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.’

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.’

COFFEE AND TEA
Time: Friday March 28th (10.30 – 11.00 am)
Location: Richmond Building Atrium

WELCOME ADDRESS
Speaker: Ann Ridley, Dean of Portsmouth Business School
Time: Friday March 28th (11.00 – 11.05 am)
Location: Richmond Building LT2

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

LUNCH
Time: Friday March 28th (12.30 – 1.30 pm)
Location: Richmond Building Atrium

FRIDAY AFTERNOON

Session A1: Internationalisation
Time: Friday March 28th (1.30 – 3.00 pm)
Location: Richmond Building Rm 2.01
Chair: John Saee
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.’

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

COFFEE AND TEA
Time: Friday March 28th (3.00 – 3.30 pm)
Location: Richmond Building Atrium

Session B1: Entrepreneurship and Performance
Time: Friday March 28th (3.30 – 5.00 pm)
Location: Richmond Building LT3
Chair: Pavlos Dimitratos
Trevor Buck, Xiaohui 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 Puumaalainen, 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.’

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.’

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.’
John Saee (Australian Graduate School of Entrepreneurship) ‘Paradigm shifts in corporate strategy in the third millennium.’

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

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.’

LUNCH
Time: Saturday March 29th (12.30 – 1.15 pm)
Location: Richmond Building Atrium

AIB (UK & IRELAND) MEMBERS’ MEETING
Time: Saturday March 29th (1.15 – 2.00 pm)
Location: Richmond Building LT2

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 Ayuthatthya 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.’

Session E2: Emerging Markets: China
Time: Saturday March 29th (2.00 – 3.30 pm)
Location: Richmond Building Rm 2.09
Chair: Heinz Tuselmann
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

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 Felfe (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.’

COFFEE AND TEA

Time: Saturday March 29th (3.30 –3.45 pm)
Location: Richmond Building Atrium

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 IJVs 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.’

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.’
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.’

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.’