

CONFERENCE PROGRAMME: FRIDAY 8th APRIL 2005

DOCTORAL SESSION – COMPETITIVE PAPERS

Stream B 9.00 - 11.00 (see separate list for authors and titles)

PARALLEL SESSION A

PARALLEL SESSIONS

Session A1 10.00 - 11.00 Room 8W 2.8

Outsourcing

Chair: John Wilson, University of Central Lancashire

Eleanna Galanaki and Nancy Papalexandris
Internationalisation as a determining factor of HRM outsourcing

Surja Datta
Offshore outsourcing of services – building a conceptual framework

Session A2 10.00 - 11.00 Room 8W 2.10

Sales and Distribution

Chair: Gillian Rice, Thunderbird, Garvin School of Management

Anna Salonen, Mika Gabrielsson and Zuhair Al-Obaidi
Competitive advantage through systems sales: a Finnish marine equipment supplier facing the Asian challenge

S. Ali, P. Buszard, P. Chang and D. Law
Chinese auto industry and evolution of distribution networks – preliminary thoughts (WP)

Session A4 10.00 - 11.00 Room 8W 2.20

Retailing

Chair: Anne Smith, Open University

Harri Lorentz
Development trends in the Russian food retail industry

Kannika Leelapanyalert and Pervez Ghauri
An investigation into the factors influencing internationalisation of retailing firms: the case of Marks and Spencer

Session A5 10.00 - 11.00 Room 8W 2.23

Innovation in Information and Communications

Chair: Marina Papanastassiou, Athens University of Economics and Business

Heli Koski and Tobias Kretschmer
The global wireless communication markets – what will shape their future?

Chong Ju Choi, Jai-Boem Kim, Carla Millar, and Soo Hee Lee
Open source software as knowledge transfer in IB research – a conceptual analysis (WP)

WELCOME AND KEYNOTE DEBATE

PLENARY

11.30 - 1.00 Lecture theatre 8W 1.1

Welcome: Andrew Pettigrew, Dean, School of Management, University of Bath

**Keynote Debate: Innovation, Change and Competition in International Business
Chair: Jeremy Clegg, University of Leeds**

Michael Best, University of Massachusetts and University of Cambridge
Inside and outside the black box: firms, clusters and regions.

Rajneesh Narula, University of Reading and Copenhagen Business School
Globalising R&D activities: constraints and challenges from geographically dispersed operations (co-authored with Paola Criscuolo)

PARALLEL SESSION B

PARALLEL SESSIONS

Session B1 2.00 - 3.30 Room 8W 2.8
Cluster Formation
Chair: Pavlos Dimitratos, University of Strathclyde

Robert Carty, Carla Millar and Chong Choi
A global typology of entrepreneurship: the influence of the state

Manuel Ferreira, William Hesterly and Ana Tavares
Evolution of industry clusters through spin-offs and the role of flagship firms

Silvia Sacchetti and Philip Tomlinson
Why governance matters in cluster development and industrial policy: evidence from two traditional European clusters

Naresh Pandit, Gary Cook and Pervez Ghauri
Towards an explanation of foreign MNE FDI in the City of London financial services cluster

Session B2 2.00 - 3.30 Room 8W 2.10

Impact of FDI

Chair: Roger Strange, Kings College London

Peter Buckley, Jeremy Clegg and Chengqi Wang

The relationship between inward FDI and the performance of domestically owned Chinese manufacturing industry

Ping Zheng

The impact of FDI on productivity of China's automotive industry

Carmen Stoian

MNEs in emerging markets: making the best of the 'good side': comparative evidence from Poland and Romania

Session B3 2.00 - 3.30 Room 8W 2.13

Strategy and Structure

Chair: Carl Solberg, BI Norway

Dimitra Dimitropoulou and Robert Pearce

FDI flows in an integrating Europe: MNE strategy and location decisions, 1981-2001

Andreas Petrou

How managers' motivation for control and access to resources determine the selection of FDI entry modes

Peeter Vahtra and Kari Liuhto

Typology of foreign operations of Russia's major industrial corporations

Magne Berg, Arild Aspelund and Roger Sørheim

The hybrid structures of international joint ventures – a social capital approach

Session B4 2.00 - 3.30 Room 8W 2.20

Information Gathering and Knowledge Management

Chair: Colin Wheeler, University of Portsmouth

Kristiina Mäkelä and Tomi Seppälä

Knowledge sharing in interpersonal cross-border relationships: form of interaction effect (WP)

Tiia Vissak

Not only through experience: some alternative ways for obtaining foreign market knowledge

Racula Mogos Descotes

An exploratory insight into export information acquisition and use of international Romanian enterprises from the textile and steel industry (WP)

John Wilson and Gustavo Guzman

Organisational knowledge transfer in modular production networks: experiences from Brazil

Session B5 2.00 - 3.30 Room 8W 2.23
Public Policy – WTO, Trips and Intellectual Property Rights
Chair: Michael Best, University of Massachusetts and University of Cambridge

Johan Lindeque and Steven McGuire
The US and trade disputes in the WTO: hegemony constrained or confirmed?

Daya Shankar
Competition policy, abuses of industrial property rights and the TRIPS agreement

Aminu Mamman
Globalisation and managerial views on the role of government: evidence from the USA (WP)

PARALLEL SESSION C

PARALLEL SESSIONS

Session C1 16.00 - 17.30 Room 8W 2.8

Entrepreneurship

Chair: Jim Bell, University of Ulster

Antonella Zucchella, Stefano Denicolai and Paola Scabini

Internationalisation processes and dynamic capabilities: a framework for international entrepreneurship

Sascha Kraus and Erich Schwarz
A call for strategic entrepreneurship in SMEs (WP)

Ashdar Karami and Brian Jones
Nature and process of strategic management in SMEs – evidence from British high tech firms

Dev Boojihawon
International entrepreneurship strategy and network dynamics: international development of SMEs in the UK advertising sector

Session C2 16.00 - 17.30 Room 8W 2.10

Internationalisation Processes

Chair: Frank McDonald, University of Hull

Alan Rugman and Simon Collinson
The regional focus of European MNEs (WP)

Susan Segal-Horn and Alison Dean
Cross-border management issues in international law firms (WP)

Zsuzsanna Vincze
How unique are foreign market expansion processes and how can we understand that uniqueness?

Ele Reiljan
Estonian managers' perceptions of the reasons behind de-internationalisation

Session C3 16.00 - 17.30 Room 8W 2.13
Acquisitions, Joint Ventures and Networks
Chair: Peter Buckley, University of Leeds

Huan Zou and Pervez Ghuari
An investigation into the determinants of foreign acquisitions in China

Lynne Butel and Chen-Yu Liu
Strategic motives for international networking and joint venture formation in the People's Republic of China

Pia Arenius and Viveca Sasi
Social networks and rapid internationalisation of INVs

Tõnu Roolaht
Market entry strategies into emerging markets in the wood and forest industry: the Stora Enso Group

Session C4 16.00 - 17.30 Room 8W 2.20
Culture and Values in IB
Chair: Michael Mayer, University of Warwick

Simon Harris and Chris Carr
What is business for? Values and national values

Caroline Wong, Jai-Beom Kim and Chong Ju Choi
Global cities and creative capital with its applications to Asia

Stefano Pace, Luciano Fratocchi and Fabrizio Cacciola
Tribal marketing as a method for SME's virtual internationalisation: 'Le Nuvole' case study

Asta Salmi
Inter-organisational and inter-personal relations in Western purchasing from China

Session C5 16.00 - 17.30 Room 8W 2.23
New Theoretical Perspectives
Chair: Bob Pearce, University of Reading

Amon Chizema
Neo-institutional theory and corporate governance in an international context: some propositions

Paz Tolentino
Collusion, cooperation and competition in MNEs: the legacy of Stephen Herbert Hymer

Fragkiskos Filippaios
Foreign direct investment in the global village: a new definition of *neighbourhoods*? (WP)

Carl Solberg and Vidar Askeland
A contingency framework of internationalization theories

SATURDAY 9th APRIL 2005

PARALLEL SESSION D

PARALLEL SESSIONS

Session DI 9.00 – 10.30 Room 8W 2.8
SMEs
Chair: Sharon Loane, University of Ulster

Pavlos Dimitratos, Neil Hood, Jeffrey Johnson and Jonathan Slow
Reframing international entrepreneurship: insights from a three country study

Olli Kuivalainen, Sami Saarenketo and Kaisu Puumalainen
International pathways revisited: towards a longitudinal analysis of knowledge intensive SMEs

Niina Nummela
Change in SME internationalisation: digging into the smooth surface

Session D2 9.00 – 10.30 Room 8W 2.10
Subsidiary Strategy
Chair: Hafiz Mirza, University of Bradford

Dimitris Manolopoulos, Marina Papanastassiou and Robert Pearce
Knowledge related competitiveness and the roles of MNEs' R&D in a peripheral European economy: survey analysis of Greece

Enda Carolan and Ray Griffin
Subsidiary strategy; tales from an entrepreneurial subsidiary

Frank McDonald, H-J Tüselmann and D. Williams
Sourcing by foreign owned subsidiaries: the importance of embeddedness, strategic autonomy and nationality

Session D3 9.00 – 10.30 Room 8W 2.13
International Joint Ventures and Strategic Alliances
Chair: Pervez Ghauri, University of Manchester

Ursula Ott
Fiddling on the international stage: culturally implied moral hazard in international JVs

Maria Solitander

The dark side of collaboration – subtle strategies for protection of knowledge in inter-organizational collaborative relationships (WP)

Sougand Golesorkhi

A collateral based theory of IJVs: an empirical investigation

Chia-Ling Liu

Knowledge acquisitions from international strategic alliance – an empirical study of electronics and IT in Taiwan (WP)

Session D4 9.00 – 10.30 Room 8W 2.20

Human Resource Management

Chair: Paul Gooderham, NHH Bergen

Susan McGrath-Champ and Xiaohua Yang

Developing international management: the performance management-training interface in Australian firms in China

Terri Lituchy, Miguel Luján, JoAnn Duffy, Suzy Fox, Ann Gregory, Silvia Monserrat, Betty Punnett, Robert Oppenheimer, Martha Reavley, Neusa Santos and Pamela Lirio

Career success in a cross-cultural context: gender sensitive theoretical perspectives (WP)

Tze-Jen Pan

HRM and competitive advantage - a different approach for the hotel industry? Case study of the budget hotel sector

Raed Awamleh and Sohrab Khalili

A test of the transformational leadership model: the case of Iran

Session D5 9.00 – 10.30 Room 8W 2.23

IB Issues in Africa

Chair: Rajneesh Narula, University of Reading and University of Copenhagen

Kevin Ibeh

Firm-level internationalisation in sub-saharan Africa: review and implications

Fred Newa and Fragkiskos Filippaios

The emergence and evolution of the East African MNE: internationalization and organisational strategies

Etienne Musonera, Attila Yaprak and Leslie Monplaisir

Technology and knowledge spillovers in Sub-Saharan Africa

PLENARY DEBATE

PLENARY

11.00 - 12.30 **Lecture theatre 8W 1.1**

New Directions in International Business

Chair: Simon Collinson, University of Warwick

Peter Buckley, University of Leeds

John Dunning, University of Reading and Rutgers University

George Yip, London Business School

PARALLEL SESSION E

PARALLEL SESSIONS

Session E1 **1.30 – 3.00** **Room 8W 2.8**

Location Decisions

Chair: Ana Tavares, University of Porto

Ping Zheng

The locational determinants of FDI and disparities among the three macro-regions of China

Grahame Fallon and Mark Cook

To what extent do national factors explain the regional distribution of inbound FDI? Evidence from four UK regions

R Sannasse and Robert Pearce

Advent of regional trade blocks in Africa: opportunities for MEPZ textile firms (WP)

Session E2 **1.30 – 3.00** **Room 8W 2.10**

Macroeconomic Issues

Chair: John Dunning, University of Reading and Rutgers University

Xiaohui Liu, Chang Shu and Peter Sinclair

Trade, foreign direct investment and economic growth in Asia

Trevor Buck, Xiaohui Liu, Yingqi Wei and Xiaming Liu

The trade development path and export spillovers in China: a missing link?

Mathew Allen, Lothar Funk and Heinz Tüselmann

Can variation in public policies account for differences in comparative advantage?

Murat Ferman, Gaye Özçelik, Bilge Uyan and Asli Tuncay

National competitiveness: a conceptual framework and its application to Turkey (WP)

Session E3 1.30 – 3.00 Room 8W 2.20
Internet
Chair: Mika Gabrielsson, Helsinki School of Economics

Sharon Loane and Jim Bell
Role of the Internet in the internationalisation of SMEs

Cedwyn Fernandes and Raed Awamleh
Internet banking in the UAE: bank adoption levels in the context of customer satisfaction and influencers of adoption among potential users (WP)

Maresh Kumar and Nipun Agarwal
E procurement: creating value in the supply chain (WP)

Session E4 1.30 – 3.00 Room 8W 2.20
Learning, Social Networks and Human Capital
Chair: Susan Segal-Horn, Open University

Rudolph Sinkovics and Anthony Roath
Achieving performance through learning orientation, opportunism and strategic flexibility

Christina Boari, Luciano Fratocchi and Manuela Presutti
The interrelated impact of social networks and knowledge acquisition on internationalisation process of high-tech small firms

Paul Gooderham
The role of HRM in leveraging knowledge in MNCs: a research model (WP)

Session E5 1.30 – 3.00 Room 8W 2.23
Patents and Financial Issues
Chair: Michael Bowe, University of Manchester

Richard Fairchild
Patents and innovation – the effect of monopoly protection, competitive spillovers and sympathetic collaboration

Aaron Gilbert, Alireza Tourani-Rad and Tomasz Wisniewski
Insiders and the law: the impact of regulatory change on insider trading

Aleksander Rutkowski
Inward FDI and credit constraints in the CEEC

DOCTORAL SESSION – NON-COMPETITIVE PAPERS

Stream A 3.30 - 5.00 (see separate list for authors and titles)
