

Contents

Conference Welcome.....	2
Delegate Protocol.....	3
Event Format and Programme.....	3
Locations.....	4
Directions	4
Registration and Location of Sessions.....	4
Pre-Conference Workshops and Doctoral Colloquium Sessions.....	5
Welcome Reception.....	5
All Academy Panel.....	5
Conference Dinner.....	5
Parking.....	5
Conference Programme.....	7
Post-Conference.....	28
WIFI and Internet Connection.....	28
Special Requirements.....	28
Fire Assembly Point.....	28
Recordings.....	28
Thank You to Our Funders.....	28
Contact Information.....	29

Conference Welcome

We are pleased to welcome delegates to Birmingham to the Aston Business School, Aston University for the 50th AIB-UKI Conference, 3 – 6 April 2024.

The conference theme this year is “International Business in Evolution: Disruptions, Transformations and New Internationalisation Trends”. In recent years, the global business environment has witnessed unprecedented disruptions and challenges such as the COVID-19 pandemic, Brexit, geopolitical tensions and expansion of the conflict zones, energy crisis and economic downturns, the surge of political populism trends, and climate change. Such international disruptions undoubtedly can alter the cross-border activities of firms, offering both internationalisation threats and opportunities. For instance, due to the COVID-19 pandemic and Brexit, many firms have been challenged by disruption in their supply chain, reduction in their national and international demand or restrictions in access to financing.

Furthermore, the ever-evolving technological advancement has changed the international business game. On the one hand, the emergence of artificial intelligence (AI) and new digital technologies such as social media, AI-driven marketing tools, and digital platforms like the metaverse have provided a wider outreach for firms to new customers in international markets. On the other hand, failure to invest in and adapt to the latest technologies, along with cybersecurity and privacy issues, can disadvantage firms in the competitive international markets, pushing them to consider the option of reducing their international activities or exiting from foreign markets.

In response to such disruptions, international firms need to make strategic transformation decisions and shift to more flexible and agile business models. It begs for the employment of innovation and new technologies to the firm’s operation, re-orchestration of their global value chains, inter-firm knowledge collaboration and R&D, and taking advantage of foreign market context advantages. However, such strategic decisions need to be well aligned with the new world order and international business policy, as well as the recent changes to economic geography, while prioritising sustainable business practices.

We invite scholars to join this debate at the 50th AIB UK & Ireland Chapter Conference, where we further scrutinise the evolution of international business as a response to the recent disruptions. This conference theme further explores the new internationalisation trends and practices applied by small and medium (SME) internationalisers and multinational enterprises (MNEs). We also invite research on non-linear internationalisation strategy, which explores the wave of de- and re-internationalisation resulting from the disruptions and firms’ responses. However, in the tradition of previous chapter conferences, we welcome papers that explore different international business topics pertinent to the conference tracks below.

There are many heartfelt thanks to the contributors that enabled this conference to be held. We would like to thank our keynote speakers Prof Gary Knight and Prof Peter Buckley, and pre-conference workshop hosts Editorial DEsk Reviews (ELDERs) Paper Development Workshop organising team, as well as all the wonderful journal editors and paper mentors, and AIB Sustainability SIG for the pre-conference career development workshop.

We are grateful to the Doctoral Colloquium Convenor, Dr Irina Surdu, and the reviewers and participants. This is such an important part of the conference and your input is very much appreciated.

We would like to thank all of the participants and delegates who were so vital to enable the conference: track chairs, panel session chairs and members, editors of journals, reviewers, authors and presenters. Special thanks to the Aston event organising team; led by Maria Podsiadly.

I would also like to say a big thank you to Professor Aleks Subic, Vice-Chancellor of Aston University and Professor Zoe Radnor, the executive dean of the Aston Business School, whose encouragement and support were so important.

Very best wishes,

Vahid Jafari-Sadeghi, Conference Chair

Post Script: Congratulations to Professor Roger Strange as the recipient of the AIB-UKI Lifetime Achievement Award and thank you to Professor Peter Buckley for his fitting tribute to Roger.

Delegate Protocol

Please find below the protocol/joining instructions for the 50th AIB-UKI Conference on the 3rd to 6th April 2024 – it has important information so we would appreciate it if you could spare some time to carefully read through it.

Event Format and Programme

The pre-conference event will take the format of **Day 1 and Day 2**.

- Both **Day 1 (3rd April)** and **Day 2 (4th April)** will consist of **workshops, plenary presentations, and parallel sessions** throughout the day.
- **Dr Oleksandr Shepotylo** has also provided a Workshop Syllabus for his Workshop on the 3rd of April, which you can find attached to this email to read **before his session** if you are planning on attending.

Main Conference Dates: 5th and 6th April 2024

- **5th April:** Registration/Information Desk opens at 08:30 AM BST.
- **6th April:** Information desk located in the Cloakroom/Refreshment Area in G63.

For further details regarding the timings of sessions during the Conference, then please refer to the programme which you can access via this link: <https://www.conftool.org/aibuki2024/index.php?page=browseSessions&ismobile=true>. You may also scan the QR Code below to see the programme:



This QR code will also be available on the back of your badges so that you can quickly access the event programme on your mobile phones. Please note that printed versions of the programme will not be made readily available.

- Note that we will be running **parallel sessions** in various rooms on different floors of the Main Building and, in some cases, Aston Business School.

The main floors we will be using for **parallel sessions** in the Main Building are:

- The Ground Floor
- The 1st Floor (Only MB161B)
- The 4th Floor.
- The 7th Floor.
- The best lifts/elevators to access these floors would be the A and C lifts. Directional arrows, signs and maps will be put up around the building to aid you. There will also be staff and volunteers available to help you with any problems or questions.

The lecture rooms we will be using in Aston Business School are:

- Susan Cadbury
- Adrian Cadbury
- These rooms are located on the ground floor of Conference Aston, to the left of the entrance.

Locations: Aston University Main Building & Aston Business School

Aston University

Aston University
The Aston Triangle
Birmingham
B4 7ET

Aston Business School/Conference Aston:

Aston Business School
Aston Street
Birmingham
B4 7ET

Directions

For directions on how to reach Aston University and Aston Business School/Conference Aston, please click on the following link for general directions and information: <https://www.aston.ac.uk/about/visit>.

If you would like a campus map, then please visit this link: [Campus map 2023 \(aston.ac.uk\)](#)

Registration and Location of Sessions

- **Registration and Lunch/Coffee Breaks**
 - **The registration desk** for the event will be located in the **upper foyer** of the **Aston University Main Building** (enter the main building and take the stairs opposite reception). The registration desk will open at **08:30 AM** on the **5th of April** for delegates.
 - Coffee/Refreshment Breaks will be held in **G63** (the cloakroom/refreshment area) on the same floor as the upper foyer, in the Main Building.
 - During the **Lunch Break**, lunch will be served at the **Courtyard Restaurant** on the **ground floor** of **Conference Aston**.
 - **Lunch times:** 12:00– 1:00 PM on the 5th and 6th April.
- There will also be a Welcome Reception from **6pm-7:30pm** on the 4th April, in the Conference Aston Lounge in Conference Aston/Aston Business School.

Pre-Conference Workshops and Doctoral Colloquium Sessions, 3rd – 4th April 2024

On Wednesday (3rd) and Thursday (4th) April (pre-conference) will feature several workshops as well as Doctoral Colloquium sessions. Further information can be [found here](#).

Doctoral Colloquium session attendees will be made up of those with an accepted paper. Please visit the [conference programme](#) for further details.

Workshop attendees must sign up separately to attend prior to the conference. Further information can be [via this page](#) (use the lefthand menu to navigate elsewhere).

Welcome Reception

There will be a welcome reception for all attendees on Thursday 4th April, from 17:30 to 19:30 at Aston Business School lounge. We hope to see you there!

All Academy Panel- 50th Anniversary of the AIB-UKI Chapter Conference

To celebrate 50 years of the AIB-UKI conference, a panel of Histories of International Business will take place on Friday, 05/Apr/2024: from 3:00 pm - 4:15 pm, Great Hall. The panellists are **Mark Casson, Jeremy Clegg, Peter Buckley, Marina Papanastasiou, and Margaret Fletcher**.

Conference Dinner

This year's Conference/Gala Dinner will be held at the **Birmingham Council House, Banqueting Suite**.

The address for the Birmingham Council House is:

Council House
Victoria Square
Birmingham
B1 1BB

The Council House is approximately a 20-minute walk from Aston University – delegates will be required to make their own way to the venue, but there **will be a group leaving from the Conference Aston Reception at 6:45 pm** if delegates would like to join them.

The **Drinks Reception** will start at **7 pm**, with **dinner** being served at **8 pm**.

You will be required to show your **Dinner Ticket** upon arrival at the Council House, so please ensure you keep it with you!

If you specified a dietary when you registered, then **you will need to pick up a dietary tent card** when you arrive at the Banqueting Suite, to put on your table for the waiters.

The dress code for the evening will be **smart casual/formal**.

There will be a paid bar available at the venue and the entertainment will be performed by the Neil McCracken Trio from the Birmingham Conservatoire.

Parking

There is limited parking available on and near campus. Please check and book one of the

following parking options if you are planning to arrive by car:

Please note there is no parking available at the Council House.

- [Conference Aston First Park](#). Rate: fixed **£7.95 for 24 hours**. Location: Car park 12 (See University Campus Map attached).
- [Car park 5](#) (See University Campus Map attached). Rate: **£6 per visit (6 AM – 10 PM)**.
- [Car park 6](#) Rate: (From 16:30 to 23:30) **£1 for 2 hours, £4 for 4 hours, £5 for 6,5 hours**.
- [Millennium Point](#). Rate: hourly basis approx. **£5.90 for a 6-hour visit**. Location: Check the attached Campus Map.

Conference programme

Details of the final programme can be found below:

50th AIB UK & Ireland Chapter Conference 2024

Date: Wednesday, 03/Apr/2024

9:30am -	Registration Location: Upper Foyer
5:00pm	
10:00am -	Method Workshop 01: Modern Causal Inference Methods Location: MB704
1:00pm	Chair: Dr Oleksandr Shepotylo , Aston University, United Kingdom; oleksandr@aston.ac.uk The field of quantitative research has transitioned from classical regression models to research designs emphasizing causal interpretation. The credibility revolution has enhanced reliability in empirical economics by prioritizing research design quality and employing more experimental and quasi-experimental methods. The module introduces a potential outcome model and direct acyclic graphs to analyse the causal effects of policies in natural experiments and randomized control trials. It further discusses in detail recent developments in difference-in-difference and synthetic control methods. Staggered policy implementation and heterogeneous impact is discussed. Finally, synthetic difference in difference, combining strengths of both methods is presented. The presentation of these methods is accompanied by practical demonstrations in R. Staggered difference-in-differences is illustrated through examples showcasing the heterogeneous impacts of preferential trade agreements and sanctions on trade flows. Synthetic control is demonstrated by evaluating the impact of Brexit on UK trade with the EU.
1:00pm -	Lunch Location: MB706
1:30pm	
1:30pm -	Professional Workshop 01: Alliance Design Location: MB419
2:30pm	Chair: Prof Jeffrey Reuer , University of Colorado, United States of America; jeffrey.reuer@colorado.edu Professor Reuer will talk about the state of research and methodological issues in Alliance Governance and Design research. While he discusses the broader literature and recent developments on collaborative strategy, he will identify new theoretical perspectives and topics worthy of future research in International Business.
2:30pm -	Method Workshop 02: Endogeneity Bias in International Business Research-Root Causes and Remedies Location: MB704
3:30pm	Chair: Dr Ghasem Zaefarian , University of Leeds, United Kingdom; G.Zaefarian@leeds.ac.uk Endogeneity-related issues in empirical research continue to receive increasing academic attention, serving as pivotal benchmarks for quality in many academic journals. In this workshop, we'll delve into the complexities of endogeneity bias, exploring its sources such as the omission of variables, errors in variables, and simultaneous causality. Led by Dr. Ghasem Zaefarian, Associate Professor of Marketing at Leeds University Business School, this workshop will provide attendees with an overview of endogeneity bias and its potential sources. From outlining the nuances of the issue to discussing techniques like instrumental variables and instrument-free approaches, participants will gain insights into mitigating endogeneity bias in their research. Whether you're designing a new research project or analyzing data to uncover cause-and-effect relationships, this methodological workshop is designed to give you a head start with the tools needed to navigate endogeneity bias effectively.
3:30pm -	Coffee Break Location: MB706
3:45pm	
3:45pm -	Method Workshop 03: Text Analysis and Machine Learning Techniques Location: MB704
5:15pm	Chair: Duiyi (Claire) Dai , University of Birmingham, United Kingdom; dxd048@student.bham.ac.uk An ever-increasing share of information is recorded as digital text. Until recently, however, text analysis relied on meticulous human examination, a method inherently limited in scalability when confronted with the vast corpora now at our disposal. The quantity of individual documents within widely-used databases, such as those containing newspaper articles and tweets from Twitter, has surged into the tens of millions or billions more. This burgeoning abundance of large-scale corpora has sparked a heightened enthusiasm for machine learning techniques for text analysis, a trajectory that is poised to persist and intensify with the continual expansion of textual data reservoirs. This workshop will introduce how to perform text analysis using machine learning tools. The main topics covered include: What Is Text Analysis? Text data preprocessing. An overview of text analysis techniques used in economics. Word (text) similarity analysis with an example of measuring aggregate-level Brexit uncertainty. Topic analysis with an example of measuring topic-level Brexit uncertainty. Sentiment analysis with an example of measuring public sentiment towards Brexit using Twitter data.

8:30am -	Registration Location: Upper Foyer						
6:00pm							
9:00am -	Method Workshop 04: Configurational Approach Using Fuzzy Set Qualitative Comparative Analysis (fsQCA)		Method Workshop 05: Literature Reviews in the Age of Information Overload				
12:00pm	Location: MB704 Chair: Prof Shubhabrata Basu , Indian Institute of Management Indore, India; sbasu@iimdr.ac.in The configurational approach refers to an integrative analytical technique, involving mechanisms that simultaneously and jointly considers strategy, organizational and environmental characteristics (Wiklund and Shepherd, 2005). The configurational approach is useful when: (i) The antecedent factors are not clearly discernible due, in parts, to close linkages, mutual dependencies and interconnected processes amongst the factors (Meyer et. al, 1993) and (ii) The same antecedent factors may lead to conflicting outcomes or more confoundingly when equifinality results from a combination of different organizational configurations (Meyer, et. al). Of the several available tools, the set theoretical deduction based Qualitative Comparative Analysis (QCA) method provides several distinctive advantages. First, QCA provides inferences on facts that we don't know from those that we do know (Thomann and Maggetti, 2020), by establishing external and internal validities and a mode of reasoning...		Location: MB706 Chair: Dr Noemi Sinkovics , University of Glasgow & University of Vaasa, United Kingdom; Noemi.Sinkovics@glasgow.ac.uk Prerequisites of publishing include the identification of relevant and interesting research questions, the adequate delineation and framing of research problems, and the quality of the research design and execution. The ability to identify and analyse relevant literature underpins each stage of the research process. However, the exponential growth of publications within and outside of business and management studies can be overwhelming. Researchers need effective and efficient tools to identify, analyse, and synthesize relevant literature. This workshop offers an introduction to tools and techniques that can help researchers make sense of large bodies of literature and design search strategies that lead to manageable samples. With the proliferation of literature reviews in academic journals, the expectation of what qualifies as a meaningful literature review is constantly changing. The workshop will walk participants through some guidelines to help them keep up with the changing...				
12:00pm -	Lunch Location: G63						
1:00pm							
1:00pm -	Doc-A1: Emerging markets and their (still) emerging multinationals		Doc-A2: Global strategy, innovation and trade	Doc-A3: International Business, Politics & Society	Doc-B1: Global strategies & new competences: Theorizing for the modern MNE		Doc-B2: Global value chain transformations & institutions
2:30pm	Location: MB702 Chair: Prof Jun Du , Aston University, United Kingdom; j.du@aston.ac.uk Discussant: Dr Luis Alfonso Dau , Northeastern University, United States of America; L.Dau@northeastern.edu		Location: MB704 Chair: Dr Peder Greve , University of Reading, United Kingdom; peder.greve@henley.ac.uk Discussant: Prof Jeffrey Reuer , University of Colorado, United States of America; jeffrey.reuer@colorado.edu	Location: MB706 Chair: Dr Giulio Nardella , ESCP Business School, United Kingdom; gnardella@escp.eu Discussant: Prof Pawan Budhwar , Aston University, United Kingdom; p.s.budhwar@aston.ac.uk	Location: MB402 Chair: Prof Pamela Sharkey Scott , Dublin City University, Ireland; pamela.sharkeyscott@dcu.ie Discussant: Prof Peter Buckley , University of Manchester, United Kingdom; peter.buckley-2@manchester.ac.uk		Location: MB404 Chair: Prof Somnath Lahiri , Illinois State University, United States of America; slahiri@ilstu.edu Discussant: Prof Roger Strange , University of Sussex, United Kingdom; R.N.Strange@sussex.ac.uk
	Foreign direct investment and firm economic performance in emerging markets: Insights from India Olufemi Aluko University of Leeds, United Kingdom		Internationalisation and Innovation of the UK SMEs Syed Ali Nawaid Alam Northumbria Univeristy, United Kingdom	Moving On. Do Domestic Stock Markets continue to Influence Immigrants' Mental Health when they Move Abroad? Ruben Ruf Trinity College Dublin, Ireland	Networks and the internationalisation performance of EM MNEs: the mediating role of dynamic capabilities Guanyi Qi University of Birmingham, United Kingdom		Trust-building as an informal institution: a qualitative study of trust-building practices in strategic alliances of multinational enterprises in emerging markets Alireza Kamali University of Leeds, United Kingdom
	Where does the attractiveness rest? Factor market distortions and opportunities for FDI: A subnational analysis Ziyan Ma University of Warwick, United Kingdom		IT'S SIMPLY COMPLICATED - Exploring Subsidiary Managers' Activities after gaining an R&D Mandate Noushan Memar Mälardalen Univeristy, Sweden	Exploring how Business Schools engage with issues relating to modern slavery Antonietta Balestra Anglia Ruskin University, United Kingdom	How emerging market multinational retailers use innovation in their internationalisation: A study of Chinese retailers competing in developed markets Sverre Pontus Lundgren, Dr Amelia		The European steel industry – Quo Vadis? Maurice Petrus Antonius Wokke University of Amsterdam, Netherlands, The
	Where do advantages rise? The moderating impact of firm capability on factor market distortions and FDI's subnational location choice Ziyan Ma		Internationalizing Irish Business: the transition from	Economic and institutional determinants of			How does economic inequality within

University of Warwick, United Kingdom

indigenous SMEs to MNEs

Yueling Sima
University College
Cork, Ireland

South Africa's outward foreign direct investment.

Bernadetta Mazimbe
Sheffield Hallam
University, United
Kingdom

Au-Yeung, Dr Yehia Nawa
University of West
London, United
Kingdom

country affect price and the sales takeoff

Ming Cheng
University of Leeds,
United Kingdom

An attention-based explanation of family firms' bifurcation bias in internationalization: A MouseLabWeb-study

Nico Troiani
Vienna University of
Economics and
Business (WU Vienna),
Austria

Exploring Small and Medium Enterprises Re-Internationalisation Dynamics in an Emerging Economy

Moses Mmadubuko
Aston University, United
Kingdom

How Digitalization Shapes the Process and Outcomes of Internationalising Small and Medium-Sized Enterprises (SMEs)

Sola Olododo
University Of
Strathclyde, United
Kingdom

Doc-B3: Global disruptions & MNE engagement with sustainable development goals

Location: **MB406**
Chair: **Dr Elizabeth Yi Wang**,
University of Leeds, United
Kingdom; y.e.wang@leeds.ac.uk
Discussant: **Dr Liena Kano**,
University of Calgary, Canada;
liena.kano@haskayne.ucalgary.ca

The impact of enterprise OFDI on environmental pollution in home countries: direct and indirect impacts.

Shuang Wang
University of Leeds, United
Kingdom

Multinationals Enterprises (MNEs) Engagement To The United Nations

Doc-B4: New Frontiers in International Entrepreneurship

Location: **MB408**
Chair: **Dr Yen Tran**, Heriot
Watt University, United
Kingdom; y.tran@hw.ac.uk
Discussant: **Prof Niina
Nummela**, University of
Turku, Finland;
niina.nummela@utu.fi

Internationalisation In the Era of Digitalisation: The Case of Immigrant-Owned Entrepreneurial SMEs

Asaad Bagheri
UWE Bristol, United
Kingdom

Doc-B5: Non-Market Strategizing & Diplomacy - The new Firm Specific Advantages (FSAs)?

Location: **MB411**
Chair: **Prof Ursula F. Ott**,
Nottingham Trent
University, United
Kingdom;
ursula.ott@ntu.ac.uk
Discussant: **Prof Pervez
Ghauri**, University of
Birmingham, United
Kingdom;
p.ghauri@bham.ac.uk

Strategic Navigation in Turbulent Waters: A Systematic Review of Nonmarket Strategies for Navigating Uncertainty

Yi Shen

Sustainable Development Goals (SDGs)

Ana Paula Alves Cruz
FGV / Business School of São Paulo - EAESP, Brazil

Inequality and Academic Dropout Disparity in Postgraduate Business Education

Cameron David McMorran
Heriot-Watt University, United Kingdom

Examining the tactics and aftermath of Negotiation on Developmental idiosyncratic deals (I-deals) among Professional Women in Hong Kong

Yuen Yui Lam
Royal Holloway, University of London, United Kingdom

Mixed Embeddedness in the Entrepreneurial Journey: A Comparative Study between Immigrant Entrepreneurs and Returnee Entrepreneurs

Ngoc Nhu Nguyen
Heriot-Watt University, United Kingdom

The Impact of Digitalisation on Internationalisation of SMEs in Small and Medium-Sized Towns

Kaarina Ann Vieru
LUT University, Finland

Critical Evaluation of Export Performance and Exporting Barriers on SMEs in Palestine

Bilal Mohd Abu Jafar
UWE Bristol, United States of America

University of Manchester, United Kingdom

Does social corporate reputation matter? Exploring how corporate social responsibility affects cross-border mergers and acquisitions performance

Jeongsun Park
Warwick Business School, United Kingdom

International Political Risk Management as a Decision-Making Process: A Systematic Review, Framework and Research agenda

Mauricio R.R. Hilbck¹, Thomas Lawton², Armagan Tarim³, Norin McCarthy⁴

1: UCC, Ireland; 2: UCC, Ireland; 3: UCC, Ireland; 4: UCC, Ireland

Political connections for greater good: explaining the interplay between non-market and environmental strategies of firms in the context of emerging markets

Zhen Liu
University of Surrey, United Kingdom

1:30pm - 4:30pm SUST-SIG 01: AIB Sustainability SIG Pre-Conference Workshop

Location: **MB161B**

Would you like to explore research and teaching ideas on sustainability and IB? Are you looking for co-authors for a new project? Do you have an idea for a paper but not sure how to take it forward? If the answer to any these questions is "yes", then this workshop is for you. Following our successful knowledge sharing roundtable online discussions, this workshop is intended to create a friendly and open space for like-minded colleagues to interact and network with each other by sharing their research ideas, questions, challenges, and/or findings. The workshop embraces open research that is organised around 'work packages'. During this workshop, you will work within small teams on a work package and develop a tangible output. The format of the output can range from a publication project, a SI call for papers, an application to a funding call (e.g., the AIB Research Funding Grants program), to the creation of a focused symposium.

Partnering to Deliver Sustainability Work Packages

Shasha Zhao¹, Maria Ilieva², Hinrich Voss³, John Dilyard⁴, Rudolf Sinkovics⁵

1: University of Surrey, United Kingdom; 2: University of Leeds, United Kingdom; 3: University of Bristol, United Kingdom; 4: St. Francis College, USA; 5: University of Glasgow, United Kingdom

2:30pm Coffee Break
- Location: **G63**

2:45pm

2:45pm AIB-UKI Executive Board Meeting
- Location: **SW1109**

4:15pm Chair: **Prof Davide Castellani**, Henley Business School, United Kingdom; davide.castellani@henley.ac.uk

Professional Workshop 02: How to Develop an Article for Publication in IB Focusing on Theoretical Contributions

Location: **MB704**
Chair: **Prof Gary Knight**, Willamette University, United States of America; gnight@willamette.edu
The Workshop on 'How to Develop Articles for Publication in International Business' (90 mins) will address academic research in international business, leading to publication in top journals. The workshop will address identifying research topics, the role of theory and theory development, creating the research paper, and publishing in journals. Publishable research should aim to develop new knowledge, with a focus on making substantive contributions to the field. Research should be framed within relevant, extant theory, and simultaneously aim to advance existing theory or otherwise develop new theory. The workshop will be taught by Professor Gary Knight, who has substantial experience conducting research and publishing in top journals, in international business.

Professional Workshop 03: Reviewing for Leading IB Journals

Location: **MB706**
Chair: **Prof Pawan Budhwar**, Aston University, United Kingdom; p.s.budhwar@aston.ac.uk
Peer review is an integral part of publishing in leading journals. It plays a critical role in offering scholars with constructive and developmental feedback to improve their work and eventually publish. It is also a great service to our academic community and a professional developmental activity. Peer reviewing entails diligent work, subject matter expertise in the field and a serious professional commitment. This workshop aims to help develop doctoral students and junior faculty to become effective and efficient reviewers by understanding what, why and do's and don'ts of reviewing for leading IB journals. The focus of the meeting will be to share information in an interactive mode via examples regarding the review process, good and weak review, and reviews from the perspective of an author, editor and reviewer. Participating in this workshop will also help prospective authors to refine their own submissions to leading IB journals.

4:15pm Coffee Break
- Location: **G63**

4:30pm

4:30pm ELDERs: Editorial DEsk Reviews (ELDERs) Development Workshop
- Location: **MB706**

6:00pm -Journal of International Business Studies: Prof Pawan Budhwar, Aston University, United Kingdom, p.s.budhwar@aston.ac.uk -Journal of International Business Policy: Prof Ari Van Assche, HEC Montréal, Canada, ari.van-assche@hec.ca; Prof Hinrich Voss, University of Bristol, United Kingdom, hinrich.voss@bristol.ac.uk -Journal of World Business: Prof Ulf Andersson, Mälardalen University, Sweden, ulf.r.andersson@mdu.se -International Business Review: Prof Roger Strange, The University of Sussex, United Kingdom, R.N.Strange@sussex.ac.uk -Critical Perspectives on International Business: Prof Rudolf Sinkovics, University of Glasgow, United Kingdom, rudolf.sinkovics@glasgow.ac.uk - International Marketing Review, Prof Olli Kuivalainen, Lappeenranta University of Technology, Finland, Olli.Kuivalainen@lut.fi -European Management Journal, Dr Noemi Sinkovics, University of Glasgow, United Kingdom, noemi.sinkovics@glasgow.ac.uk

Professional Workshop 04: Developing Academic Career

Location: **MB704**
Chair: **Prof Helen Higson**, Aston University, United Kingdom; h.higson@aston.ac.uk
This workshop will help you to analyse where your strengths and experiences are and where you have gaps in your knowledge of development needs. Participants will each work on a personal development plan which they can take away and use as part of their career development. The session is led by an experienced coach and mentor in HE, and will use tools which have been successful in the past in directing ECRs and more junior academics to think about what sort of academic role is best for them and what institution fits with their values. While the focus will be on a holistic career, participants may want to concentrate on their research trajectory.

A qualitative comparative analysis (QCA) of the evolution of innovation and corporate catching-up in China

Steffen Wolfer

TH Köln - University of Applied Sciences, Germany

Diversity management professionals as institutional entrepreneurs in an emerging market context: a study of foreign multinational corporations in Pakistan

Sabeen Imran Ahmad

University of East London, United Kingdom

Learning from the locally listed subsidiary: Evidence from MNE subsidiaries in India

Mayank Sewak¹, Garima Garg², Anurag Sharma²

1: Newcastle University Business School, United Kingdom; 2: University of Massachusetts Amherst, USA

Pathway of Breaking the Innovation Trap? OFDI, GVC Governance, and Domestic Innovation in Emerging Economies: Evidence from Chinese MNEs

Tao Zou

King's College London, United Kingdom

From deprivation to entrepreneurial internationalization: Synthesizing the direct impact of dynamic capabilities and moderating effect of co-creation and technology advancement

Razieh Sadraei, Vahid Jafari Sadeghi

Aston University, United Kingdom

International Political Risk Management as a Decision-Making Process: A Systematic Review, Framework and Research agenda

Mauricio R.R. Hilbck¹, Thomas Lawton², Armagan Tarim³, Norin McCarthy⁴

1: University College Cork, Ireland; 2: University College Cork, Ireland; 3: Hacettepe University; Turkey; 4: University College Cork, Ireland

Navigating Small and Medium Enterprises internationalisation in an emerging economy: The role of innovation and certification in overcoming Corruption Barriers

Moses Mmadubuko, Pearl Gyan- Amponsah, Daniel Mafulul, Behnaz Haj Mohammadi

Aston University, United Kingdom

United We Stand: Towards an Ecosystem Approach to Reconciling the Integration-Autonomy Dilemma in Post-merger Integration

Zhengyao Kang¹, Ke Rong², Xianwei Shi³

1: University of Bristol Business School; 2: Tsinghua University; 3: Antai College of Economics and Management, Shanghai Jiao Tong University

**Putting community before customers:
Legitimacy dynamics during crises in diverse
institutional environments**

**Kashif Ahmed, Wafa Tariq Waqar, Ralf Bebenroth,
Miwa Matsuo**
Kobe University, Japan

**FDI Motivations and Foreign Ownership
Choice of EMNEs**

Ayşe Kayacı^{1,2}
1: Dicle University, Turkiye; 2: University of Reading,
UK

6:00pm **AIB-UKI Welcome Reception**
-
7:30pm Location: **Conference Aston Lounge**

Date: Friday, 05/Apr/2024

8:00am	Teaching Café 1: Nurturing EDI in IB Education				
-	Location: MB411				
9:00am	Chair: Prof Margaret Fletcher , University of Glasgow, United Kingdom; margaret.fletcher@glasgow.ac.uk Discussant: Dr Cyntia Calixto , University of Leeds, United Kingdom; C.Casnici@leeds.ac.uk This teaching cafe aims to share experiences, strategies, and innovative approaches to foster an inclusive academic environment where diversity is celebrated, and equality is the foundation. As international business scholars, we understand the crucial role education plays in shaping future leaders and the business landscape. This session is designed to be an exchange different experiences on how we can address EDI in the classroom not only nurturing our students' academic growth but also equipping them with the critical analysis skills necessary to champion EDI in their professional journeys.				
8:30am	Registration				
-	Location: Upper Foyer				
9:00am	Pre-Plenary: Welcome and Introduction				
-	Location: Great Hall				
9:15am	Chair: Dr Vahid Jafari-Sadeghi , Aston University, United Kingdom; v.jafari-sadeghi@aston.ac.uk Discussant: Prof Aleks Subic , Aston University, United Kingdom; aleks.subic@aston.ac.uk				
9:15am	Keynote 01: Open Plenary: Disruptions in the Global Environment: New Challenges and Opportunities				
-	Location: Great Hall				
10:15am	Chair: Prof Gary Knight , Willamette University, United States of America; gknight@willamette.edu Professor Gary Knight will discuss new disruptive trends in the global environment and their impact on international business (IB). Key trends include shifting demographics and international migration, transformation of the global economic environment, revolutionary technological advances, and the deteriorating natural environment and sustainability. The trends are disruptive in various ways, but they also provide countless opportunities for IB practice and research. Professor Knight will examine these new developments and the threats and opportunities that they pose. He will identify key areas for scholarly research. He will also highlight steps that firms and other organizations can take in order to survive and thrive under emergent disruptions in the global environments.				
10:15am	Coffee Break				
-	Location: G63				
10:30am					
10:30am	comp-1.01: Cross-Border Innovation and Learning	comp-1.02: Innovation and learning in the internationalisation of SMEs	comp-1.03: MNE Strategies for Environmental Sustainability	comp-1.04: Studying Sustainability: Theoretical and Empirical Challenges and Opportunities	comp-1.05: Geopolitical Volatility and the MNE: The Impact of Crises, Conflicts, and Sanctions
-	Location: MB408	Location: G11	Location: MB417	Location: MB402	Location: MB419
12:00pm	Chair: Dr Marica Grego , University of Pavia, Italy; marica.grego@unipv.it	Chair: Prof Antonella Zucchella , University of Pavia, Italy; antzuc04@unipv.it	Chair: Dr Luis Alfonso Dau , Northeastern University, United States of America; L.Dau@northeastern.edu	Chair: Prof Rudolf Sinkovics , University of Glasgow, United Kingdom; rudolf.sinkovics@glasgow.ac.uk	Chair: Prof Nigel Driffield , Warwick Business School, United Kingdom; nigel.driffield@wbs.ac.uk
	A qualitative comparative analysis (QCA) of the evolution of innovation and corporate catching-up in China	Examining the role of internationalisation in the innovation of Chinese SMEs: The mediating role of managerial and networking capabilities	Shifting landscapes: Impact of climate risk on MNEs' OFDI location decisions & the moderating role of network contingencies	Corporate commitment to human rights and sustainable development - A quantitative analysis of corporate reports of DAX 40 MNCs	Should I stay or should I go? A Delphi study on how to institutionalize corporate respect of human rights in conflict-affected areas
	Steffen Wolfer TH Köln - University of Applied Sciences, Germany	Caifei Chen¹, Alessandro Giudici², Andrew Jones³ 1: University of Leeds, United Kingdom; 2: Bayes business school, City, University of London, United Kingdom; 3: Brunel University London, United Kingdom	Soni Jha Purdue University - Fort Wayne, United States of America	Stefan Zagelmeyer University of Manchester, United Kingdom	Janine Allenbacher¹, Matthias Fertig², Jennifer Adolph² 1: University of Hamburg; 2: Friedrich-Alexander-Universität Erlangen-Nürnberg
	Collaborative innovation: A solution to the dilemma of family firm internationalization?	International SMEs and circular business models: Case studies from China	Green Business Strategies of MNEs: A Thematic, Theoretical, and Empirical Assessment	MNEs and sustainable development goals in developing countries: Evidence from Ghana's mining industry	Where angels fear to tread: FDI into sanctions locations
	Chao Zhang Northumbria University, United Kingdom	Diala Kabbara¹, Rahim Salhab² 1: University of Pavia, Italy; 2: Skema Business School	Ilayda Ipek^{1,2} 1: Dokuz Eylül University, Türkiye; 2: University of Leicester, United Kingdom	Stanford Nartey², Ellis LC Osabutey¹ 1: Northumbria University, United Kingdom; 2: Ghana Institute of Management and Public Administration (GIMPA), Ghana	Chris Jones¹, Nigel Driffield², Saul Estrin³, Ha-Phuong Luong¹ 1: Aston University, United Kingdom; 2: University of Warwick; 3: London School of Economics
	Subsidiaries' local network embedding processes - Focus on Chinese Sales subsidiaries in the UK electronic market	Internationalisation Pathways and Innovation Dynamics	Green Competitiveness and ESG Performance: A Study of MNEs'	Challenges of sustainability governance in a developing country: Immiserizing growth revisited	Putting Community Before Customers: Legitimacy Dynamics Across Borders During a Crisis
	Yingying He, Melanie Hassett The University of Sheffield, United Kingdom		Faith Hatani Copenhagen Business School, Denmark	Kashif Ahmed, Wafa Tariq Waqar, Ralf Bebenroth, Miwa Matsuo	
	Multitemporality in IB fieldwork – defining the				

temporality of the phenomenon, informants and researcher

Melanie Hassett¹, Leila Hurmerinta², Eriikka Paavilainen-Mäntymäki³
1: University of Sheffield, United Kingdom; 2: University of Turku, Finland; 3: University of Turku, Finland

comp-1.06: Emerging Patterns of HRM

Location: **MB404**
Chair: **Prof Pawan Budhwar**, Aston University, United Kingdom;
p.s.budhwar@aston.ac.uk

An examination of hybrid work leadership self-efficacy including evidence from Australian and US managers.

Jin-Woong Yoo¹, Weian Wang², Aaron Rae Stephens³

1: University of Hertfordshire, United Kingdom; 2: Hartwick College, United States; 3: Hartwick College, United States

Diversity management professionals as institutional entrepreneurs in an emerging market context: a study of foreign multinational corporations in Pakistan

Sabeen Imran Ahmad
University of East London, United Kingdom

Did Anyone Say Mindfulness and Self-compassion in the Capitalist World? Oh No! Wait. Yes, Please!

Yasemin Pacaci¹, Cagri Yalkin², Mustafa Özbilgin³
1: Koç University, Türkiye; 2: Middle East Technical University, Northern Cyprus Campus; 3: Brunel University, London

Digital Transformation of Enterprise Human Resource Management: A

in SMEs: Evidence from Canadian Firms

Rod B. McNaughton¹, Michael Sheppard², Olli Kuivalainen³

1: University of Auckland, New Zealand; 2: Acadia University, Canada; 3: Lappeenranta University of Technology, Finland

comp-1.07: Reconfiguration and Dynamics in Global Value Networks

Location: **MB406**
Chair: **Prof Ari Van Assche**, HEC Montreal, Canada;
ari.van-assche@hec.ca

Backshoring: Treatment or palliative care?

Luigi Benfratello¹, Davide Castellani², Anna D'Ambrosio¹, Katiuscia Lavoratori², Alessandro Manello³

1: Politecnico di Torino, Italy; 2: University of Reading, United Kingdom; 3: University of Turin, Italy

Global Value Network (GVN)

Reconfigurations: interactions between value chains and organisations

Keying Zhao, Yongjiang Shi
Cambridge Univ., United Kingdom

Orchestrating Global Value Chains: The Impact of Directorial Decisions and Transnational Interlocks in Emerging Economies

Dinesh Prabhu¹, Sunder Munjal²
1: IIM Tiruchirappalli, India; 2: Aston Business School

Accounting and Aligning SMEs' Scope 3 emissions to improve the sustainability of the Global Value Chain

Adoption of SDGs in MENA Region

Hicham Nacht¹, Miguel Torres², João Bento³, El Mehdi Es-Sbaa¹

1: ESCA; 2: University of Kent; 3: Universidade de Aveiro

int-1.01: Navigating Corporate Dynamics: Trust, Diversity, and Resilience in Multinational Contexts

Location: **MB702**
Chair: **Dr Vikrant Shirodkar**, University of Sussex, United Kingdom;
v.shirodkar@sussex.ac.uk

CAN I TRUST YOU? A JAPANESE MNC REGAINING TRUST OF STAKEHOLDERS AFTER A CRISIS

Maria Vasileva Ilieva¹, Niina Nummela², Jin-ichiro Yamada³
1: Leeds University Business School, United Kingdom; 2: University of Turku, Finland; 3: Kyoto University, Japan

Migrant entrepreneurship: Welcome to my shop

Mary Leung
Leeds Beckett University, United Kingdom

Managing identity and cultural diversity in teams in multinational corporations

Xiaoting Luo
University of Bristol, United Kingdom

Variations of Terrorism- Exploring Firm Level Implications of Domestic Terrorism for Multinational Enterprises (MNEs) in Emerging Economies.

The Political Approach and Conduct of NMS and Firms' Performance

Mama Z Kone, Helen Higson
Aston University, United Kingdom

int-1.02: Global Perspectives: Strategies, Sustainability, and Innovation in International Business

Location: **MB704**
Chair: **Dr Reza Marvi**, Aston Business School, United Kingdom;
r.marvi@aston.ac.uk

Overcoming the liability of outsidership in geopolitical initiatives: Lessons from strategies of German companies in the Belt and Road Initiative in Sub-Saharan Africa

Simon Züfle
Reutlingen University, Germany

CHINESE OFDI INTO THE BRICS COuntries: INTERNATIONAL POLITICAL ECONOMY APPROACH

Ninel Seniuk
BUEM, Slovak Republic

Sustainable internationalisation of UK SMEs in Africa: Drivers, challenges and support

Susan Schwarz¹, Tina Fahm²
1: King's College London; 2: Cambridge Judge Business School

Navigating global boundaries: Uncovering the nexus of strategic ambidexterity and entrepreneurial orientation in relocation decisions

Nilay Bicakcioglu-Peynirci¹, Cagla Dayangan²
1: University of Sussex Business School, University of Sussex, United Kingdom; 2: Southampton Business School, University of Southampton, United Kingdom

Kobe University, Japan

Panel 1: Innovation and the Multinational Enterprise

Location: **Susan Cadbury Lecture Theatre**
Chair: **Dr Marianna Marra**, University of Sussex, United Kingdom; m.marra@sussex.ac.uk
• What is the current state of knowledge about the R&D activities of MNEs? • How are these activities likely to change in the future? • How are technological and geopolitical developments in the world economy driving product, process, and business model innovations? • How are these developments impacting both the geographical configuration of GVCs and their organization? • How can government policies encourage innovation and promote the domestic capture of the rents therefrom? Overview of the main issues addressed by the panel
Innovation underpins firms' competitiveness and sustainable performance. For multinational enterprises (MNEs) which compete in global markets, innovation has long been recognized (see, for example, Vernon 1966) as essential not just to growth and success but fundamentally to survival (Papanastassiou et al., 2020). Innovations may be developed in-house and/or acquired externally through different forms of knowledge sourcing such as acquisitions, strategic...

Panelists:

Peter Buckley¹, Roger Strange², Marina Papanastassiou³, Shasha Zhao⁴

1: The University of Manchester, United Kingdom; 2: The University of Sussex, United Kingdom; 3: University of Leeds, United Kingdom; 4: The University of Surrey, United Kingdom

Personnel Efficiency Evaluation Framework with DEA-Malmquist Model

Kangning Zheng¹, Justin Zhang², Liuyu Zhou³, Yinge Xu⁴, Abhishek Behl⁵, Vijay Pereira⁶

1: Zhejiang Wanli University, Ningbo, China; 2: University of North Florida, Jacksonville, FL, USA; 3: Zhejiang Wanli University, Ningbo, China; 4: Zhejiang Wanli University, Ningbo, China; 5: Management Development Institute Gurgaon, India; 6: NEOMA Business School, France

Conceptualizing the selection of emerging market multinational enterprises' senior leaders

Shuang Ren¹, Jianmin Sun²

1: Queen's University Belfast, United Kingdom; 2: Renmin University, China

Carole Couper, Dev K. {Roshan} Boojihawon, Robin Struber
Birmingham Business School, United Kingdom

Mastering cricket: The rise of South Asian producers within global value chains for sports goods

David John Smith, Will Rossiter, Rupert Matthews
Nottingham Trent University, United Kingdom

Elizabeth Johnson
Sheffield Hallam University, United Kingdom

INTERNATIONAL CONSUMERS' PURCHASE INTENTIONS OF MULTINATIONAL CORPORATIONS' (MNCS') BRANDS: THE INFLUENCE OF ENVIRONMENTAL SUSTAINABILITY PERCEPTION AND ITS ANTECEDENTS

Marzanna Katarzyna Witek-Hajduk, Anna Napiórkowska, Anna Grudecka
SGH Warsaw School of Economics, Poland

Panel 2: WAIB - Women in Academia: Perspectives on research, impact, and knowledge exchange

Location: **Adrian Cadbury**

Lecture Theatre

Chair: **Dr Noemi Sinkovics**, University of Glasgow & University of Vaasa, United Kingdom;

Noemi.Sinkovics@glasgow.ac.uk

Panellists:

Esther Tippmann¹, Ursula Ott², Liena Kano³, Aida Hajro⁴

1: University of Galway, Ireland; 2: Nottingham Trent University, United Kingdom; 3: University of Calgary, Canada; 4: University of Leeds, United Kingdom

12:00pm - Lunch

Location: **Conference Aston Restaurant**

1:00pm

1:00pm - 2:30pm

comp-2.01: Subsidiary Dynamics and Low-Carbon Innovation

Location: **MB408**

Chair: **Dr Yen Tran**, Heriot Watt University, United Kingdom; y.tran@hw.ac.uk

Holding On or Leaving Out: Unravelling the Impact of Subsidiary Density and Entry Order on Foreign Survival

comp-2.02: Global Economic Dynamics: Perspectives on Labour, Investment, and Inclusion

Location: **MB411**

Chair: **Dr Swetketu Patnaik**, Anglia Ruskin University, United Kingdom; Swetketu.patnaik@aru.ac.uk

Can Marx's theory explain the obstacles faced by foreign

comp-2.03: Sustainability and Climate Change

Location: **MB419**

Chair: **Dr Marianna Marra**, University of Sussex, United Kingdom; m.marra@sussex.ac.uk

Comprehending Sustainable Transport and Smart Mobility in Present Context: An

comp-2.04: In Search for the 'Holy Grail': Relationships among CSR Performance, Market Performance, Internationalisation, and Value Creation

Location: **MB402**

Chair: **Prof Jeremy Clegg**, University of Leeds, United Kingdom; L.j.clegg@lubs.leeds.ac.uk

From Excessive Philanthropy to Green Initiatives: The Impact of Military Leadership on

comp-2.05: Institutions and MNE Location Strategy: Tax Havens and Profit-Shifting

Location: **MB417**

Chair: **Prof Chris Jones**, Aston University, United Kingdom; c.jones2@aston.ac.uk

Wish you weren't here: Tax Havens, Corruption, and the Reputation Damage of the Multinational Enterprise.

Ha Nguyen, Vikrant Shirodkar
University of Sussex Business School, United Kingdom

Facilitating Low-carbon Innovation in IJVs: An Interplay between Networking Capabilities and University-industry Partnerships

Linlan Huang¹, Huan Zou²
1: Birmingham City University, United Kingdom; 2: SOAS, University of London

PROXIMITIES, TRUST, AND DISTRUST IN INTERNATIONAL ALLIANCES FOR INNOVATION: A REVIEW AND RESEARCH AGENDA

Marília Schocair¹, Simone Galina²
1: University of São Paulo, Brazil; 2: University of São Paulo, Brazil

comp-2.06: Institutional Dynamics and ESG in Global Operations

Location: **G11**
Chair: **Dr Agelos Delis**, Aston University, United Kingdom; a.delis@aston.ac.uk

Negative stakeholder salience and institutional decoupling: a process model

Dan Prud'homme¹, David McCourt², Nianchen Han³
1: Florida International University (FIU), United States of America; 2: University of California Davis; 3: Nanyang Business School, NTU

ESG Performance and Interorganizational

workers in a host country?

Marie-Therese Claes, Ana Nestorovic
Vienna University of Economics and Business, Austria

Globalization or Deglobalization? How Different Metrics Tell Different Stories

Wei Lin, Xiaoxu Zhang, Winfried Ruigrok
University of St. Gallen, Switzerland

Inward Foreign Direct Investment, Superstar Firms and Wage Inequality Between Firms: Evidence from European Regions

Juan Duran^{1,2}, Iulia Siedschlag^{1,2}
1: Economic and Social Research Institute (ESRI), Ireland; 2: Department of Economics, Trinity College Dublin

dc-pd: Doctoral Colloquium - Pavlos Dimistratos Award Finalists

Location: **MB404**
Chair: **Dr Irina Surdu**, Warwick Business School, United Kingdom; irina.surdu@wbs.ac.uk

Ownership choices of micromultinationals (mMNEs) under uncertainty: a real options reasoning approach

Panagiotis Kyriakopoulos
Warwick Business School, United Kingdom

Subsidiaries' local network embedding processes - Focus on

Extended Cross-National Analysis (Italy-UK) spanning 2010 to 2023

Giuseppe Modarelli¹, Razieh Sadraei², Rainero Christian¹
1: University of Turin, Italy; 2: Coventry University, United Kingdom

Multinationals and disadvantaged communities in Latin America: A multi-stakeholder approach

Jayne Cathcart¹, Renan Oliveira², Jorge Carneiro², Pervez Ghauri¹, Axèle Giroud³
1: University of Birmingham; 2: FGV-EAESP Sao Paulo School of Business Administration, Sao Paulo, Brazil; 3: University of Manchester

How MNEs Partner with Local Organizations in a Least Developed Economy

Matthew Allen¹, Bakhtiar Rana²
1: Manchester Metropolitan University, United Kingdom; 2: Aalborg University, Denmark

int-2.01: Innovations and Challenges in Global Business Dynamics

Location: **MB702**
Chair: **Dr Oleksandr Shepotylo**, Aston University, United Kingdom; o.shepotylo@aston.ac.uk

Global scaling of game-changer business models to tackle grand challenges: Evidence from agri-food industry

Denanjalee Gunaratne¹, Rudolf R Sinkovics^{1,2}, Noemi Sinkovics^{1,3}
1: Adam Smith Business School, University of Glasgow, United Kingdom; 2: LUT University,

Corporate Social Responsibility

Tao Chen, Hyeyoun Park
University of Surrey, United Kingdom

Forerunners, Laggards, Walkers, and Talkers: Impact of (In)congruent Internal-External CSR Strategies on Market Performance

Kashif Ahmed, Wafa Tariq Waqar, Ralf Bebenroth
Kobe University, Japan

Do We Need a Green Building? Enhancing Firm Performance through Sustainable Practices

Tao Chen, Yuanyuan Fan, Tazeeb Rajwani, Shasha Zhao
University of Surrey, United Kingdom

int-2.02: Advancing Global Innovation: Insights from FDI, Technology, and Procurement

Location: **MB704**
Chair: **Dr Antonis Ballis**, Aston University, United Kingdom; a.ballis@aston.ac.uk

Knowledge spillovers based on patent citation data: A study of the differential impact of the foreign and domestic citations.

Ruchi Sharma¹, Suma Athreya², Hariom Arora¹, Tanmay Sharma¹, Mohd Danish³
1: IIT Indore, India; 2: IIT Delhi, India; 3: Swinburne University, Australia

Giulio Nardella¹, Chris Jones², Yama Temouri³, Stephen Brammer⁴

1: ESCP Business School, Europe; 2: Aston Business School, UK; 3: Khalifa University, UAE; 4: University of Bath, UK

THE USE OF TAX HAVENS AS A REAL OPTION

Chris Jones¹, Alcino Azevedo¹, Nigel Driffield², Izidin El Kalak³, Jeffrey Reuer⁴
1: Aston University, United Kingdom; 2: University of Warwick; 3: Cardiff University, Cardiff Business School; 4: University of Colorado

TAX HAVEN INTERNATIONALIZATION AS MIXED GAMBLE: EVIDENCE FROM LARGE FAMILY FIRMS

Anita Kerai
Indian Institute of Management Kozhikode, India

Panel 3: The Present and Future of International Entrepreneurship

Location: **Susan Cadbury Lecture Theatre**
Chair: **Dr Vahid Jafari-Sadeghi**, Aston University, United Kingdom; v.jafari-sadeghi@aston.ac.uk
International entrepreneurship represents a very lively research field and community of scholars. It is positioned at the crossroads between international business and entrepreneurship and contributes to the former providing a complementary perspective on the internationalization phenomenon. The year 2024 marks an important anniversary for this relatively young topic: 30 years since the publication of Oviatt & McDugall (1994) and 20 years since the publication of Knight & Cavusgil (2004), both on JIBS and both receiving the JIBS decade article award. In this panel, we ask what is the present and the future of a field which attracts many young scholars and is quite popular at international business conferences and journals? What is

Trust in International Public Procurement
Ali Arsalan Pasha, Ari Van Assche
HEC Montreal, Canada

THE RELATIONAL VERSUS TRANSACTIONAL APPROACH OF NON-MARKET STRATEGY AND FIRMS' PERFORMANCE

Mama Zenebou Kone, Helen Higson
Aston University, United Kingdom

The Effects of Intergovernmental Organizations and Institutional Ecologies on Formal and Informal Entrepreneurship

Elizabeth Moore¹, Kristin Brandl², Luis Alfonso Dau³
1: Northeastern University, United States of America; 2: University of Victoria, Canada; 3: Northeastern University, United States of America

Chinese Sales subsidiaries in the UK electronics market

Yingying He
The University of Sheffield, United Kingdom

Maximising Sustainable Development Impacts of Foreign Direct Investment in Africa: Expectations, Host Governments' Priorities, and Policy Design Effectiveness

Nafisat Olawunmi Olabisi
University of Loughborough, United Kingdom

The Impact of Engaging in International Activities on the Innovation Performance of Emerging Market Smaller Firms

Nhan Ton Nguyen
Scotland's Rural College, United Kingdom

Lappeenranta, Finland; 3: InnoLab, University of Vaasa, Vaasa, Finland

Sensemaking to addressing grand societal challenges from the perspective of the rural population.

Ephraim Daka
University of Turku, Turku School of Economics, Finland

Organizational Models of Multinational Enterprises in the Digital World

Esther Tippmann¹, Yixin Qiu¹, Pamela Sharkey Scott²
1: University of Galway, Ireland; 2: Dublin City University, Ireland

Entrepreneurship and Economic Development of Small and Medium Scale Enterprises in Enugu State, Nigeria.

Ogochukwu Sheila Asogwa¹, Hope Ngozi Nzewi², Obiageli Blessing Essel³, Ekene Nwankwo⁴
1: Nnamdi Azikiwe University, Awka; 2: Nnamdi Azikiwe University, Awka; 3: Nnamdi Azikiwe University, Awka; 4: Anambra State Polytechnic, Mgbakwu

Green FDI and technological spillovers in host economies

Dalila Ribaudo¹, Roberta Rabellotti², Vito Amendolagine³
1: Aston University, United Kingdom; 2: University of Pavia; 3: University of Foggia

Harnessing Health Technology Assessment as a criterion for Public Procurement for Innovation

Fernanda Steiner Perin
Birmingham City University, United Kingdom

INTERNATIONAL EXPERIENCE AND POST-ENTRY SPEED OF INTERNATIONALISATION: THE MODERATING ROLE OF BIG DATA ANALYTICS

Chi Vu
Durham University, United Kingdom

the state of this discipline today, disciplines which received so much attention from scholars and contributions as well as criticism? And what is its future? In many works, International Entrepreneurship is depicted as an outcome of globalization processes:...

Panellists:

Gary Knight¹, Antonella Zucchella², Niina Nummela³, Olli Kuivalainen⁴
1: Willamette University, USA; 2: University of Pavia, Italy; 3: University of Turku, Finland; 4: Lappeenranta University of Technology, Finland

PDW: The Agenda for Sustainable International Business: The Agenda for Sustainable International Business: Professional Development Workshop

Location: **Adrian Cadbury Lecture Theatre**

Chair: **Dr Elizabeth Yi Wang**, University of Leeds, United Kingdom; y.e.wang@leeds.ac.uk
The Professional Development Workshop (PDW) is a follow up of an AIB Impact Event, entitled "An Agenda for Sustainable International Business", organised by the Mainstreaming Impact in International Business (MIIB) Initiative of the AIB and the AIB UKI Chapter. The Event attracted a great deal of interests and stimulated further discussions in various institutions

and organisations. As a result, a Sustainable International Business Poster Competition was launched as an action for the Agenda. Supported by a range of AIB components, including MIIB, AIB UKI, AIB LAC, T&E SIG, Sustainability SIG, Digitisation SIG, and WAIB, the Competition aims to address the world's critical sustainability challenges by pooling resources of engaged International Business (IB) scholarship in research and teaching to help organisations engaged with IB activities to add (net positive) value to society. The Competition is operationalised in a way to empower students, educators, and businesses. The PDW has...

Panellists:

Elizabeth Yi Wang¹, Cyntia Vilasboas Calixto Casnici¹, Stefan Zagelmeyer²

1: University of Leeds, United Kingdom; 2: University of Manchester, United Kindom

2:30pm - 3:00pm

Coffee Break
Location: **G63**

Meet the Author: International Business: The New Realities

Location: **G63**
Chair: **Prof Gary Knight**, Willamette University, United States of America; gknight@willamette.edu

SUST-SIG 02: AIB Sustainability SIG - Social Networking (open to all academy)

Location: **G63**
Chair: **Dr Shasha Zhao**, University of Surrey, United Kingdom; shasha.zhao@surrey.ac.uk
Discussant: **Dr Maria Vasileva Ilieva**, Leeds University Business School, United Kingdom; m.ilieva@leeds.ac.uk
Sponsored by the International Business department, Leeds University Business School

3:00pm - 4:15pm

All Academy Panel: 50th Anniversary of the AIB-UKI Chapter Conference
Location: **Great Hall**

Histories of International Business

Mark Casson¹, Jeremy Clegg², Peter Buckley³, Marina Papanastassiou², Margaret Fletcher⁴

1: Reading University, United Kingdom; 2: University of Leeds, United Kingdom; 3: University of Manchester, United Kingdom; 4: University of Glasgow, United Kingdom

4:15pm - 4:30pm

Coffee Break
Location: **G63**

4:30pm - 6:00pm

comp-3.01: Learning, Innovation and Technology in EMs
Location: **MB402**
Chair: **Dr Ziad Elsahn**, Herriot-Watt University, United Kingdom; z.elsahn@hw.ac.uk

Learning from the locally listed subsidiary: Evidence from MNE subsidiaries in India

Mayank Sewak¹, Garima Garg², Anurag Sharma²

comp-3.02: Corruption and SMEs' Export Challenges
Location: **G11**
Chair: **Dr Ines Alvarez Boulton**, Aston University, United Kingdom; i.alvarezboulton1@aston.ac.uk

The curvilinear relationship between digitalization and export propensity: the role of home country corruption in emerging economies

comp-3.03: The Dark Side of IB: Money Laundering, Bribery, and Corruption
Location: **MB411**
Chair: **Dr Irina Surdu**, Warwick Business School, United Kingdom; irina.surdu@wbs.ac.uk

Combating Trade-Based Money Laundering: Do the Financial Action Task Force

comp-3.04: International Entrepreneurship and SME Expansion Strategies
Location: **MB417**
Chair: **Arun Sukumar**, Birmingham City University, United Kingdom; Arun.Sukumar@bcu.ac.uk

LUXURY SMEs GOING GLOBAL: TIMING, SCALE, AND SCOPE OF THE INTERNATIONALIZATION PATHWAY
Matilde Milanese², Andrea Runfolo¹, Simone Guercini²

comp-3.05: Global Crisis Management and Resilience
Location: **MB406**
Chair: **Dr Yama Temouri**, Khalifa University of Science and Technology, United Arab Emirates; yama.temouri@ku.ac.ae

Converging Trend of Corporate Human Rights Policies and Exit Strategy: Multinational Responses to the Russian Invasion of Ukraine

1: Newcastle University Business School, United Kingdom; 2: University of Massachusetts Amherst, USA

Technical Efficiency of MSMEs in India: Measurement and Analysis of Determinants

Puja Priyadarsini Sahoo, K Narayanan
IIT Bombay, India

HOW DOES FIRM'S TECHNOLOGICAL CAPABILITY AND PRESENCE IN INDUSTRIAL CLUSTER AFFECT ITS CROSS-BORDER ACQUISITION BEHAVIOUR?

Sumati Varma¹, Surender Munjal², Amit Soni³
1: University of Delhi, India; 2: Aston University, UK; 3: University of Delhi, India

How Do Multiple Principal Problems affect Internationalization Strategies of Emerging Market Firms?

Shubhabrata Basu, Surender Munjal
Indian Institute of Management Indore, India

comp-3.06: SME Internationalisation and Performance

Location: **MB419**
Chair: **Prof Jeffrey Reuer**, University of Colorado, United States of America; jeffrey.reuer@colorado.edu

How do SMEs foster strategic agility and enhance export performance in turbulent times?

Chao Zhang
Northumbria University, United Kingdom

Firm-level capabilities and response to a negative export shock: 2014 Russian embargo on the West

Mathias Juust
University of Tartu, Estonia

Navigating Small and Medium Enterprises internationalisation in an emerging economy: The role of innovation and certification in overcoming Corruption Barriers

Moses Mmadubuko, Pearl Gyan- Amponsah, Daniel Mafulul, Behnaz Haj Mohammadi
Aston University, United Kingdom

int-3.01: Diverse Perspectives on Education and Entrepreneurship

Location: **MB704**
Chair: **Dr Cyntia Calixto**, University of Leeds, United Kingdom; C.Casnici@leeds.ac.uk

A Study of Returnee Entrepreneurship Ecosystem: The case of Ghana

Recommendations Bite?

Sami Bensassi¹, Arisyi Raz²

1: University of Birmingham, United Kingdom; 2: Universitas Indonesia

Determinants and impact of foreign invested firms' bribery: an interactive approach from institutional and resource-based perspectives

Linjie Li
BPP University, United Kingdom

CORRUPTION PERCEPTION ACROSS CULTURES: A CONFIGURATIONAL ANALYSIS OF THE GLOBE STUDY

Ursula F. Ott
Nottingham Trent University, United Kingdom

Do (Good) Firms Behave in Ways that Theory Suggests? The Quest for Legitimacy and Entry Mode Choices of Socially Performing Multinationals

Huimin Liang¹, Irina Surdu¹, Nigel Driffield¹, Giulio Nardella²
1: Warwick Business School, United Kingdom; 2: ESCP Business School, London, United Kingdom

Panel 4: Geopolitics, Globalisation and Economic Growth

Location: Susan Cadbury Lecture Theatre

Chair: **Prof Suma Athreye**, University of Essex, United Kingdom; suma.athreye@essex.ac.uk
Geopolitics has been a crucial driver of globalization and growth throughout history, a fact that has often been overlooked by

1: University of Perugia, Italy; 2: University of Florence, Italy

Network patterns and international marketing capabilities of immigrant entrepreneurs in Poland

Izabela Kowalik, Agnieszka Pleśniak, Maia Maziashvili, Lidia Danik
Warsaw School of Economics, Poland

CEE firms' outward internationalization failures: a literature review

Tiia Vissak
University of Tartu, Estonia

Panel 5: Meet the Editors

Location: Adrian Cadbury Lecture Theatre

Chair: **Prof Pawan Budhwar**, Aston University, United Kingdom; p.s.budhwar@aston.ac.uk
1. Journal of International Business Studies 2. Journal of International Business Policy 3. International Business Review 4. Journal of World Business 5. International Marketing Review 6. Journal of Industrial and Business Economics 7. Critical Perspectives on International Business 8. Data in Brief 9. Transnational Corporations

Tatiana Lukoianove¹, James Agarwal², Quan Li³

1: Binghamton University, Canada; 2: University of Calgary; 3: Texas A&M

PRIVACY LAW, NATIONAL CULTURE, AND ARTIFICIAL INTELLIGENCE INNOVATION AROUND THE WORLD

David Yoon¹, Mustapha Belkhouja², Luis Dau³
1: University of Leeds, United Kingdom; 2: Grenoble Ecole de Management; 3: Northeastern University

Decoding the Divestment Enigma: Unveiling the Impact of Host Political Risks, Experience, and Peer Reactions on Foreign Divestment Strategies

Ha Nguyen
University of Sussex Business School, United Kingdom

waib-sm: Speed Mentoring

Location: MB404

Chair: **Prof Margaret Fletcher**, University of Glasgow, United Kingdom; margaret.fletcher@glasgow.ac.uk
Discussant: **Dr Melanie Hassett**, University of Sheffield, United Kingdom; melanie.hassett@sheffield.ac.uk

Mia Hsiao-Wen Ho¹, Lan-Lung {Luke} Chiang², Chun-Yueh Chang³, Sun Yi Mirage Hang¹

1: National Taiwan University, Taiwan; 2: Yuan Ze University, Taiwan; 3: National Sun Yat-sen University, Taiwan

One Size Doesn't Fit All: A Configurational Perspective on Rapid Internationalization and Export Performance in SMEs

Ash Sadeghi¹, Omid Aliasghar²

1: University of Leicester, United Kingdom; 2: University of Auckland

Internationalization Process, Network, Motives and Barriers of Swiss SMEs in Swiss Medical Device sector

Daniele Scarabello¹, Lynn L.K Lim², Swetketu Patnaik³

1: LoccoZ GROUP, Switzerland; 2: University of Applied Sciences and Arts Northwestern Switzerland; 3: Anglia Ruskin University, United Kingdom

The role of managers' overconfidence in SMEs' initial foreign location choice

Nico Troiani, Edith Ipsmiller, Florian B. Zapkau

Vienna University of Economics and Business (WU Vienna), Austria

Nana Araba Asiedua Wilson

Nottingham Trent University, United Kingdom

SUBSIDIARY MANDATES AND PROPERTY RIGHTS ALLOCATION IN THE MNE

Ed Gillmore¹, Marty Reilly²

1: Jonkoping international business school; 2: Dublin City University

A Reflection on the Paradoxes of Responsibilized Disability Management in Higher Education

Olivia Tomlinson

Manchester Metropolitan University, United Kingdom

Exploring how students perceive the use of an academic planner on clinical placements

Sophie-Rose Ekitok

University of Leeds, United Kingdom

Using the decolonising the curriculum debate as an inspiration for curriculum redesign – The case of the “International Business Strategy” course unit on a Global MBA program

Stefan Zagelmeyer

University of Manchester, United Kingdom

international business scholars who have traditionally viewed globalization as an open opportunity for all capable firms and supportive governments. However, historical patterns show that modern globalization has thrived under unequal power regimes, with the dominance of Britain and later the United States, which facilitated global economic integration through initiatives like the Marshall Plan and support for countries like South Korea to counterbalance influences from Russia and China. This historical context highlights that opportunities for globalization and growth have been unevenly distributed, often favoring geopolitical allies of dominant powers. Recent empirical studies suggest that sustained growth is less about liberal trade policies and more about how states align their policies with the interests of multinational enterprises (MNEs), with the...

Panellists:

Andrew Godley¹, Nigel Driffield², Michael Witt³

1: University of Sussex, United Kingdom; 2: Warwick Business School, United Kingdom; 3: King's College London, United Kingdom

Editors:

Pervez Ghauri¹, Ari Van Assche², Roger Strange³, Ulf Andersson⁴, Olli

Kuivalainen⁵, Davide Castellani⁶, Rudolf Sinkovics⁷, Noemi Sinkovics⁷, Heinz Tuselman⁸

1: University of Birmingham, United Kingdom; 2: HEC Montréal, Canada; 3: University of Sussex, United Kingdom; 4: Mälardalen University, Sweden; 5: Lappeenranta University of Technology, Finland; 6: University of Redeaing, United Kingdom; 7: University of Glasgow, United Kingdom; 8: Manchester Metropolitan University

7:00pm

-

11:30pm

Gala Dinner

Location: **Birmingham Council House Banqueting Suite**

Date: Saturday, 06/Apr/2024

8:00am - 9:00am **Teaching Café 2: Formative Feedback in a Multicultural Classroom**

Location: **MB411**

Chair: **Dr Stefan Zagelmeyer**, University of Manchester, United Kingdom; stefan.zagelmeyer@manchester.ac.uk

Increasing international student mobility has led to the prevalence of multicultural classrooms in business and management education. In a multicultural classroom, where students come from different cultural backgrounds and may have different expectations, preferences and experiences, formative feedback can pose some challenges. Among other things, this concerns the content, the channels and the communication of feedback, and student responses to and engagement with feedback. In this Teaching Café, we will share experiences and discuss how we as educators can address the challenges of providing formative feedback in a multicultural classroom. It will be organized around two brief interventions by the facilitators, which will (i) introduce the recommendations of the current state of pedagogical research and (ii) summarise the first findings of the empirical research on the topic. The central part of the Teaching Café will discuss ideas and practical solutions to overcome the challenges...

9:00am - 10:00am **Keynote 02: Governance of the MNE and Policy Analysis**

Location: **Great Hall**

Chair: **Prof Peter Buckley**, University of Manchester, United Kingdom; peter.buckley-2@manchester.ac.uk

Multinationals face "The Rise of the National" - a return to policies advocated by Friedrich List (1841) (Tariffs represent investment in future Technology. National Systems of Innovation) and the introduction of Industrial Policies (including "Green" policies, and in the USA the Chips Act, Pure List, Inflation Reduction Act (IRA)) . In response, multinationals are devising resilience strategies in the era of "slowbalisation". This presentation examines these strategies using a time profile to cover - Immediate Imperatives Short- Term Strategies Long -Term Strategies Long Long-Term Strategies (N.B. Globalization not in reverse - slower growth in some areas. In others e.g., data transfers, globalization is accelerating.) MNE strategies must respond to policy changes and other challenges. Success will be dependent on flexibility and the capacity to innovate. Perhaps these characteristics are the ultimate long run "firm specific advantages."

10:00am - 10:30am **Coffee Break**

Location: **G63**

10:30am - 12:00pm **comp-4.01: Social and environmental challenges**

Location: **MB408**

Chair: **Dr Stefan Zagelmeyer**, University of Manchester, United Kingdom; stefan.zagelmeyer@manchester.ac.uk

A race to the top or the bottom? FDI, labour markets and migration

Nigel Driffield¹, Holger Görg², Yama Temouri³, Xiaocan Yuan¹

1: Warwick Business School, United Kingdom; 2: Kiel Institute for the World Economy, Germany; 3: Khalifa University, UAE

Workplace Integration of Refugee Employees:

Robin Pesch¹, Ebru Ipek²

1: Northumbria University, United Kingdom; 2: San Francisco State University, United States

Heterogeneous Impact of the Emission Trading Scheme on Chinese Firms' Exports : From Compliance to green exporting

Rushi Chen, Peter Howley, Effie Kesidou

University of Leeds, United Kingdom

ENVIRONMENTAL TRANSPARENCY, INTERNATIONAL ORIENTATION OF FIRMS, AND ECO-INNOVATION IN EMERGING MARKETS

comp-4.02: Institutional Dynamics in Emerging Markets

Location: **MB411**

Chair: **Prof Heinz Tuselmann**, Manchester Metropolitan University, United Kingdom; h.tuselman@mmu.ac.uk

Climbing down and up the institutional ladder: international alliance due diligence

Catherine Elizabeth Georgiou¹, Nigel Driffield², Jeffrey J. Reuer³, Hossam Zeitoun²

1: Royal Holloway University of London, United Kingdom; 2: University of Warwick, Warwick Business School; 3: University of Colorado Boulder, Leed Business School

SOMETHING BORROWED, SOMETHING NEW: THE INTERPLAY BETWEEN TRADITIONAL AND NON-TRADITIONAL FIRM-SPECIFIC ADVANTAGES OF EMERGING MULTINATIONALS

Carmen Stoian¹, Roger Fon²

1: University of Kent, United Kingdom; 2: Northumbria University, United Kingdom

Varieties of institutional systems, ownership characteristics and

comp-4.03: International Marketing in an Ever-Evolving World

Location: **MB402**

Chair: **Dr Reza Marvi**, Aston Business School, United Kingdom; r.marvi@aston.ac.uk

Virtual stars with real hearts! Understanding consumer engagement towards metaverse influencers: A multi-country perspective

Amit Shankar¹, Aman Kumar², Abhishek Behl³, Vijay Pereira⁴

1: IIM Vishakhapatnam, India; 2: IIM Vishakhapatnam, India; 3: Management Development Institute Gurgaon, India; 4: NEOMA Business School, France

Exploring and Investigating the International Marketing Strategies of Digital British SMEs through the Lens of the Signalling Theory

Moe Roohanifar¹, Olli Kuivalainen², Vijay Pereira³

1: Manchester Metropolitan University, United Kingdom; 2: LUT University; 3: NEOMA Business School

Entrepreneurial orientation and internationalization of Indian MNEs: the moderating role of institutional fragility

comp-4.04: Innovation and Technology in Emerging Markets

Location: **MB404**

Chair: **Prof Somnath Lahiri**, Illinois State University, United States of America; slahiri@ilstu.edu

Hidden champions' business strategies: A Social Network Analysis of Chinese companies

Stefano Ghinoi, Kim Bui, Yanga Wu

University of Greenwich, United Kingdom

Pathway of Breaking the Innovation Trap? OFDI, GVC Governance, and Domestic Innovation in Emerging Economies: Evidence from Chinese MNEs

Tao Zou

King's College London, United Kingdom

Technological capability upgrading of emerging market enterprises: The impact of speed and regularity of cross-border acquisitions

Somnath Lahiri¹, Surender Munjal², Peter Buckley³

1: Illinois State University, USA; 2: Aston University, UK; 3: The University of Manchester, UK

comp-4.05: Organisational Resilience and Adaptation

Location: **MB417**

Chair: **Dr Giulio Nardella**, ESCP Business School, United Kingdom; gnardella@escp.eu

MNC Resilience during Re-globalization

Yi Sun¹, Yongjiang Shi¹, Ke Rong²

1: University of Cambridge; 2: Tsinghua University

Maintaining Agility during the COVID-19 Crisis: A Study on Indian Born Global Firms

Amrita Manohar¹, Eleni Lioliou², Martha Prevezer², George Saridakis³

1: University of Leeds, United Kingdom; 2: Queen Mary University of London, United Kingdom; 3: University of Kent, United Kingdom

The Role of Diaspora Networks in Supporting Internationalisation of a UK Healthcare SME into Developing Countries

Unisa Dizo-Conteh¹, Misagh Tasavori², Bahare Afrahi³

1: Kingston University London, United Kingdom; 2: University of Essex,

Sorin Kramer, Alvaro Cuervo Cazurra, Lichao Wu, Lan Lin
University of Surrey, United Kingdom

cross-border acquisitions: A comparative study of Brazil and China

Yingdan Catherine Cai
UWE, United Kingdom

Is the Glass Half Full or Half Empty? Underestimating vs Overestimating Institutional Distance and the Importance of Managers' Cognitive Traits

Goudarz Azar¹, Georgios Batsakis^{2,3}, Rian Drogendijk⁴

1: Middlesex University London; 2: Alba Graduate Business School; 3: Brunel University London; 4: University of Groningen

comp-4.06: Market Entry Strategies and Export Intensity

Location: **MB419**

Chair: **Dr Ash Sadeghi**, University of Leicester, United Kingdom; as1384@le.ac.uk

Home Country Institutions and Location Choice

Decisions: A Microfoundation Perspective of Decision Maker's Dynamic Capabilities

Aditi Sarkar Sengupta
TECHNICAL UNIVERSITY OF MUNICH, Germany

comp-4.07: Political Connections and Strategic Non-Market Approaches

Location: **MB406**

Chair: **Prof Suma Athreye**, University of Essex, United Kingdom; suma.athreye@essex.ac.uk

Press the flesh: Political Connections in Cross-border Mergers and Acquisitions

Tao Chen, Hyeyoun Park, Tazeeb Rajwani
University of Surrey, United Kingdom

EXPORT INTENSITY OF FOREIGN SUBSIDIARIES OF MULTINATIONAL ENTERPRISES: AN INTEGRATIVE PERSPECTIVE

Quyên Nguyen
University of Reading, United Kingdom

Temporal Crossroads in FDI: Political Capacities and the Relevance of History in South-South Geopolitics

Stephanie Tonn Goulart Moura, Thomas Lawton, Damian Tobin
University College Cork, Ireland

THE IMPACT OF THE VALUE CHAIN DIGITALIZATION ON THE INTERNATIONAL PERFORMANCE OF BORN-DIGITAL SMEs

Ioan-Iustin Vadana, Olli Kuivalainen, Lasse Torkkeli, Sami Saarenketo
LUT University, Finland

The Impact of Political Connections on Tax Aggressiveness

Mama Z Kone, Ha-Phuong Luong
Aston University, United Kingdom

Drivers of Internationalization of INVs

Rishika Nayyar, Vikrant Shirodkar
University of Sussex Business School, University of Sussex, United Kingdom

MNEs Collaboration to Align the Product Lifecycle to Mitigate Climate Change Issues through Institutional Pressure: MNEs in Colombia

Salman Kimiagari, Luis Felipe Villa Ruiz, Kush Patel, Sahil Ahuja, Connor Belsher
Thompson Rivers University, Canada

comp-4.08: Failure and success in SME Internationalisation

Location: **G11**

Chair: **Dr Razieh Sadraei**, Coventry University, United Kingdom; ad9531@coventry.ac.uk

Eco-innovation and Exporting: Learning from Failure

Bettina Becker¹, Effie Kesidou², Priit Vahter³
1: Durham University; 2: University of Leeds; 3: University of Tartu

Emotions and failure in SME internationalization. A network perspective

Tairi Leis¹, Niina Nummela²
1: University of Tartu, Estonia; 2: University of Turku, Finland

Foreign Divestment and Shareholder Value Creation: Role of Firm and Subsidiary Age

Arshed Iqbal¹, Jamshed Iqbal², Arto Ojala¹
1: University of Vaasa, Finland; 2: Jyväskylä University, Finland

Strategic Retreats Under Sanctions: Analyzing the

Towards Internationalization of African Banks: Strategy, Legitimacy and Sustainability

Mesiet Kamihanda², Miguel Torres¹, Hafsa El Bekri²

1: University of Kent, UK; 2: UEMF, Business School, Morocco

int-4.01: Strategic Insights in International Business Operations

Location: **MB702**

Chair: **Dr Seçil Danakol**, Aston University, United Kingdom; s.danakol@aston.ac.uk

Talent Management Strategic Approach in Saudi Arabian Oil and Gas Industry: Effectiveness Performance Matters

Abdullah Alshehri^{1,2}, John Mulyata¹, Frederic Boy¹
1: Swansea University, United Kingdom; 2: Jazan University, Kingdom of Saudi Arabia

FDI Motivations and Foreign Ownership Choice of Emerging Multinational Enterprises: The Role of Boards of Directors

Ayşe Kayacı^{1,2}
1: Dicle University, Türkiye; 2: University of Reading, Henley Business School, United Kingdom

The FLUIDITY OF FOREIGNNESS: JAPANESE FDI IN THE U.S., 1970s-1990s

Ziad Elsahn¹, Emily Buchnea², Nicholas Wong²

United Kingdom; 3: Kingston University London, United Kingdom

The Contingent Effects of Challenge Stressors and Hindrance Stressors on Multinational Corporations' Subsidiary Performance

Chong Yu¹, Matthew Robson², Zhaleh Najafi-Tavani³, Ghasem Zaefarian³

1: Middlesex University London, United Kingdom; 2: Cardiff University; 3: University of Leeds

int-4.02: Exploring Entrepreneurial Frontiers: AI, Internationalization, and Gender Perspectives

Location: **MB704**

Chair: **Dr Dalila Ribaudó**, Aston University, United Kingdom; d.ribaudó@aston.ac.uk

The mediating Role of Artificial Intelligence Capabilities on the Relationship Between Digital Transformation and SME Internationalization

Yasaman Yazdanpanah
Aston university, United Kingdom

International boundary spanning of SMEs in a smaller town entrepreneurial ecosystem

Kaarina Ann Vieru¹, Ekaterina Albats¹, Henri Hakala¹, Olli Kuivalainen¹, Sarah Jack², Alice Ashcroft³

1: LUT University, Finland; 2: Department of Entrepreneurship and Strategy, Lancaster University; 3: Digital Heard Ltd

Innovative Horizons: The Dual Impact of AI

& Born Globals: A Holistic View

Madhurima Basu, Rajesh Srinivas Upadhyayula
IIM Kozhikode, India

What issues require MNEs to work alone, in conjunction with other MNEs, or in collaboration with non-profit and governmental partners to solve economic Grand Challenges?

Salman Kimiagari, Mohammad Nishan, Monica Ruiz, Nneoma Orji, Ugochi Nwangwu
Thompson Rivers University, Canada

Minimum Global Tax: Winners and Losers in the race for Mergers and Acquisitions

Vito Amendolagine¹, Randolph Luca Bruno², Maria Cipollina³, Gianluigi De Pascale¹

1: University of Foggia, Italy; 2: University College London, United Kingdom; 3: University of Molise, Italy

Configurational Dynamics of Capability Gaps in Micro-Multinational De-internationalization

Vahid Jafari-Sadeghi¹, Adah-Kole Emmanuel Onjewu², Hannan Amoozad Mahdiraji³, Roseline Wanjiru²

1: Aston University, United Kingdom; 2: Northumbria University, United Kingdom; 3: University of Birmingham, United Kingdom

1: Herriot-Watt University, United Kingdom; 2: Northumbria University

MNEs and Start-up Growth

Davide Castellani¹, Martin Andersson², Claudio Fassio³, Viroj Jienwatcharamongkhol⁴, Riccardo Marzano⁵

1: Henley Business School, United Kingdom; 2: Blekinge Institute of Technology, Sweden; 3: Lund University, Sweden; 4: Blekinge Institute of Technology, Sweden; 5: University of Pisa, Italy

on Entrepreneurial Success and Regional Advancement

Hanan Alsharah, Femi Olan, Rama Kummita
University of Essex, United Kingdom

International Expansion of Firms and Business Model Importer as Entrepreneur —Case of Macdonald Japan and Den Fujita—

Takahide Yamaguchi
University of Hyogo, Japan

Challenges and Opportunities for Future Female Founders in Austria

Marie-Therese Claes, Anett Hermann
Vienna University of Economics and Business, Austria

Panel 6: Bringing AIB's Ethics Alive for Today

Location: **Susan Cadbury Lecture Theatre**

This panel will explain both the anatomy of ethics within the AIB and the operation of ethical processes. As AIB members, many of you will know that the Academy has three codes of ethics: the Member Code of Ethics, Leadership Code of Ethics and the Journals Code of Ethics covering its three journals. Our panel will kick off with an explanation of the nature of these three codes (to be found at: <https://www.aib.world/about/policies/>). We will also explain how AIB generates, revises and updates, its ethical rules and how it implements and enforces them. One thing that we all learn is that it is surprisingly easy, if not to transgress, then to come perilously close to transgressing. Understanding the pitfalls that are out there is particularly important today, given digitalisation and – dare we say it – the rise of artificial intelligence (AI). Our panellists are right at the heart of the ethical dimension to the AIB. Rosalie Tung, as Editor-in-Chief (EIC) of the Journal of International...

Panellists:

Jeremy Clegg¹, Gary Knight², Ari Van Assche³, Pawan Budhwar⁴

1: University of Leeds, United Kingdom; 2: Willamette University, USA; 3: HEC Montréal, Canada; 4: Aston University

Panel 7: Replicability in International Business Research

Location: **Adrian Cadbury Lecture Theatre**

Chair: **Dr Agelos Delis**, Aston University, United Kingdom; a.delis@aston.ac.uk

In recent times, various academic fields, natural sciences, psychology and economics, have experienced scandals and negative publicity after several high-profile academic articles had to be retracted. One of the reasons was that their findings were not replicable. The implications of these events extend beyond academia, potentially eroding public trust and confidence in scientific discoveries. This panel will discuss: a) whether the field of International Business Research is immune to such developments, b) how the issue of replicability might affect future research in International Business, c) what steps IB journals take to tackle the issue and d) what are the lessons from other academic fields. Please join this panel in its attempt to address the questions raised above with an aim to contribute to the dialogue within the International Business academic community about the topic of replicability.

Panellists:

Noemi Sinkovics³, Roger Strange², Tomasz

Mickiewicz¹, Luis Alfonso Dau⁴

1: Aston University, United Kingdom; 2: University of Sussex, United Kingdom; 3: University of Glasgow, United Kingdom; 4: Northeastern University, USA

12:00pm Lunch

Location: **Conference Aston Restaurant**

1:00pm

1:00pm - 2:30pm
Book: The AIB-UKI Palgrave Book Presentation
Location: **Adrian Cadbury Lecture Theatre**

Chair: **Prof Olli Kuivalainen**, LUT University, Finland; olli.kuivalainen@lut.fi
Discussant: **Prof Rudolf Sinkovics**, University of Glasgow, United Kingdom; rudolf.sinkovics@glasgow.ac.uk

comp-5.01: Global Strategy and Corporate Governance

Location: **MB408**
Chair: **Dr Melanie Hassett**, University of Sheffield, United Kingdom; melanie.hassett@sheffield.ac.uk

Regional Heads: A Strategic Leadership Structural Form and its Impact on MNE Regional Performance

Sheryl Tang¹, Dimitrios Georgakakis², Winfried Ruigrok¹

1: University of St.Gallen, Switzerland; 2: University of Leeds, United Kingdom

Global Board Reform and Accounting Conservatism

Chenghao Huang¹, Yang Liu², Siyang Tian³, Yujie Zhu²

1: Nanchang University, China; 2: Southwestern University of Finance and Economics, China; 3: University of Sussex, United Kingdom

Unravelling the economic performance implication of foreign direct investment for emerging market firms: The case of India

Olufemi Aluko¹, Mohammad Ahammad², Surender Munjal³, Ali Raza⁴

1: University of Leeds, United Kingdom; 2: University of Leeds, United Kingdom; 3: Aston University, United Kingdom; 4: University of Leeds

comp-5.02: Digital Technologies and International Business Strategy

Location: **MB402**
Chair: **Dr Valerio Veglio**, University of Pavia, Italy; valerio.veglia@unipv.it

MNEs contribute to the Circular Economy through broader corporate sustainable objectives and Digital Twins: A take on industry 4.0 using embedded sustainable IoT measures in the Information Technology Industry.

Salman Kimiagari
Thompson Rivers University, Canada

Does Physical Infrastructure Matter for Digital Internationalization? Performance Implications for Going-Digital Retail MNEs

Georgios Batsakis^{1,2}, Vasilis Theoharakis³, Chengguang Li⁴, Palitha Konara⁵

1: Alba Graduate Business School, The American College of Greece; 2: Brunel Business School, Brunel University London; 3: Cranfield School of Management, Cranfield University; 4: TUM School of Management, Technical University of Munich; 5: University of Essex Business School, University of Essex

Exploring how big data analytics influences the degree of internationalization: The role of performance feedback, technological

comp-5.03: CSR, corruption, investment and postcolonialism

Location: **MB404**
Chair: **Prof Matthew Allen**, Manchester Metropolitan University, United Kingdom; matthew.allen@mmu.ac.uk

Extraterritorial Anticorruption Enforcement and Global Assets Reallocation: Evidence from U.S. Banks

Yuxi Cheng¹, Tao Wu²
1: University of Liverpool, United Kingdom; 2: CUHK-Shenzhen

Moving beyond Delinking, Decoloniality and the Pluriverse: Reflections on the 'Decolonizing International Business' Debate
Stefan Zagelmeyer
University of Manchester, United Kingdom

The Drivers of Foreign Direct Investment from Non-Energy Multinational Enterprises in Energy Sector

Tong Zhu¹, Tong Yin²
1: University of Dundee, United Kingdom; 2: University of Birmingham, United Kingdom

comp-5.04: Social Innovation and the MNE

Location: **G11**
Chair: **Dr Ines Alvarez Boulton**, Aston University, United Kingdom; i.alvarezboulton1@aston.ac.uk

Examining the role of social enterprises in deriving social innovation and shared value in Hong Kong

Hamid Khurshid¹, Robin Stanley Snell², Crystal Xinru Wu³

1: Hong Kong Metropolitan University.; 2: The Hang Seng University of Hong Kong.; 3: The Hang Seng University of Hong Kong.

Market or Community? An Institutional Logics Interpretation of how MNE Subsidiaries Respond to Mandated Social Innovation in India

Irene Chu¹, Mayank Sewak¹, Rohit Trivedi²
1: Newcastle University Business School, Newcastle University, United Kingdom; 2: Faculty of Management and Law, University of Bradford, United Kingdom

Beyond Economic Value Capture: Developed Country MNEs' Motivations Behind Digital Knowledge Transfer to Underprivileged Communities in India

Sakshi Satish Gajbhiye¹, Lin Dong², Xiaohui Liu³

1: University of Birmingham, United Kingdom; 2: University of Birmingham, United Kingdom

comp-5.05: Insights into Global Investment Dynamics: Perspectives from Emerging Economies

Location: **MB702**
Chair: **Prof Jun Du**, Aston University, United Kingdom; j.du@aston.ac.uk

Demystifying the Foreign Direct Investment and Socio-Political Risk Situation in the Nigerian Economy.

Elizabeth Johnson
Sheffield Hallam University, United Kingdom

Russian Export Specialization Amid Increasing Sanctions: An analysis of RCA, RSCA, and TBI

Aaron Stephens¹, Jin-Woong Yoo²
1: Hartwick College, United States of America; 2: Hertfordshire Business School; University of Hertfordshire UK

The internationalising region: Determinants of regional outward FDI from Mexico

J Eduardo Ibarra-Olivo¹, Simona Iammarino², Lucia Piscitello³
1: Henley Business School, United Kingdom; 2: University of Cagliari, Italy; 3: Politecnico di Milano, Italy

Why Stop Now? The Institutional Deterrence Effect and FDI into Tax Havens

comp-5.06: Advancements in International Business: Social Enterprises, Smart Cities, and Low-Carbon Knowledge Transfer

Location: **MB406**
Chair: **Dr Maria Vasileva Ilieva**, Leeds University Business School, United Kingdom; m.ilieva@leeds.ac.uk

Social Business and Cybersecurity Capability: An Analysis of International Small and Micro Social Enterprises

Behnaz Haj Mohammadi¹, Vahid Jafari-Sadeghi¹, Arun Sukumar², Moses Mmadubuko¹
1: Aston University, United Kingdom; 2: Birmingham City University, United Kingdom

Smart city reporting: a Systematic Literature Review

Paolo Pietro Biancone, Silvana Secinaro, Valerio Brescia, Davide Calandra, Ginevra Degregori
University of Turin, Italy

How do IJVs Facilitate Knowledge Transfer Speed in the Low-carbon Sector? An Interaction between Dynamic Capabilities and Organisational Relationships

Linlan Huang¹, Huan Zou²
1: Birmingham City University; 2: SOAS, University of London

discontinuity and organizational legitimacy

Chi Vu
Durham University, United Kingdom

Latecomer development, Chinese style: A configurational approach to firm-level learning, technological capability building, and innovation

Steffen Wolfer
TH Köln - University of Applied Sciences, Germany

comp-5.07: International Business Education and Knowledge Transfer

Location: **MB417**
Chair: **Prof Margaret Fletcher**, University of Glasgow, United Kingdom; margaret.fletcher@glasgow.ac.uk

Making IB Research Impactful: An Analysis of UK Research Excellence Framework Impact Case Studies

Nikolaos Papageorgiadis¹, Frank McDonald², Malika Ben Kahla³, Yingqi Wei⁴
1: University of Liverpool, United Kingdom; 2: Leeds University Business School, United Kingdom; 3: University of Liverpool, United Kingdom; 4: Leeds University Business School, United Kingdom

Embeddedness in cross border business context: the review and the research agenda

Ngoc Nguyen, Yen Tran
Heriot Watt University, United Kingdom

A qualitative study on the internationalization of seven Italian art and archaeological museums

Barbara Francioni¹, Tiia Vissak²
1: University of Urbino Carlo Bo, Italy; 2: University of Tartu, Estonia

The Making of Transnational

comp-5.08: Geography, Innovation, and Strategic Re-entry

Location: **MB419**
Chair: **Prof Davide Castellani**, Henley Business School, United Kingdom; davide.castellani@henley.ac.uk

Enhancing the Attractiveness of EU Regions to Foreign Direct Investment in High-Value Knowledge-Intensive Sectors: What Factors and Policies Matter?

Iulia Siedschlag¹, Weijie Yan², Nigel Driffield³
1: Economic and Social Research Institute Dublin, Ireland; 2: E.CA Economics, London, United Kingdom; 3: Warwick Business School, University of Warwick, United Kingdom

The evolution of business model of offshoring process from manufacturing to innovative activities: the innovativeness of offshored R&D projects

Assylbek Nurgabdeshev¹, Sanat Kozhakhmet²
1: Heriot-Watt University, United Kingdom; 2: Oxford Brooks University, United Kingdom

When Exit is Not the End: A Penrosean Perspective on the Speed of MNEs'

Kingdom; 3: University of Birmingham, United Kingdom

Panel 8: Commonwealth Under Global Economic Uncertainties

Location: **Susan Cadbury Lecture Theatre**

Chair: **Prof Peter Buckley**, University of Manchester, United Kingdom; peter.buckley-2@manchester.ac.uk
Discussant: **Prof Jeremy Clegg**, University of Leeds, United Kingdom; j.j.clegg@lubs.leeds.ac.uk
This is 12th edition from the series of panels organized by the Commonwealth Research Network on International Business (CRN-IB) at the AIB UK & Ireland conference. With the support of the AIB and leading academics from around the globe, the CRN-IB was established at a special session during the Annual European International Business Conference in Brighton in 2012. It aims to bring together and strengthen relationships and dialogue between academic, businesses and policymaking bodies working on and in Commonwealth countries.

Panellists:

Arif Zaman^{1,2}, Jodie Keane³, Brendan Vickers⁴, Roseline Wanjiru⁵, Shamima Zehra⁶, Sungeeta Khorana⁷, Surender Munjal^{7,8}, Lord Syed Kamall⁹

1: Institute of Commonwealth Studies, University of London, United Kingdom; 2: Bloomsbury Institute, United Kingdom; 3: Overseas Development Institute, United Kingdom; 4: International Trade Policy Section, Commonwealth Secretariat, United Kingdom; 5: Northumbria

Giulio Nardella¹, Johan Rewilak², Yama Temouri³, Stephen Brammer⁴

1: ESCP Business School, United Kingdom; 2: University of South Carolina, USA; 3: Khalifa University, UAE; 4: University of Bath, United Kingdom

Educational Enterprises: Global-local networks and the denationalization of English independent schools

HELEN HU¹, JOHN BRYSON², JONATHAN BEAVERSTOCK³

1: The London School of Economics and Political Science (LSE), United Kingdom; 2: The University of Birmingham; 3: The University of Bristol

Foreign Market Re-entry

Taha Ebrahimnazari¹, Jean-Luc Arregle¹, Addis Gedefaw Birhanu¹, Paul W. Beamish²

1: Emlyon Business School, France; 2: Ivey Business School, Western University, Canada

Survival Symphony: Unravelling the S-Curve of Foreign Subsidiary Age and Survival

Ha Nguyen, Roger Strange

University of Sussex Business School, United Kingdom

University, United Kingdom; 6: High Commission in London, United Kingdom; 7: Aston University, United Kingdom; 8: CRN-IB, United Kingdom; 9: House of Lords, United Kingdom

2:30pm - 3:00pm AIB UK&I Membership Meeting
Location: **G11**

Post-Conference

The following registration type will receive the post-conference e-book:

- Regular delegate (includes registration fee, dinner, and e-book)
- Late Fee for registration from 25 March onward.

WiFi and Internet Connection

The Cloud Wi-Fi access is available throughout the Aston University Campus and Conference Centre, completely free of charge. To connect to the Wi-Fi, please follow these instructions:

- Once on campus, go to your phone's/laptop's **Wi-Fi settings**.
- From the list of available networks, select and connect to “**_The Cloud**”.
- Upon connecting, you should be redirected to The Cloud's **login page**.
- Press/click on the **continue** button.
- If you already have an account with Cloud, please use your credentials here to **log in**. If not, choose the “**Create account**” option and follow the instructions on the screen to make an account.
- Once you've created an account/logged in you will be granted access to a fully working fast internet connection. Enjoy!

Special Requirements

The conference should be easily accessible to all throughout, however, if you do have any special requirements e.g., mobility adjustments etc. that need to be made, please contact us via email to let us know so we may make the necessary arrangements.

Fire Assembly Point

There is a fire test at 9 AM on Thursday mornings.

Should the alarm go off at any other time please evacuate the building. You will be directed to the assembly point near the Student Union Building.

Recordings

Please note: Photographs and videos of the event will be recorded and may be used to publicise the work of Aston University, on their website and social media channels including Twitter and newsletters, as well as to share them with the conference delegates after the event. A reminder about the filming and photography will be shared at the start of the conference.

There will also be photography at the Gala Dinner so, if you would not like your picture/video taken, then please speak directly to the photographer.

Thank You to Our Funders

We would like to give our funders from **Aston Business School** a huge thank you for their contributions and support for the 50th AIB-UKI 2024 Conference.

Contact Information

Please feel free to reach out to us with any further enquiries or questions you may have about the conference, by emailing us at aibuki2024@aston.ac.uk

Thank you!

AIB-UKI 2024 Conference Organisers
Aston Business School, Aston University
Birmingham, United Kingdom

aibuki2024@aston.ac.uk

<https://www.aib-uki.org/conference.html>

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