

42nd Annual EIBA Conference

Liabilities of Foreignness vs. the Value of Diversity

December 2–4, 2016

WU Vienna

Pocket Guide

www.eiba.wien



WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

EIBA

European
International
Business
Academy

WU

Institute for
International
Business



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WIFI: wu-conference
Username: wu0000
Password: chHXilSh

Disclaimer

Please note that this pocket guide includes updates until November 23, 2016. Any changes made after this date are not reflected in the printed, but can be seen in the online program. All data concerning authors, papers and session chairs were directly imported from ConfTool and are therefore based on information provided by participants.

General Information

OPENING HOURS OF CONFERENCE INFORMATION DESK/OFFICE:

- › **Friday:** 8:00–17:00
Location: Teaching Center,
4th floor, 4.02
- › **Friday:** 17:00–22:00
Location: Learning Center, Gallery
- › **Saturday:** 8:30–17:30
Location: Teaching Center,
4th floor, 4.02
- › **Sunday:** 8:30–17:30
Location: Teaching Center,
4th floor, 4.02

EMERGENCY

In case of emergency, please call campus security: +43-1-313 36-4000

ADMISSION POLICY

- › The event is open to registered delegates only
- › All attendees are required to wear their conference badges at all times
- › Attendees are expected to not participate in canvassing, demonstrating, and not to engage in inappropriate behavior, or other disrupting activity
- › Please mind that the dress code for EIBA 2016 is business casual
- › The organizers reserve the right to enforce these rules through exclusion

COMPANIONS

Partners are welcome to participate in the social program. Please register them as accompanying persons through our registration system.

FIRST AID ASSISTANCE

If first aid is required, please inform a member of the staff immediately.

LOST & FOUND

The lost and found is located at the conference office in TC.4.02.

TRANSPORTATION IN VIENNA

Each participant can purchase a ticket for the Vienna public transportation at a special reduced fare that is valid for the duration of the conference. This includes zone 100; the Vienna airport is outside this zone. Please find more information on eiba.wien/vienna.

TAXIS

Taxis offer a relaxing and easy way to get around Vienna. Each trip has an initial fee of EUR 2.50, and then costs about EUR 1 per km. Taxis can be found on the streets and at taxi stations, or can be called in advance (EUR 2.50 extra).

- › Taxi 31300: tel. +43-1-313 00
 - › Taxi 40100: tel. +43-1-401 00
-

Welcome to Vienna

DEAR EIBA MEMBERS,

As the EIBA President and Conference Chair of EIBA 2016, I warmly welcome all participants to WU Vienna. My team and I are happy to host you on our new campus, which we hope offers a great environment for this conference.

This year's conference marks a record in EIBA history. For one, because we have received a total of 586 submissions. This makes this year's conference the largest conference in terms of submissions in the history of EIBA. We believe this response from scholars around the globe is the consequence of a combination of great events we took over from past EIBA conferences and novel features in the program. For example, as in many past EIBA conferences, we combine the conference with numerous pre- and post-conference workshops. The pre-conference activities provide opportunities for junior scholars, specifically PhD students, to get feedback on their research ideas. More than 100 participants are involved in this part of the program this year. In addition, we offer three exciting post-conference workshops that received a high number of registrations: workshops on qualitative and quantitative methods, and a workshop on doing business in emerging markets. In addition, as an example for the novel features, we made an effort to increase the attractiveness of the poster session as we see this as a great opportunity to present early stage work. Almost 50 senior scholars agreed to come and provide feedback to presenters in a dedicated session scheduled as a plenary event, with no other concurring sessions at the same time. Overall, over 100 papers were accepted in this category and 70 contributions were explicitly submitted for this format. Besides the stimulating academic program we have also organized a diverse cultural and social program

including a traditional “Traditional City and Christmas Market” tour, opera and theater visits, a campus tour, conference bars and of course the famous EIBA gala dinner. We very much hope that our efforts regarding all these program points will be well-appreciated by all of you!

All submissions for this conference were handled by our 14 track chairs who did an outstanding job for the conference, both with regards to timeliness and quality. Overall, 518 reviewers were involved in the reviewing process and all papers submitted received at least two reviews, with an average of 2.61 reviews per paper. Despite this rigorous reviewing process and resulting strict acceptance policy, we are able to report the second record for this year’s conference. This year’s conference has the largest number of contributions (more than 400) as well as participants (more than 600) in the history of EIBA. We believe that the combination of the high numbers of papers and presentations combined with the rigorous reviewing process provides all of us with the great opportunity to make the conference a success for everyone involved and to maintain and develop the spirit that makes EIBA conferences so special.

Please, enjoy your stay at WU and do not hesitate to ask either me personally, my organizing Team – Thomas and Moritz – or the many volunteers in the purple WU polos if you have any open questions.

Jonas Puck,
EIBA 2016 Conference Chair
EIBA President



Welcome to WU

DEAR PARTICIPANTS,

WU is pleased to welcome the participants of the Annual Conference of the European International Business Academy. We are happy to host this important event on our Campus, which in my opinion is a perfect location for your international conference: More than just a place for academic research and teaching and learning practical skills, it is also designed to create an innovative space for social life, communication, and networking.

The Opening Ceremony of this conference is being held in the imposing Library & Learning Center (LC), designed by the late Iraqi-British architect Zaha Hadid. The building is the manifestation of the central importance of research and teaching at WU. The LC is surrounded by six building complexes, including the Teaching Center, which houses most of WU's auditoriums, the WU Executive Academy building, and the Department buildings. As impressive as the buildings may be, the top priority in planning the new campus was to create an environment for WU students and researchers that is conducive to productive work and communication.

Hosting renowned research events is always an honor. Research is an essential element of WU's identity. Investigating economic and social problems and issues such as your conference's topic, "Liability of Foreignness vs. Value in Diversity," and providing practical approaches to solving current economically relevant problems are part of WU's responsibility to society. Thank you for attending this important event, and thanks to the Institute for International Business for bringing the EIBA 2016 to WU. I hope you will find the infrastructure supportive and the Campus atmosphere inspiring.

I wish you an enjoyable and productive time at WU!

Edeltraud Hanappi-Egger

Rector WU Vienna

EIBA Board 2016

CHAIR

Philippe Gugler

University of Fribourg, Switzerland

VICE CHAIR

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University of Valencia, Spain

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Jonas Puck

WU Vienna, Austria

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Susana Costa e Silva

Andreja Jaklič

Joaquin Alegre

Lena Zander

Dirk Morschett

Roger Strange

Ronaldo Parente

John Cantwell

Pervez Ghauri

Ana Teresa Tavares-Lehmann

EIBA Fellows

Peter Buckley
 John Cantwell {Dean of EIBA Fellows}
 John H. Dunning (†)
 Juan Duran
 Mats Forsgren
 Pervez Ghauri
 Philippe Gugler
 John Hagedoorn
 Jean-François Hennart
 Seev Hirsch
 Jorma Larimo
 Sarianna Lundan
 Reijo Luostarinen
 Klaus Macharzina
 Lars-Gunnar Mattsson (Inactive)
 Krzysztof Obloj
 Lars Oxelheim
 Marina Papanastassiou
 Rebecca Piekari
 Lucia Piscitello {Secretary/Treasurer}
 Francesca Sanna-Randaccio
 Vítor Simões
 Örjan Sölvell
 Marjan Svetličić
 Danny Van Den Bulcke (†)

The objectives of the EIBA Fellows are:
 (i) to recognize outstanding contributions to the scholarship and practice of international business; (ii) to exercise a leadership role in education and scholarship in the field, particularly among European teachers and researchers; (iii) to support and encourage the development of EIBA; and (iv) to provide a forum for interaction among the Fellows as well as for the dissemination of knowledge in the field of International Business.

The EIBA Fellows meet annually, and undertake to arrange one plenary or semi-plenary session at each EIBA Annual Conference, with the agreement of the conference organizers. The intention of the Fellows is that the theme of the Fellows' Session will be broad, have a visionary purpose, and be open to multidisciplinary viewpoints. This topic is intended to deal with thematic perspectives rather than empirical details, reflecting the wider picture of scholarship and the global economy, but with some appeal to practitioners as well as to academics. The Fellows are also engaged in a number of other initiatives in support of EIBA.

Program Committee and Conference Tracks

PROGRAM CHAIR

Jonas Puck

EIBA 2016 Program Chair

ORGANIZING COMMITTEE

Thomas Lindner

Co-head of the organizing committee

Moritz Putzhammer

Co-head of the organizing committee

CONFERENCE TRACKS AND CHAIRS

1. Theme track: Liabilities of foreignness vs. the value of diversity

Günter Stahl & Christof Miska

2. Developments in IB theory and methods, trends and critical approaches

José Pla Barber

3. Distance and institutions

Dirk Holtbrügge

4. FDI and foreign market entry

Desislava Dikova

5. Headquarters – subsidiary relationships

Phillip Nell

6. International corporate governance, finance and accounting

Trond Randøy

7. International HRM, global leadership, language and cross-cultural management

Alex Mohr

8. International marketing

Jorma Larimo

9. Internationalization process, SMEs and entrepreneurship

Pavlos Dimitratos

10. Knowledge management and innovation

Ronaldo Parente

11. MNE strategy and organization

Jan Hendrik Fisch

12. MNEs, governments and sustainable development

Chang Hoon Oh

13. Teaching International Business

Elizabeth Rose

Publisher Stands

The following exhibitors participate in EIBA 2016:

- › Edward Elgar Publishing
Represented by Ms. Francine O'Sullivan
- › Emerald Group Publishing
Represented by Ms. Zoe Morris and by Mr. Gareth Bell

- › Springer
Represented by Mr. Prashanth Mahagaonkar
- › The Case Centre
Represented by Ms. Antoinette Mills

The exhibitor area is located in the Teaching Center of WU in room TC.4.16.





The Case Centre

We are your global one-stop shop: browse and buy cases, journals and book chapters to learn about European international business from the world's best management brains. www.thecasecentre.org

Come on a workshop

Join us in France at HEC Paris in January 2017 for case writing and teaching workshops plus 'cases and accreditation' to find out how cases can help your school gain accreditation.
www.thecasecentre.org/HECParis2017

Meet us at the EIBA Conference 2016

We're exhibiting at this event and would love to meet you. Visit our stand to find out what we can do for you. See you there!

www.thecasecentre.org

The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe.





NUI Galway
OÉ Gaillimh



Whitaker
Institute

The 21st McGill International Entrepreneurship Conference

Conference Theme: *Speed, Diversity, Complexity in International Entrepreneurship*



August 30th – 1st September, 2017

Jointly hosted by the **Marketing Discipline** and the **Whitaker Institute** at the National University of Ireland, Galway, on the west coast of Ireland.

Pioneered in 1998 by Prof. Hamid Etemad and his colleagues at McGill University Montreal, the McGill International Entrepreneurship Conference series has brought together insightful academic scholars, practitioners and policy makers with interests in international entrepreneurship, SME internationalization and export growth. The aim of this annual conference is to invite research papers that examine and bring to light the frontier issues related to entrepreneurial internationalization and internationalization of entrepreneurially-oriented small firms in increasingly diverse, complex and fast-moving global markets. In their various manifestations, International Entrepreneurs, International New Ventures, Born Globals, High Growth and Rapidly Internationalizing Enterprises, have significantly contributed to the growth of the global economy in recent decades.

Conference Chair:

Dr. Natasha Evers,
Marketing Discipline,
JE Cairnes School of Business & Economics,
NUI Galway, Ireland.

Call For Papers & Proposals - Key Dates:

Abstract submission deadline - May 1st 2017
Feedback / Acceptance - June 5th 2017
Submission deadline for full papers - July 3rd 2017

Go to: **www.conference.ie** for full details

Awards and Nominees

DANNY VAN DEN BULCKE PRIZE

The best papers of each track are nominated for the Danny Van Den Bulcke prize for the best overall paper presented at the conference.

Selection committee: John Cantwell, Desislava Dikova, Philippe Gugler, Lucia Piscitello and Jonas Puck.

Prize: 1,000 Euro

Award ceremony: Gala Dinner

GUNNAR HEDLUND AWARD

Four finalists are nominated for this award given to the best Ph.D. thesis in the field of IB. Dissertations will be presented in the Session 1.4.0 Saturday at 13:30.

Sponsor: Stockholm School of Economics

Prize: 10,000 Euro

Award ceremony: Gala Dinner

COPENHAGEN BUSINESS SCHOOL PRIZE

Awarded to the best paper written by authors under the age of 40.

Prize: 3,000 Euro

Award Ceremony: Gala Dinner

EIBA BEST DOCTORAL PROPOSAL IN IB AWARD

Awarded to the best doctoral proposal presented at the EIBA/EIASM John H.

Dunning Doctoral Tutorial.

Prize: 500 Euro

Award Ceremony: Gala Dinner

IBR BEST JOURNAL PAPER OF THE YEAR AWARD

Presented to the author(s) of the best IBR article published in the previous year's volume.

Prize: 1,000 Euro

Award Ceremony: Gala Dinner

BEST PAPER IN EACH TRACK AWARDS

The awards will be presented to the best papers in each track as nominated by the track chairs. This includes two dedicated awards:

GSJ GLOBAL STRATEGY RESEARCH PRIZE

Awarded to the best paper in Track 11. MNE Strategy and Organization

Prize: 500 Euro

Award Ceremony: Gala Dinner

IMR INTERNATIONAL MARKETING PRIZE

Awarded to the best paper in Track 8. International Marketing.

Prize: 500 Euro

Award Ceremony: Gala Dinner

Best Reviewer and Nominees

BEST REVIEWER AND NOMINEES

EIBA recognizes the voluntary work of the reviewers, who diligently indicate the strengths and weaknesses of papers submitted to the conference. Among the outstanding reviewers – as indicated by the Track Chairs – presented below (in alphabetical order), one will be announced at the Gala Dinner as the recipient of the Management Review Quarterly EIBA 2016 Best Reviewer Award:

Aradhna Aggarwal
Tamar Almor
Claudia Braga da Cunha
Cheryl Marie Cordeiro
Marlena Dzikowska
Samuel Edward Davies
Laetitia Em
Franziska Engelhard
Susan Maria Freeman
Richard Glavee-Geo
Christine Holmstrom Lind
Lucas Humphries

Andreja Jaklic
Perttu Kähäri
Antonios Klidas
Emilene Leite
Joan Lofgren
Alexander Mohr
Antonio Benedito Oliveira Jr
K. S. Reddy
Salman Saleem
Khadija van der Straaten
Therese Strand
Piotr Trapczynski
Harun Emre Yildiz

MRQ (MANAGEMENT REVIEW QUARTERLY) BEST REVIEWER AWARD

Awarded to the overall best reviewer at EIBA 2016

Selection committee:

Organizing Committee and
Track Chairs

Prize: 500 Euro

Award Ceremony: Gala Dinner

Management Review Quarterly

Editors-in-Chief

Anne d'Arcy

Engelbert Dockner

Jonas Puck

Thomas Reutterer

Journal für Betriebswirtschaft

State-of-the-Art-Articles

Location-based advertising on mobile devices - A literature review and analysis / *Christine Bauer and Christine Strauss* 159

Repatriation outcomes affecting corporate ROI: a critical review and future agenda / *Anika Breitenmoser and Benjamin Bader* 195

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Springer

Program Overview

FRIDAY, DECEMBER 2

Paper Development Workshops*

8:15–18:00 TC Building, 4th Floor

Doctoral Workshops*

8:30–17:00 TC Building, 4th Floor

New Member Meet & Greet

17:30–18:30 LC Building, Festsaal 2

Opening Plenary

18:30–20:30 LC Building, Forum

Opening Reception

20:30–22:00 LC Building

Conference Bar

22:00–24:00 Restaurant “Das Campus”

SATURDAY, DECEMBER 3

Parallel Sessions

8:30–10:00 TC Building, 4th & 5th Floor

Coffee break

Poster Session

10:30–12:15 TC Building, 2nd Floor

Lunch, Mensa

Parallel Sessions

13:30–15:00 TC Building, 4th & 5th Floor

Coffee break

Parallel Sessions

15:30–17:00 TC Building, 4th & 5th Floor

Energy Break (powered by Red Bull)

Social Program (see page 62 for infos)

17:10–21:00 Several Options

Conference Bar (see page 62 for infos)

21:00–open end Bar Procacci

SUNDAY, DECEMBER 4

Parallel Sessions

8:30–10:00 TC Building, 4th & 5th Floor

Coffee break

Conference Plenary Session

10:30–12:15 TC Building, Audimax

Lunch, Mensa

Parallel Sessions

13:30–15:00 TC Building, 4th & 5th Floor

Energy Break (powered by Red Bull)

Parallel Sessions

15:30–17:00 TC Building, 4th & 5th Floor

Gala Dinner Welcome Drinks

19:00–20:00 Aula der Wissenschaften

Gala Dinner

20:00–2:00 Aula der Wissenschaften

Afterparty

2:00–open end Bar Cabaret Fledermaus

MONDAY, DECEMBER 5

Faculty Development Workshops

9:00–17:00 AD Building

Friday, December 2

PAPER DEVELOPMENT WORKSHOPS

The PDWs provide scholars with developmental feedback on their current projects.

There will be workshops by International Business Review, Journal of International Business Studies and the EIBA Early Career Network.

PAPER DEVELOPMENT WORKSHOP	PAPER DEVELOPMENT WORKSHOP	PAPER DEVELOPMENT WORKSHOP
IBR PDW	JIBS PDW	EIBA ECN PDW
Chair: Pervez Ghauri (1), Roger Strange (2) 1: University of Birmingham; 2: University of Sussex	Chair: José Pla Barber (1), Ulf Andersson (2) 1: University of Valencia; 2: Mälardalen University	Chair: Tilo F. Halaszovich (1), Marlena Dziłkowska (2) 1: University of Bremen; 2: Poznan University of Economics and Business
Room: TC 4.14	Room: TC 4.18	Room: TC 4.14
Time: 8:15–12:15	Time: 8:30–12:30	Time: 14:00–18:00
Coffee Break Possibility: 10:00–11:00; TC 4th Floor		
Lunch Break: 12:30–14:00; Mensa		
Coffee Break Possibility: 15:00–16:00; TC 4th Floor		

DOCTORAL WORKSHOPS

8:30–17:00, Campus WU (D1)

The European International Business Academy (EIBA) conference features two events specifically designed for

PhD students who wish to discuss their research proposals with experienced faculty: the Doctoral Tutorial and the Doctoral Symposium.

DOCTORAL WORKSHOP	DOCTORAL WORKSHOP
30th EIBA EIASM John H. Dunning Doctoral Tutorial	5th EIBA Doctoral Symposium
Chair: Gabriel R.G. Benito (1), Jean-Francois Hennart (2) 1: BI Norwegian Business School; 2: Tilburg University	Chair: Elizabeth (Yi) Wang, Igor Kalinic, Jeremy Clegg Leeds University Business School (LUBS), University of Leeds
Room: TC 4.13	Room: TC 4.12
Time: 8:30–17:00	Time: 10:30–16:00
Coffee Break Possibility: 10:00–11:00; TC 4th Floor	
Lunch Break: 12:30–14:00; Mensa	
Coffee Break Possibility: 15:00–16:00; TC 4th Floor	

Friday, December 2

REGISTRATION AND CHECK-IN

17:00–22:00, LC Gallery

Conference attendees should check-in at the information desk located in the Gallery of the LC Library & Learning Center (ground floor).

NEW MEMBER MEET & GREET THE FELLOWS AND BOARD MEMBERS

17:30–18:30, LC Festsaal 2

OPENING PLENARY

18:30–20:30, LC Forum

WELCOME RECEPTION

**20:30–22:00, Campus WU
(LC Festsaal 1 and 2)**

Participants are invited to attend the Welcome Reception in the modern and striking LC Library & Learning Center.

CONFERENCE BAR

22:00–24:00

Restaurant "Das Campus"



OPENING PLENARY

EIBA 2016 Fellows (opening)

Plenary Session

Friday, December 2, 18:30, LC Forum

The Future of “The Future of the Multinational Enterprise”

Chair:

Peter Buckley

(University of Leeds, UK)

Speakers:

Niron Hashai

(Hebrew University Jerusalem, Israel)

Davide Castellani

(University of Reading, UK)

Liena Kano

(University of Calgary, Canada)

Mark Casson

(University of Reading, UK)

Peter Buckley

(University of Leeds, UK)

After a welcome from the WU rectorate, the conference chair, and the main sponsor, the speakers will address the following questions regarding “The Future of the Multinational Enterprise” that was published in April 1976.

- › What relevance does the book and the ‘internalization analysis’ of the MNE that it contains have for today and beyond?
- › What needs to be updated if the book is to remain relevant?
- › How have MNEs and international business research evolved since the book’s publication?
- › Are both still relevant?

The opening plenary is followed by a reception in Festsaal 1 and Festsaal 2.

Overview

Saturday, December 3

PROGRAM

Parallel Sessions

8:30–10:00 TC, 4th and 5th Floor

Coffee break

Poster Session

10:30–12:15 TC Learning Zone, 2nd Floor

Lunch, Mensa

EIBA General Assembly

12:45–13:30 TC 5.01

Parallel Sessions

13:30–15:00 TC, 4th and 5th Floor

Energy Break (powered by Red Bull)

Parallel Sessions (incl. Meet the Editors)

15:30–17:00 TC, 4th and 5th Floor

Campus Tour

17:10–18:40 WU Vienna Campus

Social Program

19:00–22:00 Several Options

Conference Bar

21:00–open end Bar Procacci



Saturday, December 3

8:30–10:00

SESSION 1.1.1 – INTERACTIVE	SESSION 1.1.2 – INTERACTIVE
Developments in the Understanding of Cultural Implications for MNEs	Critical Approaches to IB Theories
Theme Track: Liabilities of Foreignness vs the Value of Diversity	Track: Developments in IB Theory and Methods, Trends and Critical Approaches
Chair: Davide Castellani Henley Business School	Chair: Mohammad B. Rana Aalborg University
Room: TC 5.02	Room: TC 5.04
Exploring Micro-Level Antecedents of Psychic Distance Author: Em, L. University of Groningen	The Changing Geography and Ownership of Value Creation: Evidence from Mobile Telecommunications Authors: Ali-Yrkkö, J. (1); Larsen, M. M. (2); Timo, S. (1) 1: Research Institute of the Finnish Economy; 2: Copenhagen Business School, BI Norwegian Business School
The Value to be Different – Human Resource Management Practices in Russian Manufacturing Subsidiaries of Multinational Corporations versus the Practices in Genuine Russian Industrial Companies Authors: Gurkov, I. (1); Morgunov, E. (2) 1: National Research University Higher School of Economics; 2: The Moscow School of Economic and Social Sciences	Coupling vs Decoupling of GVC: What Creates Firm Competitive Advantage Author: Beleska-Spasova, E. University of Reading
Soft Skills and Cultural Background: Do Migrants' Diverse Abilities Enhance Workplace Conditions? Authors: Bardy, R.; Rubens, A. Florida Gulf Coast University	Re-Conceptualizing Efficiency-Seeking Behaviour of the MNEs Authors: Gokh, I.; Filippaios, F. University of Kent
How and When Psychic Distance Affects SMEs Internationalization? Authors: Safari, A.; Chetty, S. Uppsala University	Determinants of Export Performance in Brazilian Agribusiness: competitive resources and institutional environment Authors: Oliveira, R. B. (1); Moraes, W. F. A. (2); Kovacs, E. P. (1); Pimentel, M. S. (1) 1: UFRPE; 2: UFPE
The Success of a Cultural Misfit: Moving Beyond Cultural Divide Through Value-Based Identification Authors: Shakir, F. Y. (1); Soendergaard, M. (2) 1: IESE Business School; 2: Aarhus University	A Critical Approach to Understanding of Managerial Power in Saudi Organizations: Theorizing on Bourdieu's Sociology Authors: Algumzi, A. A. (1); Zhang, H. (1); Dimitratos, P. (2) 1: Lancaster University; 2: University of Glasgow

SESSION 1.1.3 – INTERACTIVE	SESSION 1.1.4 – INTERACTIVE
Psychic and Cultural Distances and FDI	Impact of Relationship Networks and Creativity on Internationalization
Track: Distance and Institutions	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Goudarz Azar Brunel University London	Chair: Nguyen Khoa Ton-Nu Vrije Universiteit Brussel (VUB)
Room: TC 5.12	Room: TC 5.14
Psychic Distance and Intermediate Level Subsidiaries. A Spanish Case Study Author: Magomedova, N. Universitat de Barcelona	Global Production Network Linkages and Developing Country Firms' Value Creation: The Evidence from Vietnam Authors: Pham, T. (1); Nguyen, A. (2); Nguyen, M. (2) 1: Sheffield Hallam University; 2: Depocen
Building Legitimacy in an Adverse Foreign Environment: When the Liability of Foreignness Can Become a Source of Competitive Advantage Authors: Caussat, P.; Prime, N.; Wilken, R. ESCP Europe	Interorganizational Network Management for Successful Business Internationalization Authors: Koleča, I.; Jaklič, A. Faculty of Social Sciences, University of Ljubljana
Cross-National Distance and Establishment Mode Choice: The Case of Indian MNCs Authors: Rienda, L.; Claver, E.; Quer, D. University of Alicante	Framing Creativity on the Global Scene Authors: de Vasconcellos, S. L. (1); Lapuente Garrido, I. (2); Couto Parente, R. (3) 1: Universidade do Vale do Rio dos Sinos Brazil (UNISINOS), UNIVALI – Universidade do Vale do Itajaí Brazil; 2: UNISINOS; 3: FIU - Florida International University
The Psychic Distance Hazards in Cross-Border Acquisition Performance: An Empirical Study of Cross-Border Acquisitions from 26 Countries Authors: Santos, J. C. (1); Barandas, H. (2); Martins, F. (2) 1: Polytechnic Institute of Leiria; 2: Faculdade de Economia da Universidade do Porto	Relationships Networks as a Factor to Facilitate Firm Internationalization: A Brazilian Case Study with Igui Swimming Pools Authors: Bretas, V. P.; Rocha, T. V.; Ogasavara, M. H.; Rossi, G. B. ESPM – Escola Superior de Propaganda e Marketing
The Concept of Formal and Informal Institutional Compatibility and its Effect on FDI Author: Halaszovich, T. F. University of Bremen	

Saturday, December 3

8:30–10:00

SESSION 1.1.5 – INTERACTIVE	SESSION 1.1.6 – INTERACTIVE
Subsidiary Roles, Operations, and Relationships within MNEs	Diversity and HR Management Decisions
Track: Headquarters – Subsidiary Relationships	Track: International HRM, Global Leadership, Language and Cross-cultural Management
Chair: Patricia Klopf WU Vienna	Chair: Judith Ambrosius FAU Erlangen-Nürnberg
Room: TC 5.16	Room: TC 5.18
Managing a Dual Agency Role in Regional Headquarters Authors: Conroy, K. (1); Collings, D. (2); Clancy, J. (3) 1: Queen's University Belfast; 2: Dublin City University; 3: National University of Ireland Galway	The Role of Expatriate Managers within Foreign Subsidiaries: A Micro-Level Examination Author: Haynes, R. University of Lincoln
The Legitimacy Dynamics in Headquarters – Subsidiary Relationship: The Role of Regulatory Focus and Organizational Power Authors: Gammelgaard, J. (1); Kumar, R. (2) 1: Copenhagen Business School; 2: Menlo College	Human Resource Management of a Chinese Bank in Australia Author: Zhu, J. S. The University of Newcastle
Network Competence of MNCs: A Subsidiary Perspective Authors: Uzhegova, M.; Kuivalainen, O.; Torkkeli, L. Lappeenranta University of Technology	Beyond Nationality: International Experience as a Key Dimension for Subsidiary Staffing Choices in MNEs Authors: Kim, C.; Chung, C.; Brewster, C. Henley Business School, University of Reading
The Evolution of MNCs' R&D Foreign Units – The Case of Swedish MNCs in India Authors: Schweizer, R. (1); Lagerström, K. (2); Jakobsson, J. (1) 1: School of Business, Economics and Law, University of Gothenburg; 2: Uppsala University	The Influence of a Strategic Diversity Management on the Resilience of International Organizations: An Empirical Analysis Authors: Scheuch, I.; Raetzke, S.; Duchek, S. TU Dresden
Foreign-owned Firms in Japan and Subsidiary Role in the Multinational Enterprise Authors: Hasegawa, S. (1); Hasegawa, R. (2) 1: Waseda University; 2: Daito Bunka University	Top Management Diversity and Employer Attractiveness – The Mediating Role of Diversity Initiatives Authors: Orban, F. (1); Dauth, T. (1); Schmid, S. (2); Georgakakis, D. (3); Ruigrok, W. (3) 1: HHL Leipzig Graduate School of Management; 2: ESCP Europe; 3: University of St. Gallen

SESSION 1.1.7 – INTERACTIVE	SESSION 1.1.8 – COMPETITIVE
Entrepreneurial and Cultural Perspectives in International Marketing	Innovation and Knowledge Transfer in the MNE
Track: International Marketing	Track: Knowledge Management and Innovation
Chair: Mark Pasquine Norwegian University of Science and Technology	Chair: Youngok Kim UNSW Australia, School of Management
Room: TC 4.12	Room: TC 4.03
Entrepreneurial Marketing in International Business: A Literature Review and Future Research Agenda Author: Yang, M. University of Vaasa	Employee Creativity in Multinational Organization: The Roles of Risk Taking Author: Somsing, A. Montpellier University
Value Paradox in International Print Advertising: Insights from Culturally Similar Countries Authors: Saleem, S. (1); Larimo, J. (1); Kontkanen, M. (1); Vincze, Z. (2); Biedenbach, G. (2); Ummik, K. (3); Kuusik, A. (3) 1: University of Vaasa; 2: Umeå University; 3: University of Tartu	Thinking with My Heart: The Role of Individual Emotions in the Process of Cross-Cultural Knowledge Transfer within the Multinational Corporation. Authors: Clegg, J. (1); Wang, Q. (2); Gajewska De Mattos, H. (1); Buckley, P. (1) 1: Leeds University; 2: Birmingham City University
A Cross-Sectional Multi-Country Study of Country-of-Origin (COO) in Services Industries Authors: Chang, C.; Hsu, Y.-H. Meiji University	The Effects of Inter-Organizational Collaborative R&D on MNEs' Innovation Systems Authors: Iguchi, C. (1); Hayashi, T. (2); Nakayama, A. (3) 1: Keio University; 2: Kokushikan University; 3: Tokyo Metropolitan University
The Effects of Entrepreneurial Orientation and Market Orientation on Export Performance Authors: Cho, H. E.; Jeong, I.; Kim, E. Korea University Business School	
Export Pricing Decisions in SMEs: Theory and Practice. Authors: Setti, A.; Hagen, B. University of Pavia	

Saturday, December 3

8:30–10:00

SESSION 1.1.9 – COMPETITIVE	SESSION 1.1.10 – COMPETITIVE
New Perspectives on MNE Internationalization	Foreign Market Entry of Family Firms and the Investment Path Model
Track: Developments in IB Theory and Methods, Trends and Critical Approaches	Track: FDI and Foreign Market Entry
Chair: Noemi Sinkovics Alliance Manchester Business School	Chair: Marian Gorynia Poznan University of Economics
Room: TC 5.03	Room: TC 5.13
Explaining the Globalization of Chinese MNEs – A Dynamic Embedded, Multilevel Framework Authors: Lattemann, C. (1); Alon, I. (2); Spigarelli, F. (3); Marinova, S. (4) 1: Jacobs University Bremen; 2: Agder Universiteit; 3: University of Macerata; 4: Aalborg University	How Do Family Firms Enter Foreign Markets? Firm-Specific Advantages, Regional Integration and Entry Mode Choice Authors: Hillemann, J. (1, 2); Oh, W.-Y. (3) 1: Vrije Universiteit Brussel; 2: Henley Business School, University of Reading; 3: Haskayne School of Business, University of Calgary
Internalization Theory and Internal Capital Markets of Multinational Enterprises Author: Nguyen, Q. University of Reading	EU Countries from Central and Eastern Europe, and the Investment Development Path Model: A New Assessment Authors: Gorynia, M. (1); Nowak, J. (2); Trapczynski, P. (1); Wolniak, R. (3) 1: Poznan University of Economics; 2: IBD Business School; 3: University of Warsaw
The Cost of Doing Business Abroad and Its Effect on Intra-Firm Processes: A Dynamic, Multi-Level Conceptual Framework Author: Bjorvatn, T. University of Agder	

SESSION 1.1.11 – COMPETITIVE	SESSION 1.1.12 – COMPETITIVE
Critical Perspectives on the Intra-Corporation Environment	Gender and Otherness in International Management
Track: Headquarters – Subsidiary Relationships	Track: International HRM, Global Leadership, Language and Cross-cultural Management
Chair: Farok J. Contractor Rutgers Business School	Chair: Jiun-Shiu Chen McNeese State University
Room: TC 4.04	Room: TC 4.15
Unfolding Dyadic (Mis)Perceptions of Decision Making between Headquarters and Subsidiaries: Empirical Evidence from Greece Authors: Zhao, S. (1); Papanastassiou, M. (1); Pearce, R. (2); Bassiako, Y. (3); Sinani, E. (4) 1: Middlesex University; 2: Reading University; 3: University of Athens; 4: Copenhagen Business School	Perceived Support to Balance Female International Careers and Family Authors: Puchmueller, K.; Fischlmayr, I. Johannes Kepler Universität Linz
Back to the Future: An Analysis of Subsidiary Internal Embeddedness in The Intra-Corporate Competitive Environment Author: Gillmore, E. Malardalen University	Encouraging Environmental Sustainability through Gender: A Micro-Foundational Approach Using Linguistic Gender Marking Authors: Amir, S. (2); Almor, T. (1); Lee, S. M. (3); Ahammad, M. (4) 1: The College of Management; 2: Temple University; 3: Pennsylvania State University; 4: Sheffield Hallam University
Global Competitiveness through Foreign Subsidiaries' Differentiation: The Moderating Roles of Competitive Dynamics and Mandate Author: Pehrsson, A. Linnaeus University	Advancing Otherness and Othering of the Cultural Other during 'Intercultural Encounters' in Cross-Cultural Management Research Implications for Theory and Practitioners in International Organisations Author: Guttormsen, D. S. A. University of Exeter Business School

Saturday, December 3

8:30–10:00

SESSION 1.1.13 – COMPETITIVE	SESSION 1.1.14 – COMPETITIVE
Reputation and Relationships in Cross-Cultural Marketing	Risk Perception and Experimentation in Internationalization Decisions
Track: International Marketing	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Silviu Horia Tierean Abertay University Dundee	Chair: Arnold Schuh WU Vienna
Room: TC 4.17	Room: TC 4.13
Cross-National Corporate Reputation Perceptions and Effects: The Role of National Culture Authors: Swoboda, B.; Hirschmann, J. Trier University	A Behavioral and Risk-Management View of Reshoring Authors: Ciabuschi, F. (1); Lindahl, O. (1); Barbieri, P. (2); Fratocchi, L. (3) 1: Uppsala University; 2: University of Bologna; 3: University of L'Aquila
A Three-Component Model of Country of Origin Image and its Impact on Consumer's Perception of Foreign Products Authors: Rosendo-Rios, V.; Cohelo-da-Silva, F.; Martin-Davila, M. Colegio Universitario de Estudios Financieros CUNEF	Managerial Perceptions of Risk and Return in Internationalization Decisions: The Impact of Host Country, Distance and Manager Characteristics Authors: Ambos, T. C. (1); Cesinger, B. (2); Eggers, F. (3); Kraus, S. (4) 1: University of Geneva; 2: New Design University; 3: University of Groningen; 4: University of Liechtenstein, Liechtenstein
Why Does Psychic Distance Inhibit International Buyer-Supplier Relationships? Authors: Tierean, S. H.; Berens, G.; van Riel, C. Erasmus University Rotterdam	Internationalization of an Arts Organization: The Experimental Expansion Pattern of a Guggenheim Museum to Helsinki Authors: Ritvala, T.; Piekkari, R.; Franck, H.; Granqvist, N. Aalto University School of Business

SESSION 1.1.15 – COMPETITIVE	SESSION 1.1.16 – COMPETITIVE
Institutional Approaches to International Finance	Policies, Institutions and the MNE
Track: International Corporate Governance, Finance, and Accounting	Track: MNC Strategy and Organisation
Chair: Trond Randoy Universitetet i Agder	Chair: Bjoern Schmeisser WU Vienna
Room: TC 4.14	Room: TC 4.01
Institutional Embeddedness and Risk Perception in International Capital Structure Authors: Stocco, G.; Lindner, T.; Puck, J. WU Vienna	Identification of Institutional Processes: The Case of Urban Mobility Authors: Schneider, M.; Hofer, K. M. Johannes Kepler University Linz
The Impact of Institutions in Influencing IPO Firm Voluntary Disclosure of CEO Salary Authors: Hearn, B. A. (1); Oxelheim, L. (2,3); Randoy, T. (3) 1: University of Sussex; 2: Lund University; 3: University of Agder	Bureaucrats in International Business: A Review of 50 Years of Literature on State-Owned Multinational Enterprises Author: Rygh, A. Alliance Manchester Business School Openness, International Champions, and the Internationalization of Multilatinas Authors: Hennart, J.-F. (1); Sheng, H. H. (2); Carrera Jr., J. M. (2) 1: Tilburg University; 2: EASP-FGV

Saturday, December 3

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SESSION 1.1.17 – PANEL	SESSION 1.1.18 – PANEL
The Net Effect of Clusters on MNEs from Emerging Economies	New Perspectives on Global Value Chains: Internalization Theory and Dynamic Capabilities
Room: TC 5.15	Room: TC 5.27
The Net Effect of Clusters on MNEs from Emerging Economies Authors: Puig, F. (1); Marco-Lajara, B. (2); Mayrhofer, U. (3); Narula, R. (4); Zucchella, A. (5) 1: University of Valencia; 2: University of Alicante; 3: IAE Lyon, Jean Moulin Lyon 3 University; 4: University of Reading; 5: University of Pavia	New Perspectives on Global Value Chains: Internalization Theory and Dynamic Capabilities Authors: Giroud, A. (4); Oh, C. H. (2); Verbeke, A. (3); Wagner, M. (1); Strange, R. (5) 1: Augsburg University; 2: Simon Fraser University; 3: University of Calgary; 4: University of Manchester; 5: University of Sussex

SESSION 1.1.19 – PANEL	SESSION 1.1.20 – PANEL
Social Value Creation in MNCs	The Value of Diversity in Management Education: Perspectives from Asia, Europe and the USA
Room: TC 4.27	Room: TC 5.01
<p>Social Value Creation in MNCs</p> <p>Authors: Holmström Lind, C. (1); Doh, J. P. (2); Ghauri, P. (3); Sinkovics, R. R. (5); Salmi, A. (6); Kang, O. (4); Ljung, A. (1)</p> <p>1: Uppsala University; 2: Villanova University, PA; 3: University of Birmingham; 4: Uppsala University; 5: University of Manchester; 6: Lappeenranta University of Technology</p>	<p>The Value of Diversity in Management Education: Perspectives from Asia, Europe and the USA</p> <p>Authors: Houston, M. J. (1); Schlegelmilch, B. B. (2)</p> <p>1: University of Minnesota, US; 2: WU Vienna</p>

Saturday, December 3

10:30–12:15

POSTER SESSION

Room: TC Learning Zone (2nd Floor)

In addition to the traditional competitive and interactive papers we are happy to have over 120 posters in all conference tracks presented in a dedicated poster session. This poster session at EIBA 2016 is designed to push early-stage work towards high-impact contributions. Additionally and to provide the best possible experience to poster presenters, we have secured a large number of senior scholars who agreed to give feedback during the poster session.

These renowned scholars include:

Ulf Anderson, Gabriel Benito, José Pla Barber, Sjoerd Beugelsdijk, Peter Buckley, John Cantwell, Charles Dhanaraj, Desislava Dikova, Pavlos Dimitratos, Jonathan Doh, Douglas Dow, Rian Drogendijk, Jesper Edman, Igor Filatotchev, Christian Geisler Asmussen, Pervez Ghauri, Jean Francois Hennart, Dirk Holtbrügge, Jorma Larimo, Alexander Mohr, Dirk Morschett, Phillip Nell, Niina Nummela, Chang Hoon Oh, Ronaldo Parente, Torben Pedersen, Dorota Piaskowska, Lucia Piscitella, Trond Randoy, Elizabeth Rose, Stefan Schmid, Arjen Slangen, Günter Stahl, Roger Strange, Bernhard Swoboda, Rob van Tulder, and Lena Zander Mary Zellmer Bruhn, among others.

There will be no activities parallel to the poster session. This means many additional scholars will be interested in discussing the presented ideas.

Poster Presentations:

High Performance Practices Bundles Impact on the Employees' Extra-Role Performance:
The Mediation of Work Engagement

Author: Ahmad, M. S.

Co-Evolutionary Perspective of Corporate Social Responsibility in Multinational Corporations:
A Preliminary Finding

Authors: Nair, S.; Chew, Y. T.; Sandhu, M.

The Strategy for Global Recognition:
The Case of Qatar Airways

Author: Al-Kwifi, S. O.

How Does Decision-Maker Personality Influence Entry Mode Decisions?

Authors: Magnusson, P.; Dow, D.; Baack, D.

Institutional Perspectives on Entrepreneurship in Emerging Economies

Authors: Rwehumbiza, D. A.; Marinov, M. A.

Differential Distances in Financial Performance of Multi-Latin Companies Due to Composition and Characteristics of Board of Directors in an Emerging Economy. Preliminary Study of Firms Listed at Lima Stock Exchange Market

Authors: Salcedo, N. U.; Sehnem, S.

Late Globalization: Evolution, Episodes and Epochs in the Danish Textile and Fashion Industry

Authors: Turcan, R. V.; Dholakia, N.; Boujarzadeh, B. Complementary Pension Plans as Practice of Compensation for Executives in Multinational and Multi-Latin Companies

Authors: Duque, M.; Revuelto, L.

Learning from Wasta: The Arab Way of Managing and Doing Business

Authors: Sultan, N.; Weir, D.; van de Bunt, S.

Effectuation Approach in a Start-Up Nation: Immigrant Entrepreneurship as a Tie to Create of International New Ventures

Authors: Cruz, E. P.; Ribeiro, F.; Falcão, R. P. d. Q.

The Role of the Country Manager for Subsidiary Development

Authors: Raziq, M. M.; Benito, G. R. G.; Iggoe, J.

When Blood is Thicker: Top Management Team Nepotism and Firm Growth in a Transition Economy

Authors: Greve, P.; Ruigrok, W.

Market-Related Key Influences on the Internationalization of the easyJet

Authors: Kellermann, F.; Cabral, J. E. d. O.; Lima, A. C.; Nagengast, J. C. J.

POSTER SESSION

Room: TC Learning Zone (2nd Floor)

Limiting Resources of New and Small Firms:
A Process and Ecology Based View

Author: Humphries, L.

Are Internal Markets an Answer to Coordination Problems in MNCs?

Author: Egelhoff, W. G.

Internationalization of Grocery Retailing in Poland

Authors: Karasiewicz, G.; Nowak, J.; Trojanowski, M.

Understanding the Impact of the Country-of-Origin Effect in Portugal

Authors: Saraiva, L.; Silva, S. C. e

CEOs' Origin and their Influence on Microfinance Performance and Risk

Authors: Pascal, D.; Beisland, L. A.; Mersland, R.

'In the Eyes of the Beholder': The Perceived Employability of Chinese Business Graduates'

Authors: Pinto, L. H.; He, K.

Obstacles to Operational Flexibility: A Literature Review

Authors: Fisch, J. H.; Puhr, H.

Being Successful in Exports: Understanding Country of Origin Effect and its Influences on Consumer Behaviour in Foreign Countries

Authors: Eduardo, F. S.

Patterns of R&D Relocation Activities and Co-Location to Offshored Production Sites

Author: Kinkel, S.

MNE Subsidiary Country of Origin and Perception on Government Corruption in Host Countries

Author: Hong, S.

Co-Evolution of MNE and Institutional Environment: A Story of Pharmaceutical Manufacturer

Author: Karhu, A.

Multinationalizing Service SMEs – Evidence from Finnish and Chilean Micromultinationals

Authors: Ciravegna, L.; Kuvalainen, O.; Vanninen, H.; Felzensztein, C.; Rattalino, F.

Alliance Diversity and Firm Performance: The Moderating Effect of Alliance Strategies

Authors: Li, K.; Wang, F.

Introducing: IntELS (Internationally Educated Local Staff): Who Are They and Are They 'Foreign' in the Workplace?

Author: Lego, M. P.

How to Respond to Institutional Duality – A Practical Insight

Author: Kunczer, V.

The Role of the Family for International Assignment Success: A Critical Review and Future Research Agenda

Authors: Goede, J.; Berg, N.

TMT's Attitudes Toward Foreignness, The Role of Entry Modes and Internationality of Small and Medium-Sized MNE's

Author: Tancanelli, D.

Entry Mode of Japanese Automotive Component Suppliers in Foreign Subsidiaries: Experimental Analysis of Bundling Model

Authors: Jiang, T.; Ishii, S.

The Position of 'Liability of Foreignness' and 'Value of Diversity' in International Business Studies – A Visualized Approach based on AIB Conference Proceedings 2006–2015

Authors: Wührer, G. A.; Bilgin Wührer, Z.

Top Management Team Internationalization and Firm Innovativeness

Authors: Wrede, M.; Dauth, T.

The Role of Technological Resources within the Firm: A Systematic Literature Review.

Author: Ceipek, R.

Internationalization of Human Capital Through the Lenses of Migration Theories

Authors: Cruz, E. P.; Falcão, R. P. d. Q.;

Ribeiro, F.; Lopes, L. A. C.

Internationalization and Knowledge Transfer: The Role of Partners' Prior Collaboration, Expected Benefits and Shared Vision in IJVs

Authors: Rotsios, K.; Sklavounos, N.; Hajidimitriou, Y.

Saturday, December 3

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POSTER SESSION

Room: TC Learning Zone (2nd Floor)

Thanks, but No Thanks: Remote Work Arrangements & the Reasons Employees Are Staying in the Office
Author: Schaupp, G. L.

The Impact of Market and Non-Market Strategies on Firm Performance: Evidence from the Electricity Sector in Sub-Saharan Africa
Authors: D'Amelio, M.; Doh, J.; Piscitello, L.; Garrone, P.

Internationalisation of Business R&D – Current Status and Recent Trends
Authors: Dachs, B.; Zahradnik, G.

Corporate-Brand Architecture in Cross-Border Mergers and Acquisitions
Author: Barua, A.

The Go/No Go Decision: The Acceptance or Rejection of Subsidiary Initiatives in MNCs
Authors: Gorgijevski, A. N.; Hamberg Lagerström, K.; Holmström Lind, C.

Developing a Framework for the Diversification Mechanism and Financial Liquidity of the Construction Firms in the UAE
Authors: Al Seyagh, N.; Sundarakani, B.

Localization of Top Management at Japanese Automobile Assemblers' Subsidiaries in North America
Authors: Zhao, Y.; Ishii, S.

Exploring the Marketing Activity of International New Ventures
Authors: Kowalik, I.; Baranowska-Prokop, E.

Strategy Creativity in Multinational Subsidiaries: The Impact of Subsidiary CEO Entrepreneurial Self Efficacy
Authors: O'Brien, D.; Scott, P. S.; Andersson, U.

TMT Nationality and the Influence on Entrepreneurial Orientation
Authors: Orban, F.; Dauth, T.

What Makes a Great Leaders Look Great? Actual and Perceived Competence of Leaders
Author: Nasher, J.

Feminine Style of Leadership to Enhance Intercultural Effectiveness – The Multicultural Team Leader's Most Valued Abilities
Authors: Marufuji, H.; De Mattos, C.

CSR Evolution and Standardization in Emerging Multinational Corporations Operating in Developed Countries: Towards a Theoretical Framework
Authors: Reis, G. G.; Silva, E. M. d.

Learning in Global Virtual Teams
Author: Majdenic, D.

Emerging Market Multinationals: What Do the Main Studies Reveal?
Authors: Dal-Soto, F.; Rosa, M. B. d.; Klein, L. L.; Monticelli, J. M.

Perceptions of Expatriates Facing Emiratization Strategy in a World Leading Airline and Territorial Perspective in HRM
Authors: Valax, M.; Rive, J.

FDI Determinant to Transition Countries. A Cage Model Approach. The Case of Serbia
Authors: Grujic, N.; Kyrkilis, D.

Expatriates and Partners Living Together Abroad or Apart: Better or Worse?
Authors: Karunaratne, R. A. I. C.; Froese, F. J.

Coevolution for the Dually Embedded MNE Subsidiary
Authors: Ryan, P.; Clancy, J.; Andersson, U.; Giblin, M.

SMEs' International Strategic Decision-Making Speed. A Purchasing Perspective
Authors: Francioni, B.; Clark, K. D.

The Role of MNEs in Fostering Indigenous Entrepreneurship through Vertical Business Linkages: Insights from Egypt
Authors: Garrone, P.; Piscitello, L.; Scalera, V. G.; Rotondi, V.

Psychic Distance: Antecedents, Outcomes and Coping Modes
Author: Ciszewska-Mlinaric, M.

POSTER SESSION

Room: TC Learning Zone (2nd Floor)

Putting Conventional Wisdom to the Test:
A Qualitative Review of Research on
Organizational Team Diversity
Authors: Schoenung, B.; Dikova, D.

Influence of Generational Change as a Kind of
Behavioural Patterns on the Internationalisation
Process of Small and Medium Sized Family Firms
Author: Zipper, V.

Innovation Deployment: (Re)Thinking the Transfer
and Diffusion of Innovation in Multinational Firms
Authors: Guérineau, M.; Ben Mahmoud-Jouini, S.;
Charue-Duboc, F.

Multinationality and Performance: A Systematic
Literature Review from 2000 to 2016
Author: Schmuck, A.

The Influence of Joint Spousal Decision Making
on Purchase Intentions: A Study of Children's
Furniture in India
Authors: Bogdanovs, A.; Kainth, A.; Pasquine, M.

The Internationalization of Founding Family Firms
and its Effect on Corporate Performance
Authors: Schmuck, A.; Hamberg Lagerström, K.;
Hamberg, M.

Sustainable Practices in Industrial Organizations:
New Possibilities and Opportunities Arising From
the Circular Economy
Authors: Sehnem, S.; Pereira, S. C. F.; Jabbour, C. J. C.

Designing for Learning: How to Become an IB
Strategist?
Authors: Einola, K.; Zettinig, P.; Berry, M.

Initial Market Entry Process into an Emerging
Economy: A Legitimacy Perspective
Authors: Decker, A.; Adhiambo Fulop, I.

Organizational Climate for Inclusion and the
Resulting Challenges and Coping Strategies of
Highly-Qualified Migrants
Authors: Hajro, A.; Zilinskaite, M.

How Diaspora Networks Make Impossible
Possible? The Internationalization of One
Non-English Speaking Greek SME
Authors: Elo, M.; Riddle, L.

Expatriate Career Performance and Premature
Return Intention
Author: Kim, K.

Determinants of Speed of Internationalization –
Proposed Effects of International Experience,
Knowledge Transfer and Institutional Knowledge
Author: Åkerman, N.

How Can Global Leadership Competences Foster
During Expatriation: The Role of Organizational
Support and Cross Cultural Training
Author: Berthelet, M.

The Institutional Approach on Coopetition
Authors: Monticelli, J. M.; Garrido, I. L.

Which Role Does the Social Network of Expatriates
Play in their Career Development?
Authors: Froese, F. J.; Fu, X.; Davies, S.; Huang, H.;
Wang, Z.

The Role of Experiential Knowledge in the Export
Development Process of Micro Firms
Authors: Tiwari, S. K.; Korneliussen, T.

Capturing the Value of the Internationalisation
Option
Authors: Liegler, M.; Lindner, T.; Putzhammer, M.

Teamwork Orientation and Individual Learning:
The Relevance of Individual-Level Cultural Values
and Value Congruence
Authors: Mustafa, G.; Glavee-Geo, R.; Rice, P. M.

Is International Experience (and Lack thereof) an
Asset or a Liability?
Authors: Yildiz, H. E.; Holm, U.; Eriksson, M.

Board Attributes and Foreign Shareholdings in
Portuguese Banks
Authors: Pereira, V.; Filipe, J.

Examination of the Contributions of Venture Capitalists
to the Internationalization of Small Firms
Authors: Moreira, A. A.; Carneiro, J.

Failure as a Part of Experiential Learning in SMEs
International Opportunity Creation
Authors: Kauppinen, A. J.; Juho, A.; Paloniemi, K.

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POSTER SESSION

Room: TC Learning Zone (2nd Floor)

Degree of Internationalization, Technology Intensity and Innovation: A Study on Brazilian Companies
Authors: Machado, B. D.; Zen, A. C.; Amal, M.; Rhoden, M. I.

International Business Innovations and (a New) Learning
Author: Pitelis, C. N.

It's Simply Complicated! On the Subsidiary Strategic Activities Post Mandate Gain
Authors: Memar, N.; Andersson, U.

Championing Processes and the Emergence of Industrial Symbiosis: Case of Yandex Data Center in Finland
Authors: Ermolaeva, L.; Kokoulina, L.; Ritala, P.; Patala, S.

Competitive Intensity and Market Dynamism Influences on Performance in Transitional Periphery Countries
Authors: Lascu, D.-N.; Dickerson, D.; Jamiyansuren, B.; Yadamsuren, O.

The Liability of Foreignness in the Russian Automotive Market: Micro-Political Perspective
Authors: Krylov, V.; Montenero, V.

Doing Business between Two Emerging Economies: The Determinants of Performance of Brazilian Wineries in China
Authors: Winckler, N. C.; Souto, J. M. M.; Zen, A. C.; Callegaro de Menezes, D.

IntELS (Internationally Educated Local Staff): Are They 'Foreign' in the Local Workplace? (A Case Study in Vietnam)
Authors: Lego, M. P.; Edwards, R.; As-Saber, S.

Looking into the Business Model of Multinational Enterprises: A Conceptual Model
Authors: Vilasboas Calixto, C.; Leme Fleury, M. T.

Indirect Foreign Direct Investment – The Subsidiary Autonomy Context
Authors: Cieslik, J.; Obloj, K.; Trapczynski, P.

Born Global Start-Ups' Strategy Patterns: Construction and Positioning Approach in Rapid Internationalization
Author: Wiercinski, S. A.

The Moderating Effect of National Culture on the Efficacy of Trust Building Processes: An Event Study on Trust Building Mechanisms in Strategic Alliances
Authors: Dahlgrün, P. W. H.; Bausch, A.

The Reshoring Phenomena: What Are the Motives?
Authors: Halse, L. L.; Solli-Sæther, H.; Nujen, B. B.

Understanding Subnational Location Decisions of Multinational Enterprises
Author: Laine, M. O.

A Revised Model of Factors Influencing Internationalization Speed in the Medical Technology Sector Through an Institutional Lens
Authors: Laurell, H.; Gabrielsson, J.

Conceptualizing English as Corporate Language in the MNE: "Official" English Versus Business English as Lingua Franca
Authors: Karhunen, P.; Kankaanranta, A.; Louhiala-Salminen, L.

Integrating Highly Qualified Immigrants (HQIs) Into European Small and Medium-Sized Organizations: The Roles of Individual Effort, Organizational Support and Social Support
Authors: Köhlmann, T. M.; Heinz, R.; Stahl, G. K.; Hajro, A.; Vodosek, M.

Longitudinal Development of Estonian Born Globals
Authors: Vissak, T.; Masso, J.

Market Complexity and Business Model Innovation – A Case Study of an International New Venture from the Medical Technology Sector Entering the German Market
Authors: Laurell, H.; Bollue, S.; Wackerbarth, J.

Network Cohesion of Interlocking Directorates in a Dependent Capitalism
Author: Zdziarski, M.

POSTER SESSION

Room: TC Learning Zone (2nd Floor)

How Does Agency Work in Strategizing Process in Global Market? A Strategy-As-Practice View

Authors: Kobayashi, H.; Sato, K.

Gingando Outside Brazil: The Meaning of the Consumption of Brazilian Capoeira in Germany

Authors: Bussab Porto-da-Rocha, M.; Lara Strehlau, V.; Rossi, G.

Internationalization of Grocery Retailing in Poland

Authors: Karasiewicz, G.; Nowak, J.; Trojanowski, M.

The Non-Interference Policy and Chinese State-Owned Multinational Enterprises in Africa: A Political Strategy Perspective

Authors: Fon, R.; Filippaios, F.

Organizational Slack as an Enabler of Internationalization: The Case of Large Brazilian Firms

Authors: Carneiro, J.; Bamiatzi, V.; Cavusgil, S. T.

Which Cities are Becoming Most Globalized, and Why? A Study of Changing Degrees of Reliance on Global Technological Knowledge Sourcing.

Authors: Cantwell, J.; Zaman, S.

Measuring Orientation Towards International Markets and its Effect on Performance of European Born Global and Non-Born Global Firms

Authors: Torres-Ortega, R.; Rialp, J.; Sandberg, S.

Global Integration vs. Local Responsiveness – The Case of Retail Banking

Author: Parment, A.

Leadership in Multicultural Virtual Teams: Investigating the Roles and Behavior of Successful Team Managers

Author: Fajen, A.

Cultural Frictions in Post-Merger Integration Processes: A View on 'Face' when Dealing with Asian Counterparts

Author: Durand, M.

The Internationalization of a Family Business From an Emerging Market

Authors: Floriani, D.; Goede, W.

Cultural Friction in Cross Border Acquisitions: A Moderating Effect of Managerial Perceptions on New Firm Identification, and Job Motivation: A Survey on Middle Managers in Post Merger Integration

Author: Durand, M.

New Perspectives in Language Sensitive IB and Management Research

Author: Lecomte, P.

Risk Management on Attracting FDI to Infrastructure Projects in Emerging Markets: A Conceptual Model

Authors: Sabbag, Z.; Ogasavara, M. H.; Turola, F. A.

International Entrepreneurial Orientation – Twenty Years of

Authors: Dannecker Cunha, R.; Moraes, S. G.

Reverse Innovation and the Support of Higher Education Institutions (HEI): A Single Case Study.

Authors: Domingues, F. M. d. O.; Vianna, S. C. G.; Bondioli, A. C. V.; Lima, M. C.

Cross-Cultural Managerial Risk-Taking: Exploring the Moderating Effects of Type of Consequences and Risk

Authors: Hemat, H.; Yuksel, U.

Subsidiary Knowledge Integration in the Internationalisation Process by Emerging Economy Firms: A Social Capital Perspective

Authors: Park, J.-Y.; Lee, H.-Y.; Kwak, D.-W.; Harris, S.

The Influence of Exporter's Incentives on Overseas Importer Performance

Authors: Suwannarat, P.; Waranantakul, W.

Diversity Management Globalization? The Case Study of Pharmaceutical Companies' Subsidiaries in Central and Eastern Europe

Authors: Velinov, E.; Bendl, R.

Exploring Employee Satisfaction in Multicultural Non Profit Organizations: An Examination of P-O Fit and Embeddedness

Author: Poliner, B.

Saturday, December 3

13:30–15:00

SESSION 1.3.0 – AWARD NOMINEE PRESENTATIONS

Gunnar Hedlund Award Session

Chair: Peter Hagström
Stockholm School of Economics

Room: TC 4.01

In 1997, the Institute of International Business at the Stockholm School of Economics (SSE) established the award in memory of SSE Professor Gunnar Hedlund. The idea behind the award is that it should act as a vehicle to stimulate Ph.D. candidates around the world in the field of International Business, and also commemorate Professor Gunnar Hedlund’s important work in the field.

The award is administered by the Stockholm School of Economics, in collaboration with the European International Business Academy (EIBA). The winner receives a medal, a diploma and €10,000, and is announced bi-annually at the Annual Meeting of the European International Business Academy in December.

In this session, the four finalists for the the 2014–2016 Award present their dissertations.

Essays on the Relationship between Foreign Market Corruption and Multinational Enterprise Strategy

Author:
Sartor, M.
Queen’s University

Global Subunit: an Organizational Perspective

Author:
Rodriguez, C.
INCAE Business School

Multinationals in Transition: Unilever’s Response to the Demand for Corporate Social Responsibility in a Changing World

Author:
Mees-Buss, J.
University of Sydney

The Complex Internationalization Process Unfolded

Author:
Eriksson, M.
Uppsala University

SESSION 1.3.1 – INTERACTIVE		SESSION 1.3.2 – INTERACTIVE	
Perspectives on International Collaboration and International Finance		Demographic Approaches to the Liabilities of Foreignness	
Track: International Corporate Governance, Finance, and Accounting		Theme Track: Liabilities of Foreignness vs the Value of Diversity	
Chair: Stefan Schmid ESCP Europe Business School		Chair: Marcus Dittfeld TU Dresden	
Room: TC 5.02		Room: TC 5.04	
Does Employee Representation on the Board Provide a Comparative Advantage? Evidence from Germany and the United States		Place, Sense of Place, and Liability of Foreignness	
Authors: Feils, D.; Liu, R.; Sabac, F. University of Alberta		Authors: Kennelly, J. J. (1); Sternad, D. (2) 1: Skidmore College; 2: Fachhochschule Kaernten-Carinthia University of Applied Sciences, Villach	
Inter-Organizational Diversity and the Formation of Multipartner Syndicates		Distances, Multinational Organizational Learning, and Firm Performance: A New Perspective	
Authors: Dorobantu, S. (2); Lindner, T. (1); Müllner, J. (1) 1: WU Vienna; 2: New York University, Stern School of Business		Author: Metz, P. Dresden University of Technology / International Institute Zittau	
Do International Mergers and Acquisitions Create Value?		Institutional Liability of Multinational Enterprise in Host Country	
Author: Chalencon, L. IAE Lyon, Université Jean Moulin		Authors: Zhong, Y.; Zhu, C. J.; Zhang, M. M. Monash University	
Asymmetries in the Persistence and Pricing of Accruals		The Role of Country Context Distance on Devolution from HQs towards Subsidiaries of Large Agro-Food MNEs	
Author: Papanastopoulos, G. University of Piraeus		Author: Sels, A. T. KU Leuven	
Intangible Liabilities and Firm Reputation. Evidence from the Main MNE			
Authors: Durán-Herrera, J.-J. (1); García-López, M.-J. (2) 1: Universidad Autónoma de Madrid; 2: Universidad Rey Juan Carlos			

Saturday, December 3

13:30–15:00

SESSION 1.3.3 – INTERACTIVE	SESSION 1.3.4 – INTERACTIVE
Action and Reaction of in the HQ-Subsidiary Relationship	Consumer Perceptions and Preferences in International Marketing
Track: Headquarters – Subsidiary Relationships	Track: International Marketing
Chair: Bernard Wolf Schulich School of Business	Chair: Salman Saleem University of Vaasa
Room: TC 5.12	Room: TC 5.16
Capability Developments as the Subsidiary Evolutionarily Grows Authors: Jakobsson, J. (1); Hamberg Lagerström, K. (2); Schweizer, R. (1) 1: University of Gothenburg; 2: Uppsala University	Cultural Distance, Reputation Transferability and Cross Border Acquisitions: A Consumer Perspective Authors: Matarazzo, M. (1); De Vanna, F. (2); Lanzilli, G. (2); Resciniti, R. (2) 1: Università degli Studi Guglielmo Marconi, Roma; 2: Università degli Studi del Sannio, Benevento
Subsidiary and Headquarter Power Relationship: The Effect of Subsidiary's Self-Sufficiency and Integration in Innovation-Related Investment Decisions Authors: Kang, O. (1); Lindbergh, J. (2) 1: Uppsala University; 2: Stockholm Business School, Stockholm University	The Role of National Cultural Value Approaches for CR Perceptions Authors: Swoboda, B.; Huber, C.; Batton, N. Trier University
Towards a More Heterogeneous Steering of Foreign Subsidiaries in Multinational Companies Author: Proff, H. University of Duisburg-Essen	Chinese Consumers' Preferences for Marine Oil Products: A Conjoint Study. Authors: Xu Bryn, R.; Pang, S.; Strand, Ø.; Nasset, E. NTNU Ålesund
Exploring the Effects of Headquarters Decision Making on Subsidiaries Authors: Nilsson, A.; Dellestrand, H. Uppsala University	The Influence of Corporate Social Responsibility Actions on Consumers' Perceptions towards Global Brands Authors: Inacio, N.; Crespo, C. F. Superior School of Technology and Management, Polytechnic Institute of Leiria
Headquarters Value Added: How Benevolent Intentions Influence Value Added to Subsidiaries Authors: Nilsson, A.; Dellestrand, H. Uppsala University	Region of Origin as an Irrelevant Attribute: Influencing Quality Perceptions and Purchase Intentions of Foreign Products Authors: Pasquine, M.; Glavee-Geo, R. Norwegian University of Science and Technology
Balancing Integration and Responsiveness Pressures in the Sales Function within Fast-Moving-Consumer-Goods (FMCG) MNEs: A Study of foreign Subsidiaries in Germany Authors: Reichstein-Scholz, H.; Yamin, M.; Giroud, A. Alliance Manchester Business School	

SESSION 1.3.5 – INTERACTIVE	SESSION 1.3.6 – INTERACTIVE
International Marketing Strategies and Positioning	Dynamic in Foreign Direct Investment
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: FDI and Foreign Market Entry
Chair: Beatriz Kury PUC of Rio de Janeiro	Chair: Melanie Hassett University of Sheffield
Room: TC 5.14	Room: TC 5.18
The Role of Social Media in the International Business-To-Business Sales Process: Conceptual Propositions Authors: Fraccastoro, S.; Gabrielsson, M. University of Eastern Finland	Changes in Foreign Operation Modes: A Structured Literature Review Author: Putzhammer, M. WU Vienna
The Role of Knowledge on the Level of Market Commitment in Rapid Internationalisation: An Examination of Early Internationalisation Development Authors: Taylor, M.; Jack, R. Macquarie University	FDI and Human Capital: Gender Effects and Education Spillovers in European Union Authors: Louloudi, K.; Kottaridi, C. University of Piraeus
Early Mover and Diligent Follower Advantages: Insights from Basque International Niche Market Leaders Author: Kamp, B. Orkestra-Basque Institute of Competitiveness	Influence of Learning, Networks and Readiness on Value Chain Target Selection: Cases of Chinese Agrifood OFDI to Advanced Economies Author: Chan, C. S. The University of Sydney
Internationalization, Absorptive Capacity and Innovation Performance of SMEs – A Complementary Triangle Authors: Antonio, P.; Perin, M. G. PUCRS	Human Capital, Skills and Competencies: A Systematic Approach of the Effects on Inward FDI in the EU Authors: Karkalakos, S.; Kottaridi, C.; Louloudi, K. University of Piraeus

Saturday, December 3

13:30–15:00

SESSION 1.3.8 – COMPETITIVE	SESSION 1.3.9 – COMPETITIVE
Liabilities of Foreignness on the Societal Level	New Insights in IB from a Bibliometric Perspective
Theme Track: Liabilities of Foreignness vs the Value of Diversity	Track: Developments in IB Theory and Methods, Trends and Critical Approaches
Chair: Arkadiusz Ral-Trebacz Dresden University of Technology	Chair: Lars Håkanson Copenhagen Business School
Room: TC 4.13	Room: TC 5.03
LOF Strategies at Market Entry Level – A Review with a Positive Lens Authors: Elo, M. (1); Vemuri, S. (2) 1: Turku School of Economics; 2: Charles Darwin University	Culture and Intelligence: A Bibliometric Co-Citation Analysis of the Cultural Intelligence Field Author: Bogilović, S. Faculty of Administration
How Does Societal Level Ethnic Diversity Affect Subsidiary Ownership and Employee Productivity? Authors: Oetzel, J. (1); Oh, C. H. (2) 1: American University; 2: Simon Fraser University	Is the Field of International Business a Mature Research Domain? Mapping the Intellectual Structure of Research on IB Using Bibliometric Methods: A Study of JIBS, 2000-2015. Authors: Marco-Lajara, B.; Claver-Cortés, E.; García-Lillo, F.; Úbeda-García, M. University of Alicante
Disentangling the Place of MNEs through International Social Capital: the Role of Communities of Practice Authors: Urzelai, B. (1); Puig, F. (2) 1: University of Mondragon; 2: University of Valencia	Building Different Levels of Legitimacy in Internationalisation: Subsidiary – Civil Society Nexus in Institutional Void Authors: Rana, M. B.; Sorensen, O. J. Aalborg University

SESSION 1.3.10 - COMPETITIVE	SESSION 1.3.11 – COMPETITIVE
Macroeconomic Environments and Distance	Emerging Markets and Foreign Direct Investment
Track: Distance and Institutions	Track: FDI and Foreign Market Entry
Chair: Martin Weiss University of Erlangen-Nürnberg	Chair: Yi Wang University of Vaasa
Room: TC 5.13	Room: TC 4.04
Institutional Distance and Emerging Market Multinationals' Establishment Mode Choices: The Importance of Context, Direction and Interaction	MNEs' Entry Shaping the Institutional Landscape of a Host Industry in a Transition Economy – A Case Illustration on the Russian Bakery Sector
Authors: Müller, M.; Hendriks, G.; Slangen, A. RSM Erasmus University	Authors: Pelto, E.; Karhu, A. Turku School of Economics at University of Turku
Ex-Post Performance Implications of Incongruities in Managers' Perceptions of "Distance" in International Business	Effects of Trade Promotion on Export and Outward Foreign Direct Investment: Evidences from Brazil
Authors: Azar, G. (1); Drogendijk, R. (2) 1: Brunel University London; 2: University of Groningen	Authors: Kovacs, E. P. (2); Floriani, R. (1); Amal, M. (1) 1: Furb – Universidade Regional de Blumenau; 2: UFPE – Universidade Federal de Pernambuco and GSU – Georgia State University
The Influence of Dynamism on Macroenvironmental Risk and Firms' Risk Management Activities	Emerging-Market Multinationals' Foreign Acquisition Completion
Authors: Weiss, M. (1); Klein, F. (2); Puck, J. F. (2) 1: University of Erlangen-Nürnberg; 2: WU Vienna	Authors: He, X. (1); Zhang, J. (2) 1: Durham University; 2: Nyenrode Business Universiteit

Saturday, December 3

13:30–15:00

SESSION 1.3.12 – COMPETITIVE	SESSION 1.3.13 – COMPETITIVE
Cross-Cultural Integration	Multinational Firms and their Link to Politics
Track: International HRM, Global Leadership, Language and Cross-cultural Management	Track: MNCs, Governments and Sustainable Development
Chair: Iris Fischlmayr Johannes Kepler University	Chair: Pavlos Symeou Cyprus University of Technology
Room: TC 4.15	Room: TC 4.17
Context, and the ‘Emic/Etic’ Contrast Revisited for International Business Research: Some Reflections from British Social Anthropology	Home Institutional Imprinting, R&D Intensity and Lobbying Expenditure of Foreign Firms in the U.S.
Authors: Guttormsen, D. S. A. (1); Chapman, M. K. (2) 1: University of Exeter Business School; 2: Centre for International Business, University of Leeds	Authors: Shirodkar, V. (1); Konara, P. (2); McGuire, S. (1) 1: University of Sussex; 2: University of Huddersfield
How to Manage Global Integration and Local Responsiveness Simultaneously?: A Configurational View on IHRM Strategy	Who Gains and Who Loses from Globalization: A Study on the Link between Trade and Inequality in Employee Wages and Working Conditions
Author: Chung, C. University of Reading, Henley Business School	Author: van der Straaten, K. University of Amsterdam
How Generation Y Adapts Technological Innovation: A Study of Nationality, Culture and Gender Differences in Social Networking Users	U.S. Multinational Enterprises and Environmental Degradation in the European Union
Authors: Filippaios, F. (1); Benson, V. (2) 1: Kent Business School, University of Kent; 2: Kingston Business School, Kingston University	Authors: Bento, J. P. (1); Torres, M. (2) 1: University of Aveiro; 2: University of Leeds

SESSION 1.3.14 – COMPETITIVE	SESSION 1.3.15 – COMPETITIVE
The Influence of Psychic Distance on Buying Behavior	International Process and Expansion of New Ventures
Track: International Marketing	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Andreas Strebingner York University	Chair: Emilia Cubero Dudinskaya University of Pavia
Room: TC 4.18	Room: TC 4.03
The Role of Corporate Reputation in Reducing the Effects of Psychic Distance in International Buyer-Supplier Relationships Authors: Tierean, S. H.; Berens, G.; van Riel, C. Erasmus University Rotterdam	Founders' Prior Industry Specific and General International Experience and the International Expansion of New Ventures Authors: Hashai, N. (1); Zahra, S. (2) 1: Hebrew University; 2: University of Minnesota
Influences on Consumers' Willingness to Buy from Foreign Retailers Authors: Keane, M.; Morschett, D.; Schmid, D. University of Fribourg	Entrepreneurs' Personality Characteristics and New Ventures' Internationalization Authors: Crespo, N. F.; Aurélio, D. ISEG – School of Economics and Management

Saturday, December 3

13:30–15:00

SESSION 1.3.16 – COMPETITIVE	SESSION 1.3.17 – PANEL
Networks and Organizational Structures in MNCs	Global Value Chains, 3D Printing and Additive Manufacturing: Is the Industry 4.0 Scenario Opening New Perspectives to IB?
Track: MNC Strategy and Organisation	
Chair: Clarissa E. Weber Georg-August-University Goettingen	
Room: TC 4.14	Room: TC 5.15
Domestic Alliance Networks and the Foreign Divestment Decisions of Firms	Global Value Chains, 3D Printing and Additive Manufacturing: Is the Industry 4.0 Scenario Opening New Perspectives to IB?
Authors: Lurkov, V.; Benito, G. R. G. BI Norwegian Business School	Authors: Zucchella, A. (1); Petersen, B. (2); Strange, R. (3); Fratocchi, L. (4); Denicolai, S. (5); Hagen, B. (5)
Benefitting from Multinationality through Global Arbitrage: A Transactional Network Perspective on Foreign Operation Upgrades	1: University of Pavia; 2: Copenhagen Business School; 3: University of Sussex; 4: University of l'Aquila; 5: University of Pavia
Authors: Fisch, J. H.; Schmeisser, B. WU Vienna	
Understanding Matrix Structures in Today's MNCs	
Authors: Egelhoff, W. G. (1); Wolf, J. (2) 1: Fordham University; 2: University of Kiel	

SESSION 1.3.18 – PANEL	SESSION 1.3.19 – PANEL
One For All And (Or) All For One: Leveraging Cultural Diversity With Global Team Leadership	Challenges for Research, Collaboration and Innovation in Emerging Markets: Forecast for CEE
Room: TC 5.27	Room: TC 4.27
<p>One For All And (Or) All For One: Leveraging Cultural Diversity With Global Team Leadership</p> <p>Authors: Zander, L. (1); Mockaitis, A. (2); Hoch, J. (3); Lauring, J. (4); Lee, Y.-t. (5); Romani, L. (6); Zettinig, P. (7)</p> <p>1: Uppsala University; 2: Monash University; 3: California State University; 4: Aarhus University; 5: IESE Business School; 6: Stockholm School of Economics; 7: University of Turku</p>	<p>Challenges for Research, Collaboration and Innovation in Emerging Markets: Forecast for CEE</p> <p>Authors: Puslecki, L. (1); Gorynia, M. (1); Jaklic, A. (3); Raskovic, M. (3); Trapczynski, P. (1); Staszko, M. (1); Panibratov, A. (5); Daszkiewicz, N. (4); Wach, K. (2)</p> <p>1: Poznan University of Economics and Business; 2: Cracow University of Economics; 3: University of Ljubljana; 4: Gdańsk University of Technology; 5: GSOM, St. Petersburg State University</p>

Saturday, December 3

15:30–17:00

SESSION 1.4.0 – PANEL	SESSION 1.4.1 – INTERACTIVE
Meet the Editors (1)	Regional decisions of Firms and the Impact of Institutional Factors
	Track: Distance and Institutions
Moderator: Thomas Lindner WU Vienna	Chair: Marcus Møller Larsen Copenhagen Business School
Room: TC 5.01	Room: TC 5.02
Editors: Jonathan Doh Villanova University Journal of World Business Pervez Ghauri (p.ghauri@bham.ac.uk)* University of Birmingham International Business Review Philippe Gugler (philippe.gugler@unifr.ch)* University of Fribourg Competitiveness Review Jean Francois Hennart Tilburg University Journal of International Management Alain Verbeke University of Calgary Journal of International Business Studies Joachim Wolf (wolf@bwl.uni-kiel.de)* University of Kiel Management International Review	Relationship between Debt and Firm's Performance: The Impact of Institutional Factors Authors: Tavares, M.; Forte, R. University of Porto – Faculty of Economics Stepping Out of the Comfort Zone?: An Examination of Regional Orientation in Emerging-Economy MNEs' Cross-border M&As Authors: Wei, Y. (1); Ha, Y. J. (2) 1: University of Leeds; 2: University of York Does Institutional Distance Deter or Attract? Incorporating Subsidiaries-Host Distance, Host Context & Knowledge Author: Donnelly, R. Bentley University Location Decisions of Emerging-Market MNEs: The Influence of Cultural Distance and Political Risk Authors: Quer, D.; Claver, E.; Rienda, L. University of Alicante Barriers to Direct Investment Abroad and Efficiency of Internationalization Authors: Clegg, J. (1); Torres, M. (1); Figueira de Lemos, F. (2) 1: University of Leeds; 2: Uppsala University

* This editor is available for a personal consultation during EIBA 2016 regarding your (potential) submission

SESSION 1.4.3 – INTERACTIVE	SESSION 1.4.4 – INTERACTIVE
Employee Perspectives in HR Management	Internationalization Processes in European Countries
Track: International HRM, Global Leadership, Language and Cross-cultural Management	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Louisa Selivanovskikh Graduate School of Management	Chair: Peter Zetting University of Turku
Room: TC 5.12	Room: TC 5.14
What's in It for Me? Employee Perceptions of Talent Status and its Communication Authors: Sumelius, J. (1); Yamao, S. (2); Smale, A. (1) 1: Vaasa University; 2: University of Melbourne	Selected Firm-Level Internationalization Theories and the Implications on Central and Eastern European SMEs Author: Ferencikova, S. School of Management
Coping with Manuscript Rejection: A Comparative Study of the Strategies of English Language Users Authors: Horn, S. (1); Piekkari, R. (2); Susanne, T. (3) 1: Ludwig-Maximilian-Universität München; 2: Aalto University School of Business; 3: Keele University	Antecedents of Accelerated Internationalization of the Polish and Czech Small and Medium Enterprises Authors: Danik, L. (1); Kowalik, I. (1); Kral, P. (2); Řezanková, H. (2) 1: Warsaw School of Economics; 2: University of Economics in Prague
Imperialist Challenges in Global Work? Going beyond the Limitations of Existing Cross-Cultural Training Practices for Global Employees Authors: Romani, L. (1); szkudlarek, B. (2) 1: Stockholm School of Economics; 2: University of Sydney Business School	Offshoring or Back-Shoring in SMEs? Evidence from Italian Industrial Districts Authors: Bettiol, M. (1); Burlina, C. (1); Chiarvesio, M. (2); Di Maria, E. (1) 1: University of Padova; 2: University of Udine
Creating Shared Cognitive Ground in Cross-Domain Interactions Author: Hakkarainen, T. Aalto University	Antecedents to Internationalization of Cleantech SMEs: Evidence from Finland Authors: Asemokha, A.; Torkkeli, L.; Saarenketo, S. Lappeenranta University of Technology
Monotony, Physical Demands, and Turnover Intention among Blue Collar Workers – The Mediating Effect of Psychological Outcomes Author: Schmitz, M. University of Goettingen	

Saturday, December 3

15:30–17:00

SESSION 1.4.5 – INTERACTIVE	SESSION 1.4.6 – INTERACTIVE
Questioning and Modelling the Internationalization Process	Risk and the Home and Host Countries of the Firm
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: MNC Strategy and Organisation
Chair: Alfredo D'Angelo Università Cattolica del Sacro Cuore Milano	Chair: Quyen Nguyen University of Reading
Room: TC 5.16	Room: TC 5.18
International SMEs and the Liability of Foreignness: What Distinguishes the Top Performing Firms?	What are the Determinants and Consequences of Shared Service Centers? A Meta-Synthesis of Empirical Literature
Authors: Knight, G. (1); Moen, O. (2); Madsen, T. K. (3) 1: Willamette University; 2: Norwegian University of Science and Technology; 3: University of Southern Denmark	Authors: Richter, P. C.; Brühl, R. ESCP Europe
International Business Models Developed Through Brokerage Knowledge and Value Creation	Facets of Cultural Risk Management: A Strategic Perspective.
Authors: Petersen, N. H.; Rasmussen, E. S. University of Southern Denmark	Authors: Firsova, N.; Vaghely, I.-P. Université du Québec à Trois-Rivières
Is Internationalization A Remedy to Economic Crisis?	The Country-of-Origin as a Resource: a Proposal for Measuring the Importance of the Country into Firm Strategy
Authors: Dzikowska, M.; Gorynia, M.; Jankowska, B.; Mroczek-Dąbrowska, K.; Trąpczyński, P. Poznan University of Economics and Business	Authors: Sutter, M. B. (1,2); Borini, F. M. (1,2); Silva, D. d. (3,4) 1: University of Sao Paulo; 2: ESPM; 3: Uninove; 4: Unicamp
Could Liability of Foreignness Explain Reverse Acquisitions?	Building Local R&D Capability in Subsidiaries – Conceptualization of a Process Perspective
Author: Öberg, C. Örebro University	Authors: Lagerström, K. (1); Schweizer, R. (2); Jakobsson, J. (2) 1: Uppsala University; 2: University of Gothenburg
	Strategic Change of Firms: Relationship between Dynamism Environment, Decision Making Logic, Decision Implementation and Performance of Firms from an Emerging Market
	Author: Nguyen, L. H. University of Vaasa

SESSION 1.4.7 – INTERACTIVE	SESSION 1.4.8 – COMPETITIVE
Social Perspectives and Values in MNEs	Knowledge in the MNE
Track: MNCs, Governments and Sustainable Development	Track: Developments in IB Theory and Methods, Trends and Critical Approaches
Chair: Anne Jacqueminet Bocconi University	Chair: Josep Rialp Universitat Autònoma de Barcelona
Room: TC 4.12	Room: TC 5.03
The Global Push for Deregulation and Local Catastrophes: The Interplay between Neo-Liberal and Sustainable Development Logics	Pattern Matching in Qualitative Analysis
Authors: Bensalah, L.; Bitektine, A. HEC Montreal	Author: Sinkovics, N. The University of Manchester, Alliance Manchester Business School
Why bother? Disentangling the Involvement of Multinational Corporations in Social Innovation: The Issue of Knowledge, Power and Embeddedness	Striking the Right Balance: Sources of Knowledge in International Expansion
Authors: Holmström Lind, C.; Kang, O.; Ljung, A.; Forsgren, M. Uppsala University	Authors: Denicolai, S. (1); Håkanson, L. (2); Majocchi, A. (1); Zucchella, A. (1) 1: University of Pavia; 2: Copenhagen Business School
MNCs' Collaborative Activities in Emerging Markets during Periods of Turbulent Change	
Author: Kao, P. Uppsala University	
Base-of-Pyramid Business Strategies to Tackle Poverty in Emerging Countries: Strategic Management in Economic Development	
Authors: Hayashi, T. (1); Iguchi, C. (2); Arai, M. (3) 1: Kokushikan University; 2: Keio University; 3: Asia University	

Saturday, December 3

15:30–17:00

SESSION 1.4.9 – COMPETITIVE	SESSION 1.4.10 – COMPETITIVE
Ownership, TMT Compensation, and Firm Performance	Cultural Aspects in HR Management and Performance Appraisal
Track: International Corporate Governance, Finance, and Accounting	Track: International HRM, Global Leadership, Language and Cross-cultural Management
Chair: Jana Oehmichen Georg-August-University Goettingen	Chair: Ursula Pregernig WU Vienna
Room: TC 4.13	Room: TC 5.13
Paying Cash? The Effect of Top Management Team's International Experience and National Diversity on Payment Mode in Cross-Border Acquisitions Authors: Ray, S. (1); Piaskowska, D. (2); Tharyan, R. (1); Trojanowski, G. (1) 1: University of Exeter, U.K.; 2: University College Dublin	What Gets HR Noticed? Employee Perceptions of HR Professionals in Performance Appraisal Author: John, S. Hanken School of Economics
The Role of Ownership in the Internationalization-Performance Relationship of Indian Business Groups Authors: Purkayastha, S. (1); Kumar, V. (2); Lu, J. (3) 1: IIM Calcutta; 2: University of Sydney; 3: University of Melbourne	The Role of Cultural Intelligence in Creativity Author: Bogilović, S. Faculty of Administration
Does exposure to the US influence CEO compensation? Empirical evidence from Europe. Authors: Schmid, S. (1); Altfeld, F. (1); Dauth, T. (2) 1: ESCP Europe Business School; 2: HHL Leipzig Graduate School of Management	Cultural Integration through Value Socialisation Following Cross-Border M&As Authors: Harikkala-Laihinien, R.; Hassett, M.; Raitis, J.; Nummela, N. Turku School of Economics, University of Turku

SESSION 1.4.11 – COMPETITIVE	SESSION 1.4.12 – COMPETITIVE
Geography in International Marketing	Strategy and Improvisation in International Marketing
Track: International Marketing	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Dirk Morschett University of Fribourg	Chair: Martin Falk Austrian Institute of Economic Research
TC 4.04	Room: TC 4.15
Is Multi-Ethnic Advertising a Viable Strategy for Global Luxury Brands? A Mixed-Method Study in Four Countries Authors: Strebinger, A. (1); Klauser, F. (2); Grant-Hay, P. (3); Guo, X. (4) 1: York University; 2: WU Vienna; 3: BMW Austria; 4: University of International Business and Economics, Beijing	Opportunity Novelty, Improvisation and Network Adaptation in Firm Internationalization Authors: Hilmersson, M. (1); Johanson, M. (2); Lundberg, H. (1); Papaioannou, S. (1) 1: Mid Sweden University; 2: Linneaus University
Patterns of Marketing Mix Strategy in Export Countries Authors: Kontkanen, M. (1); Larimo, J. (1); Zucchella, A. (2); Hagen, B. (2) 1: University of Vaasa; 2: University of Pavia	Knowledge, Uncertainty and Networks: What Drives SMEs' International Market Selection? Authors: Braga da Cunha, C. (1); Silva, S. C. e (2) 1: University of Minho; 2: Catolica Porto Business School – Universidade Católica Portuguesa
An Investigation of the Determinants of Cross-Border Online Shopping from Consumers' Perspective Authors: Wagner, G. (1); Schramm-Klein, H. (1); Schu, M. (2) 1: University of Siegen; 2: University of Fribourg	Exploration or Exploitation of Opportunities? Looking at International Entrepreneurial Marketing as a Process Author: Cubero Dudinskaya, E. University of Pavia

Saturday, December 3

15:30–17:00

SESSION 1.4.13 – COMPETITIVE	SESSION 1.4.14 – COMPETITIVE
Early Stage Internationalization	Innovation and Entrepreneurship during the Internationalization Process
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Krzysztof Obloj Kozminski University	Chair: Nuno Fernandes Crespo ISEG – School of Economics and Management
Room: TC 4.17	Room: TC 4.14
Value Chain Internationalization: The Effects of Performance Feedback Authors: Rodríguez, C. A. (1); Ciravegna, L. (2,1) 1: INCAE Business School; 2: King's College International Development Institute	Organisational Identity Paradox in the Internationalisation Process: How Firms Maintain Internationalisation via Storytelling Authors: Jasovska, P. (1); Liesch, P. W. (2) 1: University of Technology Sydney; 2: University of Queensland
The Role of Networks in Early Internationalizing Firms: A Systematic Review and Future Research Agenda Authors: Bembom, M.; Schwens, C. Heinrich-Heine University Duesseldorf	The Process of Internationalization Revisited: A Cognitive Approach from the Perspective of Small Ventures Authors: Vlacic, B.; Gonzalez-Loureiro, M. University of Vigo
How Do Born Global Firms Grow Up? A Longitudinal Study Authors: Almor, T. (1); Oyna, S. (2); Tarba, S. (3) 1: The College of Management; 2: University of Agder; 3: University of Birmingham	Mapping the Intellectual Structure of Research on 'Born Global' Firms and INVs: A Citation/Co-Citation Analysis Authors: Marco-Lajara, B.; García-Lillo, F.; Úbeda-García, M.; Manresa-Marhuenda, E. University of Alicante

SESSION 1.4.15 – COMPETITIVE	SESSION 1.4.16 – COMPETITIVE
Diversification and Internationalization in the Context of Liabilities of Foreignness	Innovation in the Firm and Multinational Dynamics
Theme Track: Liabilities of Foreignness vs the Value of Diversity	Track: Knowledge Management and Innovation
Chair: William Newbury Florida International University	Chair: Filip De Beule KU Leuven University
Room: TC 4.01	Room: TC 4.03
The Value of Internationalization: Disentangling the Interrelationship between Regionalization Strategies, Firm-Specific Assets Related to Marketing and Performance Authors: Ral-Trebacz, A.; Eckert, S.; Dittfeld, M. Dresden University of Technology	The Effect of National Diversity and Group Dynamics on Team Innovation Performance in Engineering Projects Authors: Hareide, A.; Solli-Sæther, H. Norwegian University of Science and Technology
Diversification, Internationalization and Performance: The Role of Brand Adaptation Authors: Barroso, A. (1); Giarratana, M. (2); Pasquini, M. (3) 1: Universidad Carlos III; 2: IE University / IE Business School; 3: IE University / IE Business School	Boosting Radical Innovation through Global Excellence Skunkworks Projects in Multinational Companies: Key Human Resource Practices and Dynamics Authors: Donada, C. (1); Oltra, V. (2); Alegre, J. (2) 1: ESSEC Business School; 2: University of Valencia
Quo Vadis? Cities and the Location of Cross-Border Activities Authors: Castellani, D. (1); Santangelo, G. (2) 1: Henley Business School; 2: University of Catania	Export Activities and Cooperation in Innovation: a Co-Evolutionary Analysis Authors: Moreno-Menéndez, A. M.; Casillas, J. C. Universidad de Sevilla

Saturday, December 3

15:30–17:00

SESSION 1.4.17 – PANEL	SESSION 1.4.18 – PANEL
The Past and the Future of EIBA: Personal Recollections, Visions, and the Value of Diversity	Online Teaching Trends and Innovation for International Business Education
Room: TC 5.15	Room: TC 5.27
<p>The Past and the Future of EIBA: Personal Recollections, Visions, and the Value of Diversity</p> <p>Authors: Corado Simões, V. (1); Oh, C. H. (2); Carneiro, J. (3); Luostarinen, R. (4); Piscitello, L. (5)</p> <p>1: ISEG; 2: Beedie School of Business; 3: Pontifical Catholic University of Rio de Janeiro; 4: Aalto University; 5: Politecnico di Milano</p>	<p>Online Teaching Trends and Innovation for International Business Education</p> <p>Authors: Wernick, D. A. (1); Parente, R. (1); Weinstein, M. (1); Lipe, J. (2); Narapareddy, V. (3)</p> <p>1: Florida International University; 2: University of Minnesota; 3: University of Denver</p>

SESSION 1.4.19 - PANEL**Rethinking Investment Incentives:
Trends and Policy Options**

Room: TC 4.27

Rethinking Investment Incentives: Trends and Policy Options**Authors:**

Tavares-Lehmann, A. T. (1);
Bellak, C. (2);
Ruane, F. (3);
Zhan, J. (4);
Karl, J. (4);
Buckley, P. (5)

1: CEF.UP, FEP, U.Porto;

2: WU Vienna;

3: Economic and Social Research Institute;

4: UNCTAD; 5: Leeds University Business School

Social Program Saturday

CAMPUS TOUR

17:10–18:40

Campus WU Vienna

A large-scale response to a major shortage of space – the Campus of the Vienna University of Economics and Business, completed in 2013, is home to seven buildings and generously scaled outdoor spaces and sets new standards in Europe in the construction of universities. This tour will give you insights to the architectural finesse and functionality of the buildings.

A condensed (1,5 hours) tour will be offered. The cost is 15€, payable directly in cash. To register, please send an email to s.baasel@atours-vienna.at.

OPERA VISIT

18:30/19:00

Vienna State Opera/Vienna Volksoper

Option 1: La Fanciulla del West, Giacomo Puccini (Original Version)
Option 2: Der Zauberer von Oz, Harold Arlen (German)

SLOTS
AVAILABLE

FEW TICKETS
LEFT

TRADITIONAL CITY AND CHRISTMAS MARKET TOUR

19:00–21:00

Vienna City Center

Our walking tour starts at the WU Campus, where your guide (English) will pick you up. In the city of Vienna you will see some of Vienna's main sights like the Karlskirche, State Opera or St. Stephen's Cathedral. From mid-November to Christmas, Vienna's prettiest squares transform into magical Christmas markets and we will stop by a few places for a hot mulled wine. For the tour we will use public transportation.

SOLD OUT

CONFERENCE BAR

21:00-open end

Bar/Restaurant Procacci, Göttweihergasse 2, Vienna City Center

Enjoy a cold one (or two) in a relaxing atmosphere. This is not an official EIBA event but instead simply a choice of bar, where everybody who is interested can swing by and network with colleagues. EIBA officials will be around. No registration is needed.

NO REGISTRATION
NECESSARY



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Weihnachtsmarkt am Hof © Weihnachtsmarkt Hof Porcus Tumultus GmbH Wien

Overview

Sunday, December 4

PROGRAM

Parallel Sessions

8:30–10:00 TC, 4th and 5th Floor

Coffee break

Conference Plenary Session

10:30–12:15 TC, Audimax

Lunch, Mensa

EIBA Fellows Meeting

12:30–13:30 TC 4.13

AIB-WE (Western Europe) Chapter General Business Meeting 2016

13:00–13:30 TC 4.15

Parallel Sessions

13:30–15:00 TC, 4th and 5th Floor

Energy Break (powered by Red Bull)

Parallel Sessions (incl. Meet the Editors)

15:30–17:00 TC, 4th and 5th Floor

Gala Dinner Welcome Drinks

19:00–20:00 Aula der Wissenschaften

Gala Dinner

20:00–2:00 Aula der Wissenschaften

Afterparty

2:00–open end Bar Cabaret Fledermaus



Sunday, December 4

8:30–10:00

SESSION 2.1.1 – INTERACTIVE	SESSION 2.1.2 – INTERACTIVE
Teaching in International Business	Destination Choice for MNE investment
Track: Teaching International Business	Track: FDI and Foreign Market Entry
Chair: Elizabeth Rose University of Otago	Chair: Anna Karhu Turku School of Economics
Room: TC 5.02	Room: TC 5.04
Bureau de Eventos: Internationalization of an Emerging Country Service Company Authors: Steinhauser, V.; Da Rocha, A. PUC-Rio	The Impact of Country Reputation Differentials on Investor Reactions toward Cross-border Acquisitions Authors: Li, C. (1); Newbury, W. (2); Dau, L. A. (3); Kabst, R. (1) 1: Paderborn University; 2: Florida International University; 3: Northeastern University
Going from Standardization to Adaptation – How to Add Value to a Traditional Foreign Style Food Authors: Silva, S. C. e (1); Cunha, C. B. d. (2) 1: Católica Porto Business School – Universidade Católica Portuguesa; 2: Univerisdade do Minho	Foreign Market Entry Mode by Chinese Hotel Firms Authors: Andreu, R.; Claver, E.; Quer, D. University of Alicante
SMEs Needs from Graduates in their First International Job: the Validation of the Components of International Relation Competence Author: Weerden, L. v. Saxion University of Applied Sciences	Attracting FDI to Special Economic Zones in Poland Authors: Dorożyński, T.; Świerkocki, J.; Urbaniak, W. University of Lodz
An International Business Simulation as a Teaching Tool Author: Uusitalo, O. H. Holmark	Greenfield Investments and Acquisitions of Turkish Multinationals: Trends, Motivations and Strategies Authors: Bakir, C. (1); Acur, N. (2) 1: Koç University; 2: Strathclyde University
Using a Simulation in Integrative Learning in IB Authors: Lofgren, J. M. (1); Ramirez, A. (1, 2) 1: Aalto University School of Business; 2: Bryant University	

SESSION 2.1.3 – INTERACTIVE	SESSION 2.1.4 – INTERACTIVE
Country-Specific Approaches in Leadership and HR Management	Intellectual Property and Customer Value
Track: International HRM, Global Leadership, Language and Cross-cultural Management	Track: Knowledge Management and Innovation
Chair: Sofia John Hanken School of Economics	Chair: Angels Dasí University of Valencia
Room: TC 5.12	Room: TC 5.16
Performance and Decision-Making Process in China: Historical and Contemporary Cultural and Institutional Drivers Authors: Wegmann, G. (1); Ruviditch, I. (2) 1: University of Burgundy; 2: Shanghai Normal University	An Examination of MNE Strategies for Managing IPRs as a Response to Industry-Country Variations in Informal IP Institutions in China and India Authors: Mason, L. L.; Kafouros, M. University of Leeds
Leveraging Commitment through Supportive Leadership: Differential Pathways in China and Great Britain Authors: Möltner, H. (1); Nevries, P. (1); Morner, M. (2) 1: University of Kassel; 2: German University of Administrative Sciences Speyer	The Interplay of Firms' Absorptive Capacity, Export and Innovation Strategies: Evidence from Russia Authors: Ermolaeva, L.; Panibratov, A.; Freixanet Solervicens, J. SpBU
What We Talk about When We Talk about Long-Term Orientation Author: Fowler, R. Rikkyo University	Dynamic Subsidiary Roles as Determinants of Subsidiary Technology Source: Empirical Evidence from China Authors: Zhang, S. (1); Pearce, R. (2); Papanastassiou, M. (3); Zhao, S. (3); Bournakis, I. (3) 1: University of the Chinese Academy of Science; 2: Reading University; 3: Middlesex University
Beyond the Traditional Clichés on French Communication Patterns: A Corporate Perspective Authors: Jaidi, Y. (1); Zagelmeyer, S. (2); Bournois, F. (3); Suleiman, E. (4) 1: Panthéon-Assas University/ CIFFOP; 2: University of Manchester; 3: ESCP; 4: Princeton University	Customer Value through a Service Offer in International Companies: A Conceptual Framework for Organisational and Individual Factors Author: Leposky, T. T. University of Vaasa
	Epistemic Communities Driving Global Innovation: The Case of the Bauhaus Authors: Plakoyiannaki, E. (1); Kesidou, E. (1); Tardios, J. (2); Dimitratos, P. (3) 1: Leeds University Business School, University of Leeds; 2: King's College London, University of London; 3: Adam Smith Business School, University of Glasgow

Sunday, December 4

8:30–10:00

SESSION 2.1.5 – INTERACTIVE	SESSION 2.1.6 – INTERACTIVE
Social and Political Aspects in MNEs	Decisions and Strategies in the Internationalization Process
Track: MNCs, Governments and Sustainable Development	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Stelios Zyglidopoulos University of Glasgow	Chair: Francisco García-Lillo University of Alicante
Room: TC 5.18	Room: TC 5.14
Does Corporate Social Responsibility Help Emerging Multinationals Profit from International Diversification? Evidence from Korean MNEs Author: Park, S.-B. Korea University	Managerial Decision Making and the Pattern and Process of Internationalization Author: Fuchs, M. University of Graz
Top Management Team, Role Stress, and Innovation Author: Nguyen, L. H. University of Vaasa	Internationalization of Production in Entrepreneurship-Driven Firms: an Exploitative Process Triggering Firms' Organizational Renewal Authors: Kalinic, I. (1); Forza, C. (2) 1: Leeds University Business School; 2: University of Padova
New Business Models for Creating Societal Value: The Case of Mobile Money Systems Author: Lashitew, A. A. Rotterdam School of Management	The Internationalization of Cluster Companies: The Interaction between Cluster Context and Offshoring Strategies Author: Halse, L. L. Molde University College
The Building Blocks of Political Risk Research: Towards a Theoretical Framework Authors: Bjorvatn, T. (1); Jiménez, A. (2); Alon, I. (1) 1: University of Agder; 2: University of Burgos	Inducing the Internationalisation of Family-Owned Manufacturing Firms Authors: Marinov, M. A.; Marinova, S. Aalborg University Entrepreneurial Marketing and Marketing Strategy Comprehensiveness in International New Ventures: The Role of Decision-Making Logic and Performance Implications Authors: Yang, M. (1); Gabrielsson, P. (1); Gabrielsson, M. (2) 1: University of Vaasa; 2: University of Eastern Finland International New Ventures at the X-Ray: the Relevance of Competitive Strategies in Explaining Performance Authors: Crespo, N. F. (1); Corado Simões, V. (1); Fontes, M. (2) 1: ISEG – School of Economics and Management; 2: UMOSE – Laboratório Nacional de Engenharia e Geologia

SESSION 2.1.7 – COMPETITIVE		SESSION 2.1.8. – COMPETITIVE	
Cultural Differences and Challenges for Expatriates		MNE Employees and Expatriates	
Track: International HRM, Global Leadership, Language and Cross-cultural Management		Track: International HRM, Global Leadership, Language and Cross-cultural Management	
Chair: Marina Latukha GSOM, St.Petersburg State University		Chair: Riikka Harikkala-Laihin Turku School of Economics	
Room: TC 4.17		Room: TC 4.13	
What Drives Foreign Direct Investments (FDI): the Role of Language Similarity, Geographical Distance, Information Flow and Technological Similarity Authors: Ly, A.; Esperança, J. P.; Davcik, N. S. ISCTE-IUL		An Empirical Analysis of Expatriates' Personality Traits and the Effects of Mentoring during International Assignments Authors: Schuster, T. (1); Ambrosius, J. (1); Bader, B. (2) 1: FAU Erlangen-Nürnberg; 2: Leuphana Universität Lüneburg	
Justice for All? The Influence of Expatriates' Justice Perceptions on Job Satisfaction and Turnover Intentions, and the Moderating Effects of Cultural Perceptions and Backgrounds Authors: Davies, S. E.; Froese, F.; Varma, A. University of Goettingen		Psychological Contract Fulfillment and Employee Behaviors among Self-Initiated Expatriates Authors: Kovesnikov, A. (1); Wechtler, H. (2) 1: Aalto University School of Business; 2: MacQuarie University, Sydney	
The Applicants' Perceived Hostility by MNCs' Home Country toward the Host Country, Animosity toward MNCs' Home Country, People Affect, and MNCs' Attraction Authors: Chen, J.-S.; Totten, J. McNeese State University		Is this the Job I wanted? Global Work and Turnover Intentions among MNE Employees Authors: Björkman, I. (1); Ehrnrooth, M. (2); Kauppila, O.-P. (1); Mäkelä, K. (1); Smale, A. (3) 1: Aalto University School of Business; 2: Hanken School of Economics; 3: Vaasa University	

Sunday, December 4

8:30–10:00

SESSION 2.1.9 – COMPETITIVE	SESSION 2.1.10 – COMPETITIVE
Perception and Country Choice in International Business	Foreign Divestment
Track: Distance and Institutions	Track: FDI and Foreign Market Entry
Chair: Jakob Müllner WU Vienna	Chair: Jorma Larimo University of Vaasa
Room: TC 5.03	Room: TC 5.13
Location Choices in Global Sourcing: The Competing Logics of Institutional Distance and Industry Standards	Explaining the Effect of Rapid Internationalization on Horizontal Foreign Divestment in the Retail Sector. An Extended Penrosean Perspective
Authors: Larsen, M. M. (1); Manning, S. (2) 1: Copenhagen Business School, BI Norwegian Business School; 2: University of Boston	Authors: Mohr, A. (1); Batsakis, G. (2); Stone, Z. (3) 1: WU Vienna; 2: Brunel University London; 3: Kent Business School, University of Kent
Social-Spatial Practices in an Adverse Home Context: Insights from Pakistani Offshoring Service Providers	Post-Divestment Performance of Foreign Divested Subsidiaries
Authors: Choksy, U.; Sinkovics, N.; Sinkovics, R. University of Manchester	Authors: Konara, P. (1); Ganotakis, P. (2) 1: University of Huddersfield; 2: University of Leeds
Distance and Institutions: A “Regional” Analysis of International R&D Alliance Contracts	
Authors: Delerue, H. (1); Picard, p. (2); Boyer, M. (2); Cronje, T. (3) 1: Université du Québec à Montréal; 2: IAE Réunion Island; 3: Curtin University	

SESSION 2.1.11 – COMPETITIVE	SESSION 2.1.12 – COMPETITIVE
Challenges and Dynamics in a Firm's Global Value Chain	Perspectives on Firm Configuration and Strategy Development
Track: Developments in IB Theory and Methods, Trends and Critical Approaches	Track: Headquarters – Subsidiary Relationships
Chair: Christoph Lattemann Jacobs University Bremen	Chair: Birgitte Grogard BI Norwegian Business School
Room: TC 4.04	Room: TC 4.15
Are Multinationals from Emerging Economies Configuring Global Value Chains in New Ways? Authors: Petersen, B. (1); Alvstam, C. G. (2); Ivarsson, I. (2) 1: Copenhagen Business School; 2: School of Business, Economics and Law, University of Gothenburg	Re-Distribution of Value Chain Activities Following Acquisition in the Brewery Sector Authors: Gammelgaard, J.; Hobdari, B. Copenhagen Business School
Speed of Use of Social Media as an Antecedent of Speed of Business Internationalization Authors: Alarcón-del-Amo, M.-d.-C.; Rialp, A.; Rialp, J. Universitat Autònoma de Barcelona	The Antidote to Envy? – The Role of Socialization in Alleviating the Negative Influence of Envy in Headquarters-Subunit Alignment Authors: Zobel, N. (1); Nell, P. C. (2); Ambos, B. (1); Kunisch, S. (1); Schulte Steinberg, A. (3) 1: University of St. Gallen; 2: WU Vienna; 3: The Boston Consulting Group GmbH
	Strategic Initiatives: Entrepreneurship and Strategy Development Working Together Authors: Sharkey Scott, P. (1); Reilly, M. (2); Andersson, U. (3) 1: National University of Ireland Maynooth; 2: Dublin City University; 3: Mälardalen University

Sunday, December 4

8:30–10:00

SESSION 2.1.14 – COMPETITIVE	SESSION 2.1.15 – COMPETITIVE
Reputation, Effectuation, and SME Internationalization	Structural Orientation in Organizations
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: Knowledge Management and Innovation
Chair: Jenny Hillemann Vrije Universiteit Brussel	Chair: Hans Solli-Sæther Norwegian University of Science and Technology
Room: TC 4.03	Room: TC 4.01
Why Do Manufacturing SMEs Internationalize Through Gateway Strategies? A Qualitative Approach	R&D Alliance Structure and Alliance Collaboration Performance: The Role of Organizational Diversity
Author: Dominguez, N. IAE Lyon – Jean Moulin Lyon 3 University	Authors: Choi, J. (1); Contractor, F. (2) 1: St. John Fisher College; 2: Rutgers University
Why Commit? Bringing stakeholders into focus in the emergent theory of effectuation	Co-Location of Offshored Production and R&D Activities. The Role of Intra-Firm Linkages
Authors: Mumford, J. V.; Zettinig, P. University of Turku, Turku School of Economics	Authors: Castellani, D. (1); Lavoratori, K. (2) 1: Henley Business School, University of Reading; 2: University of Perugia
	Market and Technology Orientation in External Knowledge Search, Absorptive Capacity and Export Performance in Spanish Exporting SMEs
	Authors: Ferrerias-Méndez, J. L. (1); Fernández-Mesa, A. (2); Alegre, J. (3); Strange, R. (4) 1: University of Leon; 2: University of Valencia; 3: University of Valencia; 4: University of Sussex

SESSION 2.1.16 – COMPETITIVE	SESSION 2.1.17 – PANEL
Diversification and Diversity	MNEs' Corporate Social Responsibility as Complementary to National Development
Track: MNC Strategy and Organisation	
Chair: Ziyi Wei University of Sheffield	
Room: TC 4.14	Room: TC 5.15
Internationalization of Business Group Affiliated Firms: A Social Capital Perspective	MNEs corporate social responsibility as complementary to national development
Authors: Purkayastha, A. (1); Kumar, V. (2) 1: Indian Institute of Management Ahmedabad; 2: The University of Sydney Business School	Authors: Ghauri, P. (1); Wang, F. (2) 1: University of Birmingham; 2: King's College London
Portfolio Restructuring in the Face of Diversity: The Role of Performance Feedback	
Authors: Hendriks, G.; Heugens, P.; Slangen, A. RSM Erasmus University	

Sunday, December 4

8:30–10:00

SESSION 2.1.18 – PANEL	SESSION 2.1.19 – PANEL	SESSION 2.1.20 – PANEL
Distance and Diversity: What Progress Have We Made, What Mistakes Do We Still Make, and Where Should We Go Next?	What Determines a Firm’s Speed, Scope, and Intensity of Internationalization?	Cross-Border Takeovers in Strategic Industries – Public Policy Implications
Room: TC 5.27	Room: TC 4.27	Room: TC 5.01
<p>Distance and Diversity: What Progress Have We Made, What Mistakes Do We Still Make, and Where Should We Go Next?</p> <p>Authors: Dow, D. (1); Lindner, T. (2); Maseland, R. (3); Hakanson, L. (4); Yildiz, E. (5)</p> <p>1: The University of Melbourne, Australia; 2: WU Vienna; 3: University of Groningen; 4: Copenhagen Business School; 5: Uppsala University</p>	<p>What Determines a Firm’s Speed, Scope, and Intensity of Internationalization?</p> <p>Authors: Hennart, J.-F. (1); Hagen, B. (2); Majocchi, A. (2); Zucchella, A. (2); Schwens, C. (3); Schu, M. (4); Morschett, D. (4); Nummela, N. (5)</p> <p>1: Tilburg University; 2: University of Pavia; 3: Henrich Heine University; 4: University of Frobourg; 5: University of Turku</p>	<p>Cross-Border Takeovers in Strategic Industries – Public Policy Implications</p> <p>Authors: Gugler, P. (1); Hirsch, S. (4); Lundan, S. (3); Oxelheim, L. (2)</p> <p>1: University of Fribourg; 2: University of Agder; 3: University of Bremen; 4: Tel Aviv University</p>

Sunday, December 4

10:30–12:15

SESSION 2.2 – CONFERENCE PLENARY
(Powered by the WU Vienna Department for Global Trade)

Liabilities of Foreignness vs. the Value of Diversity

Chair: Günter Stahl
WU Vienna

Room: TC 0.10 – Audimax of WU

Plenarists:

Yves Doz, Jesper Edman, Paula Caligiuri, Mary Zellmer-Bruhn

Special Guest:

Matti Alahuhta, EIBA Honorary Fellow 2016

Liabilities of foreignness have long been a governing principle in International Business (IB) research. The notion that differences and distance are liabilities, whether they are national, cultural, geographic, semantic, or of other kind, is pervasive in IB research and practice. Constructs such as “cultural distance”, “psychic distance” and “institutional distance” have been developed. While existing research is valuable, it has recently been suggested that an emphasis on liabilities and adverse outcomes associated with such differences may limit our understanding of the processes and conditions that help to leverage the value of diversity in a wide range of contexts. This may include development of strategic capabilities, cross-border knowledge-sharing and learning, synergy creation in cross-border mergers and acquisitions, unleashing the creative potential of diverse teams and promoting sustainable and responsible behavior in multinational enterprises.

The EIBA 2016 conference is dedicated to exploring the double-edged sword nature of liabilities of foreignness and the value of diversity by theorizing and investigating their impact on business practice and international business research.

In addition, Matti Alahuhta, former CEO and president of KONE Corporation, will be introduced as the new EIBA Distinguished Honorary Fellow of the Year (formal award ceremony at the Gala Dinner) during this plenary with a laudation speech by John Cantwell, Dean of the EIBA Fellows. Alahuhta will also contribute as a discussant and speaker to the plenary itself.

Sunday, December 4

13:30–15:00

SESSION 2.3.0 – BOOK PRESENTATION SESSION	SESSION 2.3.1 – INTERACTIVE
Progress in International Business Research (PIBR)	Stakeholder and Employee Management in the MNE
	Track: Developments in IB Theory and Methods, Trends and Critical Approaches
	Chair: Pavlos Dimitratos University of Glasgow
Room: TC 5.01	Room: TC 5.02
<p>Rob van Tulder (1); Alain Verbeke (2); Jonas Puck (3); Zoe Morris (4)</p> <p>1: Erasmus University, Rotterdam School of Management; 2: University of Calgary, Strategy and Global Management; 3: WU Vienna; 4: Emerald Group Publishing</p> <p>This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs and, in particular, in their relationship with home country policies:</p> <ol style="list-style-type: none"> 1. The theoretical challenge: do we need different or more specific theories of EMNEs to assess the phenomenon of BRIC multinationals? 2. The empirical challenge: what marks the changing position of BRIC countries in the world economy? 3. The managerial challenge: with the coming of age of a new breed of multinationals, what distinguishes BRIC multinationals from other (emerging market) multinationals? 4. The policy making challenge: what impact have MNEs from BRIC countries had on their domestic economy? 	<p>The Complex Systems of Organizational Learning, Multinationality, and Performance: A Review and Extension</p> <p>Author: Metz, P. Dresden University of Technology/International Institute Zittau</p> <p>Co-Operative Cheating on an International Stage: An Incentive Theoretical Analysis</p> <p>Author: Ott, U. F. Kingston University London</p> <p>What are Well Performing Global Virtual Teams Made of? Renewed Understandings through Metaphors and Sensemaking</p> <p>Author: Einola, K. University of Turku</p> <p>Stakeholder Management in Cross-Border Mergers</p> <p>Authors: Soendergaard, M. (1); Noorderhaven, N. (2) 1: Aarhus University; 2: Tilburg University</p> <p>Merger & Acquisition Motives and Outcome Assessment</p> <p>Authors: Hassan, I. (1); Ghauri, P. (2); Mayrhofer, U. (3) 1: King's College, London; 2: Birmingham Business School, University of Birmingham; 3: IAE Lyon, Jean Moulin Lyon 3 University</p>

SESSION 2.3.2 – INTERACTIVE		SESSION 2.3.3 – INTERACTIVE	
Foreign Direct Investment and Risk		Financial Structure and Performance	
Track: FDI and Foreign Market Entry		Track: International Corporate Governance, Finance, and Accounting	
Chair: Marta Anna Götz Vistula University		Chair: Florin Sabac University of Alberta	
Room: TC 5.04		Room: TC 5.16	
Research on FDI of Polish SOEs – Contrasting Empirical Data with Conceptual Challenges Authors: Götz, M. A. (1); Jankowska, B. (2) 1: Vistula University; 2: Poznan University of Economics and Business		The Moderator Effect of Competition on the Relationship between Firm Life Cycle Persistence and the Implied Cost of Capital: Evidences from Brazil Authors: Novaes, P. V. G. (2); Dias, R. d. S. (1); Louzada, L. C. (2); Donini, R. G. (1) 1: Fundação Getúlio Vargas; 2: Universidade Federal do Espírito Santo	
The Eclectic Paradigm Revisited: Complementarities and Substitutability between Ownership and Location Advantages in Outward FDI Authors: Giakoulas, D. (2); Kottaridi, C. (1); Manolopoulos, D. (3) 1: University of Piraeus; 2: Small Enterprises' Institute of the Hellenic Confederation of PCM; 3: Athens University of Economics and Business		Determinants of Firm Performance and Growth during Economic Recession: The Case of Central and Eastern European Authors: Burger, A.; Damijan, J.; Kostevc, C.; Rojec, M. University of Ljubljana	
Perceptions towards Inward Chinese Foreign Direct Investment: A Sense-Making Framework Applied to the Wine Industry Authors: Lazaris, M. (1); Freeman, S. (2); Bouzdine-Chameeva, T. (3) 1: Monash University; 2: University of South Australia; 3: Kedge Business School, Bordeaux		The Effect of Internationalization on Firm Capital Structure: a Meta-Analysis Authors: Schmidt, S.; Lindner, T.; Klein, F. WU Vienna	
Regional Expansion of an MNC and its Effect on Subsidiaries Author: Ando, N. Hosei University		Drivers of LBO Operating Performance: an Empirical Investigation in Asia Authors: Chevalier, A. Y. (1); Sannajust, A. (2) 1: ESCP Europe; 2: University of Saint Etienne	
Political Risk Management and Foreign Direct Investment: A Review and Research Agenda Authors: John, A.; Lawton, T. Open University			

Sunday, December 4

13:30–15:00

SESSION 2.3.4 – INTERACTIVE	SESSION 2.3.5 – INTERACTIVE
Expatriates' Perspective in HR Management	Entrepreneurial Strategies in the Context of Internationalization Processes
Track: International HRM, Global Leadership, Language and Cross-cultural Management	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Samuel Edward Davies University of Goettingen	Chair: Noémie Dominguez IAE Lyon – Jean Moulin Lyon 3 University
Room: TC 5.12	Room: TC 5.14
Against the Odds? Expatriate's Professional Learning in Adverse Conditions: a Case Study of Danish Police Officers in Greenland	Religion and Entrepreneurial Activity: The Contingent Effects of Institutional Environments
Authors: Romani, L. (1); Lorenzen, J. (1); Holck, L. (2); Muhr, S. L. (2) 1: Stockholm School of Economics; 2: Copenhagen Business School	Authors: Zhang, F. (1); Zhang, H. (2) 1: Nankai University, China; 2: Lancaster University
Mentoring and its Effects on Expatriate Satisfaction	Internationalization of Entrepreneurship and Institutional Reinforcement in a New Global Industry
Authors: Ambrosius, J.; Garg, R. FAU Erlangen-Nürnberg	Authors: Mihailova, I. (1); Liesch, P. (2); Rose, E. (3) 1: Aalto University School of Business; 2: University of Queensland Business School; 3: University of Otago
The Influence of Expatriates on Employees' ESOP Participation and the Moderating Effect of Distance	Access to Equity Financing for Entrepreneurial Ventures and SMEs in the GCC Economies
Authors: Ahrens, C.; Oehmichen, J.; Wolff, M. Georg-August-University Goettingen	Authors: Safari, A.; Abdellatif, M. Qatar University
Divergence, Crossvergence, or Convergence? A Conceptual Model for International Employer Attractiveness	Suppliers Strategy for Capability Development: the Implication for Upgrading and Internationalisation
Authors: Manke, B. K.; Bader, B. Leuphana University of Lüneburg	Authors: Hoque, S.; Sinkovics, N.; Sinkovics, R. Alliance Manchester Business School
	Network and Rapid Internationalization of New Ventures: A Systematic Literature Review
	Authors: Sedzinauskiene, R. (1); Sekliuckiene, J. (1); Zucchella, A. (2) 1: Kaunas University of Technology; 2: University of Pavia

SESSION 2.3.6 – INTERACTIVE	SESSION 2.3.7 – INTERACTIVE
Acquisition, Transfer and Capacities of Knowledge in the MNC	Firm Governance and Institutional Pressure
Track: Knowledge Management and Innovation	Track: MNC Strategy and Organisation
Chair: Chie Iguchi Keio University	Chair: Guus Hendriks RSM Erasmus University
Room: TC 5.18	Room: TC 4.12
Designing Alliances to Maximize Knowledge Acquisition and Transfer Authors: Contractor, F. J. (1); Choi, J. (2) 1: Rutgers Business School; 2: Saint John Fisher College	Overcoming Institutional Voids: Firm Configurations Achieving High Return on Equity (ROE) in Emerging Markets Authors: Brenes, E. R. (1); Ciravegna, L. (2); Pichardo, C. A. (1) 1: INCAE Business School; 2: King's College, London; INCAE Business School
The Impact of Multinationals on Skills and Aspirations: A Comparative Analysis of the Subsidiaries in Ghana Authors: Fu, X.; Akter, S. University of Oxford	An Exploratory Framework for Analysing Strategic Responses to Institutional Pressures in International Retailing Author: Aklamanu, A. Ghana Institute of Management and Public Administration (GIMPA)
The Role of Knowledge as Foundation of Absorptive Capacity for Chinese MNEs in Russia Authors: Panibratov, A.; Lai, T. Saint Petersburg University	Purchasing in Global New Product Development: Evidences from the Cosmetics Industry Authors: Thomaz, M. M.; Nascimento, P. T.; Yu, A. S.; Camargo Junior, A. S.; Schreiner, L. C. University of São Paulo
Utilizing Novel Knowledge for Problem Solving in the MNC: A Network Mobilization Perspective Authors: Parker, A. (1); Tippmann, E. (2); Kratochvil, R. (3) 1: Grenoble Ecole de Management; 2: University College Dublin; 3: WU Vienna	Internationalisation Incentives and Opportunism Authors: Torres, M.; Clegg, J. University of Leeds
	The Rise of Chinese Innovative Firms and the Changing Governance of Global Value Chains Authors: He, S. (1); Fallon, G. (2); Khan, Z. (3); Wang, Z. (4) 1: University of Northampton; 2: Brunel University; 3: University of Sheffield; 4: Hunan University, China

Sunday, December 4

13:30–15:00

SESSION 2.3.8 – COMPETITIVE	SESSION 2.3.9 – COMPETITIVE
Development and Disruption of Knowledge in the MNE	Institutional Development and Diversity
Track: Knowledge Management and Innovation	Track: Distance and Institutions
Chair: José C. Casillas Universidad de Sevilla	Chair: Douglas Dow The University of Melbourne
Room: TC 4.18	Room: TC 4.14
Eco-Innovation Outcomes as Drivers of Innovation Performance. Results for Firms from Selected European Union Countries Authors: Gołębiowski, T.; Lewandowska, M. S.; Rószkiewicz, M. Warsaw School of Economics	Overcoming the Constraints to Export Faced by Firms in Developing Countries: The Role of Innovation Authors: Hernandez, V.; Nieto, M. J.; Rodriguez, A. Carlos III University
The Impact of Foreign Ownership on R&D Intensity and Technology Acquisitions in Indian Industries: Analysis of Pre and Post Global Crisis Author: Aggarwal, A. Copenhagen Business School	Institutional Development and the Importance of Signals in the Alliance Formation Process Authors: Rossmannek, O.; Rank, O. N. University of Freiburg
The Alignment of Drivers for Knowledge Sharing in Organizations: A Multilevel Approach Authors: Dasí, A. (1); Pedersen, T. (2); Gooderham, P. (3) 1: University of Valencia; 2: Bocconi University; 3: Norwegian School of Economics	Institutional Overlap, Access and Contestation: How Institutional Diversity Affects International Management Author: Maseland, R. University of Groningen

SESSION 2.3.10 – COMPETITIVE	SESSION 2.3.11 – COMPETITIVE
Distance and Firm Performance	MNE Configuration and Information Flow
Track: Distance and Institutions	Track: Headquarters – Subsidiary Relationships
Chair: Helene Delerue Université du Québec à Montréal	Chair: Edward Gillmore Mälardalen University
Room: TC 4.17	Room: TC 5.13
Managerial Misperception of Differences between Home and Host Countries – An Empirical Study on its Antecedents and Performance Effect Authors: Weber, C. E.; Chahabadi, D.; Maurer, I. Georg-August-University Goettingen	Governance and the Roles of Distance, Coordination, and Relationship Atmosphere in the MNC: A View from the Periphery Authors: Lunnan, R. (1); Tomassen, S. (1); Andersson, U. (2); Benito, G. R. G. (1) 1: BI Norwegian Business School; 2: Mälardalen University College
Institutional Distance and Subsidiary Performance: Climbing up vs. Climbing down the Institutional Ladder Authors: Konara, P. (1); Shirodkar, V. (2) 1: University of Huddersfield; 2: University of Sussex	Attention Engagement Matters: Impact of Headquarters' Attention on Subsidiary Voice Authors: Haq, H. u. (1); Drogendijk, R. (2); Holm, D. B. (1) 1: Uppsala University; 2: University of Groningen Complements or Substitutes? A Meta-analysis of The Role of Integration Mechanisms in Knowledge Transfer in the MNE Network Authors: Zeng, R. (1,2); Groggaard, B. (1); Steel, P. (1) 1: University of Calgary; 2: Shanghai International Studies University, China

Sunday, December 4

13:30–15:00

SESSION 2.3.13 – COMPETITIVE	SESSION 2.3.14 – COMPETITIVE
Liability of Foreignness and Entry Strategies	Employee Management in MNEs
Track: FDI and Foreign Market Entry	Track: International HRM, Global Leadership, Language and Cross-cultural Management
Chair: Elina Peltö University of Turku School of Economics	Chair: Johanna Raitis Turku School of Economics
Room: TC 5.03	Room: TC 4.03
Ownership Level and Subsidiary Survival in Foreign Acquisitions: The Moderating Effects of Experience, Cultural Distance and Host Country Development	Talent Management Practices, Absorptive Capacity and Firm Performance in an Emerging Market Context: Does It Work in Russia and China?
Authors: Wang, Y.; Larimo, J. University of Vaasa	Authors: Latukha, M.; Veselova, A.; Selivanovskih, L. GSOM, St.Petersburg State University
A Transaction Cost Analysis of Master International Franchising	From Expatriation to Compatriation: A Strategic View Of Human Resource Management in Networked MNEs
Authors: Jell-Ojobor, M. (1); Alon, I. (2); Windsperger, J. (1) 1: University of Vienna; 2: University of Agder	Authors: Corado Simões, V. (1); Peixoto, J. (1); Aurélio, D. (2); Pedrosa, R. (1) 1: ISEG; 2: Bosch Portugal
Challenges, Competitive Advantages and Opportunities of M&As from India – Overcoming Liability of Foreignness	Staffing MNCs' Foreign Subsidiaries: The Joint Effect of Verbal Communication Barriers and International Experience
Authors: Vincze, Z. (1); Hassett, M. (3); Nummela, N. (2); Zettinig, P. (2) 1: University of Umeå; 2: University of Turku, Turku School of Economics; 3: Sheffield University Management School	Authors: Klier, H.; Schwens, C. Heinrich-Heine-University Duesseldorf

SESSION 2.3.15 – COMPETITIVE	SESSION 2.3.16 – COMPETITIVE
SMEs and the Institutional (Micro-)Environment	MNE Subsidiaries' Strategy
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: MNC Strategy and Organisation
Chair: Francisco Manuel Figueira de Lemos Uppsala University	Chair: Jean-Francois Hennart Tilburg University
Room: TC 4.01	Room: TC 4.04
Exploring the Business-Related Causes of the Low Internationalization of Greek Firms	Home Country Institutions and Subsidiary Strategy of Chinese Multinationals
Author: Klidas, A. Deree-The American College of Greece	Authors: Wei, Z. (1); Nguyen, Q. (2) 1: University of Sheffield; 2: University of Reading
Exports, R&D Activities, and Labour Productivity of SMEs	The Autonomy Activity Status of Multinational Subsidiaries
Author: Falk, M. Austrian Institute of Economic Research	Authors: Dzikowska, M. (1); Gammelgaard, J. (2); Jindra, B. (3,2) 1: Poznan University of Economics and Business; 2: Copenhagen Business School; 3: University of Bremen

Sunday, December 4

13:30–15:00

SESSION 2.3.17 – PANEL	SESSION 2.3.18 – PANEL
Internationalization of Firms from Central and Eastern Europe: Opportunities and Challenges	Global Management of Creativity: Knowledge and Innovation in an Open and Digital Age
Room: TC 5.15	Room: TC 5.27
Internationalization of Firms from Central and Eastern Europe: Opportunities and Challenges Authors: Marinov, M. A. (1); Vissak, T. (2); Ferencikova, S. (3); Trąpczyński, P. (4); Jaklic, A. (5); Marinova, S. (1) 1: Aalborg University; 2: University of Tartu; 3: Bratislava University; 4: Poznan University of Economics and Business; 5: University of Ljubljana	Global Management of Creativity: Knowledge and Innovation in an Open and Digital Age Authors: Wagner, M. (2); Burger-Helmchen, T. (1); Valls, J. (4); Cohendet, P. (3); Mehouachi, C. (5) 1: University of Strasbourg; 2: University of Augsburg; 3: HEC Montréal; 4: University of Barcelona; 5: Institut Supérieur de Gestion, Paris

SESSION 2.3.19 – PANEL

**Outcomes, Outlooks and Discussions from
Three Years of IB & Finance Workshops at WU Vienna**

Room: TC 4.27

**Outcomes, Outlooks and Discussions from
Three Years of IB & Finance Workshops at WU Vienna**

Authors:

Müllner, J. (1);
Filatotchev, I. (2,1);
Randoy, T. (3);
Strange, R. (4);
Oxelheim, L. (5)

1: WU Vienna;
2: Cass Business School;
3: University of Agder;
4: University of Sussex;
5: Lund University

Sunday, December 4

15:30–17:00

SESSION 2.4.0 – PANEL	SESSION 2.4.1 – INTERACTIVE
Meet the Editors (2)	Demographic and Cross Border Perspectives on the Liability of Foreignness
	Theme Track: Liabilities of Foreignness vs the Value of Diversity
Moderator: Thomas Lindner WU Vienna	Chair: Maria Elo Turku School of Economics
Room: TC 5.01	Room: TC 5.02
Editors: Desislava Dikova WU Vienna Journal of East West Business Igor Filatotchev Cass Business School, London City University Journal of Management Studies Chang Hoon Oh (coh@sfu.ca)* Beedie School of Business, Simon Fraser University Multinational Business Review Torben Pedersen (torben.pedersen@unibocconi.it)* Università Bocconi Global Strategy Journal Vlad Vaiman (vvaiman@callutheran.edu)* California Lutheran University European Journal of International Management	Demographic and Foreignness Influences on Leadership Reputation in Latin America Authors: Newbury, W.; Hiller, N. J.; Andrews, D. S. Florida International University
	Can Corporate Social Performance Really Reduce the Liability of Foreignness? Evidence from Cross-Border Acquisitions Authors: Shin, J. (1); Moon, J. J. (2); Kang, J. (3) 1: Beedie School of Business, Simon Fraser University; 2: Korea University, Korea; 3: Nanyang Technological University, Singapore
	Challenges Created by Ethnic Networks: The Liability of Outsidership for Host Market Actors Authors: Ong, X. (1); Freeman, S. (2); Cooper, B. (1); Guercini, S. (3) 1: Monash University; 2: University of South Australia; 3: University of Florence
	Value Diversity from Foreignness: How Transnational Entrepreneurs Adopt Bi-Focality to Recognise Institutional Differences and Identify Voids Authors: De Silva, R.; Sharpe, D.; Johnston, A. Sheffield Hallam University

* This editor is available for a personal consultation during EIBA 2016 regarding your (potential) submission

SESSION 2.4.2 – INTERACTIVE	SESSION 2.4.3 – INTERACTIVE
Cross-Cultural HR Management	Innovation, Knowledge Spillovers and Absorptive Capacities
Track: International HRM, Global Leadership, Language and Cross-cultural Management	Track: Knowledge Management and Innovation
Chair: Anna Veselova GSOM, St. Petersburg University	Chair: Małgorzata Stefania Lewandowska Warsaw School of Economics
Room: TC 5.04	Room: TC 5.12
Breaking Bad? The Effect of Faultline Strength and Distance on Relationship Conflict and Performance in Teams: A Conditional Process Model Authors: Pregernig, U.; Puck, J. WU Vienna	Internationalization and Networking as Drivers of Product and Process Innovativeness of Firms in Emerging Market Author: Szymura-Tyc, M. University of Economics in Katowice
Antecedents and Outcomes of Headquarters-based Fairness Perceptions: A Social Exchange Model Author: Bueechl, J. S. Universität Tübingen	Connectivity, Innovation and International Inter-Cluster Alliances Authors: Colovic, A. NEOMA Business School
When Hofstede's 'National Culture' meets the Concept of 'Exceptionalism' in Political Science and International Relations Author: Guttormsen, D. S. A. University of Exeter Business School	Foreign Investment in Portugal and Knowledge Spillovers: From Methuen Treaty to the 21st Century Authors: da Silva Lopes, T. (1); Corado Simões, V. (2) 1: University of York; 2: ADVANCE/CSG, ISEG
Understanding the Relationship between Psychological Contracts and Cross-Cultural Adjustment of Self-Initiated Expatriates: An Empirical Study in China Authors: Zhang, K. Y. (1); Mittelmeier, J. (2); Rienties, B. (2) 1: American University of Paris; 2: Open University	Exploitative and Explorative Strategies In The Relation of Absorptive Capacity With Manufacturing Flexibility Authors: Marques Pinheiro, J. M. (1); Torres Preto, M. (1,4); Filipe Lages, L. (2); Miranda Silva, G. (3) 1: School of Economics, University of Coimbra; 2: Nova School of Business and Economics; 3: Lisbon School of Economics and Management; 4: IN+, Center for Innovation, Technology and Policy Research"

Sunday, December 4

15:30–17:00

SESSION 2.4.4 – INTERACTIVE	SESSION 2.4.5 – INTERACTIVE
Institutions and Location Choice in Young Ventures	Business Models and Capability Development
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: MNC Strategy and Organisation
Chair: Beate Cesinger New Design University, GWT Aus- und Weiterbildungs GmbH	Chair: Arjen Slangen RSM Erasmus University
Room: TC 5.14	Room: TC 5.16
Born Globals' Full and Partial Market Exits Resulting from Internal and External Internationalization Barriers: Survey Evidence from China	Planting the Seed: The Sources and Dynamics of Power in Global Supply Networks
Authors: Vissak, T. (1); Lukason, O. (1); Zhang, X. (2) 1: University of Tartu; 2: University of Southern Denmark, University of Oulu	Authors: Zettinig, P.; Kallio, E. University of Turku
Post-Entry Trajectories of International New Ventures: A Growth Curve Analysis	Drivers and Means of Capability Development in a Changing Organization
Authors: Acedo, F. J. (1); Coviello, N. (2); Agusti, M. (1) 1: Universidad de Sevilla; 2: Wilfrid Laurier University	Author: Ketolainen, M. University of Turku
The Development of International Opportunities in Born Globals Context: The Role of Institutions	Business Models in Global Competition
Authors: Romanello, R. (1); Xiao He, C. (2); Karami, M. (2) 1: University of Udine; 2: University of Otago	Authors: Tallman, S. (1); Luo, Y. (2); Buckley, P. (3) 1: University of Richmond; 2: University of Miami; 3: University of Leeds
Influence Factors on the Market Selection of Online Retailers – a Dynamic Perspective	Multilevel Understanding of Critical Success Factors in M&A
Authors: Schu, M.; Morschett, D.; Jovanovic, J. University of Fribourg	Authors: Degbey, W. Y.; Palmunen, L.-M. University of Turku, Turku School of Economics
Exploring Country Institutional Profiles on Entrepreneurial Orientation	Through Goliath's Eyes
Authors: Cubero Dudinskaya, E. (1); Hagen, B. (1); Wagner, R. (2); Zulauf, K. (2); Hermannsdóttir, A. (3) 1: University of Pavia; 2: Universität Kassel; 3: Haskoli Island	Author: Budryk, M. Uppsala University

SESSION 2.4.6 – INTERACTIVE	SESSION 2.4.7 – COMPETITIVE
Brands and Social Media in International Marketing	Leadership, its Impact and Career Success
Track: International Marketing	Track: International HRM, Global Leadership, Language and Cross-cultural Management
Chair: Jorge Carneiro Pontifical Catholic University of Rio de Janeiro	Chair: Katharina Puchmueller Johannes Kepler Universität Linz
Room: TC 4.12	Room: TC 4.17
Network Effects in the Retail Expansion into Continent-Sized Emerging Markets: A Model for Branded Retailers Authors: Gomes, R. M. (1); Carneiro, J. (1); Dib, L. A. (2) 1: IAG Business School, Pontifical Catholic University of Rio de Janeiro; 2: Coppead Graduate School of Business, Federal University do Rio de Janeiro	An Empirical Analysis of Repatriate Career Success Authors: Breitenmoser, A. (1); Bader, B. (2); Berg, N. (1) 1: University of Hamburg; 2: Leuphana University of Lüneburg
A Dynamic Perspective on Internet Capabilities and Export Marketing Performance Authors: Ruskowski, I.; Pauwels, P. Universiteit Hasselt	“I am the Manager, you are the Fool”: Translation of Employee Empowerment into the Russian Context Authors: Outila, V.; Piekkari, R.; Mihailova, I. Aalto University School of Business
Cultural Influence on the Motives for Engagement with Company Social Media Content Author: Chwialkowska, A. University of Vaasa	A Cross-Cultural Examination of Transformational and Instrumental Leadership’s Impact Authors: Poethke, U.; Bormann, K. C.; Rowold, J. TU Dortmund
The Impact of Marketing-Mix Adaptation on Brand Image and Trust of International Clients Authors: Cardoso, M.; Crespo, C. F. Superior School of Technology and Management, Polytechnic Institute of Leiria	
The Institutional Country-of-Origin-Image (COI): Adaptation and Scale Validation to Measure the Country Brand in the National Perspective Authors: Sutter, M. B. (1,2); Strehlau, V. I. (2); Borini, F. M. (1,2) 1: University of Sao Paulo; 2: ESPM	

Sunday, December 4

15:30–17:00

SESSION 2.4.8 – COMPETITIVE	SESSION 2.4.9 – COMPETITIVE
Country Characteristics and International Investment	MNE Subsidiaries' Performance
Track: FDI and Foreign Market Entry	Track: Headquarters – Subsidiary Relationships
Chair: Alex Mohr WU Vienna	Chair: Shasha Zhao Middlesex University
Room: TC 4.13	Room: TC 5.03
Cross Border Acquisition as an Entry Strategy: Influences of Multinational Enterprises' Experiences and Host Country Industrial Competitiveness Authors: Arslan, A. (1); Larimo, J. (2); Tarba, S. (3) 1: Edge Hill University; 2: University of Vaasa; 3: University of Birmingham	What Drives Headquarters Dynamics? A Longitudinal Analysis of Parenting Advantage in RHQ Author: Kähäri, P.; Saittakari, I. Aalto University
Do the Origins of Foreign Direct Investment Matter For Target Firms in Developed Host Countries? Empirical Evidence from the North American Oil and Gas Industry Authors: Zeng, R. (1, 2); Groggaard, B. (1) 1: University of Calagary; 2: Shanghai International Studies University	How Do Technological and Institutional Distance, and Ownership Strategy, Moderate the Link Between Multinational Parent Intangible Assets and Affiliate Performance? Authors: Contractor, F. J. (1); Yang, Y. (2); Gaur, A. (1) 1: Rutgers Business School; 2: University of Sussex
International Investment in Intangible Assets across the World Author: Falk, M. Austrian Institute of Economic research	Finance and Exports of Foreign Subsidiaries of Multinational Enterprises Author: Nguyen, Q. University of Reading

SESSION 2.4.10 – COMPETITIVE	SESSION 2.4.12 – COMPETITIVE
Managing International Corporate Governance in MNCs	The Impact of Corporate Social Responsibility and Political Connections on the Firm
Track: International Corporate Governance, Finance, and Accounting	Track: MNCs, Governments and Sustainable Development
Chair: Indrani Chakraborty Institute of Development Studies Kolkata	Chair: Vikrant Shirodkar University of Sussex
Room: TC 5.13	Room: TC 4.15
Promoter Ownership and Performance in Publicly Listed Firms in India: Does Group Affiliation Matter? Authors: Chakraborty, I. (1); Richter, A. (2) 1: Institute of Development Studies Kolkata; 2: University of Liverpool Management School	Embeddedness and Implementation Strategies within an MNE: The Case of Corporate Social Responsibility Author: Jacqueminet, A. Bocconi University
Alleviating Boardroom Gender Inequality in Emerging Markets: Can Foreign Institutional Investors Counteract Local Institutional Forces? Authors: Heyden, M. L. M. (2); Kavadis, N. (3); Oehmichen, J. (1) 1: Georg-August-University Goettingen; 2: University of Newcastle; 3: University Carlos III of Madrid	Corporate Social Performance and the Internationalization of Extractive Industry Firms Authors: Symeou, P. (1); Zyglidopoulos, S. (2); Williamson, P. (3) 1: Cyprus University of Technology; 2: Glasgow University; 3: University of Cambridge How Do Political Connections Impact Acquisition and International Expansion Strategies? The Contrasting Effects of Board and Top Management Political Relationships Authors: Albino Pimentel, J. (1,2); Anand, R. (1); Dussauge, P. (1) 1: HEC Paris; 2: University of South Carolina

Sunday, December 4

15:30–17:00

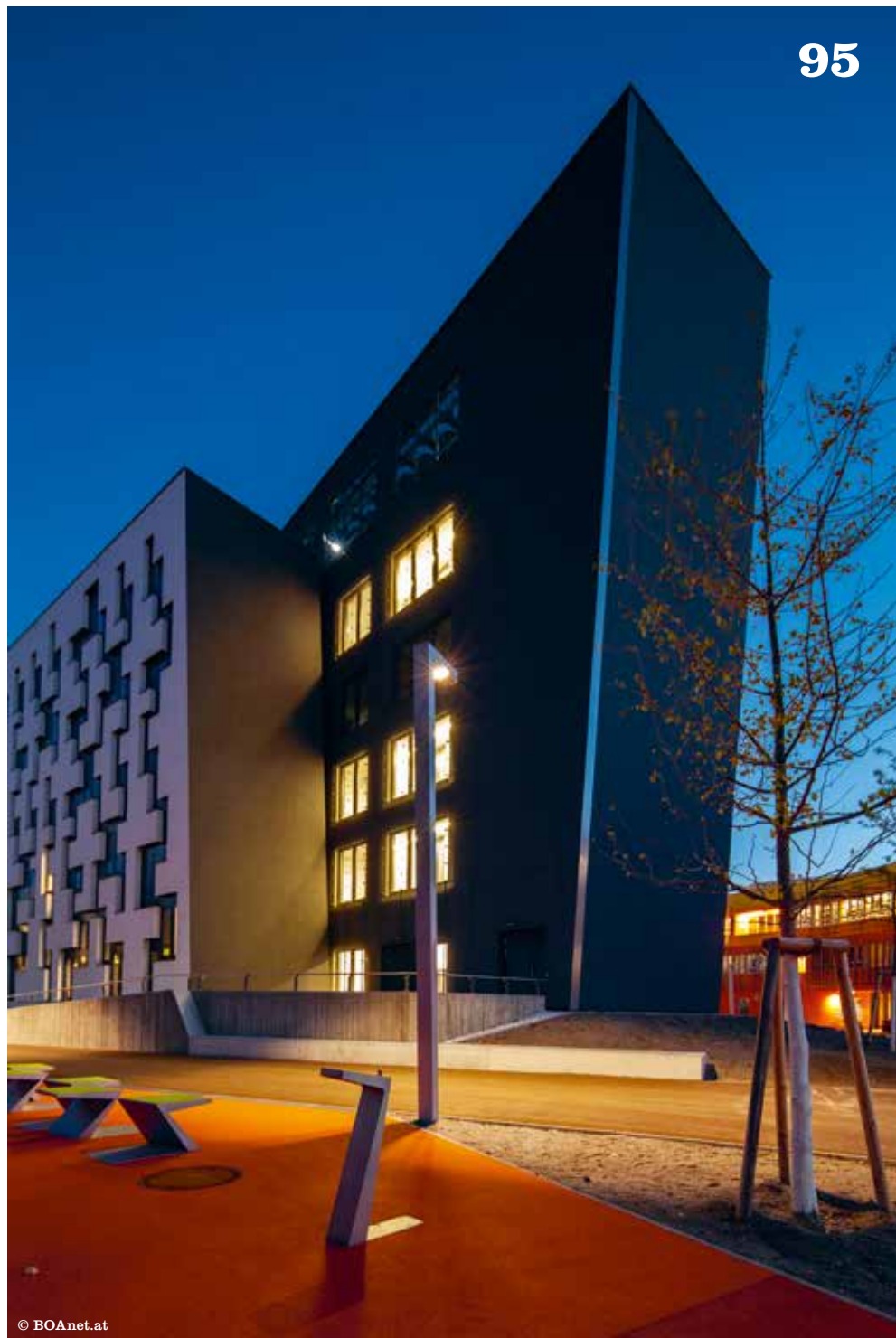
SESSION 2.4.13 – COMPETITIVE	SESSION 2.4.14 – COMPETITIVE
Business Clusters and Joint Ventures	Internationalization of Family Firms
Track: Internationalisation Process, SMEs and Entrepreneurship	Track: Internationalisation Process, SMEs and Entrepreneurship
Chair: Bozidar Vlacic University of Vigo	Chair: Antonis Klidas Deree-The American College of Greece
Room: TC 4.14	Room: TC 4.03
The Trajectory of a Brazilian Fashion Cluster and the Role of Change Agents: Is it Possible to Promote Cooperation? Authors: da Rocha, A.; Kury, B.; Ferreira da Silva, J. Pontifical Catholic University of Rio de Janeiro	Family Firm Internationalization: A Review and Guiding Framework Authors: Hillemann, J. (1,2); Ton-Nu, N. (1) 1: Vrije Universiteit Brussel; 2: Henley Business School, University of Reading
International Alliances and Joint Ventures: Why the Local Partner? Authors: Figueira de Lemos, F. M. (1); Torres, M. (2) 1: Uppsala University; 2: University of Leeds	Family Ownership and SME Internationalization: The Moderating Role of Formal and Informal Network Tie Strength Authors: Hollender, L.; Schwens, C. Heinrich Heine University Düsseldorf
Contrasting Internationalisation Intensity of Business Clusters – a Study from a CEE Country Authors: Jankowska, B. (1); Götz, M. A. (2) 1: Poznan University of Economics and Business; 2: Vistula University”	Bifurcation Bias: Is International Experience the Answer? Insight from a Sample of European Family Firms Authors: Majocchi, A. (1); D’Angelo, A. (2); Forlani, E. (1); Buck, T. (3) 1: Università degli Studi di Pavia; 2: Università Cattolica del Sacro Cuore di Milano; 3: Adam Smith Business School, University of Glasgow

SESSION 2.4.15 – COMPETITIVE	SESSION 2.4.16 – COMPETITIVE
Innovation and Performance	Limits to and Perspectives on the Theory of the Multinational Firm
Track: Knowledge Management and Innovation	Track: MNC Strategy and Organisation
Chair: Joaquin Alegre University of Valencia	Chair: Gabriel R.G. Benito BI Norwegian Business School
Room: TC 4.04	Room: TC 4.01
Close Together or far apart? The Geography of Host Country Knowledge Sourcing and Subsidiary's Innovation Performance Authors: Perri, A. (1); Santangelo, G. D. (2) 1: Università Ca' Foscari Venezia; 2: University of Catania	Productivity and Flexibility Advantages of In-House Manufacturing and Local Sourcing – the Limits of Global Value Chains? Authors: Kinkel, S. (1); Rieder, B. (1); Horvath, D. (2); Jaeger, A. (2) 1: Karlsruhe University of Applied Sciences; 2: Fraunhofer Institute for Systems and Innovation Research ISI
Do Different Types of Innovation Affect Export Behavior Differently? The Moderating Role of Firm Size Author: Kim, Y.; Lui, S. S School of Management, Business School, UNSW	The Dynamics of Outsourcing Relationships: Perspectives from Lead Firms and their Key Suppliers Authors: Magnani, G. (1); Zucchella, A. (1); Strange, R. (2) 1: University of Pavia; 2: University of Sussex
Sources of Research and Innovation in Foreign Subsidiaries: A Host Country Perspective Authors: De Beule, F. (1); Van Beveren, I. (2) 1: KU Leuven University; 2: Statistics Netherlands (CBS)	Theories of the Multinational Firm: A Microfoundational Perspective Authors: Kano, L. L.; Verbeke, A. University of Calgary

Sunday, December 4

15:30–17:00

SESSION 2.4.17 – PANEL	SESSION 2.4.19 – PANEL
Micromultinationals (mMNEs): New Types of Firms Challenging the International Business / International Entrepreneurship Agenda?	The Benefits of Global Teams for International Organizations: HR Implications
Room: TC 5.15	Room: TC 4.27
Micromultinationals (mMNEs): New Types of Firms Challenging the International Business / International Entrepreneurship Agenda? Authors: Dimitratos, P. (1); Andersson, U. (2); Ciravegna, L. (3); Kuivalainen, O. (4); Reuber, R. (5); Hennart, J. F. (6) 1: University of Glasgow; 2: Mälardalen University; 3: King's College London; 4: Manchester Business School; 5: University of Toronto; 6: Tilburg University	The Benefits of Global Teams for International Organizations: HR Implications Authors: Mockaitis, A. I. (1); Zander, L. (2); De Cieri, H. (1); Butler, C. (3); Minbaeva, D. (4); Mäkelä, K. (5); Paunova, M. (4); Maloney, M. (6); Zellmer-Bruhn, M. (7); Nardon, L. (8); Zimmermann, A. (9) 1: Monash University; 2: Uppsala University; 3: Kingston University; 4: Copenhagen Business School; 5: Aalto University School of Business; 6: University of St. Thomas; 7: University of Minnesota; 8: Carleton University; 9: Loughborough University





Social Program Sunday

GALA DINNER

19:00–20:00: Welcome Drinks

20:00: Official Start of Gala Dinner

**Aula der Wissenschaften,
Wollzeile 27a, Vienna City Center**

The Conference Dinner will take place in the magnificent Aula der Wissenschaften. Formerly used for lectures and headquarters of the world's oldest, still existing newspaper (Wiener Zeitung) it has always been a place of intellectual intercourse.

Participation:

To attend the Conference Dinner, you need to pre-register through our conference system. Registrations are personalized and will be checked at the entrance!

Dress Code:

The dress code is business.
(Jackets are recommended)

Directions:

Aula der Wissenschaften can be reached by subway from the Campus WU.

There are several different ways of reaching the location, the following is suggested as it involves only one line change:

Suggested Route:

- › **U2** from Messe-Prater (or Krieau) to Praterstern
- › Change lines
U1 from Praterstern to Stephansplatz
- › Walk 600 meters via Stephansplatz, Rotenturmstraße, and Wollzeile

GALA DINNER AFTERPARTY

2:00–open end

**Bar/Cabaret Fledermaus,
Spiegelgasse 2, Vienna City Center**

For those that will not have partied enough after the Gala Dinner, we organized guest list spots for everybody in one of Vienna's oldest and most famous bars, the Cabaret Fledermaus. It is a famous spot, especially on a Sunday so a long night is guaranteed here.

Password for entry at reduced rate:

**European International Business
Academy**



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Lounge, Aula der Wissenschaften © Aula der Wissenschaften

Monday, December 5

9:00–17:00

FACULTY DEVELOPMENT WORKSHOP 1	FACULTY DEVELOPMENT WORKSHOP 2	FACULTY DEVELOPMENT WORKSHOP 3
Doing Business in Emerging Markets	Qualitative Research Methods	Quantitative Research Methods
Chair: Desislava Dikova & Arnold Schuh WU Vienna	Chair: Catherine Welch University of Sydney Business School	Chair: Adamantios Diamantopoulos University of Vienna
Room: AD 0.090 (Sitzungssaal 6)	Room: AD 0.114 (Sitzungssaal 1)	Room: AD 0.122 (Sitzungssaal 2)
Time: 9:00	Time: 9:00	Time: 9:00
Coffee Break Possibility: 10:30–11:00, AD Ground Floor		
Lunch Break: 12:30–14:00, Restaurant “Das Campus”		
Coffee Break Possibility: 15:00–15:30, AD Ground Floor		
Closure ~17:00		



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An illustration of a person with brown hair in a ponytail, wearing a blue shirt and dark pants, sitting in a red boat. The person is looking out at a large, stylized globe. The globe features several world landmarks: the Statue of Liberty, the Brandenburg Gate, and the Oriental Pearl Tower. The background is a light blue sky with two white clouds. The water is represented by light blue waves. A small yellow fish is visible in the water near the boat.

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Detailed information about the conference will be published on the conference website **www.eiba2017.org**.

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Map: Campus WU



Campus WU

WU Vienna University of Economics
and Business
Welthandelsplatz 1
1020 Vienna, Austria



Restaurant "Das Campus"

Campus WU



Hotel Motel One Wien Prater

Ausstellungsstrasse 40
1020 Vienna, Austria



Courtyard by Marriott Wien Messe

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Friday, December 2, 2016

Registration and Welcome Reception
take place in the LC (Library & Learning
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Friday–Sunday, December 2–4, 2016

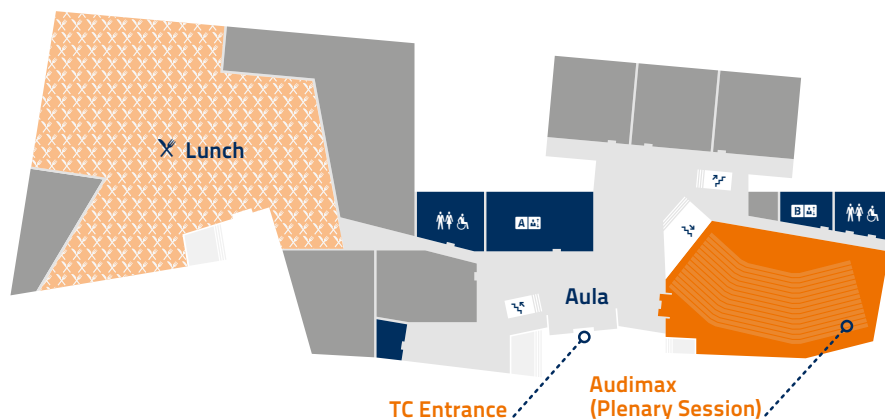
Sessions and coffee breaks are located
in the 4th and 5th floor of the TC
(Teaching Center) building. Lunch is
served in the Mensa which is directly
adjacent to TC.

Monday, December 5, 2016

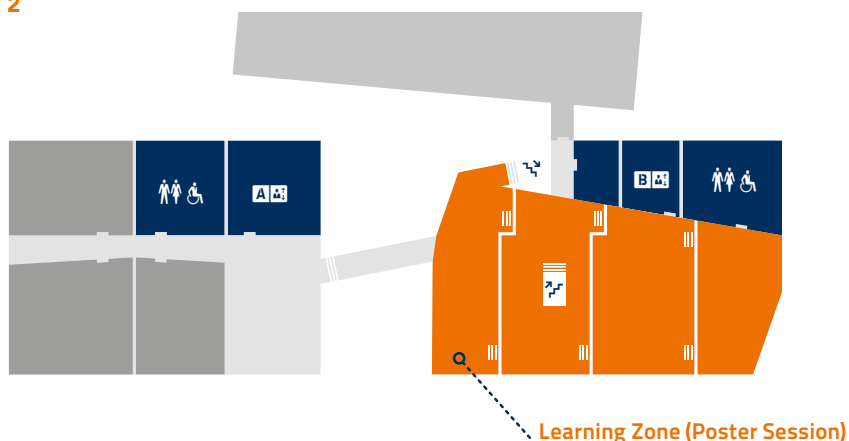
Faculty Development Workshops are
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Maps: TC Teaching Center

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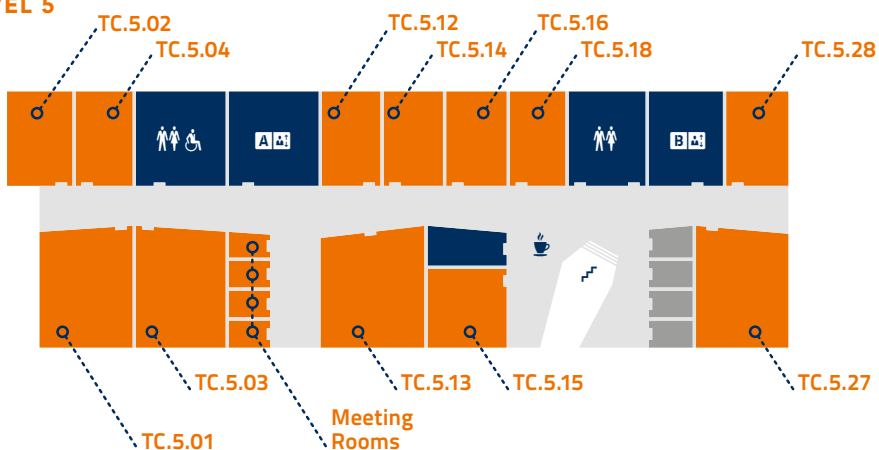
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LEVEL 5



Legend: ☕ Coffee area 🍴 Lunch



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