

Seonyoung Hwang, Royal Holloway University of London

*Construction of National Identity Through Language and Name: The Dualism of Post-Colonial and Nationalist Discourses in the Identity Work of Chinese Employees in MNCs*

Lin Chen, Aalto University

*Unpacking Nested Identity Theory: The Case of Global Social Identity*

Anna Katherine Ward, Virginia Polytechnic Institute and State University

Nancy Buchan, University of South Carolina

Nasima Mohamed Hoosen Carrim, University of Pretoria

Isis Olimpia Gutierrez Martinez, UDLAP

I-Heng (Ray) Wu, University of South Alabama

Sophia Soyoung Jeong, New York University Abu Dhabi

Changya Hu, National Chengchi University

Sofia Johan, Florida Atlantic University

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### **Session 3.1.14 - Interactive**

Time: 09:00-10:15

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Astor E

### **Institutional and Market Dynamics in Emerging Markets**

Chair: Malgorzata Stefania Lewandowska, SGH Warsaw School of Economics

*The Paradox Between State and Business: A View of the Outside-the-System Tensions*

Bing Wu, East China University of Science and Technology

Ping Deng, Cleveland State University

*How Do Enterprises Respond to Ongoing Challenge due to Multiple Institutional Logics? A Theoretical Framework Based on Organizational Capability Perspective*

Ting Qian, Beijing University of Technology

*How Do Emerging Multinationals Configure Resources To Facilitate Foreign Direct Investment in Politically Unstable Environment?*

Yiran Tao, Aalborg University

*Bridging Proximity: Unravelling the Dynamics of Firms through Political Closeness*

Rohit Yadav, Indian Institute of Technology Bombay

Snehal Awate, Indian Institute of Technology Bombay

*Emerging Markets Political Risk for Chinese OFDI: The case of BRICS*

Seniuk Ninel, BUEM

GaoYan Qiuyu, Peking University

*Ties That Matter: Effects of Domestic Political Ties versus Foreign Ties on Emerging Market Firm Performance*

Yisheng Chen, Xiamen University

Chenxi Zhou, Xiamen University

Qun Tan, Xiamen University

*Counterfeit Reduction in Emerging Markets: A Deinstitutionalization Approach*

Caleb H. Tse, Nanyang Technological University

Fine F. Leung, Hong Kong Polytechnic University

*The Impact of Geopolitical Risk Distance on Foreign Direct Investments in Latin America*

Vikram Singh, Toronto Metropolitan University

Henrique Correa da Cunha, Toronto Metropolitan University

Mohamed Amal, University of Blumenau

**Putting Stakeholders at the Forefront: Community and Customers**

Chair: Stefan Zagelmeyer, University of Manchester

*SDGs and Stakeholders: When Sustainable Development Is at a Crossroads*

Anastasia Gracheva, Wharton School

Mariya Bobina, University of Chicago

*Cui Bono? Organizational Legitimacy and Social Impact in Corporate-Community Relations in Kenya*

Anna Kim, McGill University

*Transformative Value Creation for Sustainable Development Goals: A Stakeholder Perspective*

Jacqueline You, University of York

Ana Colovic, NEOMA Business School

*By Default, Not by Option – Nudging Sustainability Behavior in Consumers for Global Hospitality Firms*

Elisa Ka-yan Chan, Chinese University of Hong Kong

Anna Jui-chuan Hsu, Xi'an Jiaotong-Liverpool University

Kevin Au, Chinese University of Hong Kong

Robert Jr. Kwortnik, Cornell University

*Framing the Role of Stakeholders and Customers in Circular Economy Ecosystems: A Systematic Literature Review and a Research Agenda*

Abdollah Mohammadparast Tabas, University of Oulu

Mohsin Abdur Rehmana, University of Oulu

Fatima Khitous, University of Oulu

Andrea Urbinati, LIUC Università

*Can Stakeholder Engagement Make Communities Resilient? – The Experience of Pulp and Paper Industry in Brazil*

Pablo Leao, Copenhagen Business School

Larissa Marchiori Pacheco, Northeastern University

*Developing Global Firm-Specific Advantages through Local Stakeholders Engagement: A Social Contract Perspective*

Jing Betty Feng, Farmingdale State College SUNY

Kun Michelle Yang, Central Michigan University

*Putting Community Before Customers: Legitimacy Dynamic in the International Arena During a Crisis*

Kashif Ahmed, Kobe University

Wafa Tariq Waqar, Kobe University

Ralf Bebenroth, Kobe University

Miwa Matsuo, Kobe University

*The Effect of Sustainable Development Goals on Customer Satisfaction, Customer Loyalty and the Role of Brand Image in Green Hotels*

Chun-Chien Lin, National Chin-Yi University of Technology

Yi-Jung Hsu, National Chung-Hsing University

Kadek Sandita, National Chin-Yi University of Technology

### **Individual-Level Perspectives and Behavioural Decisions**

Chair: Argyro Avgoustaki, ESCP Business School

*From Individual LMX Relationships to Team Differentiation: Unraveling the Mediating Role of P-O Value Congruence on Performance*

Manna Zhang, Shanghai International Studies University

Juan Du, Shanghai International Studies University

Yi Zhang, Zayed University

*Employee Voice in the Chinese Context: A Systematic Review and Future Perspectives*

Mengyao Sun, Kedge Business School

Dorra Yahiaoui, Kedge Business School

Ghulam Murtaza, Kedge Business School

*The Brightside of Negative Work Reflection: Effects on Employee Cyberslacking Behavior*

Zhidan Tan, Tongji University

Shumin Yan, Tongji University

Yujie Sun, Tongji University

*Predicting Employee Turnover Within a Growing MNE: Kinship Ties, Emotional Exhaustion, and Developmental Relationships*

Andrew J. Dhaenens, University of New South Wales

Phong T. Nguyen, RMIT University Vietnam

*Job Autonomy – A Benefit or a Burden? Employees' Experiences in Self-Managing Organizations*

Valentina Arrieta, Aalto University

*Two Faces of Impression Management: The Contradictory Impacts of Impression-Management Tactics on Performance Evaluations and Coworkers' Social Undermining*

Dongwon Choi, Ewha Womans University

Hae-Jung Hong, NEOMA Business School

*First and Indigenous Peoples' Multiculturalism: The Role of n-Culturalism A Unique Orthogonal Model Within Individuals*

Andre Pekerti, University of Queensland

Sharlene Leroy-Dyer, University of Queensland

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## **SATURDAY, JULY 6 - 10:15-10:45**

Time: 10:15-10:45

Room: Crystal 1+2+Foyer

### **Coffee Break**

Refreshments will be provided for conference participants.

*Award presentation for the Women in the Academy International Business (WAIB) will take place during the coffee break.*

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## SATURDAY, JULY 6 - 10:45-12:00

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### Session 3.2.1 - Special Session

Track: 15. Special Sessions

Time: 10:45-12:00

Room: Crystal 3

### 2024 Peter J. Buckley and Mark Casson AIB Dissertation Award Presentations

Chair: Sjoerd Beugelsdijk, University of South Carolina

Presentations by the 2024 Peter J. Buckley and Mark Casson AIB Dissertation Award Finalists. The finalists are listed alphabetically.

*Between Ballots and Bullets: Political Competition, Uncertainty, and MNE Strategies in Politically Challenging Environments* (Ph.D. Awarded by University of Illinois at Urbana-Champaign)

Thomas DeBerge, Loyola University Chicago

*An Ethnographic Study of Chinese Business Expatriates in Tanzania* (Ph.D. Awarded by University of Reading)

Chengcheng Miao, University of Reading

*Managing Multinational Corporations in a Changing World Order: Institutional Pressures, Ethical Principles and Social Responsibility* (Ph.D. Awarded by FAU Erlangen-Nürnberg)

Laura Kirste, Friedrich-Alexander University Erlangen-Nürnberg

*Productivity Consequences of Connectivity in Foreign Direct Investment Networks* (Ph.D. Awarded by Temple University)

Soni Jha, Purdue University - Fort Wayne

*The Impact of Investor-State Arbitrations on Foreign Direct Investment and Domestic Public Opinion: Evidence from FDI Flows, Elite Interviews and a Survey Experiment* (Ph.D. Awarded by University of British Columbia)

Stefano Burzo, University of British Columbia

*The Peter J. Buckley and Mark Casson AIB Dissertation Award is being sponsored by Henley Business School, University of Reading and the Centre for International Business, University of Leeds (CIBUL).*

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### Session 3.2.3 - Competitive

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Sapphire 3

### Navigating Geopolitical Tensions in Global Business

Chair: David Yoon, University of Leeds

*Taking a Stance With Sentiments: The Influence of Geopolitical Tension on Indigenous Firms' Political Capital Building*

Chenjing Wang, Peking University

Li Tong, Peking University

Xiaocong Tian, Shandong University

Changqi Wu, Shandong University

*Should We Stay or Should We Go: Strategic Exit Dilemmas Faced by Multinationals under Sanctions Regime*

Anna Grosman, Loughborough University

Htwe Htwe Thein, Curtin University

Anton Klarin, Curtin University

Sergey Sosnovskikh, Manchester Metropolitan University

*Sanctions in an Interconnected World: Firms as Collateral Damage from Institutional Disruption*

Olha Zadorozhna, Kozminski University

Harald Pühr, University of Innsbruck

Christopher Hartwell, ZHAW School of Management and Law

Jakob Müllner, Wirtschaftsuniversität Wien

*Leaving the Backseat: The Active Role of Multinational Firms in China-US Decoupling*

Anne Spencer Jamison, Copenhagen Business School

Harald Pühr, University of Innsbruck

*Resilience Strategies Amidst Institutional Frictions: Multinational Subsidiaries in the US-China Decoupling Landscape*

Jiang Yu, University of Chinese Academy of Sciences

Yuanxin Fang, University of Chinese Academy of Sciences

Yutong Bai, University of Chinese Academy of Sciences

Feng Chen, University of Chinese Academy of Sciences

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**Session 3.2.4 - Panel**

Track: 15. Special Sessions

Time: 10:45-12:00

Room: Sapphire 2

**AIB Chapters in a Dynamic World: Managing Change When Organizing Local International Business Activities**

Chairs: Daniel Rottig, Florida Gulf Coast University and Sumit Kundu, Florida International University

*Panelists:*

Daniel Rottig, Florida Gulf Coast University

Sumit Kundu, Florida International University

Vas Taras, University of North Carolina at Greensboro

Kristin Brandl, University of Victoria

Jorge Carneiro, FGV EAESP

Fabian Jintae Froese, University of Goettingen

Crystal Jiang, Bryant University

Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government

Lukasz Puslecki, Poznan University of Economics and Business

Subramanyam Raghunath, IIM Bangalore

Hussain Rammal, University of Adelaide

Noemi Sinkovics, University of Glasgow

Tsui-Yii Shih, National Taipei University of Business

Nila Wiese, University of Puget Sound

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**Session 3.2.5 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 10:45-12:00

Room: Sapphire 1

**Global Careers**

Chair: Miriam Moeller, University of Queensland

*International Experience and the Subjective Career Success of Global Employees: A Career Construction Perspective*

Sina A. Kraus, ESCP Business School Berlin

Benjamin D. Blake, University of Wisconsin Oshkosh

Marion Festing, ESCP Business School Berlin

Margaret A. Shaffer, University of Oklahoma

*Commanding, Cruising, or Contending? A Typology of Career Identity Development Among Multicultural Individuals*

Lee Martin, University of Sydney

Jennifer Gao, University of Melbourne

Tine Koehler, University of Melbourne

Yu Zhao, University of Melbourne

*National Culture and Career Mobility*

Sarah Park, University of Leicester

Michael Koch, Brunel University London

*Theory Testing of UPB: A Meta-analytic Examination*  
Changya Hu, National Chengchi University  
Mai Pham, National Chengchi University  
Yen-Yu Chen, National Yang Ming Chiao Tung University  
Patrick F. Bruning, University of New Brunswick

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**Session 3.2.6 - Competitive**

Time: 10:45-12:00

Track: 2. Marketing Strategy and Consumer Behavior

Room: Pine

**Sharing and Responsible Marketing for All**

Chair: Martin Heinberg, University of Leeds

*Corporate Social Responsibility in the Global Village: Effects of Global Identity and Construal Levels*

Yuhosua Ryoo, University of Minnesota Duluth

Nisa Fareeha, Southern Illinois University

Kacy Kim, Bryant University

Sukki Yoon, Bryant University

*Down the Street or across the Seas: A Cross-Cultural Study of Indian and British Fair Trade Consumption Employing the Lens of Proximity*

Alvina Gillani, University of Surrey

Smirti Kutaula, Kingston University

*How Perceived Stakeholder Orientation Affects Consumers' Perceived Firm Innovativeness Across Nations*

Nele Franziska Jacobs, Trier University

Bernhard Sebastian Swoboda, Trier University

*Interplay of Digital Payment Platforms, Governance and Corruption: Evidence from 121 Countries*

Manjula S. Salimath, University of North Texas

Vidhi H. Jain, University of North Texas

Robert Pavur, University of North Texas

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**Session 3.2.7 - Competitive**

Time: 10:45-12:00

Track: 9. Emerging Markets and Emerging Market MNEs

Room: Emerald 3

**Ownership and Networks in Emerging Market Firms**

Chair: José Pla-Barber, University of Valencia

*Parenting Advantage and Subsidiary Ownership-Performance Relationships: An Asymmetric Institutional Distance Perspective*

Lu Liu, Donghua University

Lei Wang, Donghua University

Yi Wang, University of Southern Denmark

*International Participation in the State Project and the Effects of Network Embeddedness: The Case of Digital Belt and Road Initiative*

Xinyue Zhang, Yonsei University

Jooyoung Kwak, Yonsei University

*International Ambidexterity and Its Performance Implications for Emerging Market Multinational Enterprises: The Influences of Global and Local Networks*

Chia-Ling (Eunice) Liu, National Taiwan University

Huan Zou, SOAS University of London

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**Session 3.2.8 - Competitive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 10:45-12:00

Room: Emerald 2

**Strategic Responses to Environmental Uncertainty**

Chair: April Michele Knill, University of South Carolina

*Can International Joint Venture Partners Reduce Transaction Costs of Drafting a Contract While Dealing With Transactional and Institutional Uncertainties?*

Jeongho Choi, University of Wisconsin

*Strategic Flexibility and Dual Ecosystems: How High-Tech MNEs face Techno-Geopolitical Uncertainty*

Jinyun Sun, Fudan University

Qing Shu, Fudan University

*Imitation of Location Choices for Tax-Motivated HQ Relocations: The Roles of Uncertainty Reduction and Legitimation*

Aleksi Otto Eerola, HEC Montréal

Arjen Slangen, KU Leuven

*How Do Market Uncertainty and Cost Uncertainty Affect the Values of Switch and Growth Options Embedded in an MNE's Network?*

Yan Huang, Iowa State University

Tailan Chi, University of Wisconsin-Milwaukee

*The Fox Versus the Hedgehog: Firm Survival During Unprecedented Crises*

Liu Wang, Providence College

Sheng Fang, Beijing Normal University

Shaomin Li, Old Dominion University

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**Session 3.2.9 - Competitive**

Track: 11. Sustainability in International Business

Time: 10:45-12:00

Room: Emerald 1

**The Antecedents and Impacts of MNEs Sustainability Strategies**

Chair: Gabriel Benito, BI Norwegian Business School

*Proactive Environmental Strategy and Performance of Internationalized Firms: The Role of Business Model Innovation and Competitive Intensity*

Mariola Ciszewska-Mlinaric, Kozminski University

Desislava Dikova, WU Vienna

Piotr Wójcik, Kozminski University

*Environmental Self-regulation and Multinational Enterprises' Home and Foreign Carbon Footprints: Evidence from Carbon Emission Target Setting*

Jingyuan Li, Hong Kong University of Science and Technology

Jiatao Li, Hong Kong University of Science and Technology

*Fill Two Needs with One Deed? MNCs' Approaches to Environmental Sustainability for Overcoming Stigmas*

Lai Si Tsui-Auch, Nanyang Technological University

Junjie Yang, Xiamen University Malaysia

Tsi Ying Amelia Ong, Nanyang Technological University

*Corporate Purpose Breadth – An Institutional Perspective on Accountability for Stakeholders in a Multi-Country Setting*

Jana Oehmichen, University of Mainz

Jan C. Hennig, University of Groningen

Sarosh Asad, University of Groningen

*Why and How Identification Matters for CSR Implementation: A Comparative Case Study of Four MNEs*

Marloes Korendijk, Macquarie University

Jaco Lok, Macquarie University

Rieneke Slager, University of Groningen

Alan Muller, University of Groningen



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**Session 3.2.10 - Competitive**

Track: 10. MNE State Relations and IB Policy

Time: 10:45-12:00

Room: Berkeley

**Incentives and Influences: MNE Strategies in a Complex World**

Chair: Praphasiri Dolbundalchok, National Institute of Development Administration (NIDA)

*How Effective is R&D Tax Incentive in Inducing MNEs' Subsequent Investment in Host Country? Evidence from Canadian Microdata*

Shiqi Xu, Ivey Business School

*How Do Intergovernmental Organizations Influence Entrepreneurial Opportunities? Understanding the Influence of Supranational Institutions*

Elizabeth Moore, Northeastern University

Luis Alfonso Dau, Northeastern University

*It's Also About Me: Narcissistic CEOs and Their Impacts on MNEs' Response to Geopolitical Conflicts*

Dongdong Huang, Nankai University

Huinan Zhang, Nankai University

*The Labyrinthine Path: Buyer Practices, Local Labor Regulations, and Supplier's Social Upgrading*

Shubham Singh, Rutgers University

Ajai Gaur, Rutgers University

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**Session 3.2.11 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 10:45-12:00

Room: Belle-Vue

**Alternative Locations for Institutional Dynamics**

Chair: Christine M.K. Chan, University of New South Wales

*Backshoring: Treatment or Palliative Care?*

Luigi Benfratello, Politecnico di Torino

Davide Castellani, University of Reading

Anna D'Ambrosio, Politecnico di Torino

Katuscia Lavoratori, University of Reading

Alessandro Manello, University of Turin

*The Impact of External Pressure on Companies' Responses to Sanctions – an International Comparative Study*

Beata Stepien, Poznan University of Economics and Business

Bryan R. Early, University at Albany, State University of New York, USA

Julia Gravougel, German Institute for Global and Area Studies

Keith Preble, University at Albany, SUNY

Szymon Truskolaski, Poznan University of Economics and Business

*Global Supply Chain Involvement Under the Joint Impacts of Geopolitical Risks and Digitalization*

Kevin Zheng Zhou, University of Hong Kong

Lu Shen, Dalian Maritime University

Bingkun Zhang, University of Hong Kong

*Horizontal Subcontracting and the Global Factory*

Peter Buckley, University of Manchester

Michael Murphree, University of Sydney

John Anderson, University of Northern Iowa

*Goal Deviation Responses in Offshoring*

Carlos Adrian Rodriguez, INCAE Business School

Luciano Ciravegna, INCAE Business School

Bent Petersen, Copenhagen Business School

*When Exit is Not the End: A Penrosean Perspective on the Speed of MNEs' Foreign Market Re-entry*

Taha Ebrahimnazari, Emlyon Business School

Jean-Luc Arregle, Emlyon Business School



Addis Gedefaw Birhanu, Emlyon Business School  
Paul W. Beamish, Western University

*The Impact of New Geopolitics on the Global Investment Reconfiguration and Relocation*  
Chia-Wen Hsu, National Chung Cheng University  
Yu-Wen Chen, National Taiwan University  
Homin Chen, National Taiwan University

*Back Home and Beyond: Analysing Reshoring Strategies in Traditional Manufacturing SMEs*  
Andrea Pallás-Rocafull, University of Valencia  
Ana Botella-Andreu, University of Valencia  
Cristina Villar, University of Valencia

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**Session 3.2.12 - Interactive**

Time: 10:45-12:00

Track: 12. Knowledge, Innovation, and Technology

Room: Carlton

**Networks, Collaborations and Geopolitical Tensions for MNC's Innovation**

Chair: Pallavi Shukla, Rutgers University

*Impact of Network Embeddedness on Reverse Knowledge Transfer - A Case of Indian Subsidiaries*  
Nivisha Singh, Institute of Management Technology, Ghaziabad  
Prashant Salwan, IIM Indore

*Network Arrangements and Breakthrough Innovation: Developed and Developing Cities*  
Jessica Salmon, Siena College  
Salma Zaman, Lahore University of Management Sciences  
Emine Beyza Satoglu, Izmir Katip Celebi University  
Fernando Sanchez-Henriquez, Universidad del Desarrollo  
Andres Velez-Calle, Universidad EAFIT

*Geographic Dispersion and Commercially Successful Innovations. The Moderating Roles of Internal Knowledge Breadth and Knowledge Network Strength.*  
Tareq Alharbi, Florida International University  
Aya Chacar, Florida International University  
Arun Kumaraswamy, Florida International University

*Value Creation From Innovative Partners in International Strategic Alliances: Interplaying With Cross-Border Factors*  
Li-Yu Chen, Soochow University  
Chia-Chi Chang, National University of Kaohsiung

*The Influence of Foreign Entry and Establishment Mode on Technological Collaborations With Local Partners*  
Sofia Angelidou, University of Liverpool  
Palitha Konara, University of Essex  
Panagiotis Ganotakis, University of Liverpool  
Vikrant Shirodkar, University of Sussex

*Exploring International R&D Project Collaboration in e-Health: Evidence from European Framework Programs*  
Christina Ciecierski, Northeastern Illinois University  
Lidia Filus, Northeastern Illinois University  
Scott William Hegerty, Northeastern Illinois University  
Arkadiusz Michal Kowalski, SGH Warsaw School of Economics  
Malgorzata Stefania Lewandowska, SGH Warsaw School of Economics  
Dawid Majcherek, SGH Warsaw School of Economics  
Marzenna Anna Weresa, SGH Warsaw School of Economics

*Bilateral Political Tensions and the Innovation Performance of Foreign R&D Subsidiaries*  
Shan Zhu, Zhejiang University  
N Nuruzzaman, University of Manchester  
Niron Hashai, Reichman University

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**Session 3.2.13 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 10:45-12:00

Room: Astor W

**Alliance Dynamics in the Turbulent Era**

Chair: Peng Wang, BNU-HKBU United International College

*How Do Chinese Multinational Hotels Manage Institutional Complexity? An Institutional Work Perspective*

Yu Riley Wang, University of Auckland

Zheng Joseph Yan, University of Auckland

*Resource Redeployment, Signaling and Heterogenous Audience Attention During a Global Trauma Event: The Case of the Nuclear Sector*

Yoo Jung Ha, University of York

Hitoshi Mitsuhashi, Waseda University

*Re-examining the Evolution of Regional Headquarters in Time and Place: A Context-Informed Literature Review*

Perttu Kähäri, Aalto University

Eva Alfoldi, University of Delaware

Iiris Saittakari, Aalto University

*Distributive Fairness and Subsidiary Initiative: A Micro-foundation Perspective*

Hsianglin Cheng, National Chung Cheng University

David H. Weng, California State University, Fullerton

*Beyond Borders: Disentangling the Effect of Political Regime Distance on Foreign Subsidiary Divestment*

Peng Wang, BNU-HKBU United International College

Chenguang Hu, BNU-HKBU United International College

Andrew Delios, National University of Singapore

*Global Strategy Formation and Capability Development: Motorola's Entry Into China*

Frank Rothaermel, Georgia Institute of Technology

Anne Fuller, Georgia Institute of Technology

*Country Risk, Uncertainty, and MNE Divestments of Foreign Subsidiaries*

Riccardo Marzano, Sapienza University of Rome

Sergio Mariotti, Politecnico di Milano

Marco Mutinelli, University of Brescia

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**Session 3.2.14 - Interactive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 10:45-12:00

Room: Astor E

**Ownership and Investments in Emerging Markets and EMNEs**

Chair: Monica Ren, Macquarie University

*To Embrace or Not: FDI and the Role of Absorptive Capacity in Shaping the Spillover Effects for Developing Countries*

Muhammad Abdur Rahman Malik, LUMS University

*How Does State Ownership Affect the Completion and Duration of Acquisitions? The Moderating Role of Regional Institutional Difference*

Haizhi Yang, Tongji University

Jiayan Ding, Tongji University

Qinkai Zhou, Tongji University

*Cross-Border Ownership of Emerging-Market Multinationals: Role of Gender and Institutions*

Rekha Rao-Nicholson, University of Essex

Liudmyla Svystunova, Loughborough University London

*Foreign Institutional Ownership and Firm Performance in Emerging Markets: An Agency and Institution-Based Perspective*

Ning Fang, University of Groningen  
Rian Drogendijk, University of Groningen  
Jiyoung Shin, University of Groningen

*Is OFDI Persistence Beneficial for Firms' Performance? Evidence from Chinese Firms*

Sasa Ding, Southwestern University of Finance and Economics  
Yajun Liu, Southwestern University of Finance and Economics  
Yi Huang, Southwestern University of Finance and Economics  
Chenhui Jiang, University of Leeds

*CEO Overconfidence and FDI Location Choice for Emerging Economy Firms*

Xiaoming He, East China University of Science & Technology  
Xiaoyu Liao, Guizhou University of Traditional Chinese Medicine

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**Session 3.2.15 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 10:45-12:00

Room: Peacock W

**Cross-Cultural Management and Comparisons**

Chair: Saba Colakoglu, Georgia Institute of Technology

*Examining the Subjectivity of Career Success: A Review of Career Success Operationalization Around the World*  
Angel Henchey, Carleton University

*A Preliminary Bibliometric Review of Cross-Cultural Management: 2019-2022*

Astrid Kainzbauer, Mahidol University  
Davina Vora, Suny New Paltz

*Decoding Employee Preferences: Unveiling the Dimensions of Xenocentrism in Foreign Firm Employment*

José I. Rojas-Méndez, Carleton University  
Vilma G. Coutino-Hill, Carleton University  
Gary Davies, University of Manchester

*1465 Individual- and National-Level Cultural Influences on Formal Contracts*

Moshe Banai, Baruch College  
Abraham Stefanidis, St. John's University

*Exploring the Modes of Cross-Cultural Leadership Adjustment: A Replication and Extension*

Chin-Ju Tsai, Royal Holloway University of London

*Cultural Profiles and Vertical Trust Development: A Quantitative Investigation*

Kevalin Puangyoykeaw Settakorn, Thammasat Business School  
Patnaree Srisuphaolarn, Thammasat Business School  
Claus Schreier, Mahidol University International College

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**Session 3.2.16 - Interactive**

Track: 11. Sustainability in International Business

Time: 10:45-12:00

Room: Peacock E

**Institutional Change, Tensions and Corporate Activity**

Chair: Thomas C. Lawton, University College Cork

*The Identification, Measurement, and the Level of Carbon Management of American Public Firms*

Yoonjin Kim, Sogang University  
Jong-Hun Park, Sogang University

*CSR Reporting in Dubai: CSR Structure, Drivers and Barriers*

Abderaouf Bouguerra, University of Surrey  
Kamel Mellahi, Dubai Chamber of Commerce

*Do Heavily Polluting Multinationals Perform Differently in the E of the ESG?*

Irene Margaret, University of Liverpool

*Leaving Russia: Evidence from MNEs' Divestment in the Aftermath of Russia's Invasion of Ukraine*  
Yong Kim, Texas A&M University  
Kyung Hwan Lee, Texas A&M University  
Steven Boivie, Texas A&M University

*Bilateral Political Tension and MNEs Foreign CSR Reporting at Home*  
Yongzhi Du, Northwestern Polytechnical University  
Ming Jia, Northwestern Polytechnical University

*Corporate Social Irresponsibility and Profitability. The Varieties of Capitalism Perspective*  
Maria Aluchna, SGH Warsaw School of Economics  
Maria Roszkowska-Menkes, Tilburg School of Economics and Management

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**Session 3.2.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 10:45-12:00

Room: Charlotte

**Research Methods Clinic 3: Doing Case Studies with Chinese MNCs**

Chair: Qi Ai, Brunel University London

In the past decade, Chinese multinational corporations (MNCs) have been active players in the global market characterized by fluctuations and complexity, necessitating theory building from meticulous case studies to capture the rich context. During this clinic, participants will learn about the main challenges faced when conducting a case study with Chinese MNCs, and discover practical methods to overcome these obstacles. The focus will be on developing valuable strategies for negotiating access, establishing trust, and effectively engaging with Chinese MNCs to extract meaningful insights, despite the traditional reticence encountered. Whether you are a PhD student or an early career researcher, this session will enhance your research capabilities and expand your methodological toolkit.

This session is organized by the *AIB Research Methods SIG*.

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**SATURDAY, JULY 6 - 12:00-13:00**

Time: 12:00-13:00

Room: Crystal 1+2+Foyer

**Light Lunch**

A light lunch will be provided for conference participants on the ground floor common area.

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**SATURDAY, JULY 6 - 13:00-14:15**

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**Session 3.3.1 - Panel**

Track: 8. Research Methods and Theorizing

Time: 13:00-14:15

Room: Crystal 3

**The Minimum Requirements for a Top Journal Submission**

Chair: Sjoerd Beugelsdijk, University of South Carolina

*Panelists:*

Sjoerd Beugelsdijk, University of South Carolina  
Rebecca Piekkari, Aalto University  
Grazia D. Santangelo, Copenhagen Business School  
Allan Bird, Goa Institute of Management

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**Session 3.3.2 - Panel**

Track: 4. Global Strategy, Organization and Value Chains

Time: 13:00-14:15

Room: Sapphire 4

**Regional MNE Strategy: Reflecting on the Past and Envisioning the Future**

Chairs: Chang Hoon Oh, University of Kansas and Jing Li, Simon Fraser University

*Panelists:*

Chang Hoon Oh, University of Kansas  
Jing Li, Simon Fraser University  
Steven Altman, New York University  
Jean-Luc Arregle, Emlyon Business School  
Irina Surdu, University of Warwick  
Alain Verbeke, University of Calgary

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**Session 3.3.3 - Panel**

Track: 7. Teaching and Education

Time: 13:00-14:15

Room: Sapphire 3

**Teaching in International Business: What's New and How Do We Adapt?**

Chair: Amanda Budde-Sung, U.S. Air Force Academy

*Panelists:*

Amanda Budde-Sung, U.S. Air Force Academy  
Roberto Garcia, Indiana University  
Jennifer S.A. Leigh, Nazareth University  
Matt Raskovic, Auckland University of Technology  
Sandra Seno Alday, University of Sydney  
Markus Vodosek, Indiana University

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**Session 3.3.4 - Competitive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 13:00-14:15

Room: Sapphire 2

**Global Mobility**

Chair: Arto Ojala, University of Vaasa

*How various aspects of competition impede intra-MNE global mobility and talent management*

David S. A. Guttormsen, University of South-Eastern Norway

*Globally Mobile Employees in Global Work: A Boundary-Structured Critical Review of Empirical Research*

Jiayin Qin, Kyoto University

Tomoki Sekiguchi, Kyoto University

*Leveraging Multicultural Human Capital for Competitive Advantage of MNEs*

Chanhyuk Shin, Korea University

DuckJung Shin, Korea University

*Personality Configurations of High Performing Individuals in Global Virtual Teams*

Ernesto Tavoletti, University of Macerata

Duysal Askun, Istanbul Topkapi University

Fatih Çetin, Baskent University

Faruk Sahin, Mugla Sitki Koçman University

Liviu Florea, Washburn University

Vas Taras, University of North Carolina at Greensboro

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**Session 3.3.5 - Panel**

Track: 14. Theme: Dynamics, Change, and Processes in IB

Time: 13:00-14:15

Room: Sapphire 1

**International Business Resilience Under Global Disruptions: Spotlight on MENA**

Chair: Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government

*Panelists:*

Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government

Vijay Pereira, NEOMA Business School

Yama Temouri, Khalifa University

Marcio Amaral-Baptista, Africa Business School, UM6P

Sadaf Khurshid, University of Wollongong

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**Session 3.3.6 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 13:00-14:15

Room: Pine

**Understanding Political Dynamics and Nonmarket Strategies in Emerging Markets**

Chair: Pooja Thakur-Wernz, Washington and Lee University

*Beyond Dyads: A Multi-Stakeholder Approach to Corporate Political Connections and Innovation Performance in Emerging Markets*

Weiting Zheng, UNSW Sydney

Qiao Wei, Nankai University

Salih Ozdemir, UNSW Sydney

*Politics If You Dare: Antecedents of CPA in Emerging Markets*

João Albino-Pimentel, University of South Carolina

Stanislav Markus, University of South Carolina

*From a Centralized Autocracy to a Decentralized Democracy: Navigating Political System Change in Indonesia*

Christiaan Roell, UNSW Sydney

Felix Arndt, University of Guelph

Wilson Ng, IDRAC Business School

*Corruption's Dimensional Influences on the MNE Foreign Subsidiary Strategic Proactiveness-Channel Capabilities Link in Emerging Markets*

George White, University of Michigan-Flint

Asda Chintakananda, National Institute of Development Administration (NIDA)

Olimpia Racela, Mahidol University International College

Amonrat Thoumrungroje, Mahidol University

Babak Hayati, Asian Institute of Management

*Subsidiary CSR Engagement During Bilateral Political Tensions*

Yameng Zhang, Xi'an Jiaotong-Liverpool University

Chenjian Zhang, University of Bath

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**Session 3.3.7 - Competitive**

Track: 12. Knowledge, Innovation, and Technology

Time: 13:00-14:15

Room: Emerald 3

**Technological Knowledge Management and Performance**

Chair: Tao Bai, University of Queensland

*Redefining Innovation Management: The Comparative Advantage of Headquarters and Subsidiaries in Managing R&D*

Catherine Magelssen, London Business School

Luis Ballesteros, Boston University

Casidhe Troyer, London Business School

*To Enter or Not to Enter? Navigating Multinational Corporations' Internal Sourcing Networks in Foreign Investment Locations*

Der-Ting Huang, University of Illinois at Urbana-Champaign

*Knowledge Creation Affects Performance of MNEs*

Joan Lilian Ogendo, Technical University of Kenya

*Intellectual Property Rights Regime and Ownership Decisions in Cross-Border Acquisitions by Emerging Market Multinationals*

Jong Min Lee, Yonsei University

Chenxi Wei, Yonsei University

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### **Session 3.3.8 - Competitive**

Time: 13:00-14:15

Track: 3. Finance, Accounting and Corporate Governance

Room: Emerald 2

### **Cross-Border Finance & Governance**

Chair: Lemma Senbet, University of Maryland

*Corporate Governance and Foreign IPO Underpricing: A Configurational Approach*

Zhihan Shen, Capital University of Economics and Business

*Creditor Involvement and Firm Entry Timing in Merger and Acquisition Waves: Global Evidence*

Zhengyi Zhang, Capital University of Economics and Business

Zhihan Shen, Capital University of Economics and Business

*Internationalization and management forecasts in Japanese MNEs*

Hideaki Sakawa, Nagoya City University

Naoki Watanabe, Nagoya City University

Junjian Gu, University of Tsukuba

Toru Yoshikawa, Waseda University

*Institutions, Equity Issuance and Shareholder Value: New International Evidence*

Jungwon Suh, Sungkyunkwan University

Sadok El Ghoul, University of Alberta

Hyunseok Kim, National Pension Research Institute

*Alone or Together: Chinese Overseas Lending Governance Structure Choices and the Role of Bilateral Relations*

Constantin Lackinger, WU Vienna

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### **Session 3.3.9 - Competitive**

Time: 13:00-14:15

Track: 4. Global Strategy, Organization and Value Chains

Room: Emerald 1

### **Roles of Institutional Change in Globalization**

Chair: Aks Zaheer, University of Minnesota

*Negative Stakeholder Salience and Institutional Decoupling: A Process Model*

Dan Prud'homme, Florida International University

David McCourt, University of California David

Nianchen Han, Nanyang Business School

*Investigating the Impact of the Strategic Tripod and Moderation of Experience on Equity Ownership in Globalizing Trading Companies*

Denner Honda Passos, ESPM

Mario Henrique Ogasavara, ESPM

Fabio Cassio-de-Souza, ESPM

*Do International Relationships Matter for Multinationals' Corporate Philanthropy?*

Viacheslav Iurkov, Grenoble Ecole de Management

Mariia Koval, Grenoble Ecole de Management

Gabriel Benito, BI Norwegian Business School

*Political Ideology and Spatial Boundaries: An Exploration of U.S. Multinationals From 2008 to 2018*  
Yannick Thams, Florida Atlantic University  
Dmitry Zinoviev, Suffolk University  
Sumit Kundu, Florida International University

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**Session 3.3.10 - Competitive**

Track: 11. Sustainability in International Business

Time: 13:00-14:15

Room: Berkeley

**Sustainability's Effects on Investment and Financial Performance**

Chair: Omrane Guedhami, University of South Carolina

*Do Firms Respond to Country-Level Commitments on Climate Change? Impact of COP21 on Investment Intensity*

Pramendra Singh Tank, IIM Ahmedabad

Sanjay Kumar Jain, IIM Ahmedabad

Balagopal Gopalakrishnan, IIM Ahmedabad

*ESG and Financial Performance: The Moderating Role of Country Governance*

Zhonghuan Luo, Tongji University

Shouming Chen, Tongji University

*Global Sustainability Disclosure Standards and MNE's Strategic Response: An Institutional Complexity Perspective*

Lifang Zhang, Queen's University

*The Power of Standards: How Sustainability Disclosure Standards Adoption Influences Multinationals' Foreign Investment*

Juan Bu, Indiana University

Aurora Genin, Indiana University

Liu Yang, Wichita State University

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**Session 3.3.12 - Interactive**

Track: 10. MNE State Relations and IB Policy

Time: 13:00-14:15

Room: Carlton

**Managing Risk and Expanding Globally: Strategies for Sustainable Growth**

Chair: Jing Yu (Gracy) Yang, University of Sydney

*FDI Outflows in the Middle East and North Africa Region: Does Historical Legacy Matter for the Arab League?*

Mohammed Amine, Africa Business School, UM6P

Abdulkader Aljandali, Africa Business School, UM6P

Melodena Stephens, Mohammed Bin Rashid School of Government

*Blockchain Implications for Management and International Business Theories: Toward a New Paradigm*

Rui Torres de Oliveira, Queensland University of Technology

Daniel Rottig, Florida Gulf Coast University

Marta Indulska, University of Queensland

*Love Is Blind? Regional Attachment and the Completion of Intra-Regional Cross-Border Acquisitions*

Jingyi Lei, Tongji University

Yiyi Su, Tongji University

Xiaoming He, East China University of Science & Technology

*Do Firms' Market Entry and Social Conflicts Simultaneously Cause Each Other? Using the Belt and Road Initiative as a Quasi-Natural Experiment*

Shuo (Luna) Yang, Pennsylvania State University, Brandywine

Asli Arikan, Kent State University



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**Session 3.3.13 - Interactive**

Track: 4. Global Strategy, Organization and Value Chains

Time: 13:00-14:15

Room: Astor W

**Dynamic Interactions Between Headquarters and Subsidiaries**

Chair: Ulf Andersson, Malardalen University

*The Balancing Act: A Meta-Analysis of the Interplay of MNE Integration Mechanisms*

Ratchel Zeng, University of Manitoba

Birgitte Grøgaard, BI Norwegian Business School

Piers Steel, University of Calgary

*The Impact of Geopolitical Risk on Supply Chain Management*

Xuan Bai, Southwestern University of Finance and Economics

Kevin Zheng Zhou, University of Hong Kong

Bingkun Zhang, University of Hong Kong

Wei Jiang, Xiamen University

*Do Shaken 'Bricks' Spur Foreign 'Clicks'? A Quasi-Experimental Study of Cross-Border Web-Search Traffic to e-Commerce amidst Regional Unrest*

Rui Yang, Tongji University

Xinran Wang, Baruch College

*Identity Rhetoric for Corporate Diplomacy*

Jin-Su Kang, National Yang Ming Chiao Tung University

Sunghoon Kim, Sydney University

Chuan-Kai Lee, National Tsing Hua University

*Globalization or Deglobalization? How Different Metrics Tell Different Stories*

Wei Lin, University of St. Gallen

Xiaoxu Zhang, University of St. Gallen

Winfried Ruigrok, University of St. Gallen

*Trade Ecosystems Amidst Sanctions: Geopolitical Conflicts' Impact on Peripheral Players*

Clarice Kogut, PUC-Rio

Bernardo Silva-Rêgo, Universidade do Grande Rio

Eduardo Russo, Hult International Business School

*Growth Acqui-hire or Deferral Acqui-hire? The Influence of Target Proprietary Know-how on Acquirer Post-acquisition Performance*

Cong Cheng, Zhejiang University of Technology

Jian Dai, Zhejiang University of Technology

Ze Yang, Zhejiang University of Technology

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**Session 3.3.14 - Interactive**

Track: 1. Internationalization and Entrepreneurship

Time: 13:00-14:15

Room: Astor E

**Different Trajectories of Internationalization and International Entrepreneurship**

Chair: Eriikka Paavilainen-Mäntymäki, University of Turku

*Navigating an Environment Devoid of Supportive Policies: The Case of Migrant Entrepreneurs in Ghana*

Augustine Awuah Peprah, University of Southampton

Abiodun S. Adegbile, Birmingham City University

Bede Akorige Atarah, University of Professional Studies, Accra

Tahiru Azaaviele Liedong, University of Bath

*International Migrant Entrepreneurship: Review and Future Directions*

Daomi Lin, Sun Yat-sen University

Victor Cui, University of Waterloo

Juelin Yin, Sun Yat-sen University

*An Integrative Review of the Internationalization of Global Professional Service Firms (PSFs): Unpacking Its Antecedents and Its Implications for Organization and Management*

Gina Aprilitasari, King's College London

Johann Fortwengel, King's College London

Crawford Spence, King's College London

*Replication or Recalibration? Navigating Business Model Adjustment in the Global Venture Landscape*

Chanyong Yoo, University of South Carolina

*Why They Do What They Do: A Global Comparison of Entrepreneurs' and Non-Entrepreneurs' Willingness To Bear Risk and Uncertainty*

Maria-Irene Angelidis, Baruch College

Romi Kher, Baruch College

Scott Newbert, Baruch College

*Cultivating Entrepreneurial Human Capital in Multinational Corporations: A Cross-Cultural Paradox Mindset Lens*

Robert J. Pidduck, Old Dominion University

Daniel R. Clark, Ivey Business School

John Zhang, Texas State University

*MNE Internationalization Trajectories and Risk*

Angelo Maria Solarino, University of Durham

Elizabeth Yi Wang, University of Leeds

Elizabeth Rose, IIM Udaipur

Peter Liesch, University of Queensland

*Foreign Subsidiary Divestments in the Post-entry Process of Early Internationalizing Firms: A Penrosean Perspective*

Hirokazu Kano, Oita University

Toshimitsu Ueta, Copenhagen Business School

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### **Session 3.3.15 - Interactive**

Track: 12. Knowledge, Innovation, and Technology

Time: 13:00-14:15

Room: Peacock W

## **Startups, Acquisitions and Innovation Performance**

Chair: René Belderbos, KU Leuven

*Matchmaking in Seoul: The Role of Hybrid Business Incubator in the Start-up Venturing Process*

Ga-Young Kim, Gyeongsang National University

Woo-Jin Lee, Kookmin University

Byungchul Choi, Hankuk University of Foreign Studies

Yong Kyu Lew, Hankuk University of Foreign Studies

*Mechanisms of Acquiring and Radiating Market, Institutional and Production Knowledge Through OFDIs: Evidence From Southern Chinese Firms*

Ruilin Yang, Rutgers Business School

John Cantwell, Rutgers University

*Fast Friends: The Impact of Short-term Visits on Firms' Invention Outcomes*

Hyo Kang, University of Southern California

John Eklund, University of Southern California

*Returnee Leaders and Innovation Performance? The Bridging Role of Tertius Iungens*

Jun Xia, University of Texas, Dallas

Jianan Li, Towson University

Chunlin Liu, Nanjing University

Fenmian Wang, University of International Business and Economics

Waverly W. Ding, University of Maryland

Hong Zhang, Peking University

*Why Is India Becoming a Hub for Startups and Unicorns?*

Ravi Ramamurti, Northeastern University

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**Session 3.3.16 - Interactive**

Track: 11. Sustainability in International Business

Time: 13:00-14:15

Room: Peacock E

**Governance and Agility: Balancing Internationalization and Sustainability**

Chair: Marina Anna Schmitz, IEDC-Bled School of Management

*Three-Way Interaction Effect on Home Country CSR: Internationalization, Organizational Slack, and Long-Term Orientation*

Yu-Ching Chiao, National Chung Hsing University

Yu-Chen Chang, National Chung Hsing University

*Translating the European Non-Financial Reporting Directive Into Organizational Action—a Comparative Study in Germany and Poland*

Maria Aluchna, SGH Warsaw School of Economics

Alexandra Ballnat, ESCP Business School

Leszek Bohdanowicz, University of Lodz

Marion Festing, ESCP Business School Berlin

Ewa Jastrzebska, SGH Warsaw School of Economics

Maria Roszkowska-Menkes, Tilburg School of Economics and Management

Ihar Sahakiants, CBS International Business School

Thomas Steger, University of Regensburg

*The Colors of Aliens: A Replication Study on Environmental Practices of Foreign-Owned Establishments*

Narae Lee, Korea Advanced Institute of Science and Technology

Franziska Hittmair, NOVA

*Do Political Connections Buffer Firms From Engaging in Substantive CSR in China? The Abnormal Financial Gains and Stakeholders' Roles*

Ning Fang, University of Groningen

Nam Kim, Korea University

*Someone's End Is Another's Beginning: A Governance Comparison of International Circular Economy Initiatives*

Corina Fehlner, BI Norwegian Business School

*Operational Agility and Environmental Sustainability in Supply Chains: A Comparative Study of MNE Subsidiaries, Turkish MNEs, and Local Firms in Turkey*

Abderaouf Bouguerra, University of Surrey

Sun Hye Lee, University of Surrey

Ekrem Tatoglu, Gulf University for Science and Technology

*Co-Production, Joint Learning Ambidexterity, and the "Fuzzy Front End" of Green Product Innovation in International Buyer-Supplier Relationships*

Kuo-Hsiung Chang, Tunghai University

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**Session 3.3.17 - Special Session**

Track: 16. Clinics and Cafés

Time: 13:00-14:15

Room: Charlotte

**Teaching Café 5: Developing an International Teaching Career - Drivers, Opportunities, and Institutional Differences**

In this teaching café, we critically examine various criteria for teaching (teaching & scholarship, teaching & research) faculty in business schools of different institutional contexts. We intend to learn about and understand variegated approaches to hiring and promotion, considering the value of pedagogical innovations alongside traditional scholarly achievements.

*Teaching Café Facilitators:*

Rudolf Sinkovics, University of Glasgow

Helena Barnard, GIBS, University of Pretoria

Miguel Cordova, Pontificia Universidad Católica del Perú

Jo Wright, University of Auckland

The Teaching Cafés are organized by AIB's Teaching & Education Shared Interest Group.

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## SATURDAY, JULY 6 - 14:15-14:30

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Time: 14:15-14:30

### Break

Short break to facilitate transition between sessions. No refreshment service will be provided.

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## SATURDAY, JULY 6 - 14:30-15:45

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### Session 3.4.1 - Panel

Track: 10. MNE State Relations and IB Policy

Time: 14:30-15:45

Room: Crystal 3

### 15 Years World Investment Forum: Taking Stock and Looking Ahead

Chair: Kristin Brandl, University of Victoria

#### Panelists:

Kristin Brandl, University of Victoria  
James Zhan, UNCTAD  
Amelia Santos-Paulino, UNCTAD  
Ari Van Assche, HEC Montreal  
Paul Vaaler, University of Minnesota  
Robert Grosse, Arizona State University  
Shikha Khurana, IIM Ahmedabad

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### Session 3.4.2 - Panel

Track: 11. Sustainability in International Business

Time: 14:30-15:45

Room: Sapphire 4

### MNEs in the Age of Resilience and Sustainability Imperatives and Tensions

Chair: Anthony Goerzen, Queen's University

#### Panelists:

Anthony Goerzen, Queen's University  
Gabriel Benito, BI Norwegian Business School  
Torben Pedersen, Copenhagen Business School  
Lucia Piscitello, Politecnico di Milano

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### Session 3.4.3 - Panel

Track: 15. Special Sessions

Time: 14:30-15:45

Room: Sapphire 3

### Global Perspectives on Doctoral Training in International Business

Chairs: S. Tamer Cavusgil, Georgia State University and Ahmet Kirca, Michigan State University

#### Panelists:

Aušrine Šilenskyte, University of Vaasa  
Hanna Gajewska-De Mattos, University of Leeds  
S. Tamer Cavusgil, Georgia State University  
Ahmet Kirca, Michigan State University

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**Session 3.4.4 - Competitive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 14:30-15:45

Room: Sapphire 2

**Various Aspects of Evolution and Engagement in Emerging Markets**

Chair: Mona Bahl, Illinois State University

*Selective Integration and Autonomy in Chinese Acquisitions in Developed Economies*

Qi Ai, Brunel University London

Hui Tan, Royal Holloway University of London

*Separate Yet Together: The Co-Creation of Chair and CEO Roles in Organizational Top Leadership in an Emerging Markets Context*

Faisal AlReshaid, American University of Kuwait

Kathleen Park, Boston University

Bernd Vogel, University of Reading

Ana Graca, University of Reading

Obinna Ikwuegbu, American International University

*Evolving Markets: Rethinking the Conceptualization of Emerging Economies*

Sebastian Baldermann, Vrije Universiteit Amsterdam

Alexander N. Gorgijevski, Linköping University

*Tolerate or Respond? The Role of Local Supplier Perceived Unfairness in International Buyer–Supplier Exchanges: A Contingency View*

Mengyang Wang, Huazhong University of Science and Technology

Jialin Du, Renmin University of China

Jiaxuan Li, Huazhong University of Science and Technology

*Mechanisms of Value Co-creation with Customers: The Case of the Chinese E-Commerce Industry–2010-2015*

Lihua Wang, San Francisco State University

Zhiyu Cui, Trineering Strategy Consulting Co., Ltd.

Bruce Heiman, San Francisco State University

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**Session 3.4.5 - Competitive**

Track: 11. Sustainability in International Business

Time: 14:30-15:45

Room: Sapphire 1

**New Contexts in Global Sustainability Management**

Chair: Hinrich Voss, University of Bristol

*Sustainable Public Transportation at the Crossroads: Bus Operators' Technological Choices from the Perspectives of Shareholders and Other International Stakeholders*

Zhengyu Li, University of Glasgow

Yee Kwan Tang, University of Glasgow

Trevor Buck, University of Glasgow

*The Global Sourcing of Green Products*

Narae Lee, Korea Advanced Institute of Science and Technology

Heather Berry, Georgetown University

Jasmina Chauvin, Georgetown University

Yuxi Cheng, University of Liverpool

*Economic and Social Value Integration in Individual Reasoning. An Exploratory Study and Propositions to Advance Research on the Contemporary Purpose-Driven Multinational Company*

Monica Riviere, INSEEC Grande Ecole

---

**Session 3.4.6 - Competitive**  
Track: 7. Teaching and Education

Time: 14:30-15:45  
Room: Pine

### **Enhancing Engagement and Effectiveness in the Digital Era**

Chair: Narentheren Kaliappen, Universiti Utara Malaysia

*Cross-Cultural Teaching in International Management Classrooms: Incorporating Post Modernist Paradigm*  
Kajari Mukherjee, IIM Indore

*The Belfast Distillery Company: Reviving an Iconic Spirits Brand and Taking It Global*  
David Wernick, Florida International University  
John Branch, University of Michigan

*Futures Thinking and Arts – Fostering Creativity for a Sustainable World*  
Marina Anna Schmitz, IEDC-Bled School of Management  
Antje Bierwisch, MCI - The Entrepreneurial School

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**Session 3.4.7 - Competitive**  
Track: 4. Global Strategy, Organization and Value Chains

Time: 14:30-15:45  
Room: Emerald 3

### **Leading Global Strategies in a Turbulent Era**

Chair: Dana Minbaeva, King's College London / Copenhagen Business School

*Resource Allocation within MNCs: The Role of Distributed Power*  
Siddharth Natarajan, Nanyang Technological University

*Macro-Level Decoupling: Corporate Strategic Responses to New Micro-Level Vulnerabilities*  
Olga Petricevic, University of Calgary  
Sean Simoes, University of Calgary

*A Novel Dimension of CEO International Experience: CEO Emerging Market Experience and De-Internationalization*  
Hami Usta, Florida International University  
Orhun Guldiken, Florida International University  
Sumit Kundu, Florida International University

*Navigating Change: Decoding CEO Influence on Foreign Divestment in Underperforming MNEs?*  
Ha Nguyen, University of Sussex  
Roger Strange, University of Sussex

*Distribution of Explorative Activities and Firm Performance – Does 1+1 Equal 2+0?*  
Feng Zhang, Pennsylvania State University Abington  
John Cantwell, Rutgers University

---

**Session 3.4.8 - Competitive**  
Track: 12. Knowledge, Innovation, and Technology

Time: 14:30-15:45  
Room: Emerald 2

### **Boundary Spanning Knowledge Search and Creation**

Chair: Anna Jui-chuan Hsu, Xi'an Jiaotong-Liverpool University

*Unraveling the Paradox: The Impact of Boundary Spanners' Experiential Learning on Innovation*  
Benoit Decreton, Nova School of Business and Economics  
Felipe Monteiro, INSEAD  
Francisco Polidoro, University of Texas

*Does Geographic Scope Matter in the Relationship between Knowledge Capabilities and Coupled Open Innovation?*  
Oghogho Destina Ovuakporie, Loughborough University  
Chengang Wang, University of Birmingham  
Kishore Gopalakrishna Pillai, Rajagiri Business School

*Knowledge Integration and Search Behavior: A Complex Adaptive Systems Approach*

Thomas Michael Santomauro, Florida Institute of Technology

Charles Edward Bryant, Florida Institute of Technology

*The Differential Impact of Contractual Mechanisms on Joint Innovation in Cross-Border versus Domestic Alliances*

Shantala Samant, Western Washington University

Jongwook Kim, Western Washington University

*Rethinking Age in Technology Adoption: Two Studies in Taiwan and the U.S.*

Hun Whee Lee, Ohio State University

Dishop Christopher, Carnegie Mellon University

Chi Nai-Wen, National Sun Yat-Sen University

---

### **Session 3.4.9 - Competitive**

Track: 1. Internationalization and Entrepreneurship

Time: 14:30-15:45

Room: Emerald 1

## **Networks, Social Capital and the Internationalization of Firms**

Chair: Yuliani Suseno, RMIT University

*High-Performance Work Systems and Internationalization of Vietnamese SMEs: The Role of Social Capital, Innovation and Social Networks*

Hoa Do, University of Leicester

Diep Nguyen, Northumbria University

Pawan Budhwar, Aston University

Anastasia Katou, University of Macedonia

*The Role of Internal Social Capital in the Growth of International Young Ventures*

Runqian Liu, University of Calgary

Lianxi Zhou, Brock University

*Location or Network? Implications of Ventures' Locations and Network Ties on Venture Capital Investments*

Jukyeong Han, McMaster University

Minyoung Kim, Ohio State University

*Competition, Agglomeration, Legitimation, and Connection: The Paradox of Foreign Entry Performance*

Jing'an Tang, Sacred Heart University

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### **Session 3.4.10 - Competitive**

Track: 2. Marketing Strategy and Consumer Behavior

Time: 14:30-15:45

Room: Berkeley

## **Learning the Challenges from the Virtual/Digital Markets**

Chair: Chya-Yi Emily Liaw, Hong Kong Metropolitan University

*Across the Boundaries: A New Product Taxonomy as a Foundation of Digital Automation in International Business*

David Pan, Fort Hays State University

Alan Pan, Fort Hays State University

*The Effects of Omnichannel Integration on Customer Flow, Brand Experience, and Brand Equity*

Yeqing Lv, Linyi University

Antonio K.W. Lau, Kyung Hee University

*The Impact of Live Commerce on Consumer Behavior and E-commerce Landscape: A Comprehensive Analysis"*

Ayushi Sharma, FORE School of Management

*Taste the Unknown: Unraveling the Influence of Online Word-of-Mouth Dispersion on Tourists' Curiosity and Purchase Intentions for Local Food*

Meng Qiu, Hainan University

*Institutional Distance and Foreign Sellers' Live Streaming Use in China*

Liwen Wang, Shenzhen University

Meitong Dong, University of Hong Kong

Jason Lu Jin, Sun Yat-Sen University



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**Session 3.4.11 - Interactive**

Track: 11. Sustainability in International Business

Time: 14:30-15:45

Room: Belle-Vue

**Individuals Matter: Entrepreneurs, Leaders, and Employers**

Chair: Fang Lee Cooke, Monash University

*From Green to Growth: The Effect of Go Green on Entrepreneurial Growth Aspirations*

Bach Nguyen, University of Exeter

Xiaolong Shui, University of Bristol

*Can Personal Characteristics of Social Entrepreneurs Predict the Firm's Sustainability Orientation in International Markets?*

Claudio De Mattos, University of Huddersfield

Laura Salciuviene, University of Birmingham

*Why Do SMEs Implement Circular Economy Practices? An Empirical Study in an Emerging Economy*

Yi-Hui Ho, Chang Jung Christian University

Chieh-Yu Lin, Chang Jung Christian University

*What Makes MNE To Be Greener? The Role of Family Ownership and Exposure to Stringent Institutions*

Jongik Chang, Korea University

Junmin Park, Korea University

*"We Need To Change the Narrative". The Role of Employers in Signaling Refugee Employability.*

Betina Szkudlarek, University of Sydney

Eun Su (Jeannie) Lee, University of Newcastle

Sophia Alice Johnson, University of Sydney

*The Influence of International Experience in Europe and CEO Long-term Compensation on the Level of Carbon Management*

Yoonjin Kim, Sogang University

Jong-Hun Park, Sogang University

*From Excessive Philanthropy to Green Initiatives: The Impact of Military Leadership on Corporate Social Responsibility*

Tao Chen, University of Surrey

Hyeyoun Park, University of Surrey

*The Influence of Partner CSR on Market Reactions to Strategic Alliance Announcements*

Weichieh Su, National Chengchi University

Li-Yu Chen, Soochow University

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**Session 3.4.12 - Interactive**

Track: 1. Internationalization and Entrepreneurship

Time: 14:30-15:45

Room: Carlton

**Networks, Social Capital and Internationalization Process**

Chair: Shameen Prashantham, China Europe International Business School

*Overcoming Barriers of SME Internationalization – The Role of Migrant Employees Informal Networks*

Fadi Alsarhan, ISC Paris Business School

Sabine Bacouel-Jentjens, ISC Paris Business School

Sven Horak, St. John's University

Lena Zander, Uppsala University

*Networking through Brokers: An Expectancy Explanation From an Insider's Perspective*

Xiaomin Han, Université Paris-Saclay

François Goxe, Université Paris-Saclay

Susan Freeman, University of South Australia



*The Effect of Informal Social Capital on Start-Up Internationalization*

Maria Yoveska, WU Vienna  
Arne Floh, WU Vienna  
Alexander Mohr, WU Vienna

*Board Social Capital and Internationalization of Korean International New Ventures (INVs): The Moderating Role of Board International Experience*

Cheyung Kang, Kyoto University

*Breaking Trust: International Partnership Exit and Learning About Opportunities*

Jo Wright, University of Auckland  
Antje Fiedler, University of Auckland  
Benjamin Fath, University of Auckland

*Managing Network Embeddedness in Family Firms' Internationalization: An In-Depth Case Study from the Italian Wine Sector*

Giulia Galizzi, University of Vienna  
Francesco Debellis, University of Vienna  
Emmanuella Plakoyiannaki, University of Vienna

*Traits, Network and Chinese Diaspora Entrepreneurs in Europe*

Huaichuan Rui, Royal Holloway, University of London

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**Session 3.4.13 - Interactive**

Track: 9. Emerging Markets and Emerging Market MNEs

Time: 14:30-15:45

Room: Astor W

**Sustainable Development and CSR in Emerging Markets and EMNEs**

Chair: Akitsu Oe, Tokyo University of Science

*A Greedy Hand on the Wheel: How CEO Greed Steers Internationalization Speed*

Yuanyuan Hu, Tongji University  
Peien Chen, Tongji University  
Jiasi Fan, University of International Business and Economics  
Zhu Zhang, University of International Business and Economics

*Speed Matters for Supply Chain Communication to Acquire Superior Firm Performance: Carbon Footprint Communication*

Yu-Ching Chiao, National Chung Hsing University  
Chun-Chien Lin, National Chin-Yi University of Technology  
Yu-Chen Chang, National Chung Hsing University

*Lobbying and Investment in Market Capabilities: Toward an Integrated Strategy in Emerging Markets*

Sungjin Hong, Yeungnam University  
Alfredo Jimenez, Kedge Business School  
Seong-jin Choi, Hanyang University

*Institutional Isomorphism and Firm's Bribery Decision in Emerging Markets*

Chomsorn Tangdenchai, Assumption University  
Asda Chintakananda, National Institute of Development Administration (NIDA)

*Stepping into the Grey Zone: The CSR Performance of Parent Companies After Association with Overseas Controversial Companies*

Tianqi Song, Nanjing University  
Mingyue Pan, Nanjing University

*What Determines Emerging Market Firms' Corporate Social Responsibility Disclosure? Evidence from China*

Chuyue Jin, Kookmin University  
Ying Liu, Zhejiang Technical Institute of Economics

*Innovation and Bribery in Developing Countries: A Resource Dependence Analysis*

Chong Zhong, Southwestern University of Finance and Economics  
Wei Jiang, Xiamen University  
Kevin Zheng Zhou, University of Hong Kong

*Traditional Culture Shapes Corporate Social Responsibility: Evidence from China*  
Jianliang Li, University of Nottingham Ningbo China  
Cong Cao, University of Nottingham Ningbo China

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**Session 3.4.14 - Interactive**

Track: 5. HRM, Leadership and Cross-Cultural Management

Time: 14:30-15:45

Room: Astor E

**Decisions at the Organisational and National Levels**

Chair: Juan Bu, Indiana University

*Subsidiary CEO Experience, Management Localization and Subsidiary Performance*

Joonghak Lee, Gachon University

Rita Fontinha, University of Reading

*When Do Boards Follow Shareholder Returns on CEO Pay Increases? An Institution-Based Shareholder Perspective*

Rui Jiang, University of Texas at Dallas

Zhiang(John) Lin, University of Texas at Dallas

*The Impact of the CEO on Firm Performance: An Analysis of the CEO Effect in the GCC region*

Ayman Abouzeeni, St. Clair College

Susan Murray, Memorial University

*Female Ownership and In-Firm Formal Training Programs in Emerging Economies*

Yoon-suk Baik, Korea Advanced Institute of Science and Technology

Mina Lee, Xavier University

Hyejin Cho, Farmingdale State College SUNY

*Configuring Organisational Structure for Product Innovation: A Cross-cultural Moderated Mediation Analysis*

Yian Chen, Aalto University

Carl Fey, BI Norwegian Business School

*Does Public Service Motivation Values-Supplies Congruence Matter?*

Si Hyun Kim, University of La Verne

Giacomo Laffranchini, University of La Verne

*Expanding the Architecture of the Macro Global Talent Management-Framework: New Insights From Sociology*

David S. A. Guttormsen, University of South-Eastern Norway

*Foreign Subsidiary Managers in the Middle – Code-Switching while Navigating International Boundaries*

Soo Min Toh, University of Toronto

Hugh Gunz, University of Toronto

Xian Zhao, Northwestern University

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**Session 3.4.15 - Interactive**

Track: 2. Marketing Strategy and Consumer Behavior

Time: 14:30-15:45

Room: Peacock W

**Learning from Global Consumers**

Chair: Kacy Kim, Bryant University

*Challenges and Chances for Consumer Brands amidst Geo-Political Armed Conflict*

Rafid Ur Rahman, University of Leeds

Martin Heinberg, University of Leeds

Constantine S. Katsikeas, University of Leeds

Sourindra Banerjee, University of Leeds

*A Study of a Structure Analysis Method for Customer Loyalty and Electronic Word-of-Mouth in the Japanese Cosmetics Sector*

Youngwon Park, Saitama University

Eri Kaneko, Saitama University

*International Experience, Consumer Cosmopolitanism, and Consumer Innovativeness: A Moderation Effect of Time Orientation*

Nayoung Kim, Korea University

*Interplay of Imagery: Unveiling the Impact of Co-branding Anthropomorphized Couple Imagery on Consumer Engagement*

Jing Zhang, Kookmin University

Jinlin Meng, Kookmin University

*"I Am Who I Am, but I Am Complicated": The Mediating Role of Ambivalence on Country of Origin (COO) between Consumer Self-Positioning and Willingness to Buy*

Hang Yuan, Waseda University

Bishan Wang, Waseda University

*An Examination of Local Food Consumption Experience and Notions of Place Identity From Local, Non-Local, and Foreign Tourist Perspective*

Chih-Hsing Liu, National Kaohsiung University of Science and Technology

Tai-Liang Wu, National Kaohsiung University of Science and Technology

Yen-Ling Ng, National Kaohsiung University of Science and Technology

Jun-You Lin, National Open University

*Exploring Customers' Uncertainty Reduction Strategies of Omnichannel Shopping*

Chia-Ying Li, National Taichung University of Science and Technology

Wei Xin-Yu, National Taichung University of Science and Technology

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### **Session 3.4.16 - Interactive**

Time: 14:30-15:45

Track: 4. Global Strategy, Organization and Value Chains

Room: Peacock E

### **Boosting Performance during Change**

Chair: Takashi Sakikawa, Chuo University

*Subsidiary Embeddedness (in)Congruence and Reverse Knowledge Transfer – The Agency Theory Perspective*

Yang Yu, RMIT University

Lei Wang, Donghua University

*Investor Reactions to Subsidiary Divestment Decisions Amid Geopolitical Turmoil: The Case of Russia vs. Ukraine Crisis*

Harun Emre Yildiz, Mälardalen University

Sergey Morgulis-Yakushev, Uppsala University

Ulf Holm, Uppsala University

Ulf Andersson, Malardalen University

*Driving MNE Subsidiary Performance in Turbulent Emerging Markets: Roles of Global Strategic Orientation and Innovation Capability*

Nathaniel Boso, Kwame Nkrumah University of Science and Technology

Dominic Essuman, University of Sheffield

Prince Akwaboah, Kwame Nkrumah University of Science and Technology

Magnus Hultman, Brock University

*Fix Perspectives on the Temporal Dynamics of Firm Performance Beyond Sustainable Competitive Advantage. Let a Thousand Flowers Bloom?*

Aya Chacar, Florida International University

Yue Zhao, University of Arkansas Little Rock

*The Dark Side of GVC Resilience: A Complex Adaptive System View*

Naomi Lutskes, Vienna University of Economics and Business

Michael Herbert Wolfesberger, Vienna University of Economics and Business

*Exploring the Impact of Dynamic Capabilities on Business Performance*

Ronaldo Parente, Florida International University

Miguel Torres, University of Kent

*Foreign Divestment: The Ugly Duckling of International Business or the Swan to Disrupt and Revitalize Our Field?*

Shyamala Sethuram, Baruch College

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## SATURDAY, JULY 6 - 15:45-16:15

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Time: 15:45-16:15  
Room: Crystal 1+2+Foyer

### Coffee Break

Refreshments will be provided for conference participants.

*This coffee break is sponsored by the Consortium for Undergraduate International Business Education (CUIBE) in honor of the winner of the CUIBE Award for Best Paper on International Business Education. The award presentation will take place during the coffee break.*

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## SATURDAY, JULY 6 - 16:15-18:15

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**Session 3.5 - Plenary**  
Track: 15. Special Sessions

Time: 16:15-18:15  
Room: Crystal 3

### AIB Awards Ceremony and Business Meeting

The session will start with the announcement of the winners for the various conference awards including the Buckley and Casson Dissertation Award, AIB/Temple Best Paper Award, the Rugman Most Promising Scholar Award, and the AIB/FIU Best Theory Paper Award.

The business meeting will follow, featuring a review of the state of AIB, JIBS, JIBP, and AIB Insights. It will also feature a presentation for the 2025 AIB Meeting.

The floor will then be open for questions and comments from the membership.

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## SATURDAY, JULY 6 - 18:15-19:15

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Track: 17. Networking and Social Events

Time: 18:15-19:15  
Room: Crystal 1+2+Foyer

### AIB Awards/Farewell Reception

We celebrate the end of the 2024 AIB Annual Meeting with a reception immediately following the AIB General Business Meeting.

# INDEX OF PROGRAM CONTRIBUTORS

## A

- A, Sihan; *Nankai University*, China (alvinalan@mail.nankai.edu.cn): 2.3.13
- A. Zadeh, Adel; *Northeastern University*, Canada (a.zadeh@northeastern.edu): 1.5.13
- Aaltonen, Päivi; *LUT University*, Finland (Paivi.Aaltonen@lut.fi): 2.2.12
- Abbott, Ling; *Edith Cowan University*, Australia (l.he@ecu.edu.au): 2.1.12
- Abd Hamid, Hamizah; *National University of Malaysia*, Malaysia (hamizah.h@ukm.edu.my): 2.1.14
- Abdi, Majid; *University of Sydney*, Australia (majid.abdi@sydney.edu.au): 2.3.8
- Abdur Rehmana, Mohsin; *University of Oulu*, Finland (mohsin.abdurrehman@oulu.fi): 3.1.15
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