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## AIB 2012 Home

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The conference program (in pdf format) can be downloaded [here](#).

## AIB 2012

**IMPORTANT**

The deadline for paper submission has now been extended to Monday 23rd January 2012

**The University of Liverpool**

Founded in 1881, the University of Liverpool has an impressive history of pioneering education and research, with a particular emphasis on 'education for the professions'.

Today we are a principal centre of excellence in many disciplines, including engineering, medicine, dentistry, business and law - as we strive to prepare our students for the challenges of the 21st century.

As one of the UK's top 20 research-led universities, we are furthering knowledge with strategic partners worldwide and we intend to double our £123m pa research budget by 2015.

Education creates opportunity. We are proud to be one of the UK's most inclusive universities, welcoming students from a wide variety of backgrounds and from over 100 countries of the world.

**The University of Liverpool Management School**

The University of Liverpool Management School (ULMS) was established in 2002 as a major strategic investment (£12 million in facilities and staff) by the University and to amalgamate existing departments and form a centre of excellence where we could grow and develop in terms of teaching, research and engagement.



Its mission is to generate and disseminate original research and knowledge applicable to the significant challenges of economic, societal, organizational and management development facing business leaders, policy makers, public servants and practitioners in the 21st century.

ULMS research groups and clusters contribute to a research



## **Thursday 29 March 2012**

### **Meeting of the AIB UK&I Executive Committee (Committee members only)**

**16:00-18:00**

**ULMS Committee Room 2**

**Chair: Heinz Tusemann**

### **Informal Drinks Reception (all welcome)**

**18:00-19.30**

**ULMS Atrium**

Drinks and capapes will be served

Registration will be open

### **Meeting for Doctoral Colloquium Panellists (panellists only)**

**19.30-20:00**

**ULMS Cafetria**

**Chair: Anna Morgan-Thomas**

Briefing for those involved in giving feedback to PhD students in the doctoral colloquium

## **Friday 30 March 2012**

### **Coffee**

**08:00-08:30**

**ULMS Atrium/Cafeteria**

### **Registration**

**from 08:00**

**ULMS Atrium**

## Doctoral Colloquium 08:30-10:30

### Doctoral A1 Innovation and entrepreneurial internationalization

#### 08:30-10:30 ULMS Seminar 3

In search of interrelatedness of innovation and internationalisation processes in Finnish SMEs - The role of cross-border innovation

*Nina Rilla*

*VTT Technical Research Centre of Finland, Espoo, Finland*

The Influence of Network Competence on Internationalization of SMEs

*Lasse Torkkeli*

*Lappeenranta University of Technology, School of Business, Lappeenranta, Finland*

Internationalization Process of Chinese Born Global Firms

*XIAOTIAN ZHANG*

*University of Tartu, Tartu, Estonia*

### Doctoral A2 Subsidiary Management and Development of Capabilities

#### 08:30-10:30 ULMS Seminar 4

THE EFFECT OF NON-MARKETED CAPABILITIES ON THE COMPETITION BETWEEN MULTINATIONAL ENTERPRISES IN DEVELOPING COUNTRIES

*AWADH ALMAMARI, NARESH PANDIT, Andros Gregoriou*

*University of East Anglia, Norwich, UK*

Negotiating Network Position in the Modern MNC: Why Western Subsidiaries must Create and Disseminate Capabilities in Positioning for Growth

*Marty Reilly*

*Dublin Institute of Technology, Dublin, Ireland*

### Doctoral A3 Developing countries, institutional environment and internationalization

#### 08:30-10:30 ULMS Seminar 5

Investigating the role of institutional environment on entry and participation in global value chains: a comparative case study in transition economies of Tajikistan and Kyrgyzstan

*Dilshod Makhmadshoev*

*University of Strathclyde, Glasgow, UK*

Institutional environment in offshoring: Host-country attractiveness and organizational model

*Julien Gooris*

*Université libre de Bruxelles, Brussels, Belgium*

AN EXPLORATORY STUDY OF REGIONAL NEGOTIATION STYLES IN CHINA

*Lianghui Lei*

*Loughborough University, Loughborough, UK*

### Doctoral A4 Implications of context: the case of Asia

#### 08:30-10:30 Rendall LT1

New Empirical Findings in the Establishment Mode Choices by Chinese MNEs

*Ziyi Wei*

*Henley Business School, University of Reading, Reading, UK*

The internationalisation of firms in frontier markets

*Namukale Chintu*

*University of Cambridge, Cambridge, UK*

British Multinationals in South East Asia: Strategy, Subsidiary and Performance

Quyen T K Nguyen

*University of Reading, Reading, UK*

## **Doctoral A5 Location, institutions and implications for foreign ownership**

**08:30 - 10:30 Rendall LT2**

THE EFFICACY, USE AND EFFICIENCY OF PUBLIC SUPPORT FOR INTERNATIONALIZATION

Miguel Torres

*niversity of Aveiro, Aveiro, Portugal*

The effects of institutional distance on foreign-owned subsidiary development. The case of the Northwest of England.

Sven Dahms

*Manchester Metropolitan University, Manchester, UK*

Synergistic networks between multinational enterprise (MNEs) subsidiaries and subnational institutions in Ireland

Sinead Monaghan

*University of Limerick, Limerick, Ireland*

## **Doctoral B1 Developing capabilities in cross-cultural management**

**08:30 - 10:30 Rendall LT3**

Power Capabilities and Cross-Border Dissemination in Multinational Corporations: The influence of Internationally-Assigned Managers

Rochelle Haynes

*De Montfort University, Leicester, UK*

Language and practice translation. Mentoring and coaching practices in Poland.

Edyta Kostanek

*Hanken School of Economics, Helsinki, Finland*

Moving Towards a Truly Global Knowledge Economy - Bridging the Gap between Developed and Developing Regions: A Central Eastern European Perspective

Abdur Rab Athar<sup>1</sup>

<sup>1</sup>*University of Liverpool, Liverpool, UK, <sup>2</sup>Continued Start Ltd., Liverpool, UK*

## **Doctoral B2 Capabilities, knowledge and value creation**

**08:30 - 10:30 Rendall LT5**

Knowledge exchange between local firms in transitional economies and Multinational Entities (MNEs), and the creation of viable linkages in the agro-industry sector.

Maeve O'Connell

*Manchester Business School, University of Manchester, Manchester, UK*

Beyond workshop of the world: new e-business models in China

Yang Zhao

*University of Glasgow, Glasgow, UK*

RISING POWER FIRMS AND DRIVERS OF ECONOMIC CHANGE

Umair Choksy

*Manchester Business School, Manchester, UK*

## **Coffee**

**10.15 - 10:45 ULMS Atrium/Cafeteria**

**Conference Welcome**

10:45 - 11:00 Rendall LT6

Chair: Gary Cook

**Keynote Speech - Prof. Ram Mudambi**

11:00 - 12:15 Rendall LT6

Chair: Gary Cook

Prof. Ram Mudambi, Fox School of Business, Temple University

"New Directions in Economic Geography and IB"

**Lunch**

12:15 - 13:15 ULMS Atrium/Cafeteria

## Parallel Paper Sessions 13:15-15:00

### 1A Critical Perspectives on IB/IM Track Panel Session 1

13.15-15.00 ULMS Seminar 3 Chair: Dr. Arjan Keizer

How can a critical perspective in key themes alter and enhance current research and theory in IB/IM?

History: Prof. Bill Cooke, Lancaster University Management School

Institutions: Dr. Ayse Saka-Helmhout, The Surrey Business School

Methodology: Prof Rebecca Piekkari, Aalto University School of Economics

### 1B Panel Session. Blown to Bits: ICT, International Enterprise and the Death of Distance

13:15 - 15:00 ULMS Seminar 4 Chair: Dr. Anna Morgan-Thomas

The Internet as an Alternative Path to Internationalization?

*Dr. Rudolf Sinkovics, Manchester Business School, University of Manchester*

ICT, International Enterprise and the Demand-Side Perspective

*Dr. Becky Reuber, Rotman School of Management, University of Toronto*

E-Opportunities and the Emergent Forms of Participation in IB

*Dr. Anna Morgan-Thomas, University of Glasgow Business School*

The Use of Netnography for Online Data Collection

*Dr. Sharon Loane, Ulster Business School, University of Ulster*

### 1C Influences on Outward FDI

13:15-15:00 ULMS Seminar 5

Investigating Outward FDI by Indian MNEs in the UK

*Reza Aboutalebji, Hui Tan*

*Royal Holloway, University of London, Surrey, London, UK*

Determinants of Outward Foreign Direct Investment: Does Public Policy Matter?

*Miguel Torres<sup>1,2</sup>, Celeste Varum<sup>1,2</sup>*

*<sup>1</sup>University of Aveiro, Aveiro, Portugal, <sup>2</sup>GOVCOOP, Aveiro, Portugal*

Extending Dunning's Investment Development Path: The Role of Home Country Institutional Determinants in Explaining Outward Foreign Direct Investment

*Carmen Stoian*

*Kent Business School, Kent, UK*

Outward Foreign Direct Investment and the Adaptive Efficiency of the German Institutional System

*Martin Bohl<sup>1</sup>, Frank McDonald<sup>1</sup>, Heinz Tuselmann<sup>1</sup>, Svitlana Voronkova<sup>1</sup>, Paul Windrum<sup>1</sup>*

*<sup>1</sup>Westfälische Wilhelms University Münster, Münster, Germany, <sup>2</sup>University of Bradford, Bradford, UK, <sup>3</sup>Manchester Metropolitan University, Manchester, UK,*

*<sup>4</sup>Freelance Researcher, San Francisco, USA, <sup>5</sup>University of Nottingham, Nottingham,*

UK

The Home Country Determinants of Outward Foreign Direct Investment from East Asia during Industrialisation Period

Ling Liu

*University of Edinburgh, Edinburgh, UK*

## 1D Economic Geography and IB Track Paper Session 1: MNEs and Economic Geography

13:15-15:00 Rendall LT1

Chair: Dr. Gary Cook

Inertia and change in the evolution of multinational enterprise subsidiary capabilities: an economic geography perspective

Nicholas Phelps<sup>1</sup>, Crispian Fuller<sup>2</sup>

<sup>1</sup>*UCL, London, UK*, <sup>2</sup>*Aston University, Birmingham, UK*

HOST COUNTRY LOCATION, SUBSIDIARY-LEVEL FIRM-SPECIFIC ADVANTAGES, AND SUBSIDIARY PERFORMANCE IN SOUTH EAST ASIA

Quyen T.K Nguyen, Alan M. Rugman

*University of Reading, Reading, UK*

LOCATION CHOICE AND FIRM STRATEGY: INSIGHT FROM THE OIL AND GAS FIRMS

Colin Dale, Simon Collinson

*University of Reading, Reading, UK*

Location and reverse international knowledge transfer in the MNE: where does affiliate performance boost parent performance?

Nigel Driffield<sup>1</sup>, James Love<sup>2</sup>, Yong Yang<sup>3</sup>

<sup>1</sup>*Aston University, Birmingham, UK*, <sup>2</sup>*University of Birmingham, Birmingham, UK*,

<sup>3</sup>*Essex University, Essex, UK*

Who Benefits from Clusters? Multinational Enterprises versus Uninational Enterprises

Naresh Pandit<sup>2</sup>, Gary Cook<sup>1</sup>, Jonathan Beaverstock<sup>3</sup>, Pervez Ghauri<sup>1</sup>

<sup>1</sup>*University of Liverpool, Liverpool, UK*, <sup>2</sup>*Norwich Business School, University of East Anglia, Norwich, UK*, <sup>3</sup>*University of Nottingham, Nottingham, UK*, <sup>4</sup>*King's College*

*London, London, UK*

## 1E Developing and Exploiting Subsidiary Capabilities

13:15-15:00 Rendall LT2

Subsidiary value adding from adverse environments

Ulf Andersson<sup>1</sup>, Fidel León-Darder<sup>2</sup>, Luis Eduardo Sigala Paparella<sup>3</sup>

<sup>1</sup>*Copenhagen Business School, Frederiksberg, Denmark*, <sup>2</sup>*Universitat de València,*

*València, Spain*, <sup>3</sup>*UCLA, Quito, Venezuela*

Synergistic networks between Multinational Enterprise (MNE) Subsidiaries and Subnational Institutions: Exploring the utility of Social Network Analysis (SNA)

Sinead Monaghan, Jonathan Lavelle, Patrick Gunnigle

*University of Limerick, Limerick, Ireland*

Shifting balance in capability development

Taina Eriksson, Mari Ketolainen

*University of Turku, School of Economics, Turku, Finland*

Navigating in the modern MNC: The emergence of a Pilot Subsidiary Role

Marty Reilly<sup>1</sup>, Pamela Scott<sup>1</sup>, Vincent Mangematin<sup>2</sup>

<sup>1</sup>*Dublin Institute of Technology, Dublin, Ireland*, <sup>2</sup>*Grenoble Ecole de Management,*

*Grenoble, France*

Reconceptualising Cross-border Knowledge Acquisition: An Empirical Investigation into Antecedents

Mia Hsiao-Wen Ho, Pervez Ghauri



King's College London, London, UK

## 1F Rapidly Internationalising Firms

13:15 - 15:00 Rendall LT3

Modelling the speed of internationalization: examining the different modes of internationalization according to their timing and speed

Masahiro Kotosaka

*Saïd Business School, University of Oxford, Oxford, UK*

Understanding rapid internationalization of new low technology ventures from emerging economies

Romeo V. Turcan

*Aalborg University, Aalborg, Denmark*

Accelerated internationalization of small firms: Adjusting and activating networks for opportunities

Anita Juho, Tuija Mainela

*Oulu Business School, Oulu, Finland*

Early Rapidly Internationalising Small Firms: A case for continuous International Entrepreneurial Opportunity Development.

Shingairai Masango<sup>1</sup>, Svetla Marinova<sup>1,2</sup>

*<sup>1</sup>Sheffield Hallam University, Sheffield, UK, <sup>2</sup>Aalborg Universitet, Denmark, Denmark*

Rapid Internationalization Strategy for Emerging Market SMEs: The Effect of the Interplay between Speed, Competitive Intensity and Foreign Partnerships on Firm Survival

Ziliang Deng<sup>1</sup>, Ruey-Jer 'Bryan' Jean<sup>2</sup>, Rudolf R. Sinkovics<sup>3</sup>

*<sup>1</sup>School of Business, Renmin University of China, Beijing, China, <sup>2</sup>National Chengchi University, Taipei, Taiwan, <sup>3</sup>Manchester Business School, Manchester, UK*

## 1G Entry Mode Choice

13:15-15:00 Rendall LT5

Determinants of foreign direct investments (FDI) ownership mode choice in China: evidence from Nordic manufacturing investment

Yi Wang, Jorma Larimo

*University of Vaasa, Vaasa, Finland*

Market entry and the size of operators in European mobile telecommunication markets

Peter Curwen<sup>1</sup>, Ulrich Heimeshoff<sup>2</sup>, Jason Whalley<sup>1</sup>

*<sup>1</sup>University of Strathclyde, Glasgow, UK, <sup>2</sup>University of Düsseldorf, Düsseldorf, Germany*

Why firms employ different internationalisation strategies? - Evidence from China

Meng Song, Jun Du, Nigel Driffield

*Aston University, Birmingham, UK*

Performance or friends? Orientations in internationalization relationship choices

Simon Harris<sup>1</sup>, Colin Wheeler<sup>1</sup>

*<sup>1</sup>University of Edinburgh, Edinburgh, UK, <sup>2</sup>University of Portsmouth, Portsmouth, UK*

The Foreign Direct Investment of Japanese MNEs in Europe: analysis of entry modes and performance

David Tanganelli<sup>1</sup>, Jean-Louis Schaan<sup>0</sup>

*<sup>1</sup>International University of Catalonia, Barcelona, Spain, <sup>2</sup>Richard Ivey School of Business, University of Western Ontario, London, Canada*

## 1H Corporate governance

13:15-15:00 Rendall LT8

Does better corporate governance create shareholder value during the internationalisation of emerging market firms?

Lutao Ning<sup>1</sup>, Roger Strange<sup>2</sup>, Jing-ming Kuo<sup>1</sup>

<sup>1</sup>Durham Business School, Durham University, Durham, UK, <sup>2</sup>Sussex University, Sussex, UK

Global Production Networks in the Aerospace Industry: The Role of Risk and Revenue Sharing Partnerships

David Smith<sup>1</sup>, David Williams<sup>2</sup>

<sup>1</sup>Nottingham Trent University, Nottingham, UK, <sup>2</sup>University of Liverpool, Liverpool, UK

The Effect of Board Composition on Poverty Outreach of Microfinance Institutions: Evidence from East Africa

sougand golesorkhi<sup>1</sup>, neema mor<sup>2</sup>, trond randoy<sup>3</sup>

<sup>1</sup>The Business School, Manchester Metropolitan University, Manchester, UK, <sup>2</sup>School of Management, University of Agder, Kristiansand, Norway, <sup>3</sup>School of Management, University of Agder, Kristiansand, Norway

Ownership diversification and family control in internationalizing SMEs: The influence of network competence

Lasse Torkkeli, Kaisu Puumalainen, Sami Saarenketo, Olli Kuivalainen

Lappeenranta University of Technology, School of Business, Lappeenranta, Finland

Large Shareholders and Target Returns: International Evidence

Narjess Boubakri<sup>1</sup>, Jean-Claude Cosset<sup>2</sup>, Dev Mishra<sup>3</sup>

<sup>1</sup>American University of Sharjah, Sharjah, United Arab Emirates, <sup>2</sup>HEC-Montreal, Montreal, QC, Canada, <sup>3</sup>University of Saskatchewan, Saskatoon, SK, Canada

## 11 Finance and IB

13:15-15:00 **Rendall LT6**

The UK and US Business Model: Capitalization ahead of earnings

Colin Haslam, Tord Andersson, Edward Lee, Nick Tsitsianis

University of Hertfordshire, Hatfield, UK

The Impact of Enterprise Finance Guarantee (EFG) Scheme on SMEs Financing in the UK during the Global Financial Crisis

Lucia Morales<sup>1,2</sup>, Bismarck Ankomah<sup>2</sup>

<sup>1</sup>Dublin Institute of Technology, Dublin, Ireland, <sup>2</sup>University of Liverpool, Liverpool, UK

A COMPARISON OF THE INDIRECT DIVERSIFICATION BENEFITS OF US EQUITY PRODUCTS

Martha Luff

Trinity College Dublin, Dublin, Ireland

The Relationship between Multinationality and Risk

Nejat Capar

Meliksah University, Kayseri, Turkey

Strategic Assets, Financial Contracting and Equity Share Contributions in International Joint Ventures

Michael Bowe<sup>1</sup>, Sougand Golesorkhi<sup>2</sup>, Mo Yamin<sup>1</sup>

<sup>1</sup>Manchester Business School, University of Manchester, Manchester, UK,

<sup>2</sup>Manchester Metropolitan University, Manchester, UK, <sup>3</sup>Manchester Business School, University of Manchester, Manchester, UK

## Coffee

15:00-15:30 **ULMS Atrium**

## Parallel Paper Sessions 15:30-17:15

### 2A Critical Perspectives on IB/IM Track Panel Session 2

15.30-17.15 ULMS Seminar 3

Chair: Dr. Odul Bozkurt

Spatiality and Mobilities: Prof. Andrew Jones, Birkbeck, University of London

Culture and Identity: Prof Sierk Ybema, VU University Amsterdam

Commentary: Prof Glenn Morgan, Cardiff Business School

### 2B Special Panel: Enriching the institutional perspective in International Business Research

15:30-17:15 ULMS Seminar 4

Chair: Prof. Mo Yamin & Prof. Rudolf Sinkovics

How can IB be enriched by incorporating a wider and more heterodox perspective on comparative business systems, *Mo Yamin & Rudolf Sinkovics*

Internationalization and firms' responses: The influences of institutions and organizational capabilities, *Matt Allen & Richard Whitley*

A comparative institutional perspective on linkage formation by multinational companies, *Axele Giroud*

TBC, *Mick Moran*

### 2C Small Firm Internationalisation: Processes and Strategies

15:30-17:15 ULMS Seminar 5

Exploring the influence of institutional embeddedness of partner firms on inter-partner dynamics in international strategic alliances

*Jason Ferdinand<sup>1</sup>, Swetketu Patnaik<sup>2</sup>*

<sup>1</sup>The University of Liverpool, Merseyside, UK, <sup>2</sup>University of Kaiserslautern, Kaiserslautern, Germany

The Transfer of Taiwanese Management Practices to British Subsidiaries: A Diachronic Analysis of Stickiness

*Yi-Ying Chang*

*National Taiwan University of Science and Technology, Taipei, Taiwan*

Exploring the relationship between entrepreneurial experience and strategic orientation of Born Global Start-ups

*manuela presutti, vincenza odorici*

*department of management, bologna, Israel*

Drivers in Market Selection in Internationalization Process: Comparative Studies of Chinese Born Global and Non-Born Global Firms

*XIAOTIAN ZHANG<sup>1,2</sup>, Tatyana Tsukanova<sup>3,4</sup>*

<sup>1</sup>University of Tartu, Tartu, Estonia, <sup>2</sup>University of Oulu, Oulu, Finland, <sup>3</sup>St.Petersburg University, St.Petersburg, Russia, <sup>4</sup>HEC Paris, Paris, France

The role Stakeholders in developing Marketing Capabilities in Internationalising SMEs.

*Natasha Evers<sup>1</sup>, Svante Andersson<sup>2</sup>*

<sup>1</sup>NUI Galway, Galway, Ireland, <sup>2</sup>Halmstad University, Halmstad, Sweden

## 2D Economic Geography and IB Track Paper Session 2: Clusters

15:30-17:15 Rendall LT1

Developing Sustainable Clusters: A Tale of Two Corridors

Kamarulzaman Ab. Aziz

*Multimedia University, Cyberjaya, Selangor, Malaysia*

Location choice of competence-creating subsidiaries: Evidence from the MNE linkage across 50 countries

Yong Yang<sup>1</sup>, Caleb Kwong<sup>2</sup>

<sup>1</sup>*University of Essex, Essex, UK, <sup>2</sup>University of Essex, Essex, UK*

New Venture Internationalisation and the Cluster Life Cycle: Interdisciplinary Insights on Ireland's Indigenous Software Industry

Mike Crone

*Sheffield Business School, Sheffield, UK*

MNE knowledge generation, reverse transfer and integration-the differential impact of geographical concentration and technological concentration

Yen-Chen Ho

*University of Reading, Reading, UK*

Institutional Intervention and the Evolution of Clusters: The Case of MediaCityUK.

Jennifer Johns

*University of Liverpool, Liverpool, UK*

## 2E International Aspects of Innovation

15:30-17:15 Rendall LT2

Towards A New New Geography Of Innovation - The Rise Of Chinese Innovation Giants And Its Implications For The Global Economic Order

Shaowei He<sup>1</sup>, Grahame Fallon<sup>2</sup>, Peter Lawrence<sup>1</sup>, Richard Sanders<sup>1</sup>, Jelena Vukicevic<sup>1</sup>

<sup>1</sup>*The University of Northampton, Northampton, UK, <sup>2</sup>Brunel University, London, UK*

Measuring the Institutional System of Patent Protection and Enforcement: a new index of 46 countries

Nikolaos Papageorgiadis<sup>1</sup>, Adam Cross<sup>2</sup>

<sup>1</sup>*Bradford University School of Management, Bradford, UK, <sup>2</sup>University of Leeds, Leeds, UK*

Towards an Exploratory Model of Technology and Knowledge Transfer from Foreign Firms in Developing Countries: A Study of the Construction Industry in Ghana.

Ellis Osabutey

*Middlesex University, London, UK*

Technology commercialization and internationalisation and the performance of Korean SMEs in the Green IT sector

Frank McDonald<sup>1</sup>, Taekyung Park<sup>2</sup>

<sup>1</sup>*Bradford University School of Management, Bradford, UK, <sup>2</sup>Yeungnam University, Gyeongsan, Republic of Korea*

Dynamic Capability: A Consequence of Technological Network Collaborations in the Internationalization Process

Yong Kyu Lew<sup>1</sup>, Rudolf R. Sinkovics<sup>1</sup>, Olli Kuivalainen<sup>2</sup>

<sup>1</sup>*The University of Manchester, Manchester, UK, <sup>2</sup>Lappeenranta University of Technology, Lappeenranta, Finland*

## 2F International Alliances

15:30-17:15 Rendall LT3

Exploring how MNEs select their partners in international political alliances

Andrew Barron

*Strathclyde Business School, Glasgow, UK*

WHEN EAST MEETS WEST: A THEORY OF CULTURAL INCENTIVES FOR DIFFERENCES IN PERFORMANCE ORIENTATION

Ursula Ott

*Loughborough University, Loughborough, UK*

The Co-evolution of International Strategic Alliances

Mia Hsiao-Wen Ho, Pervez Ghauri

*King's College London, London, UK*

EXPLORING AND EXPLOITING OPPORTUNITIES IN INTER-FIRM COOPERATION: AN INTERNATIONAL COMPARATIVE STUDY

Susan Freeman, Maureen Benson-Rea, Christina Stringer, Christian Felzensztein

*University of Adelaide, South Australia, Australia*

Unravelling the Processes of Alliance Capability Development in an Indian (Bio) Pharmaceutical Firm (WP)

Swetketu Patnaik

*University of Kaiserslautern, Germany, Germany*

Why do local JV partner firms in transition economies not learn from their JVs? – A multi-dimensional view on absorption capacity.

Irina Jormanainen

*Aalto School of Economics, Helsinki, Finland*

## **2G Corruption, CSR and the MNE**

**15:30-17:15 Rendall LT5**

Informal institutions and limits to international convergence in corporate governance: the reaction to hedge fund activism in Japan

John Buchanan<sup>2</sup>, Dominic Chai<sup>1</sup>, Simon Deakin<sup>2</sup>

*<sup>1</sup>Seoul National University, Seoul, Republic of Korea, <sup>2</sup>University of Cambridge, Cambridge, UK*

Market Seeking Motivations and Host Country Corruption in Bank Foreign Entries: Implications for Market Commitment

Andreas Petrou

*Cyprus University of Technology, Limassol, Cyprus*

Locational Decisions of MNEs in Emerging markets: Why worry about Corruption and Crime in Russia?

Natalya Smith<sup>1</sup>, Ekaterina Thomas<sup>2</sup>

*<sup>1</sup>University of Liverpool, Liverpool, UK, <sup>2</sup>Staffordshire University, Stoke-on-Trent, UK*

Corporate Social Responsibility, Smoking Bans and Market Seeking FDI in the Tobacco Industry.

Nigel Driffield, jo crotty, chris jones

*aston university, Birmingham, UK*

DO THE BENEFITS OF FOREIGN DIRECT INVESTMENT GET REDUCED BY CORRUPTION? A PRELIMINARY INVESTIGATION

Ramdas Chandra, Patricia Nicelli

*Nova Southeastern University, Davie, FL, USA*

## **2H International Mergers & Acquisitions**

**15:30-17:15 Rendall LT8**

How Does Economic Nationalism Influence Cross-border Acquisition in China?

Jianhong Zhang<sup>1</sup>, Xinming He<sup>2</sup>

*<sup>1</sup>Nyenrode Business University, Breukelen, The Netherlands, <sup>2</sup>Newcastle University Business School, Newcastle upon Tyne, UK*

Foreign Acquisitions by Emerging Country Multinationals: Asset Exploitation or Asset Augmentation

*Peter Buckley, Nicolas Forsans, Surender Munjal  
University of Leeds, Leeds, UK*

Creating a global spirits firm: how Diageo's international strategy co-evolved with merger policy

*Julie Bower, Howard Cox  
University of Worcester, Worcester, UK*

ASSET-SEEKING ACQUISITIONS: PERFORMANCE CONSEQUENCES FOR SERVICE SECTOR EMNCs

*Sathyajit Gubbi  
University of Groningen, Groningen, The Netherlands*

A Causal Analysis of the Relationship between International Diversification and Performance

*Nejat Capar  
Meliksah University, Kayseri, Turkey*

## **2I Culture, Institutions and IB**

**15:30-17:15 Rendall LT6**

Institutions, Democracy, Political and Civil Liberties and FDI: A meta-analysis of the literature

*Amir Hermidas<sup>2</sup>, Fragkiskos Filippaios<sup>1</sup>  
<sup>1</sup>Kent Business School, University of Kent, Canterbury, Kent, UK, <sup>2</sup>Kingston Business School, Kingston University London, Kingston, London, UK*

Culture's Consequences in Entrepreneurial Orientation: The Case of Afghan Migrants

*Ali Muhammad, Saeed Akbar, Murray Dalziel  
University of Liverpool, Liverpool, UK*

AN EXPLORATORY STUDY ON SELF-INITIATED EXPATRIATES IN SAUDI ARABIA

*Jameel Qazi  
King Fahd University of Petroleum and Minerals, Dhahran, Saudi Arabia*

Matching international partnerships in the microfinance industry

*sougand Golesorkhi<sup>1</sup>, Roy Mersland<sup>1,2</sup>, Trond Randoy<sup>1,3</sup>  
<sup>1</sup>The Business School, Manchester Metropolitan University, Manchester, UK, <sup>2</sup>School of Management, University of Agder, Kristiansand, Norway, <sup>3</sup>School of Management, University of Agder, Kristiansand, Norway*

Evaluating the Effects of Cultural Distance on Corporate Performance: A Meta-Analysis of the Existing Literature

*Anthi Avloniti, Fragkiskos Filippaios  
Kent Business School, University of Kent, Canterbury, Kent, UK*

## **Gala Dinner**

**From 18:45 Liverpool Anglican Cathedral**

18:45 Drinks reception with piano recital by Cathedral organist

19:30 Dinner followed by awards and votes of thanks

Concert performance by SnakeStrings until c. 22.45

SnakeStrings will play the first half of their concert during dinner and a second set after dinner, when a bar will be available. You will be provided with a voucher to spend at the bar as trade for cash is not allowed on the floor of the Cathedral.

**Saturday 31 March 2012**

**Coffee**

**08:30-09:00**

**ULMS Atrium/Cafeteria**

## Parallel Paper Sessions 09:00-10.25

### 3A Critical Perspectives on IB/IM Track Paper Session: Actors, Identities and Politics

09:00-10.25 ULMS Seminar 3

Chair: Dr. Odul Bozkurt

Beyond National Culture: An Identity Perspective on Cross-Border Management and Business Networking

Fiona Moore

*Royal Holloway, University of London, Egham, Surrey, UK*

A Political Perspective on Translating Strategy in a Multinational Corporation: Localize or Local Lies?

Minna Mars, Rebecca Piekkari

*Aalto University, School of Economics, Helsinki, Finland*

LOCALIZATION OF HRM PRACTICES AND THE EXPATRIATE MANAGER: AN UNEASY RELATIONSHIP?

Wei Lu

*Aalto University, School of Economics, Helsinki, Finland*

### 3B Special Panel Human Mobility, Institutions and International Knowledge Diffusion

09:00-10.25 ULMS Seminar 4

Chair: Prof. Xiaohui Liu and Prof. Yingqui Wei

Panelists:

Xiaohui Liu

Yingqui Wei

Yundan Gong

Lan Gao

Moving to Foreign Direct Investment or not? A Multi-dimensional Analysis of the Outward Internationalization Process of Chinese Private Firms

Nan Zheng<sup>1</sup>, Yingqi Wei<sup>1</sup>, Xiaohui Liu<sup>1</sup>, Jiangyong Lu<sup>1</sup>

*<sup>1</sup>The University of York, York, UK, <sup>2</sup>The University of York, York, UK, <sup>3</sup>Loughborough University, Leicestershire, UK, <sup>4</sup>Peking University, Beijing, China*

Institutional differences, foreign ownership and FDI spillovers

Ziko Konwar<sup>1</sup>, Frank McDonald<sup>1</sup>, Chengang Wang<sup>1</sup>, Yingqi Wei<sup>2</sup>

*<sup>1</sup>University of Bradford, Bradford, UK, <sup>2</sup>University of York, York, UK*

### 3C Human Resources and International Business

09:00-10.25 ULMS Seminar 5

The Decision of Entry Mode in Cooperative Strategies: Cultural Distance or Relative Size of the Host Country?

Francisco Figueira de Lemos<sup>1</sup>, Miguel Matos Torres<sup>2,3</sup>

*<sup>1</sup>Uppsala University, Uppsala, Sweden, <sup>2</sup>University of Aveiro, Aveiro, Portugal,*

*<sup>3</sup>GOVCOOP, Aveiro, Portugal*

Perceived Work climate and Work Performance in Public Security Organizations in the UAE

Abubakr Suliman, Bader Al Harethi

*buid, dubai, United Arab Emirates*

The evolution of lateral hiring and skill formation in the global airline industry, 1940-2010



Joseph Amankwah-Amoah  
Bristol University, Bristol, UK

SECRETFOR THE LONGEVITY IN JAPANESE SHINISE COMPANIES -  
Organizational Culture Approach

Innan Sasaki  
Turku School of Economics at University of Turku, Turku, Finland

### **3D Economic Geography and IB Track Paper Session 3: Geography and Innovation**

**09:00-10:25 Rendall LT1**

Building Effective R&D Portfolios: Location Choices and Performance Consequences  
Mario Kafouros<sup>1</sup>, Niron Hashai<sup>2</sup>, Chengqi Wang<sup>1</sup>

<sup>1</sup>University of Leeds, Leeds,, UK, <sup>2</sup>Jerusalem School of Business Administration, Jerusalem, Israel, <sup>3</sup>Nottingham University Business School, Nottingham, UK

Subsidiary strategic types and functional activities: the importance of knowledge in the multinational's differentiated network

Odile JAnne, Paz Estrella Tolentino, Pi-Chi Chen  
Birkbeck, University of London, London, UK

The moderating role of internationalization in the R&D-performance relationship  
Fasli Wahid, Rod McNaughton  
University of Waterloo, Waterloo, Ontario, Canada

The Myth about Emerging Market R&D Strategies of MNEs: Location Specific Drivers and Global Innovation Networks, the case of Novozymes.

Stine Jessen Haakonsson<sup>1</sup>, Vandana Ujjua<sup>2</sup>  
<sup>1</sup>Department of Business and Politics, Copenhagen Business School, Copenhagen, Denmark, <sup>2</sup>SPRU (Science and Technology Policy Research), University of Sussex, East Sussex, UK

### **3E Spatial Distribution of IB**

**09:00-10:25 Rendall LT2**

International market selection and Performance: A Transaction Cost Analysis Perspective

Xinming He  
Newcastle University Business School, Newcastle upon Tyne, UK

Paradoxes of Changing Landscape of Globalisation

Oskar Kayasan  
European Research Centre, University of London, London, UK

The Spatial Distribution of Japanese Investment in the UK, 1991-2010

Peter Buckley, Sierk Horn, Adam Cross  
University of Leeds, Leeds, West Yorkshire, UK

Understanding Multinational's Location Choice Decisions: A Resource Based View Perspective

Fatima Annan-Diab<sup>2</sup>, Fragkiskos Filippaios<sup>1</sup>  
<sup>1</sup>Kent Business School, University of Kent, Canterbury, Kent, UK, <sup>2</sup>Kingston Business School, Kingston University London, Kingston, London, UK

### **3F Government-Business Relations in IB**

**09:00-10:25 Rendall LT3**

Country Linkages and Firm Internationalization: Indian MNEs within Economic-Political Alliances of Nations

Peter Buckley<sup>1</sup>, Peter Enderwick<sup>2</sup>, Nicolas Forsans<sup>1</sup>, Surender Munjal<sup>1,3</sup>  
<sup>1</sup>University of Leeds, Leeds, UK, <sup>2</sup>Auckland Technical University, Auckland, New

*Zealand, <sup>3</sup>University of Delhi, Delhi, India*

Why do MNEs engage in MNE-government relations? Empirical evidence from the European Union and the Automotive Industry

*Sigrun M. Wagner*

*Royal Holloway, University of London, Egham, Surrey, UK*

Exploring the bargaining between flagship MNEs and emerging market (EM) governments over industry policy: the mediating influence of EM MNEs

*Mo Yamin, Kalindi Maheshwari*

*Manchester Business School, Manchester, UK*

Chinese Telecommunication MNEs in Africa: Effects of Host Countries Economic Environment on IMNEs' Location choice

*Yuxuan Tang, Robert Pearce, Christine Phillips*

*University of Reading, Reading, UK*

### **3G Learning and Problem Solving in IB**

**09:00-10.25 Rendall LT5**

Solving Critical Problems Collectively: A Conceptual Model of Non-Routine Problem Solving in Multinational Corporations

*Esther Tippmann<sup>1,2</sup>, Andrew Parker<sup>1</sup>*

*<sup>1</sup>Grenoble Ecole de Management, Grenoble, France, <sup>2</sup>Dublin Institute of Technology, Dublin, Ireland*

Subsidiaries linkage patterns: Learning expectations and spill-over threats

*Ulf Andersson<sup>1</sup>, Phillip Nelf<sup>2</sup>, Alessandra Perri<sup>3</sup>, Grazia Santangelo<sup>4</sup>*

*<sup>1</sup>Copenhagen Business School, Frederiksberg, Denmark, <sup>2</sup>Copenhagen Business School, Frederiksberg, Denmark, <sup>3</sup>Carlos III University, Madrid, Spain, <sup>4</sup>University of Catania, Catania, Italy*

REGIONAL LOCATION-SPECIFIC DRIVERS FOR THE POST-ENTRY SUBSIDIARY DEVELOPMENT: EMPIRICAL EVIDENCE FROM A TRANSITION ECONOMY

*Agnieszka Chidlow<sup>1</sup>, Christine Holmström-Lind<sup>2</sup>, Ulf Holm<sup>2</sup>, Heinz Tüselmann<sup>1</sup>*

*<sup>1</sup>Manchester Metropolitan University, Manchester, UK, <sup>2</sup>Uppsala University, Uppsala, Sweden*

Micromultinational or not? International entrepreneurship, networking and learning

*Pavlos Dimitratos<sup>1</sup>, José Ernesto Amorós<sup>2</sup>, Soledad Etchebarne<sup>3</sup>, Christian*

*Felzensztein<sup>0</sup>*

*<sup>1</sup>University of Glasgow, Glasgow, UK, <sup>2</sup>Universidad del Desarrollo, Santiago, Chile,*

*<sup>3</sup>Universidad de Santiago de Chile, Santiago, Chile, <sup>4</sup>Universidad Adolfo Ibáñez, Peñalolén, Chile*

### **3H Exporting and Offshoring**

**09:00-10.30 Rendall LT8**

Does the home-region bias of international business vary by industry? An analysis of trade data by type of product.

*louise curran<sup>1</sup>, soledad zignago<sup>2</sup>*

*<sup>1</sup>toulouse business school, toulouse, France, <sup>2</sup>banque de france, paris, France*

Exporting and Productivity: The Effects of Multi-market and Multi-product Export Entry

*Priit Vahter<sup>1,2</sup>, Jaan Masso<sup>2</sup>*

*<sup>1</sup>University of Birmingham, Birmingham, UK, <sup>2</sup>University of Tartu, Tartu, Estonia*

Spatial Linkages and Offshoring Location Choice

*Alyson Ma<sup>2</sup>, Ari Van Assche<sup>1</sup>*

*<sup>1</sup>HEC Montreal, Montreal, QC, Canada, <sup>2</sup>University of San Diego, San Diego, CA, USA*

Institutional environment in offshoring: Host-country attractiveness and organizational model

*Julien Gooris*

*Université libre de Bruxelles, Brussels, Belgium*

### **3I Business History and IB**

**9-10:25 Rendall LT6 Chair: Prof. P. Buckley**

Strategic responses to global challenges - the case of Barclays, 1973-2007

*John Wilson, Mitchell Larson*

*University of Liverpool, Liverpool, UK*

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

*Peter Miskell*

*Henley Business School, University of Reading, Reading, UK*

### **Coffee**

**10.25-10.45 ULMS Atrium/Cafeteria**

### **Keynote speech Prof. Henry Yeung**

**10.45-12:00 Rendall LT6 Chair: Gary Cook**

Prof. Henry Yeung, National University of Singapore

"Global Production Networks: The Economic Geography of International Business."

### **Lunch**

**12:00-13:00 ULMS Atrium/Cafeteria**

### **AIB Members' Meeting (members only)**

**12:30-13:00 ULMS Seminar 5 Chair: Heinz Tuselmann**

## Parallel Paper Sessions 13:00-14:45

### 4A Critical Perspectives on IB/IM Track Paper Session: Institutions

13:00-14:45 ULMS Seminar 3

Chair: Dr. Ayse Saka-Helmhout

corporate social responsibility IN DEVELOPING ECONOMIES: do institutional voids matter?

*Kenneth Amaeshi<sup>1</sup>, Tazeeb Rajwan<sup>2</sup>, Emmanuel Adegbite<sup>3</sup>*

<sup>1</sup>University of Edinburgh Business School, Edinburgh, UK, <sup>2</sup>Cranfield School of Management, Bedford, UK, <sup>3</sup>Newcastle Business School, Newcastle, UK

Internationalization, Institutions and Economic Growth: A Fuzzy-Set Analysis of the New EU Member States

*Matthew M. C. Allen<sup>1</sup>, Maria L. Aldred<sup>2</sup>*

<sup>1</sup>Centre for Comparative and International Business Research, Manchester Business School, Manchester, UK, <sup>2</sup>Manchester Metropolitan University Business School, Manchester, UK

Multinationals and Institutions: An Agency-oriented, Integrated Perspective

*Arjan Keizer*

Manchester Business School, Manchester, UK

### 4B Panel Session on International Business and Economic Geography

13:00-14:45 ULMS Seminar 4

Chair: Prof. Jon Beaverstock

Panelists:

Prof. Ram Mudambi

Prof. Henry Yeung

Prof. Pervez Ghauri

Prof. Andrew Jones

Prof. Frank McDonald

### 4C Internationalisation Processes in Service Industries

13:00-14:45 ULMS Seminar 5

Internationalization of IB scholarship and research method: review of IB journals

*Anna Morgan-Thomas<sup>1</sup>, Trevor Buck<sup>1</sup>, Agnieszka Chidlow<sup>0</sup>*

<sup>1</sup>University of Glasgow, Glasgow, UK, <sup>2</sup>Manchester Metropolitan University, Manchester, UK

How Professional Service Firms Internationalise: resource commitments and competencies for internationalisation

*Deirdre Canavan, Pamela Sharkey Scott*

Dublin Institute of Technology, Dublin, Ireland

A Conceptualisation of the Internationalisation Process of Small-Sized Service Firms: Bundling of Capabilities

*Brynn Deprey<sup>1</sup>, Karise Hutchinson<sup>2</sup>, Lester Lloyd-Reason<sup>1</sup>*

<sup>1</sup>Anglia Ruskin University, Cambridge, UK, <sup>2</sup>University of Ulster, Belfast, UK

Global Diffusion of Mobile Banking: A Futures Perspective

*Jenny Mullan, Laura Bradley, Sharon Loane*

Ulster Business School, University of Ulster, Londonderry, Co. Londonderry, UK

### 4D Alliances, Joint Ventures and Cooperative Strategy

13:00-14:45 Rendall LT1

Modelling Conflict Management in International Joint Ventures: A holistic View  
Huu Le Nguyen  
University of Vaasa, Vaasa, Finland

Learning, Knowledge Transfer and Capability Building within International Joint Ventures  
Jeong-Yang Park, Simon Harris  
University of Edinburgh, Edinburgh, UK

Conflict Resolution Process in International Joint Ventures: A Theatre Metaphore Approach  
Huu Le Nguyen, Jorma Larimo  
University of Vaasa, Vaasa city, Finland

## **4E Spillovers and FDI Impacts**

**13:00-14:45 Rendall LT2**

Curvilinearity of vertical spillovers from foreign direct investment (FDI): Empirical evidence from South Korea  
Yoo Jung Ha, Axèle Giroud  
University of Manchester, Manchester, UK

Inter-regional Determinants of Innovatory Spillovers from Foreign Direct Investment: Evidence from China  
Yi (Elizabeth) Wang<sup>1</sup>, Peter J Buckley<sup>1</sup>, Jeremy Clegg<sup>1</sup>, Chengqi Wang<sup>2</sup>  
<sup>1</sup>University of Leeds, Leeds, UK, <sup>2</sup>University of Nottingham, Nottingham, UK

Does FDI increase market concentration? An evaluation of the Portuguese manufacturing industries  
Rosa Forte<sup>1,2</sup>, Paula Sarmento<sup>1,2</sup>  
<sup>1</sup>Faculty of Economics - University of Porto, Porto, Portugal, <sup>2</sup>CEF.UP, Porto, Portugal

An Analysis of EU Inbound FDI and its Impact on Employment in Wales, 1983-2009  
Mark Cook<sup>1</sup>, Grahame Fallon<sup>2</sup>  
<sup>1</sup>University of Wolverhampton, Wolverhampton, UK, <sup>2</sup>Brunel University, London, UK

The Potential for Technology and Knowledge Flows between Foreign and Local Firms: A Study of the Construction Industry in Ghana.  
Ellis Osabutey<sup>1</sup>, Karen Williams<sup>2</sup>, Yaw Debrah<sup>2</sup>  
<sup>1</sup>Middlesex University, London, UK, <sup>2</sup>Swansea University, Swansea, UK

## **4F The Strategic Role of Subsidiaries**

**13:00-14:45 Rendall LT3**

The Consequence of MNE Decentralization: Empirical Evidence from Japanese Firms in Europe  
Norifumi Kawai<sup>1</sup>, Peter In der Heiden<sup>1</sup>  
<sup>1</sup>University of Sussex, Brighton, UK, <sup>2</sup>University of Duisburg-Essen, Duisburg, Germany

SUBSIDIARIES AND FUNCTIONAL ACTIVITIES IN MULTINATIONAL CORPORATIONS: DIVERSITY, INTERDEPENDENCE AND EVOLUTION  
Paz Estrella Tolentino, Odile E.M. Janne, Pi-Chi Chen  
Birkbeck, University of London, London, UK

LOCAL EMBEDDING ACTIVITY BY THE COMPETENCE-SEEKING MNE SUBSIDIARY  
Shameen Prashantham<sup>1</sup>  
<sup>1</sup>University of Glasgow, Glasgow, UK, <sup>2</sup>University of Nottingham China, Ningbo, UK

Dynamic Capabilities in Emerging Markets- Simultaneous Capability Building and Competence Creation in Host locations by MNEs  
VANDANA UJJUAL

## 4G Internationalization Strategies

13:00-14:45 Rendall LT5

Firm-Level Determinants of Outward Foreign Direct Investment: A Systematic Review of the Empirical Literature

Miguel Torres<sup>1,2</sup>, Celeste Varum<sup>1,2</sup>, Francisco Lemos<sup>3</sup>

<sup>1</sup>University of Aveiro, Aveiro, Portugal, <sup>2</sup>GOVCOOP, Aveiro, Portugal, <sup>3</sup>Uppsala University, Uppsala, Sweden

A critical review of Hidden Champions and emerging research findings on their international strategies and orientations.

Alessa Witt, Chris Carr

University of Edinburgh, Edinburgh, UK

BEAUTIFUL EXIT - HOW TO WITHDRAW AFTER RAPID INTERNATIONALISATION?

Niina Nummela<sup>1</sup>, Sami Saarenketo<sup>2</sup>

<sup>1</sup>Turku School of Economics, University of Turku, Turku, Finland, <sup>2</sup>Lappeenranta University of Technology, Lappeenranta, Finland

## 4H Catch Up and Strategies To and From Emerging Markets

13:00-14.45 Rendall LT8

Organizational expansion to underserved markets: Insights from emerging-market firms

Joseph Amankwah-Amoah

Bristol University, Bristol, UK

The Impact of Networks and Opportunity Development in the Internationalization Process: Firms from Newly Industrialized Countries

Huan Zou<sup>1</sup>, Chia-Ling Liu<sup>2</sup>, Pervez N. Ghauri<sup>3</sup>

<sup>1</sup>School of Oriental and African Studies, London, UK, <sup>2</sup>National Cheng Kung University, Tainan, Taiwan, <sup>3</sup>King's College London, London, UK

Determinants of Foreign Subsidiary Performance: Evidence from Ghana

Samuel Dadzie, Jorma Larimo, Huu Le Nguyen

University of Vaasa, Vaasa, Finland

The Changing and multi-motives of FDI in SSA: Evidence from Ghana.

Richard B. Nyuur<sup>1</sup>, Yaw A. Debrah<sup>2</sup>

<sup>1</sup>Northumbria University, Newcastle, UK, <sup>2</sup>Swansea University, Swansea, UK

## Coffee

14:45-15:00 ULMS Atrium/Cafeteria

## Doctoral Colloquium 15:00-16:30

### Doctoral B3 Implication of context: the case of internationalizing SMEs

#### 15:00-16:30 ULMS Seminar 3

Development of capabilities for internationalization in knowledge-intensive SMEs (research proposal)

*Mari Ketolainen*

*University of Turku, Turku, Finland*

Foreign direct investment by small and medium-sized enterprises: The case of German nanotech SMEs

*David Freund*

*Manchester Metropolitan University, Manchester, UK*

Firm's network capability and access to the location-specific advantages

*Dimitry Jacob*

*Queens University Belfast, Belfast, Northern Ireland, UK*

### Doctoral B4 Multinationality and location: implications for internationalization and performance

#### 15:00-16:30 ULMS Seminar 4

INVESTIGATION OF FACTORS THAT INFLUENCE THE EFFECTIVENESS OF COMPARATIVE ADVERTISING: A CROSS-CULTURAL STUDY

*Kalliopi Konsolaki*

*Kent Business School, University of Kent, Canterbury, Kent, UK*

Value Creation in Mobile Banking Application Services: Exploring Banks-Customer Perspectives

*Sulaiman Althuwaini*

*Hull University, Hull, UK*

Tax minimization and the global firm: The extent and consequences of tax minimization strategies on the activities of MNEs

*Julia Feddersen*

*University of Bremen, Bremen, Germany*

Secret for the long term sustainability of Shinise companies

*Innan Sasaki*

*Turku School of Economics at University of Turku, Turku, Finland*

### Doctoral B5 Location effect: internationalization in emerging contexts

#### 15:00-16:30 ULMS Seminar 5

Service Internationalization and the Effects of Institutions: case of Finnish Retailer in Emerging Economies

*Anna Karhu*

*Turku School of Economics at University of Turku, Turku, Finland*

The Internationalisation Process of Latin American Multinationals: Converting Country Specific Disadvantages into a Location Bound Institutional FSA

*Karim Kirolos*

*Henley Business School, Reading, UK*