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](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

<table>
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<tr>
<th>Time and Location</th>
<th>Sessions</th>
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| 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 |
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<td>11:00am - 11:30am</td>
<td>Break</td>
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<td>Zoom BJM (Professor Shlomo Tarba) and JWB (Professor Ans Kolk) workshop for doctoral students</td>
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<td>Zoom IBR PDW (facilitated by Professor Mario Kafouros)</td>
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<td>Zoom Theorising from Qualitative Case Study Research in IB Workshop (facilitated by Professor Emmanuella Plakoyiannaki)</td>
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<td>3:30pm - 5:30pm</td>
<td>Zoom JIBS &amp; JIBP PDW (facilitated by Professor Becky Reuber)</td>
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<tr>
<td><strong>09:30am - 09:45am - Zoom</strong></td>
<td>Welcome to AIB-UKI (Conference Chair and HoD)</td>
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<td><strong>09:45am - 10:00am</strong></td>
<td>Break</td>
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<td><strong>10:00am - 11:30am - Zoom</strong></td>
<td>Adam Smith Award Presentation Sessions</td>
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<td><strong>10:00am - 11:30am - Zoom</strong></td>
<td>Meet the editors (IBR, Transnational Corporations, JWB, CPoIB, IMR)</td>
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<td>Parallel Session 1.1 SMEs internationalisation and IE (Competitive)</td>
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<td>Parallel Session 1.2 Global Strategy</td>
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<td>Parallel Session 1.3 Emerging economies (Interactive)</td>
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<td><strong>10:00am - 11:00am - Zoom</strong></td>
<td>Parallel Session 1.4 International Marketing and Research Methods in IB</td>
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<td>10:00am - 12:00pm</td>
<td>Workshop (Video Case Studies for Teaching in IB)</td>
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<td>12:00pm - 1:00pm</td>
<td>Plenary Session 1 (Mega Trends) Tamer Cavusgil</td>
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<td>1:30pm - 3:00pm</td>
<td>Speed Mentoring for Women in AIB</td>
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<td>1:30pm - 3:00pm</td>
<td>Meet the editors (JIBS, JIBP, MBR, GSJ, Journal of Industrial &amp; Business Economics)</td>
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<td>3:30pm - 4:30pm</td>
<td>Zoom Plenary Session 2 (IE Trends) Nicole Coviello</td>
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<td>4:30pm - 5:00pm</td>
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<td>5:00pm - 6:30pm</td>
<td>Zoom Special Session In memory of Pavlos Dimitratos</td>
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<td>Plenary Session 3 (Social capital and Effectuation Trends) – Sylvie Chetty</td>
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<td>10:30am - 11:30am - Zoom</td>
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<td>Innovation, Geography and IB (Interactive)</td>
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<td>Pedagogy and teaching methods in IB (Interactive)</td>
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<td>Zoom Special Panel Session (Global value chains, innovation and COVID-19)</td>
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<td>Zoom Special Panel Session (The Impact of COVID-19 on Trade in the Commonwealth)</td>
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<td>1:00pm - 2:00pm</td>
<td>Zoom AIB Members Meeting</td>
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<td>2:00pm - 3:00pm</td>
<td>Zoom Plenary Session 4 (Rethinking terminologies) Garry Bruton</td>
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<td>Special Panel Session (Future of Foreign Direct Investment to Emerging Markets in the Post-Pandemic Era: Insights from Various Regions)</td>
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<td>3:30pm - 5:00pm - Zoom</td>
<td>Special Panel Session (Cross-border innovation in a Changing World. Players, Places, Policies)</td>
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<td>5:00pm - 5:30pm - Zoom</td>
<td>Awards Ceremony</td>
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<td>5:30pm</td>
<td>Conference Close</td>
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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

1Technological 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

1Indian 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

1Indian Institute of Management Indore, India

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

Hsu Jui-Chuan

1The Chinese University of Hong Kong, Hong Kong

Institutional Distance and Multinationals’ Social Irresponsibility: A Subsidiary Perspective

Kim Jong-Soo

1Royal 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 Marie¹

¹University of South Australia, Australia

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

Jurgensen Jill¹

¹Henley 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 Nhan¹

¹Heriot-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 Panagiotis¹

¹Adam 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 Linian¹

¹SOAS, 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

1King’s Business School, King’s College London, UK

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

Narymbetova Assel

1Geneva Business School, Switzerland

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

Vasisht Shailja

1Lovely 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

1Business School, Rosario University, Colombia

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

Maposa Roland

1University 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

1University of York, UK

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

Banda Lawrence

1University 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 Tushar¹
¹Oxford Brookes University, UK

The Influence of Internationalization on the Transformation of Business Models of Large Russian Firms
Selezneva Aleksandra¹
¹National 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 Chetiya¹
¹University of Aberdeen, UK

An Investigation of the Adoption of Servitization Business Models by UK Manufacturing SME-Exporters
Majid Asif¹
¹Sheffield 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 Pawan¹
¹Brunel Business School, UK
The role played by political risks in SMEs' location choice: A study of OFDI from China.
Chen Zibang¹
¹University of Manchester, UK

Startup investor decisions and gender: An ethnographic study of startup pitches.
Duong Linh¹
¹Åbo Akademi University, Finland

Internationalization of small entrepreneurial firms in Nigeria: Analysis of influences on decision making and decision enactment.
Nwaogwu Charles¹
¹University 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 Horst¹
¹Northumbria University, Newcastle, UK

Philipp Marco¹
¹Northumbria University, Newcastle, UK; Aalen University, Aalen, Germany

Understanding foreign divestment: impacts of friction and dynamic managerial capability
Nguyen Ha¹
¹University 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 Arif¹
¹Bloomsbury 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

1Warwick 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

1The Fletcher School, Tufts University, USA

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

Wylie Niamh Christine

1Trinity College Dublin, Ireland

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

Bingkun Liu

1University 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: THEORIZING 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 Andreu¹

¹University of Valencia, Spain

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

Marica Grego¹

¹University of Leeds, UK

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

Anh Truong¹

¹Heriot-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 Joanna¹, Child John², Puthusserry, Pushyarag³, Hsieh Linda²
¹Oxford Brookes University, UK; ²University of Birmingham, UK; ³University of Kent, UK

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

Marien Nina¹, Paeleman Ine¹
¹University 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 Aaron¹, Arrieta-Paredes Mary-Paz², Kamasa Vedaste Byombi³, Rutabayiro-Ngoga Said⁴
¹Anisfield School of Business Ramapo College of New Jersey, USA; ²University of Greenwich, UK; ³Jomo Kenyatta University of Agriculture and Technology, Kenya; ⁴University of Rwanda, Rwanda
Internationalization of a migrant family firm and contextual uncertainty: A case study in Nicaragua (Competitive Paper)

Discua Cruz Allan¹, Centeno-Caffarena, Leonardo²

¹Lancaster University, UK; ²Centro 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-Phuong¹, Jones Chris¹, Temouri Yama¹

¹Aston University, UK

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

Luong Ha-Phuong¹, Jones Chris¹, Temouri Yama¹

¹Aston University, UK

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

Chowdhury Farzana¹

¹Durham University, UK

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

Chan Man Hin Eve¹, Ho Danny Chi Kuen², Lee Liane Wai Ying¹, Yip Tsz Leung³, Ganasekaran Angappa⁴

¹Technological and Higher Education Institute of Hong Kong, Hong Kong; ²The Hang Seng University of Hong Kong, Hong Kong; ³The Hong Kong Polytechnic University, Hong Kong; ⁴CSU 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 Baitshepi

1Edinburgh Business School, UK

Does Industry Risk Similarity Affect Auditor Expertise? Evidence from China

Liu Yu1, Liu Julia Junxia2, Xin Qingquan1

2Chongqing University China, 2The Hang Seng University of Hong Kong - China

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

Liu, Xing1, Yang Lingxuan1, Liu Yu2

1School of Economics and Business Administration, Chongqing University, China; 2The 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 Sabri1

1London South Bank university, UK

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 Katarzyna1, Grudecka, Anna1

1SGH Warsaw School of Economics, Poland
The Clash of Cultures and its Effect on Firm Performance Volatility (Competitive Paper)

Chandrasena Supun¹, Jayasekera, Ranadeva²

¹Queen’s University Belfast, UK; ²Trinity College Dublin, Ireland

Towards Culturally Adapted Voice Commerce Strategies (Interactive Paper)

Obaidan, Ali¹

¹University of Leeds, UK

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

Takagaki, Yukio¹

¹Surugadai 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 Erik1
1University of Southern Denmark, Denmark

A holistic approach to internationalization: motives, enablers and patterns of emerging market SMEs (Interactive Paper)
Harmanci, Hasan1
1University of St Andrew, UK

A strategic response to challenges of doing business in foreign countries: The SMEs perspective (Competitive Paper)
Ahmad Salman1, Dimitratos Pavlos2, Boojihawon, Dev K3, Yu Honglan4
1University of Derby, UK; 2University of Glasgow, UK; 3University of Birmingham, UK; 4University of Huddersfield, UK

Cultural roots of entrepreneurship: Evidence from second-generation immigrants (Competitive Paper)
Kleinheempel Johannes1
1The 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 Surender1, Bhasin Niti2, Kundu Sumit3, Nandrajyog, Divya2
1University of Leeds, UK; 2University of Delhi, India; 3Florida International University, USA

What to Learn and Where to Go? Inward FDI Spillovers and Emerging Multinationals’ Outward FDI in Two Directions*
Gao Renfei1
1University of Manchester, UK
Internationalization of Emerging Market Firms: The Role of Business Group Affiliation and Ownership Level

Kayacı Ayşe¹

¹Dicle University, Turkey

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

Godinez Jose¹, Yun Chaerin²

¹Manning School of Business, University of Massachusetts Lowell, USA; ²Bertolon 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 Giulio¹, Brammer Stephen², Surdu Irina¹

¹School of Business and Economics, Loughborough University, UK; ²Bath 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-Phuong¹, Jones Chris¹, Temouri Yama¹

¹Aston University, UK

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

Pacheco Larissa¹, Moore Elizabeth¹, Brandl Kristin², Dau Luis Alfonso¹

¹Northeastern University, USA; ²University 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

1Royal Holloway, University of London, UK

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

Carneiro Jorge, Santos Renato

1FGV 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, Kingkaew Suthikorn

1Lee Shau Kee School of Business, The Open University of Hong Kong, Hong Kong; 2Thammasat 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, Carneiro Jorge

1FGV 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 Estrin¹*

¹London 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 Hennart³*

³Tilburg 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 Eduardo¹, Iammarino Simona², Piscitello Lucia³
¹Henley Business School, UK; ²London School of Economics, UK; ³Politecnico di Milano, Italy

Do Transactional website initiatives add value to banks?
Dang, Lan¹
¹Bangor University, UK

Huang Linlan¹, Zou Huan¹
¹SOAS, 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 Matthew¹, Batas Spiros², Sarabi Yasaman³
¹Edinburgh Napier University, UK; ²University of Greenwich, UK; ³Edinburgh Business School, Heriot-Watt University, UK

Working together – how can students shape the future of widening access and social mobility.
Bui Kim¹, Hawkes Denise¹
¹University of Greenwich, UK

Online sharing of teaching practice during the Covid-19 crisis: The case of the BEE
Hawkes Denise¹, Gorgoni Sara¹
¹University of Greenwich, UK
From Erasmus+ to Turing: will this bring greater internationalization to UK students or create an anglophone brain drain?

Wynn-Williams, Michael

1University 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

1University of Greenwich, UK

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

Nguyen Nhan, Tran Yen

1Heriot-Watt University, UK

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

Wang Elizabeth Yi, Clegg Jeremy, Cheng Jiahui

1University of Leeds, UK


Bui Kim, Hong Eunsuk

1University of Greenwich, UK; 2SOAS, 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 Ade¹, Brennan Louis¹
¹Trinity 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 Ulf¹
¹Queen'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 Marlena¹
¹Poznan 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 Angelo¹, Rose Elizabeth¹, Wang Elizabeth¹
¹University of Leeds, UK

FDI in Sub-Saharan Africa: The Role of Cognitive and Normative Institutions
Prime Karla¹, Wanjiru Roseline¹
¹Northumbria University, UK

Understanding Subsidiary Managers Interactions when managing Headquarters’ Impressions of their Subsidiary
Mireles Deborah¹, Igoe Josephine¹, Sharkey Scott²
¹National University of Ireland Galway, Ireland; ²Dublin 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 Carina¹, O’Brien Donal¹

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-Won¹

¹University of Greenwich, UK

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

Bueechl Joerg¹, Pudelko Markus², Gillespie Nicole³

¹Aalen University, Germany; ²Tuebingen University, Germany; ³University of Queensland Business School, Australia

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

Kabalina Veronika¹, Outila Virpi²

¹Higher School of Economics Moscow, Russia; ²Leeds 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\(^1\)

\(^1\)Mälardalen University, Sweden

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

Saul Estrin\(^1\) and Elizabeth L. Rose\(^2,3\)

\(^1\)London School of Economics, UK; \(^2\)University of Leeds, UK; \(^3\)Indian Institute of Management Udaipur, India

The impact of COVID-19 on international entrepreneurship

Pervez Ghauri\(^1\)

\(^1\)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

1Georgia State University, USA

Making your scholarly research relevant for business practitioners

Sarianna Lundan

1University of Bremen, Germany

The energy transition as a research opportunity

Lilac Nachum and Elizabeth L. Rose

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

Fresh perspectives: Africa as a research context in IB

Rebecca Reuber

1University of Toronto, Canada

Getting your qualitative research through the review process
Parallel Session 4.1

Emerging economies (Competitive Papers)

Debt Strategy: Understanding the Impact of Patents, IPR Regimes and IP-Intensity
Moore Elizabeth¹, Buscariolli Bruno², Dau Luis Alfonso¹, Teixeira Carneiro Jorge Manoel²
¹Northeastern University, USA; ²Fundação Getulio Vargas, Brazil

Intergovernmental Organizations, Institutional Ecologies and Entrepreneurship
Moore Elizabeth¹, Dau Luis Alfonso¹, Brandl Kristin³
¹Northeastern University, USA; ²University of Victoria, Canada

Cultural Distance and Post-Acquisition Performance: The Role of Absorptive Capacity
Tonn Goulart Moura Stephanie¹, Falaster Christian², Frossard Silva-Rêgo Bernardo³
¹University College Cork, Ireland; ²Universidade Regional de Blumenau – FURB, Brazil; ³Universidade 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 Dina³
³University of Edinburgh Business School, UK

Parallel Session 4.2

Innovation, Geography and IB (Competitive Papers)

Balancing the need to protect technology and access new knowledge when conducting R&D abroad*
Mavroudi Eva¹, Kafouros Mario², Wang Chengqi³, Hong Junjie⁴
¹University of Leeds, UK; ²University of Manchester, UK; ³University of Nottingham, UK; ⁴University of International Business and Economics, China

Orchestrating Knowledge Integration in Global Value Chains
Turkina Ekaterina¹, Van Assche Ari¹, Mudambi Ram²
¹HEC Montréal, Canada; ²Temple University, USA
International ambidexterity, networks and global new product development: An investigation into emerging market multinational enterprises

Zou Huan¹, Liu Chia-Ling ‘Eunice’², Ghauri Pervez³

¹SOAS University of London, UK; ²National Taiwan University, Taiwan; ³University of Birmingham, UK

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

Lee Jongmin¹

¹Henley 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 Abhijit¹, Bose Udichibarna²

¹Surrey Business School, University of Surrey, UK; ²Essex Business School, University of Essex, UK

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

Bruno Randolph¹, Osaulenko, Kirill¹

¹University College London, School of Slavonic and East European Studies, UK

Firm ownership heterogeneity and strategic diversification via cross-border deals

Cai Yingdan (Catherine)¹

¹University 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 Baitshepi¹

¹Edinburgh 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 Walid¹, Tang Jianmin¹, Wang Weimin¹

¹Rotman School of Management, University of Toronto, Canada

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

Langosch Magdalena¹, Tumlinson Justin²

¹University of Greenwich Business School, UK; ²Loughborough 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 Noushan¹, Andersson Ulf²

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

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

Nguyen Ha¹, Larimo Jorma¹

¹School of Marketing and Communication, University of Vaasa, Finland

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**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 Paolo

Professor Xiaohui Liu, Birmingham Business School, University of Birmingham

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

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 Bužavaitė
VGTU, 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

Pí-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
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