



Universiteit Maastricht



EIBA 2000 Conference Program

Monday, 11 December, 11.00-12.15

Monday, 11 December, 14.30-16.00

Monday, 11 December, 16.30-17.45

Tuesday, 12 December, 8.30-10.00

Tuesday, 12 December, 10.30-12.00

Tuesday, 12 December, 14.00-15.30

Tuesday, 12 December, 16.00-17.30

Monday, 11 December, 11.00-12.15

C1. Alliances and knowledge

[*Assessing performance implications of international alliances in the airline industry*](#)

Hannu Seristö, Helsinki School of Economics and Business Administration, Finland

[*Synergies in strategic alliances: Motivation and outcomes of complementary and synergistic knowledge networks*](#)

Bo Nielsen, Copenhagen Business School, Denmark

[*Understanding the building-bricks of networks: A process view on strategic alliances*](#)

Rekha Krishnan – Niels Noorderhaven, Tilburg University, the Netherlands

C2. Integration and best practice

[*Global best practice or national path dependency? The internationalisation trajectories of the world's leading telecommunication equipment manufacturers*](#)

Christoph Dörrenbächer, Social Science Research Center & FAST e.V., Berlin, Germany

[*Evolution of corporate network: Competing models in the European personal computer industry*](#)

Denise Tsang, University of Reading, UK

[*An empirical examination of the dimensionality of the integration-responsiveness framework*](#)

Sunil Venaik - Timothy Devinney, University of New South Wales, Australia

David Midgley, INSEAD, France

C3. FDI in Eastern Europe

[*Local expansion processes of Dutch firms in Central and Eastern Europe*](#)

Rian Drogendijk, Tilburg University, the Netherlands

[*Market orientation and the strategic development of MNEs in European transition economies*](#)

Julia Manea, University of Manchester, UK

Robert Pearce, University of Reading, UK

[*Outward foreign direct investment by Czech Republic, Hungary and Slovenia: Does transition matter?*](#)

Marjan Svetličič – Andreja Jaklič, University of Ljubljana, Slovenia

C4. Effect of EU policies

[*Competence accumulation and collaborative ventures: evidence from the largest European electronics firms and implications for the EU technological policies*](#)

Marco Giarratana, S' Anna School of Advanced Studies, Italy

Salvatore Torrisi, Camerino University & Cattaneo University, Italy

[*Exclusive agreements and technology transfer: Competition policy and EU enlargement*](#)

Jochen Lorentzen – Peter Møllgaard, Copenhagen Business School, Denmark

[*Corporate political strategy and antitrust policy: The role of international competitive effects*](#)

Joseph Clougherty, Tilburg University, the Netherlands

W1. Network management

Competencies of global network evolution: A knowledge perspective

Thomas Borghoff - Martin Welge, University of Dortmund, Germany

Moacir de Oliveira, Pontifical Catholic University of Sao Paulo, Brazil

[A methodological framework for the analysis of network organizations](#)

Olaf Rank - Andreas Wald, University of Mannheim, Germany

[The art of international network management - Managing international policy and business networks as a development strategy: The Malaysian experience](#)

Fabienne Fortanier, OECD, Paris, France

Rob van Tulder, Erasmus University Rotterdam, the Netherlands

W2. Cross-cultural comparisons

[An exploratory investigation of demographic and cultural profiles, cultural awareness and approach to negotiation of Greek, Russian and British international marketing managers](#)

Anna Zarkada-Fraser - Campbell Fraser, Griffith University, Australia

[Poles and Germans: A Thousand Years of a Business Relationship](#)

Malcolm Chapman - Hanna Gajewska-De Mattos, University of Leeds, UK

Monday, 11 December, 14.30-16.00

P1. Hedlund award finalists

Chair: Udo Zander, Institute of International Business, Stockholm School of Economics, Sweden

The ignorant MNE-The role of perception gaps in knowledge management

Niklas Arvidsson, Stockholm School of Economics, Sweden

Legitimacy and stability of Japanese overseas subsidiaries

Charles Dhanaraj, Richard Ivey School of Business, University of Western Ontario, Canada

Mapping national knowledge networks: Scientists, firms and institutions in biotechnology in the United States and France

Michelle Gittelman, Wharton School, University of Pennsylvania, USA

Towards a rediscovery of organizational politics: Essay on organizational integration following mergers and acquisitions

Eero Vaara, Helsinki School of Economics and Business Administration, Finland

C5. Knowledge attributes

[*From tacit knowledge to scientific theory: The power and logic of articulation*](#)

Lars Håkanson, Universität Linz, Austria

[*Knowledge attributes, knowledge management practices and governance choice: Towards reconciling transaction-cost and knowledge-based views of the firm*](#)

Bruce Heiman, University of Maastricht, the Netherlands

Jackson Nickerson, Washington University in St. Louis, USA

[*Strategic knowledge management: A new research agenda*](#)

Bo Nielsen, Copenhagen Business School, Denmark

C6. Industrial change

[*Recent trends in conglomeration and consolidation of Dutch publishing companies in the multimedia and information industries*](#)

Hans van Kranenburg – Myriam Cloodt – John Hagedoorn, University of Maastricht, the Netherlands

[*Brands and the evolution of multinationals in alcoholic beverages*](#)

Teresa da Silva Lopes, University of Reading, UK & Universidade Católica Portuguesa, Portugal

[*Intangible resources as a key factor in the internationalisation of Spanish firms*](#)

José Delgado-Gómez – Marisa Ramírez-Alesón – Manuel Antonio Espitia-Escuer, Universidad de Zaragoza, Spain

[*An application of boolean methods of qualitative comparison to the Turkish study: implications for Porter's diamond*](#)

Özlem Öz, Middle East Technical University, Turkey

C7. Exporting and trust

[*Testing a model of export marketing performance: A cross-national study*](#)

Colin Wheeler – Steven Tagg, University of Strathclyde, UK

James Taggart, University of Glasgow, UK

[*The role of trust in shaping information collection behavior of exporters*](#)

Geir Gripsrud – Carl Solberg – Arne Ulvnes, Norwegian School of Management, Norway

[*Exporter trust, commitment and marketing control in integrated and independent export channels*](#)

Carl Solberg – Erik Nes, Norwegian School of Management, Norway

W3. Transition economies

[Competitiveness of Polish firms and the European Union enlargement](#)

Marian Gorynia, University of Economics, Poznan, Poland

[Risk factors for international infrastructure projects in Bulgaria in 2001](#)

Blagodatka Markova, University of National and World Economy, Sofia, Bulgaria

[Joint ventures in the Russian Federation: Does size matter?](#)

Alex Wersun, Glasgow Caledonian University, UK

[Privatization, ownership structure and company performance: The case of Ukraine](#)

James Dean, Simon Fraser University, Canada & Western Washington University, USA

Tatiana Andreyeva, Economic Education and Research Consortium, Kiev, Ukraine

W4. Financial management

The use and abuse of real options for project evaluation and management

Christopher Kobrak – Philippe Spieser, Ecole Supérieure de Commerce de Paris, France

[The characteristics of Spanish takeover targets: Which are the motivations that lead to the launching of takeover bids in Spain?](#)

Nuria Alcalde – Manuel Espitia, University of Zaragoza, Spain

[The chaotic dynamical approach to the analysis of stock price behavior: The case of The Stock Exchange of Thailand](#)

Jyoti Gupta – Alain Chevalier, Ecole Supérieure de Commerce de Paris, France

Suchai Sutapak, Asian Institute of Technology, Thailand

Monday, 11 December, 16.30-17.45

C8. Knowledge management

[The usefulness of network knowledge](#)

Kent Eriksson – Angelika Lindstrand – Anders Majkgård, Uppsala University, Sweden
Deo Sharma, Copenhagen Business School, Denmark

[Product complexity and knowledge translation in the internationalization process of firms: An integrative model](#)

Soon-Gwon Choi – Anders Majkgård, Uppsala University, Sweden

[Transferring knowledge in MNCs: The role of sources of subsidiary knowledge and organizational context](#)

Nicolai Foss – Torben Pedersen, Copenhagen Business School, Denmark

C9. Foreign investment and divestment

[Destination country, business geographic location and firms' internationalisation ventures: Evidence from Greece](#)

Pavlos Dimitratos, University of Strathclyde, UK
Spyros Lioukas, Athens University of Economics and Business & OECD, Greece

[Divestment of foreign production operations in Nordic firms: similar or different determinants?](#)

Jorma Larimo, University of Vaasa, Finland

[Expectations on partners' contributions to alliances in emerging economies: The impact for European executives and policy makers](#)

Claudio de Mattos, University of Leeds, UK
Stuart Sanderson, University of Bradford, UK

C10. Risk and return

[Measuring profits in multinational enterprise](#)

Peter Gray, Rutgers University, USA

[Fund management, intangibles, value and risk](#)

John Holland, Glasgow University, UK

[Do international banks' assessments of country risk follow a random walk? An empirical examination of the Middle East](#)

Ilan Alon, State University of New York-Brockport, USA
Min Qi, Kent State University, USA

W5. Export performance

[Performance of Scottish exporters: survey results](#)

Colin Wheeler, University of Strathclyde, UK
James Taggart, University of Glasgow, UK

[Problems of exporting: A study of Australian SMEs exporting to Asia](#)

Peter Dowling – Sharif As-Saber – Kwong Chan, University of Tasmania, Australia
Rhett Walker, Royal Melbourne Institute of Technology, Australia

[Factors inhibiting exportation: Some empirical evidence from the Spanish wine industry](#)

Sonia Suárez-Ortega, Universidad de Las Palmas de Gran Canaria, Spain

W6. Standards and the internet

[Standard setting and the creation of new internet services](#)

Marc van Wegberg, University of Maastricht, the Netherlands

[Smaller manufacturing enterprises and the internet imperative: A case of a local cluster](#)

Hamid Moini, University of Wisconsin-Whitewater, USA
George Tesar, Umeå University, Sweden

W7. Regional and global policy issues

A European environmental space? Internationalization, environmental reporting and the position of European core players

Rob van Tulder, Erasmus University Rotterdam, the Netherlands

Ans Kolk – Susanne van de Wateringen, University of Amsterdam, the Netherlands

Why we need an MAID (MAI for development)

Francesca Sanna-Randaccio, University of Rome 'La Sapienza', Italy

Vertical structures and opportunistic behaviour in international markets - An analysis of parallel trade

Giorgio Matteucci – Pierfrancesco Reverberi, University of Rome 'La Sapienza', Italy

Tuesday, 12 December, 8.30-10.00

C11. Networks and diversity

Evolution of SMEs in global network competition: A knowledge perspective
Thomas Borghoff – Martin Welge, University of Dortmund, Germany

[Flows in the MNC network - Assumptions in literature and empirical evidence](#)
Stefan Schmid – Andreas Schurig – Michael Kutschker, Catholic University of Eichstaett, Germany

[Strategic investment decision considerations: Convergence and diversity within the global vehicle components industry](#)
Chris Carr, University of Edinburgh, UK
Simon Harris, University of Leeds, UK

Managing international diversity: Lessons from the community of European management schools' corporate partners
Thibaut Kleiner, London School of Economics, UK
Rodolphe Durand, EM Lyon, France

C12. Subsidiary roles and autonomy

[MNE competence-creating subsidiary mandates: An empirical investigation](#)
John Cantwell, University of Reading, UK
Ram Mudambi, Temple University, USA & University of Reading, UK

[On the dynamics and coexistence of multiple subsidiary roles: An investigation of multinational operations in the UK](#)
Robert Pearce, University of Reading, UK
Ana Teresa Tavares, University of Porto, Portugal & University of Reading, UK

Transfer of subsidiary's competence and headquarters' control strategies in the MNC
Ulf Andersson, Uppsala University, Sweden
Ingmar Björkman – Patrick Furu, Swedish School of Economics and Business Administration, Finland

[Subsidiary decision making autonomy: Competences, integration and local responsiveness](#)
Vitor Corado Simões, CEDE, ISEG, Technical University of Lisbon, Portugal
Rita Biscaya, CEDE, Portugal
Pedro Nevado, CEDE, ISEG, Technical University of Lisbon, Portugal

C13. Clustering in the automotive industry

[Technology networking and production management in Spanish automotive supplier clusters](#)
Manuela Pérez – Angel Sánchez, Centro Politécnico Superior, Zaragoza, Spain

Strategies of multinational automobile companies and the development cycle of foreign direct investment
Juan Duran – Fernando Ubeda, Universidad Autónoma de Madrid, Spain

[Industrial clustering, development and overcapacity - Export competition as a challenge for the European automotive industry](#)
Heike Proff, Mannheim University Germany

[Strategic movements of firms in response to the globalization of the autoparts industry: Two case studies](#)
Angela da Rocha – Rebecca Arkader, Federal University of Rio de Janeiro, Brasil

C14. Foreign vs. domestic firms

[*Patterns of entry, post-entry growth and survival: A comparison between domestic and foreign owned firms*](#)

José Mata, Universidade Nova de Lisboa, Portugal

Pedro Portugal, Banco de Portugal, Portugal

[*Agglomeration in Dutch inward foreign investments*](#)

Annelies Hogenbirk, University of Maastricht, the Netherlands

[*Does foreign direct investment improve employment in host regions?*](#)

Frank McDonald – Heinz J. Tüselmann, Manchester Metropolitan University, UK

Arne Heise, University of Economics, Vienna, Austria

W8. Internationalization process

[*Reflections on entry mode choice*](#)

Sheena Harland, Buckinghamshire Chilterns University College, UK

Colin Wheeler, University of Strathclyde, UK

Characterising outward foreign direct investment: A cross-country analysis

Pantelis Pantelidis, University of Piraeus, Greece

Dimitrios Kyrkilis, University of Macedonia, Greece

[*British MNCs and their activities in the USA - The tail wags the dog?*](#)

Karl Alorbi, University of Strathclyde, UK

Tuesday, 12 December, 10.30-12.00

P2. Meet the editors

Chair: Tom Brewer, Copenhagen Business School, Denmark

Panel:

Tom Brewer, *Journal of International Business Studies*

Pervez Ghauri, *International Business Review*

Klaus Macharzina, *Management International Review*

C15. Internationalization of R&D

[*Choosing between internal and non-internal R&D activities: Some technological and economic factors*](#)

Rajneesh Narula, University of Oslo, Norway

[*Cooperation and the internationalization of R&D insights from firms located in France*](#)

Luis Miotti - Frédérique Sachwald, University of Paris XIII (CEPN), France

[*Agglomeration in the technological activities of MNCs in Europe: The role of spillovers and other territorial externalities*](#)

John Cantwell, University of Reading, UK

Lucia Piscitello, Politecnico di Milano, Italy

Entry mode, organizational learning, and R&D in foreign affiliates: Evidence from Japanese firms

René Belderbos, University of Maastricht, the Netherlands

Tomoko Iwasa, Hitotsubashi University, Japan

C16. Accelerated internationalization

[*International price competition on the internet: A clinical study of the online book industry*](#)

Rajesh Chakrabarti – Barry Scholnick, University of Alberta, Canada

[*E-business and the internationalisation process of firms*](#)

Bent Petersen, Copenhagen Business School, Denmark

Lawrence Welch, University of Western Sydney, Australia

Peter Liesch, University of Queensland, Australia

Accelerated internationalization from the periphery

John A. Matthews, Macquarie Graduate School of Management Sydney, Australia

[*Financing and managing growth of a born global: Case of Mad.Onion*](#)

Viveca Sasi – Mika Gabrielsson, Helsinki School of Economics and Business Administration, Finland

M. Myllyrinne, Remedy Entertainment

C17. Culture and cooperation

[Language as power in post-merger integration: The case of Merita-Nordbanken](#)

Eero Vaara, Helsinki School of Economics, Finland
Janne Tienari, Lappeenranta University of Technology, Finland
Rebecca Marschan-Piekkari, University of Bath, UK
Risto Sääntti, Merita-Nordbanken, Finland

[Managing cultural change in international mergers & acquisitions - An innovative integrated model of cultural change](#)

Thorsten Peske, University of Mannheim, Germany
Rolf Erfurt, Roland Berger and Partners, München, Germany

[Equity international joint ventures \(IJVs\) and international acquisitions \(IAs\): Generic differences in their pre- and post-incorporation stages? - The case of Israel](#)

Orly Yehekel, Tel-Aviv University, Israel
William Newbury, Rutgers University, Newark, USA
Yoram Zeira, Tel-Aviv University, Israel

[Integration process of cross-border acquisitions: an intercultural negotiation and communication perspective](#)

Olivier Irrmann, University of Vaasa, Finland

W9. Location and globalization

[Location, networks and the multinational enterprise](#)

Alan Rugman, University of Oxford, UK
Alain Verbeke, University of Brussels, Belgium

[Location determinants of foreign MNCs investing at subnational level and effect of country of origin and firm characteristics](#)

Bindu Vyas, Kings's College, Wilkes-Barre, USA

[The IT revolution, networking, and the 'flying-geese' paradigm of structural upgrading](#)

Terutomo Ozawa, Colorado State University, USA

W10. Managing the multinational

Intra-organisational networks and workplace change within MNEs

Martyn Wright, Warwick Business School, UK

[The Network Competence - Performance Relationship: Effects and Moderators](#)

Thomas Ritter, University of Bath, UK

[Determinants of the feedback-seeking behavior of subsidiary top managers in multinational corporations](#)

Wilhelm Barner-Rasmussen, Swedish School of Economics and Business Administration, Helsinki, Finland

[Corporate reputation risks: Gaps in stakeholder perceptions](#)

Tengku Shahrir Tengku Adnan – Tony Holden, University of Cambridge, UK
Paul Wilhelmij - John Browne, PricewaterhouseCoopers, London, UK

Tuesday, 12 December, 14.00-15.30

P3. European Core Companies - Report from the Erasmus program 'Internationalization and competitive space'

Chair: Rob van Tulder, Erasmus University Rotterdam (EUR), the Netherlands

The Erasmus Core Companies' scoreboard

Douglas van den Berghe, EUR

Core Companies' R&D and patenting strategies and the creation of a European technological competitive space

Patries Boekholt - Maureen Lankhuizen, Technopolis

Environmental strategies: the largest core companies and a European environmental space?

Ans Kolk, University of Amsterdam

Sourcing strategies: creation of European practices?

Michael Mol, EUR

The general strategic context: home/host companies and strategic groupings

Rob van Tulder, EUR

Robert Goedegebuure, CBS

Lobbying in Europe: Dutch interest representation in the Netherlands and Europe; new avenues of lobbying?

Rob van Tulder, EUR

Hugo Sietses, EUR & University of Chicago

Creating competitive space in developing countries

Fabienne Fortanier, OECD

Rob van Tulder, EUR

C18. Networks, strategy and FDI

[*Fuzzy boundaries and networks: A theoretical framework of analysis*](#)

Grazia Ietto-Gillies, South Bank University, London, UK

[*From value chain to value networks: Toward a new strategic analysis model*](#)

Xavier Lecocq, IAE de Lille, France

Saïd Yami, ISEM, France

Strategic management theory and the eclectic paradigm: Expanding the envelope

Anoop Madhok – Anupama Phene, University of Utah, Salt Lake City, USA

[*External and internal growth of multinational enterprises - Empirical findings and theoretical implications*](#)

Michael Wortmann, Fast e.V., Berlin, Germany

C19. Entry and locational strategies

[*Acquisitions versus greenfield investments: Exploring the impact of the MNC's international strategy*](#)

Anne-Wil Harzing, University of Bradford, UK

[*International market entry: Does national origin affect entry mode decisions?*](#)

Ulrike Mayrhofer, Robert Schuman University, Strasbourg, France

[*Locational strategies of multinational enterprises and regional trading blocs: The boundaries of strategic optimality*](#)

Ana Teresa Taveres, University of Porto, Portugal & University of Reading, UK

Market entry and locational strategies in international expansion: A theoretical approach based on the incremental model and its extension

Jay Hyuk Rhee, San Jose State University, USA

C20. FDI in host-country transformation

Creative transition and the role of MNE subsidiaries in host-country industrialisation

Robert Pearce, University of Reading, UK

Marina Papanastassiou, Athens University of Economics and Business, Greece

China's unique transition

James Dean, Simon Fraser University, Canada & Western Washington University, USA

The location of Japanese investments in China: Agglomeration effects, keiretsu and firm heterogeneity

René Belderbos – Martin Carree, University of Maastricht, the Netherlands

W11. Culture and language

The role of culture in the international market selection decisions of Australian firms

Gregory Fisher – Paul Brewer, University of Queensland, Australia

B2C e-commerce and customer satisfaction: The impact of customer and technology in service delivery in international hotels

Gregory Fisher – Amanda Rowe, University of Queensland, Australia

Language challenges in international technology transfers

Felicia Fai – Rebecca Marschan-Piekkari, University of Bath, UK

The market of Europe or European markets? Defining country groups for international marketing based on language

Claudia Mennicken, University of Witten, Germany

W12. Subsidiary knowledge transfer

Subsidiary entrepreneurship and the advantage of multinationality

Mo Yamin, Manchester School of Management, UK

Means of knowledge sourcing and transfer mechanism in the internationalization process

Torben Pedersen – Bent Petersen – Deo Sharma, Copenhagen Business School, Denmark

Japanese R&D in the European Union: Do independent R&D centres matter?

Ahmad Seyf, Staffordshire University, UK

The dynamics of technology transfer and networking in the development of university spin-offs

Manuela Pérez – Angel Sánchez, Centro Politécnico Superior, Zaragoza, Spain

Tuesday, 12 December, 16.00-17.30

P4. Research agenda for the 21st century

Chair: Pervez Ghauri, University of Groningen, the Netherlands & Michigan State University, USA

Panel:

Peter Buckley, University of Leeds, UK
Danny Van Den Bulcke, University of Antwerp, Belgium
Tamer Cavusgil, Michigan State University, USA
Attila Yaprak, Wayne State University, USA

C21. Globalization and geography

[*Globalisation can be measured - Unveiling tales of mystery and globalisation with a new integrative and metric measurement concept*](#)

Michael-Jörg Oesterle, University of Bremen
Jan Hendrik Fisch, University of Hohenheim, Stuttgart, Germany

[*The geography of globalization: The growth of competitive internationalization*](#)

Douglas van den Berghe, Erasmus University Rotterdam, the Netherlands

Gravity in international investments: Explaining the geography and depth of international production by US and Japanese multinational enterprises

Nagesh Kumar, Research and Information System for Developing Countries, New Delhi, India & UNU/INTECH, Maastricht, the Netherlands

[*Multinational firms, market integration and trade structure: What remains of the standard goods hypothesis?*](#)

Leo Sleuwaegen – Koen De Backer, Catholic University Leuven, Belgium

C22. Leveraging competence

[*Leveraging expatriate knowledge upon repatriation*](#)

Mirjam Prins - Ursula Glunk, University of Maastricht, the Netherlands

[*From a corporate venture to an independent company: Implications of parent firm - spin-off firm relationship for the competence development in spin-off units*](#)

Annaleena Parhankangas, Helsinki University of Technology, Finland
David Hawk, New Jersey Institute of Technology, USA

[*Knowledge creation in the internationalization process of a firm through inward-outward connections*](#)

Tore Karlsen – Pål Silseth – Gabriel Benito, Norwegian School of Management, Norway
Lawrence S. Welch, University of Western Sydney, Australia

C23. Conduct and society

[*Codes of good governance worldwide*](#)

Ruth Aguilera, University of Illinois, USA
Alvaro Cuervo-Cazurra, University of Minnesota, USA

[*Multinational corporations: Global peace agents?*](#)

Kyung-il Ghymn, University of Nevada, USA

[*Sub-national interests, spillover and supranationality in the European Union: A study of financial services*](#)

Kerry Howell, Anglia Polytechnic University, UK

[*Dutch eurovisions: Networks of Dutch business representation in Europe*](#)

Hugo Sietses, Erasmus University Rotterdam, the Netherlands & University of Chicago, USA
Rob van Tulder, Erasmus University Rotterdam, the Netherlands

W13. Internationalization of services

Strategies in emerging countries: The case of three European banks

Eric Bouteiller, HEC Eurasia Institute, France

Bernard Marois, HEC School of Management, France

Foreign expansion of emerging multinational banks: The case of Portugal

Isabel Soares de Moura – José Paulo Esperança, ISCTE, Portugal

Global consultancies: Determinants of market entry and strategies for conquering clients in foreign locations

Celeste Amorim, University of Reading, UK

Japanese professional business services - Theoretical implications of internationalisation

Patrik Ström – Jan Mattsson, Roskilde University, Denmark

W14. Alliances and acquisitions

Changing trends of foreign direct investments and mergers and acquisitions: A global look at the past two decades

Penelope Quah – Michael McDermott, University of Strathclyde, UK

Trade off between strategic alliances, mergers, and acquisitions in high-tech sectors

Sara Villanueva-Alcántara, University of Maastricht, the Netherlands

Co-operation and competitiveness

Jasmina Hopstadius – Lisa Pettersson, Swedish National Board of Industrial and Technical Development, Sweden

Expectations concerning potential conflicts in alliances and implications to trust building

Stuart Sanderson, University of Bradford, UK

Claudio de Mattos, Candido Mendes Business School, Brazil & University of Leeds, UK