



## 48th Academy of International Business UK & Ireland Chapter Conference

AIB-UKI 2021 Conference

International Business: Mega Trends and the need of rethinking current  
terminologies

UNIVERSITY OF GREENWICH BUSINESS SCHOOL  
14-16 APRIL, 2021 (ONLINE)



---

# Welcome

---

Welcome to London and to the University of Greenwich. We are excited to be hosting the 48th Academy of International Business UK & Ireland Chapter Conference. We are very excited since this will be the first ever online AIB-UK&I conference.

International Business is challenged by some states where globalisation is not seen as a necessary vehicle for prosperity and economic growth. Businesses face obstacles to internationalise their operations in markets when higher tariffs are imposed. A big question emerges: Will economies focus more on their domestic markets rather than opening them to FDI and international trade? The AIB-UK&I conference in Greenwich will examine those challenges by stimulating interesting discussions. The Mega Trends in International Business offer an interesting angle on those topics and their implication for research. Moreover, for many years the International Business research community has been referring to emerging markets, those terminologies can be challenged by asking the right questions in the right setting. International Entrepreneurship offers interesting angles to analyse the challenges entrepreneurs face in the international arena. Social capital and effectuation are becoming essential during these challenging times. We aim to offer a setting where scholars will creatively debate and propel the field forward.

We feel extremely proud to have four very distinguished keynote speakers: Professors Garry Bruton, Tamer Cavusgil, Sylvie Chetty and Nicole Coviello.

We are indebted to Professors Becky Reuber, Emmanuella Plakoyiannaki and Mario Kafouros for organising very insightful workshops. In addition, we are grateful to the organisers and participants of the Doctoral Colloquium, which is every year extremely well received by PhD candidates.

We were deeply saddened by the loss of Professor Pavlos Dimitratos, the chair of the AIB UK&I executive board, who passed away in January this year. We will host a session in his memory.

We would like to say a very big thank you to the AIB-UK&I executive board, AIB Fellows, authors, track chairs, editors of journals, reviewers, participants and all those who have contributed to the success of our conference. We also feel so grateful to all the Special Panel Sessions organisers and discussants for their support.

We do hope that you will enjoy the AIB-UK&I conference and that you will receive valuable feedback to progress your research.

With Best Wishes,

Spiros Batas (Conference Chair), Denise Hawkes, and Eleanna Spyrou (conference admin coordinator)

---

## General Information

---

### Speaker/Presenter Information

For **competitive papers**, please prepare a 10-minute PowerPoint presentation, there will be a 5-minute Q&A session for each presentation. Please do not exceed this, to allow time for questions and answers and for other presenters in the session. Papers marked with a \* have been nominated for Best Paper Awards. Further information about various awards and publication opportunities is provided on the conference website: <https://www.aib-uki.org/conference.html>

For **interactive papers**, please prepare a 7-minute PowerPoint presentation, there will be a 3-minute Q&A session for each presentation. Please do not exceed this, to allow time for questions and answers and for other presenters in the session.

**Please note that all times shown are UK time (BST).**

The Conference platform is provided by EventsAIR. The link to access the platform will be sent to participants by a separate email a few days before the conference opening. Technical support will be offered throughout the whole duration of the conference. The platform offers interesting features such as: i) bookmarking the sessions that you would like to attend, ii) networking with other participants, and iii) links to special panel sessions.



---

## Keynote Speakers

---



**Professor Garry Bruton**

Neeley School of Business, Texas Christian  
University, USA



**Professor Tamer Cavusgil**

Fuller E. Callaway Professorial Chair and Executive Director of the Center  
for International Business Education and Research (CIBER) at Georgia  
State University, USA



**Professor Sylvie Chetty**

Department of Business Studies, Uppsala  
University, Sweden



**Professor Nicole Coviello**

Lazaridis Chair in International Entrepreneurship  
& Innovation, Wilfrid Laurier University, Canada

## PROGRAMME SUMMARY

Date: Wednesday 14 April	
Time and Location	Sessions
09:30am - 11:00am – Zoom	Doctoral Session 1.1 (Stream A) International business and institutions
09:30am - 11:00am – Zoom	Doctoral Session 1.2 (Stream A) SME internationalization
09:30am - 11:00am – Zoom	Doctoral Session 1.3 (Stream A) International business and emerging markets
09:30am - 11:00am – Zoom	Doctoral Session 1.4 (Stream B) Emerging markets
09:30am - 11:00am – Zoom	Doctoral Session 1.5 (Stream B) International strategic management
09:30am - 11:00am – Zoom	Doctoral Session 1.6 (Stream B) International entrepreneurship
09:30am - 11:00am – Zoom	Doctoral Session 1.7 (Stream B) Environment, contemporary issues and IB
09:30am - 11:00am – Zoom	Doctoral Session 1.8 (Stream B) Institution, policy and IB

<b>11:00am - 11:30am</b>	Break
<b>11:30am - 1:00pm – Zoom</b>	BJM (Professor Shlomo Tarba) and JWB (Professor Ans Kolk) workshop for doctoral students
<b>1:00pm - 1:30pm</b>	Break
<b>1:30pm - 3:00pm – Zoom</b>	IBR PDW (facilitated by Professor Mario Kafourous)
<b>1:30pm - 3:00pm – Zoom</b>	Theorising from Qualitative Case Study Research in IB Workshop (facilitated by Professor Emmanuella Plakoyiannaki)
<b>3:00pm - 3:30pm</b>	Break
<b>3:30pm - 5:30pm – Zoom</b>	JIBS & JIBP PDW (facilitated by Professor Becky Reuber)

Date: Thursday 15 April	
Time and Location	Sessions
09:30am - 09:45am - Zoom	Welcome to AIB-UKI (Conference Chair and HoD)
09:45am - 10:00am	Break
10:00am - 11:30am - Zoom	Adam Smith Award Presentation Sessions
10:00am - 11:30am - Zoom	Meet the editors (IBR, Transnational Corporations, JWB, CPolB, IMR)
10:00am - 11:00am - Zoom	Parallel Session 1.1 SMEs internationalisation and IE (Competitive)
10:00am - 11:00am - Zoom	Parallel Session 1.2 Global Strategy
10:00am - 11:00am - Zoom	Parallel Session 1.3 Emerging economies (Interactive)
10:00am - 11:00am - Zoom	Parallel Session 1.4 International Marketing and Research Methods in IB

<b>10:00am - 12:00pm</b> - Zoom	Workshop (Video Case Studies for Teaching in IB)
<b>11:30am - 12:00pm</b>	Break
<b>12:00pm - 1:00pm</b> - Zoom	<b>Plenary Session 1 (Mega Trends) Tamer Cavusgil</b>
<b>1:00pm - 1:30pm</b>	Break
<b>1:30pm - 3:00pm</b> - Zoom	Speed Mentoring for Women in AIB
<b>1:30pm - 3:00pm</b> - Zoom	Meet the editors (JIBS, JIBP, MBR, GSJ, Journal of Industrial & Business Economics)
<b>1:30pm - 2:30pm</b> - Zoom	Parallel Session 2.1 SMEs internationalisation and IE
<b>1:30pm - 2:30pm</b> - Zoom	Parallel Session 2.2 Emerging economies (Competitive paper)
<b>1:30pm - 2:30pm</b> - Zoom	Parallel Session 2.3 Non-market strategy in IB
<b>1:30pm - 2:30pm</b> - Zoom	Parallel Session 2.4 Global Strategy
<b>1:30pm - 3:00pm</b> - Zoom	Special Panel Session (IE: Tips and Techniques for Effective Teaching)
<b>1:30pm - 3:00pm</b> - Zoom	Special Panel Session (Non-market strategies in IB)



<b>3:00pm - 3:30pm</b>	Break
<b>3:30pm - 4:30pm - Zoom</b>	<b>Plenary Session 2 (IE Trends) Nicole Coviello</b>
<b>4:30pm - 5:00pm</b>	Break
<b>5:00pm - 6:30pm - Zoom</b>	<b>Special Session In memory of Pavlos Dimitratos</b>

Date: Friday 16 April	
Time and Location	Sessions
09:00am - 10:00am - Zoom	<b>Plenary Session 3 (Social capital and Effectuation Trends) – Sylvie Chetty</b>
10:00am - 10:30am	Break
10:00am - 10:30am	AIB Fellows Café
10:30am - 11:30am - Zoom	Parallel Session 3.1 Innovation, Geography and IB (Interactive)
10:30am - 11:30am - Zoom	Parallel Session 3.2 Pedagogy and teaching methods in IB (Interactive)
10:30am - 11:30am - Zoom	Parallel Session 3.3 Emerging economies (Competitive)
10:30am - 11:30am - Zoom	Parallel Session 3.4 Global Strategy (Competitive)
10:30am - 11:30am - Zoom	Parallel Session 3.5 Global Strategy (Interactive Paper)
10:30am - 11:30am - Zoom	Parallel Session 3.6

	International Human Resource Management
<b>10:30am - 12:00pm - Zoom</b>	Special Panel Session (Global value chains, innovation and COVID-19)
<b>10:30am - 12:00pm - Zoom</b>	Special Panel Session (The Impact of COVID-19 on Trade in the Commonwealth)
<b>12:00pm - 12:30pm</b>	AIB Fellows Café
<b>12:00pm - 1:00pm</b>	Break
<b>1:00pm - 2:00pm - Zoom</b>	AIB Members Meeting
<b>2:00pm - 3:00pm - Zoom</b>	<b>Plenary Session 4 (Rethinking terminologies)</b> <b>Garry Bruton</b>
<b>3:00pm - 3:30pm</b>	Break
<b>3:00pm - 3:30pm</b>	AIB Fellows Café
<b>3:30pm - 4:30pm - Zoom</b>	Parallel Session 4.1 Emerging economies (Competitive)
<b>3:30pm - 4:30pm - Zoom</b>	Parallel Session 4.2 Innovation, Geography and IB (Competitive)
<b>3:30pm - 4:30pm - Zoom</b>	Parallel Session 4.3 Emerging economies (Interactive)
<b>3:30pm - 4:30pm - Zoom</b>	Parallel Session 4.4 Global Strategy (Competitive)

<b>3:30pm - 5:00pm - Zoom</b>	Special Panel Session (Future of Foreign Direct Investment to Emerging Markets in the Post-Pandemic Era: Insights from Various Regions)
<b>3:30pm - 5:00pm - Zoom</b>	Special Panel Session (Cross-border innovation in a Changing World. Players, Places, Policies)
<b>4:30pm - 5:00pm</b>	Break
<b>5:00pm - 5:30pm - Zoom</b>	Awards Ceremony
<b>5:30pm</b>	<b>Conference Close</b>

---

## Detailed Schedule of Sessions

**WEDNESDAY, 14/APR/2021**

---

### DOCTORAL SESSIONS

**Time: 9.30am - 11.00am, Location: Zoom**

**Chair: Surender Munjal (University of Leeds)**

#### Doctoral Session 1.1

Doctoral Colloquium Stream A: 1A International business and institutions

**Time: 9.30am- 11.00am, Location Zoom**

**Panelists: Stefan Zagelmeyer (University of Manchester) and Vijay Pereira (University of Portsmouth)**

**The Association Between Mortgage Delinquency and Suicide in the US**  
**Abdu Rawayda<sup>1</sup>**

<sup>1</sup>Technological University Dublin, Ireland

**Dis-(En)-tangling the Role of Experience Reserve and Institutional/ Psychic Distance on FDI Location Choice by Business Group Affiliates**

**Arora Rameshwar<sup>1</sup>**

<sup>1</sup>Indian Institute of Management Indore, India

**Role of “Indianness” in Indian Business Groups’ International Location choice – The effect of home and host nation Religion and language diversity**

**Arora Rameshwar<sup>1</sup>**

<sup>1</sup>Indian Institute of Management Indore, India

**In the Eye of the Beholder: Legitimacy of Language Policy and Employees’ Compliance in MNCs**

**Hsu Jui-Chuan<sup>1</sup>**

<sup>1</sup>The Chinese University of Hong Kong, Hong Kong

**Institutional Distance and Multinationals' Social Irresponsibility: A Subsidiary Perspective**

**Kim Jong-Soo<sup>1</sup>**

<sup>1</sup>Royal Holloway, University of London, UK

## **Doctoral Session 1.2**

Doctoral Colloquium Stream A: 2A SME Internationalization

**Time: 9.30am- 11.00am, Location Zoom**

**Panelists: Sinéad Monaghan (Trinity College Dublin) and Sumon Bhaumik (University of Sheffield)**

**The role of family in SME international opportunity identification: Papua New Guinea perspectives**

**Jamea Marie<sup>1</sup>**

<sup>1</sup>University of South Australia, Australia

**Stuck in the middle? Exploring internationalization and innovation in German SMEs**

**Jurgensen Jill<sup>1</sup>**

<sup>1</sup>Henley Business School, University of Reading, UK

**The impact of engaging in international activities on the innovation performance of SMEs and start-ups in emerging markets.**

**Nguyen Nhan<sup>1</sup>**

<sup>1</sup>Heriot-Watt University, UK

**Real options internationalization choices of international SMEs. Untangling the moderating effect of foreign investment experience and home country level of development under uncertainty**

**Kyriakopoulos Panagiotis<sup>1</sup>**

<sup>1</sup>Adam Smith Business School - University of Glasgow, UK

## **Doctoral Session 1.3**

Doctoral Colloquium Stream A: 3A International business and emerging markets

**Time: 9.30am- 11.00am, Location Zoom**

**Panelists: Nigel Driffeld (University of Warwick) and Olli Kuivalainen (LUT University)**

**External Knowledge Search to Promote Low Carbon Technology Transfer in IJVs: A Process-based Perspective.**

**Huang Linian<sup>1</sup>**

<sup>1</sup>SOAS, University of London, UK



**Paternalistic Management and Empowerment as Two Institutional Logics of Employee Participation: A Case Study of the Taiwanese ICT Industry**

**Lee Bo-Yi<sup>1</sup>**

<sup>1</sup>King's Business School, King's College London, UK

**The determinants of financial inclusion in Kazakhstan, Russia, and Azerbaijan**

**Narymbetova Assel<sup>1</sup>**

<sup>1</sup>Geneva Business School, Switzerland

**A Study of Risk Management and Disclosure Practices of selected Indian Commercial Banks**

**Vasisht Shailja<sup>1</sup>**

<sup>1</sup>Lovely Professional University, India

**Doctoral Session 1.4**

Doctoral Colloquium Stream B: 1B Emerging markets

**Time: 9.30am- 11.00am, Location Zoom.**

**Panelists: Pervez Ghauri (University of Birmingham) and Rose Narooz (University of Glasgow)**

**Relationship Between Perceived Value, Client Experience and Reputation in Private Universities**

**Amado Marelby<sup>1</sup>**

<sup>1</sup>Business School, Rosario University, Colombia

**International Business Trade Theory and International Business Policy: The aspirations for Inclusive Economic Growth**

**Maposa Roland<sup>1</sup>**

<sup>1</sup>University of Leeds- Leeds University Business School, UK

**International joint ventures (IJVs), asymmetric relationships, repeatedness, innovation, and performance: An empirical study of Chinese automotive industry**

**Wang Rui<sup>1</sup>**

<sup>1</sup>University of York, UK

**Learning change management: case study of a mining company undergoing expansion**

**Banda Lawrence<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

### **Doctoral Session 1.5**

Doctoral Colloquium Stream B: 2B International Strategic management

**Time: 9.30am- 11.00am, Location Zoom.**

**Panelists: Huda Khan (University of Aberdeen) and Kevin Ibeh (Birkbeck, University of London)**

**Resource Configuration in Social Enterprises: A comparative study in divergent contexts & nbsp;**

**Banerjee Tushar<sup>1</sup>**

<sup>1</sup>Oxford Brookes University, UK

**The Influence of Internationalization on the Transformation of Business Models of Large Russian Firms**

**Selezneva Aleksandra<sup>1</sup>**

<sup>1</sup>National Research University Higher School of Economics, Russia

**Internal Change Agents: Exploring the perceived effectiveness of managers who boundary span and boundary shake from an interdepartmental scope, implementing change programs based on the Oil and Gas Industry in the United**

**Wijesinghe Chetiya<sup>1</sup>**

<sup>1</sup>University of Aberdeen, UK

**An Investigation of the Adoption of Servitization Business Models by UK Manufacturing SME-Exporters**

**Majid Asif<sup>1</sup>**

<sup>1</sup>Sheffield Hallam University, UK

### **Doctoral Session 1.6**

Doctoral Colloquium Stream B: 3B International Entrepreneurship

**Time: 9.30am- 11.00am, Location Zoom.**

**Panelists: Margaret Fletcher (University of Glasgow) and Mohammad Faisal Ahammad (University of Leeds)**

**SME Internationalization: An Emerging Market Perspective**

**Bukalsariya Taniya Pawan<sup>1</sup>**

<sup>1</sup>Brunel Business School, UK

**The role played by political risks in SMEs' location choice: A study of OFDI from China.**

**Chen Zibang<sup>1</sup>**

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

**Startup investor decisions and gender: An ethnographic study of startup pitches.**

**Duong Linh<sup>1</sup>**

<sup>1</sup>Åbo Akademi University, Finland

**Internationalization of small entrepreneurial firms in Nigeria: Analysis of influences on decision making and decision enactment.**

**Nwaogwugwu Charles<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

**Doctoral Session 1.7**

Doctoral Colloquium Stream B: 4B Environment, Contemporary issues and IB

**Time: 9.30am- 11.00 am, Location Zoom.**

**Panelists: Shlomo Tarba (University of Birmingham) and Yi Wang (University of Leeds)**

**The impact of ambidexterity on leadership trust development in German Family Businesses under Covid-19**

**Fickenscher Horst<sup>1</sup>**

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

**Organizational Decision-Making during Exogenous Shocks – The Impact of the Covid-19 Pandemic on Decision-Making Processes in German Family-owned Enterprises**

**Philipp Marco<sup>1</sup>**

<sup>1</sup>Northumbria University, Newcastle, UK; Aalen University, Aalen, Germany

**Understanding foreign divestment: impacts of friction and dynamic managerial capability**

**Nguyen Ha<sup>1</sup>**

<sup>1</sup>University of Vaasa, Finland

**Diaspora networks in a changing trade and investment landscape in the Commonwealth - imperatives and implications for policy: a cross-country analysis**

**Zaman Arif<sup>1</sup>**

<sup>1</sup> Bloomsbury Institute, UK

## **Doctoral Session 1.8**

Doctoral Colloquium Stream B: 5B Institution, Policy and IB

**Time: 9.30 am- 11.00 am, Location Zoom.**

**Panelists: Davide Castellani (University of Reading) and Vikrant Shirodkar (University of Sussex)**

**Institutional distance between home and host country, MNE's CSR performance and entry mode choice**

**Liang Huimin<sup>1</sup>**

<sup>1</sup>Warwick Business School, UK

**Branding and Brand Management in International Organizations—Manifestations, Influence Factors, and the Role in Influencing Performance: The Case of the United Nations System**

**Tschauko Stefan<sup>1</sup>**

<sup>1</sup>The Fletcher School, Tufts University, USA

**An Empirical Investigation of the Relationship between Unconventional Monetary Policy and Interest in Cryptocurrency**

**Wylie Niamh Christine<sup>1</sup>**

<sup>1</sup>Trinity College Dublin, Ireland

**Research on the impact of public sentiment on cross-border mergers and acquisitions of multinational enterprises from emerging countries**

**Bingkun Liu<sup>1</sup>**

<sup>1</sup>University of Leeds, UK

---

**Break 11.00 pm - 11.30 pm.**

---

## **British Journal of Management & Journal of World Business Workshop for Doctoral Students:**

Chairs: Professor Shlomo Tarba (University of Birmingham) and Professor Ans Kolk (University of Amsterdam) Time: 11.30am – 1:00pm, Location: Zoom

---

**Break 1.00pm - 1.30pm.**

---

### **WORKSHOP: THEORISING FROM QUALITATIVE CASE STUDY RESEARCH**

Chair: Professor Emmanuella Plakoyiannaki (University of Vienna) Time: 1:30pm – 3:00pm,  
Location: Zoom

### **IBR PDW Workshop**

Chair: Professor Mario Kafouros (University of Manchester) Time: 1:30pm – 3:00pm, Location:  
Zoom

### **JIBS & JIBP PDW Workshop**

Chair: Professor Becky Reuber (University of Toronto, Canada) Time: 3.30pm – 5.30pm, Location:  
Zoom

JIBS: Journal of International Business Studies

JIBP: Journal of International Business Policy

---

## Detailed Schedule of Sessions

**THURSDAY, 15/APR/2021**

---

### **Welcome to AIB-UKI (Conference Chair and Head of International Business and Economics Department)**

Time: 09.30am – 09.45am, Location: Zoom

**BREAK 9.45am – 10.00pm.**

### **ADAM SMITH AWARD PRESENTATION SESSIONS**

Time: 10:00am – 11.30pm, Location: Zoom

**Intermediate units and competence creation in the multination firm: a network approach**

**Ana Botella Andreu<sup>1</sup>**

<sup>1</sup>University of Valencia, Spain

**Challenging the 'cold cognitive' approach to internationalization decisions: the unexplored role of affect, experience, and ambivalence**

**Marica Grego<sup>1</sup>**

<sup>1</sup>University of Leeds, UK

**Unpacking the process of overseas knowledge recontextualizations in returnee entrepreneurship - a learning perspective**

**Anh Truong<sup>1</sup>**

<sup>1</sup>Heriot-Watt University, UK



## **Meet the editors (10.00am - 11.30am)**

International Business Review: Professor Roger Strange

Transnational Corporations: Professor Heinz Tuselmann

Journal of World Business: Professor Ulf Anderson

Critical Perspectives on IB: Professor Rudolf Sinkovics

International Marketing Review: Professor Olli Kuivalainen

## **PARALLEL SESSIONS**

**Time: 10.00am – 2.30pm, Location: Zoom**

### **Parallel Session 1.1**

#### **SMEs Internationalization and IE**

**Time: 10.00am – 11.00am, Location: Zoom, Session Chair: Joanna Karmowska**

**Adaptive resourcing by internationalizing SMEs: The relevance of national context (Competitive Paper)**

**Karmowska Joanna<sup>1</sup>, Child John<sup>2</sup>, Puthusserry, Pushyarag<sup>3</sup>, Hsieh Linda<sup>2</sup>**

<sup>1</sup>Oxford Brookes University, UK; <sup>2</sup>University of Birmingham, UK; <sup>3</sup>University of Kent, UK

**The Financial Drivers of International Entrepreneurship: A Systematic Review and Future Research Agenda (Competitive Paper)**

**Marien Nina<sup>1</sup>, Paeleman Ine<sup>1</sup>**

<sup>1</sup>University of Antwerp, Belgium

**Access to Finance, Relationship Lending, and the Intent to Export for Small and Medium-sized Enterprises - Evidence from Rwanda (Competitive Paper)**

**Van Klyton Aaron<sup>1</sup>, Arrieta-Paredes Mary-Paz<sup>2</sup>, Kamasa Vedaste Byombi<sup>3</sup>, Rutabayiro-Ngoga Said<sup>4</sup>**

<sup>1</sup>Anisfield School of Business Ramapo College of New Jersey, USA; <sup>2</sup>University of Greenwich, UK; <sup>3</sup>Jomo Kenyatta University of Agriculture and Technology, Kenya; <sup>4</sup>University of Rwanda, Rwanda

**Internationalization of a migrant family firm and contextual uncertainty: A case study in Nicaragua (Competitive Paper)**

**Discua Cruz Allan<sup>1</sup>, Centeno-Caffarena, Leonardo<sup>2</sup>**

<sup>1</sup>Lancaster University, UK; <sup>2</sup>Centro de Promocion para el Desarrollo de la Empresa Familiar (CEPRODEF), Nicaragua

**Parallel Session 1.2**

**Global Strategy**

Time: 10.00am – 11.00am, Location: Zoom, Session chair: **Kim Bui**

**The use of tax havens by multinational enterprises in business clusters: A cross-country and firm-level analysis (Competitive Paper)**

**Luong Ha-Phuong<sup>1</sup>, Jones Chris<sup>1</sup>, Temouri Yama<sup>1</sup>**

<sup>1</sup>Aston University, UK

**Intra-German tax wars: a race to the bottom inside the country (Competitive Paper)**

**Luong Ha-Phuong<sup>1</sup>, Jones Chris<sup>1</sup>, Temouri Yama<sup>1</sup>**

<sup>1</sup>Aston University, UK

**Effect of Digitalization, Various Corruption, and Internationalization (Competitive Paper)**

**Chowdhury Farzana<sup>1</sup>**

<sup>1</sup>Durham University, UK

**A Big Data Analysis of Perceived Image of Belt and Road Initiative (Interactive Paper)**

**Chan Man Hin Eve<sup>1</sup>, Ho Danny Chi Kuen<sup>2</sup>, Lee Liane Wai Ying<sup>1</sup>, Yip Tsz Leung<sup>3</sup>, Gunasekaran Angappa<sup>4</sup>**

<sup>1</sup>Technological and Higher Education Institute of Hong Kong, Hong Kong; <sup>2</sup>The Hang Seng University of Hong Kong, Hong Kong; <sup>3</sup>The Hong Kong Polytechnic University, Hong Kong; <sup>4</sup>CSU Bakersfield, USA.

### Parallel Session 1.3

#### **Emerging Economies (Interactive Papers)**

Time: 10.00am – 11.00am, Location: Zoom, Session Chair: **Uros Delevic**

##### **The Mediating Role of FinTech in Explaining the Antecedents of Strategic Added Value in Corporate Treasury: Perceptions of Registered Accountants in Botswana Public Interest Entities**

**Tebogo Baitshedi<sup>1</sup>**

<sup>1</sup>Edinburgh Business School, UK

##### **Does Industry Risk Similarity Affect Auditor Expertise? Evidence from China**

**Liu Yu<sup>1</sup>, Liu Julia Junxia<sup>2</sup>, Xin Qingquan<sup>1</sup>**

<sup>2</sup>Chongqing University China, <sup>2</sup>The Hang Seng University of Hong Kong - China

##### **Does Reputation Matter? Evidence on Spatial Competition of Bond Market in China**

**Liu, Xing<sup>1</sup>, Yang Lingxuan<sup>1</sup>, Liu Yu<sup>2</sup>**

<sup>1</sup>School of Economics and Business Administration, Chongqing University, China; <sup>2</sup>The Innovation Institute of Corporate Finance & Accounting Governance, Chongqing University, Chongqing, China, School of Economics and Business Administration, Chongqing University, China

##### **Organizational Culture and SMEs' Effectiveness within Emerging Market: A Leadership Perspective**

**Nawar Yehia Sabri<sup>1</sup>**

<sup>1</sup>London South Bank university, UK

##### **Innovation Performance of Taiwanese FDI and Determinations in Southeast Asia and China**

**Hsu Wen Chung<sup>1</sup>, Wei Hsiao Ju<sup>2</sup>**

<sup>1</sup>National Chi Nan University/National Taipei University, Taiwan; <sup>2</sup>National Chi Nan University, Taiwan

### Parallel Session 1.4

#### **International Marketing**

Time: 10.00am – 11.00am, Location: Zoom, Session Chair: **Marzanna Witek-Hadjuk**

##### **“Made-in” label, consumer`s socio-demographic characteristics and income as moderators of purchase intentions towards various brand types in terms of the country-of-brand-origin: a perspective of emerging markets companies (Competitive Paper)**

**Witek-Hajduk Marzanna Katarzyna<sup>1</sup>, Grudecka, Anna<sup>1</sup>**

<sup>1</sup>SGH Warsaw School of Economics, Poland

**The Clash of Cultures and its Effect on Firm Performance Volatility (Competitive Paper)**

**Chandrasena Supun<sup>1</sup>, Jayasekera, Ranadeva<sup>2</sup>**

<sup>1</sup>Queen's University Belfast, UK; <sup>2</sup>Trinity College Dublin, Ireland

**Towards Culturally Adapted Voice Commerce Strategies (Interactive Paper)**

**Obaidan, Ali<sup>1</sup>**

<sup>1</sup>University of Leeds, UK

**Dynamic OLI Cycle in International Business: Case Analysis of Retail Business and Fast-Food Business in Japan (Interactive Paper)**

**Takagaki, Yukio<sup>1</sup>**

<sup>1</sup>Surugadai University, Japan

**Workshop: Video Case Studies for Teaching in IB**

Time: 10.00am – 12.00pm Location: Zoom

Discussants:

**Dr Giles Blackburne**, Leeds University Business School

**Professor Filip De Beule**, KU Leuven

**Professor Andreja Jaklič**, University of Ljubljana

**Dr Nukhet Vardar**, Director, El Izi Communications Consultancy UK Limited, London

**BREAK 11.30am – 12.00pm.**

---

## OPENING PLENARY

---

### Plenary Session 1: Mega Trends

#### Professor Tamer Cavusgil

Session chair: Professor Gary Knight

Time: 12.00pm – 1.00pm

Location: Zoom

### **BREAK 1.00pm – 1.30pm.**

### Speed Mentoring for Women in IB

Chairs: Dr Margaret Fletcher and Dr Rose Narooz (University of Glasgow)

Time: 1.30pm – 3.00pm

Location: Zoom

### MEET THE EDITORS

Time: 1.30pm – 3.00pm Location: Zoom

Journal of International Business Studies: Professor Grazia Santangelo

Journal of International Business Policy: Professor Jeremy Clegg

Multinational Business Review: Professor Chang Hoon Oh

Global Strategy Journal: TBA

Journal of Industrial & Business Economics: Professor Antonello Zanfei

### Parallel Session 2.1

SMEs and International Entrepreneurship

Time: 1.30pm – 2.30pm, Location: Zoom, Session Chair: **Erik Rasmussen**

#### **New types of INVs (Interactive Paper)**

**Rasmussen Erik<sup>1</sup>**

<sup>1</sup>University of Southern Denmark, Denmark

#### **A holistic approach to internationalization: motives, enablers and patterns of emerging market SMEs (Interactive Paper)**

**Harmanci, Hasan<sup>1</sup>**

<sup>1</sup>University of St Andrew, UK

#### **A strategic response to challenges of doing business in foreign countries: The SMEs perspective (Competitive Paper)**

**Ahmad Salman<sup>1</sup>, Dimitratos Pavlos<sup>2</sup>, Boojihawon, Dev K<sup>3</sup>, Yu Honglan<sup>4</sup>**

<sup>1</sup>University of Derby, UK; <sup>2</sup>University of Glasgow, UK; <sup>3</sup>University of Birmingham, UK; <sup>4</sup>University of Huddersfield, UK

#### **Cultural roots of entrepreneurship: Evidence from second-generation immigrants (Competitive Paper)**

**Kleinhempel Johannes<sup>1</sup>**

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

### Parallel Session 2.2

Emerging Economies (Competitive)

Time: 13.30 pm – 14.30 pm, Location: Zoom, Session Chair: **Gao Renfei**

#### **Examining the Evolution of Emerging Market Multinational Enterprises' Competitive Advantages: Evidence from India\***

**Munjal Surender<sup>1</sup>, Bhasin Niti<sup>2</sup>, Kundu Sumit<sup>3</sup>, Nandrajyog, Divya<sup>2</sup>**

<sup>1</sup>University of Leeds, UK; <sup>2</sup>University of Delhi, India; <sup>3</sup>Florida International University, USA

#### **What to Learn and Where to Go? Inward FDI Spillovers and Emerging Multinationals' Outward FDI in Two Directions\***

**Gao Renfei<sup>1</sup>**

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



## **Internationalization of Emerging Market Firms: The Role of Business Group Affiliation and Ownership Level**

**Kayacı Ayşe<sup>1</sup>**

<sup>1</sup>Dicle University, Turkey

## **Foreign Direct Investment and the Sustainable Development Goals: Evidence from Africa**

**Godinez Jose<sup>1</sup>, Yun Chaerin<sup>2</sup>**

<sup>1</sup>Manning School of Business, University of Massachusetts Lowell, USA; <sup>2</sup>Bertolon School of Business, Salem State University, USA

### **Parallel Session 2.3**

Non-market strategy in IB

Time: 13.30 pm – 14.30 pm, Location: Zoom, Session Chair: **Irina Surdu**

## **MNE Irresponsibility and its Disincentives: An Institutional Complexity Approach (Competitive Paper)**

**Nardella Giulio<sup>1</sup>, Brammer Stephen<sup>2</sup>, Surdu Irina<sup>1</sup>**

<sup>1</sup>School of Business and Economics, Loughborough University, UK; <sup>2</sup>Bath School of Management, University of Bath, UK

## **The impact of local business tax rates on the use of tax havens by multinational enterprises in business clusters: Empirical evidence from Germany (Competitive Paper)**

**Luong Ha-Phuong<sup>1</sup>, Jones Chris<sup>1</sup>, Temouri Yama<sup>1</sup>**

<sup>1</sup>Aston University, UK

## **Firm level CSR and the perception of government effectiveness in Latin America (Competitive Paper)**

**Pacheco Larissa<sup>1</sup>, Moore Elizabeth<sup>1</sup>, Brandl Kristin<sup>2</sup>, Dau Luis Alfonso<sup>1</sup>**

<sup>1</sup>Northeastern University, USA; <sup>2</sup>University of Victoria, Canada

## **Parallel Session 2.4**

Global Strategy

Time: 13.30 pm – 14.30 pm, Location: Zoom, Session Chair: **Paul Caussat**

### **Competitive advantages in a hostile, regulated environment: Four multinational banks in India (Competitive Paper)**

**Caussat Paul<sup>1</sup>**

<sup>1</sup>Royal Holloway, University of London, UK

### **Subsidiary Initiative and Strategic Issue Selling: Does decision-making centralization modify the impact? (Competitive Paper)**

**Carneiro Jorge<sup>1</sup>, Santos Renato<sup>1</sup>**

<sup>1</sup>FGV EAESP Sao Paulo School of Business Administration, Brazil

### **An asset bundling model view on the relation between subsidiary initiatives and performance (Interactive Paper)**

**Dahms Sven<sup>1</sup>, Kingkaew Suthikorn<sup>2</sup>**

<sup>1</sup>Lee Shau Kee School of Business, The Open University of Hong Kong, Hong Kong; <sup>2</sup>Thammasat Business School, Thammasat University, Thailand

### **Issue Selling as a persuasion mechanism in the subsidiary headquarters relationship: the moderating effect of the Cultural Distance (Interactive Paper)**

**Santos, Renato<sup>1</sup>, Carneiro Jorge<sup>1</sup>**

<sup>1</sup>FGV EAESP Sao Paulo School of Business Administration, Brazil

## **SPECIAL PANEL SESSIONS**

### **IE: Tips and Techniques for Effective Teaching**

Time: 1.30pm - 3.00pm, Location: Zoom

Moderator: **Dr Sinéad Monaghan**, Trinity College Dublin

Discussants:

**Professor Becky Reuber**, Rotman School of Business, University of Toronto

**Professor Olli Kuivalainen**, Lappeenranta University of Technology

**Dr Spiros Batas**, University of Greenwich

### **Non-market strategies in IB**

Time: 1.30pm - 3.00pm, Location: Zoom

Moderator: **Dr Vikrant Shirodkar**, University of Sussex

Discussants:

**Dr Camilla Jensen**, Roskilde University

**Dr Dawn Chow**, Open University of Hong Kong

**Dr Lutz Preuss**, Kedge Business School

**Dr Dorottya Sallai**, London School of Economics

**BREAK 3.00pm – 3.30pm.**

## **Plenary Session 2: IE Trends**

**Professor Nicole Coviello**

Session chair: Dr Sinéad Monaghan

Time: 3.30pm – 4.30pm, Location: Zoom

**BREAK 4.30pm – 5.00pm.**

## **Special Session: In memory of Pavlos Dimitratos**

Time: 5.00pm – 6.30pm, Location: Zoom

---

## Detailed Schedule of Sessions

**FRIDAY, 16/APR/2021**

---

### **Plenary Session 3: Social Capital and Effectuation Trends** **Professor Sylvie Chetty**

Session chair: Dr Tamara Galkina

Time: 09.00am- 10.00am, Location Zoom.

**BREAK 10.00am – 10.30am.**

#### **AIB FELLOWS' CAFÉ 1**

Time: 10.00am – 10.30am, Location: Zoom

**Saul Estrin<sup>1</sup>**

<sup>1</sup>London School of Economics, UK

What happens to business groups in emerging economies as institutions improve? The institutional voids literature suggests that they will disappear but in fact they seem to persist and indeed in some locations spearhead internationalisation. Is this true and if so, why is it happening?

**Jean-Francois Hennart<sup>1</sup>**

<sup>1</sup>Tilburg University, The Netherlands

How common are "accidental internationalists", i.e. founders of born globals with zero international experience?

### Parallel Session 3.1

Innovation, Geography and IB (Interactive Papers)

Time: 10.30am – 11.30am, Location: Zoom, Session Chair: **Linlan Huang**

#### **Outward FDI from Mexican Regions: Structural and Policy Determinants**

**Ibarra-Olivo J Eduardo<sup>1</sup>, Iammarino Simona<sup>2</sup>, Piscitello Lucia<sup>3</sup>**

<sup>1</sup>Henley Business School, UK; <sup>2</sup>London School of Economics, UK; <sup>3</sup>Politecnico di Milano, Italy

#### **Do Transactional website initiatives add value to banks?**

**Dang, Lan<sup>1</sup>**

<sup>1</sup>Bangor University, UK

#### **How do International Joint Ventures Learn? Exploring the Link between Dynamic Capability, Organizational Relationships and Knowledge Transfer Process in the Low Carbon Industry in an Emerging Market**

**Huang Linlan<sup>1</sup>, Zou Huan<sup>1</sup>**

<sup>1</sup>SOAS, University of London, UK

### Parallel Session 3.2

Pedagogy and teaching methods in IB (Interactive Papers)

Time: 10.30am – 11.30am, Location: Zoom, Session Chair: **Denise Hawkes**

#### **Network ties and securing an internship during COVID-19.**

**Smith Matthew<sup>1</sup>, Batas Spiros<sup>2</sup>, Sarabi Yasaman<sup>3</sup>**

<sup>1</sup>Edinburgh Napier University, UK; <sup>2</sup>University of Greenwich, UK; <sup>3</sup>Edinburgh Business School, Heriot-Watt University, UK

#### **Working together – how can students shape the future of widening access and social mobility.**

**Bui Kim<sup>1</sup>, Hawkes Denise<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

#### **Online sharing of teaching practice during the Covid-19 crisis: The case of the BEE**

**Hawkes Denise<sup>1</sup>, Gorgoni Sara<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

**From Erasmus+ to Turing: will this bring greater internationalization to UK students or create an anglophone brain drain?**

**Wynn-Williams, Michael<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

**Parallel Session 3.3**

**Emerging Economies (Competitive Papers)**

Time: 10.30am – 11.30am, Location: Zoom, Session Chair: **Uros Delevic**

**Multinationals and wages: Evidence from employer-employee data in Serbia\***

**Delevic Uros<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

**The impact of engaging in international activities on the innovation performance: The case of Vietnamese SMEs**

**Nguyen Nhan<sup>1</sup>, Tran Yen<sup>1</sup>**

<sup>1</sup>Heriot-Watt University, UK

**Is There a General Explanation of the Performance Variations of Subsidiaries of Advanced and Emerging Market Multinationals?\***

**Wang Elizabeth Yi<sup>1</sup>, Clegg Jeremy<sup>1</sup>, Cheng Jiahui<sup>1</sup>**

<sup>1</sup>University of Leeds, UK

**National Rejuvenation and the Role of State-Owned Enterprises in Chinese Cross-Border Mergers & Acquisitions: An Institutional Perspective**

**Bui Kim<sup>1</sup>, Hong Eunsuk<sup>2</sup>**

<sup>1</sup>University of Greenwich, UK; <sup>2</sup>SOAS, University of London, UK



### Parallel Session 3.4

#### Global Strategy (Competitive Papers)

Time: 10.30am – 11.30am, Location: Zoom, Session chair: **Ulf Bosch**

##### **The Investment Development Path Literature: A Review and Research Agenda**

**Sawitri Kadek Ade<sup>1</sup>, Brennan Louis<sup>1</sup>**

<sup>1</sup>Trinity Business School, Ireland

**From constraints to co-evolution: strategic choice, environment, resources and firm-institutional interaction as determinants of firm performance in emerging markets – empirical evidence from multinational corporations in China**

**Bosch Ulf<sup>1</sup>**

<sup>1</sup>Queen's University Belfast, UK

**In search of the sources of power: The determinants of the resource and systemic powers of foreign-owned subsidiaries located in Poland.**

**Dzikowska Marlena<sup>1</sup>**

<sup>1</sup>Poznan University of Economics and Business, Poland

### Parallel Session 3.5

#### Global Strategy (Interactive Papers)

Time: 10.30am – 11.30am, Location: Zoom, Session chair: **Angelo Solarino**

##### **What kinds of MNEs are out there?**

**Solarino Angelo<sup>1</sup>, Rose Elizabeth<sup>1</sup>, Wang Elizabeth<sup>1</sup>**

<sup>1</sup>University of Leeds, UK

##### **FDI in Sub-Saharan Africa: The Role of Cognitive and Normative Institutions**

**Prime Karla<sup>1</sup>, Wanjiru Roseline<sup>1</sup>**

<sup>1</sup>Northumbria University, UK

**Understanding Subsidiary Managers Interactions when managing Headquarters' Impressions of their Subsidiary**

**Mireles Deborah<sup>1</sup>, Igoe Josephine<sup>1</sup>, Sharkey Scott<sup>2</sup>**

<sup>1</sup>National University of Ireland Galway, Ireland; <sup>2</sup>Dublin City University, Ireland

## **Managing Headquarters Instigated Strategic Change in a Multinational Subsidiary: The Influence of Discursive Practices on the Strategy Practitioner's Sense Making and Legitimization**

**Petrick Carina<sup>1</sup>, O'Brien Donal<sup>1</sup>**

Technological University Dublin, Ireland

### **Parallel Session 3.6**

#### **International Human Resource Management**

Time: 10.30am – 11.30am, Location: Zoom, Session Chair: **Ji-Won Song**

#### **Gender Equality Practice Implementation of Korean MNE Subsidiaries in Sweden (Competitive paper)**

**Song Ji-Won<sup>1</sup>**

<sup>1</sup>University of Greenwich, UK

#### **Are We on the Same Page? The Development of Trust in Sino-German Supervisor-Employee Relations (Competitive paper)**

**Bueechl Joerg<sup>1</sup>, Pudelko Markus<sup>2</sup>, Gillespie Nicole<sup>3</sup>**

<sup>1</sup>Aalen University, Germany; <sup>2</sup>Tuebingen University, Germany; <sup>3</sup>University of Queensland Business School, Australia

#### **Something old, something new: International HRM practices of Russian MNEs (Interactive paper)**

**Kabalina Veronika<sup>1</sup>, Outila Virpi<sup>2</sup>**

<sup>1</sup>Higher School of Economics Moscow, Russia; <sup>2</sup>Leeds University Business School, UK

### **SPECIAL PANEL SESSIONS**

#### **Global value chains, innovation and COVID-19**

Time: 10.30am – 12.00pm, Location: Zoom

Moderator: **Dr Bernhard Dachs**, AIT - Austrian Institute of Technology  
Discussants:

**Professor Davide Castellani**, Henley Business School, University of Reading

**Dr Sara Amoroso**, European Commission, JRC

**Professor Marina Papanastassiou**, Leeds University Business School

**Professor Max von Zedtwitz**, Copenhagen Business School

**Professor Riccardo Crescenzi**, LSE

## **The Impact of COVID-19 on Trade in the Commonwealth**

Time: 10.30am – 12.00pm, Location: Zoom

Moderator: **Professor Peter Buckley**, Leeds University Business School

Discussants:

**Arif Zaman**, Institute of Commonwealth Studies, University of London and Bloomsbury Institute,

**Dr Surender Munjal**, Leeds University Business School,

**Dr Brendan Vickers**, Head of International Trade Policy, Commonwealth Secretariat,

**Nnamdi O. Madichie**, Research Fellow, Bloomsbury Institute, London, Professor, Unizik Business School, Awka, Nigeria

**Robert Ebo**, Professor, University of Ghana and Professor, North West University Business School, South Africa

## **AIB FELLOWS' CAFÉ 2**

Time: 12.00pm – 12.30pm, Location: Zoom

**Ulf Andersson**<sup>1</sup>

<sup>1</sup>Mälardalen University, Sweden

**Studying subsidiary strategy – what are the burning and exciting issues?**

**Saul Estrin**<sup>1</sup> and **Elizabeth L. Rose**<sup>2,3</sup>

<sup>1</sup>London School of Economics, UK; <sup>2</sup>University of Leeds, UK; <sup>3</sup>Indian Institute of Management Udaipur, India

**The impact of COVID-19 on international entrepreneurship**

**Pervez Ghauri**<sup>1</sup>

<sup>1</sup>University of Birmingham, UK

**Establishing an academic career**

**BREAK 12.00pm – 1.00pm.**

**AIB Members Meeting (AIB-UK&I Members only)**

Time: 1.00pm - 2.00pm

## **Plenary Session 4: Rethinking terminologies**

### **Professor Garry Bruton**

Session Chair: Professor Kevin Ibeh

Time: 2.00pm – 3.00pm, Location: Zoom

**BREAK 3.00pm – 3.30pm.**

### **AIB FELLOWS' CAFÉ 3**

Time: 3.00pm – 3.30pm, Location: Zoom

**Tamer Cavusgil<sup>1</sup>**

<sup>1</sup>Georgia State University, USA

**Making your scholarly research relevant for business practitioners**

**Sarianna Lundan<sup>1</sup>**

<sup>1</sup>University of Bremen, Germany

**The energy transition as a research opportunity**

**Lilac Nachum<sup>1</sup> and Elizabeth L. Rose<sup>2,3</sup>**

<sup>1</sup>City University of New York, USA; <sup>2</sup>University of Leeds, UK; <sup>3</sup>Indian Institute of Management Udaipur ,  
India

**Fresh perspectives: Africa as a research context in IB**

**Rebecca Reuber<sup>1</sup>**

<sup>1</sup>University of Toronto, Canada

**Getting your qualitative research through the review process**

### Parallel Session 4.1

#### Emerging economies (Competitive Papers)

Time: 3.30pm – 4.30pm, Location: Zoom, Session Chair: **Elizabeth Moore**

#### **Debt Strategy: Understanding the Impact of Patents, IPR Regimes and IP-Intensity**

**Moore Elizabeth<sup>1</sup>, Buscariolli Bruno<sup>2</sup>, Dau Luis Alfonso<sup>1</sup>, Teixeira Carneiro Jorge Manoel<sup>2</sup>**

<sup>1</sup>Northeastern University, USA; <sup>2</sup>Fundação Getulio Vargas, Brazil

#### **Intergovernmental Organizations, Institutional Ecologies and Entrepreneurship**

**Moore Elizabeth<sup>1</sup>, Dau Luis Alfonso<sup>1</sup>, Brandl Kristin<sup>3</sup>**

<sup>1</sup>Northeastern University, USA; <sup>2</sup>University of Victoria, Canada

#### **Cultural Distance and Post-Acquisition Performance: The Role of Absorptive Capacity**

**Tonn Goulart Moura Stephanie<sup>1</sup>, Falaster Christian<sup>2</sup>, Frossard Silva-Rêgo Bernardo<sup>3</sup>**

<sup>1</sup>University College Cork, Ireland; <sup>2</sup>Universidade Regional de Blumenau – FURB, Brazil; <sup>3</sup>Universidade Católica de Petrópolis, Brazil

#### **From “institutional constraints” to “institutional voids”; Rethinking constraints in terms of how digital entrepreneurs of Egypt employ alternative mechanisms of action to fill effectively regional voids.**

**Ayman Dina<sup>1</sup>**

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

### Parallel Session 4.2

#### Innovation, Geography and IB (Competitive Papers)

Time: 3.30pm – 4.30pm, Location: Zoom, Session Chair: **Ari Van Assche**

#### **Balancing the need to protect technology and access new knowledge when conducting R&D abroad\***

**Mavroudi Eva<sup>1</sup>, Kafouros Mario<sup>2</sup>, Wang Chengqi<sup>3</sup>, Hong Junjie<sup>4</sup>**

<sup>1</sup>University of Leeds, UK; <sup>2</sup>University of Manchester, UK; <sup>3</sup>University of Nottingham, UK; <sup>4</sup>University of International Business and Economics, China

#### **Orchestrating Knowledge Integration in Global Value Chains**

**Turkina Ekaterina<sup>1</sup>, Van Assche Ari<sup>1</sup>, Mudambi Ram<sup>2</sup>**

<sup>1</sup>HEC Montréal, Canada; <sup>2</sup>Temple University, USA

**International ambidexterity, networks and global new product development: An investigation into emerging market multinational enterprises**

**Zou Huan<sup>1</sup>, Liu Chia-Ling 'Eunice'<sup>2</sup>, Ghauri Pervez<sup>3</sup>**

<sup>1</sup>SOAS University of London, UK; <sup>2</sup>National Taiwan University, Taiwan; <sup>3</sup>University of Birmingham, UK

**Intellectual property regimes and expatriate staffing: A quadratic model and the moderating effect of R&D and manufacturing colocation\***

**Lee Jongmin<sup>1</sup>**

<sup>1</sup>Henley Business School, University of Reading, UK

**Parallel Session 4.3**

**Emerging economies (Interactive Papers)**

Time: 3.30pm – 4.30pm, Location: Zoom, Session Chair: **Randolph Bruno**

**Internationalization in Emerging Market MNEs: A Resource Based Perspective on the Role of Innovation and its Limitations.**

**Sengupta Abhijit<sup>1</sup>, Bose Udichibarna<sup>2</sup>**

<sup>1</sup>Surrey Business School, University of Surrey, UK; <sup>2</sup>Essex Business School, University of Essex, UK

**The Impact of Internationalization of the Firm on Corporate Governance: Evidence from Russia**

**Bruno Randolph<sup>1</sup>, Osaulenko, Kirill<sup>1</sup>**

<sup>1</sup>University College London, School of Slavonic and East European Studies, UK

**Firm ownership heterogeneity and strategic diversification via cross-border deals**

**Cai Yingdan (Catherine)<sup>1</sup>**

<sup>1</sup>University of the West of England, UK

**The Mediating Role of FinTech in Explaining the Antecedents of Strategic Added Value in Corporate Treasury: Perceptions of Registered Accountants in Botswana Public Interest Entities**

**Tebogo Baitshepi<sup>1</sup>**

<sup>1</sup>Edinburgh Business School, UK

### Parallel Session 4.4

#### Global Strategy (Competitive Papers)

Time: 3.30pm – 4.30pm, Location: Zoom, Session Chair: **Walid Hejazi**

##### **Strategic Flexibility, MNEs and Economic Downturns\***

**Hejazi Walid<sup>1</sup>, Tang Jianmin<sup>1</sup>, Wang Weimin<sup>1</sup>**

<sup>1</sup>Rotman School of Management, University of Toronto, Canada

##### **Dialects in acquisition target selection: separating culture from country effects**

**Langosch Magdalena<sup>1</sup>, Tumlinson Justin<sup>2</sup>**

<sup>1</sup>University of Greenwich Business School, UK; <sup>2</sup>Loughborough University, UK

##### **What happens when subsidiaries goes through a change? Impact of Gaining an R&D Mandate on Subsidiary Managers' Activities and Subsidiary Innovation\***

**Memar Noushan<sup>1</sup>, Andersson Ulf<sup>2</sup>**

<sup>1</sup>Mälardalen University, Sweden; <sup>2</sup>Mälardalen University, Sweden/BI Norwegian Business School, Norway

##### **To be existed or to exit? Dynamic managerial capability and global connectedness in foreign divestment\***

**Nguyen Ha<sup>1</sup>, Larimo Jorma<sup>1</sup>**

<sup>1</sup>School of Marketing and Communication, University of Vaasa, Finland

### Special Panel Sessions

#### Future of Foreign Direct Investment to Emerging Markets in the Post-Pandemic Era: Insights from Various Regions

Time: 3.30pm – 5.00pm, Location: Zoom

Moderator: **Professor Axele Giroud**, Alliance Manchester Business School, University of Manchester

Discussants:

**Professor Pervez Ghauri**, Birmingham Business School, University of Birmingham

**Dr Surender Munjal**, University of Leeds

**Dr Jorge Carneiro**, FGV, Sao Paulo

**Professor Xiaohui Liu**, Birmingham Business School, University of Birmingham

**Dr Arnold Schuh**, Competence Centre for Emerging Markets and CEE, WU Vienna

## Cross-border innovation in a Changing World. Players, Places, Policies

Time: 3.30pm – 5.00pm, Location: Zoom

Moderator: **Professor Davide Castellani**, Henley Business School, University of Reading

Discussants:

**Dr Marianna Marra**, University of Sussex

**Dr Michael Murphree**, Darla Moore School of Business, University of South Carolina

**Dr Giulio Buciuni**, Trinity College Dublin

**Patries Boekholt**, Innovation Policy Matters

**Professor Nick Papageorgiadis**, University of Liverpool

**BREAK 4.30pm – 5.00pm.**

## **AWARD CEREMONY**

Time: 5.00pm – 5.30pm, Location: Zoom

## **CONFERENCE CLOSE**

5.30pm



**LIST OF REVIEWERS**

**We would like to thank the reviewers for their herculean effort to make this conference a success.**

Rawayda	Abdou	Technological University Dublin
Mansura	Akter	University of Dhaka
Maleeha	Ashraf	Business School, University of Greenwich
Dina	Ayman	University of Edinburgh
Ulf	Bosch	Queen's University Belfast, Queen's Management School
Ana	Botella Andreu	University of Valencia
Randolph	Bruno	University College London
Joerg	Bueechl	Aalen University
Kim	Bui	University of Greenwich
Monika	Bužavaité	VGUTU, Faculty of Business Management, Management Department
Jorge	Carneiro	FGV EAESP Sao Paulo School of Business Administration
Paul	Caussat	Royal Holloway, University of London
Man Hin, Eve	Chan	Technological and Higher Education Institute of Hong Kong
Supun	Chandrasena	Queen's University Belfast
Pi-Chi	Chen	University of Greenwich
Zibang	Chen	University of Manchester
Farzana	Chowdhury	Durham University
Bruce	Cronin	University of Greenwich
Alfredo	D'Angelo	Università Cattolica del Sacro Cuore Milan
Sven	Dahms	The Open University of Hong Kong
Lan	Dang	Bangor University
Uros	Delevic	University of Greenwich
Marlena	Dzikowska	Poznan University of Economics and Business
Margaret	Fletcher	Adam Smith Business School, University of Glasgow
Renfei	Gao	University of Manchester
Kelly	Gerakoudi-Ventouri	Edinburgh Business School-Heriot Watt University
Jose	Godinez	University of Massachusetts Lowell
Sara	Gorgoni	University of Greenwich
Lisa-Marie	Griep	Trinity College Dublin
Washika	Haak-Saheem	Henley Business School, University of Reading

Hasan	Harmanci	University of St Andrews
Denise	Hawkes	University of Greenwich
Walid	Hejazi	University of Toronto, Rotman School of Management
Fabian	Hoeft	University of York
Linlan	Huang	SOAS, University of London
J Eduardo	Ibarra-Olivo	Henley Business School
Kevin	Ibeh	Birkbeck, University of London
Marie	Jamea	University of South Australia
Camilla	Jensen	Roskilde University
Jill	Juergensen	Henley Business School, University of Reading
Zobia	Kanwal	IER, University of the Punjab, Lahore, Pakistan
Joanna	Karmowska	Oxford Brookes University
Jongsoo	Kim	Royal Holloway, University of London
Salman	Kimiagari	Thompson Rivers University
Johannes	Kleinhempel	The University of Manchester, Alliance Manchester Business School,
Panagiotis	Kyriakopoulos	Adam Smith Business School - University of Glasgow
Richmond	Lamptey	University of Greenwich
Magdalena	Langosch	University of Greenwich Business School
Jongmin	Lee	University of Reading
Bo-Yi	Lee	King's Business School, King's College London
Tanja	Leppäaho	LUT University
Yuanyuan	Li	Rutgers University
Yu	Liu	Chongqing University
Xiaojing	Lu	Birkbeck, University of London
Ha Phuong	Luong	Aston University
Roland	Maposa	University of Leeds- Leeds University Business School.
Nina	Marien	University of Antwerp
Marianna	Marra	University of Sussex
Eva	Mavroudi	University of Leeds
Deborah	Mireles	NUIG
Elizabeth	Moore	Northeastern University
Sylvester	Mujakperuo	Academy of International Business
Surender	Munjal	University of Leeds
Yehia	Nawar	London South Bank University

Nhan	Nguyen	Heriot-Watt University
Charles	Nwaogwugwu	University of Greenwich
Ali	Obaidan	University of Leeds
Virpi	Outila	Leeds University Business School
Marina	Papanastassiou	University of Leeds
Hyun Mi	Park	Coventry University
Emmanuella	Plakoyiannaki	University of Vienna, Austria
Karla	Prime	Northumbria University
Erik	Rasmussen	University of Southern Denmark
Renato	Santos	FGV EAESP Sao Paulo School of Business Administration
Shouvik	Sanyal	Dhofar University, Oman
Yasaman	Sarabi	Edinburgh Business School, Heriot-Watt University
Kadek Ade	Sawitri	Trinity Business School
Aleksandra	Selezneva	National Research University Higher School of Economics (Moscow, Russia)
Abhijit	Sengupta	University of Surrey
Vikrant	Shirodkar	University of Sussex
Matthew	Smith	Edinburgh Napier University
Angelo	Solarino	University of Leeds
Ji-Won	Song	University of Greenwich
Veselina	Stoyanova	University of Strathclyde Business School
Irina	Surdu	Warwick Business School, University of Warwick
Yukio	Takagaki	Surugadai University
Stefan	Tschauko	The Fletcher School, Tufts University
Ari	Van Assche	HEC Montréal
Juan	Velez-Ocampo	Universidad de Antioquia
Marzanna Katarzyna	Witek-Hajduk	SGH Warsaw School of Economics
Niamh Christine	Wylie	Trinity College Dublin
Michael	Wynn-Williams	University of Greenwich
Lingxuan	Yang	School of Economics and Business Administration, Chongqing University
Honglan	Yu	University of Huddersfield
Huan	Zou	SOAS University of London



<https://www.gre.ac.uk/bus>

Old Royal Naval College

Park Row, Greenwich

London SE10 9LS

United Kingdom

For any queries related to the AIB UK&I 2021 conference, please email:

[aibuki2021@greenwich.ac.uk](mailto:aibuki2021@greenwich.ac.uk)

For information about the University of Greenwich Business School, contact:

[EIBsupport@greenwich.ac.uk](mailto:EIBsupport@greenwich.ac.uk)

Course and Application enquiries:

[courseinfo@greenwich.ac.uk](mailto:courseinfo@greenwich.ac.uk)

Any other general enquiries:

<https://www.gre.ac.uk/contact>

+44 (0)20 8331 8000

---