



University
of Glasgow

Centre for
Internationalisation
& Enterprise
Research



Resources, Efficiency and Globalisation

36th Annual Conference of the Academy of International Business
(UK and Ireland chapter)

2 - 4 April 2009

University of Glasgow

This detailed architectural floor plan illustrates the layout of the first floor, which measures 24.58m in width and 13m in depth. The plan is divided into several functional areas:

- Auditorium (105):** A large central hall with a seating capacity of 251, including 6 wheelchairs, for a total of 257. It features a sloped seating arrangement and is adjacent to a projection room and a 1100mm high wall.
- Projection Room:** Located to the left of the auditorium, it includes a duct and a 30/30 FD (Fire Door).
- Store Rooms:** Multiple storage areas are distributed throughout the plan, including a large store in the center and smaller ones near the seminar rooms and foyer.
- Seminar Rooms (112 and 114):** Two seminar rooms, each with a capacity of 2, are separated by an acoustic partition. They are equipped with tables and chairs.
- Foyer (101):** A central reception area with a telephone and a cloak room.
- Restrooms:** Facilities include a male toilet (104), a female toilet (102), and a disabled toilet.
- Other Rooms:** A pantry, D.S.R. (Dining Service Room), and a Duct are also shown.

The plan includes various dimensions and labels for doors, windows, and furniture, providing a comprehensive overview of the building's interior space.

13m

Resources, Efficiency and Globalisation

**36th Annual Conference
of the
Academy of International Business
(UK and Ireland Chapter)**

**2-4 April 2009
University of Glasgow**

**Conference Chairs:
Marian V. Jones and Stephen Young**

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Introduction

Dear Friends and Colleagues

We are delighted to welcome you to the 36th Annual Conference of the Academy of International Business (UK and Ireland Chapter) which is hosted this year by the Centre for Internationalisation and Enterprise Research (CIER) within the University of Glasgow Business School.

This conference, with its mix of competitive and developmental papers and the popular doctoral colloquium, has always provided a lively, warm and sometimes heated forum for debate. When two years ago we decided that the theme for the conference should be “Resources, Efficiency and Globalisation”, we were driven by concerns about climate change, global poverty, and increasing resource shortages. We were also looking for a theme that would encourage challenges to existing theories of international business, and eclectic enough to be inclusive to all whether their focus is small firms, multinationals, governments and so on. What we had not anticipated was the calamitous global financial crash of last autumn which has brought questions relating to resources, efficiency and globalisation to the top of the international business research agenda. Attention this year is bound to turn to the current economic climate, the adequacy of our traditional theories in predicting and explaining recent events and directions in which future research should go.

One of the highlights of the conference is the Plenary session in which three notable figures from parliament, business and academia will address the conference theme in their own way. It is our pleasure to welcome Rt Hon John McFall MP, Chairman of the House of Commons Treasury Select Committee who will discuss the global financial crisis and global/local responses, Mr Robin Gordon, Strategy Manager, IBM Greenock Campus, Greenock, Scotland discussing strategic renewal at IBM, and Professor Rod McNaughton, Eyton Chair in Entrepreneurship, Centre for Business, Entrepreneurship & Technology, University of Waterloo, Canada who will advance the argument that “small is beautiful” – again.

This year we have 5 panel sessions on: Adam Smith and Internationalisation: a special session to commemorate the 250th anniversary of Adam Smith’s Theory of Moral Sentiments; *Case study methodology*; *International business and business history*; *Advanced research methods: Teaching and learning for postgraduate students in international business*; and *International entrepreneurship*. Alongside the panels are six parallel tracks organised as far as possible in themes running chronologically through the conference. Inevitably in a small, compact conference like this, a few sessions with similar themes have had to be tabled in parallel. For this reason, session chairs are asked to keep a very tight check on time to allow people to move between presentations.

This conference has a long tradition of encouraging new scholars in international business through the doctoral colloquium at which panellists provide constructive advice to students at advanced and early stages of their research in a critical but supportive spirit. The colloquium convenor Dr Anna Morgan-Thomas is supported by a number of willing volunteers dedicated to doctoral education and the discipline of IB. We would like to thank all of the many people who will participate in this conference and those behind the scenes including the conference team, AIB committee, and most especially the many reviewers and doctoral panellists who give their time willingly to support and advance the work of authors.

Marian V Jones & Stephen Young
2009 Conference Chairs, CIER, University of Glasgow Business School

Acknowledgements

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Faculty of Law Business and Social Sciences Graduate School

Palgrave Macmillan

The Conference Programme at a Glance

Thursday 2 April 2009

	Room 607c, Gilbert Scott Building Western Quadrangle, Level 6	Reception Area Hilton Grosvenor, Grosvenor Suite	Meeting Room Kelvin Suite
1430	Executive Committee Meeting (Executive Committee members only)		
1800			Future of IB meeting (by invitation only)
1900		Drinks Reception & Registration (all welcome)	
2000			Conference Organisers' Meeting
2030			Doctoral Panellists' Briefing Meeting (panellists only)

Friday 3 April 2009

Building	Western Infirmary Lecture Theatre Building				Wolfson Medical Building				
	Reception Area	WILT Lecture Theatre	Seminar Room 1	Seminar Room 2	Reception Area	Hugh Fraser Room	Gannochy Seminar Room	Yudowitz Seminar Room	Dean's Conference Room
0800	Registration (WILT)								
0830 - 1030	Publishers & Break-out	Doctoral AA	Doctoral AB	Doctoral AC	Publishers & Break-out	Doctoral AD	Doctoral AE	Doctoral AF	Doctoral AG
1030	Coffee Break 10.30-11.00 (WILT Reception Area)								
1100 - 1230	“	Plenary John McFall Robin Gordon Rod McNaughton			“				
1230	Lunch Break 12.30 – 14.00 (WILT and Wolfson Medical Building Reception Areas)								
1400 - 1530	“	Special Interest Panel 1 Adam Smith and internationalisation	Session 1A Defining and redefining internationalisation	Session 1B Strategic decision making, resources and internationalisation	“	Session 1C Developing international capabilities	Session 1D Key metrics in international business	Session 1E Corporate control and public capital	Session 1F Global outsourcing and supply chain relationships
1530	Coffee Break 15.30 – 16.00 (WILT and Wolfson Medical Building Reception Areas)								
1600 - 1800	“	Special Interest Panel 2 Case study methodology	Session 2A Extreme environment, climate change and international business	Session 2B Identity, talent and careers	“	Session 2C Internationalisation pathways	Session 2D The agglomeration effects of FDI	Session 2E Corporate governance and governance regimes	Session 2F Governance, outsourcing and supply relationships
1830	Reception at Hilton Grosvenor Hotel								
1930	Conference Dinner, Ceilidh and Disco								

Saturday 4 April 2009

Building	Western Infirmary Lecture Theatre Building				Wolfson Medical Building				
	Reception Area	WILT Lecture Theatre)	Seminar Room 1	Seminar Room 2	Reception Area	Hugh Fraser Room	Gannochy Seminar Room	Yudowitz Seminar Room	Dean's Conference Room
0830	Registration (WILT)								
0900 - 1030	Publishers & Break-out	Special Interest Panel 3 International business & business hist	Session 3A Internationalisation and export performance	Session 3B Globalisation and human resource management	Publishers & Break-out	Session 3C International entrepreneurship, opportunity and social capital	Session 3D International subsidiary roles	Session 3E The external environment	
1030	Coffee Break 10.30-11.00 (WILT and Wolfson Medical Building Reception Areas)								
1100 - 1200	“	Special Interest Panel 4 Advanced research methods	Session 4A Small firm internationalisation	Session 4B Best practice, CSR and negotiations	“	Session 4C Families, family firms and service providers	Session 4D FDI, determinants and location	Session 4E Technology, knowledge and innovation	
1200	Lunch Break 12.00 – 13.00 (WILT and Wolfson Medical Building Reception Areas)								
1300		Member's Mtg							
1330 - 1500	“	Special Interest Panel 5 International entrepreneurship	Session 5A Impact on SME internationalisation	Session 5B International marketing and channel decisions	“	Session 5C Internationalisation, resources and performance	Session 5D Acquisitions, JVs and local effects	Session 5E International business venturing	Session 5F Collaboration alliances and entry modes
1500	Coffee Break 15.00 – 15.30 (WILT and Wolfson Medical Building Reception Areas)								
1530 - 1730	“		Doctoral BA	Doctoral BB	“	Doctoral BC	Doctoral BD		
1730	Conference Ends								

Awards

There are three awards presented at the AIB (UK and Ireland) Annual Conference:

- The *Palgrave Award* for the Best Competitive Paper.
- The *Michael Z. Brooke Doctoral Prize*, awarded to the doctoral researcher who presents the best paper in the competitive stream (Stream A) of the Doctoral Colloquium.
- The *Neil Hood and Stephen Young Prize* for the Most Original New Work, awarded to the doctoral researcher from either stream (Stream A or B) of the Doctoral Colloquium who presents the 'best new research'.

All three awards will be presented at the Conference Dinner.

Publishers

The following publishers have stands at the 2009 Conference:

- Edward Elgar
- Elsevier
- Palgrave Macmillan
- Pearson Education
- Sage
- Wiley

Conference Organisation

The 2009 conference was organised by the Centre for Internationalisation and Enterprise Research (CIER) in the Department of Management at the University of Glasgow.

Conference Chairs: Marian V. Jones & Stephen Young

Organising Committee: Jane Brittin
Pavlos Dimitratos
Andrea Douglas
Margaret Fletcher
Anna Morgan-Thomas
Shameen Prashantham
Karl Warner
Rudolf Sinkovics (University of Manchester)
Tunga Kiyak (AIB, Michigan State University).

Student Team: Lucrezia Casulli
Maria Karafyllia
George Vlachos
Karl Warner

The Doctoral Colloquium

The purpose of the Doctoral Colloquium is to provide doctoral researchers in International Business with the opportunity to present and discuss their research with a panel of distinguished scholars in the field, in interactive sessions that are open to all conference delegates. The Colloquium also provides doctoral researchers with an opportunity to interact with colleagues from other institutions working on International Business topics, and to join and feel part of the AIB community of researchers.

There are two streams in the Doctoral Colloquium. Stream A is the competitive stream and is for students who have made progress in the development of their research, or who have recently completed their doctoral thesis. Papers submitted for Stream A are eligible for both the *Neil Hood and Stephen Young Prize for the Most Original New Work* and the *Michael Z. Brooke Doctoral Prize*. Stream B is for students who are in the very early stages of their doctoral research. Papers submitted for Stream B may be considered for the *Neil Hood and Stephen Young Prize for the Most Original New Work*, but will not be eligible for the *Michael Z. Brooke Doctoral Prize*.

Twenty-seven papers were accepted this year for presentation in Stream A and fifteen papers were accepted for Stream B.

The convenor of the Doctoral Colloquium is Dr Anna Morgan-Thomas.

Plenary Session

- Rt Hon John McFall MP, Chairman, House of Commons Treasury Select Committee

The Global Financial Crisis and Global/Local Responses

The Rt. Hon. John McFall is the Member of Parliament for West Dunbartonshire. Since 2001 he has been Chairman of the UK House of Commons Treasury Select Committee. The Treasury Committee has been investigating the current banking crisis since its beginnings; recent influential reports include those on Northern Rock (*The Run on the Rock*) and on *Financial Stability and Transparency*. John McFall is also a Visiting Professor at the University of Glasgow Business School.

- Mr Robin Gordon, Strategy Manager, IBM Greenock Campus, Greenock, Scotland

Strategic Renewal at IBM

Mr Robin Gordon is head of Strategy and Business Development for IBM in Scotland. A graduate of Glasgow University, he has worked for 27 years in various functions within IBM including, Finance, Supply Chain Management, Manufacturing, Consulting, Business Transformation Outsourcing and latterly Strategy and Business Development.

- Prof. Rod McNaughton, Eyton Chair in Entrepreneurship, Centre for Business, Entrepreneurship & Technology, University of Waterloo, Canada

Small is beautiful – again

Rod B. McNaughton is Eyton Chair in Entrepreneurship, Faculty of Engineering, University of Waterloo. UW is Canada's "most innovative" university in Maclean's Magazine annual university ranking, and is responsible for 22% of Canada's university spin-off companies. Rod is Associate Director of the Centre for Business, Entrepreneurship and Technology at UW. His specialty is international marketing strategy, focusing on the rapid entry into overseas markets by knowledge-intensive new ventures. Rod is a Visiting Professor at the Centre for International Enterprise Research at the University of Glasgow Business School.

Panel Sessions

Panel 1

Adam Smith and international business: a special session to commemorate the 250th anniversary of Adam Smith's *Theory of Moral Sentiments*

Time: Friday 3 April, 1400-1530

Location: WILT Lecture Theatre

Chair: Stephen Young, University of Glasgow

Panellists: Peter Buckley, Centre for International Business, University of Leeds

Fonna Forman-Barzilai, University of California, San Diego, USA

Maria Pia Paganelli, Yeshiva University, USA

Mo Yamin, Manchester Business School

Economies in transition and in development: a possible warning from Adam Smith

Maria Pia Paganelli, Yeshiva University, USA

If Adam Smith was asked about transitioning and developing economies, what would he say? Smith adds to today's literature the idea that our vain desire to gain approbation is among our strongest motivations. Good institutions and the moral rules often needed to comply with them, even if present, are more likely to be disregarded if there are large enough material gains to show off in front of others, as in gaining approbation we tend to rely more on wealth than on following virtuous conduct. In the presence of new wealth generated by the opening of markets and the government granting monopolies, the desire to be looked at with approval can curb moral behaviours and respect for good institutions, generating perverse incentives that hinder growth. The suggestion we may infer from Smith is to introduce small, yet continuous, opportunities for wealth accumulation, avoiding sudden and large accumulation of riches. A gradual, yet persistent, introduction of commerce not only decreases the incentives for grabbing the new available wealth, but also increases the chances of moral development, which helps resist the glittering yet potentially deleterious temptations of wealth and opens the door to economic growth.

Adam Smith and the commercial cosmopolis

Fonna Forman-Barzilai, University of California, San Diego, USA

In *The Theory of Moral Sentiments*, Adam Smith observed that we live in a fundamentally conflictual world. Although we are creatures who sympathize, he also observed that our sympathy seems to be constrained by geographical limits. Accordingly traditional theories of cosmopolitanism were implausible; yet as a moral philosopher, Smith sought to reconcile his bleak description of the world with his eagerness for international peace. Smith believed commercial intercourse among self-interested nations would emulate sympathy on a global scale, balancing national wealth and international peace without a coercive apparatus to enforce compliance with international law.

Adam Smith and international business

Peter J. Buckley, Centre for International Business, University of Leeds

The key project of the Scottish enlightenment was to address the problem of reconciling economic growth, based on entrepreneurial individualism, with virtue (moral behaviour). *The Theory of Moral Sentiments* (TMS) is more concerned with the basis of individual judgement and *The Wealth of Nations* (WN) with the causes of economic growth. The two are complementary, not contradictory.

The contrast between the two classic works of Smith's can be encapsulated by the answers to the question "why should anyone be kind to strangers?" The answer of WN is well known:

"It is not from the benevolence of the butcher, the brewer and the baker, that we expect our dinner, but from their regard to their own interests. We address ourselves, not to their humanity, but to their self-love, and never talk to them of our necessities but of their advantages" (*The Wealth of Nations*, p 10).

The answer from TMS superficially differs and is based on "sympathy" (empathy we should say – perhaps implying mutual forbearance). "Sympathy is the core of Smith's explanation of moral judgement" (Raphael and Macfie, *Introduction to TMS*, p 21). Smith also recognises a variety of motives for action including self interest ("self-love").

Key relationships raised by the two works with implications for international business can be highlighted as follows:

The Wealth of Nations: Self-interest→Market behaviour→Contracts v internalisation

The Theory of Moral Sentiments: Sympathy→Mutual forbearance→Cooperation/joint ventures

Adam Smith and international business: trade, the multinational enterprise and globalisation

Mats Forsgren, University of Uppsala, Sweden

Mo Yamin, Manchester Business School

In this paper we reflect on our reading of Adam Smith's most important publications: *An Inquiry into the Wealth of Nations* and *The Theory of Moral Sentiments*, from a broadly international business perspective. We organise our reflections around the following quasi-rhetorical question: If Smith was alive today would he belong to the Adam Smith Institute (the leading pro-market 'think-tank')? Although now famed for his advocacy of the market and the so called 'invisible' hand, our reading and interpretation of his original works suggest that Smith would not necessarily wholeheartedly support the advocacy of free-markets enthusiastically undertaken by the Adam Smith Institute: he would share many concerns with writers who view the 'retreat' of the state with apprehension (Strange, 1996) and with those who consider that globalisation may have gone 'too far' (Rodick 1997). With respect to the 'invisible hand' a reasonable interpretation is that the market system requires strong institutions and strong regulation: individuals pursue their interest within the rules of well-defined games in which attempts by the powerful to influence the institutions are not allowed. With respect to the multinational enterprise our interpretation is that Adam Smith would have been particularly concerned with the fact that the large multinationals are as much political actors as economic ones and that they may exert more political power than representative and (at least partially) accountable institutions such as governments.

Focusing more on *The Theory of Moral Sentiments* (TMS), our interpretation is that Smith would have argued that there may be 'moral' limits to globalisation. In the TMS Smith developed a theory of individual moral responsibility. Although individuals are fundamentally disposed to 'sympathy' and 'fellow feeling' the general rules of morality are (in modern parlance) 'socially embedded'. Thus sympathy and fellow feeling mostly operate at 'close quarters' and, in particular, they may not be effective at a global or trans-national level. In turn this suggests that there are inherent difficulties in developing overarching institutions that commend general legitimacy.

Panel 2

Case study methodology

Time: Friday 3 April, 1600-1800

Location: WILT Lecture Theatre

Chairs: Rebekka Piekkari, Helsinki School of Economics, Finland
Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki, Greece
Catherine Welch, University of Sydney, Australia

Panellists: Pervez Ghauri, King's College London
Stephen Young, University of Glasgow

Comparative historical analysis in international management research

Ayşe Saka-Helmhout, University of Surrey

Although case studies, by their nature, are sensitive to historical specificity, human agency and process, they do not lend themselves easily to coping with complexity as their numbers and levels of analyses increase. Although several methods offer guidelines for organizing data, these address only some aspects of the challenge of systematically analyzing multiple-case study findings. The method that meets the challenge of dealing with both complexity of interactions and attaining causality in patterns of activities for generalizability is the Comparative Historical Analysis (CHA). This paper aims to advocate the use of this method in the IM field to delineate patterns of causalities or regularities in microsociological phenomena embedded in historical contextual singularities across countries to improve the generalizability of cross-case comparisons. It illustrates the method in the context of knowledge diffusion processes in a cross-national setting i.e. from Japanese multinationals to their affiliate firms in the UK. The paper addresses the limitations and contributions of the method and concludes that CHA provides a way to build more comprehensive explanations, grounded in socioeconomics, where historical interpretation can be combined with an analysis of large number of cases to enhance understanding at several levels.

Studying the whole organization: ethnography as a tool for integrating management and worker perspectives

Fiona Moore, Royal Holloway, University of London

Ethnographic research on manufacturing companies in business anthropology, organisational studies and/or industrial relations tends, broadly speaking, to focus on either managers or workers, with little integration between these two perspectives. I argue, however, that ethnographic research can bridge the gap between them, by exploring how both groups are engaged in constant discourse over individual and collective identity with each other, forming different parts of the normal functioning of a single organisation.

This paper is based on a case study of an Anglo-German automobile manufacturer, at which I conducted fieldwork between 2003 and 2006. During this period, I had the opportunity to study both the firm's labour force and its management ethnographically. Consequently, I was able to participate in the working experience of two key groups within the organisation, giving me a more holistic image of the MNC branch. In this paper, I will develop this case study and, in so doing, explore how researchers can develop holistic images of the organisation through the use of ethnographic techniques.

Applying the case study method in IB research: some ideas

Tiia Vissak, University of Tartu, Estonia

The case study method has not been as frequently used in International Business (IB) research as quantitative methods. Moreover, it has been sometimes misused and quite often criticized. Based on case study methodology literature and the author's personal experience from conducting case studies and reviewing case study articles, this paper aims to investigate the usefulness and limitations of case studies as a research methodology in IB and to propose several ways for using the method more effectively.

The paper concludes that case studies are suitable for theory generation, testing, refutation, refining and prediction. They can be conducted in small countries, used for studying new topic areas, complex phenomena and incremental processes (these can be found quite often in the IB field), answering "how" and "why (not)" questions. Moreover, this method allows collecting additional data at any time and using additional data sources, if necessary. On the other hand, the case study method also has some weaknesses. Case research is relatively expensive and time-consuming and it has been criticized for being unable to offer statistical generalization, developing too narrow or too wide theories and being hard to verify. In addition, the interviewees may not be totally honest, some of them may leave the firm doing the study and the authors may face the risk of losing their objectivity and the temptation to conceal some of their results not agreeing with their propositions or main conclusions.

It can be argued that the strengths of the case study method outweigh its weaknesses. Still, this does not mean that the critique should be ignored. Although it is impossible to suggest how an ideal IB case study should look (the number of cases, the main purpose of using them – for example, for illustration, hypothesis development or theory refining – and the maximum allowed length of articles varies considerably from publication to publication), several ways have been proposed for increasing the contribution of case study papers: more cases might be included, additional methods used, co-authors from other countries or research streams found, people from the context interviewed and external reviewers involved. The authors have also been advised to be flexible and objective, tell a good story, use figures and tables for illustrating their results, and establish a clear chain of evidence. In addition, they should be able to answer the questions 1) why (this topic was selected; case research was chosen instead of something else; these particular cases and interviewees were picked), 2) how (the research was conducted, the case companies contacted, the data collected and analyzed, and the ethical issues dealt with), 3) what (was proposed and studied; the interviewees might have left unsaid; differed from and was similar to the results of previous papers; might be the limitations of the resultant theory) and 4) so what (that these conclusions were reached: were they substantially new, contradicting to the previous ones, helpful for other researchers or managers or important in any other way). The research was financed by the Estonian Science Foundation's Grant No. 7405 and target financing of the Estonian Ministry of Education and Research No. 0180037s08.

Case study selection: key challenges for international business researchers

Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki, Greece

Margaret Fletcher, University of Glasgow

The case study method has been commonly used by researchers in international business (IB) research. The process of sampling is an important aspect that is central to building or testing theory through case study research, however recent research has found that in many studies the theoretical logic for case selection has not been provided. Studies seem driven by the logic of statistical sampling, where there has been a bias to large number, multiple case studies. The purpose of this paper is to discuss the key issues and challenges related to the selection of cases in the IB

context. These issues include: definition and equivalence of the unit of analysis; sampling strategies; purposeful, selective and theoretical sampling; purposeful versus random sampling; emergent or pre-specified strategies; and single and multiple case study design. Key methodological literature and examples from IB research and the authors' case study research experience are used to illustrate the theoretical and practical challenges of case selection faced by researchers

Mixed methods in case studies on international business

Leila Hurmerinta and Niina Nummela, Turku School of Economics, Finland

International business as a research field offers a promising platform for two research approaches that have often been called for: mixed methods and case studies. In this paper we analyse the use of mixed methods and case studies in international business research. In order to obtain a comprehensive picture of the empirical research design in IB studies, we decided to conduct a systematic review process of recent studies in the field. The objective of the review was threefold; first, we were interested in which research methods had been used, second, how they had been used and third, what was the value added that this research design had brought to the studies in question. We decided to focus on four major journals in international business. First, all relevant issues of the selected journals were reviewed and all studies were classified according to their research design. The next step was to classify these as quantitative or qualitative or mixed-method studies. The mixed-method studies were further analysed by the researchers in order to find the studies where case study approach had been used. It seems that among mixed methods a case study approach is quite rare. Only 13 studies had applied case approach, but the studies had, however, usually multiple cases (only three of the studies had only a single case) having 36 cases at its most in a single study. Mixed methods have been used for versatile purposes, to explore, to describe, and to confirm a phenomenon – all purposes that are all valid also in case studies. The potential obtained with mixed methods has been related to facilitation of the study, validity check and knowledge creation. The majority of case studies follow the traditional path of mixing methods: starting with qualitative data collection that is followed by quantitative data; both are analysed within their own methodological approach. The potential of mixed methods is, however, multi-faceted and it can be utilised during several phases of the research process and even within a case study itself. Only applying mixed methods in the implementation or integration phases would lead to true novel contribution, which is not context- or research specific. In the analysis of articles also two alternative strategies for applying mixed methods in case studies emerged. First, a case can be seen as an individual part of the larger research design having its own, independent purpose, or second, multiple methods are applied within a case context. As an individual part of a study, the role of case changes – in the beginning the case has its own purpose but its independence disappears in the later phases of the research process, and finally all data serve the same purpose. In the other strategy – when multiple methods are applied in the case context – the case can be perceived more as a research object or platform. In this situation it is difficult to identify separate, independent purposes for various parts of the data collection and analysis, and all phases are tightly intertwined with each other – for example, convergence of data and analysis takes place much earlier in the research process. Most of the studies analysed for this study followed the first strategy described, but not all. Therefore a more detailed analysis is still needed, and the study seems to open interesting new avenues for researchers interested in methods.

Panel 3

International business and business history

Time: Saturday 4 April, 0900-1030

Location: WILT Lecture Theatre

Chair: Peter Buckley, Centre for International Business, University of Leeds

Panellists: David Boughey, University of West of England

Haiming Hang, University of Reading

Peter Miskell, University of Reading

Pavlos Dimitratos, AUEB; Duncan Ross, Stephen Young, University of Glasgow

Introduction

Peter Buckley

Revisiting the psychic distance paradox: international retailing in China in the long run (1840-2005)

Haiming Hang and Andrew Godley, University of Reading

This paper uses original research on the roles played by two sets of foreign entrants into Chinese retailing since the 1850s – the overseas Chinese entrants and western entrants – to explore the psychic distance paradox over the long run. It explains how the advantages of psychic closeness in Chinese retailing have always been important in reducing entry barriers, but that the increasing costs of technology have increased the significance of firm proprietary strengths in some formats, notably supermarkets, so reducing the relative importance of psychic closeness. The paper therefore illustrates how taking the long-term perspective enables more sophisticated conclusions to emerge. A cross sectional analysis of one sector – Chinese supermarkets – would confirm the psychic distance paradox; overseas Chinese have been unable to translate psychic closeness into superior performance. By contrast their historic performance in department stores and more recently in fashion chains has been superior to the format leaders. This long term perspective therefore suggests that the understanding of the psychic distance paradox needs to be moderated by additional conceptualisation.

The multinational enterprise and subsidiary evolution: Scotland since 1945

Pavlos Dimitratos, Ioanna Liouka, Duncan Ross and Stephen Young, University of Glasgow

This paper explores the major developments in the multinational enterprise (MNE) literature; along with the research conducted on Scottish-based MNE subsidiaries and the policy changes that have taken place in Scotland towards promoting foreign direct investment (FDI). It is suggested that subsidiaries may evolve from the branch plant to the developmental and the entrepreneurial subsidiary type; with each of these three subsidiary types contributing differently to the economic development of the host country. The empirical evidence from an in-depth analysis of IBM, Greenock, Scotland attests to the importance of the entrepreneurial subsidiary activities for the host economy. Implications for research and public policy are discussed.

Resolving the global efficiency versus local adaptability dilemma: US film multinationals in their largest foreign market in the 1930s and 1940s

Peter Miskell, University of Reading

This article examines the operations of US film multinationals in Britain – their most valuable foreign market. It demonstrates that British audiences did have a preference for British-themed films, and that US firms responded by including a proportion of such pictures in their distribution portfolios. The firms with the strongest British element to their portfolios typically earned the highest revenues in this market. While some firms created the local element to their portfolios by distributing films on behalf

of third parties, some were able to successfully produce (in house) films that combined a strong local appeal with a broader international one.

British overseas railways as free-standing companies, 1900-1915

David Boughey, University of West of England

The investments made by railway companies that were registered and controlled from Britain, but whose operations were overseas, constituted an important component of British foreign direct investment in the early twentieth century. Despite the collective scale of these firms, little research on their activities has been integrated into discussions of early British foreign direct investment or the nature of free-standing companies. This article clarifies the scale and significance of these overseas railway companies within overall British foreign direct investment, along with examining how they were managed. This sheds further light on the development of British foreign investment and on the form and function of the free-standing company.

Special Issue of *Business History* (2009) on International Business and Business History, eds. Peter J Buckley and John Wilson – see Appendix 1

Panel 4

Advanced research methods: teaching and learning for postgraduate students in international business

Time: Saturday 4 April, 1100-1200
Location: WILT Lecture Theatre
Chair: Jeremy Clegg, Jean Monnet Professor of European Integration and International Business Management, Leeds University Business School
Panellists: Anna Morgan-Thomas, University of Glasgow
Rebecca Piekkari, Helsinki School of Economics, Finland
Rudolf Sinkovics, Manchester Business School
Catherine Welch, University of Sydney, Australia

It is generally accepted that research methods training works best for students when it is embedded in their specific subject area. The bulk of research training materials, in contrast, is of a general nature, at best embedded in social science broadly defined. This makes it difficult for students to see the relevance of such materials to their research area. Some excellent works exist that tackle the application of research methods to IB. However, the field of research methods teaching and learning as applied to IB is still young and undergoing change.

This panel is comprised of academic researchers who have been prominent and at the forefront in the field of advanced research methods in IB. Collectively, they have expertise in systematising and publishing on the teaching of research methods relevant to IB, innovating methods in IB research, and organising the training of IB researchers.

Rebecca Piekkari: Professor of International Business Management, Helsinki School of Economics, Finland. Co-editor of the *Handbook of Qualitative Research Methods for International Business* (2004), Edward Elgar

Choice of research method

This presentation draws on Buchanan and Bryman (2007) who argue for a contextualised view of methods choice, and it applies their model to the field of international business research. According to this view, the choice of research methods involves a more complex and interdependent set of considerations which include epistemological, organisational, historical, political, ethical, evidential, and personal factors. Buchanan and Bryman write that it is difficult to view the choice of method as a mere technical decision as it has broader implications for data interpretation and theoretical development.

Catherine Welch: Senior Lecturer in International Business, University of Sydney, Australia. Co-editor of the *Handbook of Qualitative Research Methods for International Business* (2004), Edward Elgar

Teaching and learning the case study method in IB: a special case?

This presentation will consider whether it is worth tailoring the learning and teaching of case study methods to the particular context of the IB field. The main argument will be that context does matter, as it affects the case study in several ways (intellectual legacy favouring quantitative methods; conforming to a particular research design of case study as published in key IB journals, the cross-border nature of IB research).

Rudolf Sinkovics: Reader in International Business at Manchester Business School
The changing landscape of doctoral training in international business – advanced quantitative methods

This presentation will briefly discuss changes to the landscape of doctoral training in the UK, as suggested in “Pathways to excellence: proposals for the development of the ESRC Postgraduate training framework” and draw attention to the implications for postgraduate doctoral training in international business in the UK. Specific attention will be given to advanced quantitative method requirements, which will have to be adjusted both to meet ESRC expectations and those of top-tier journal publications.

Anna Morgan-Thomas: Lecturer in Marketing, Business School, University of Glasgow

Moving from theory to empirical testing: operationalization and measurement of constructs

This presentation will focus on the problem of empirical development and testing of latent variables in IB (culture, psychic distance, entrepreneurial orientation). The discussion will centre on measure and scale development, the issues and facets of validity and reliability of measures.

Panel 5

International entrepreneurship

Time: Saturday 4 April, 1330-1500
Location: WILT Lecture Theatre
Chair: Rod McNaughton, University of Waterloo, Canada
Panellists: Jim Bell, University of Ulster
Hamid Etemad, McGill University, Canada
Marian Jones, University of Glasgow
Sharon Loane, University of Ulster
Anna Morgan-Thomas, University of Glasgow

ie-scholars – a community of international entrepreneurship researchers

Rod McNaughton, University of Waterloo, Canada

A brief presentation on the development of ie-scholars – a community to increase the visibility and legitimacy of international entrepreneurship as a field of study. Central to ie-scholars is a virtual community that facilitates sharing of resources, expertise and knowledge on a global scale. The objective is to accelerate the development of ideas and approaches to key theoretical, methodological and conceptual issues in this emerging area of study by:

- Fostering and accelerating research.
- Mobilising and disseminating knowledge.
- Growing and enhancing the community of IE researchers.

Global on-line entrepreneurship: recent enquiry and future research directions

Anna Morgan-Thomas and Marian Jones, University of Glasgow

This presentation reviews the extant literature on global on-line entrepreneurship and discusses key themes, emerging issues and future research directions.

Putting the E into IB

Jim Bell and Sharon Loane, University of Ulster

This presentation argues that IB research needs to adopt a stronger focus on the IE/IB interface in light of the growing importance of entrepreneurial activity in an increasingly e-enabled global business environment. The implications of this focus for IB education are also explored.

Publishing IE research

Hamid Etemad, McGill University, Canada

This short presentation offers advice and guidelines on publishing topical IE research in the *Journal of International Entrepreneurship*, the Edgar Elgar international entrepreneurship series, and other relevant journals.

The Conference Programme

THURSDAY 2 APRIL

1430-1700 Executive Committee Meeting (Executive Committee members only)
Location: Room 607C, Gilbert Scott Building, Western Quadrangle, Level 6

1800-1900 Future of IB Meeting (by invitation only)
Location: Hilton Grosvenor – Kelvin Suite

1900-2100 Drinks Reception & Registration (All welcome)
Location: Hilton Grosvenor – Grosvenor Suite

2000-2030 Organisers Meeting (the conference organising team only)
Location: Hilton Grosvenor – Kelvin Suite

2030-2100 Doctoral Panellists' Briefing Meeting
Location: Hilton Grosvenor – Kelvin Suite

FRIDAY 3 APRIL

**University of Glasgow Wolfson Medical Building and Western Infirmary Lecture Theatre (WILT)
(Adjacent Buildings)**

0800-0830 Registration, Welcome (WILT)

0830-1030 Doctoral Colloquium A Stream (Open to all delegates)

Session AA: FDI location

Location: WILT Lecture Theatre

Panellists: Jeremy Clegg, Centre for International Business, University of Leeds
Frank McDonald, University of Bradford
Alan Rugman, Indiana University

- *'A process model of FDI location choice by firms from emerging economies: evidence from China'*
Grace Hong Fan, University of Leeds
- *'Configuration and coordination of value activities in MNCs'*
Philipp Grosche, ESCP-EAP European School of Management
- *'Foreign acquisitions by Indian MNEs: a test of Eclectic Paradigm'*
Surender Munjal, University of Leeds
- *'The Production Oriented Internationalization (POI) of traditional SMEs: impacts on organisational elements and competitive advantage'*
Igor Kalinic, University of Padova

Session AB: Processes and issues in International strategy creation and implementation

Location: WILT Seminar Room 1

Panellists: Amon Chizema, Loughborough University
Colm Kearney, Loughborough University

Roger Strange, King's College London

- *'Understanding misunderstanding in intercultural communication. Theoretical approach and empirical analysis'*
Markus G Kittler, Friedrich-Alexander-University Erlangen-Nuremberg
- *'Negotiating Sino-Western joint ventures: an exploration of cultural variance'*
Kuilin Liu, University of Strathclyde
- *'Hindrances to business integration in the tourism sector of Yunnan Province, China'*
Sacha Rawlence, University of Edinburgh
- *'Strategic choice on internationalization'*
Rene Eugenio Seifert, University of Birmingham

Session AC: SME internationalization

Location: WILT Seminar Room 2

Panellists: Jim Bell, University of Ulster
Per Servais, University of Southern Denmark
Rudolf Sinkovics, Manchester Business School

- *'SME internationalisation: UK management consultancies go global'*
Brynn Deprey, Anglia Ruskin University
- *'Perspectives on the interrelationships between domestic and international markets for the smaller firm'*
Maria Karafyllia, University of Glasgow
- *'Internationalization pathways of Finnish family SMEs in the French market: a case analysis'*
Tanja Kontinen, Jyväskylä University
- *'Accessing international markets: the significance of global production networks, diaspora networks and context-specific factors in determining the successful integration of local Indian garment manufacturers in the global economy'*
Sheetal Patel, University of Edinburgh

Session AD: International HR

Location: Hugh Fraser Room, Wolfson Medical Building

Panellists: Simon Harris, University of Edinburgh
Judy Pate, University of Glasgow
Heinz Tuselmann, Manchester Metropolitan University

- *'Re-examining the expatriate experience through a fit lens'*
Ross Davidson, Open University Business School
- *'Talent management in practice: how European internationally operating businesses manage the expectations of talented employees'*
Chitalu Kabwe, University of Central Lancashire
- *'Offshoring human resources - a study of the strategic role played by HR professionals as "Business Partners" in an offshore outsourcing situation'*
Vijay Pereira, University of Portsmouth
- *'Post-acquisition integration in an MNC: re-aligning the employees to live the corporate brand'*
Johanna Kristiina Raitis, Turku University

Session AE: Subsidiary management and knowledge spillovers

Location: Gannochy Seminar Room, Wolfson Medical Building

Panellists: Peter Buckley, University of Leeds
Pavlos Dimitratos, Athens University of Economics & Business, Greece
Mo Yamin, Manchester Business School

- *'Headquarter involvement in subsidiary innovation transfer projects: capturing the attention of MNE headquarters'*
Henrik Dellestrand, Uppsala University
- *'The conceptualisation of MNE entry modes and knowledge spillovers'*
Ziko Konwar, University of Bradford
- *'An empirical investigation of the process of Reverse Knowledge Transfer within multinational corporations'*
Zhaleh Najaf Tavani, University of Manchester
- *'Information technology and headquarter-subsidiary relationship management: impact of enterprise resource planning technology on headquarter control and coordination, and implications on subsidiary performance'*
Shasha Yu, Manchester Business School

Session AF: Export orientation and performance

Location: Yudowitz Seminar Room, Wolfson Medical Building

Panellists: Ulf Andersson, Copenhagen Business School, Denmark
Stan Paliwoda, University of Strathclyde
Colin Wheeler, University of Portsmouth

- *'An export entrepreneurial orientation: conceptualizations, preliminary evidence, and managerial implications'*
Nathaniel Boso, University of Loughborough
- *'The impact of technological resources and innovative capabilities on export performance: a study of Italian high tech SMEs'*
Alfredo D'Angelo, Pavia University
- *'A multilevel theory of export venture performance'*
João Sá Oliveira, University of Loughborough

Session AG: Value chains, internationalization and entrepreneurship

Location: Dean's Conference Room, Wolfson Medical Building

Panellists: Ollie Kuivalainen, Lappeenranta University of Technology
Niina Nummela, Turku School of Economics, Finland
Catherine Welch, University of Sydney, Australia

- *'The effect of venture capital resources on life-science international new ventures'*
Jon Carrick, University of Glasgow
- *'An investigation into the nature and dynamics of entrepreneurial teams within the digital media industry'*
Isobel Cunningham, University of Ulster
- *'Network resources and international performance in the telecommunications sector'*
Breda Kenny, University of Limerick
- *'An exploration of absorptive capacity in life sciences firms in Scotland'*
Gillian Cay, University of Glasgow

1030-1100 Coffee Break
Location: WILT Reception Area

1100-1230 Opening Session and Plenary Presentations
Location: WILT Lecture Theatre

Rt Hon John McFall MP, Chairman, House of Commons Treasury
Select Committee
The Global Financial Crisis and Global/Local Responses

Mr Robin Gordon, Strategy Manager, IBM Greenock Campus,
Greenock, Scotland
Strategic Renewal at IBM

Prof. Rod McNaughton, Eyton Chair in Entrepreneurship, Centre for
Business, Entrepreneurship & Technology, University of Waterloo,
Canada
Small is beautiful – again

1230-1400 Lunch
Location: Reception Areas, WILT and Wolfson Buildings

1400-1530 Session 1 Papers and Panels

Special Interest Panel 1: Adam Smith and international business: a special session to commemorate the 250th anniversary of Adam Smith's *Theory of Moral Sentiments*

Location: WILT Lecture Theatre
Chair: Stephen Young, University of Glasgow
Panellists: Peter Buckley, University of Leeds
Fonna Forman-Barzilai, University of California, San Diego, USA
Maria Pia Paganelli, Yeshiva University, USA
Mo Yamin, Manchester Business School

Session 1A: Defining and redefining internationalisation

Location: WILT Seminar Room 1
Chair: Niina Nummela, Turku School of Economics, Finland

- *'Redefining internationalisation – a value point of view'*
Niina Nummela, Turku School of Economics
- *'Towards a theory of entrepreneurial capital: empirical evidence from Canadian smaller, younger high-growth enterprises in emerging industries'*
Christian Keen, University of Southern Denmark
Hamid Etemad, McGill University
- *'Internationalisation of SMEs and changes in organisational elements'*
Igor Kalinic, University of Padova
Cipriano Forza, University of Padova
- *'Internationalization and growth strategies of rapidly growing and internationalizing enterprises from Canada and Finland'*
Hamid Etemad, McGill University
Jukka Ala-Mukta, Helsinki School of Economics

Session 1B: Strategic decision making, resources and internationalisation

Location: WILT Seminar Room 2

Chair: Kevin Ibeh, University of Strathclyde / The World Bank Group

- *'Toward a theory of new venture survivability: evidence from internationalisation of small-high technology firms'*
Romeo V. Turcan, Aalborg University
- *'Global linking and local leveraging – resource management for foreign expansion'*
Starboard Yeung, University of Technology, Sydney
- *'De-internationalisation: is that the end of the story?'*
Catherine L. Welch, University of Sydney
Lawrence S. Welch, Melbourne Business School
- *'Strategic decision-making of internationalising high tech firms. A path dependency point of view'*
Niina Nummela, Turku School of Economics
Kaisu Puumalainen, Lappeenranta University of Technology
Sami Saarenketo, Lappeenranta University of Technology

Session 1C: Developing international capabilities

Location: Hugh Fraser Room, Wolfson Medical Building

Chairs: Per Servais, University of Southern Denmark
Rod McNaughton, University of Waterloo

- *'A framework for explaining distant foreign market entry by small and new ventures'*
Arto Ojala, University of Jyväskylä
Benjamin M. Oviatt, University of New South Wales
- *'Location effects on small firms' cross-border social capital levels: the case of overseas coethnic ties'*
Shameen Prashantham, University of Glasgow
- *'Life science new ventures in Scotland: a networking capabilities perspective'*
Karl S.R. Warner, University of Glasgow

Session 1D: Key metrics in international business

Location: Gannochy Seminar Room, Wolfson Medical Building

Chair: Colm Kearney, Trinity College Dublin

- *'Rethinking key metrics in international business'*
Alan M. Rugman, Indiana University
Chang Hoon Oh, Brock University
- *'Is there a 'new' international division of labour? Evidence from the EU 1995-2005'*
Louise Curran, Toulouse Business School
Soledad Zignago, CEPII
- *'Strategy as arbitrage'*
Colin Haslam, University of Hertfordshire
Tord Andersson, University of Hertfordshire
Nick Tsitsiannis, University of Hertfordshire
Edward Lee, University of Hertfordshire
- *'Gravity as a cultural artefact: culture and distance in foreign portfolio investment'*

Raj Aggarwal, University of Akron
Colm Kearney, Trinity College Dublin
Brian Lucey, Trinity College Dublin

Session 1E: Corporate control and public capital

Location: Yudowitz Seminar Room, Wolfson Medical Building

Chair: Roger Strange, King's College London

- *'FDI, corruption and public capital'*
Natalja Martjanova, Aston University
Vania Sena, Aston University
- *'Relational embedded subsidiaries and the involvement of headquarters in knowledge transfer processes'*
Henrik Dellestrand, Uppsala University, Department of Business Studies
- *'Corporate control and international diversification: evidence from Italian firms'*
Antonio Majocchi, University of Pavia
Roger Strange, King's College London
- *'Services trade: splintering and disembodiment in educational exports'*
Gregory James Mahony, University of Canberra

Session 1F: Global outsourcing and supply chain relationships

Location: Dean's Conference Room, Wolfson Medical Building

Chair: Rudolf Sinkovics, Manchester Business School

- *'How can MNEs contribute to local supplier's responsiveness? The role of trust, virtual integration and cultural distance in global supply chain relationships'*
Ruey-Jer 'Bryan' Jean, The University of Manchester
Rudolf R. Sinkovics, The University of Manchester
- *'Outsourcing and supplier relationship management in Ghana'*
John Kuada, Aalborg University
Robert Ebo Hinson, University of Ghana Business School
- *'Roles of an intermediary in international supplier relationship building'*
Jenni Marita Myllykoski, University of Oulu

1530-1600 Coffee Break

Location: Reception Areas, WILT and Wolfson Buildings

1600-1800 Session 2 Papers and Panels

Special Interest Panel 2: Case study methodology

Location: WILT Lecture Theatre

Chair: Pervez Ghauri, King's College London
Stephen Young, University of Glasgow

Panellists: Rebekka Piekkari, Helsinki School of Economics, Finland
Emmanuella Plakoyiannaki, Aristotle University of Thessaloniki, Greece
Catherine Welch, University of Sydney, Australia

Session 2A: Extreme environment, climate change and international business

Location: WILT Seminar Room 1

Chair: Kevin Ibeh, University of Strathclyde / The World Bank Group

- *'Managing under extreme circumstances in Afghanistan: the internalization paradigm'*
Andreas Birnik, NUS
Niklas Nielsen, Mecom
Gabriele Suder, CERAM Business School
- *'Developing innovative business models for renewable energy industries'*
Esa Juhani Stenberg, Turku School of Economics
- *'Investing in war zones, a firm level analysis'*
Nigel Driffield, Aston University
Chris Jones, Aston University
- *'Multinational enterprises, climate change, and human rights: an exploratory assessment of responsibilities and areas of influence'*
Hinrich Voss, University of Leeds
- *'Challenges and trade-offs in innovation for climate change'*
Jonatan Pinkse, University of Amsterdam Business School
Ans Kolk, University of Amsterdam Business School

Session 2B: Identity, talent and careers

Location: WILT Seminar Room 2

Chair: Pavlos Dimitratos, Athens University of Economics & Business, Greece

- *'Of money, motives and mobility: the contentious value of international assignments'*
Denice Ellen Welch, Melbourne Business School
Adam Steen, Australian Catholic University
Marja Tahvanainen, Helsinki School of Economics
- *'Career preferences of knowledge professionals in the multinational company'*
Dimitris Manolopoulos, Department of International Business and European Affairs, American College of Greece (Deree College)
Pavlos Dimitratos, Athens University of Economics and Business
Vilma Sinanoglou, Department of International Business and European Affairs, American College of Greece (Deree College)
- *'The interplay between institutional pressures and the quality of social interactions in determining HRM practice transfer'*
Yi-Ying Chang, University of Abertay, Dundee
Adam Smale, University of Vaasa
Adrian Wilkinson, Griffith University
Kamel Mellahi, University of Sheffield
- *'Competing for scarce talent in a liberalised environment'*
Joseph Amankwah-Amoah, Swansea University
Yaw A. Debrah, Swansea University
- *'Hybrid identities and knowledge management in multinational corporations: a literature review and case study'*
Fiona Moore, Royal Holloway, University of London

Session 2C: Internationalisation pathways

Location: Hugh Fraser Room, Wolfson Medical Building

Chair: Sami Saarenketo, Lappeenranta University of Technology

- *'Identifying internationalization patterns over time: a longitudinal analysis'*
Jose Carlos Casillas, Universidad De Sevilla
Francisco Jose Acedo, Universidad De Sevilla
- *'Innovation and internationalization as growth strategies: role of technological capabilities and appropriability'*
Kalevi Kyläheiko, Lappeenranta University of Technology, School of Business
Ari Jantunen, Lappeenranta University of Technology, School of Business
Kaisu Puumalainen, Lappeenranta University of Technology, School of Business
Sami Saarenketo, Lappeenranta University of Technology, School of Business
Anni Tuppur, Lappeenranta University of Technology, School of Business
- *'A growth path dependent upon the early internationalisation of entrepreneurial behaviour or 'clusters' as explanations for the exceptional export success of the Danish furniture industry?'*
John Howells, Aarhus University, Aarhus School of Business
Lars Hedemann, Aarhus University Aarhus School of Business
- *'Starting positions, internationalization pathways and internationalization outcomes of SMEs'*
Olli Kuivalainen,
Sami Saarenketo, Lappeenranta University of Technology
- *'Emergence of family conglomerates strategic response to global corporations'*
Oskar Kayasan, European Research Centre

Session 2D: The agglomeration effects of FDI

Location: Gannochy Seminar Room, Wolfson Medical Building

Chair: Jeremy Clegg, Centre for International Business, University of Leeds

- *'Effects of outward FDI on home-country export competitiveness: do investment location and industry characteristics matter?'*
Jeremy Clegg, Centre for International Business, University of Leeds
Chengqi Wang, University of Nottingham
Wen Chung Hsu, University of Leeds
Dorothy Aiwan Yen, University of Worcester
- *'Does outward FDI destroy jobs at home? Evidence from OECD multinationals'*
Yama Temouri, Aston University
Nigel Driffield, Aston University
Dolores Añón Higón, University of Valencia
- *'Agglomeration and flows of inward and outward direct investment: an analysis of financial services in the UK'*
Gary Cook, University of Liverpool
Naresh Rasiklal Pandit, University of East Anglia
- *'Innovations across borders: FDI and innovative capacity of Russian companies'*
Daria Podmetina, Lappeenranta University of Technology
Juha Vaatanen, Lappeenranta University of Technology
Maria Smirnova, Saint Petersburg State University, School of Management
Marina Aleksandrova, Lappeenranta University of Technology

- *'The agglomeration forces of national and multinational companies: are they different? The case of Italy'*
Stefano Elia, Politecnico di Milano
Sergio Mariotti, Politecnico di Milano

Session 2E: Corporate governance and governance regimes

Location: Yudowitz Seminar Room, Wolfson Medical Building

Chair: Roger Strange, King's College London

- *'Disclosure of individual executive compensation and firm performance'*
Amon Chizema, Loughborough University
- *'Transnational boards and governance regimes: a Franco-British comparison'*
Charles Harvey, Newcastle University Business School
Mairi Maclean, Bristol Business School
- *'Shareholder activism in Nigeria: activists and politics'*
Emmanuel Adegbite, Cass Business School, City University
Kenneth Amaeshi, Cranfield School of Management, Cranfield University
- *'Associations, federations and lobbying activities towards influencing the decision making process at the European Union'*
Robert Charles Kennedy, University of Kent, Kent Business School
Fragkiskos Filippaios, Kingston University, London
John Sharp, University of Kent, Kent Business School
- *'The impact of corporate governance on MNCs in the MENA region'*
Jenifer Piesse, King's College London
Roger Strange, King's College London
Fahad Toonsi, King's College London

Session 2F: Governance, outsourcing and supply relationships

Location: Dean's Conference Room, Wolfson Medical Building

Chair: Rudolf Sinkovics, Manchester Business School

- *'Enhancing innovativeness in transition economies: the role of internal and external cooperation in Russia'*
Maria M. Smirnova, Saint Petersburg State University, Graduate School of Management
Daria Podmetina, Lappeenranta University of Technology
Juha Vaatanen, Lappeenranta University of Technology
Sergey Kouchtch, Saint Petersburg State University, Graduate School of Management
- *'Governance and ownership: international corporate governance research network survey in Estonia'*
Mike Franz Wahl, Tallinn University of Technology
- *'China's supply network competitive advantage'*
Jag Srai, University of Cambridge
Weixi Xing, University of Wales Swansea
Yongjiang Shi, University of Cambridge
Mike Gregory, University of Cambridge

1830-1930 Drinks Reception at Hilton Grosvenor

1930-late Conference Dinner, Awards, and Ceilidh/Disco (Hilton Grosvenor)

SATURDAY 4 APRIL

University of Glasgow Wolfson Medical Building and Western Infirmary Lecture Theatre

0830-0900 Registration (WILT)

0900-1030 Session 3 Papers and Panels

Special Interest Panel 3: International business and business history

Location: WILT Lecture Theatre

Chair: Peter Buckley, Centre for International Business, University of Leeds

Panellists: Peter Buckley, Centre for International Business, University of Leeds
Fonna Forman-Barzilai, University of California, San Diego, USA
Maria Pia Paganelli, Yeshiva University, USA
Mo Yamin, Manchester Business School

Session 3A: Internationalisation and export performance

Location: WILT Seminar Room 1

Chair: Vandana Ujjual, University of Sussex

- *'Resource determinants of export performance'*
Elena Beleska-Spasova, University of Sheffield
Keith W. Glaister, University of Sheffield
Chris B. Stride, University of Sheffield
- *'Internationalization and reconfiguration of Trinidad and Tobago firms'*
Nigel Leroy Williams, Cambridge University
- *'Which international marketing strategy leads to higher export performance: standardisation, adaptation or a middle road?'*
Maria Cristina Stoian, Autonomous University of Barcelona
Alex Rialp, Autonomous University of Barcelona
Josep Rialp, Autonomous University of Barcelona
- *'Hi-tech firm networks, innovation & internationalisation: an empirical analysis of the export performance dynamics'*
Vandana Ujjual, SPRU, University of Sussex

Session 3B: Globalisation and human resource management

Location: WILT Seminar Room 2

Chair: Rudolf Sinkovics, Manchester Business School

- *'Implementing HRM: the inter-play between international business operations and the HR function'*
Catherine Welch, University of Sydney
Denice Welch, Melbourne Business School
- *'Foreign assignments and expatriate adjustment: exploring the role of the family'*
Markus G. Kittler, University of Stirling
- *'Globalisation and human resource management: a quantitative analysis with British establishment-level data (WERS2004)'*
Stefan Zagelmeyer, International University Bad Honnef
- *'The global company: an update on conceptualization issues'*
Rudolf R. Sinkovics, Manchester Business School
Beate Baier, Manchester Business School

Session 3C: International entrepreneurship, opportunity and social capital

Location: Hugh Fraser Room, Wolfson Medical Building

Chairs: Margaret Fletcher, University of Glasgow
Sharon Loane, University of Ulster

- *'Entrepreneurship training for new ventures: experiences from the training program implemented in Central Finland'*
Arto Ojala, University of Jyväskylä
Jukka Heikkilä, University of Jyväskylä
- *'Exploring hyper-growth multinational entrepreneurship: international entrepreneurship, location advantage and strategic entrepreneurship'*
Omair Hatem, University of Edinburgh
Simon Harris, University of Edinburgh
- *'Exploring the entrepreneurial orientation construct in an export context: preliminary evidence and research propositions'*
Nathaniel Boso, Loughborough University Business School
Vicky M. Story, University of Nottingham Business School
John W. Cadogan, Loughborough University Business School
- *'Fertility and midwifery for the international technology firm: the networks and collaborations of red biotechnology firms in Sardinia'*
Sara Floris, University of Edinburgh
Simon Harris, University of Edinburgh

Session 3D: International subsidiary roles

Location: Gannochy Seminar Room, Wolfson Medical Building

Chair: Ulf Andersson, Copenhagen Business School, Denmark

- *'The consequences of successful subsidiary initiatives'*
Tina Claudia Ambos, WU-Wien
Ulf Andersson, Copenhagen Business School
Julian Birkinshaw, London Business School
- *'Which come first: domestic or foreign subsidiaries? Analysis of global integration and local responsiveness among Japanese service companies'*
Kiyohiko Ito, University of Hawai'i at Manoa
Elizabeth L. Rose, Victoria University of Wellington
Tohyun Kim, University of Hawai'i at Manoa
- *'Subsidiary entrepreneurial competencies: which are they and what is their direct effect on subsidiary performance?'*
Ioanna Liouka, University of Glasgow
Pavlos Dimitratos, Universities of Athens and Glasgow
Stephen Young, University of Glasgow
- *'Foreign subsidiaries performance and dynamics: a comparative analysis with domestic firms'*
Celeste Amorim Varum, University of Aveiro
Vera Catarina Rocha, University of Aveiro

Session 3E: The external environment

Location: Yudowitz Seminar Room, Wolfson Medical Building

Chair: Simon Harris, University of Edinburgh

- *'Resources of multinational enterprises used for corporate political activities in the European Union'*
Sigrun M. Wagner, Loughborough University

- *'Internationalisation and corporate competitiveness: measuring the effect of external environment'*
Christos Georgiou, University of Patras
George Anastassopoulos, University of Patras
Fragkiskos Filippaios, Kingston University London
- *'Dimensional effects of regulatory environments on FDI inflows in Southeast Asia'*
George O. White III, University of Michigan-Flint
Feras M. Salama, American University of Sharjah
Mark J. Perry, University of Michigan-Flint
- *'Constraints on organisational responses to globalisation and liberalisation'*
Joseph Amankwah-Amoah, Swansea University
Yaw A. Debrah, Swansea University

1030-1100 Coffee Break

Location: Reception Areas, WILT and Wolfson Buildings

1100-1200 Session 4 Papers and Panels

Special Interest Panel 4: Advanced research methods: teaching and learning for postgraduate students in international business

Location: WILT Lecture Theatre

Chair: Jeremy Clegg, Jean Monnet Professor of European Integration and International Business Management, Leeds University Business School

Panellists: Anna Morgan-Thomas, University of Glasgow
Rebecca Piekkari, Helsinki School of Economics, Finland
Rudolf Sinkovics, Manchester Business School
Catherine Welch, University of Sydney, Australia

Session 4A: Small firm internationalisation

Location: WILT Seminar Room 1

Chair: Pavlos Dimitratos, AUEB

- *'Market withdrawal, international marketing and international orientation: effects on SME international performance'*
Pavlos Dimitratos, Athens University of Economics and Business
Panagiota Sapouna, Athens University of Economics and Business
Jorma Larimo, University of Vaasa
Ralph Lehmann, HTW Chur
Antonella Zucchella, University of Pavia
- *'New Wave' globals: the dynamic capabilities of digital content firms'*
Sharon P. Loane, University of Ulster
James D. Bell, University of Ulster
Isobel Cunningham, University of Ulster
- *'Entrepreneurs' decisions on firm internationalisation: opportunity recognition in small high-tech university spin off firms'*
George Vlachos, University of Glasgow

Session 4B: Best practice, CSR and negotiations

Location: WILT Seminar Room 2

Chair: Natasa Miclic, AT Kearney

- *'Western 'best practices' in Russia: what seems to work best'*
Alexei Koveshnikov, Hanken School of Economics
- *'Modelling appropriate corporate social responsibility (CSR) behaviour in the gold mining sector: cases from Ghana'*
Daniel Ofori, University of Ghana
Abena Ofori, Clark University, Worcester, Massachusetts
- *'Negotiating with the Japanese: an Eastern European perspective'*
Pervez Ghauri, King's College London
Claudio De Mattos, University of Manchester
Natasa Miklic, AT Kearney

Session 4C: Families, family firms and service providers

Location: Hugh Fraser Room, Wolfson Medical Building

Chair: Jose Carlos Casillas, Universidad de Sevilla, Spain

- *'Barriers to the internationalisation of SMEs: an analysis from the perspective of support services providers'*
Antonella Zucchella, University of Pavia
Alberto Brugnoli, University of Bergamo
Antonio Dal Bianco, IRER
- *'Foreign market entry of family SMEs: psychic distance as a focal point'*
Tanja Kontinen, University of Jyväskylä
Arto Ojala, University of Jyväskylä
- *'International strategies of the world's top family firms: another factor affecting performance'*
Christopher Hugh Carr, University of Edinburgh
Suzanne Bateman, Franklin Templeton

Session 4D: FDI, determinants and location

Location: Gannochy Seminar Room, Wolfson Medical Building

Chair: Grahame Richard Fallon, The University of Northampton

- *'Multinational investment projects and foreign direct investment in the petrochemical industry in China'*
Yan Fu, University of Surrey
Emanuela Todeva, University of Surrey
- *'FDI from developing to developing countries: key role of institutions and future prospects'*
Axele Loetitia Giroud, Manchester Business School
Hafiz Mirza, Bradford University School of Management
Kee Hwee Wee, United Nations
- *'The location of inbound FDI in Wales and Scotland: analysis and determinants'*
Grahame Richard Fallon, The University of Northampton
Mark Cook, The University of Wolverhampton

Session 4E: Technology, knowledge and innovation

Location: Yudowitz Seminar Room, Wolfson Medical Building

Chair: Peter Buckley, Centre for International Business, University of Leeds

- *'The role of international diversification and global reservoirs of scientific knowledge in explaining performance outcomes'*

Mario I. Kafouros, Centre for International Business, University of Leeds
 Peter J. Buckley, Centre for International Business, University of Leeds
 Jeremy Clegg, Centre for International Business, University of Leeds

- *'Market concentration and innovation in transnational corporations. Evidence from foreign affiliates in Central and Eastern Europe'*
 Liviu Voinea, National School of Political and Administrative Studies
 Johannes Stephan, Hale Institute
- *'Development of international technology transfer studies'*
 Anna-Mari Ylä-Kojola, Lappeenranta University of Technology
 Anna Karhu, Lappeenranta University of Technology

1200-1300 Lunch
 Location: Reception Areas, WILT and Wolfson Buildings

1300-1330 AIB Members Meeting (WILT Lecture Theatre)

1330-1500 Session 5 Papers and Panels

Special Interest Panel 5: International entrepreneurship

Location: WILT Lecture Theatre
 Chair: Rod McNaughton, University of Waterloo, Canada
 Panellists: Jim Bell, University of Ulster
 Hamid Etemad, McGill University, Canada
 Marian Jones, University of Glasgow
 Sharon Loane, University of Ulster
 Anna Morgan-Thomas, University of Glasgow

Session 5A: Impact on SME internationalisation

Location: WILT Seminar Room 1
 Chair: Birgit Hagen, University of Pavia, Italy

- *'The location of the SMEs and the impact on their internationalisation'*
 Per Servais, University of Southern Denmark
 Erik Rasmussen, University of Southern Denmark
 Jan Møller Jensen, University of Southern Denmark
- *'International strategy and performance. Clustering strategic typologies in SMEs'*
 Birgit Hagen, University of Pavia, Department of Business Research
 Antonella Zucchella, University of Pavia, Department of Business Research
 Paola Cerchiello, University of Pavia, Department of Statistics and Applied Economics "L. Lenti"
 Nicolò De Giovanni, University of Pavia, Department of Statistics and Applied Economics "L. Lenti"
- *'The (f)actors leading to nonlinear internationalization'*
 Tiia Vissak, University of Tartu

Session 5B: International marketing and channel decisions

Location: WILT Seminar Room 2
 Chair: Mika Gabrielsson, Helsinki School of Economics, Finland

- *'Single-market cultural heterogeneity: implications for international marketing research and practice'*
Konstantinos Poulis, University College Cork
- *'Standardization vs. adaptation of the marketing mix strategy in SME exports'*
Jorma Larimo, University of Vaasa
Minnie Kontkanen, University of Vaasa
- *'Hybrid competitive strategies for achieving superior performance during global expansion in the ICT-field'*
Mika Gabrielsson, Helsinki School of Economics
Tomi Seppälä, Helsinki School of Economics
Peter Gabrielsson, University of Vaasa and Helsinki School of Economics
- *'The role of branded retail in manufacturer's international channel strategy'*
Laura Ilonen, Helsinki School of Economics
Mika Gabrielsson, Helsinki School of Economics
Markku Salimäki, Helsinki School of Economics
Jody Wren, Helsinki School of Economics

Session 5C: Internationalisation, resources and performance

Location: Hugh Fraser Room, Wolfson Medical Building

Chair: Frank McDonald, University of Bradford

- *'Contractual arrangements and performance in foreign markets: the case of high technology SMEs in Portugal'*
Luis Alberto Bernardino, IBS – Iscte Business School
Marian V. Jones, University of Glasgow
- *'Is the role of human and social capital for the internationalization of PSFs over-rated?'*
Markus G. Kittler, University of Stirling
Tassilo Schuster, University of Erlangen-Nuremberg
- *'Appropriability in internationalization'*
Pia Hurmelinna-Laukkanen, Lappeenranta University of Technology, School of Business
Kaisu Puumalainen, Lappeenranta University of Technology, School of Business
Sami Saarenketo, Lappeenranta University of Technology, School of Business
- *'The international business experience of managers, use of networks and the foreign performance of early internationalising Korean firms'*
Frank McDonald, University of Bradford
Taekyung Park, University of Hull
Debra Johnson, University of Hull

Session 5D: Acquisitions, JVs and local effects

Location: Gannochy Seminar Room, Wolfson Medical Building

Chair: Alexander Mohr, Bradford School of Management

- *'Political capital, transaction costs, and the survival of international joint ventures in the People's Republic of China'*
Alexander Mohr, Bradford School of Management
- *'Foreign multinationals and domestic companies in Portugal: are there significant performance gaps?'*

Vitor Cardoso, U. Porto

Ana Teresa Tavares-Lehmann, CEMPRE-U. Porto

Frederick Nickolay Lehmann, Catholic University FCEE Lisbon

- *'Multinational enterprises in emerging markets: socio-economic effects for local economies'*

Laura Salciuviene, Lancaster University

Agnieszka Chidlow, Staffordshire University

Pervez N. Ghauri, King's College London

Session 5E: International business venturing

Location: Yudowitz Seminar Room, Wolfson Medical Building

Chair: Margaret Fletcher University of Glasgow &

Sharon Loane, University of Ulster

- *'Where to grow? Technology leveraging and new venture growth strategies'*

Huan Zou, Loughborough University

Xiaohui Liu, Loughborough University

Pervez Ghauri, King's College London

- *'The effect of venture capital resources on international new ventures'*

Jon Carrick, University of Glasgow

- *'The internationalisation of knowledge based small and medium-sized enterprises from Syria'*

Laila Kasem, University of Strathclyde

Kevin I.N. Ibeh, University of Strathclyde / The World Bank Group

- *'A conceptualization of e-risk perceptions and implications for small firm internationalization'*

Noemi Pezderka, Manchester Business School

Rudolf R. Sinkovics, Manchester Business School

Session 5F: Collaboration alliances and entry modes

Location: Dean's Conference Room, Wolfson Medical Building

Chair: Jeanette Hexter, University of Kent

- *'International joint venture strategies and performance in Central and Eastern Europe'*

Jorma Larimo, University of Vaasa

- *'Cultural consequences for international collaborative arrangements: a cross-cultural model for successful European collaborative arrangements'*

Jeanette Hexter, University of Kent

Carmen Stoian, University of Kent

Paul Phillips, University of Kent

- *'Interest alignment, culture, and the entry mode contract negotiation and formation process'*

George O. White III, University of Michigan-Flint

Anne Canabal, University of Maine

1500-1530 Coffee Break

Location: Reception Areas, WILT and Wolfson Buildings

1530-1730 Doctoral Colloquium Stream B (Open to all delegates)

Session BA: Entrepreneurship, innovation and economic development

Location: WILT Seminar Room 1

Discussants: Mika Gabrielsson, Helsinki School of Economics, Finland
Tiia Vissak, University of Tartu, Estonia
Stephen Young, University of Glasgow

- *'The landscape of international entrepreneurship research at the interface technology – economic development'*
Noemi Pezderka, Manchester Business School
- *'The future of internationalization in sustaining competitiveness in the global market – the case of Southern Steel Berhad'*
Azlina Ahmad, University of Stirling
- *'Open innovation in the Spanish ICT industry: patterns of acquisition, appropriation and protection of knowledge'*
Maria Guadalupe Calderon, University Autónoma de Madrid
- *'Strategic entrepreneurial in the MENA region: an examination of the phenomena by interrelating three strands of theory: international entrepreneurship, location advantage, and strategic entrepreneurship'*
Omaira Hatem, University of Edinburgh

Session BB: Internationalisation dynamics

Location: WILT Seminar Room 2

Discussants: Hamid Etemad, McGill University, Canada
Sharon Loane, University of Ulster
Rod McNaughton, University of Waterloo, Canada

- *'Learning through networks in high tech SMEs internationalisation process'*
Anita Juho, Oulu University
- *'Accelerated internationalization of social enterprises'*
Misagh Tasavori, University of Manchester
- *'A dyadic case study analysis of SME-MNE partnerships in biopharmaceuticals, Australia and the UK'*
Karl Steven Ryan Warner, University of Glasgow
- *'International market entry and mode decisions: an SME perspective'*
Barbara Francioni, University of Urbino

Session BC: Entry modes

Location: Hugh Fraser Room, Wolfson Medical Building

Discussants: Agnieszka Chidlow, Staffordshire
Peter Gabrielsson, University of Vaasa and Helsinki School of Economics
Pervez Ghauri, King's College London

- *'An analysis of entry mode choices of international retailers'*
Mathew Abanum Analogbei, University of Strathclyde
- *'The internationalisation of Chinese firms: motivation and the influence of national culture'*
Lan Gao, University of Loughborough
- *'FDI spillovers in emerging markets: the case of innovation-intensive FDI and external technological cooperation in the Republic of Korea'*
Yoo Jung Ha, Manchester Business School
- *'International market entry and development: implications of foreign direct investments in West Africa'*
Collins Osei, Napier University

Session BD: Internationalisation and international strategy

Location: Gannochy Seminar Room, Wolfson Medical Building

Discussants: Jorma Larimo, University of Vaasa, Finland
Kevin Ibeh, University of Strathclyde / The World Bank Group

- *'The efficiencies of Southern African banks'*
Chipo Mukonoweshuro, King's College London
- *'Instruments and determinants of cross-border coordination in services marketing – a case study'*
Julia Ingwald, Dortmund University of Technology
- *'The internationalisation of firms in developing country industrial clusters: the case of Malaysia's Multimedia Super Corridor'*
Christopher Richardson, University of Manchester

1730 Conference Ends

Saturday Evening or Sunday **ie-Scholars.Net** Meeting (time, date and venue to be announced, by invitation)

Reviewers of Competitive Papers

Acedo, Francisco J	Universidad de Sevilla
Ahammad, Mohammad Faisal	Nottingham Trent University
Arenius, Pia	Turku School of Economics
Bhaumik, Sumon Kumar	Brunel University
Brem, Alexander	University of Erlangen-Nuremberg
Butt, Osama Jawaid	University of Computer & Emerging Sciences, Lahore Campus
Cabanda, Emilyn	School of Global Leadership & Entrepreneurship, Regent University
Casulli, Lucrezia	CIER, University of Glasgow
Chaplin, Hannah Elizabeth	UK Trade and Investment
Chidlow, Agnieszka	Staffordshire University
Cook, Gary	University of Liverpool
Dellestrand, Henrik	Uppsala University, Department of Business Studies
DeMattos, Claudio	Manchester Business School
Dimitratos, Pavlos	Athens University of Economics and Business & CIER, University of Glasgow
Driffield, Nigel	Aston University
Etemad, Hamid	McGill University
Fallon, Grahame Richard	The University of Northampton
Filippaios, Fragkiskos	Kingston University London
Fletcher, Margaret	CIER, University of Glasgow
Giroud, Axele	Manchester Business School
Hao, Andy Wei	University of Hartford
Harris, Simon	University of Edinburgh
Hatani, Faith	Manchester Business School
Hurmerinta, Leila	Turku School of Economics
Ibeh, Kevin	University of Strathclyde / The World Bank Group
Jackson, Paul	Manchester Business School
Jean, Ruey-Jer (Bryan)	The University of Manchester
Jedin, Haniff Mohd	Manchester Business School
Johannesson, Jokull	Liverpool John Moores University
Jones, Marian V.	CIER, University of Glasgow
Kafouros, Mario I.	Centre for International Business, University of Leeds
Karafyllia, Maria	CIER, University of Glasgow
Kalafatoglu, Tugba	TK and Associates – Kadir Has University
Kayasan, Oskar	European Research Centre
Kearney, Colm	Trinity College Dublin
Keen, Christian	University of Southern Denmark
Kittler, Markus G.	University of Stirling
Kontinen, Tanja	University of Jyväskylä
Kuivalainen, Olli	Lappeenranta University of Technology
Larimo, Jorma	University of Vaasa
Liouka, Joanna	CIER, University of Glasgow
Loane, Sharon Patricia	University of Ulster
Madichie, Nnamdi	University of Sharjah
Majocchi, Antonio	University of Pavia
Marques, Helena	Manchester Business School
McDonald, Frank	University of Bradford
Moore, Fiona	Royal Holloway, University of London
Morgan, Eleanor Jane	University of Bath
Morgan-Thomas, Anna	CIER, University of Glasgow

Nummela, Niina	Turku School of Economics
Ojala, Arto	University of Jyväskylä
Oster, Gary	Regent University
Penz, Elfriede	Wirtschaftsuniversität Wien
Pezderka, Noemi	Manchester Business School
Piekkari, Rebecca	Helsinki School of Economics
Plakoyiannaki, Emmanuella	Aristotle University of Thessaloniki
Podmetina, Daria	Lappeenranta University of Technology
Poulis, Konstantinos	University College Cork
Prashantham, Shameen	CIER, University of Glasgow
Puig, Francisco	Department of Management, University of Valencia (Spain)
Quan, Rose	Newcastle Business School of Northumbria University
Rammal, Hussain Gulzar	The University of Adelaide Business School
Rana, Mohammad Bakhtiar	Jagannath University
Rialp-Criado, Alex	Autonomous University of Barcelona
Rose, Elizabeth L	Victoria University of Wellington
Saarenketo, Sami	Lappeenranta University of Technology, School of Business
Servais, Per	University of Southern Denmark
Shaw, Sue	CIER, University of Glasgow
Sinkovics, Rudolf	Manchester Business School
Smirnova, Maria M.	Saint Petersburg State University, Graduate School of Management
Srivastava, Chitra	Michigan State University
Steen, Adam	Australian Catholic University
Stenberg, Esa Juhani	Turku School of Economics
Strange, Roger	King's College London
Tasavori, Misagh	Manchester Business School
Tavares-Lehmann, Ana Teresa	CEMPRE-U, Porto
Tongurai, Jittima	Oita University
Vissak, Tiia	University of Tartu
Vithessonthi, Chaiporn	Mahasarakham University
Vlachos, George	CIER, University of Glasgow
Voss, Hinrich	University of Leeds
Wang, Chengqi	Nottingham University Business School
Warner, Karl	CIER, University of Glasgow
Welch, Denise	Melbourne Business School
Welch, Lawrence	Melbourne Business School
Wheeler, Colin	University of Portsmouth
White III, George O.	University of Michigan-Flint
Yamin, Mo	Manchester Business School
Yang, Suechin	Tamkang University
Yi Tang, Kwan	University of Glasgow
Ylä-Kojola, Anna-Mari	Lappeenranta University of Technology
Young, Stephen	CIER, University of Glasgow
Zagelmeyer, Stefan	Cologne Business School
Zettinig, Peter	Turku School of Economics
Zhang, Yongxin	University of Miami
Zucchella, Antonella	University of Pavia
Zueva, Anna	Bradford University



University of Glasgow

Campus map

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Accommodation Services	D14 – 73 Great George St	Centre for Drugs Misuse Research	C9 – 89 Dumbarton Road	Glasgow University Sports Association	E13 – 62 Oakfield Av	Modern Languages Building	D5 – 16 University Gdns	Social Policy & Social Work	D8 – Adam Smith Building
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Adam Smith Building	D8	Chapel	A8	Graham Kerr Building	B3	Music	D15 – 14 University Gdns	Sociology & Anthropology	D8 – Adam Smith Building
Adult & Continuing	E14 – St Andrews	Chaplaincy	A24 – Main Building	HATII – Faculty of Arts	D7 – George Service	Naval Architecture & Marine Engineering	100 Montrose St, Glasgow G4 0LZ	Southpark House	E5
Education	Building 11 Eldon St	Chemistry	B4 – Joseph Black Building	Hetherington Building	E10 – 63 Oakfield Av	Nursery	D21 – 28 Hillhead St	Sport & Recreation Service	E6 – Stevenson Building
Aerospace Engineering	A1 – James Watt South Building	Children's Panel Training Group	E14 – St Andrew's Building 11 Eldon St	Hetherington House	D10	Nursing & Midwifery School	E10 – 57-61 Oakfield Av	Staff Development Service	A10 – Main Building
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Anderson College	C1	Clinical Physics	Western Infirmary	History (Mediaeval)	D15 – 10 University Gdns	Pearce Lodge	A4	Statistics	D4 – Maths Building
Archaeology	D2 – Gregory Building	Computing Science	D16 – 17 Lilybank Gdns	History (Modern)	D15 – 1-2 University Gdns	Philosophy	E10 – 67-69 Oakfield Av	Stevenson Building	E6
Archives & University	C7 – 13 Thurso St	Williams Building (18 Lilybank Gdns)		History (Scottish)	D15 – 9 University Gdns	Photographic Unit	D11 – University Library	Student Counselling & Advisory Service	E10 – 65 Oakfield Av
Records Centre	C10 – 77-87 Dumbarton Road	Computing Service	A2 – James Watt North Building	History of Art	D15 – 7 University Gdns	Physics & Astronomy	B8 – Kelvin Building	Student Information Desk	E1 – McMillan Reading Room
Arts Faculty Office	D15 – 6 University Gdns	Concert Hall	A12	Hospitality Services	A9 – 1a The Square	Planning Office	A10 – Main Building	Students' Representative Council (SRC)	A22 – John McIntyre Building
Bedellus Office	A12 – Main Building	Conference & Visitor Services	A20 – 3 The Square	Human Resources	A10 – Main Building	Politics	D8 – Adam Smith Building	Telephone Exchange	A10 – Main Building
BHF Glasgow Cardiovascular	C12 – University Pice	Corporate Communications	A20 – 3 The Square	Hunter Halls	A14 – Main Building	Pontecorvo Building	C3	TGWU	E13 – 68 Oakfield Av
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(Glasgow) Biomedical Research		Davidson Building	B1	Hunterian Museum	A15 – Main Building	Principal's Lodgings	A18 – 12 The Square	Theology & Religious Studies	A20 – 4 The Square
Centre Sir Graeme		Dermatology	C2 – Robertson Building	Immunology & Bacteriology	C11 – McGregor Building, Western Infirmary	Principal's Office	A10 – Main Building	Thomson Building	A3
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- Administration	B2 – West Medical Building	East Quadrangle	A5	Reading Room &		Public Health	D16 – 1,2 & 3 Lilybank Gdns	UNISON	E13 – 68 Oakfield Av
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Molecular Biology	B3 – Bower Building			Building 11 Eldon St		Queen Margaret Union	D3 – 22 University Gdns	Visitor Centre	A11 – Main Building
- Environmental &				Italian	D10 – Hetherington Building	Radiation Protection Service	B8 – Kelvin Building	West Medical Building	B2
Evolutionary Biology	B3 – Graham Kerr Building			James Watt North Building	A2	Randolph Hall	A10 – Main Building	West Quadrangle	A6
- Graduate School	B2 – West Medical Building			James Watt South Building	A1	Rankine Building	E7	Western Clinical Research &	
Building				John McIntyre Building	A22	Recruitment Admissions &		Education Centre	C5 – Western Infirmary
- Infection & Immunity	C13 – Glasgow			Kelvin Building	B8	Participation Service	E11 – 12 Southpark Terrace	Western Infirmary Lecture	Theatre B9
Biomedical Research Centre				Kelvin Gallery	A7 – Hunterian	Rector's Office	A22 – John McIntyre Building	Wildlife Garden	D19
- Molecular Genetics	C1 – Anderson			Museum		Registry	A10 – Main Building	Wolfson Building	B10
College				Language Centre & EFL Unit	D10 – Hetherington Building	Research & Enterprise	A19 – 10-11 The Square	Wolfson Medical School Building	C8
Building				Law (School of)	A19 – Stair Building	Robert Clark Centre for		Zoology Museum	B3 – Graham Kerr Building
- Neuroscience & Biomedical Systems	B2 –			Learning & Teaching Centre	E5 – Southpark House	Technological Education	E14 – St Andrew's Building 11 Eldon St		
West Medical Building				Learning Works	A10 – Main Building	Robertson Building	C2		
				(Human Resources)		Robing Room	A12 – Main Building (enter via Hunterian		
				Library	D11 – Hillhead St				
				Lilybank House	D9				
				Mackintosh House	D13 – Hunterian Art Gallery				
				McMillan Reading Room	E1				
				Mail Room	D1 – Boyd Orr Building				
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				Management Information Services	A10 – Main Building				
				Mathematics	D4 – Maths Building				
				Mechanical Engineering	A1 – James Watt South Building				
				Medical Faculty Office	C8 – Wolfson Medical School Building				

Appendix 1

Special Issue of Business History (2009) on International Business and Business History

Edited by Peter J Buckley and John Wilson

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Peter J. Buckley

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'Multinational enterprise in insurance, an historical overview'

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'Siegmund Warburg, the City of London and the financial roots of European integration'

Haiming Hang and Andrew Godley

'Revisiting the psychic distance paradox: international retailing in China in the long run (1840-2005)'

Pavlos Dimitratos, Ioanna Liouka, Duncan Ross, Stephen Young

'The multinational enterprise and subsidiary evolution: Scotland since 1945'

Peter Miskell

'Resolving the global efficiency versus local adaptability dilemma: US firm multinationals in their largest foreign market in the 1930s and 1940s'

Rolv Petter Amdam

'The internationalization process theory and the internationalization of Norwegian firms, 1945-1980'

Núria Puig and Paloma Fernández

'A silent revolution. the internationalization of large Spanish family firms'

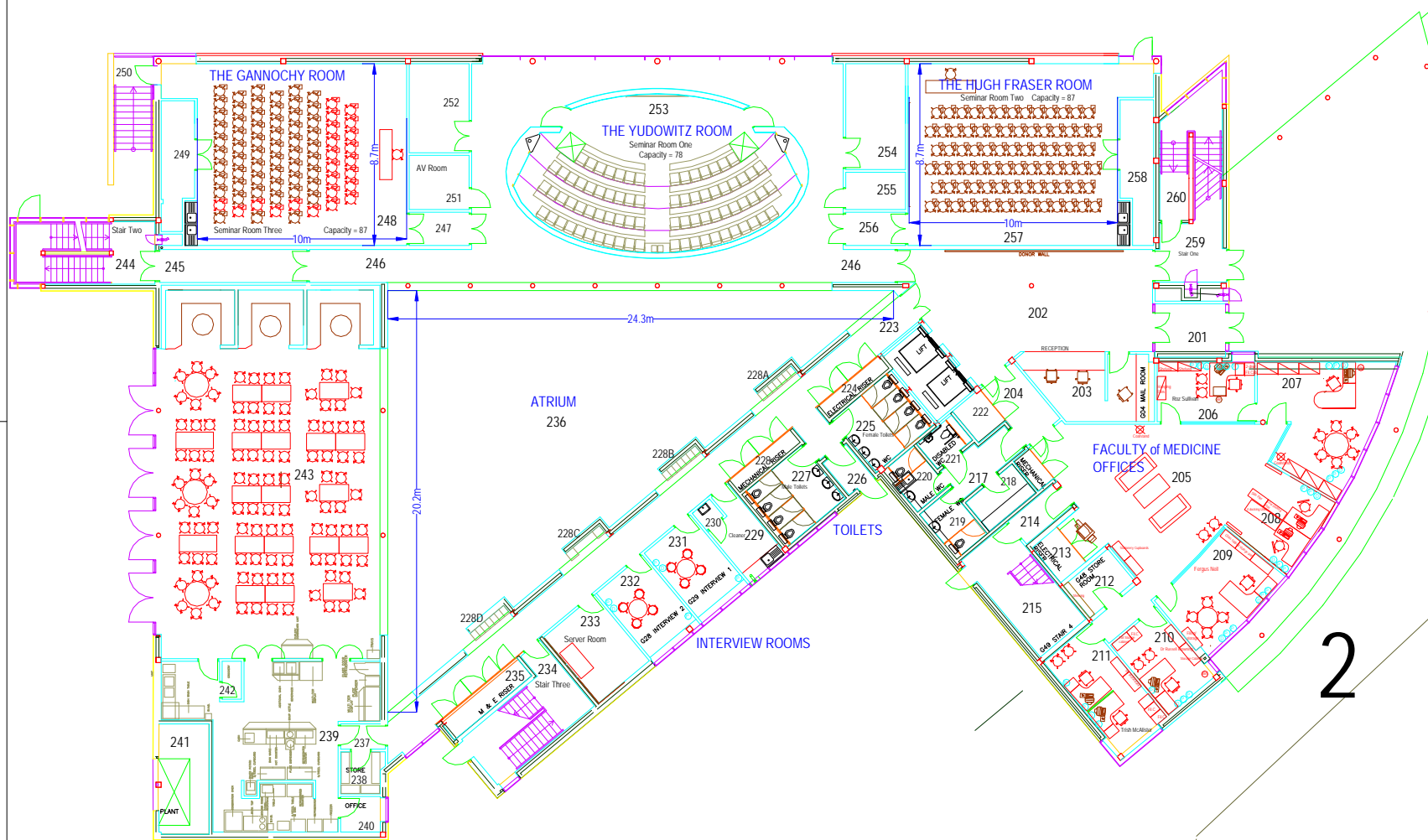
David Boughey

'British overseas railway companies'

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