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# Academy of International Business 35th Annual Conference (28th-29th March 2008)

## The Conference Programme

### THURSDAY EVENING

#### DRINKS RECEPTION

**Time:** Thursday March 27th (7.00 – 8.00 pm)

**Location:** Richmond Building Atrium

Please note that no food will be served, and the reception is primarily an occasion for delegates to assemble with a view to going out for dinner afterwards.

### FRIDAY MORNING

#### REGISTRATION

**Time:** Friday March 28th (8.00 onwards)

**Location:** Richmond Building Atrium

#### Doctoral Colloquium Stream A Session 1

##### MNE Policy & Governance

**Time:** Friday March 28th (8.30 – 10.30 am)

**Location:** Richmond Building Rm 2.01

**Chair:** Roger Strange

**Panellists:** Steve Young, Heinz Tuselmann

**Papers:** **Sigrun M Wagner** (Loughborough University) *'Corporate political activities of multinational enterprises in the European Union – the automotive industry and environmental regulations.'*

**Eshani Samanthi Beddewela** (University of Bradford) *'Implementing corporate social responsibility practices in less developed countries: a study of subsidiaries of multinational corporations in Sri Lanka.'*

**Ruey-Jer Jean** (University of Manchester) *'Information technology and relational governance in innovative outsourcing agreements – empirical investigation in the Taiwanese electronics industry.'*

#### Doctoral Colloquium Stream A Session 2

##### Strategic Management and Entry Modes

**Time:** Friday March 28th (8.30 – 10.30 am)

**Location:** Richmond Building Rm 2.05

**Chair:** Rudolf Sinkovics

**Panellists:** Jeremy Clegg, Ollie Kuivalainen

**Papers:** **Xie Qunyong** (University of Agder) *'China's overseas technology-seeking R&D: determinants of entry modes choice.'*

**Junzhe Ji** (University of Glasgow) *'Strategic decision-making factors and the choice of international entry mode: an empirical study.'*

**Muhammad Amjad** (University of Central Lancashire) *'A holistic exploration of resource-based strategy implementation in an emerging economy: local and multinational firms in Pakistan.'*

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### Doctoral Colloquium Stream A Session 3

#### **Imperatives, Commitment and Performance**

**Time:** Friday March 28th (8.30 – 10.30 am)

**Location:** Richmond Building Rm 2.09

**Chair:** Mo Yamin

**Panellists:** Pervez Ghauri, Malcolm Chapman

**Papers:** **Elena Beleska-Spasova** (University of Sheffield) *'Drivers of export strategy and performance: the case of British exporters.'*

**Pi-Chi Chen** (Birkbeck College, London University) *'Determinants of strategic roles of multinational subsidiary: the case of U.S.-owned computer companies in Taiwan.'*

**Mélanie Raukko** (Turku School of Economics) *'Key persons' organisational commitment towards the acquiring company in cross-border acquisitions.'*

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#### **COFFEE AND TEA**

**Time:** Friday March 28th (10.30 – 11.00 am)

**Location:** Richmond Building Atrium

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#### **WELCOME ADDRESS**

**Speaker:** Ann Ridley, Dean of Portsmouth Business School

**Time:** Friday March 28th (11.00 – 11.05 am)

**Location:** Richmond Building LT2

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### Plenary 1: Keynote Address and Panel Session

#### **'The Response of International Business to Climate Change'**

**Speaker:** Michael Stephenson IBM UK ( UK Climate Change Programme)

**Time:** Friday March 28th (11.05 – 12.30 pm)

**Location:** Richmond Building LT2

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#### **LUNCH**

**Time:** Friday March 28th (12.30 – 1.30 pm)

**Location:** Richmond Building Atrium

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## **FRIDAY AFTERNOON**

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### Session A1: Internationalisation

**Time:** Friday March 28th (1.30 – 3.00 pm)

**Location:** Richmond Building Rm 2.01

**Chair:** John Saeed

**Papers:** **Niina Nummela, Sami Saarenketo, Jussi Hätönen & Mika Ruokonen** (Turku School of Economics, Lappeenranta University of Technology, Turku School of Economics & Lappeenranta University of Technology) *'Rapid international growth – patterns for success and failure. Finnish software industry in focus.'*

**Kevin Ibeh, Oliver Borchert, Colin Wheeler** (University of Strathclyde and Portsmouth Business School) '*Micromultinationals: Transcending Resource Challenges in International Business*'

**Sharon Loane, René Bohnsack & Jim Bell** (University of Ulster) '*The internationalisation of small life science enterprises in the Mecklenburg-Western Pomerania region of Germany.*'

**Gary Cook & Naresh Pandit** (University of Liverpool & University of East Anglia) '*Clustering and the internationalization strategies of SMEs in the media industry.*'

## Session A2: Subsidiaries/Spillovers

**Time:** Friday March 28th (1.30 – 3.00 pm)

**Location:** Richmond Building LT3

**Chair:** Nigel Driffield

**Papers:** **Ulf Andersson & Mo Yamin** (Uppsala University & University of Manchester) '*Subsidiary importance in the MNC: What role does internal embeddedness play?*'

**Frank McDonald, Heinz Josef Tuselmann & Svitlana Voronkova** (Bradford University, Manchester Metropolitan University & Trinity College Dublin) '*Foreign owned subsidiaries in the UK and European Markets.*'

**Tiia Vissak** (University of Tartu) '*The impacts of divestments on former subsidiaries: Some evidence from Estonia.*'

**Peter J Buckley, Jeremy Clegg, Chengqi Wang, Yi (Elizabeth) Wang** (CIBUL, University of Leeds & Nottingham University Business School) '*Does local competition threaten foreign affiliate: Evidence from China.*'

## Session A3: International Management

**Time:** Friday March 28th (1.30 – 3.00 pm)

**Location:** Richmond Building Rm 2.09

**Chair:** Simon Harris

**Papers:** **Fiona Moore** (University of London) '*Power and identity in multinational corporations: An Anglo-German case study.*'

**Melanie Elina Raukko** (Turku School of Economics) '*Organisational commitment and identification following a cross-border acquisition.*'

**Paul Gooderham & Rune Rønning** (The Norwegian School of Economics and Business Administration) '*Global leadership development programmes and the development of social capital for knowledge sharing in multinational enterprises.*'

**Beverly Dawn Metcalfe & Kate Hutchins** (Liverpool Hope University & Monash University) '*Middle East women in international management.*'

## Session A4: Special Session on Organisational Risk and Resilience: Cross-Cultural Approaches to Crisis Management

**Time:** Friday March 28th (1.30 – 3.00 pm)

**Location:** Richmond Building Rm 2.05

**Chair:** Edward Borodzicz

**Papers:** **Andrew Lee** (Portsmouth Business School) '*An analysis of trends in international terrorism incidents aimed at business targets.*'

**Keith Smith & Edward Borodzicz** (Portsmouth Business School) '*Risk 'clockspeed': A lens for critical incident management and response.*'

**Katherine Devitt & Edward Borodzicz** (Portsmouth Business School) *'Leadership in a crisis: soft and hard skills and attributes for key decision makers.'*

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#### COFFEE AND TEA

**Time:** Friday March 28th (3.00 – 3.30 pm)

**Location:** Richmond Building Atrium

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#### Session B1: Entrepreneurship and Performance

**Time:** Friday March 28th (3.30 – 5.00 pm)

**Location:** Richmond Building LT3

**Chair:** Pavlos Dimitratos

**Papers:** **Bora Aktan & Cagri Bulut** (Yasar University) *'The effects of entrepreneurial orientation on firms' financial performance: An empirical study in Turkey.'*

**Trevor Buck, Xiahui Liu, Igor Filatotchev & Mike Wright** (Loughborough University, Loughborough University, City University & Nottingham University) *'The export orientation and export performance of high-technology SMEs in emerging markets: The effects of knowledge transfer by returnee entrepreneurs.'*

**Sanna Sundqvist, Kalevi Kyläheiko, Kaisu Puumalainen, Olli Kuivalainen** (Lappeenranta University of Technology) *'On measuring international entrepreneurial orientation in turbulent environments – a multidimensional interpretation.'*

**Pavlos Dimitratos & Dimitris Manolopoulos** (Athens University of Economics and Business & The American College of Greece) *'Entrepreneurship-related variables and performance in multinational subsidiaries.'*

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#### Session B2: Governance

**Time:** Friday March 28th (3.30 – 5.00 pm)

**Location:** Richmond Building Rm 2.01

**Chair:** Mika Gabrielsson

**Papers:** **Roger Strange & James Newton** (King's College London & University of Hong Kong) *'The impact of host country governance factors on foreign bank penetration.'*

**Amon Chizema** (Loughborough University) *'Institutions and voluntary compliance: The disclosure of individual executive pay in Germany.'*

**Ming Liu** (University of Macau) *'Audit fee, audit quality and international corporate governance mechanisms – evidence from Chinese market.'*

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#### Session B3: MNCs: Investment and Strategies

**Time:** Friday March 28th (3.30 – 5.00 pm)

**Location:** Richmond Building Rm 2.09

**Chair:** Tom Lawton

**Papers:** **Jenny Berrill & Colm Kearney** (Trinity College Dublin) *'Do MNCs provide international portfolio diversification benefits?'*

**Gary Cook & Naresh Pandit** (University of Liverpool & University of East Anglia) *'Service sector clustering and multinational enterprise: Evidence from UK film and television.'*

**Ruey-Jer 'Bryan' Jean & Rudolf R Sinkovics** (University of Manchester) *'Information technology and relational governance in innovative outsourcing agreements — Empirical investigation in the Taiwanese electronics industry.'*

**John Sae** (Australian Graduate School of Entrepreneurship) *'Paradigm shifts in corporate strategy in the third millennium.'*

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#### Session B4: CSR/Regulation

**Time:** Friday March 28th (3.30 – 5.00 pm)

**Location:** Richmond Building Rm 2.05

**Chair:** Jeremy Clegg

**Papers:** **Chaiporn Vithessonthi** (Mahasarakham University) *'Perspectives on corporate ecological sustainability strategy: Challenges for top managers.'*

**Denise Baden, Ian Harwood & David Woodward** (University of Southampton) *'The effect of supply chain drivers on SMEs' motivation to engage with CSR activities: a psychological perspective.'*

**Sigrun Maria Wagner** (Loughborough University) *'The automotive industry and environmental regulations – challenges to corporate political activities of multinational enterprises in the European Union.'*

**Nnamdi O Madichie** (University of East London) *'Bank failures in mature economies part II: another(n) rock crumbles.'*

## CONFERENCE DINNER

**Time:** Friday March 28th (7.00 pm – 12.00 am)

**Location:** HMS Warrior

## SATURDAY MORNING

### Session C1: Networks and Internationalisation

**Time:** Saturday March 29th (9.00 – 10.30 am)

**Location:** Richmond Building LT3

**Chair:** Rudolf Sinkovics

**Papers:** **Frank Barry** (Trinity College Dublin) *'Venture capital and high-tech clusters in emerging regions: A framework for analysis.'*

**Anna-Mari Yla-Kojola** (Lappeenranta University of Technology) *'Technology transfer in international networks.'*

**Breda Kenny & John Fahy** (Tipperary Institute & University of Limerick) *'A capabilities perspective on networks and international performance of SMEs.'*

**Roger Sorheim, Arild Aspelund & Magne Sivert Berg** (Norwegian University of Science and Technology) *'International new ventures and the development of partnerships: A social capital approach.'*

### Session C2: Culture/Negotiation

**Time:** Saturday March 29th (9.00 – 10.30 am)

**Location:** Richmond Building Rm 2.01

**Chair:** Kevin Ibeh

**Papers:** **Dirk Akkermans, Anne-Wil Harzing, Arjen van Witteloostuijn** (University of Groningen, University of Melbourne & University of Antwerpen) *'Cultural imprinting and language priming: Competitive versus cooperative behaviour in a prisoner's dilemma game.'*

**Fiona Moore** (University of London) *'Shifting perspectives: Multiple cultures and community embeddedness in an Anglo-German MNC.'*

**Zheng Liu & Yongjiang Shi** (University of Cambridge) *'The impact of culture on manufacturing system: A review of current literature and a research framework.'*

**Ursula F. Ott** (Loughborough University) *'A game theoretical analysis of international negotiations from the perspective of linear-active bargainers.'*

### Session C3: Emerging markets

**Time:** Saturday March 29th (9.00 – 10.30 am)

**Location:** Richmond Building Rm 2.09

**Chair:** Trevor Buck

**Papers: Nigel Driffield** (Aston Business School) *'Does ownership concentration impact on multinational operations? The case of Indian automobiles and pharmaceuticals.'*

**Joseph Amankwah-Amoah, Yaw A. Debrah** (Swansea University) *'Globalisation and air transport in Africa: The emergence of low-cost airlines.'*

**Daria Podmetina & Juha Väätänen**(Lappeenranta University of Technology) *'International expansion of Russian IT sector.'*

**Irina Jormanainen** (Helsinki School of Economics) *'Learning in JVs in CEE countries: System of innovation approach.'*

#### COFFEE AND TEA

**Time:** Saturday March 29th (10.30 –11.00 am)

**Location:** Richmond Building Atrium

#### Session D1: Internationalisation

**Time:** Saturday March 29th (11.00 – 12.30 pm)

**Location:** Richmond Building LT3

**Chair:** Niina Nummela

**Papers: Mika Gabrielsson & Peter Gabrielsson** (Helsinki School of Economics) *'Growth and survival of born globals: Case of software firms.'*

**Manuela Presutti, Odorici Vincenza & Alberto Onetti** (University of Bologna) *'Serial entrepreneurship and born-global new-ventures. A case study.'*

**Luis Bernardino and Marian V. Jones** (IBS-ISCTE Business School Lisbon & University of Glasgow) *'The internationalisation of high technology SMEs in Portugal: A resource-based perspective'*

**Natasha Evers & John Knight** (Institute of Technology Blanchardstown & Otago School of Business) *'Role of international trade shows in small firm internationalisation: A network perspective.'*

#### Session D2: HRM

**Time:** Saturday March 29th (11.00 – 12.30 pm)

**Location:** Richmond Building Rm 2.01

**Chair:** Paul Gooderham

**Papers: Heinz Tüselmann, Frank McDonald, Despoina Filiou & Sougand Golesorkhi** (Manchester Metropolitan University and University of Bradford) *'Cross-border transfer of employment relations approaches in multinational companies: Country-of-origin effects and the level and type of industry internationalisation – The case of German firms in the UK.'*

**Yi-Ying Chang, Kamel Mellahi & Adrian John Wilkinson** (University of Abertay Dundee, University of Sheffield & Griffith University) *'Tensions arising from process of transferring HRM practices across borders: The case of Taiwanese MNCs in the UK.'*

**Angelika Zimmermann, Xiaohui Liu & Trevor W. Buck** (Loughborough University) *'Employee tenure in China: Comparing foreign joint ventures.'*

#### Session D3: Global Markets/Institutional Diversity

**Time:** Saturday March 29th (11.00 – 12.30 pm)

**Location:** Richmond Building Rm 2.05

**Chair:** Fiona Moore

**Papers: Christos Kalantaridis, Grahame Fallon & Ivaylo Vassilev** (University of Salford, University of Northampton & University of Aberdeen) *'The impact of global integration on organisational relationships and enterprise strategy in the European clothing industry.'*

**Joseph Amankwah-Amoah & Yaw A. Debrah** (Swansea University) *'Globalisation and global airline alliances: The marginalisation of African airlines.'*

**Gregory Jackson & Richard Deeg** (King's College London & Temple University) '*Comparing capitalisms: Understanding institutional diversity and its implications for international business.*'

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#### Session D4: FDI & Joint Ventures

**Time:** Saturday March 29th (11.00 – 12.30 pm)

**Location:** Richmond Building Rm 2.09

**Chair:** Colm Kearney

**Papers:** **Janina Lieser & Roger Strange** (King's College London) '*The determinants of FDI location in transition economies: Evidence from Eastern Europe.*'

**Martin David Owens** (University of Bradford) '*Institutional forces influencing international joint venture motives: A study of British retail TNCs operating in South East Asia.*'

**Xiaolan Fu** (University of Oxford) '*Managerial knowledge spillovers from foreign direct investment: Evidences from UK survey data.*'

**Nigel Driffield** (Aston Business School) '*What do investors abroad bring back home? Evidence from British low- and medium-tech industries.*'

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#### LUNCH

**Time:** Saturday March 29th (12.30 – 1.15 pm)

**Location:** Richmond Building Atrium

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### AIB (UK & IRELAND) MEMBERS' MEETING

**Time:** Saturday March 29th (1.15 – 2.00 pm)

**Location:** Richmond Building LT2

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#### Session E1: Strategy

**Time:** Saturday March 29th (2.00 – 3.30 pm)

**Location:** Richmond Building LT3

**Chair:** Jim Bell

**Papers:** **Vittoria Marino, Carmen Gallucci & Giada Mainolfi** (University of Salerno) '*A multi-dimensional perspective of country reputation. Implications in strategic terms for companies of made in Italy products.*'

**Kitima Tamalee, Mohamed Sulaiman & Ishak Ismail** (Phranakhon Si Ayutthaya Rajabhat University, International Islamic University Malaysia & University Sains Malaysia) '*Business strategy and performance of manufacturing firms in Thailand.*'

**Peter Gabrielsson & Mika Gabrielsson** (Helsinki School of Economics) '*Branding strategies of MNCs from SMOPEC countries.*'

**Colin Haslam** (University of Hertfordshire) '*Financialization directing strategy.*'

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#### Session E2: Emerging Markets: China

**Time:** Saturday March 29th (2.00 – 3.30 pm)

**Location:** Richmond Building Rm 2.09

**Chair:** Heinz Tuselmann

**Papers:** **David Smith** (Nottingham Business School) '*The evolution of industrial policy for aerospace: Learning and capacity building – the case of China's ARJ21 Regional Jet Programme.*'

**Malcolm Chapman, Jeremy Clegg & Mary Leung** (University of Leeds, University of Leeds & Leeds Metropolitan University) '*Foreign market servicing strategy of international telecommunications operators in China – a resource-based view perspective.*'

**Gaston Fornes & Alan Butt-Philip** (University of Bristol & University of Bath) '*A review of the literature on the expansion of China's firms to Latin America.*'

**David Dai & Xiaohui Lui** (Loughborough University) *Returning entrepreneurs vs. indigenous entrepreneurs: An investigation of high technology SMEs in emerging markets*

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### Session E3: Special Session on Cross-Cultural Commitment

**Time:** Saturday March 29th (2.00 – 3.30 pm)

**Location:** Richmond Building Rm 2.01

**Chair:** Birgit Schyns

**Papers:** **Jörg Felte** (University of Siegen) *'The impact of workgroup and supervisor commitment on OCB and turnover intention in different cultural contexts.'*

**Nicole Torka** (University of Twente) *'The commitment of permanent and temporary employees in the Netherlands'*

**Birgit Schyns & Liza Howe-Walsh** (Portsmouth Business School) *'What cross-cultural differences in commitment mean for expatriate HRM.'*

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### COFFEE AND TEA

**Time:** Saturday March 29th (3.30 – 3.45 pm)

**Location:** Richmond Building Atrium

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### Doctoral Colloquium Stream B Session 1

#### MNEs and Knowledge Transfer

**Time:** Friday March 29th (15.45 – 17.15 pm)

**Location:** Richmond Building Rm 2.01

**Discussants:** Pavlos Dimitratos, Jeremy Clegg

**Paper:** **Shasha Yu** (University of Manchester) *'Information technology in foreign MNEs in China: the performance impact of IT at subsidiary level with mediating effect on HQ-subsidiary knowledge transfer, power dependency and conflicts.'*

**Discussants:** Pavlos Dimitratos, Jeremy Clegg

**Paper:** **Zhaleh Najafi Tavani** (University of Manchester) *'Reverse knowledge transfer: how JVs contribute to the knowledge base of the MNE.'* **Discussants:** Pavlos Dimitratos, Jorma Larimo

**Paper:** **Daniella Fjellström** (University of Leeds) *'Knowledge transfer between UK multinational enterprises in buyer-supplier relationship with firms in India and China.'*

**Discussants:** Tiia Vissak, Mika Gabrielsson

**Paper:** **Martina Gerbl** (University of Ulster) *'Services outsourcing.'*

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### Doctoral Colloquium Stream B Session 2

#### International Alliances and Joint Ventures

**Time:** Friday March 29th (15.45 – 17.15 pm)

**Location:** Richmond Building Rm 2.02

**Discussants:** Ann-Wil Harzing, Trevor Buck

**Paper:** **Mohd Haniff Jedin** (University of Manchester) *'Cross-border mergers and acquisitions: antecedents and performance outcomes in the marketing integration process.'*

**Discussants:** Ann-Wil Harzing, Amon Chizema

**Paper:** **Ahmad Arslan** (University of Vaasa) *'The impact of institutional distance on international joint venture's autonomy and performance: a study of Nordic international joint ventures in South East Asia.'*

**Discussants:** Ann-Wil Harzing, Trevor Buck

**Paper:** **David Guttormsen** (University of Leeds) *'Explaining managerial experiences and management performance of Scandinavian managers during intercultural encounters within international strategic alliances - a China and India focus.'*

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### Doctoral Colloquium Stream B Session 3

#### International Relationships & Internationalisation

**Time:** Friday March 29th (15.45 – 17.15 pm)

**Location:** Richmond Building Rm 2.05

**Discussants:** Colin Wheeler, Luis Bernardino

**Paper:** **Shaista Nisar** (Leeds Metropolitan University) *'Foreign market entry strategies and performance: empirical evidence from Norway.'* **Discussants:** Niina Nummela, Luis Bernardino

**Paper:** **Nigel Williams** (University of Cambridge) *'Internationalization from small developing states.'*

**Discussants:** Jim Bell, Colin Wheeler

**Paper:** **Nina Rilla** (Turku School of Economics) *'Internationalisation of Finnish innovations: interrelatedness of innovation and internationalisation processes.'*

**Discussants:** Jim Bell, Niina Nummela

**Paper:** **Sarah Turnbull** (University of Portsmouth) *'An examination of the influence of social bonding on creativity in advertising client-agency relationships: a United Arab Emirates perspective.'*

**Discussants:** Niina Nummela, Colin Wheeler

**Paper:** **Isobel Cunningham** (University of Ulster) *'A cross-national study to investigate the dynamics and nature of management teams in the creative media industry.'*

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### Doctoral Colloquium Stream B Session 4

#### FDI & MNE Impact

**Time:** Friday March 29th (15.45 – 17.15 pm)

**Location:** Richmond Building Rm 2.09

**Discussants:** Frank Macdonald, Colm Kearney

**Paper:** **Ziko Konwar** (University of Bradford) *'The comparison of impact of FDI (foreign direct investment), outsourcing and licensing on the productivity growth of the host economy: an empirical investigation of the high-tech industry in India.'*

**Discussants:** Frank Macdonald, Colm Kearney

**Paper:** **Michal Lemanski** (Vienna University of Economics Business Administration) *'Antecedences and consequences of subsidiary mandate seeking.'*

**Discussants:** Ulf Andersson, Colm Kearney

**Paper:** **Stephan Schulze** (European School of Management) *'The relation between international and domestic growth – key influencing factors.'* **Discussants:** Frank Macdonald, Ulf Andersson

**Paper:** **Surender Munjal** (University of Leeds) *'Inward FDI and risks in India.'*

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