41st EIBA Annual Conference

Rio de Janeiro

December 1 - 3, 2015

INTERNATIONAL BUSINESS AFTER THE BRIC'S RUSH

CONFERENCE PROGRAMME

Liabilities of Foreigness vs. the Value of Diversity

Conflict or Complement?

www.eiba.wien

Dates:
2.-4. Dec

Submission:
15. Jul

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WU Institute for International Business

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1. WELCOME ADDRESSES

GABINETE DO PREFEITO

Rio de Janeiro, November 26th 2015

GREETINGS FROM THE MAYOR

On behalf of the City of Rio de Janeiro, it is with great pleasure that I extend greetings and a warm welcome to everyone attending the European International Business Academy's 41st Annual Conference, being held on December 1-3, 2015 at PUC-Rio - Pontifical Catholic University of Rio de Janeiro.

Since its inception, in 1974, **EIBA** has been tireless in its pursuit of advancing the knowledge and practice in International Business, serving as the core communication network for disseminating information and promoting international exchange in the field. Reaffirming this calling, the Academy has chosen Rio to host in 2015 its first Annual Conference outside Europe, making us very proud and honored to welcome this prestigious meeting when the City is celebrating its 450th anniversary!

Our beautiful city has been going through many changes to boost its development, improve the quality of life of its residents and integrate the entire city. For every Brazilian Real (BRL) invested in Olympic developments, another BRL $5 are being invested in legacy projects, designed to improve the daily lives of those who live in the city. The tangible and intangible benefits of this transformation are already becoming a reality, with a variety of projects being delivered well before the event, thus anticipating and extending the Olympic legacy.

In Rio, we highlight the importance of getting together, exchanging ideas and fostering inspiration. With 500 attendees expected for the conference, you will be reconnecting with old friends, establishing partnerships for the future, broadening your knowledge bases and embracing the joys of science. As the Mayor of this great City, it is my hope that this conference will help all of you engage in stimulating dialogue and nurture ideas that can positively affect the realities of emerging countries.

I am sure that this is only the beginning of a long lasting partnership and I extend my congratulations to all who have helped to make the conference a success.

I wish you all a memorable and enjoyable stay. See you in Rio 2016 Olympics & Paralympics Summer Games or at any other occasion soon!

With warmest regards,

EDUARDO PAES

Prefeito da cidade do Rio de Janeiro

Prefeitura da Cidade do Rio de Janeiro – Gabinete do Prefeito
Rua Afonso Cavalcanti, 455 / 13.º andar / 20211-110 – Cidade Nova – Rio de Janeiro – RJ
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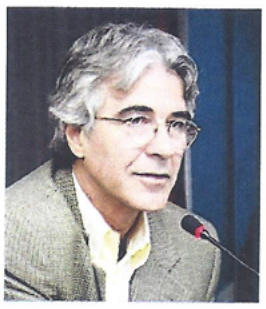

Dear EIBA 2015 Conference Delegates,

PUC-Rio is very pleased to warmly welcome the participants of the 41st Annual Conference of the European International Business Academy, being held December 1-3, 2015, on our campus in Rio de Janeiro, Brazil. It is an honour and a great privilege for PUC-Rio to have been chosen to host this prestigious event, taking place outside of Europe for the first time in many years (since 1998), which endorses the growing relevance of Brazilian Academia in International Business.

PUC-Rio, a not-for-profit philanthropic institution, was the first private higher education institution in Brazil, and stands alongside the top universities in the country. With more than 12,000 undergraduate, 2,500 graduate, and 5,000 special programs students – with approximately 400 areas of research and 150 established research teams – PUC-Rio excels in research and teaching. Indeed, PUC-Rio's permanent quest for academic excellence finds a perfect match with EIBA's relentless quest for the development of scholarly practice in the International Business field.

The mystique and reality of our university provide the perfect setting for gathering researchers from almost 40 countries – with the shared enthusiasm for scientific discovery and the shared reward for contributing to the improvement of our society.

This is undoubtedly a win-win opportunity. I am convinced of the importance of this Conference in promoting the internationalization of the Brazilian Academy and the increase of Brazilian academic production, as well as in fostering the discussion of new ideas and in welcoming young researchers to the joys of scholarly work.

I wish you all a very rewarding experience – from a scientific and a social perspective – and the best of luck in your future research endeavours.

Yours truly,

José Ricardo Bergmann
Vice-Rector for Academic Affairs, PUC-Rio

Vice-Reitoria para Assuntos Acadêmicos
Rua Marquês de São Vicente, 225 - Gávea - 22453-900.
Rio de Janeiro - RJ - Tel. (021) 3527 1619 FAX (021) 3527 1132.
E-mail:vrac@puc-rio.br

Dear EIBA Members & EIBA 2015 Delegates,

On behalf of EIBA, I take this opportunity to welcome you to the 41st Annual Conference of the European International Business Academy (EIBA), being held December 1-3, 2015, on the PUC-Rio campus in Rio de Janeiro, Brazil – as well as to officially extend the thanks and appreciation of the Academy to our hosts at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) for their great efforts in having so carefully organised this year's EIBA conference in such a warm and exotic setting. We have all been eagerly awaiting this wonderful event.

Over the last few decades, many papers, panels, and plenary sessions at our Annual Conference have been dedicated to emerging markets. This year, EIBA is visiting one of the most fascinating emerging countries that is part of the so-called "BRICs" group: Brazil. Conference Chairs Jorge Carneiro and Claude Obadia have worked hard with their team over the past two years to prepare for this year's event – with the outcome that the EIBA 2015 Rio programme comprises the usual high-level academic panels and sessions, as well as a few novelties and special events that should appeal to all conference participants.

EIBA Vice-Chair, José Pla Barber, and I have worked closely and intensively to launch several new initiatives with the great help of the EIBA Board and ongoing support of the EIBA Fellows. One of the most notable milestones achieved to date is better promotion of the EIBA Annual Conference as a desirable event for potential hosts & venues – and we are now in the enviable position of having an amazing line-up of upcoming conferences until December 2019.

EIBA membership has increased over the past several years from an average of 400 members five years ago to about 550 members at the present time. However, EIBA must still endeavour to attract IB scholars from those countries that are not yet represented or perhaps are under-represented (for various reasons) – and several targeted initiatives are currently underway to address the situation with a view to improving it.

We wish you a wonderful and meaningful time at EIBA 2015 Rio – and sincerely hope that you will continue to be a loyal EIBA member for many years to come.

With best regards,

Ph. G.

Philippe Gugler

EIBA Chair

Dear EIBA 2015 Conference Delegates,

We warmly welcome all of you to Rio and the 41st EIBA Annual Conference!

The decision of leaving its "home territory" for the second time (the first was Jerusalem in 1998) and choosing an economically emerging country to host this edition of the conference indicates how seriously EIBA looks at diversity, novelty, and international exchange of ideas. Moreover, coming to Brazil clearly demonstrates how well the Academy is tuned in to global trends – since emerging markets represent an important arena in global competition.

It is a great honour for PUC-Rio to have taken on the responsibility of organizing EIBA's annual conference. Having attended several EIBA conferences in the past, we as the co-chairs understood at the outset the importance and magnitude of such an endeavour.

The event is already a great success! EIBA 2015 received a record number of submissions (almost 450 papers/ panels submitted by more than 1,000 authors from 61 countries) – and more than 400 participants coming from 37 different countries have already registered. As usual, the host country accounts for the greatest percentage of participants (20% of the delegates are from Brazil); United Kingdom, France, Finland, Sweden, United States, and Austria follow, with over 5% of participants from each of these countries (in decreasing order).

Among the 14 tracks, the following attracted more than 10% of the submissions:

- SME's, international new ventures and international entrepreneurship
- International HRM and cross-cultural management
- FDI in and from emerging market economies
- MNEs institutional environment, corporate social responsibility and sustainable development

In addition to the paper sessions, several other types of sessions are featured:

- Plenary sessions (with distinguished speakers)
- Meet the Editors sessions
- Academic panels (with discussions of up-to-date issues in IB)
- Practitioner-Academia panels (bringing the managerial and scholarly worlds closer together)
- Special sessions & meetings (e.g., EIBA General Assembly, PIBR Book Launch, EIBA Fellows, AIB Western Europe Chapter, etc.)

The following pre-conference activities will increase the nurturing of ideas (we are greatly indebted to the chairs of these important activities):

- Two doctoral events (the Doctoral Tutorial and the Doctoral Symposium)
- Two journal Paper Development Workshops (IBR-PDW and JIBS-PDW)
- EIBA Early Career Network (EIBA-ECN) Paper Development Workshop

Two post-conference activities will also contribute to scholarly development:

- Qualitative Research Methods Workshop
- Quantitative Research Methods Workshop

EIBA is proud of fostering a friendly and inclusive atmosphere and spirit at its Annual Conference, and is especially supportive of younger scholars. This year, 12 stipend grants were offered to help students fund their trips to Rio. The Academy is also engaging more private sector executives in its conversations.

We are hoping that the opportunity of hosting the prestigious EIBA conference in Brazil will increase the presence of Brazilian (as well as other Latin American) researchers at international conferences and in top-level journals, thereby enhancing the networking and exchange possibilities between Latin America and other continents.

We have worked very hard with our EIBA 2015 Rio team since day one, and will do our utmost to offer you a memorable occasion – from both academic and social perspectives. In this regard, we are truly grateful to our sponsors and to all players who have been involved directly or indirectly in the preparation of the 41st EIBA Annual Conference, especially the track chairs and reviewers – this conference would not have been possible without their invaluable collaboration.

Welcome to the "Cidade Maravilhosa" (Marvelous City)! We wish you all a great and memorable time at EIBA 2015 in Rio!

Jorge Carneiro (PUC-Rio) Claude Obadia (ESCE)

EIBA 2015 Conference Co-Chairs

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2. CONFERENCE COMMITTEE

Conference Programme Chairs

Jorge Carneiro, PUC-Rio (Pontifical Catholic University of Rio de Janeiro, http://www.puc-rio.br/english/)

Claude Obadia, ESCE International Business School Paris (http://esce.fr/international/)

Track Chairs

EIBA acknowledges the invaluable contribution of the Track Chairs, who diligently led the review process with the support of meticulous reviewers.

1. International business after the BRIC's rush (Conference theme track)

Angela da Rocha (Pontifical Catholic U. Rio de Janeiro, Brazil

Vitor Corado Simões (U. Lisbon, Portugal)

Carl Arthur Solberg (BI Norwegian Business School, Norway)

2. Developments in IB theory

Maria Tereza Fleury (FGV/EAESP, Brazil)

Torben Pedersen (Bocconi U., Italy, and Copenhagen Business School, Denmark)

3. International marketing

Constanza Bianchi (U. Adolfo Ibanez, Chile, and Queensland U. Technology, Australia)

Susana Costa e Silva (Catholic U. Porto, Portugal)

Raluca Mogos Descotes (U. de Lorraine, France)

4. FDI in and from emerging market economies

Filip De Beule (KU Leuven, Belgium)

Luciano Ciravegna (King's College, UK, and INCAE, Business School Costa Rica)

5. SMEs, international new ventures and international entrepreneurship

Olli Kuivalainen (Lappeenranta U. Technology, Finland)

Alex Rialp (Autonomous U. Barcelona, Spain)

Sui Sui (Ryerson U., Canada)

Cristina Villar (U. Valencia, Spain)

6. International finance, accounting and corporate governance

Armando Borda-Reyes (ESAN, Peru)

Roger Strange (Sussex U., UK)

7. International HRM and cross-cultural management

William Newburry (Florida International U., USA)

Miguel Olivas-Luján (Clarion U., USA)

Orly Yeheskel (Tel Aviv U., Israel)

8. Foreign entry mode and management of the value chain

Sergio Biggemann (U. Otago, New Zealand)

Andreja Jaklič (U. Ljubljana, Slovenia)

Ravi Sarathy (Northeastern U., USA)

9. Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

Dirk Boehe (U. Adelaide, Australia)

Felipe Borini (ESPM, Brazil)

Phillip Nell (WU Vienna, Austria)

Jonas Puck (WU Vienna, Austria)

10. MNEs, institutional environment, corporate social responsibility and sustainable development

Maria Alejandra Gonzalez-Perez (U. EAFIT, Colombia)

Mo Yamin (Manchester Business School, UK)

11. MNE strategy and organization

Pavlos Dimitratos (U. Glasgow, UK)

Mario Ogasavara (ESPM, Brazil)

12. International networks and alliances

Jens Gammelgaard (Copenhagen Business School, Denmark)

13. Special track: Methods in international business research

Agnieszka Chidlow (U. Birmingham, UK)

Jorge Ferreira da Silva (Pontifical Catholic U. Rio de Janeiro, Brazil)

14. Special track: Teaching international business

Raj Aggarwal (U. Akron, USA), editor of Journal of Teaching International Business

Gary Knight (Willamette U., USA)

Enrique Ogliastri (INCAE Business School, Costa Rica)

Doctoral Tutorial Chairs

Jean-Francois Hennart (Tilburg U., Netherlands)

Gabriel R. G. Benito (BI Norwegian Business School, Norway)

Doctoral Symposium Chairs

Elizabeth Yi Wang (U. Leeds, UK)

Jeremy Clegg (U. Leeds, UK)

EIBA / IBR Paper Development Workshop

Roger Strange (Sussex U., UK)

Pavlos Dimitratos (U. Glasgow, UK)

Diana Macedo-Soares (Pontifical Catholic U. Rio de Janeiro, Brazil)

AIB / JIBS Paper Development Workshop

José Pla-Barber (U. Valencia, Spain), JIBS PDW Organizer

Ulf Andersson (Mälardalen U., Sweden)

Research Methods Workshops

Instructors:

Adamantios Diamantopoulos (U. Vienna, Austria)

Catherine Welch (U. Sydney, Australia)

Workshops Chairs:

Claude Obadia (ESCE, France)

Sergio Bulgacov (FGV/EAESP, Brazil)

PIBR (Progress in International Business Research) Volume Editors

Rob van Tulder (Erasmus U. Rotterdam, Netherlands)

Alain Verbeke (Calgary U., Canada)

Jorge Carneiro (Pontifical Catholic U. Rio de Janeiro, Brazil)

Maria Alejandra Gonzalez-Perez (Universidad EAFIT, Colombia)

Local Academic Committee

Angela da Rocha (Pontifical Catholic U. Rio de Janeiro, Brazil)

Jorge Ferreira da Silva (Pontifical Catholic U. Rio de Janeiro, Brazil)

Sérgio Lazzarini (Insper – Institute of Education and Research, Brazil)

Diana Macedo-Soares (Pontifical Catholic U. Rio de Janeiro, Brazil)

Walter Moraes (Federal U. Pernambuco, Brazil)

Infrastructure Committee

Host School Staff

Gil de Goes, Bruno Bastos and Terence Carvalhosa – IT

Beatriz Kury – Sponsorship and fund raising

Terezinha Carvalho, Gabriel Lisboa, Monica Klopper and Marcus Santos – Administrative affairs

Marco Antonio de Oliveira – Communications and press releases

Conference Logistics

Ene Kannel – EIBA Secretariat

Raquel Dias and Giovanna Ceregatti – SKL Agency

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3. PROGRAMME OVERVIEW

Pre-conference activities

December 1, 2015

- **08:30 – 17:00** Doctoral Tutorial (for accepted PhD students only)
- **11:30 – 16:30** Doctoral Symposium (for accepted PhD students only)
- **08:30 – 12:30** International Business Review (IBR) Paper Development Workshop
- **08:30 – 12:30** Journal of International Business Studies (JIBS) Paper Development Workshop
- **13:00 – 18:00** EIBA Early Career Network (EIBA ECN) Paper Development Workshop
- **13:30 – 17:30** Board meeting (for EIBA Board members only)

Conference activities

December 1, 2015

- **16:45 / 17:00** Conference buses leave from assigned hotels (in Copacabana, Ipanema and Leblon) to PUC-Rio
- **17:15 – 18:30** Onsite registration and pick-up of badge and conference materials
- **18:30 – 20:00** EIBA Fellows Opening Plenary: “Multinationals – Government Interaction”
- **20:00 – 21:30** Welcome Reception Cocktail
- **20:45 / 21:30** Conference buses leave from PUC-Rio to assigned hotels (in Copacabana, Ipanema and Leblon)

December 2, 2015

- **07:45** Conference buses leave from assigned hotels (in Copacabana, Ipanema and Leblon) to PUC-Rio
- **08:30 – 18:30** Parallel sessions
- **18:45** Conference buses leave from PUC-Rio to assigned hotels (in Copacabana, Ipanema and Leblon)

December 3, 2015

- **07:45** Conference buses leave from assigned hotels (in Copacabana, Ipanema and Leblon) to PUC-Rio
- **08:30 – 16:45** Parallel sessions
- **17:00** Conference buses leave from PUC-Rio to assigned hotels (in Copacabana, Ipanema and Leblon)
- **20:30 / 20:45** Conference buses leave from assigned hotels (in Copacabana, Ipanema and Leblon) to Gala Dinner
- **21:00 – 01:00** Gala Dinner
- **23:00 / 23:45 / 01:00** Conference buses leave from Gala Dinner to assigned hotels (in Copacabana, Ipanema and Leblon)

Post-conference activities

December 4-5, 2015

- **10:00 – 17:00** Quantitative Research Methods Workshop (for registered participants only)
- **10:00 – 17:00** Qualitative Research Methods Workshop (for registered participants only)

Dec 01, 2015		rooms	1	4	5	7	8	9	12	Salão da Pastoral	A	B	C	D
08:30	09:00		PDWs											
09:00	09:30													
10:30	11:00	coffee break (Doct Tut / Symp + PDWs)												
11:00	11:30				JIBS PDW	Doctoral Tutorial	IBR PDW	IBR PDW						
11:30	12:00			Doctoral Symposium							Doctoral Symposium	Doctoral Symposium	Doctoral Symposium	Doctoral Symposium
12:00	12:30		EIBA Board lunch											
12:30	13:00				lunch		lunch	lunch						
13:00	13:30								EIBA-ECN PDW					
13:30	14:00		EIBA Board meeting	Doc Symp lunch		Doc Tut lunch					Doc Symp lunch	Doc Symp lunch	Doc Symp lunch	Doc Symp lunch
14:00	14:30													
14:30	15:00			Doctoral Symposium							Doctoral Symposium	Doctoral Symposium	Doctoral Symposium	Doctoral Symposium
15:00	15:30													
15:30	16:00													
16:00	16:30													
16:30	17:00	Buses leave from hotels to PUC												
17:00	17:30						Onsite registration and pick-up of badge + materials							
17:30	18:00													
18:00	18:30													
18:30	19:00									EIBA Fellows Opening Plenary				
19:00	19:30													
19:30	20:00													
20:00	20:30									Welcome reception cocktail				
20:30	21:00	First buses leave from PUC to hotels (20:45)												
21:00	21:30													
21:30		Second buses leave from PUC to hotels												

Dec 02, 2015		rooms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Salão da Pastoral	Auditorium
07:45		buses leave from hotels to PUC																
08:30	10:00	**parallel sessions / panels**	**C5-FDI**	**C15-NET**			**I17-CSR**		**I20-SME**		**I6-FIN**		**C14-MKT**	**Panel 9**	**Panel 2**	**C9-FIN/HRM**		
10:00	10:30	coffee break																
10:30	12:00	**parallel sessions / panels**	**C11-HRM**	**Panel 8**		**I22-MET/TEA**		**I11-MKT**		**I14-STR**	**I1- BRI/FDI**	**C25-SME**	**C19-CSR**	**C27-TEA**	**C17-STR**	**C10-HRM**		**EM - Meet the Editors**
12:00	13:30	lunch / poster session																
13:30	15:00	**parallel sessions / panels**		**Panel 11**		**I10-IBT/STR**	**I4-ENT/HSU**		**I21-SME**				**Panel 6**	**IM - Meet the Editors**	**Panel 13**	**Panel 4**		**Gen. Ass. / PIBR Launch**
15:00	15:15	short break																
15:15	16:45	**Plenary session**															**PLENARY 2**	
16:45	17:15	coffee break																
17:15	18:30	**parallel sessions / panels**	**C12-HRM/MET/TEA**	**C7-ENT**			**AIB WE**	**C13-MKT**		**I5-HSU**	**I12-MKT**	**Panel 18**	**C22-CSR**	**C21-CSR**	**C18-STR**	**C2-IBT**		**Workshop**
18:45		buses leave from PUC to hotels																

BRI	Conference theme track - International Business after the BRIC's rush	**Panel 2**	International Business in Latin America and the Caribbean: A panel focused in the evolution and prospects of IB academic advancement in and for the region
CSR	MNEs institutional environment, corporate social responsibility and sustainable development	**Panel 4**	How and why some emerging market companies manage to export high value added products
ENT	Foreign entry mode and management of the value chain	**Panel 6**	Developing Students for Global Roles: The Importance of Global Mindset
FDI	FDI in and from emerging market economies	**Panel 8**	Multinationals, Sustainable Development and Poverty Reduction
FIN	International finance, accounting and corporate governance	**Panel 9**	Emerging countries' country-specific advantages (CSAs) and competitiveness of emerging market multinational enterprises (EMNEs)
HRM	International HRM and cross-cultural management	**Panel 11**	Internationalization challenges and opportunities for non-commodity agricultural products from Latin American countries
HSU	Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers	**Panel 13**	Monitoring Brazilian FDI worldwide: an overview of internationalization strategies of Emerging Market Firms (a native perspective)
IBT	Developments in IB theory	**Panel 18**	Research in emerging countries: overcoming challenges in scholarly publishing
MET	Special track: Methods in International Business Research	**Plenary 2**	Theory and relevance in our research: One more time
MKT	International marketing	**AIB-WE**	AIB-WE Chapter Meeting
NET	International networks and alliances	**Gen. Ass.**	EIBA General Assembly
SME	SMEs, international new ventures and international entrepreneurship	**PIBR**	PIBR – Progress in International Business Research (vol.10) launch
STR	MNE Strategy and Organization	**Workshop**	Writing teaching cases without knowing all the answers
TEA	Special track: Teaching International Business	**EM - Meet the Editors**	Doing Research and Publishing on Emerging Market Multinationals
		Fellows Meeting	EIBA Fellows Meeting

Dec 03, 2015		rooms	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Salão da Pastoral	Auditorium
07:45		buses leave from hotels to PUC																
08:30	10:00	**parallel sessions / panels**	**C16-STR**	**C26-SME**		**I19-SME**	**I9-HRM**		**I16-CSR**	**C4-FDI**			**Panel 14**			**C8-FIN**		**Panel 10**
10:00	10:30	coffee break																
10:30	12:00	**parallel sessions / panels**	**C1-BRI/IBT**	**C23-SME**		**I13-NET**	**I7-HRM**	**I18-FIN/CSR**		**I3-FDI**		**Panel 17**	**IB - Meet the Editors**	**C3-FDI**	**UNCTAD**	**Panel 7**		**Panel 1**
12:00	13:30	lunch / poster session																
13:30	15:00	**parallel sessions / panels**	**Fellows Meeting**	**C20-CSR**		**I2-IBT**	**C6-FDI/HSU**	**I8-HRM**	**I15-STR**				**C24-SME**	**Panel 19**	**Panel 12**	**Panel 3**		**Panel 5**
15:00	15:15	short break																
15:15	16:45	**Plenary session**															**PLENARY 3**	
16:45	17:00	coffee break																
17:00		buses leave from PUC to hotels																
20:30 / 20:45		buses leave from hotels to Gala Dinner																
21:00	01:00	Gala Dinner																
23:00		First buses leave from Gala Dinner to hotels																
23:45		Second buses leave from Gala Dinner to hotels																
01:00		Third buses leave from Gala Dinner to hotels																

3	Conference theme track - International Business after the BRIC's rush	**TEA**	Special track: Teaching International Business
CSR	MNEs institutional environment, corporate social responsibility and sustainable development	**Panel 1**	Online Teaching Trends and Innovation for International Business Education
ENT	Foreign entry mode and management of the value chain	**Panel 3**	AIB Western Europe Chapter Panel - Inter-Regional Internationalization: Ties and flows between Latin America and Europe
FDI	FDI in and from emerging market economies	**Panel 5**	State Ownership and the Internationalization of Latin America Multinationals
FIN	International finance, accounting and corporate governance	**Panel 7**	Conducting a longitudinal Multicountry Multiphase Research Project: the past, present, and future of Project GLOBE.
HRM	International HRM and cross-cultural management	**Panel 10**	Developments in International Marketing: Strategic, Branding, and Relationship Management Issues
HSU	Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers	**Panel 12**	International New Ventures, Born Globals, Traditional Internationalizers and many more - the usefulness and relevance of the classifications and typologies of internationalizing young and small firms
IBT	Developments in IB theory	**Panel 14**	The Past and the Future of EIBA: Personal Recollections and Visions
MET	Special track: Methods in International Business Research	**Panel 17**	First Steps to Success in Emerging Markets
MKT	International marketing	**Panel 19**	Innovation and internationalization
NET	International networks and alliances	**Plenary 3**	Internalisation Theory and Emerging Market Multinationals
SME	SMEs, international new ventures and international entrepreneurship	**UNCTAD**	UNCTAD Forum - Reforming International Investment Governance
STR	MNE Strategy and Organization	**IB - Meet the Editors**	How to Publish on International Business

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4. PLENARY SESSIONS, PANELS AND KEYNOTE SPEAKERS

EIBA 2015 will have the invaluable participation of some keynote speakers in varied types of sessions: plenary sessions, panels and workshops.

Plenary sessions

The conference will feature three thought-provoking plenary sessions:

Plenary 1 - EIBA FELLOWS PLENARY - Multinational Enterprises (MNEs) – Government Interaction

December 1, 18:30-20:00

Room: Salão da Pastoral

Pervez Ghauri - Birmingham University; EIBA Fellow; Editor-in-Chief International Business Review

Seev Hirsch - Tel Aviv University; EIBA Fellow

Ana Teresa Tavares-Lehmann - University of Porto

José Rubens de la Rosa - member of the Board and former CEO of Marcopolo; President of the Business Council of the BRICS Policy Center

Market orientation of the BRIC and other emerging markets has stimulated business opportunities for Multinational Enterprises (MNEs). These firms have increased their investments in these markets, either through mergers and acquisitions or through organic growth. These emerging markets as well as many western markets do have a history dominated by a high level of interaction with the state. Domestic firms have traditionally been able to utilize their strong relationships with local authorities in order to address foreign competition. Increasingly developments in many countries are bringing the business actors and socio-political actors closer to each other. Studying how MNEs manage these environments and strengthen their competitive position is of great interest to both researchers and managers. All in all, the increasing importance of these developments as well as the impact of political environment on business activities makes it an interesting topic that has not been properly studied and understood.

In general the previous studies can be divided into two groups: First, that study how MNEs' interact with socio-political environment to gain legitimacy. Second, the recent studies on emerging markets mainly concerning how MNEs manage or lobby local governments to ease their entry into these markets. Proper investigation into the impact of MNE – government interactions and how it is influencing competitive and institutional environment are however, missing. Our intention is to highlight the increasing inter-dependence between MNEs and governments both in the Western markets and in Emerging markets and how it is changing the rules of the game. We believe that an understanding of the interplay between MNEs and political organizations is vital and crucial and has been largely ignored by scholars.

Our aim is to discuss the following main issues:

a) How MNEs manage the political environment and how it can influence a firm's position and strategic advantage?

b) How MNEs interact with political actors particularly in emerging markets such as BRIC-countries where businesses and governments are traditionally inter-twined?

c) How governments in many countries are being influenced and forced to change regulations and institutions to accommodate MNEs?

Plenary 2 - Theory and relevance in our research: One more time

December 2, 15:15-16:45

Room: Salão da Pastoral

Tamer Cavusgil - Georgia State University; founding editor of the Journal of International Marketing and of Advances in International Marketing

Journal reviewers and editors often critique 'theoretical' deficiencies of our manuscripts. Business practitioners complain about the esoteric nature of academic publications. What are their concerns? What do we mean by 'theoretical rigor' and 'practical relevance?' Are theoretical rigor and relevance competing objectives? How do we craft more balanced and impactful articles? How do build theoretical robustness into our research projects?

Plenary 3 - Internalisation theory and emerging country multinationals

December 3, 15:15-16:45

Room: Salão da Pastoral

Peter Buckley - Leeds University Business School; EIBA Fellow and AIB Fellow; former Chair of EIBA (2009-2012) and President of AIB (2002-2004); Officer of the Order of the British Empire (OBE)

Jean-François Hennart - Tilburg University; EIBA Fellow and AIB Fellow

Meet the Editors sessions

Four Meet the Editors sessions will advance suggestions on how to succeed in publishing your studies:

Meet the Editors - IB - How to Publish on International Business

December 3, 10:30-12:00

Room: 11

Pervez Ghauri - International Business Review

John Cantwell - Journal of International Business Studies

Jonathan Doh - Journal of World Business

Torben Pedersen - Global Strategy Journal

Meet the Editors - IM - International Marketing Research

December 2, 13:30-15:00

Room: 12

Constantine Katsikeas - Journal of International Marketing

Nathaniel Boso - International Marketing Review

Daniel Bello - Journal of International Business Studies

Meet the Editors - EM - Doing Research and Publishing on Emerging Market Multinationals

December 2, 10:30-12:00

Room: Auditorium

Alvaro Cuervo-Cazurra, reviewing editor of the Journal of International Business Studies

Maria Tereza Fleury - Fundação Getulio Vargas, Brazil

Afonso Fleury - University of Sao Paulo, Brazil

Maria Alejandra Gonzalez-Perez - Universidad EAFIT, Colombia

Miguel Angel Montoya, ITESM, Mexico

In this panel we discuss the challenges and benefits of analysing emerging markets as a laboratory for extending theories and models of the multinational firm, and the challenges associated with doing research and publishing on these firms.

Panel 18 - Research in emerging countries: overcoming challenges in scholarly publishing

December 2, 17:15-18:30

Room: 10

Chair: Martyn Lawrence, Emerald Group Publishing Limited, UK

Maria Alejandra Gonzalez-Perez, Universidad EAFIT, Medellin, Colombia

Christian Felzensztein Jimenez, UAI, Chile & Kingston University, UK

Rodrigo Bandeira-de-Mello, FGV-EAESP, São Paulo, Brazil

Suzana Braga Rodrigues, Fumec University and Erasmus University

This session will foster discussion on the key challenges faced by LATAM scholars when trying to publish internationally. Whereas much international business discussion has taken place around the institutional challenges for firms, this panel focuses on the institutional challenges for researchers. Speakers will cover such issues as: how to secure funding, the public understanding of research, collaborating internationally, university rankings, geographically-specific citation indices, open access. It will feature a series of contributions about the research environments of Brazil, Chile and Colombia, and a perspective from an international publisher.

Academic panels

Several inspiring academic panels will also be presented.

Panel 8 - Multinationals, Sustainable Development and Poverty Reduction

December 2, 10:30-12:00

Room: 2

Chair: Bruno Woeran - LUT - Lappeenranta University of Technology

MNEs and Millenium Development Goals (MDGs) – Measuring the Impact

Juha Vaatanen - LUT-LBM - Lappeenranta University of Technology

The Impact of MNEs on enhancing capabilities in developing countries

Pervez Ghauri - University of Birmingham

Suraksha Gupta - University of Kent

Fatima Wang - KCL - King's College London

MNEs and poverty reduction in Ghana

Godfred Frempong - CSIR-STEPRI

The role of renewable energy in achieving the MDGs

Jero Ahola - LUT-LES - Lappeenranta University of Technology

Antti Kosonen - LUT-LES - Lappeenranta University of Technology

UNCTAD Forum - Reforming International Investment Governance

December 3, 10:30-12:00

Room: 13

Chair: Peter Buckley, Leeds Business School

25 Years of the World Investment Report

Peter Buckley, Leeds Business School

Reforming the International Investment Regime: An Action Menu

Ana Teresa Tavares-Lehmann, University of Porto

International Tax and Investment Policy Coherence

Filip De Beule - KU Leuven University

Implications of FDI trends for International Business research

Philippe Gugler - University of Fribourg

Panel 9 - Emerging countries' country-specific advantages (CSAs) and competitiveness of emerging market multinational enterprises (EMNEs)

December 2, 08:30-10:00

Room: 12

Philippe Gugler - University of Fribourg

Peter Buckley - Leeds University Business School

Alvaro Cuervo-Cazurra - Northeastern University

Ana Teresa Tavares-Lehmann - CEF.UP, FEP, U. Porto

Ronaldo Parente - Florida International University

Bruno de Goes - Temple University

Alvaro Cyrino - FGV-Ebape

Chie Iguchi - Keio University

Frederick Lehmann

The international expansion of EMNEs is a fascinating but challenging issue. Among the numerous questions raised by the involvement of EMNEs in international competition is the evolving role of the home

market. The purpose of this panel is to examine some of the theoretical ideas and empirical evidence to allow us to deepen our understanding of the role of emerging home countries in the internationalization process of their domestic firms and more specifically in their ability to compete successfully abroad. How much do home CSAs still influence EMNEs' OFDI? Which home country assets provide the main competitive drivers to invest and compete abroad? How do EMNEs combine home country assets and host country assets to strengthen their competitive advantages? These questions as well as various others deserve further examination by the scientific community.

Panel 2 - International Business in Latin America and the Caribbean: A panel focused in the evolution and prospects of IB academic advancement in and for the region

December 2, 08:30-10:00

Room: 13

Maria Alejandra Gonzalez-Perez - Universidad EAFIT

Newburry William - Florida International University (FIU)

Diana Bank Weinberg HWR, Berlin

Moacir de Miranda Oliveira Jr. - Universidade de Sao Paulo (USP)

Panel 3 - AIB Western Europe Chapter panel - Inter-Regional Internationalization: Ties and flows between Latin America and Europe

December 3, 13:30-15:00

Room: 14

José Pla-Barber -University of Valencia

Torben Pedersen - Bocconi University

Xavier Mendoza - ESADE

Angela da Rocha - PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Cristina Villar - University of Valencia

Latin America has long been among the world's most challenging regions in which to do business. It is also a region where economic rewards and growth can be hindered by political uncertainty. However, today, it is also a large emerging region that offers significant growth opportunities. Additionally, the increasing "multinationalization" of businesses in Latin America is opening up new avenues to boost a new cycle of changes and challenges.

One the one hand, many multinationals firms in developed countries, in North America, Asia and Europe, have begun to see in Latin America a central ally in building strategies to promote their investments, even in areas that go beyond the exploitation of natural resources, for example telecommunications and financial services. Companies such as Telefónica, Banco de Santander, BBVA, Oracle. Cisco Huawei, Tata, etc. have developed strong ties and business flows in the region.

On the other hand, many Latin-owned companies such as Cemex, Arcor, Embraer, Bradesco, Falabella, etc. have achieved remarkable success in their home markets and, based on this success, have become "Multilatinas" (Cuervo-Cazurra, 2008) pursuing a more aggressive expansion on a global scale by acquiring companies and establishing cross-border joint ventures. In the next few years, some of these multilatinas will develop even more vigorous strategies in their pursuit of international expansion becoming formidable challengers to established MNCs.

The panel will shed light on the relevance of these two phenomena placing a special focus on the ties and flows between Europe and Latin America.

Panel 6 - Developing Students for Global Roles: The Importance of Global Mindset

December 2, 13:30-15:00

Room: 11

Mansour Javidan - Thunderbird school of Global Management

Michael J. Houston - University of Minnesota

This session focuses on the use of the Global Mindset Inventory (GMI), a scientific tool created by Thunderbird School of Global Management and the Dunnette Group for the measurement and development of a global mindset. We begin with the concept of a global mindset and its constituent elements as measured by the GMI, addressing how the instrument can be used both in the classroom to foster a global mindset within students and for accreditation purposes. We explore the potential positive learning effects of administering the GMI, and the purposive use of it to stimulate awareness of and curiosity for the cultural, political, and institutional differences in the business context. Participants will be offered a brief presentation of the diverse uses to which three major business schools have put the GMI in their classrooms, assessment of curricular impact, and accreditation programs. Session participants will then be invited to a conversation about the uses of the GMI within their own graduate and undergraduate programs.

Panel 7 - Conducting a longitudinal Multicountry Multiphase Research Project: the past, present, and future of Project GLOBE

December 3, 10:30-12:00

Room: 14

Mansour Javidan - Thunderbird school of Global Management

Peter Dorfman - New Mexico State University

Ali Dastmalchian - University of Victoria

The proposed panel session will feature a discussion among the past and contemporary president(s) of GLOBE as to the major accomplishments and future directions of GLOBE. The Global Leadership and Organizational Behavior Effectiveness Program (GLOBE) is a multiphase, multimethod, multisample project in which investigators spanning the world are examining, among other things, the interrelationships between societal culture and organizational leadership. During its history, over 200 social scientists and management scholars from nearly 69 cultures representing all major regions of the world have been engaged in this programmatic series of cross-cultural leadership studies.

Panel 10 - Developments in International Marketing: Strategic, Branding, and Relationship Management Issues

December 3, 8:30-10:00

Room: Auditorium

Stavroula Spyropoulou, Pervez Ghauri, Adamantios Diamantopoulos Dionysios Skarmeas, Athina Zeriti, Flora Kokkinaki, Giuseppe Musarra & Constantine Katsikeas

Chair: Stavroula Spyropoulou - University of Leeds

Discussant: Magnus Hultman - University of Leeds

Pervez Ghauri - University of Birmingham

Fatima Wang - King's College London

Adamantios Diamantopoulos - University of Vienna

Suraksha Gupta - University of Kent

Dionysis Skarmeas - Athens University of Economics & Business

Athina Zeriti - Durham University

Flora Kokkinaki - Athens University of Economics & Business

Giuseppe Musarra - University of Leeds

Constantine Katsikeas - University of Leeds

Research interest in the global marketing field has been stimulated significantly over the past two decades by the increasing tendency toward a global economic system and the accelerating pace of technological innovation worldwide. The establishment and development of international business operations of firms across sectors involves substantial economic benefits for both national economies and individual companies. A large number of conceptual propositions and empirical studies have been reported in the literature that examines marketing, strategy, and general management problems and challenges facing firms in their attempts to establish, develop and maintain successful business operations in international markets. The Special Session aims to unveil and discuss some important contemporary empirical, methodological, and theoretical research issues within the broad domain of international marketing, with the objective of assessing their potential contributions to extant theory development and management practice. Emphasis will be placed on comparing contributions to the field from researchers based in different European countries, to stimulate research synergy and cooperation. In particular, the Special Session would endeavour to provide a base for establishing and sustaining a dialogue among global marketing researchers who have interests in examining international marketing management problems and are affiliated to different research institutions, and to highlight emerging trends and concepts in the field. All panel members specialize in and have published extensively in general global marketing and all contributors possess a highly international outlook (for example, collectively, they are fluent in at least nine languages).

One of the papers to be discussed in this panel is:

On relationship value in cross-border buyer–seller relationships, by D. Skarmeas, A. Zeriti & F. Kokkinaki

Panel 5 - State Ownership and the Internationalization of Latin America Multinationals

December 3, 13:30-15:00

Room: Auditorium

Rodrigo Bandeira-de-Mello - FGV-Eaesp

Sergio Lazzarini - INSPER

To understand FDI outflows from Latin America the role of the state and the interface between firms and governments need to the taken into account. Existing findings support these ideas and indicate that home country government uses a series of formal and informal mechanisms in order to drive the international expansion of multilatinas in both entry and consolidation phase. This panel will focus on one type of connection that arises through several types of state ownership in the firm, from fully SOE to indirect minority ownership, as well as their benefits and drawbacks. We begin by discussing how the current theoretical perspectives conceptualize state owned enterprises' (SOE) strategic behaviour. Then, we introduce a stylized distinction between four broad, new varieties of state capitalism: wholly-owned state owned enterprises, the state as a majority investor, the state as a minority investor, and the state as a strategic supporter of specific sectors, and survey each type within the different theoretical perspectives. Last, we will reconcile existing theoretical and empirical knowledge about the effects of state participation on the internationalization of multilatinas, and propose opportunities for further research.

Panel 12 - International New Ventures, Born Globals, Traditional Internationalizers and many more - the usefulness and relevance of the classifications and typologies of internationalizing young and small firms

December 3, 13:30-15:00

Room: 13

Olli Kuivalainen - Lappeenranta University of Technology

Pavlos Dimitratos - University of Glasgow

Becky Reuber - University of Toronto

Christian Schwens - Heinrich Heine University Duesseldorf

Sui Sui - Global Management Studies Department Ted Rogers School of Management Ryerson University

The emerging field of international entrepreneurship has relied heavily on categories and typologies in its relatively short history. Most prominent are the categories of firms labelled "International New Ventures" and "Born Globals," but researchers also refer to firms with labels such as "Traditional Internationalizers" and "Born Again Globals." In 1994 Oviatt and McDougall presented a four-fold typology of international new ventures, and additional classifications and typologies have followed (e.g. Aspelund & Moen, 2005; Baum, Schwens, & Kabst, 2011; Kuivalainen, Saarenketo, & Puumalainen, 2012). Therefore, it is not surprising that Jones et al. (2011) conclude that debate on venture types has been the first thematic area in the international entrepreneurship literature. The purpose of this panel is to take stock of past research based on classifications and typologies and to chart a course for how they might move the field forward. In doing so, we consider the usefulness and relevance of classifications and typologies for three audiences: managers planning international growth strategies, public policy makers developing internationalization support policies and programs, and international entrepreneurship scholars designing research projects in this area.

Panel 1 - Online Teaching Trends and Innovation for International Business Education

December 2, 10:30-12:00

Room: Auditorium

Ronaldo Parente - Florida International University

Bruno de Goes - Temple University

David Wernick - Florida International University

Jay Lipe - University of Minnesota

Currently, educational institutions are in constant pressure to reduce their costs while increasing quality

and output for students. As a result, many institutions have adopted online learning as a mechanism to meet that requirement. In the United States and in Brazil, online learning alternatives are proliferating rapidly. This situation is also true for Business Schools. As a result, it is important for scholars in business administration and international business to be aware of new technologies and trends in online education.

This session is intended to provide some insights about online teaching and technologies from the perspective of the US and from Latin America. We hope to have some insights on the technologies Florida International University has adopted in order to cope with the increasingly number of students adopting online learning as a new format for their instruction. Also, we will present specific experiences and recommendations from faculty members in reference to the employment of technologies for delivering online education from different perspectives. Finally the panel will draw some comparison on the experience of Fundacao Getulio Vargas in Brazil and their experience with online teaching.

Practitioner-academia panels

Furthermore, EIBA 2015 brings the interaction between theory and practice in stimulating practitioner-academics panels:

Panel 11 - Internationalization challenges and opportunities for non-commodity agricultural products from Latin American countries

December 2, 13:30-15:00

Room: 13

Esteban R. Brenes - Steve Aronson Professor of Strategy, INCAE Business School; former Minister of Agriculture and former Minister of Science and Technology of Costa Rica

Nelson Carvalhaes – Chairman, CECAFE

Pablo Vargas - CEO, Grupo Britt N.V.

Decio Zylberstajn - University of Sao Paulo

Panel 4 - How and why some emerging market companies manage to export high value added products

December 2, 13:30-15:00

Room: 14

Ilan Avrichir - ESPM São Paulo

Angela da Rocha - PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Bruno Godinho - Probac

Célia Catunda – Founder, TV Pinguim

This panel seeks to help researchers from the EIBA community visualize the difficulties companies from emerging countries face and the strategies they use when internationalizing through exports. It will offer the panel´s audience two exciting examples of medium size companies that are having success in the international competition. It will also bring the perspective of a leading Brazilian researcher of export issues. The two companies are even more interesting as their products are not dependent of natural resources.

Tv Pinguim is a studio dedicated to creating entertainment for young audiences. Their best known show, Fishtronaut, currently airs in over 80 countries and is consistently rated as one of the top shows on Discovery Kids Latin America.

Probac develops and produces serums, deep slides and other products for bacteria identifications and microbiological analysis. It has over 15% of the Brazilian market and exports to six Latin America countries.

Professor Angela da Rocha, who pioneered the studies of Brazilian exports, will present a brief summary of the difficulties emerging market´s companies face for exporting and why only a few manage to do so. She will also make considerations about opportunities for research in the area.

Panel 13 - Monitoring Brazilian FDI worldwide: an overview of internationalization strategies of Emerging Market Firms (a native perspective)

December 2, 13:30-15:00

Room: 2

Gabriel Chueke - Brazilian Multinationals Observatory

Tamer Cavusgil - Georgia State University

Mario Ogasavara - ESPM São Paulo

Thelma Rocha - ESPM São Paulo

Erlana Castro - Dentsu Aegis

Carlota Carneiro - CCBIZ

This panel aims to promote substantive knowledge exchange between panellists and the audience concerning the status quo of Brazilian Foreign Direct Investment (FDI) and future perspectives for Brazilian firms investing abroad. During the session, panellists – Brazilian senior scholars, Brazilian managers and representatives of a Brazilian research center – shall expose considerations concerning topics related to Brazilian FDI, there will be a roundtable for discussion between the panellists, and finally the audience might interact to the session by directly asking questions and/or addressing comments to the panellists.

Panel 19 - Innovation and internationalization

December 2, 13:30-15:00

Room: 12

Pablo Vera - Head of Learning and Development COE for Latin America, GE

Alvaro Cysneiros - International Market Director, Totvs

Luís Manuel Fernandes - Brazilian Innovation Agency (FINEP)

Mediator: Erica Piros Kovacs, UFRPE and CIBER Gerogia State University

Panel 17 - First Steps to Success in Emerging Markets

December 3, 10:30-12:00

Room: 10

Sabrina Kinckle, Manager of Business Development, Euromonitor International

Moderator: Constanza Bianchi Universidad Adolfo Ibanez

When making the decision to enter an emerging market, every business should consider four pillars in its market entry strategy: Market, Population, Access and Business environment. In this presentation, Euromonitor International explains how to apply this four pillar model before entering new markets in order to better understand the needs of consumers and the business environment in countries of interest.

Special sessions & meetings

Some interesting special sessions and meetings will be held.

Workshop: Writing teaching cases without knowing all the answers

December 3, 17:15-18:30

Room: Auditorium

Rob van Tulder, Erasmus University

Panel 14 - The Past and the Future of EIBA: Personal Recollections and Visions

December 3, Thursday, 08:30-10:30

Room: 11

Chair: Juán José Durán, Centro Internacional Carlos V, University Autonoma of Madrid

Panel Members:

Vitor Corado Simões (EIBA Fellow), ISEG - Lisbon School of Economics and Management, University of Lisbon

Gabriel Benito (EIBA President 2005), BI Norwegian Business School

Ana Teresa Tavares-Lehmann (Editor, EIBAzine; EIBA President 2010), University of Porto

Jonas Puck (Incoming EIBA President), WU Vienna University of Economics and Business

AIB-WE Chapter Meeting

December 2, 17:15-17:45

Room: 5

Chair: José Pla-Barber

Secretary: Filip De Beule

EIBA General Assembly

December 2, 13:30-14:15

Room: Auditorium

Chair: Philippe Gugler - University of Fribourg

Vice-Chair: José Pla-Barber - University of Valencia

PIBR – Progress in International Business Research (vol.10) launch

December 2, 14:15-15:00

Room: Auditorium

Rob van Tulder - Erasmus University

Rian Drogendijk - University of Groningen

EIBA Fellows Meeting

December 3, 13:30-15:00

Room: 1

Chair: Francesca Sanna-Randaccio - Sapienza University of Rome

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TUESDAY, DECEMBER 1

PLENARY 1: EIBA FELLOWS PLENARY

Multinational Enterprises (MNEs) – Government Interaction

Date: 1 December 2015 - Time: 18:30 - 20:00

Room: Salão da Pastoral

Pervez Ghauri, The University of Birmingham

Seev Hirsch, Tel Aviv University

Ana Teresa Tavares-Lehmann, CEF.UP, FEP, U. Porto

José Rubens de la Rosa, Marcopolo

WEDNESDAY, DECEMBER 2

C14: COMPETITIVE

Session Chair: Nathalie Prime, ESCP Europe

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 11

Track(s): International marketing

28 - Chinese Born Globals' and Non-Born Globals' Foreign Market Selections in their Early Internationalization: Survey Evidence (EIBA15-MS0028.doc)

Tiia Vissak, University of Tartu

Tatyana Tsukanova, Saint-Petersburg University

Xiaotian Zhang, University of Southern Denmark, University of Tartu and University of Oulu

96 - Exploring market research utilization in emerging markets: The role market research agencies in Vietnam (EIBA15-MS0096.pdf)

Nathalie Prime, ESCP Europe

Dung Ngoc Tran, Intage Research

221 - Do External and Internal Factors Matter? An Analysis of an MNC's Reputation Effects Across Nations (EIBA15-MS0221.pdf)

Bernhard Swoboda, Trier University

Cathrin Puchert, Trier University

C15: COMPETITIVE

Session Chair: Felipe Mendes Borini, ESPM São Paulo and University of Sao Paulo

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 02

Track(s): International networks and alliances

135 - Knowledge Transfers to Shared R&D Suppliers and Innovation Performance: The Importance of What it is outsourced and Where (EIBA15-MS0135.doc)

Andrea Martinez-Noya, University of Oviedo

Esteban Garcia-Canal, University of Oviedo

242 - The In-between Firm Specific and Country Factors: The Role of Clusters in Internationalization Decisions (EIBA15-MS0242.pdf)

Rolv Petter Amdam, Norwegian Business School

Randi Lunnan, BI Norwegian Business School

Ove Bjarnar, Molde University College

Lise L. Halse, Molde University College

257 - The Impact of Entrepreneurial Orientation on the Formation of Strategic Alliances and the Role of Top Management Team (EIBA15-MS0257.pdf)

Antonio Benedito Oliveira Jr., FEI - Centro Universitario da FEI

Felipe Mendes Borini, ESPM -Escola Superior de Propaganda e Marketing & FEA - Universidade de São Paulo

Roberto Carlos Bernardes, FEI - Centro Universitario da FEI

Mauro Jose Oliveira, FEI - Centro Universitario da FEI

303 - External and Local Knowledge Networks: The Role of Gatekeepers of Knowledge (EIBA15-MS0303.pdf)

Isabel Diez-Vial, Universidad Complutense de Madrid

Angeles Montoro-Sanchez, Universidad Complutense de Madrid

Pervez Ghauri, The University of Birmingham

C5: COMPETITIVE

Session Chair: Katrin Held, University of Hamburg

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 01

Track(s): FDI in and from emerging market economies

34 - Determinants of Russian Cross-Border Acquisitions: The Joint Effect of Investment Motives and Institutional Context (EIBA15-MS0034.doc)

Andrei Panibratov, Graduate School of Management, St. Petersburg State University

Desislava Dikova, Vienna University of Economics and Management

Anna Veselova, Graduate School of Management St. Petersburg

Liubov Ermolaeva, Graduate School of Management St. Petersburg

128 - Organizational Commitment of Employees in Emerging Market Multinational Enterprises in Developed Markets - A Conceptual Approach (EIBA15-MS0128.pdf)

Katrin Held, University of Hamburg

Nicola Berg, University of Hamburg

179 - The influence of distance on the location of mergers and acquisitions in mature or emerging countries (EIBA15-MS0179.pdf)

Ludivine Chalencon, IAE Lyon, Jean Moulin Lyon 3 University

Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon 3 University

308 - Adventurous Foreign Direct Investment (EIBA15-MS0308.pdf)

Michal Zdziarski, University of Warsaw

Justyna Swiatowiec-Szczepanska, Poznan University of Economics

Lukasz Malys, Poznan University of Economics

C9: COMPETITIVE

Session Chair: Jose Pla-Barber, University of Valencia

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 14

Track(s): International finance, accounting and corporate governance
International HRM and cross-cultural management

219 - A dynamic measure of institutional distance based in information theory: development and tests (EIBA15-MS0219.pdf)

Thomas Lindner, WU Vienna

Jonas Puck, WU Vienna

310 - The Impact of Cultural Prototype (Mis)Match (EIBA15-MS0310.docx)

David, Adam Mayers, University of Calgary

Madelynn Stackhouse, University of Calgary

I17: INTERACTIVE

Session Chair: Mario Ogasavara, ESPM São Paulo

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 05

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

25 - Impact of Corporate Social Responsibility on work engagement and organizational commitment (EIBA15-MS0025.docx)

Nuttapol Assarut, Chulalongkorn Business School

Patnaree Srisuphaolarn, Thammasart Business School

110 - Production and Gas Emissions in the G10 Rich Countries: Are Them Responsible for Environmental Damage? (EIBA15-MS0110.doc)

Augusto Marcos Carvalho de Sena, University of Fortaleza - UNIFOR / Federal University of Ceará - UFC

Fatima Regina Ney Matos, University of Fortaleza - UNIFOR

Rafael Fernandes Mesquita, University of Fortaleza - UNIFOR

243 - Influence of Institutional Environment on Corporate Social Responsibility Communication in Latin America (EIBA15-MS0243.docx)

Fernanda Rosalina da Silva Meireles, Federal University of Ceará

Monica Cavalcanti Sá de Abreu, Federal University of Ceará

377 - Diversification Fit between Country and Firm as a Driver of Research and Development Efficiency (EIBA15-MS0377.pdf)

Serdar Yayla, Rutgers University

Omer Cem Kutlubay, Rutgers University

382 - Does the Origin of Foreign Direct Investment Matter in Developed Host Countries? Empirical Evidence from Firm-Level Data in Canada (EIBA15-MS0382.pdf)

Rong Zeng, University of Calgary

Birgitte Grogaard, University of Calgary

451 - Environmental strategy product choice in emerging markets (EIBA15-MS0451.docx)

Maria Laura Maclennan, Fea USP

Simone Barakat, Fea USP

I20: INTERACTIVE

Session Chair: Sui Sui, Global Management Studies Department Ted Rogers School of Management Ryerson University

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Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 07

Track(s): SMEs, international new ventures and international entrepreneurship

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212 - MNC's internationalisation in emerging markets - an analysis on the influence of diaspora and civil society actor (EIBA15-MS0212.docx)

Maria Elo, Turku School of Economics

Mohammad Bakhtiar Rana, Aalborg University

227 - The Influence of Family Involvement on De-internationalization of SMEs (EIBA15-MS0227.pdf)

Andrea Kuiken, Jonkoping International Business School

Lucia Naldi, Jonkoping International Business School

Mattias Nordqvist, Jonkoping International Business School

258 - Pre-Internationalization Performance, Age at Internationalization, and Survival of First-Time Exporting Firms (EIBA15-MS0258.docx)

Antonin Ricard, IAE Aix en Provence

Pierre-Xavier Meschi, IAE AIx en Provence

Ernesto J. Tapia Moore, Kedge Business School

323 - Contrasting export intensity of enterprises during global economic crisis (EIBA15-MS0323.pdf)

Marlena Monika Dzikowska, Poznan University of Economics

Marian Gorynia, Poznan University of Economics

Barbara Jankowska, Poznan University of Economics

460 - Firm Experience and Moderating Effects on Emerging Market Exit of SMEs (EIBA15-MS0460.docx)

Sui Sui, Global Management Studies Department Ted Rogers School of Management Ryerson University

Susanne Sandberg, Linnaeus University

I6: INTERACTIVE

Session Chair: Armando Borda, ESAN

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 09

Track(s): International finance, accounting and corporate governance

65 - Volatility and Return Spillovers in Stock Markets: A Study of Austria, Germany, Poland, Russia and Turkey (EIBA15-MS0065.docx)

Burhan Fatih Yavas, California State Univ-D.H>

Lidija Dedi, University of Zagreb

Fahimeh Rezayat, California State Univ.D.H.

145 - Financial and operational strategies: The host market operational activity of foreign listed companies (EIBA15-MS0145.pdf)

Robert Lindorfer, WU Vienna

146 - A comparative analysis of stock market development: The impact of formal and informal institutions (EIBA15-MS0146.pdf)

Robert Lindorfer, WU Vienna

189 - Returns and Volatility Spillovers in BRIC (Brazil, Russia, India China), Europe and USA (EIBA15-MS0189.docx)

Burhan Fatih Yavas, California State Univ-D.H.

Fahimeh Rezayat, California State Univ. D.H.

Demos Vardiabasis, Pepperdine University

198 - The effect of diversification and internal capital markets: an exploratory institutional perspective (EIBA15-MS0198.pdf)

Martin Weiss, Friedrich-Alexander-Universit„t Erlangen-Nurnberg

Jakob Müllner, Vienna University of Economic and Business

Andreas König, University Passau

253 - "The Influence of Auditing and Corporate Governance on the Correctness of Reports provided by publicly listed international and local Firms" (EIBA15-MS0253.pdf)

Stefan Hahnenkamp, Vienna University of Economics and Business

PANEL 2: ACADEMIC PANEL

International Business in Latin America and the Caribbean: A panel focused in the evolution and prospects of IB academic advancement in and for the region

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 13

Maria Alejandra Gonzalez-Perez, Universidad EAFIT

Newburry William, Florida International University (FIU)

Diana Bank Weinberg, HWR, Berlin

Moacir de Miranda Oliveira Jr., Universidade de São Paulo (USP)

Technically, the Latin American region comprises 20 countries with an affinity of the Romance cultures (primarily Spanish and Portuguese). Here, for the purposes of this panel, we utilize this broader definition, which recognizes shared social, historical, economic development and political features within the broader region according to international institutions such as the World Bank, and UNCTAD.

Even though there recently have been special issues on the internationalization of Latin American firms (e.g., Internationalization Strategies in LATAM at the European Business Review (2015)), the increasing international expansion of Latin American multinational companies (multilatinas) has not been thoroughly analysed, tested nor theorized. However, despite this research need, although International Business research on Latin American is limited but growing (Cuervo-Cazurra & Liberman, 2010), there is evidence that the academic production (in journal papers and main academic conferences) of Latin American scholars is low compared to regions such as Australia, North America or Eastern Europe (Carneiro et al., 2015; Pérez-Batres et al., 2010).

PANEL 9: ACADEMIC PANEL

Emerging countries' country-specific advantages (CSAs) and competitiveness of emerging market multinational enterprises (EMNEs)

Date: 2 December 2015 - Time: 08:30 - 10:00

Room: 12

Philippe Gugler, University of Fribourg

Peter Buckley, Leeds University Business School

Alvaro Cuervo-Cazurra, Northeastern University

Ana Teresa Tavares-Lehmann , CEF.UP, FEP, U. Porto

Ronaldo Parente, Florida International University

Bruno de Goes, Temple University

Alvaro Cyrino, FGV-Ebape

Chie Iguchi, Keio University

Frederick Lehmann,

COFFEE BREAK

Date: 2 December 2015 - Time: 10:00 - 10:30

C10: COMPETITIVE

Session Chair: William Newburry, Florida International University

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 14

Track(s): International HRM and cross-cultural management

10 - Does the motivation to go abroad determine job performance? An analysis of the effects of job embeddedness and career satisfaction on performance abroad. (EIBA15-MS0010.docx)

Christian Linder, University of Bamberg

35 - Taking the long way: How international work experience affects managers' time to the top (EIBA15-MS0035.pdf)

Stefan Schmid, ESCP Europe

Dennis Wurster, ESCP Europe

270 - The Global Mindset Inventory of Internationally Experienced Managers (EIBA15-MS0270.pdf)

Julia Ines Raupp, WU Vienna

Jonas Puck, WU Vienna

282 - Globalization Capabilities and Career Opportunities and Benefits in Latin American Firms (EIBA15-MS0282.docx)

Marcelo J. Alvarado-Vargas, University of Toledo

William Newburry, Florida International University

Jose Mauricio Galli Geleilate, Florida International University

Michel Hermans, IAE Business School - Austral University, Argentina

Miguel R. Olivas-Lujan, Clarion U. of Pennsylvania

Sergio M. Madero, Tec de Monterrey

Anne Marie Zwerg-Villegas, Universidad de La Sabana

Armando Borda, Esan University

Carlos Baldo, Clarion U. of Pennsylvania

Edwin Duran-Zurita, Universidad Privada Boliviana

Massiel Guerra, Universidad del Desarrollo

Maria Virginia Lasio Morello, ESPAE Graduate School of Management

C11: COMPETITIVE

Session Chair: Jens Gammelgaard, Copenhagen Business School

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 01

Track(s): International HRM and cross-cultural management

105 - Staffing Foreign Subsidiaries with Parent-country Nationals or Host-country Nationals: Insights from European Subsidiaries (EIBA15-MS0105.docx)

Jens Gammelgaard, Copenhagen Business School

Christoph Doerrenbaecher, Berlin School of Economics and Law

Frank McDonald, University of Liverpool

Heinz Tueselmann, Manchester Metropolitan University

Andreas Stephan, Jonkobing International Business School

150 - Job Engagement and Adjustment of Expatriate Academics in Greater China (EIBA15-MS0150.doc)

Jan Selmer, Aarhus University

Jakob Lauring, Aarhus University

394 - Nature and Outcomes of Self-Initiated Expatriates' Psychological Contracts (EIBA15-MS0394.pdf)

Alexei Koveshnikov, Aalto University School of Business

Heidi Wechtler, MacQuarie University

458 - Expatriate Managers and Translation: Implications of global developments and increasing MNC Diversity (EIBA15-MS0458.docx)

Rochelle Agatha Haynes, University of Lincoln

C17: COMPETITIVE

Session Chair: Vitor Corado Simões, ISEG Lisboa School of Economics and Management

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 13

Track(s): MNE Strategy and Organization

84 - A multilevel study of M&A critical success factors (EIBA15-MS0084.pdf)

William Y. Degbey, Turku School of Economics, University of Turku, Finland

Lauri-Matti Palmunen, Turku School of Economics, University of Turku, Finland

Duncan Angwin, Oxford Brookes University, England

130 - Global city connectivity and the establishment of MNC regional headquarters (EIBA15-MS0130.pdf)

Helen Shanqing Du, University of Leuven

Rene Belderbos, University of Leuven

Anthony Goerzen, Queen's University

153 - Paradox: new lenses to understand innovation in modern MNEs (EIBA15-MS0153.pdf)

Vitor Corado Simões, ISEG Lisboa School of Economics and Management

440 - Performance differences between exporters and non-exporters in Portugal (EIBA15-MS0440.pdf)

Ana Teresa Tavares-Lehmann, CEF.UP, FEP, U. Porto

Diana Costa, FEP, U. Porto

C19: COMPETITIVE

Session Chair: Alfredo Jimenez, Kedge Business School

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 11

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

67 - Global Networks and Pipelines for Developing Exploratory Innovations in Emerging Economies (EIBA15-MS0067.pdf)

Zaheer Khan, University of Sheffield

Rekha Rao Nicholson, Bristol Business School University of the West of England Frenchay Campus

73 - Can multinational enterprises foster access to electricity in developing countries? The case of sub-Saharan Africa (EIBA15-MS0073.pdf)

Matilde D'Amelio, Politecnico di Milano

Paola Garrone, Politecnico di Milano

Lucia Piscitello, Politecnico di Milano

136 - International standards certification, productivity and exports from developing country firms (EIBA15-MS0136.docx)

Micheline Goedhuys, UNU/Merit

Leo Sleuwaegen, KULeuven/Vlerick Business School

450 - Political Risk Institutionalization by Chinese Multinational Firms (EIBA15-MS0450.docx)

Hui Liu, University of International Business and Economics

Ilan Alon, University of Agder

Alfredo Jimenez, Kedge Business School

Hua Wang, KEDGE Business School

C25: COMPETITIVE

Session Chair: Olli Kuivalainen, lappeenranta university of technology

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 10

Track(s): SMEs, international new ventures and international entrepreneurship

14 - The Influence of Entry Density on the Survivability of SMEs in International Markets (EIBA15-MS0014.doc)

Sui Sui, Global Management Studies Department Ted Rogers School of Management Ryerson University

Matthias Baum, Technische Universit„t Kaiserslautern Lehrstuhl fr Entrepreneurship

Shavin Malhotra, Global Management Studies Department Ted Rogers School of Management Ryerson University

254 - Learning Through Experience: The Impact on SME Entry Mode Choice (EIBA15-MS0254.pdf)

Lina Hollender, Heinrich Heine University Duesseldorf

Christian Schwens, Heinrich Heine University Duesseldorf

Keith D. Brouthers, King's College London

263 - Organizational Learning in International New Ventures (EIBA15-MS0263.docx)

Teemu Tuomisalo, Jyväskylä University School of Business and Economics

Tanja Leppäaho, Jyväskylä University School of Business and Economics

277 - The Dynamics of Learning Orientation and Network Competence in Internationalizing SMEs (EIBA15-MS0277.pdf)

Lasse Torkkeli, Lappeenranta University of Technology, School of Business and Management

Olli Kuivalainen, Lappeenranta University of Technology

Sami Saarenketo, Lappeenranta University of Technology, School of Business and Management

Kaisu Puumalainen, Lappeenranta University of Technology, School of Business and Management

C27: COMPETITIVE

Session Chair: Rob van Tulder, Erasmus University

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 12

Track(s): Special track: Teaching International Business

109 - JAC MOTORS - How a Chinese Car Manufacturer approached the Brazilian Market (EIBA15-MS0109.docx)

Susana Costa e Silva, Catholic University of Portugal

Raquel Meneses, University of Porto

190 - Internationalization Process of the NBA in Brazil: Differentiation, Barriers and Entry Modes (EIBA15-MS0190.docx)

Amaury Portugal Neto, University of Fortaleza - UNIFOR

Sergio H A C Forte, University of Fortaleza - UNIFOR

210 - Natura: Challenges for a perfumed internationalization (EIBA15-MS0210.pdf)

Bettysa Dornelas, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Felipe Esteves, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Jorge Carneiro, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

375 - Cosac Naify: A Small Brazilian Publishing House Goes Abroad (EIBA15-MS0375.docx)

Henrique Pacheco, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Angela da Rocha, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Jorge Ferreira da Silva, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

444 - The Place of Starbucks at International Coffeehouse Chains (EIBA15-MS0444.docx)

José Ednilson de Oliveira Cabral, University of Fortaleza - UNIFOR

Sonja Pfaffinger, University of Deggendorf

I1: INTERACTIVE

Session Chair: Dinorá Eliete Floriani, University of Vale do Itajai

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Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 09

Track(s): Conference theme track - International Business after the BRIC's rush
FDI in and from emerging market economies

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149 - MNE Strategies and Government Relationships: The Case of Brazil (EIBA15-MS0149.docx)

Emilene Leite, Uppsala University

Cecilia Pahlberg, Department of Business Studies, Uppsala University

Amjad Hadjikhani, Uppsala University/Department of Business Studies

157 - Relativity and asymmetry in distance. The role of strategic distance in the internationalization decisions of Brazilian and Italian firms (EIBA15-MS0157.pdf)

Giovanna Magnani, University of Pavia

Antonella Zucchella, University of Pavia

Dinorá Eliete Floriani, University of Vale do Itajai

93 - The Chinese acquisition of a traditional Made in Italy firm (EIBA15-MS0093.docx)

Alessandra Vecchi, University of Bologna

168 - Learning from failures of Indian investments in Finland (EIBA15-MS0168.pdf)

Ajeet Mathur, IIM Ahmedabad

229 - Emergence of a "triple helix FDI" as practice (EIBA15-MS0229.docx)

Olivier Coussi, University of Poitiers

Kadigia Faccin, University UNISINOS

Alsones Balestrin, University UNISINOS

285 - Business Groups, Foreign Licences and Performance in Emerging Markets (EIBA15-MS0285.pdf)

Vittoria Giada Scalera, Politecnico di Milano

Stefano Elia, Politecnico di Milano

Surender Munjal, University of Leeds

I11: INTERACTIVE

Session Chair: Stavroula Spyropoulou, University of Leeds

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 06

Track(s): International marketing

284 - A means-end-chain (MEC) perspective of country of origin (COO) effects among elites in emerging Sri Lanka (EIBA15-MS0284.pdf)

Hina Khan, Lancaster University

Padmali Gawri Rodrigo, Portsmouth University

373 - Failures in a collectivist culture: the effects of severity, controllability and recurrence on negative emotions and intent to complain (EIBA15-MS0373.docx)

Livia Lopes Barakat, Fundação Dom Cabral

Melanie Lorenz, University of Alabama

Catherine Johnson, University of Alabama

380 - Family income mediating country-of-origin effect: A study in an emerging country (EIBA15-MS0380.docx)

Sergio Garrido Moraes, ESPM/SP

Vivian Iara Strehlau, ESPM

Claudio Sunao Saito, ESPM

Fabio Mariano Borges, ESPM

428 - Celebrity Influence and Consumer's Buying Intentions: A cross-cultural comparison between Australia and Singapore. (EIBA15-MS0428.pdf)

Marcela Moraes, Murdoch University

John Gountas, Murdoch University

Sandra Gountas, Curtin University

445 - The Use of Country of Origin Image (COI) in the Internationalization Strategy of Emerging Market Multinationals (EIBA15-MS0445.docx)

Mariana Bassi Sutter, FEA USP

Thelma Rocha, ESPM São Paulo

Edison Fernandes Polo, FEA USP

I14: INTERACTIVE

Session Chair: Suzana Braga Rodrigues, Fumec University and Erasmus University

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 08

Track(s): MNE Strategy and Organization

117 - The acquisition process: The temporal hiatus between the announcement and completion in the foreign acquisitions in Brazil (EIBA15-MS0117.docx)

Manuel Portugal Ferreira, FEA - Universidade de Sao Paulo & ESTG - Instituto Politecnico de Leiria

Felipe Mendes Borini, ESPM -Escola Superior de Propaganda e Marketing & FEA - Universidade de São Paulo

Simone Cesar Vicente, Uninove - Universidade Nove de Julho

Martinho Ribeiro Almeida, Universidade de São Paulo

307 - Internationalization of Brazilian Business Groups: the Case of Odebrecht (EIBA15-MS0307.doc)

Walter Fernando Araujo de Moraes, UFPE/PROPAD

Yakara Vasconcelos Pereira Leite, UFERSA

Andre Gustavo Carvalho Machado, UFPB

Viviane Santos Salazar, UFPE/PROPAD

430 - Competitive resources and exporting performance in Brazilian agribusiness: an institutional approach (EIBA15-MS0430.pdf)

Renata B. Oliveira, UFRPE

Walter Fernando Araujo de Moraes, UFPE

Erica Piros Kovacs, UFRPE and CIBER Gerogia State University

Marcio Sampaio Pimentel, UFRPE

Emili B. Oliveira, Brazilian Embassy, France

446 - Institutions, technological diversity and distant search: The innovation performance of ICT firms across European regions (EIBA15-MS0446.docx)

Conor McDonald, University of Leeds

Murod Aliyev, University of Leeds

459 - Putting the Multi-National back into IB: Structural Change and Geographical Specificity in MNEs (EIBA15-MS0459.docx)

Peter Hagstrom, Stockholm School of Economics

Orjan Sjoberg, Stockholm School of Economics

465 - SOE internationalization and resource dependence (EIBA15-MS0465.pdf)

Suzana Braga Rodrigues, Fumec University and Erasmus University

Marleen Dieleman, NUS Business School, Singapore

I22: INTERACTIVE

Session Chair: Trond Randoy, University of Agder

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 04

Track(s): Special track: Methods in International Business Research
Special track: Teaching International Business

41 - State of the Field: Incentives Used in Mail Surveys by International Business Researchers. (EIBA15-MS0041.doc)

Agnieszka Chidlow, The University of Birmingham

Pervez Ghauri, The University of Birmingham

176 - Advancing Bourdieu's 'Epistemic Reflexivity' as a Method in International Business Research (EIBA15-MS0176.pdf)

David Sapto Adi Guttormsen, University of Exeter Business School

Malcolm Chapman, Centre for International Business, University of Leeds

178 - Work in Progress: A Five-decade Analysis of Theoretical, Conceptual, Empirical and Analytical Challenges of Empirical Cross-cultural Research: A Review of Reviews (EIBA15-MS0178.pdf)

Lars Jensen, TU Dortmund University

Daniel Scott Smith, TU Dortmund University

224 - Case Study Research in International Business: The Development of a Paradigmatic Framework (EIBA15-MS0224.docx)

Eric Milliot, IAE, Universit, de Poitiers

Susan Maria Freeman, University of South Australia

260 - Systematic Review of Entrepreneurship Papers (2000-2014) Published in the Top Brazilian Journals of Administration (EIBA15-MS0260.pdf)

Antonio Benedito Oliveira Jr., FEI - Centro Universitario da FEI

Edson Sadao, FEI - Centro Universitario da FEI

154 - An Academic Route to Transnational Entrepreneurship: A Scandinavian-Tanzanian Safari (EIBA15-MS0154.pdf)

Trond Randoy, University of Agder

Pontus Engstrom, University of Agder

Neema Mori, University of Dar es Salaam

Siri Terjesen, University of Indiana

MEET THE EDITORS - EM: ACADEMIC PANEL

Doing Research and Publishing on Emerging Market Multinationals

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: Auditorium

Alvaro Cuervo-Cazurra, Northeastern University

Armando Borda, Esan University

Maria Tereza Fleury, Fundação Getulio Vargas - SP

Afonso Fleury, University of São Paulo

Maria Alejandra Gonzalez-Perez, Universidad EAFIT

Miguel Angel Montoya, ITESM

PANEL 8: ACADEMIC PANEL

Multinationals, Sustainable Development and Poverty Reduction

Date: 2 December 2015 - Time: 10:30 - 12:00

Room: 02

Chair: Bruno Woeran, LUT - Lappeenranta University of Technology

Juha Vaatanen, LUT-LBM - Lappeenranta University of Technology

Pervez Ghauri, University of Birmingham

Suraksha Gupta, University of Kent

Fatima Wang, KCL - King's College London

Godfred Frempong, CSIR-STEPRI

Jero Ahola, LUT-LES - Lappeenranta University of Technology

Antti Kosonen, LUT-LES - Lappeenranta University of Technology

LUNCH

Date: 2 December 2015 - Time: 12:00 - 13:30

P1: POSTER

Session Chair: Peter Buckley (Leeds U.), Pervez Ghauri (Birmingham U.) & Tamer Cavusgil (Georgia State U.)

Date: 2 December 2015 - Time: 12:00 - 13:30

Room: Poster Hall

113 - Perceptions of Brazil's Country Image After the BRIC's Rush (EIBA15-MS0113.docx)

Flavia Luciane Scherer, Santa Maria Federal University (UFSM)

Ivanete Schneider Hahn, Santa Maria Federal University (UFSM)

Ana Paula Perlin, Santa Maria Federal University (UFSM)

Maria Carolina Serpa Fagundes de Oliveira, Santa Maria Federal University (UFSM)

296 - Upgrading under the Strategy of the Chain's Leader: Findings from the Digital Games Industry in Brazil (EIBA15-MS0296.pdf)

Luis Fernando da Costa Oliveira, University of Sao Paulo

Afonso Fleury, University of Sao Paulo

330 - Inputs and Outputs of Innovation: pre- analysis and post 2009 crisis in the BRICS countries (EIBA15-MS0330.docx)

Camila Franco, Federal University of Rio de Janeiro

Renan Henrique Oliveira, Federal University of Rio de Janeiro

316 - Cultural Influences on Entry Mode Choice in International Business: An Assessment and Review (EIBA15-MS0316.docx)

Ana Lucia Novais, PUC-SP

Belmiro N. João, PUC-SP

155 - The Impact of Political Risk on the FDI Inflows: Empirical Investigation in the Southern and Eastern Mediterranean (SEMED) Countries (EIBA15-MS0155.docx)

Anna Dimitrova, ESCE International Business School, Paris

Dora Triki, ESCE International Business School, Paris

194 - Understanding Firm Internationalisation through a Resource Based and Dynamic Capabilities Approach - case of an Indian Telecom Company (EIBA15-MS0194.docx)

Bharati Singh, University of York, UK

255 - Internationalization by M&A: The Case of BRIC Countries in Europe (EIBA15-MS0255.docx)

Fiorenza Belussi, University of padua

Maria Francesca Savarese, University of Padua

Andrea Pisu, University of padua

369 - Determinants of regional distribution of FDI in Brazil (EIBA15-MS0369.pdf)

Cláudia Beatriz Batschauer da Cruz, Universidade Vale do Itajai (UNIVALI)

Dinorá Eliete Floriani, University of Vale do Itajai

Mohamed Amal, Universidade Regional de Blumenau (FURB)

209 - The integration and governance of Global Supply Chains: the Moroccan context (EIBA15-MS0209.docx)

Btissam Moncef, ESCE Paris

Christine Belin-Munier, Université de Bourgogne, Laboratoire ThéMA,

Abdelkabir Charkaoui, Université Hassan Premier

231 - Sequential Entries and Growth Perspectives: Learning or Inertia? (EIBA15-MS0231.docx)

Filippo Albertoni, Politecnico di Milano

Stefano Elia, Politecnico di Milano

Lucia Piscitello, Politecnico di Milano

311 - Entry mode choice of French companies: a holistic approach (EIBA15-MS0311.pdf)

Emna Moalla, ESCEM, Tours Campus COMUE Centre Val de Loire

Dora Triki, ESCE International Business School, Paris

170 - Systematic Review of Literature on Problem Formulation and Problem Solving Processes (EIBA15-MS0170.docx)

Renate Kratochvil, WU Vienna University of Economics and Business

Phillip Christopher Nell, WU Vienna

389 - Innovation Portfolio Management by MNC targeting Emerging markets: The case of an European telco operator in Africa and Middle East (EIBA15-MS0389.pdf)

Sihem Ben Mahmoud-Jouini, HEC

Florence Charue-Duboc, CRG/I3 - CNRS & Ecole Polytechnique

87 - Cost of Equity in the Brazilian Market - International Investor's Perspective (EIBA15-MS0087.pdf)

Luiz Felipe Poli Guanais, Fundação Getulio Vargas

Hsia Hua Sheng, Fundação Getulio Vargas

Antonio Zoratto Sanvicente, Fundação Getulio Vargas

322 - The internationalization of state-owned enterprises (SOEs): How do the politically stated goals for SOEs matter? (EIBA15-MS0322.pdf)

Asmund Rygh, BI Norwegian Business School

Gabriel R. G. Benito, BI Norwegian Business School

49 - International Expatriation and Business Ethics Challenges in Vietnam - A cross-case study on French and American clinical trials conducted in a new emerging country (EIBA15-MS0049.pdf)

Marc Valax, Iae Lyon 3 - Magellan

Jerome Rive, Iae Lyon 3 - Magellan

75 - International business encounters and the forces influencing interaction outcome- empirical testing (EIBA15-MS0075.docx)

Maria Elo, Turku School of Economics

139 - Support issues for female international business travelers in dual-career families (EIBA15-MS0139.pdf)

Katharina Maria Puchmüller, Johannes Kepler University

156 - Exploring the Effects of Cultural Intelligence on Cross-Cultural Adjustment among Expatriates with International Experience. (EIBA15-MS0156.docx)

Yeganeh Zolfaghar, Leeds Metropolitan University

Alfred Chinta, Leeds Metropolitan University

165 - The Unlearning and Relearning Effect Coused on Individuals in the Expatriation Process: The Case of Brazilian Multinational Company (EIBA15-MS0165.pdf)

Fernanda Pauletto D'Arrigo, University of Caxias do Sul

Ana Cristina Fachinelli, University of Caxias do Sul

Claudimar Ficagna, University of Caxias do Sul

171 - A hierarchy of Cultural Intelligence antecedents (EIBA15-MS0171.docx)

Marta Muniz-Ferrer, Universidad Pontificia Comillas

Ilan Alon, University of Agder

Michelle Boulangers, Rollins College

Julie Ann Elston, Oregon State University

Eleanna Galanaki, Athens University of Economics

Carlos Martinez de Ibarreta, Universidad Pontificia Comillas

Andres Velez-Calle, Universidad EAFIT

Judith Meyers, University of California

199 - Culture as Process. Navigating Cross-cultural Business Landscapes (EIBA15-MS0199.docx)

Verner Worm, Copenhagen Business School

Michael Jakobsen, Copenhagen Business School

Xin Li, Copenhagen Business School

97 - Visual Vernaculars for Global Advertising (EIBA15-MS0097.docx)

Amos Owen Thomas, Stockholm Business School

115 - Volume Discounts in Export Pricing under Asymmetric Information (EIBA15-MS0115.pdf)

Sami Dakhlia, ESCE

Claude Obadia, ESCE

104 - The Impact of the Quality of Business Relationships on the Company Performance - the Case of an Automotive Industry in Poland and Brazil (EIBA15-MS0104.pdf)

Lukasz Malys, Poznan University of Economics

Ralf Berckhan, Poznan University of Economics

Justyna Swiatowiec-Szczepanska, Poznan University of Economics

Michal Zdziarski, University of Warsaw

238 - Reasons for reshoring from China to Sweden (EIBA15-MS0238.docx)

Daniella Fjellstrom, Uppsala University

Tony Fang, Stockholm University

166 - The internationalization process of Brazilian heavy construction firms: an institutional approach (EIBA15-MS0166.pdf)

Bernardo Frossard da Silva Rego, COPPEAD / UFRJ

Ariane Cristine Roder Figueira, COPPEAD / UFRJ

36 - The Born Firm Miscellany: Building International New Ventures Typology (EIBA15-MS0036.docx)

Anton Pavol Fenik, Grand Valley State University

Helena Allman, University of West Florida

141 - Explaining SMEs' export channel choice - Predictions from real options and entrepreneurial orientation perspectives (EIBA15-MS0141.pdf)

Edith Ipsmiller, WU Vienna

177 - Antecedents and dynamism of decision-making logic in global-minded start-ups (EIBA15-MS0177.docx)

Szymon Wiercinski, Kozminski University

208 - Cooperation between Polish and German SMEs in the construction sector (EIBA15-MS0208.pdf)

Anna Michna, Silesian University of Technology, Faculty of Organisation and Management

Roman Kmieciak, Silesian University of Technology, Center of New Technologies

235 - Entrepreneurial Orientation and Internationalisation: A Case of Entrepreneurial Firms in a Transition Economy (EIBA15-MS0235.pdf)

Arnim Decker, Aalborg University

Ewa Rollnik-Sadowska, Bialystok University of Technology

Per Servais, University of Southern Denmark

248 - INV Opportunity Formation Through Networking and Role of Decision-Making Logic (EIBA15-MS0248.docx)

Mika Gabrielsson, University of Eastern Finland

Peter Gabrielsson, University of Vaasa

449 - The business model as a conceptual construct to study international new ventures (EIBA15-MS0449-1.docx)

Emma Incze, University of Eastern Finland

Mika Gabrielsson, University of Eastern Finland

I10: INTERACTIVE

Session Chair: Ulf Andersson, Malardalen University

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 04

Track(s): Developments in IB theory
MNE Strategy and Organization

71 - Institutional Distance and the Performance of Foreign Subsidiaries in Brazilian Host Market: A Positive Relationship (EIBA15-MS0071.pdf)

Karim Marini Thom, University of Brasilia

Janann Joslin Medeiros, University of Brasilia

Bruce Hearn, University of Sussex

463 - FDI and Product Innovation in the Host Economy (EIBA15-MS0463.pdf)

Jaime Campos, Universidad de Santiago de chile

206 - Management Costs Incurred by Headquarters' choice of Foreign Operation Method (EIBA15-MS0206.pdf)

Ulf Andersson, Mälardalen University

Sverre Tomassen, BI Norwegian Business School

Gabriel R. G. Benito, BI Norwegian Business School

297 - Network firm approach on the global factory: theoretical insights and empirical findings (EIBA15-MS0297.docx)

Christopher Melin, ESDES, School of Management, Catholic University of Lyon

400 - How to capture the diversity within contemporary approaches of headquarters-subsidiary relationships? A study of 10 French MNCs (EIBA15-MS0400.pdf)

Hanane Beddi, IAE Lyon, Magellan Research Centre, Jean Moulin Lyon 3 University

I21: INTERACTIVE

Session Chair: Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon 3 University

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 07

Track(s): SMEs, international new ventures and international entrepreneurship

85 - Entrepreneurial Behavior and SME Internationalizaiton: Conceptualizing the Dynamics of International Entrepreneurship (EIBA15-MS0085.docx)

Rico J. Baldegger, School of Management Fribourg

86 - Knowledge Context, Opportunity Formation and Networks in International Entrepreneurship: Towards a Conceptual Model (EIBA15-MS0086.docx)

Carlos Augusto Septimio de Carvalho, COPPEAD Graduate School of Business

Luis Antonio da Rocha Dib, COPPEAD Graduate School of Business

240 - Towards a theory of border firm internationalization (EIBA15-MS0240.pdf)

Eva J.B. Jorgensen, UiT-The Arctic University of Norway

Etty R. Nilsen, Buskerud and Vestfold University College

321 - Foreign Market Entry Mode Choice of Small- and Medium-sized Enterprises: An Effectual Perspective (EIBA15-MS0321.pdf)

Alexander Jais, RWTH Aachen University

Florian B. Zapkau, University of Duesseldorf

Rene Mauer, RWTH Aachen University

Christian Schwens, Heinrich Heine University Duesseldorf

Malte Brettel, RWTH Aachen University

338 - The internationalization of SMEs: An incremental process? (EIBA15-MS0338.pdf)

Noemie Dominguez, IAE Lyon, Jean Moulin Lyon 3 University

Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon 3 University

340 - The More the Merrier? Immigrant Concentration and Entrepreneurial Activities (EIBA15-MS0340-1.docx)

Chengguang Li, University of Paderborn

Rodrigo Isidor, University of Paderborn

Luis Alfonso Dau, Northeastern University

Rudy Kabst, University of Paderborn

I4: INTERACTIVE

Session Chair: Bent Petersen, Copenhagen Business School

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 05

Track(s): Foreign entry mode and management of the value chain
Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

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76 - Including Customers and Suppliers in the Understanding of Mergers and Acquisitions (EIBA15-MS0076.docx)

Peter Dahlin, Malardalen University

Helen Anderson, Linnaeus University

Virpi Havila, Uppsala University

Johan Holtstrom, Linkoping University

Christina Oberg, Orebro University

89 - Expansion Mode Choices: The Case of US Multinationals in Brazil (EIBA15-MS0089.pdf)

Juliana Silva de Carvalho Sampaio, Fundação Getulio Vargas

Hsia Hua Sheng, Fundação Getulio Vargas

125 - Open-source Additive Manufacturing: Implications for Global Value Chains (EIBA15-MS0125.pdf)

Bent Petersen, Copenhagen Business School

424 - The internationalization process of Coffeehouse Chains: The Starbucks Case (EIBA15-MS0424.docx)

Sonja Pfaffinger, University of Deggendorf

José Ednilson de Oliveira Cabral, University of Fortaleza - UNIFOR

234 - Subsidiary Initiatives and Head Office – Subsidiary Relationship: Exploring the Moderating Effect of Intra-Oranisational Communication Effectiveness

Pornlapas Suwannarat, Mahasarakham University

426 - The Strategies of Intermediaries in Collaborative Research: Evidence from the Netherlands (EIBA15-MS0426.pdf)

Edyta Ewa Korpas, Katholieke Universiteit Leuven

Ernst Verwaal, KU Leuven University

Filip De Beule, KU Leuven University

MEET THE EDITORS - IM: ACADEMIC PANEL

International Marketing Research

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 12

Constantine Katsikeas, Journal of International Marketing

Daniel Bello, Journal of International Business Studies

Nathaniel Boso, International Marketing Review

PANEL 11: PRACTITIONER-ACADEMIA PANEL

Internationalization challenges and opportunities for non-commodity agricultural products from Latin American countries

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 13

Esteban R. Brenes, Steve Aronson Professor of Strategy, INCAE Business School; former Minister of Agriculture and former Minister of Science and Technology of Costa Rica

Nelson Carvalhaes, Chairman - CECAFE

Pablo Vargas, CEO - Grupo Britt N.V.

Decio Zylbersztajn, USP - University of Sao Paulo

PANEL 13: PRACTITIONER-ACADEMIA PANEL

Monitoring Brazilian FDI worldwide: an overview of internationalization strategies of Emerging Market Firms (a native perspective)

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 02

Gabriel Chueke, Brazilian Multinationals Observatory

S. Tamer Cavusgil, Georgia State University

Mario Ogasavara, ESPM São Paulo

Thelma Rocha, ESPM São Paulo

Erlana Castro, Regional Head of Business & Operations, GM South America@ Dentsu Aegis Network Latin America

Carlota Carneiro, Director, CCBIZ

PANEL 4: PRACTITIONER-ACADEMIA PANEL

How and why some emerging market companies manage to export high value added products

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 14

Ilan Avrichir, ESPM

Angela da Rocha, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Célia Catunda, Founder, TV PinGuim

Bruno Godinho, Probac

PANEL 6: ACADEMIC PANEL

Developing Students for Global Roles: The Importance of Global Mindset

Date: 2 December 2015 - Time: 13:30 - 15:00

Room: 11

Mansour Javidan, Thunderbird school of Global Management

Michael J. Houston, University of Minnesota

Liesl Riddle, George Washington University

GENERAL ASSEMBLY: MEETING

EIBA General Assembly

Date: 2 December 2015 - Time: 13:30 - 14:15

Room: Auditorium

Chair: Philippe Gugler, University of Fribourg

Vice-Chair: José Pla-Barber, University of Valencia

PIBR: MEETING

PIBR – Progress in International Business Research (vol.10) launch

Date: 2 December 2015 - Time: 14:15 - 15:00

Room: Auditorium

Rob van Tulder, Erasmus University

Rian Drogendijk, University of Groningen

SHORT BREAK

Date: 2 December 2015 - Time: 15:00 - 15:15

PLENARY 2: PLENARY

Theory and relevance in our research: One more time

Date: 2 December 2015 - Time: 15:15 - 16:45

Room: Salão da Pastoral

S. Tamer Cavusgil, Georgia State University

COFFEE BREAK

Date: 2 December 2015 - Time: 16:45 - 17:15

AIB-WE CHAPTER MEETING

AIB-WE Chapter Meeting

Date: 2 December 2015 - Time: 17:15 - 17:45

Room: 05

Chair: José Pla-Barber, University of Valencia

Secretary: Filip De Beule, KU Leuven University

C12: COMPETITIVE

Session Chair: Agnieszka Chidlow, The University of Birmingham

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 01

Track(s): International HRM and cross-cultural management
Special track: Methods in International Business Research
Special track: Teaching International Business

204 - Time to Say Goodbye? Effects of Perceived Psychological Contract Breach and Violation on Turnover Intentions among German International Assignees (EIBA15-MS0204.pdf)

Jan Sebastian Knocke, Friedrich-Alexander University Erlangen-Nuernberg

266 - A Critical Realist Approach for the Study of FB International Partner Selection (EIBA15-MS0266.docx)

Katerina Kampouri, Aristotle University of Thessaloniki

Emmanuella Plakoyiannaki, University of Leeds

Tanja Leppäaho, Jyväskylä University School of Business and Economics

111 - Developing senior leaders and managers in the public sector: The case of the MPA for Chinese local government leaders (EIBA15-MS0111.pdf)

Weili Teng, Nottingham Trent University

C13: COMPETITIVE

Session Chair: Bernhard Swoboda, Trier University

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 06

Track(s): International marketing

131 - International Entrepreneurial Marketing Strategies in Large Firms: The Role of Intrapreneurial Managers (EIBA15-MS0131.docx)

Man Yang, University of Vaasa

213 - Does Being Perceived as Global Pay Off? - An Analysis of Leading Foreign and Domestic MNCs in India, Japan, and the United States (EIBA15-MS0213.pdf)

Bernhard Swoboda, Trier University

Johannes Hirschmann, Trier University

236 - How Trust Works in SMEs' Export Relationships (EIBA15-MS0236.pdf)

Cristina Villar, University of Valencia

Claude Obadia, ESCE

374 - Prioritizing Geo-Referencing: The Case of Global Luxury Fashion Brands (EIBA15-MS0374.docx)

Alexander Rusetski, York University

Andreas Strebinger, York University

C18: COMPETITIVE

Session Chair: Liena Kano, University of Calgary

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 13

Track(s): MNE Strategy and Organization

197 - Do multinationals engage in tax planning activities? - The case of Sweden (EIBA15-MS0197.docx)

Asa Hasson, Lund University

Karin Olofsodotter, Lund University

Susanna Thede, Malta University

299 - Unbundling Regional Multinationals: Regional Effect, Learning and the Value Chain (EIBA15-MS0299.doc)

Alain Verbeke, University of Calgary

Liena Kano, University of Calgary

Wenlong Yuan, University of Lethbridge

343 - A Meta-analysis of Integration Mechanism Outcomes in Multinational Enterprises (EIBA15-MS0343.pdf)

Rong Zeng, University of Calgary

Birgitte Grogaard, University of Calgary

Piers Steel, University of Calgary

C2: COMPETITIVE

Session Chair: Maria Elo, Turku School of Economics

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 14

Track(s): Developments in IB theory

48 - Reconceptualising LOF Through a Diaspora Resource Perspective - Implications for Foreign Market Entry (EIBA15-MS0048.docx)

Maria Elo, Turku School of Economics

Sivaram Vemuri, Charles Darwin University

273 - MNE Theory and Corporate Governance (EIBA15-MS0273.docx)

Roger Strange, University of Sussex

383 - Country-of-Origin as a Resource and Host Country Investment (EIBA15-MS0383.doc)

Alvaro Cuervo-Cazurra, Northeastern University

C. Annique UN, Northeastern University

C21: COMPETITIVE

Session Chair: Ivan Lapuente Garrido, UNISINOS - UNIVERSIDADE DO VALE DO RIO DOS SINOS

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 12

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

144 - The Effect of Status and Dynamics of Host-Country Institutional Quality on the Internationalization Speed of Multinational Firms (EIBA15-MS0144.pdf)

Moritz Putzhammer, WU Vienna

Jonas Puck, WU Vienna

Thomas Lindner, WU Vienna

160 - Buffered or under Scrutiny? Disentangling the Effect of Size on Subsidiary Political Strategies (EIBA15-MS0160.pdf)

Patricia Rene, Klopf, WU Vienna

Phillip Christopher Nell, WU Vienna

Jonas Puck, WU Vienna

192 - Analytical Dimensions of Institutions and their Applications in International Business Studies (EIBA15-MS0192.pdf)

Silvio Luis De Vasconcellos, UNISINOS - Universidade do Vale do Rio dos Sinos

Jefferson Marlon Monticelli, UNISINOS - Universidade do Vale do Rio dos Sinos

Ivan Lapuente Garrido, UNISINOS - Universidade do Vale do Rio dos Sinos

Cyntia Vilasboas Calixto, FGV/EAESP - Escola de Administração de Empresas de São Paulo

C22: COMPETITIVE

Session Chair: Francisco Figueira de Lemos, Uppsala University

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 11

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

278 - Internationalization: Does politics matter? (EIBA15-MS0278.pdf)

Francisco Figueira de Lemos, Uppsala University

348 - Intra-EU knowledge flows in the renewable energy sector: a patent citation analysis (EIBA15-MS0348.pdf)

Francesca Sanna-Randaccio, Sapienza University of Rome

Chiara Conti, Sapienza University of Rome

Maria Luisa Mancusi, Catholic University (Milan)

Roberta Sestini, Sapienza University of Rome

Elena Verdolini, Fondazione Eni Enrico Mattei (FEEM)

351 - The moderating effect of entry mode and MNE networks on the relationship between reforms and performance (EIBA15-MS0351.pdf)

Luis Alfonso Dau, Northeastern University

C7: COMPETITIVE

Session Chair: Igor Kalinic, University of Leeds

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 02

Track(s): Foreign entry mode and management of the value chain

53 - Technological strategies and learning by exporting: the case of Brazilian manufacturing firms, 2006-2008 (EIBA15-MS0053.pdf)

Bruno Cesar Araujo, University of Sao Paulo

Mario Sergio Salerno, University of Sao Paulo

116 - An Entrepreneurial Resource-Based View of Export Channel Selection and Export Performance (EIBA15-MS0116.docx)

Igor Kalinic, University of Leeds

Keith D. Brouthers, King's College London

159 - Disentangling the role of modularity and reconsidering the entry mode choice theories: the case of business service offshoring (EIBA15-MS0159.pdf)

Stefano Elia, Politecnico di Milano

Silvia Massini, University of Manchester

Rajneesh Narula, University of Reading

I12: INTERACTIVE

Session Chair: Constanza Bianchi, Universidad Adolfo Ibanez

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 09

Track(s): International marketing

188 - Exploring Antecedents of Export Commitment in an Emerging Market (EIBA15-MS0188.docx)

Constanza Bianchi, Universidad Adolfo Ibanez

Jorge Carneiro, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Rumintha Wickramasekera, Queensland University of Technology

225 - Organizational Underpinnings of Supply Chain Resilience: The Interactive Role of Organizational Capabilities and Organizational Alignment (EIBA15-MS0225.pdf)

Ismail Golgeci, University of Vaasa

Olli Kuivalainen, lappeenranta university of technology

363 - Marketing Strategies in the Internationalization Process of Brazilian Franchises (EIBA15-MS0363.docx)

Maria Adriana Camargo, Escola Superior de Propaganda e Marketing

Thelma Rocha, ESPM São Paulo

Susana Costa e Silva, Catholic University of Portugal

366 - The Corporate Brand in the Context of Internationalization (EIBA15-MS0366.docx)

Juliana Rodrigues, FEA USP

Ney Nakazato Miyahira, FEA USP

Bruno Giovanni Mazzola, FEA USP

Mariana Bassi Sutter, FEA USP

378 - Psychic Distance, Purchase Intention and Life Satisfaction. An analysis of international purchase websites. (EIBA15-MS0378.docx)

Rodrigo Martins Baptista, Universidade Anhembi Morumbi

Jose Manuel Souza Meireles, Universidade Anhembi Morumbi

Mauro José Oliveira, Centro Universitário da FEI

I5: INTERACTIVE

Session Chair: Rian Drogendijk, University of Groningen

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 08

Track(s): Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

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55 - Knowledge Flows in German MNCs: The Role of Inpatriates (EIBA15-MS0055.doc)

Torsten M. Kühlmann, University of Bayreuth

158 - The role of local partner heterogeneity in MNE subsidiaries' knowledge creation and protection: the case of Galway medical technology cluster (EIBA15-MS0158.pdf)

Paul Ryan, National University of Ireland, Galway

Ulf Andersson, University of Malardalen

Alessandra Perri, Universita Venezia

Majella Giblin, Trinity College Dublin

201 - Effects of attention dissonance on communication in multinational corporations (EIBA15-MS0201.pdf)

Rian Drogendijk, University of Groningen

Hammad ul Haq, Uppsala University

Desiree Blankenburg Holm, Uppsala University

293 - Personal values and managers' response to foreign subsidiary initiatives' resistance (EIBA15-MS0293.pdf)

Fidel Leon-Darder, Universitat de Valencia

Fariza Achcaoucaou, Universitat de Barcelona

Grettel Brenes, Instituto Tecnologico de Costa Rica

372 - Reverse Transfer of Technological Capabilities at Emerging Multinationals: Shall They Innovate? (EIBA15-MS0372.docx)

Gabriel Vouga Chueke, ESPM Brazilian Multinationals Observatory

Itiel Moraes Silva, University of São Paulo

Moacir de Miranda Oliveira Jr., Universidade de São Paulo (USP)

PANEL 18: ACADEMIC PANEL

Research in emerging countries: overcoming challenges in scholarly publishing

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: 10

Martyn Lawrence, Emerald Group Publishing Limited

Maria Alejandra Gonzalez-Perez, Universidad EAFIT

Christian Felzensztein, Universidade Adolfo Ibanez and Kingston University London

Rodrigo Bandeira-de-Mello, FGV-Eaesp

Suzana Braga Rodrigues, Fumec University and Erasmus University

WORKSHOP: WORKSHOP

Workshop: Writing teaching cases without knowing all the answers

Date: 2 December 2015 - Time: 17:15 - 18:30

Room: Auditorium

Rob van Tulder, Erasmus University

C16: COMPETITIVE

Session Chair: Jorma Larimo, University of Vaasa

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 01

Track(s): MNE Strategy and Organization

23 - Market-Political ambidexterity in Spanish MNEs. The simultaneous relationship between scope of internationalization and political risk (EIBA15-MS0023.docx)

Alfredo Jimenez, Kedge Business School

54 - Not All Family Firms Are the Same: The Moderating Impact of Family Firms on the Management of Political Risk (EIBA15-MS0054.docx)

Alfredo Jimenez, Kedge Business School

Antonio Majocchi, University of Pavia

Bice Della Piana, University of Salerno

356 - Impact of Ownership Level on Subsidiary Survival in Foreign Acquisitions (EIBA15-MS0356.pdf)

Yi Wang, University of Vaasa

Jorma Larimo, University of Vaasa

421 - Dialectics of organizational change and resistance amid contradictory institutional logics: A longitudinal qualitative study of dynamics in the process of language standardization (EIBA15-MS0421.pdf)

Charlotte Jonasson, Aarhus University

Jakob Lauring, Aarhus University

David Sapto Adi Guttormsen, University of Exeter Business School

C26: COMPETITIVE

Session Chair: Catherine Welch, University of Sydney

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 02

Track(s): SMEs, international new ventures and international entrepreneurship

30 - Internationalization of Immigrant-Owned SMEs: The Role of Language (EIBA15-MS0030.docx)

Sui Sui, Global Management Studies Department Ted Rogers School of Management Ryerson University

Horatio Morgan, Global Management Studies Department Ted Rogers School of Management Ryerson University

Matthias Baum, Technische Universit„t Kaiserslautern Lehrstuhl fr Entrepreneurship

140 - Gender and International Opportunity Identification by Female SME Owners in China (EIBA15-MS0140.pdf)

Olga Muzychenko, University of Adelaide

Kechen Dong, University of Adelaide

448 - Making Sense of International Opportunities in Entrepreneurial Selling (EIBA15-MS0448-1.pdf)

Irene Lehto, University of Oulu

467 - The internationalization process model revisited: An agenda for future research (EIBA15-MS0467.pdf)

Catherine Welch, University of Sydney

Niina Nummela, University of Turku

Peter Liesch, The University of Queensland Business School

C4: COMPETITIVE

Session Chair: Raquel Meneses, University of Porto

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 08

Track(s): FDI in and from emerging market economies

118 - Relationship Between Internationalization and Innovation in Emerging Economy Firms (EIBA15-MS0118.pdf)

Pooja Thakur-Wernz, Virginia Tech

Shantala Samant, Virginia Tech

Christian Wernz, Virginia Tech

291 - Foreign Direct Investment and Innovation in Emerging European Countries (EIBA15-MS0291.pdf)

Marzenna Anna Weresa, Warsaw School of Economics, World Economy Research Institute

Tomasz M. Napiorkowski, Warsaw School of Economics, World Economy Research Institute

304 - Understanding the Herding Behaviour of Firms in International Market Selection (EIBA15-MS0304.docx)

Susana Costa e Silva, Catholic University of Portugal

Raquel Meneses, University of Porto

Joanna Radomska, Wroclaw University of Economics

438 - The importance of bunching, clustering and learning: A location study of Chinese investment in the European Union (EIBA15-MS0438.pdf)

Filip De Beule, KU Leuven University

Dieter Somers, KU Leuven University

Haiyan Zhang, NEOMA Business School

C8: COMPETITIVE

Session Chair: Jakob Müller, Vienna University of Economic and Business

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 14

Track(s): International finance, accounting and corporate governance

91 - Corporate Social Performance around the World Pre- and Post the Global Financial Crisis (EIBA15-MS0091.pdf)

Jeremy Galbreath, Curtin Graduate School of Business

Mariano Heyden, Newcastle Business School, Australia

Trond Randoy, University of Agder

174 - The impact of reputation on value creation in mergers and acquisitions: Evidence from French multinationals (EIBA15-MS0174.pdf)

Ludivine Chalencon, IAE Lyon, Jean Moulin Lyon 3 University

Ana Colovic, NEOMA Business School

Olivier Lamotte, ESG Management School

Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon 3 University

222 - Contextualizing the cost of financing FDI: The roles of country specific risk, distance and expectations (EIBA15-MS0222.pdf)

Jakob Müllner, Vienna University of Economic and Business

Thomas Lindner, WU Vienna

Jonas Puck, WU Vienna

280 - Dividend Policy, Foreign Ownership, and Expropriation in Chinese Listed Firms (EIBA15-MS0280.pdf)

Yan Du, IESEG School of Management

Jens Ording Hansen, University of Agder

I16: INTERACTIVE

Session Chair: Pavlos Dimitratos, University of Glasgow

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 07

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

80 - Fast Dental Health (EIBA15-MS0080.pdf)

Miguel Angel Montoya, ITESM

245 - The Effect of Firm Characteristics, Industry Drivers and Environmental Influences on Export Intensity: An Analysis of MNE Affiliates (EIBA15-MS0245.doc)

Pavlos Dimitratos, University of Glasgow

Dimitris Manolopoulos, Athens University of Economics and Business

Emmanuella Plakoyiannaki, University of leeds

251 - Can crisis management help companies reinforce CSR strategies? Crossing chasms and stakeholders (EIBA15-MS0251.pdf)

Sylvaine Mercuri Chapuis, Magellan Research Centre - IAE - University Jean Moulin Lyon 3

Aline Pereira Pundrich, Humanis Research Center - EM Strasbourg Business School

272 - Managing crisis in times of corporate social responsibility: a proposition of five mechanisms through examples in the French and Brazilian oil industries (EIBA15-MS0272.pdf)

Aline Pereira Pundrich, Humanis Research Center - EM Strasbourg Business School

301 - Political Perspectives of Relationship Networks to Internationalization of Firms in an Emerging Country (EIBA15-MS0301.pdf)

Jefferson Marlon Monticelli, UNISINOS - Universidade do Vale do Rio dos Sinos

Silvio Luis De Vasconcellos, UNISINOS - Universidade do Vale do Rio dos Sinos

Ivan Lapuente Garrido, UNISINOS - Universidade do Vale do Rio dos Sinos

Fabio Dal-Soto, Universidade do Vale do Rio dos Sinos

452 - The Effects of Foreignness, Internationalization, Country Openness and Knowledge Intensity on Evaluations of Service Firm Reputations in Latin America (EIBA15-MS0452.docx)

Armando Borda, ESAN

William Newburry, Florida International University

Hildy Teegen, University of South Carolina

Antonio Montero, Merco

Juan José Najera, Universidad Rey Juan Carlos

Natali Lama, ESAN

Zulma Quispe, ESAN

Francisco Forcadell, Universidad Rey Juan Carlos

I19: INTERACTIVE

Session Chair: Nathaniel Boso, Leeds University Business School

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Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 04

Track(s): SMEs, international new ventures and international entrepreneurship

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39 - Does Internationalization Theory Apply in Contingencies? How Italian and Slovenian SMEs React to Pressures in Their Home Markets (EIBA15-MS0039.pdf)

Roland Bardy, Florida Gulf Coast University

Maurizio Massaro, Udine University

Arthur Rubens, Florida Gulf Coast University

Carlo Bagnoli, Ca Foscari University of Venice

88 - Asymmetric Symbiotic Relationships and Dependent Internationalization: Small Service Firms in a Multinational Network (EIBA15-MS0088.docx)

Angela da Rocha, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Melissa Wilson Senra, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Jorge Ferreira da Silva, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Renato Cotta De Mello, Federal University of Rio de Janeiro

Luciana Albuquerque Alves, Federal University of Rio de Janeiro

114 - Exploring the Conceptual Link Between SMES Internationalization and Open Innovation (EIBA15-MS0114.doc)

Jurgita Sekliuckiene, Kaunas University of Technology

Rimante Morkertaite, Kaunas University of Technology

137 - Open Innovation and Internationalization of High-Tech SMEs: The Double Moderating Role of Proactive Market Orientation (EIBA15-MS0137.pdf)

Matevz Raskovic, University of Ljubljana, Faculty of Economics

Matej Cerne, University of Ljubljana, Faculty of Economics

Desislava Dikova, Vienna University of Economics and Management

Andreja Jaklic, University of Ljubljana, Faculty of Social Sciences

358 - Internationalization, value orientation, entrepreneurial motive and institutions: a cross-country empirical study (EIBA15-MS0358.docx)

Jie Chen, Lappeenranta University of Technology, School of Business

Sami Saarenketo, Lappeenranta University of Technology, School of Business and Management

Kaisu Puumalainen, Lappeenranta University of Technology, School of Business and Management

I9: INTERACTIVE

Session Chair: David S. A. Guttormsen, University of Exeter Business School; Warwick Business School; Leeds University Business School

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Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 05

Track(s): International HRM and cross-cultural management

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21 - Can talent development influence emerging market firms' results? Evidence from Russian companies (EIBA15-MS0021.docx)

Marina Latukha, Graduate school of management, St.Petersburg state university

112 - Empathy and Adaptiveness are Essential Qualities - Yet the Key for Cross-Culturally Effective Leadership is Reactiveness (EIBA15-MS0112.doc)

Haruka Marufuji, University of Manchester

Claudio De Mattos, University of Manchester

193 - MNC Global-Local Cultural Strategic Responses and Management Practice Transfer (EIBA15-MS0193.docx)

Lena Zander, Uppsala University

215 - Transformational Leadership Behaviors in Two Culturally Distinct Contexts of Russia and Finland (EIBA15-MS0215.pdf)

Alexei Koveshnikov, Aalto University School of Business

Mats Ehrnrooth, Hanken School of Economics

279 - Forms of dual organizational identification within the MNC: An empirical investigation (EIBA15-MS0279.doc)

Sofia John, Hanken School of Economics

Kristiina Makela, Aalto School of Business

Jennie Sumelius, Hanken School of Economics

Davina Vora, SUNY New Paltz

290 - Trust but verify - empowerment under control (EIBA15-MS0290-1.pdf)

Virpi Tuulikki Outila, Aalto University School of Business

PANEL 10: ACADEMIC PANEL

Developments in International Marketing: Strategic, Branding, and Relationship Management Issues

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: Auditorium

Chair: Stavroula Spyropoulou, University of Leeds

Discussant: Magnus Hultman, University of Leeds

Pervez Ghauri, University of Birmingham

Fatima Wang, King's College London

Adamantios Diamantopoulos, University of Vienna

Suraksha Gupta, University of Kent

Dionysis Skarmeas, Athens University of Economics & Business

Athina Zeriti, Durham University

Flora Kokkinaki, Athens University of Economics & Business

Giuseppe Musarra, University of Leeds

Constantine Katsikeas, University of Leeds

PANEL 14: ACADEMIC PANEL

The Past and the Future of EIBA: Personal Recollections and Visions

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 11

Chair: Juán José Durán, Centro Internacional Carlos V, Universidad Autónoma de Madrid

Vitor Corado Simões, (EIBA Fellow), ISEG - Lisbon School of Economics and Management, University of Lisbon

Gabriel R. G. Benito, (EIBA President 2005), BI Norwegian Business School

Ana Teresa Tavares-Lehmann , (Editor, EIBAzine; EIBA President 2010), University of Porto

Jonas Puck, (Incoming EIBA President), WU Vienna University of Economics and Business

PANEL 15: ACADEMIC PANEL

Teaching Cases on BRIC Multinationals

Date: 3 December 2015 - Time: 08:30 - 10:00

Room: 13

Rob van Tulder, Erasmus University

COFFEE BREAK

Date: 3 December 2015 - Time: 10:00 - 10:30

C1: COMPETITIVE

Session Chair: Andrei Panibratov, Graduate School of Management, St. Petersburg State University

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 01

Track(s): Conference theme track - International Business after the BRIC's rush
Developments in IB theory

40 - Dismantling complexity of institutional foundations of international competitiveness of emerging market firms: Explorative study of Russian software firms (EIBA15-MS0040.pdf)

Irina Mihailova, Aalto University School of Business

Andrei Panibratov, Graduate School of Management, St. Petersburg State University

Marina Latukha, Graduate school of management, St.Petersburg state university

169 - Rise of the Emerging Market Multinationals and the Transformation of the Global Business Environment (EIBA15-MS0169.pdf)

Michal Budryk, Uppsala University

9 - Coming to America: Gaining Legitimacy through Director Interlocks by Chinese IPOs in the U.S. (EIBA15-MS0009.doc)

Dane Blevins, Binghamton University

Alex Bitektine, HEC Montreal

Igor Filatotchev, Cass Business School

Greg Bell, University of Dallas

164 - Shopping Malls Affect Luxury Retail Internationalization into Emerging Markets: Evidence from Brazil (EIBA15-MS0164.docx)

Renata Maria Gomes, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Jorge Carneiro, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

C23: COMPETITIVE

Session Chair: Saara Julkunen, University of Eastern Finland

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 02

Track(s): SMEs, international new ventures and international entrepreneurship

123 - Professional Service Firms: Internationalisation Pathways of Other Types of Rapidly Internationalising Firms (EIBA15-MS0123.docx)

Robert Jack, Macquarie University

Murray Taylor, Macquarie University

Susan Freeman, University of South Australia

129 - Growing up Is Hard to Do: Maturing Born Global Companies in a High-Tech Environment (EIBA15-MS0129.pdf)

Tamar Almor, College of Management

Stine Oyna, University of Agder

Shlomo Y. Tarba, University of Birmingham

Mohammad F Ahammad, Nottingham Trent University

228 - Take-off time, Take-off Strategies and Speed of International Expansion (EIBA15-MS0228.docx)

Martin Johanson, Mid Sweden University

Mikael Hilmersson, Halmstad Univesity

Heléne Lundberg, Mid Sweden University

Stylianos Papaioannou, Mid Sweden University

265 - INV growth and the role of decision-making logic in network structure development (EIBA15-MS0265.pdf)

Markus Raatikainen, University of Eastern Finland

Mika Gabrielsson, University of Eastern Finland

Saara Julkunen, University of Eastern Finland

C3: COMPETITIVE

Session Chair: Tilo F. Halaszovich, University of Bremen

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 12

Track(s): FDI in and from emerging market economies

147 - Complex and Difficult - The Effects of the Institutional Environment on Firm Performance in Emerging Markets (EIBA15-MS0147.pdf)

Tilo F. Halaszovich, University of Bremen

223 - The Investment Development Path of Poland: a Current Assessment (EIBA15-MS0223-1.pdf)

Piotr Trapczynski, Poznan University of Economics

Marian Gorynia, Poznan University of Economics

Jan Nowak, IBD Business School

Radoslaw Wolniak, University of Warsaw

371 - Political Embeddedness and Strategic Asset Seeking of a Privately Held Emerging Economy Firm: Geely's Acquisition of Volvo Cars Corporation (EIBA15-MS0371.pdf)

Bent Petersen, Copenhagen Business School

Inge Ivarsson, University of Gothenburg

384 - The Coevolution of Pro-Market Reforms and Emerging Market Multinationals (EIBA15-MS0384.docx)

Alvaro Cuervo-Cazurra, Northeastern University

I13: INTERACTIVE

Session Chair: Emilene Leite, Uppsala University

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 04

Track(s): International networks and alliances

32 - MNC-Host Government Relationship: Research Review, Gaps and Future Directions (EIBA15-MS0032.pdf)

Emilene Leite, Uppsala University

Hammad ul Haq, Uppsala University

186 - Trust Culture and the Bounderies of the Firm_A Meta-Analysis on Outsourcing Announcements (EIBA15-MS0186.pdf)

Philipp Wilhelm Heinrich Dahlgruen, Justus Liebig University Giessen School of Management and Economics

Andreas Bausch, Justus Liebig University Giessen School of Management and Economics

336 - Enhancing Process Innovation Performance of IJVS Between Leader and Latecomer - Brazilian Shipyard Case (EIBA15-MS0336.pdf)

Tania Silva Barboza, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Fabio Oliveira Paula, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

I18: INTERACTIVE

Session Chair: Leif Atle Beisland, University of Agder

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 06

Track(s): International finance, accounting and corporate governance
MNEs' institutional environment, corporate social responsibility and sustainable development

162 - National Governance, Social Elites on Company Boards, and Board Compensation: A Cross-National Sudy of Emerging Economy IPO Firms (EIBA15-MS0162.doc)

Bruce Alllen Hearn, University of Sussex

Roger Strange, University of Sussex

Jenifer Piesse, King's College London

233 - The commercialization of the microfinance industry: Is there a 'personal mission drift' among the credit officers? (EIBA15-MS0233.docx)

Leif Atle Beisland, University of Agder

Bert D'Espallier, KU Leuven

Roy Mersland, University of Agder

107 - The Diversity of Chinese Firms: Antecedents and Consequences for Chinese Direct Investments in Europe (EIBA15-MS0107.docx)

Jiajia Liu, Manchester Business School

Matthew Allen, Manchester Business School

Michael Korn, Manchester Business School

Maria Allen, Manchester Metropolitan University Business School

182 - How public trust in corporations shapes the financial returns on CSR investments (EIBA15-MS0182.pdf)

Ioanna Boulouta, Birkbeck,University of London

Stelios Zyglidopoulos, University of Glascow

241 - Tax avoidance and ownership concentration (EIBA15-MS0241.pdf)

Kirsten Ralf, ESCE International Business School

Jean-Bernard Chatelain, University Paris 1

I3: INTERACTIVE

Session Chair: Stefan Schmid, ESCP Europe

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 08

Track(s): FDI in and from emerging market economies

83 - A Theoretical Framework for Determinants Factors of Outward Investments from Emerging Markets Economies (EIBA15-MS0083.pdf)

Paulo Roberto Do Amaral Ferreira, Federal University Of Rio de Janeiro

Luis Antonio da Rocha Dib, Federal University Of Rio de Janeiro

90 - Latecomer Perspective and Chinese Agrifood ODI: A Critique and Proposal for Future Research Agenda (EIBA15-MS0090.docx)

Chui Shiam (Connie) Chan, The University of Sydney

214 - Influences of Institutional Distance and Level of Ownership Freedom in the Emerging Economies on Greenfield Market Entry Strategies of MNEs (EIBA15-MS0214.docx)

Jorma Larimo, University of Vaasa

Ahmad Arslan, Edge Hill University

314 - Bounds Testing Approach: Outward Foreign Direct Investment and Domestic Investment in Brazil (EIBA15-MS0314.pdf)

Igor Jordano Cassemiro Gondim, ESPM São Paulo

Mario Henrique Ogasavara, ESPM São Paulo

315 - Key Factors that Inhibit the Portuguese Investment in Romania (EIBA15-MS0315.docx)

Jamil Farkat, Doctoral program in industrial engineering and management, Faculty of Engineering of the University of Porto (Portugal)

João Pedro Alvim, Doctoral Program in Management, Faculty of Economics of the University of Porto

Raquel Meneses, Department of Management, Faculty of Economics of the University of Porto

317 - European green tech FDI in China: The role of culture (EIBA15-MS0317.doc)

Katiuscia Vaccarini, University of Macerata, Italy

Francesca Spigarelli, University of Macerata, Italy

Ernesto Tavoletti, University of Macerata, Italy

I7: INTERACTIVE

Session Chair: Sami Dakhlia, ESCE

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 05

Track(s): International HRM and cross-cultural management

103 - The Effects of Strategic Talent Management on Employees' Intention to Leave in Brazilian MNCs

Judith Ambrosius, FAU Erlangen-Nuremberg

142 - The culture studies in international business: A tale of two paradigms (EIBA15-MS0142.docx)

Verner Worm, Copenhagen Business School

Xin Li, Copenhagen Business School

Michael Jacobsen, Copenhagen Business School

Xie Peihong, Shanghai University of International Business and Economics

300 - Cross-cultural business negotiations: investigating the micro-dynamics of individual-to-individual and team-to-team sequences of interactions (EIBA15-MS0300.pdf)

Cheryl Dowie, University of Manchester

Claudio De Mattos, University of Manchester

Dr. Oscar De-Bruijn, University of Manchester

397 - Training Multicultural Employees in the Headquarters: the Case Study of Indonesian Employees in a Japanese Multinational (EIBA15-MS0397.docx)

Kasih Priska Safitri Setiawan, Osaka University

Tomoki Sekiguchi, Osaka University

Azusa Ebisuya, Osaka University

431 - Conflict, variety (diversity) and performance of ad-hoc work teams (EIBA15-MS0431.pdf)

Ursula Pregernig, WU Vienna

Jonas Puck, WU Vienna

Alexander Mohr, Kent Business School

MEET THE EDITORS - IB: ACADEMIC PANEL

How to Publish on International Business

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 11

Pervez Ghauri, International Business Review

John Cantwell, Journal of International Business Studies

Torben Pedersen, Global Strategy Journal

Jonathan Doh, Journal of World Business

PANEL 1: ACADEMIC PANEL

Online Teaching Trends and Innovation for International Business Education

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: Auditorium

Ronaldo Parente, Florida International University

David Wernick, Florida International University

Bruno de Goes, Temple University

Jay Lipe, University of Minnesota

Henrique Heidtmann, FGV/EBAPE

PANEL 17: PRACTITIONER-ACADEMIA PANEL

First Steps to Success in Emerging Markets

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 10

Sabrina Kinckle, Manager of Business Development, Euromonitor International

Moderator: Constanza Bianchi, Universidad Adolfo Ibanez

PANEL 7: ACADEMIC PANEL

Conducting a longitudinal Multicountry Multiphase Research Project: the past, present, and future of Project GLOBE.

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 14

Mansour Javidan, Thunderbird school of Global Management

Peter Dorfman, New Mexico State University

Ali Dastmalchian, University of Victoria

UNCTAD FORUM: ACADEMIC PANEL

UNCTAD Forum - Reforming International Investment Governance

Date: 3 December 2015 - Time: 10:30 - 12:00

Room: 13

Chair: Peter Buckley, Leeds University Business School

Ana Teresa Tavares-Lehmann , CEF.UP, FEP, U. Porto

Filip De Beule, KU Leuven University

Philippe Gugler, University of Fribourg

LUNCH

Date: 3 December 2015 - Time: 12:00 - 13:30

P2: POSTER

Session Chair: Peter Buckley (Leeds U.), Pervez Ghauri (Birmingham U.) & Tamer Cavusgil (Georgia State U.)

Date: 3 December 2015 - Time: 12:00 - 13:30

Room: Poster Hall

370 - The role of national government policies on diversification of Brazil capital goods exports (EIBA15-MS0370.pdf)

Diego Bonaldo Coelho, ESPM

Moacir de Miranda Oliveira Jr., Universidade de São Paulo (USP)

Felipe Mendes Borini, ESPM -Escola Superior de Propaganda e Marketing & FEA - Universidade de São Paulo

437 - When Blood is Thicker: Top Management Team Nepotism and Firm Growth in a Transition Economy (EIBA15-MS0437.pdf)

Peder Greve, Henley Business School, University of Reading

Winfried Ruigrok, University of St. Gallen

Gjergji Filipi, INSTAT

455 - Why Low Income Brazilian Consumers Refuse to Buy Chinese Automobiles? (EIBA15-MS0455.doc)

Viviane Chunques Gervasoni, UNINOVE Universidade Nove de Julho

George Bedinelli Rossi, ESPM Escola Superior de Propaganda e Marketing

Dirceu da Silva, UNINOVE Universidade Nove de Julho

Marcos Roberto Luppe, EACH-USP

379 - Internationalization of Emerging Country MNEs in the Period of the Global Financial Crises (EIBA15-MS0379.docx)

Omer Cem Kutlubay, Rutgers University

Serdar Yayla, Rutgers University

395 - The Cost of Legitimacy (EIBA15-MS0395.pdf)

Ute Heinrichs, WU Vienna

412 - The role of institutions in foreign entry mode: a comparative study between emerging and advanced economy MNCs investing in Latin America (EIBA15-MS0412.pdf)

Gabriel Chueke, Brazilian Multinationals Observatory

Mario Henrique Ogasavara, ESPM São Paulo

417 - Implementing automotive subcontracting industry in Russia: limits of the standardised approach (EIBA15-MS0417.doc)

Vincent Montenero, Dauphine University Paris

Valery Krylov, Université de Lorraine

457 - Evaluation of the effects of State Ownership varieties on international efficiency of Brazilian Multinationals (EIBA15-MS0457.docx)

Juciara Nunes de Alcantara, University of Lavras

Rodolfo Gomes, University of Lavras

Cristina Lelis Leal Calegario, University of Lavras

376 - The Internationalization Process in a Public Higher Education Institution of Northeastern Brazil (EIBA15-MS0376.docx)

Alexandre Rodrigues Santos, Federal University of Piaui (UFPI)

Daniel Felipe Victor Martins, Rural Federal University of Pernambuco (UFRPE)

Antonio Raniel Silva Lima, Faculdade Leao Sampaio

Sergio H A C Forte, University of Fortaleza (UNIFOR)

432 - Governance of Agri-food Supply Network In Emerging Markets The evidence from Vietnam Cassava Sector (EIBA15-MS0432.pdf)

Hanh Thi Song Pham, Sheffield Hallam University

247 - Coping with perception gaps in headquarter-subsidiary relations: the role of subsidiary managers in China, Brazil and USA (EIBA15-MS0247.pdf)

Inger Beate Pettersen, Bergen University College

Rolv Petter Amdam, Norwegian Business School

Anita Ellen Tobiassen, Oslo and Akershus University College of Applied Sciences

312 - The Effects of Language Barriers on Firms' Subsidiary Staffing: The Moderating Impact of Subsidiary Autonomy (EIBA15-MS0312.docx)

Hendrik Klier, University of Duesseldorf

Christian Schwens, Heinrich Heine University Duesseldorf

415 - Corporate Governance: How Do Investors Affect the Production of European Law? (EIBA15-MS0415.pdf)

Therese Strand, Yale Law School

423 - Business Strategy Pentagon (EIBA15-MS0423.doc)

Oderlene Vieira Oliveira, University of Fortaleza - UNIFOR

232 - Introduction of MBO system management in a fast internationalizing italian Company (EIBA15-MS0232.docx)

Cristina Cazorzi, Dauphine university Paris

Vincent Montenero, Dauphine University Paris

262 - Diversity management as key factor in organizations operating in Creative Sector (EIBA15-MS0262.pdf)

Victor de la Paz Richarte Martinez, ESPM Escola Superior de Propaganda e Marketing

346 - The impact of the foreign subsidiary management and performance in the expatriate assignment in emerging markets (EIBA15-MS0346.pdf)

Marcia Zabdiele Moreira, Universidade Federal do Ceará

Mario Henrique Ogasavara, ESPM São Paulo

Elano Ferreira Arruda, Universidade Federal do Ceará

418 - When Hofstede's 'National Culture' Meets Excepcionalism of Political Science: Towards a Sociological Meso-Level for Developing Intercultural Competencies (EIBA15-MS0418.pdf)

David Sapto Adi Guttormsen, University of Exeter Business School

Malcolm Chapman, Centre for International Business, University of Leeds

419 - Increasing quality time of dual career couples through flexible work arrangements (EIBA15-MS0419.pdf)

Georg Dochtmann, Otto Friedrich University Bamberg/Germany Chair of Human Resource Management

442 - Making a Conceptual Shift in the Quest of Understanding Intercultural Relations: A Cultural Fit Perspective (EIBA15-MS0442.docx)

Harun Emre Yildiz, Uppsala University

Sergey Morgulis-Yakushev, Stockholm School of Economics

Adis Murtic, Stockholm School of Economics

57 - Business models and marketing practices of internationalising MNEs: a frame analytic perspective on the role of MNE subsidiaries in the practice of business models (EIBA15-MS0057.doc)

Jinmin Wang, The University of Nottingham

Michael Ngoasong, The Open University

Rolv Petter Amdam, Norwegian Business School

Bjarnar Ove, Molde University College

61 - The role of individual-level cultural orientations in shaping digital piracy behavior: A multi-country analysis (EIBA15-MS0061.docx)

Irena Vida, University of Ljubljana

Monika Kukar-Kinney, University of Richmond

Mateja Kos Koklic, University of Ljubljana

James Frances Reardon, University of Nothern Colorado

92 - Cultural Antecedents of Selling Behavior: The Mediating Role of Emotional Intelligence (EIBA15-MS0092.pdf)

Selma Kadic-Maglajlic, University of Sarajevo, School of Economics and Business

Irena Vida, University of Ljubljana

Matevz Raskovic, University of Ljubljana, Faculty of Economics

120 - The influence of gender, the usage status and country of residence on car purchases in Brazil and Portugal (EIBA15-MS0120.pdf)

Danilo de Oliveira Sampaio, Federal University of Juiz de Fora - UFJF

Rodrigo Coimbra, Porto University

Carlos Melo de Brito, Porto University

148 - Performance of valuable brands companies in the stock market: evidence from Latin America (EIBA15-MS0148.doc)

Aline Armanini Stefanan, Federal University of Santa Maria

Marta Olivia Rovedder de Oliveira, Federal University of Santa Maria

Mauri Leodir Lobler, Federal University of Santa Maria

259 - The Relevance of Entrepreneurial Marketing on the Internationalization of Micro and Small Enterprises (EIBA15-MS0259.pdf)

Reynaldo Dannecker Cunha, ESPM/SP

Sergio Garrido Moraes, ESPM/SP

354 - Multilatinas: What Do We Know About Them? (EIBA15-MS0354.pdf)

Cyntia Vilasboas Calixto, FGV/EAESP

Marina Amado Bahia Gama, FGV EAESP

Victor Manuel Coimbra Antonio, FGV EAESP

Daniela de Paula Cavalheiro, FGV EAESP

163 - Corporate Social Responsibility in the "New Emerging Countries" - Business as we know it? (EIBA15-MS0163.pdf)

Verena J. Patock, Vienna University of Economics and Business

261 - "Geographical Co-location and Trade Association Effects on Firm's Export Performance: Evidence from South American Emerging Economies" (EIBA15-MS0261.pdf)

Jose Alberto Brache, Universidad Adolfo Ibañez

Christian Felzensztein, Universidad Adolfo Ibañez and Kingston University London

269 - Overcoming the Liability of Emergingness and Assets Parsimony (EIBA15-MS0269.pdf)

Juan Velez-Ocampo, Institución Universitaria Salazar y Herrera

Maria Alejandra Gonzalez-Perez, Universidad EAFIT

281 - Understanding speed of internationalization - proposed accelerating effects of international experience, knowledge transfer and institutional knowledge (EIBA15-MS0281.docx)

Niklas Aakerman, Linnaeus University

298 - International Entrepreneurship on Fundraising of Third Sector in Brazil (EIBA15-MS0298.pdf)

Mariana Cristina Betti Cury Lorca, ESPM Escola Superior de Propaganda e Marketing

Ilan Avrichir, ESPM Escola Superior de Propaganda e Marketing

334 - Economic Crisis as na Internationalization Trigger in a Trasition Economy? Addressing the Ambiguity Issue (EIBA15-MS0334.pdf)

Barbara Jankowska, Poznan University of Economics

Marian Gorynia, Poznan University of Economics

Marlena Monika Dzikowska, Poznan University of Economics

402 - The role of inter-organisational macroculture in international entrepreneurship - comparative study in Brazil, Finland and South Korea (EIBA15-MS0402.pdf)

Nina Rilla, VTT Technical Research Centre of Finland

Maria Lima Toivanen, VTT Technical Research Centre of Finland

Luiz Ojima Sakuda, Centro Universitário da FEI and Fundação Vanzolini

Juha Oksanen

411 - Licensing Business as internationalization progress - Increasing Brazilian Creative Industry Relevance (EIBA15-MS0411.docx)

Maria Luiza C.A.Pinho, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Angela da Rocha, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Celso Roberto de Aguillar Pinho, COPPEAD

453 - Institutional Entrepreneurship in the Context of Game Industry: comparative study of Brazil and Finland (EIBA15-MS0453.pdf)

Maria Lima Toivanen, VTT Technical Research Centre of Finland

Rilla Nina, VTT

Ferreira Alair Helena, University of São Paulo

Luiz Ojima Sakuda, University of São Paulo

435 - Understanding ethics and international business processes for teaching in MBA Programmes (EIBA15-MS0435-1.pdf)

Sari Mattila, IIM Bangalore

Ajeet Mathur, IIM Ahmedabad

C20: COMPETITIVE

Session Chair: Miguel Angel Montoya, ITESM

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 02

Track(s): MNEs' institutional environment, corporate social responsibility and sustainable development

56 - For Whom is There a Profit Motive to Do Good for the Poor? An Extended Base-of-the-Pyramid Perspective (EIBA15-MS0056.pdf)

Filip De Beule, KU Leuven University

Martin Klein, Erasmus University Rotterdam

Ernst Verwaal, KU Leuven University

79 - Business Models for the Base of the Pyramid (EIBA15-MS0079.pdf)

Miguel Angel Montoya, ITESM

Mauricio Cervantes, ITESM

202 - Understanding MNCs' Sustainability: A Literature Review and Framework at the Intersection of International Business and Sustainable Supply Chain Management (EIBA15-MS0202.pdf)

Rilana Riikkinen, Aalto University School of Business

226 - Institutional Pressures as Drivers of Triple Bottom Line Sustainability: The Case of MNCs' Purchasing Function (EIBA15-MS0226.pdf)

Rilana Riikkinen, Aalto University School of Business

Asta Salmi, Lappeenranta University of Technology

C24: COMPETITIVE

Session Chair: Cristina Villar, University of Valencia

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 11

Track(s): SMEs, international new ventures and international entrepreneurship

132 - The influence of managerial ties on partnership management in a small global factory (EIBA15-MS0132.docx)

Mari Ketolainen, Turku School of Economics at University of Turku

Taina Eriksson, Turku School of Economics at University of Turku

196 - Psychic distance and internationalization choices of European SMEs (EIBA15-MS0196.pdf)

Mariola Ciszewska-Mlinaric, Kozminski University

Marcus Huelsdau, Kozminski University

Krzysztof Obloj, Kozminski University & University of Warsaw

286 - SMES' Exports: Exploring the Soft Side of Capital (EIBA15-MS0286.pdf)

Stephanie Elisabeth Mansion, Justus Liebig University Giessen School of Management and Economics

Andreas Bausch, Justus Liebig University Giessen School of Management and Economics

C6: COMPETITIVE

Session Chair: Dora Yahiaoui, Kedge Business School

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 05

Track(s): FDI in and from emerging market economies
Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

122 - Home country nurtured managerial mindset as the mechanism of country of origin effect (EIBA15-MS0122.doc)

Shuqin Zhu, The University of Newcastle

Robert Jack, Macquarie University

427 - Top management team influence and discretion in foreign market entry mode decisions (EIBA15-MS0427.pdf)

Peder Greve, Henley Business School, University of Reading

Mathias Imbach, University of St. Gallen

Winfried Ruigrok, University of St. Gallen

357 - Subsidiary Influence Through the Use of Boundary Spanners: The Case of Irish Subsidiaries in US MNES (EIBA15-MS0357.pdf)

Kieran Michael Conroy, Queen's University Belfast

362 - Toward a Multi-Country Innovation within Multinational Corporations: The Actor's Roles and the Subsidiaries' Specific Activities (EIBA15-MS0362.doc)

Hela Chebbi, EDC Paris Business School

Dora Yahiaoui, Kedge Business School

FELLOWS MEETING: MEETING

Fellows Meeting

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 01

Dean of Fellows: Francesca Sanna-Randaccio, Sapienza University of Rome

I15: INTERACTIVE

Session Chair: Arnold Schuh, WU Vienna

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 07

Track(s): MNE Strategy and Organization

64 - TMT Internationalization and International Strategic Decision Rationality: disentangling the effects of international human capital and international social capital (EIBA15-MS0064.doc)

Akbar Azam, University of Bologna

Cristina Boari, University of Bologna

Fabiola Bertolotti, University of Modena and Reggio Emilia

151 - Choosing global cities to overcome the liability of foreignness? MNEs' regional headquarters location strategy: the effects of home-host country cultural distance and within-country connectivity differences between global cities and local cities (EIBA15-MS0151.pdf)

Helen Shanqing Du, University of Leuven

205 - Two is company but three's a triad - power strategies in international business-relationship triads (EIBA15-MS0205.pdf)

Elisa Kallio, Turku School of Economics

Peter Zettinig, Turku School of Economics

Antti Saurama, Turku School of Economics

216 - Incumbent Firms' Strategic Responses to Foreign Direct Investment: The Case of the Hotel Industry in Macao (EIBA15-MS0216.pdf)

Weng Si Clara Lei, Institute for Tourism Studies, Macau

Peter Buckley, Leeds University Business School

Jeremy Clegg, University of Leeds

289 - Backward Integration of Foreign Sales Activities into Production: A Resource Flow Perspective (EIBA15-MS0289.pdf)

Bjoern Schmeisser, WU Vienna University of Economics and Business

Jan Hendrik Fisch, WU Vienna University of Economics and Business

360 - Strategy Implementation Barriers as Resource Weaknesses in foreign and indigenous firms (EIBA15-MS0360.pdf)

Muhammad Amjad, University of Salford

I2: INTERACTIVE

Session Chair: Cecilia Pahlberg, Department of Business Studies, Uppsala University

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 04

Track(s): Developments in IB theory

77 - The Development of IB as a Scientific Field (EIBA15-MS0077.docx)

Lars Engwall, Department of Business Studies, Uppsala University

Cecilia Pahlberg, Department of Business Studies, Uppsala University

Olle Persson, Umea University

191 - The Creativity Flow: The Recursive Effect Between International Involvement and Organizational Creativity (EIBA15-MS0191.pdf)

Silvio Luis De Vasconcellos, UNISINOS - Universidade do Vale do Rio dos Sinos

Ivan Lapuente Garrido, UNISINOS - Universidade do Vale do Rio dos Sinos

Ronaldo Parente, Florida International University

200 - A model for strategic decision-making: internationalization mode valuation using real-options. (EIBA15-MS0200.pdf)

Jean-Laurent Viviani, University of Rennes 1

Marion Bitsch, University Paris1

Franck Moraux, University of Rennes 1

275 - Theorising the Anatomy of Re-Internationalization Processes from Cases (EIBA15-MS0275.pdf)

Salman Siddeeque Ali, IIM Ahmedabad

Ajeet Mathur, IIM Ahmedabad

344 - A Systematic Review of Literature Using Business Systems Theory: Lessons for International Business Research (EIBA15-MS0344-1.pdf)

Mohammad Bakhtiar Rana, Aalborg University

Glenn Morgan, Cardiff University

443 - Contributions of the Critical Theory to International Business Studies: A Systematic Review (EIBA15-MS0443.doc)

Juciara Nunes de Alcantara, University of Lavras

Nadia Campos Pereira, University of Lavras

Mariane Figueira, Universidade Federal de Lavras

Mozar José de Brito, University of Lavras

I8: INTERACTIVE

Session Chair: Miguel R.Olivas-Lujan, Clarion U. of Pennsylvania

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 06

Track(s): International HRM and cross-cultural management

180 - Staffing Top Management Positions in Foreign Subsidiaries - A Longitudinal Study on German MNCs in Brazil (EIBA15-MS0180.docx)

Eva-Maria Lang, Johannes Gutenberg-University Mainz

Eva Miriam Konrad, Johannes Gutenberg-University Mainz

318 - Calculative and affective commitment - the case study of the best Polish Employer "Gas Transmission Operator" (EIBA15-MS0318-1.pdf)

Anna Rakowska, University of Marie Curie Sklodowska

Dagmara Lewicka, AGH University of Science and Technology,

339 - Human Resource Management in the BRICS countries: a comparative study (EIBA15-MS0339.docx)

Luciana Lima, FEA/USP

Tatiani dos Santos Zuppani, FEA/USP

Maria Laura Ferranty Maclennan, FEA/USP

355 - Does the 'Non-Traditional Expatriate' Exist?: A Critical Exploration of New Expatriation Categories (EIBA15-MS0355.pdf)

David Sapto Adi Guttormsen, University of Exeter Business School

388 - Affective conflict and international coordination challenges as barriers to knowledge search within MNC teams (EIBA15-MS0388.docx)

Pekka Vahtera, University of Leeds

Peter Buckley, University of Leeds

Murod Aliyev, University of Leeds

466 - New Approaches on Repatriation Research: Studying the Relevance of Individual and Contextual Factors (EIBA15-MS0466.docx)

Marta Muniz-Ferrer, Universidad Pontificia Comillas

Naiara Arnaez, Universidad de Mondragon

Amaia Arizkuren, Universidad de Deusto

Maria Eugenia Sanchez, Universidad Politecnica de Cartagena

PANEL 12: ACADEMIC PANEL

International New Ventures, Born Globals, Traditional Internationalizers and many more - the usefulness and relevance of the classifications and typologies of internationalizing young and small firms

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 13

Olli Kuivalainen, lappeenranta University of Technology

Pavlos Dimitratos, University of Glasgow

Becky Reuber, University of Toronto

Christian Schwens, Heinrich Heine University Duesseldorf

Sui Sui, Global Management Studies Department Ted Rogers School of Management Ryerson University

PANEL 19: PRACTITIONER-ACADEMIA PANEL

Innovation and internationalization

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 12

Alvaro Cysneiros, International Market Director, Totvs

Luis Fernandes, President, FINEP (Brazilian Innovation Agency)

Pablo Vera, Head of Learning and Development COE for Latin America, GE

Mediator: Erica Piros Kovacs, UFRPE and CIBER Gerogia State University

PANEL 3: ACADEMIC PANEL

AIB Western Europe Chapter Panel - Inter-Regional Internationalization: Ties and flows between Latin America and Europe

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: 14

Jose Pla-Barber, University of Valencia

Torben Pedersen, Bocconi University

Xavier Mendoza, ESADE

Angela da Rocha, PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Cristina Villar, University of Valencia

Alvaro Cuervo-Cazurra, Northeastern University

PANEL 5: ACADEMIC PANEL

State Ownership and the Internationalization of Latin America Multinationals

Date: 3 December 2015 - Time: 13:30 - 15:00

Room: Auditorium

Rodrigo Bandeira-de-Mello, FGV-EAESP

Sergio Lazzarini, INSPER

SHORT BREAK

Date: 3 December 2015 - Time: 15:00 - 15:15

PLENARY 3: PLENARY

Internalisation Theory and Emerging Market Multinationals

Date: 3 December 2015 - Time: 15:15 - 16:45

Room: Salão da Pastoral

Peter Buckley, Leeds University Business School

Jean-Francois Hennart, Tilburg University

Moderator: Jorge Carneiro – PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

Foreign Direct Investment and multinationals from emerging market countries represent a challenge to conventional international business theories. This panel examined the way in which internalisation theory can respond to these perceived challenges. The results show that internalisation theory is robust and with the required special assumption it can rise to the challenge of explaining these important empirical phenomena.

COFFEE BREAK

Date: 3 December 2015 - Time: 16:45 - 17:00

POSTGRADUATE PROGRAM IN INTERNATIONAL MANAGEMENT (PMDGI)

PMDGI is Brazil's first M.Sc. and Ph. D. Program to focus exclusively on International Management.

MAIN RESEARCH AREAS AND FACULTY MEMBERS

STRATEGY

Frederico Turolla
fturolla@espm.br
Economic analysis of FDI in infrastructure and regulated sectors

George Rossi
george@espm.br
Formation of strategic alliances

Ilan Avrichir
iavrichir@espm.br
Competitiveness of Brazilian Industries

Manolita Lima
mclima@espm.br
Internationalization of Higher Education

MARKETING

Eduardo Spers
espers@espm.br
Marketing and strategy in agribusiness, retail and franchising

Mateus Ponchio
mponchio@espm.br
Behavior of consumers in the base of the pyramid

Thelma Rocha Rodrigues
tvrocha@espm.br
Marketing management in an international context

Vivian Strehlau
vstrehlau@espm.br
Brands in international environment

INNOVATION

Felipe Borini
fborini@espm.br
Strategy and innovation in foreign subsidiaries

Júlio Figueiredo
jfigueiredo@espm.br
Studies in business modeling and simulation

Marcos Amatucci
marcosamatucci @espm.br
Innovation and sustainability in transport and urban mobility

Mario Ogasavara
mario.ogasavara@espm.br
Strategy and innovation in MNEs and subsidiaries

ESPM INTERNATIONAL SYMPOSIUM/ CONFERENCE OF MANAGEMENT AND MARKETING

The ESPM international Symposium receives distinguished scholars. It is often held together with the ESPM Conference with paper presentations and a doctoral consortium session.

Past international speakers
S. Tamer Cavusgil (Georgia State University)
Pervez Ghauri (University of Birmingham)
Ilan Alon (Rollins College)
Brian Silverman (University of Toronto)
Glenn Morgan (Cardiff Business School)
Romie Littrell (Auckland University of Technology)
Philippe Byosiere (Doshisha University)

More information at: www.espm.br/simposioespm

INTERNEXT, REVIEW OF INTERNATIONAL BUSINESS

It is the ESPM academic journal for publishing in the international management area. It is an open journal that publishes quarterly manuscripts in English and Portuguese.

More information at: http://internext.espm.br/

BRAZILIAN MULTINATIONALS OBSERVATORY

It is a think tank engaged in influencing scientific, economic, political and managerial transformations by generating and disseminating knowledge to foster the international competitiveness of Brazilian firms.

Partnerships:
University of Adelaide
Thunderbird School of Global Management
Auckland University of Technology
It also has partnerships with researchers and organizations in Brazil and abroad.

More information at: http://observatorio.espm.br/

ESPM

ESPM was founded in October 1951. ESPM is a nonprofit institution and it is known as a center of excellence in Marketing, Communication and Management. The school has four campuses located in Sao Paulo, Rio de Janeiro and Porto Alegre (three of the largest state capitals in Brazil).

More information at: http://www.espm.br/english

PMDGI
Postgraduate Program in International Management

ESPM

Postgraduate Program in International Management, ESPM São Paulo
Rua Doutor Álvaro Alvim, 123, Bloco C, Sala 402
Vila Mariana, CEP 04018-010, São Paulo – SP, Brazil
Webpage: www.espm.br/pmdgi Tel.: +55-11-5085-4689 e-mail: pmdgi@espm.br

Doctoral Tutorial and Doctoral Symposium

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. Both events will take place at PUC-Rio on 1 December 2015, prior to the official opening reception of EIBA's Annual Conference

John H. Dunning Doctoral Tutorial

December 1, 8:30-17:00

Room: 7

For the 29th consecutive year, a Doctoral Tutorial for International Business students will be organized in conjunction with the Annual Conference of the EIBA. The 2015 Doctoral Tutorial will be chaired by Jean-François Hennart and Gabriel R.G. Benito.

For the annual John H. Dunning Doctoral Tutorial (JHD-DT) is designed for doctoral students who, although not yet being close to having completed their theses, are already at an advanced stage and have already developed a clear idea of the theories, data and methods they will use (or are in the process of collecting data). That is, we welcome especially applications from doctoral candidates who are mid-way through their thesis.

The number of student participants at the annual Doctoral Tutorial is strictly limited to 10 (as this EIBA doctoral event involves a considerable amount of faculty feedback and discussion; therefore, the current one-day format cannot accommodate more students).

The first objective of the Doctoral Tutorial is to provide an opportunity to doctoral students in International Business to discuss their research plans and their work in progress with distinguished international faculty. The second purpose is to get them acquainted with the international EIBA-network of experts and colleagues working in the field of International Business. The core faculty for the Tutorial is composed of leading scholars in the field of International Business.

The students who are selected to participate in the Doctoral Tutorial will be requested to present a short paper about their thesis proposal. An award will be presented to the student with the most promising thesis proposal. To see the the list of previous winners visit http://www.eiba-online.org/r/default.asp?iId=GGGJJJ.

Doctoral Symposium

December 1, 11:30-16:30

Room: 4

The 4th EIBA Doctoral Symposium (DS) will be organized in conjunction with the Annual Conference of the EIBA and will be chaired by Jeremy Clegg and Elizabeth Yi Wang.

The EIBA Doctoral Symposium welcomes thesis proposals from students who are still in the early stages of defining their research design (including the selection of theories, methods and type/source of data). If deemed appropriate by the Chairs, applications not accepted for the Doctoral Tutorial may be considered for the Doctoral Symposium.

The DS will consist of several parallel sessions, attended by 2-3 faculty members. Three students will

be allocated to each session and each will be asked to give a short presentation of their research work, after which they will receive feedback from the faculty members.

PDWs - Paper Development Workshops

For selected participants only.

As part of the pre-conference activities, there will be two Paper Development Workshops (PDWs) – one organized by the International Business Review (IBR) and the other organized by the Journal of International Business Studies (JIBS).

The purpose of the PDWs is to provide junior scholars with developmental feedback on their current research projects in international business studies.

Submission to the IBR-PDW is limited to authors who have not previously published in IBR. Likewise, submission to the JIBS-PDW is limited to authors who have not previously published in JIBS. Authors who have not yet published in either IBR or JIBS can choose to submit to either one of the two PDWs, but not to both of them, since the events will run in parallel.

IBR-PDW

December 1, 8:30 – 12:30

Rooms: 8 and 9

Chair: Roger Strange

International Business Review is the official journal of the European International Business Academy (EIBA) and, as a new initiative, the EIBA Board has scheduled an IBR Paper Development Workshop (IBR-PDW) as part of the pre-conference programme of the 41st EIBA Annual Conference.

The purpose of the IBR-PDW is to provide junior scholars with developmental feedback on their current research projects in international business studies. While we hope that many of these papers will be eventually submitted to IBR, the purpose of the PDW is broader: to improve the quality of IB research and bring new scholars into the IB field. We invite original papers from junior authors or junior faculty members who have not previously published in International Business Review. In particular, we hope to attract papers from scholars (1) who are located in universities in emerging economies or in universities that offer limited support for international business research, and/or (2) who are trained in disciplines less commonly associated with the field (e.g., human geography, political science, ethnography, or economic history) but are also interested in conducting international business research.

The IBR-PDW will begin with an introduction by Pervez Ghauri, the Editor-in-Chief of IBR. The participants will then be divided into two groups, and feedback on each paper will be provided by two of the following panellists: Pavlos Dimitratos (University of Glasgow, UK), Diana Macedo-Soares (Pontifical Catholic University of Rio de Janeiro, Brazil), Ronaldo Parente (Florida International University, USA), Jonas Puck (WU Vienna, Austria), Roger Strange (University of Sussex, UK), and Antonella Zucchella (University of Pavia, Italy). The panellists will discuss the strengths and weaknesses of each paper, with the aim of providing robust yet constructive feedback to the authors so that they can improve their papers to the standard required for IBR publication.

December 1, 8:30 – 12:30

Room: 5

Chairs: José Pla-Barber and Ulf Andersson

The 2015 AIB-WE Chapter Journal of International Business Studies Paper Development Workshop (JIBS-PDW) will be held at the conference venue (PUC-Rio), as part of the pre-conference program for the Academy of International Business, Western Europe (AIB-WE)

Chapter annual meeting.

The PDW is the most extensive of the various JIBS outreach activities conducted by the JIBS editorial team. Organized by José Pla-Barber (AIB-WE Chapter Chair) and Ulf Andersson (JIBS Area Editor), the JIBS-PDW involves JIBS editors, many experienced scholars, and editorial board members. The purpose of the JIBS-PDW is to provide junior scholars with developmental feedback on their current research projects in international business studies. While we hope that many of these papers will be eventually submitted to JIBS, the purpose of the PDW is broader: to improve the quality of IB research and bring new scholars into the IB field. We invite original papers from junior authors or junior faculty members who have not previously published in JIBS. In particular, we hope to attract papers from scholars (1) who are located in universities in emerging economies or in universities that offer limited support for international business research, and/or (2) who are trained in disciplines less commonly associated with the field (e.g., human geography, political science, ethnography, or economic history) but are also interested in conducting international business research.

The 2015 program will start with an introductory session led by JIBS Area Editor Ulf Andersson. The participants will then be divided into groups. Authors will be paired with Consulting Editors Board (CEB), Editorial Review Board (ERB), and guest editors, for discussions where two guest editors will provide feedback to three authors on improving their papers.

EIBA Early Career Network (EIBA-ECN) Paper Development Workshop

December 1, 13:00-18:00

Room: 12

Chair: Tilo Halaszovich, tilo.halaszovich@uni-bremen.de

The EIBA Early Career Network (EIBA-ECN) was initiated by Tilo Halaszovich (University of Bremen) and launched at the 40th EIBA Annual Conference held in Uppsala, Sweden, on December 11, 2014.

The underlying vision is to establish an annual forum for young EIBA scholars who are participating in the EIBA Annual Conference. Having recently gained and developed scientific skills as well as specific expertise, and thereby inevitably striving for high quality research, EIBA-ECN scholars will be brought together to share ideas, form and build up networks with like-minded individuals, and informally discuss various cooperation opportunities and IB projects, along with any other topics of interest.

To actively promote the concept of the EIBA-ECN, the upcoming 41st EIBA Annual Conference will feature the 1st EIBA Early Career Network Paper Development Workshop to take place immediately prior to the start of the EIBA 2015 conference, on December 1, 2015, in Rio de Janeiro, Brazil.

7. POST-CONFERENCE ACTIVITIES

The EIBA 2015 conference will feature two 2-day Research Methods Workshops (RMWs) – one on Quantitative and the other on Qualitative methods. The Workshops will be held in parallel on December 4-5, 2015 (Friday and Saturday), immediately following the conference. Lunch and afternoon coffee breaks will be provided to the participants.

Participants will be expected to come prepared to the workshop, having completed the pre-course readings, which will be available for download after enrolling in the workshop.

Quantitative Research Methods Workshop

Room: 14

The Quantitative Research Methods Workshop will cover issues related to measurement and scaling. This intensive seminar seeks to familiarize participants with the various stages associated with the construction of sound measures for use in empirical research, highlighting key decisions and potential problems at each stage. The seminar is designed for non-experts and its target audience includes doctoral students and academic researchers involved in quantitative research.

Following an introduction to measurement theory, the conceptual underpinnings of alternative measurement perspectives – namely reflective and formative measurement – are discussed. These set the background for discussing operational procedures for developing reflective scales and formative indices, and for offering detailed guidelines for measure validation. To enable participants to experience measure development "in action", the various issues are illustrated with concrete examples drawn from the literature. The seminar assumes previous knowledge of data analysis and basic multivariate statistics; ideally, participants should have already completed an introductory structural equations modelling (SEM) course.

The Quantitative Research Methods Workshop will be conducted by Professor Adamantios Diamantopoulos, Ph.D., D.Litt.Prof. Prof. Diamantopoulos holds the Chair of International Marketing at the University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia, Visiting Research Professor at Loughborough University, UK, and Senior Fellow at the Dr. Theo and Friedl Schoeller Research Center for Business & Society, Nuremburg, Germany. During the academic year 2012/13, he was the "Joseph A. Schumpeter Fellow" at Harvard University. His main research interests are in international marketing and research methodology, and he is the author of some 200 publications in these areas. His work has appeared in: Journal of Marketing Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of International Marketing, Journal of Retailing, MIS Quarterly, Information Systems Research, and Journal of Business Research – among other publications. He has presented his research at some 150 international conferences and been the recipient of several Best Paper Awards, the most recent being the 2013 Hans B. Thorelli Award for the article published in Journal of International Marketing that has made the most significant and long-term contribution to international marketing theory or practice. He sits on the Editorial Review Boards of a dozen academic journals, and acts as a referee for several professional associations and funding bodies. In 2000, he was elected Fellow of the British Academy of Management.

Qualitative Research Methods Workshop

Room: 01

The Qualitative Research Methods Workshop will suit the needs of PhD students or researchers who are undertaking their first project using qualitative research methods. It is designed to introduce

participants to the main phases and decisions involved in a qualitative research project:

- Shaping research questions for a qualitative project
- Deciding on your paradigmatic position and why this matters
- Choosing a research site
- Navigating fieldwork relationships
- Approaches to data analysis
- Theory development in qualitative research
- Writing up a qualitative research project

The Qualitative Research Methods Workshop will also introduce participants to resources that will support them in undertaking a qualitative research project, and the session will involve opportunities for hands-on exercises and class discussion. While the workshop will address the latest trends in qualitative research in general, it will place emphasis on the development of qualitative research within the field of international business.

The Qualitative Research Methods Workshop will be conducted by Professor Catherine Welch, Ph.D. Catherine Welch is an Associate Professor in International Business at the University of Sydney. She has a longstanding interest in qualitative research methods, and currently her research lies in applying process approaches to the study of firm internationalization. Together with Rebecca Piekkari, she has edited two volumes on qualitative research published by Edward Elgar: Handbook of Qualitative Research Methods for International Business (2004), and Rethinking the Case Study in International Business and Management Research (2011). She has published on numerous aspects of doing qualitative research, including interviewing, writing up, and the case study. She, Rebecca Piekkari and her co-authors have published their on qualitative research in journals such as Organizational Research Methods, Journal of International Business Studies, International Journal of Management Reviews, Management International Review, International Business Review and Industrial Marketing Management. Catherine Welch has taught PhD-level courses on the case study in six countries.

NUPIN

CENTER OF INTERNATIONAL BUSINESS RESEARCH

NUPIN is the Center for International Business Research at the Pontifical Catholic University of Rio de Janeiro. It was established in 2009 to leverage existing International Business research efforts and to promote the development of International Business programs at IAG Business School. Among its goals, NUPIN aims at developing an international network that encourages joint research efforts on the internationalization of Brazilian and Latin American firms and establishing links with leading research centers in the U.S. and Europe. NUPIN receives support and grants from several government and private sources, including PRONEX, the Program for Research Centers of Excellence, the most distinguished research award in Brazil.

nupin.iag.puc-rio.br

8. EIBA 2015 AWARDS

Danny Van Den Bulcke Prize

The Danny Van Den Bulcke Prize is intended as a reward of excellence for the best overall paper presented at the EIBA Annual Conference, regardless of the age(s) of the author(s). The process of selection included the indication, by the Track Chairs, of the best paper in their respective track. Then, the following jury selected the winning paper:

- Dean of the Fellows (acting as Chairperson of the jury) – Francesca Sanna-Randaccio
- EIBA 2015 President – Jorge Carneiro
- EIBA Chair – Philippe Gugler
- Nominee of the Dean of the Fellows – Lucia Piscitello
- Nominee of the EIBA 2015 President – Angela da Rocha

The five shortlisted papers for the Danny Van Den Bulcke Prize, in order of paper ID, are:

35 - Taking the long way: How international work experience affects managers' time to the top

Stefan Schmid, ESCP Europe

Dennis Wurster, ESCP Europe

130 - Global city connectivity and the establishment of MNC regional headquarters

Helen Shanqing Du, University of Leuven

Rene Belderbos, University of Leuven

Anthony Goerzen, Queen's University

159 - Disentangling the role of modularity and reconsidering the entry mode choice theories: the case of business service offshoring

Stefano Elia, Politecnico di Milano

Silvia Massini, University of Manchester

Rajneesh Narula, University of Reading

213 - Does Being Perceived as Global Pay Off? - An Analysis of Leading Foreign and Domestic MNCs in India, Japan, and the United States

Bernhard Swoboda, Trier University

Johannes Hirschmann, Trier University

254 - Learning through Experience: The Impact on SME Entry Mode Choice

Lina Hollender, University Duesseldorf

Christian Schwens, Heinrich Heine University Duesseldorf

Keith D. Brouthers, King's College London

The winning paper will be announced at the Gala Dinner. The authors of the winning paper will receive a certificate and share a €1,000 prize.

Best Paper in each Track

The Track Chairs indicated the best paper in their respective tracks. The indicated papers (which are the nominees for the Danny van den Bulcke Prize) are:

Track #1 - Conference theme track: International Business after the BRIC's Rush

Dismantling complexity of institutional foundations of international competitiveness of emerging market firms: Explorative study of Russian software firms

Irina Mihailova, Aalto University School of Business (Finland)

Andrei Panibratov, Graduate School of Management, St. Petersburg State University (Russia)

Marina Latukha, Graduate School of Management, St. Petersburg State University (Russia)

Track #2 - Developments in IB theory

Decision-making in international business: conceptualization of uncertainty and role of a manager

Sniazhana Sniazhko, University of Vaasa, Finland

Track #3 - International marketing

Does Being Perceived as Global Pay Off? – An Analysis of Leading Foreign and Domestic MNCs in India, Japan, and the United States

Bernhard Swoboda, Trier University (Germany)

Johannes Hirschmann, Trier University (Germany)

Track #4 - FDI in and from emerging market economies

Top management team influence and discretion in foreign market entry mode decisions

Peder Greve, Henley Business School, University of Reading (United Kingdom)

Mathias Imbach, University of St. Gallen (Switzerland)

Winfried Ruigrok, University of St. Gallen (Switzerland)

Track #5 - SMEs, international new ventures and international entrepreneurship

Learning Through Experience: The Impact on SME Entry Mode Choice

Lina Hollender, Heinrich Heine University Duesseldorf (Germany)

Christian Schwens, Heinrich Heine University Duesseldorf (Germany)

Keith D. Brouthers, King's College London (United Kingdom)

Track #6 - International finance, accounting and corporate governance

Contextualizing the cost of financing FDI: The roles of country specific risk, distance and expectations

Jakob Müllner, Vienna University of Economic and Business (Austria)

Thomas Lindner, WU Vienna (Austria)

Jonas Puck, WU Vienna (Austria)

Track #7 - International HRM and cross-cultural management

Taking the long way: How international work experience affects managers[1] time to the top

Stefan Schmid, ESCP Europe (Germany)

Dennis Wurster, ESCP Europe (Germany)

Track #8 - Foreign entry mode and management of the value chain

Disentangling the role of modularity and reconsidering the entry mode choice theories: the case of business service offshoring

Stefano Elia, Politecnico di Milano (Italy)

Silvia Massini, University of Manchester (United Kingdom)

Rajneesh Narula, University of Reading (United Kingdom)

Track #9 - Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

Productivity Spillovers from Foreign Affiliates and Domestic Firm Internationalization: Firm-Level Evidence for Belgium

Vincent Van Roy, The European Commission, Joint Research Centre (Italy)

Rene Belderbos, University of Leuven (Belgium)

Track #10 - MNEs institutional environment, corporate social responsibility and sustainable development

Internationalization: Does politics matter?

Francisco Figueira de Lemos, Uppsala University (Sweden)

Track #11 - MNE Strategy and Organization

Global city connectivity and the establishment of MNC regional headquarters

Helen Shanqing Du, University of Leuven (Belgium)

Rene Belderbos, University of Leuven (Belgium)

Anthony Goerzen, Queen's University (Canada)

Track #12 - International networks and alliances

The In-between Firm Specific and Country Factors: The Role of Clusters in Internationalization Decisions

Rolv Petter Amdam, BI Norwegian Business School (Norway)

Randi Lunnan, BI Norwegian Business School (Norway)

Ove Bjarnar, Molde University College (Norway)

Lise L. Halse, Molde University College (Norway)

EIBA 2015 Best Teaching Case

This year, EIBA will give a special recognition to the best teaching case presented at the conference under the special track “Teaching International Business”. A special certificate will be given to the winning authors by Rob van Tulder, leading editor of the Progress in International Business Research book series. The winning teaching case is:

Henrique Pacheco, Pontifical Catholic University of Rio de Janeiro (Brazil)

Angela da Rocha, Pontifical Catholic University of Rio de Janeiro (Brazil)

Jorge Ferreira da Silva, Pontifical Catholic University of Rio de Janeiro (Brazil)

EIBA Best Doctoral Thesis Proposal Award

This award is given to the most promising thesis proposal presented at the John H. Dunning Doctoral Tutorial in International Business. The Chairs of the Doctoral Tutorial (Jean-François Hennart and Gabriel Benito) chose the winning thesis proposal, which will be announced at the Gala Dinner. The winner will receive a certificate and a €1,000 prize.

Copenhagen Business School Prize

The Copenhagen Business School Prize honours the best paper written by young scholars. The winning paper must have been presented at the EIBA Annual Conference and have been written by authors under 40 years of age. The winning paper will be announced at the Gala Dinner. The authors of the winning paper will receive a certificate and share a €3,000 prize gently offered by the Copenhagen Business School

IBR Best Journal Paper of the Year Award

The International Business Review (IBR), the official journal of EIBA, offers this award to the best journal paper – in terms of enhancing the field of International Business research in the future. The winning paper will be announced at the Gala Dinner. The authors of the winning paper will receive a certificate and share a €1,000 prize gently offered by IBR, in the person of its Editor-in-Chief, Pervez Ghauri.

GSJ MNE Strategy and Organization Award

The Global Strategy Journal (GSJ) Co-Editor, Torben Pedersen, will give a special certificate to the winner(s) of the Best Paper on MNE Strategy and Organization presented at the EIBA 2015 conference.

GSJ has gently offered a €500 grant to help finance part of the expenses of a PhD student, according to the rules of the PhD stipend grants defined by EIBA 2015 Conference Chairs.

IMR International Marketing Award

The International Marketing Review (IMR) Managing Editor, Martyn Lawrence, will give a special certificate to the winner(s) of the Best Paper on International Marketing presented at the EIBA 2015 conference.

EIBA Distinguished Honorary Fellowship Award

This award recognizes notable figures in the International Business world. This year's award goes to José Rubens de la Rosa, former CEO (2000-2015) and current Member of the Board of of Marcopolo, a Brazilian multinational in the bus body manufacturing industry. Mr. De la Rosa is also the Chairman of the Business Council of the BRICS Policy Center, a research centre led by the Institute of International Relations of PUC-Rio.

EIBA 2015 Best Reviewer Award

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 of first name), one will be announced at the Gala Dinner as the recipient of the EIBA 2015 Best Reviewer Award:

Ajeet Mathur, Indian Institute of Management, Ahmedabad, India

Alvaro Cuervo-Cazurra, Northeastern University, USA

Ana Catarina Cadima Lisboa, ESTG/IPL, Portugal

Angela da Rocha, Pontifical Catholic University of Rio de Janeiro, Brazil

Anže Burger, Feculty of Social science, University of Ljubljana, Slovenia

Asmund Rygh, BI Norwegian Business School, Norway

Axele Giroud, Manchester Business School, UK

Barbara Stoettinger, WU Vienna, Austria

Becky Reuber, University of Toronto, Canada

Catherine Welch, University of Sydney, Australia

Charmaine Glavas, Queensland University of Technology, Australia

Christian Felzensztein, Universidad Adolfo Ibanez, Chile

Davina Vora, SUNY New Paltz, USA

Desislava Dikova, Vienna university of Economics and Business, Austria

Dieter Somers, University of Leuvwen, Belgium

Dora Triki, ESCE, France

Edyta Ewa Korpas, KU Leuven, Belgium

Emilene Leite, Uppsala University, Sweden

Emilia Rovira Nordman, Stockholm School of Economics, Sweden

Emmanuella Plakoyiannaki, Leeds University, UK

Eva-Maria Lang, Johannes Gutenberg-University Mainz, Germany

Gro Alteren, The Arctic University of Norway

Haruka Marufuji, University of Manchester, UK

Henrik Dellestrand, Uppsala University, Sweden

Igor Laine, Lappeenranta University of Technology, Finland

Ilke Van Beveren, KU Leuven, Belgium

Jan Sebastian Knocke, Friedrich-Alexander University Erlangen-Nuremberg, Germany

Judith Ambrosius, FAU-Erlangen-Nuremberg, Germany

Katrin Held, University of Hamburg, Germany

Lasse Torkkeli, Lappeenranta University of Technology, Finland

Leandro Rodrigo Canto Bonfim, Instituto Superior do Litoral do Paraná, Brazil

Lucas Martins Turano, Pontifical Catholic University of Rio de Janeiro, Brazil

Lucia Piscitello, Politecnico de Milano, Italy

Manuel Portugal Ferreira, Universidade Nove de Julho, Brazil

Marlena Monika Dzikowska, Poznan University of Economics, Poland

Matevž Raškovič, Faculty of Economics, University of Ljubljana, Slovenia

Nuno Fernandes Crespo, University of Lisbon/ ISEG, Portugal

Nuno Reis, Polytechnic Institute of Leiria, Portugal

Simon Harris, University of Edinburgh, UK

Stefan Schmid, ESCP Europe, Germany

Thomas Lindner, WU Vienna, Austria

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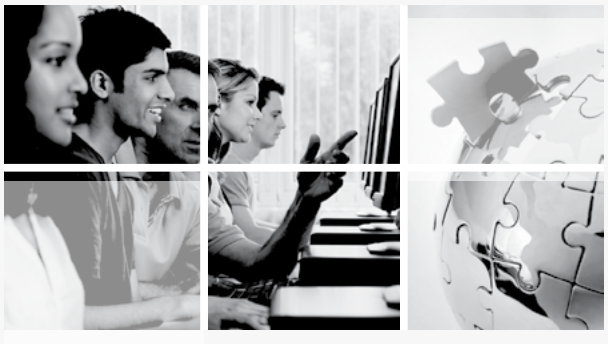

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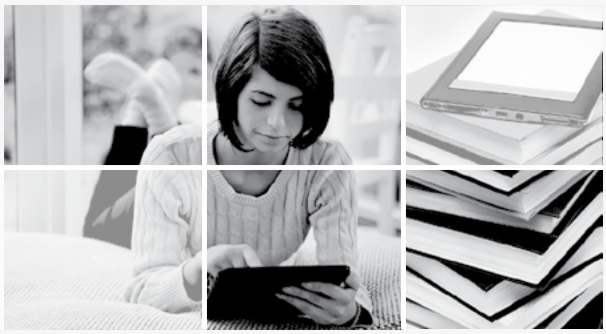

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9. PHD STUDENT GRANTS

The organizers of the 41st Annual Conference of the European International Business Academy (EIBA) held in Rio de Janeiro are pleased to offer 12 PhD stipend grants of 500 euros each for students whose proposals were accepted to the EIBA 2015 doctoral program.

We are very grateful to Prof. Catherine Welch (University of Sydney), who has most generously offered to finance a substantial portion of the EIBA 2015 grants for PhD students. Prof. Welch will be leading the EIBA 2015 post-conference Workshop on Qualitative Research Methods, on December 4-5. Prof. Welch chose to conduct this important activity on a pro bono basis and revert fees to the pool of EIBA 2015 student stipend grants.

We are also grateful to the Global Strategy Journal, which gently offered one of the 500-euro grants.

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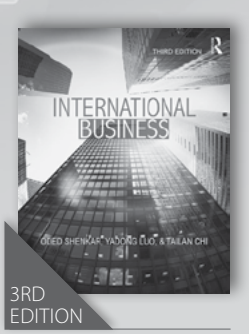
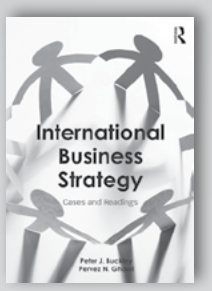
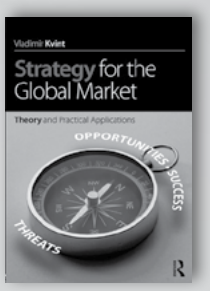


INTERNATIONAL BUSINESS
Oded Shenkar, Yadong Luo and Tailan Chi



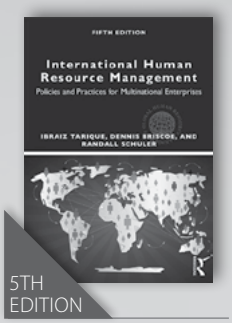
INTERNATIONAL BUSINESS STRATEGY
Theory and Practice
Edited by Peter J. Buckley and Pervez N. Ghauri



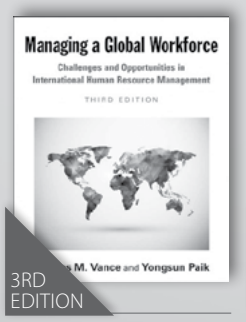
STRATEGY FOR THE GLOBAL MARKET
Theory and Practical Applications
Vladimir Kvint

COMPARATIVE INTERNATIONAL MANAGEMENT
Niels Noorderhaven, Carla Koen and Arndt Sorge

INTERNATIONAL MANAGEMENT
Strategic Opportunities and Cultural Challenges
Paul D. Sweeney and Dean B. McFarlin

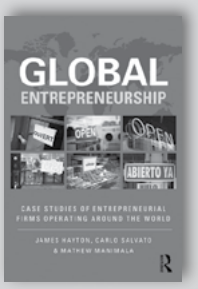


INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Policies and Practices for Multinational Enterprises
Ibraiz Tarique, Dennis R. Briscoe and Randall S. Schuler



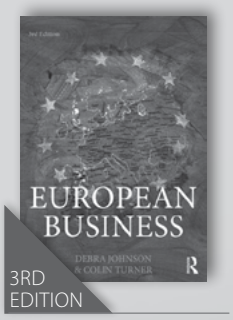
MANAGING A GLOBAL WORKFORCE
Charles M. Vance and Yongsun Paik

GLOBAL MARKETING
Kate Gillespie and H. David Hennessey



GLOBAL ENTREPRENEURSHIP
Case Studies of Entrepreneurial Firms Operating around the World
Edited by James Hayton, Carlo Salvato and Mathew J. Manimala

BUSINESS -TO-BUSINESS
A Global Network Perspective
Mario Glowik and Sarah Maria Bruhs



EUROPEAN BUSINESS
Debra Johnson and Colin Turner

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10. CONFERENCE LOGISTICS

Here, you will find information about:

- Internet access & electrical outlets
- The conference venue
- Conference hotels
- Transportation from / to hotels and the conference venue
- Transportation from / to hotels and the gala dinner

Internet access & electrical plugs

Conference delegates will have free internet access at the premises of the Business School of PUC-Rio, where the conference will be held. Network: EIBA 2015. Password: eiba2015

The electrical outlets in Brazil are different from those found in Europe or the USA. You will need an adaptor to connect your equipment.

Practicalities

The phone number of the front desk of the PUC-Rio's IAG Business School is +55 21 2138 9200 or +55 21 2138 9201. (Note that English may not be spoken by the attendant, but he/she will redirect you to an English-speaking person of the staff.)

The building where the conference will be held is the IAG Business School, which is in front of the campus church.

There are two entrances to the PUC-Rio campus. The official one is on "Marques de Sao Vicente" street, number 225 -- just for pedestrians. The other one is on "Padre Leonel Franca" street -- and cars are allowed in there.

If you are arriving by taxi, you can ask the driver to go into the campus by taking the entrance on "Padre Leonel Franca" street. Or else, it is just a 5-minute walk from either of the two entrances.

Conference Venue

All academic activities of the conference will take place at IAG Business School on the campus of the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), located in Gávea neighbourhood and close to the famous beaches of Copacabana, Ipanema and Leblon.

Address: Rua Marquês de São Vicente, 225 - Gávea - Rio de Janeiro - RJ

Tel: + 55 21 2138 9201

Tel: +55 21 2138-9200

PUC-Rio is proud to host the EIBA 2015 conference. PUC-Rio's permanent quest for academic excellence will find a perfect match with EIBA's incessant quest for the development of scholarly practice in the international business field.

PUC-Rio was the first private higher education institution in Brazil and stands among the top universities in the country. A not-for-profit philanthropic institution, PUC-Rio seeks to develop highly scientific

knowledge while catering for the needs of the society. With more than 10,000 undergraduate, 2,500 graduate, and 5,000 special programs students – with approximately 400 areas of research and 150 established research teams – PUC-Rio excels in research and teaching.

PUC-Rio's campus features the atmosphere of the rain forest. The silence and calm of its gardens and the well-equipped facilities of its libraries invite students to linger on after classes.

PUC-Rio has cooperation agreements and student interchange programs with more than 300 education instructions around the world and receives more than 1,200 foreign students every year.

The IAG Business School was founded in 1978 and offers undergraduate, master, doctoral, and executive programs. The business school has three research centres (on international business, sustainability and finance of energy & infrastructure) and several lines of research. It has international agreements with other business schools around the world. The IAG Business School is founding member of the Brazilian Academy of Management (ANPAD).Their CIBER (Centre for International Business Research), called NUPIN , was established in 2009 in order to leverage existing International Business research efforts and to promote the development of International Business programs at IAG Business School.

Some of the most prominent IB scholars have visited PUC-Rio. Here are their impressions:

"EIBA at PUC in Rio de Janeiro promises be a wonderful academic and cultural experience. The environment and atmosphere of PUC-Rio is certainly nothing that can be seen in Europe; rainforest, streams and exotic birds as you move between the different houses and facilities on campus."

Ulf Andersson

Mälardalen University, Sweden & BI Norwegian Business School, Norway

Area Editor, Journal of International Business Studies

"The site for this encounter is the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) – a wonderful city campus in the Cidade Maravilhosa (Wonderful City)."

Bent Petersen

Copenhagen Business School, Denmark

"The location in Rio de Janeiro of the 2015 EIBA meeting with PUC-Rio as the local host is a great choice as PUC-Rio combines the same blend of high quality scholarly work with a strong social culture and a collegial environment."

Torben Pedersen

Bocconi University, Italy

Co-Editor, Global Strategy Journal

"PUC-Rio, the host of EIBA 2015, enjoys a superb atmosphere both inside and outside. At NUPIN, the Centre of International Business Research, one finds a small group, clustered around Angela da Rocha, Jorge Carneiro and Jorge Ferreira, undertaking very interesting research, focusing namely on marketing issues, Born Globals and Brazilian Multinationals. I have benefited a lot from undertaking joint research with them. The friendly atmosphere and the quest for exploring new research avenues more than compensates my difficulty in finding the location of classrooms (my fault, for sure). Outside, one goes into a tropical forest populated by young University students showing the joie-de-vivre characteristic of Brazilian people. I will never forget that wonderful experience…"

Vitor Corado Simões

University of Lisbon, Portugal

EIBA Fellow

Conference hotels

While the venue of the conference is the campus of PUC-Rio, the official travel agency of EIBA 2015 conference – FollowUp Tour – has negotiated special rates with some specific hotels.

The pick-up / drop-off buses will stop only at some of these hotels in order to transport conference delegates to / from PUC-Rio and to / from the Gala Dinner. The following are the official hotels for pick-up/drop-off:

- Everest Rio (in Ipanema, 3.5 km from PUC-Rio)
- Marina Palace (In Leblon, 2.1 km from PUC-Rio)
- Pestana Rio Atlântica (in Copacabana, 5.4 km from PUC-Rio)

To book at one of the hotels and benefit from the special rates negotiated by the official travel agency, visit http://eiba2015.iag.puc-rio.br/?page_id=126

ATTENTION: Please note that EIBA 2015 conference delegates may opt to stay at other hotels or make their own accommodation arrangements instead of choosing one of the pick-up/drop-off conference hotels – although the shuttle buses will only be stopping at the official conference hotels. All delegates are advised to book their accommodation well in advance in order to benefit from potential discounts and availability options. (This is the main reason why the deadline for submissions is earlier this year – that is, to allow EIBA 2015 delegates the benefits of greater flexibility and lower costs when making their travel bookings.)

Transportation from / to hotels and the conference venue

Conference buses will run from / to three selected conference hotels and the conference venue. Delegates staying at other hotels should find their way to one of the conference hotels where they can take the bus to go to the conference and be dropped off afterwards.

There is a schedule of departures from these hotels and from the conference venue. Please, check the conference program for details.

In case you miss the shuttle bus, you can take a taxi (approximate fare from Copacabana to PUC-Rio is € 8 euros) or a regular bus.

The following bus lines go by Copacabana, Ipanema and Leblon with a final stop at PUC-Rio's entrance (all passengers will be asked to leave the bus at this final stop): lines 432 and 435

Also, a bus line of the metro (called metro bus) has the final stop at PUC-Rio (departure stop at the Praça General Osório (General Osório Square) metro station in Ipanema and subsequent stops at a few selected points along Rua Prudente de Moraes (Ipanema) and Rua General San Martin (Leblon)).

Transportation from / to hotels and the gala dinner

Conference buses will run from / to three selected conference hotels and the Gala Dinner. Delegates staying at other hotels should find their way to one of the conference hotels where they can take the bus to go to the Gala Dinner and be dropped off afterwards.

11. SOCIAL ACTIVITIES

Besides appreciating the stimulating academic programme, EIBA 2015 delegates can enjoy several social activities and networking opportunities at the Opening Reception Cocktail, the Conference luncheons and coffee breaks, the famous EIBA Gala Dinner and also the “official” meeting points suggested by the conference organisers.

Your name badge is your admission to the academic sessions as well as to coffee breaks and lunches. It should be worn at all times at the conference venue.

Opening Reception Cocktail

Make plans to be present at the EIBA 2015 opening reception, which will take place on the evening of December 1, 2015.

Please, note the transportation arrangements for the EIBA 2015 Rio opening reception:

- 16:45 (Copacabana) / 17:00 (Ipanema) / 17:00 (Leblon) – buses leave from official conference hotels to PUC-Rio
- 17:15 – 18:00 – onsite registration and pick-up of badge and conference materials
- 18:00 – 20:00 – opening address at Salão da Pastoral (on the university campus) with keynote speakers (Pervez Ghauri and José Rubens de la Rosa)
- 20:00 – 21:30 – reception cocktail
- 20:45 / 21:30 – buses leave from PUC-Rio to official conference hotels in Copacabana, Ipanema and Leblon

At the reception cocktail, participants will be treated to Brazilian finger food and non-alcoholic / alcoholic beverages (including the famous caipirinha). We will offer a “caipirinha workshop” where the secrets of how to prepare this unique drink will be amusingly revealed. As you will learn, caipirinha can be made with several types of fruits. The caipirinha workshop is sure to delight the most passionate and experienced as well as the novice.

Along with the food and drinks, participants will be entertained by Brazilian rhythms. The combination of drinks and music may lead some to enthusiastically move to the floor and dance. Welcome to Brazil! A wonderful start for the lively interaction and exchange of ideas that embody the spirit of EIBA conferences.

No need to dress up formally. Casual business attire is expected. Please refer to some tips about the EIBA 2015 Rio dress code.

Luncheons and coffee breaks

Luncheons and coffee breaks will be provided for conference participants. Take this opportunity to network with colleagues and potential partners for future research and teaching projects.

Gala Dinner

The end of the regular conference program, on the evening of the December 3, will feature a great Gala Dinner, as has been a tradition of EIBA. At the gala dinner, you will enjoy great food and drinks as the several awards are announced.

The Gala Dinner will take place, from 21:00 through 01:00, at the Naval Club (also known as Clube

Piraquê, http://www.piraque.org.br/), a private club, for members and their guests, administered by the Brazilian Navy. Its beautiful facilities face the spectacular Rodrigo de Freitas Lagoon.

EIBAers love to dance. So, we will have a dance floor and music playing.

Buses will run from the official conference hotels to the Gala Dinner venue and back to the hotels. Please, note the schedule:

- 20:30 / 20:45 - Conference buses leave from assigned hotels (in Copacabana, Ipanema and Leblon) to the Gala Dinner
- 21:00 – 01:00 - Gala Dinner
- 23:00 / 23:45 / 01:00 - Conference buses leave from the Gala Dinner to assigned hotels (in Copacabana, Ipanema and Leblon)

Suggested meeting points for networking and fun – and a good chopp (draft beer)

Academia da Cachaça (walking distance from Marina Palace Hotel)

Address: Rua Conde de Bernadotte, 26 - Leblon

Boteco Belmonte (walking distance from Marina Palace Hotel)

Address: Rua Dias Ferreira, 521 – Leblon

Astor (walking distance form Everest Hotel)

Address: Av. Vieira Souto, 110 - Ipanema

Cervejaria Devassa (walking distance sobre Pestana Hotel)

Address: Rua Bolívar, 8 - Copacabana

Dress Code

Please, remember that the seasons in Brazil are opposite to those of the Northern hemisphere. So, warm weather is expected for the EIBA 2015 conference.

Brazilians (and Cariocas, in particular) tend not to be too formal as regards dressing for business and social occasions.

At the conference

Casual business attire is recommended.

Since the weather is expected to be warm (probably between 22°C and 30°C; 72°F and 86°F), light clothing is suggested. Although jeans are acceptable, slacks and trousers convey a more welcome sense of informality. Shorts are definitely not suitable for conference delegates.

Women can choose to wear dresses, skirts or slacks. Men can wear either short- or long-sleeved shirts (in this case, rolled up sleeves are quite acceptable) or even polo T-shirts. Blazers can be worn by those presenting, but this is not a rule. A suit and tie are expected only from those in more formal or official roles (e.g., keynote speakers), but if you feel better in a suit and tie as a conference delegate, that is fine too.

Casual footwear – sneakers, tennis shoes or informal shoes – are acceptable, but slippers and flip-flops are not. (Note that Havaianas are suitable only for informal occasions.)

At the gala dinner

The same dress code as above applies. However, since this is an evening event, some men may want to take a blazer or a sports coat along. Women may wish to wear a long, formal, dress – but this is not a rule. However, please remember to bring comfortable shoes and clothes in which to party all night! Let's celebrate one more successful and enjoyable EIBA conference!

For leisure activities

Dress as you wish. Cariocas are quite tolerant, diverse, and they enforce no rules. If you would rather be a bit less casual, that is your choice, but if you prefer to really enjoy the Havaianas and sleeveless shirt style, or the mini-skirt, that is fine too. When in doubt, do as the Cariocas do.

General Assembly

The EIBA General Assembly provides an annual forum for EIBA members to participate in the management and decision-making process of their Academy. At this meeting, which is usually held in December during the EIBA Annual Conference, the EIBA Chair and Board invite EIBA members to review and officially approve the decisions taken throughout the year (by majority vote as stipulated in the EIBA Statutes), as well as to ask questions and air their views on relevant issues.

According to Article 4.6 of the EIBA Statutes: “The decisions of the General Assembly are recorded in a register (Minutes of the General Assembly), which is kept at the headquarters (social seat) of the association by the EIBA Executive Secretary, who keeps them at the disposal of the members.”

EIBA Mission

The European International Business Academy (EIBA) was founded in 1974 under the auspices of the European Foundation for Management Development (EFMD) and in close cooperation with the European Institute for Advanced Studies in Management (EIASM). The Academy is a professional society for academics and practitioners with an interest in the growing field of International Business. It is distinct from many other associations in that members come from a wide variety of disciplines and functional backgrounds and share the common purpose of using an international context to cross the intellectual boundaries that so typically divide institutions of higher education.

The aim of EIBA is to serve as the core communication network for disseminating information and promoting international exchange in the field of International Business. Membership is open to individuals from Europe and elsewhere. At present, the Academy has more than 500 members from about 50 different countries representing all five continents.

EIBA Board

The EIBA Board is comprised of the EIBA Chair and Vice-Chair; the Presidents of the immediate past, current, and next EIBA Conferences; the National Representatives of several countries (currently 25); the Dean of EIBA Fellows; the Editors of IBR and EIBAzine; and the EIBA Executive Secretary. For a complete listing of the current EIBA Board, please refer to the EIBA website www.eiba.org (under the Governance tab).

EIBA Fellows

The EIBA Fellows initiative was established at the 27th EIBA Annual Conference held in Paris in December 2001. EIBA Fellowships recognise outstanding achievements in research and education in the field of International Business together with contributions to EIBA.

The Founding Fellows elected at the Paris meeting were Professors John Cantwell, John H. Dunning, Seev Hirsch and Reijo Luostarinen. The Fellows then elected John Dunning as their first Dean, and John Cantwell was appointed as Secretary / Treasurer. The Fellows themselves elect new EIBA Fellows annually.

The EIBA Fellows consist of a group of senior scholars who together and individually represent a distinctively European contribution to thinking in the greater field of International Business. The Fellows

are actively engaged in a number of initiatives in support of EIBA and its objectives.

Here is the full list of EIBA Fellows:

- Peter BUCKLEY
- John CANTWELL
- John H. DUNNING (†)
- Juan DURAN
- Mats FORSGREN
- Pervez GHAURI {Secretary / Treasurer}
- 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 PIEKKARI
- Francesca SANNA-RANDACCIO {Dean of Fellows}
- Vitor SIMÕES
- Örjan SOLVELL
- Marjan SVETLIĈIĈ
- 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-based 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 organisers. 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.

13. LIST OF REVIEWERS

EIBA is highly indebted to the invaluable support of each of the following reviewers. The best reviewers (as indicated by the Track Chairs) are presented at the “EIBA 2015 Awards” section of this programme booklet. One of them will receive the EIBA 2015 Best Reviewer Award – to be presented at the Gala Dinner.

Afifah Alwani Ramlee
Afonso Fleury
Ahmad Arslan
ahmad burhan
Aikaterini Kampouri
Ajeet Mathur
Ajith Rao
Akbar Azam
Alessandra Perri
Alessia A. Amighini
Alex Mohr
Alexei Koveshnikov
Alfred Charles chinta
Alina Simion
Aljar Meesters
Alvaro Cuervo-Cazurra
Alvaro Manuel Rodriguez Rodriguez
Amaia Arizkuren Eleta
Américo da Costa Ramos Filho
Amon Simba
Amos Owen Thomas
Ana Catarina Cadima Lisboa
Ana Colovic
Ana Lucia Novais
André Everett
Andre Sammartino
Andrea Martinez-Noya
Andrea McLachlan (Bather)
Andreas Petrou
Andreas Schotter
Andrei Panibratov
Andreja Jaklic
Andrew Finger
Angela da Rocha
Angeles Montoro-Sanchez
Anita Kumar
Anke Piepenbrink
Anna Dimitrova
Anna Lamin
Anna Pastwa
Anna Rakowska
Anna Stafsudd
Annie Lamontagne
Anton Klarin
Anton Pavol Fenik
Antonio Correia Barros
Anže Burger
Aradhna Aggarwal
Areti Gkypali
Ariane Cristine Roder Figueira
Arild Aspelund
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Esteban R. Brenes
Panel 11 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **13**

Etty R. Nilsen
I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Eva J.B. Jorgensen
I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Fatima Wang
Panel 8 | Date: **12/0/2015** | Time: **-** | Room:

Felipe Esteves
C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

Felipe Mendes Borini
C15 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **2**

I14 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **8**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Fernanda Pauletto D'Arrigo

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Fernanda Rosalina da Silva Meireles

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

Fidel Leon-Darder

I5 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **8**

Filip De Beule

AIB-WE | Date: **12/02/2015** | Time: **17:15 - 17:45** | Room: **5**

C4 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **8**

I14 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

UNCTAD Forum | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **13**

C20 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **2**

Fiorenza Belussi

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Flora Kokkinaki

Panel 10 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **Auditorium**

Florian B. Zapkau

I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Francesca Sanna-Randaccio

C22 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **11**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Francisco Figueira de Lemos

C22 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **11**

Frederick Lehmann

Panel 9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **12**

Gabriel Chueke

Panel 13 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **2**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Gabriel R. G. Benito

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

I10 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **4**

Panel 14 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **11**

Georg Dochtmann

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

George Bedinelli Rossi

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Giovanna Magnani

I1 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **9**

Giuseppe Musarra

Panel 10 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **Auditorium**

Godfred Frempong

Panel 8 | Date: **12/0/2015** | Time: **-** | Room:

Haiyan Zhang

C4 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **8**

Hanane Beddi

I10 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **4**

Hanh Thi Song Pham

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Haruka Marufuji

I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Heidi Wechtler

C11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **1**

Heinz Tueselmann

C11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **1**

Hela Chebbi

C6 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **5**

Helen Shanqing Du

C17 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **13**

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

Helene Lundberg

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Hendrik Klier

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Hina Khan

I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

Igor Jordano Cassemiro Gondim

I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Igor Kalinic

C7 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **2**

Ilan Avrichir

Panel 4 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **14**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Inge Ivarsson

C3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **12**

Inger Beate Pettersen

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Ioanna Boulouta

I18 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **6**

Irena Vida

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Irene Lehto

C26 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **2**

Ivan Lapuente Garrido

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Ivanete Schneider Hahn

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Jaime Campos

I10 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **4**

Jakob Müller

I6 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **9**

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Jamil Farkat

I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Jan Hendrik Fisch

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

Jan Sebastian Knocke

C12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **1**

Jan Selmer

C11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **1**

Jay Lipe

Panel 1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **Auditorium**

Jean-Francois Hennart

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Plenary 3 | Date: **12/03/2015** | Time: **15:15 - 16:45** | Room: **Salão da Pastoral**

Jean-Laurent Viviani

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Jefferson Marlon Monticelli

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

Jennie Sumelius

I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Jens Gammelgaard

C11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **1**

Jeremy Clegg

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

Jero Ahola

Panel 8 | Date: **12/0/2015** | Time: **-** | Room:

Jerome Rive

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Jiajia Liu

I18 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **6**

Jie Chen

I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Jinmin Wang

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

John Cantwell

Meet the editors - IB | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **11**

Jonas Puck

C9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **14**

C10 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

General Assembly | Date: **12/02/2015** | Time: **13:30 - 14:15** | Room: **Auditorium**

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Panel 14 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **11**

I7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **5**

Jonathan Doh

Meet the editors - IB | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **11**

Jorge Ferreira da Silva

C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Jorge Carneiro

C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

General Assembly | Date: **12/02/2015** | Time: **13:30 - 14:15** | Room: **Auditorium**

PIBR | Date: **12/02/2015** | Time: **14:15 - 15:00** | Room: **Auditorium**

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

C1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **1**

Jorma Larimo

C16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **1**

I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Jose Alberto Brache

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Jose Ednilson de Oliveira Cabral

C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

I4 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

José Pla-Barber

General Assembly | Date: **12/02/2015** | Time: **13:30 - 14:15** | Room: **Auditorium**

AIB-WE | Date: **12/02/2015** | Time: **17:15 - 17:45** | Room: **5**

Panel 3 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **14**

José Rubens de la Rosa

Plenary 1 | Date: **12/01/2015** | Time: **18:30 - 20:00** | Room: **Salão da Pastoral**

Juán José Durán

Panel 14 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **11**

Panel 3 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **14**

Juciara Nunes de Alcantara

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Judith Ambrosius

I7 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

Juha Vaatanen

Panel 8 | Date: **12/0/2015** | Time: **-** | Room:

Julia Ines Raupp

C10 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

Juliana Rodrigues

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

Juliana Silva de Carvalho Sampaio
I4 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

Jurgita Sekliuckiene
I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Justyna Swiatowiec-Szczepanska
C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**
P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Kasih Priska Safitri Setiawan
I7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **5**

Katerina Kapouri
C12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **1**

Katharina Maria Puchmueller
P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Katrin Held
C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**

Kieran Michael Conroy
C6 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **5**

Kirsten Ralf
I18 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **6**

Kristiina Makela
I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Krzysztof Obloj
C24 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **11**

Lars Engwall
I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Lars Jensen
I22 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **4**

Lasse Torkkeli
C25 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **10**

Leif Atle Beisland
I18 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **6**

Lena Zander
I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Leo Sleuwaegen
C19 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **11**

Lidija Dedi
I6 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **9**

Liena Kano
C18 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **13**

Lise L. Halse
C15 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **2**

Livia Lopes Barakat
I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

Lucia Piscitello
C19 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **11**
P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Luciana Albuquerque Alves
I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Ludivine Chalencon
C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**
C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Luis Alfonso Dau
I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**
C22 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **11**

Luis Antonio da Rocha Dib
I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**
I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Luis Fernandes
Panel 19 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **12**

Luis Fernando da Costa Oliveira

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Luiz Felipe Poli Guanais

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Lukasz Malys

C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Man Yang

C13 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **6**

Mansour Javidan

Panel 6 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **11**

Panel 7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **14**

Marc Valax

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Marcela Moraes

I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

Mari Ketolainen

C24 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **11**

Maria Alejandra Gonzalez-Perez

Panel 2 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **13**

Meet the editors - EM | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **Auditorium**

PIBR | Date: **12/02/2015** | Time: **14:15 - 15:00** | Room: **Auditorium**

Panel 18 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **10**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Maria Elo

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

C2 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **14**

Maria Francesca Savarese

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Maria Laura Ferranty Maclennan

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

I8 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **6**

Maria Luiza C.A.Pinho

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Maria Tereza Fleury

Meet the editors - EM | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **Auditorium**

Marian Gorynia

I20 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **7**

C3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **12**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Mariana Cristina Betti Cury Lorca

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Mariana Sutter

I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

Mariane Figueira

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Mariano Heyden

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Marina Amado Bahia Gama

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Marina Latukha

I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

C1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **1**

Mario Henrique Ogasavara

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Mario Ogasavara

Panel 13 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **2**

I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Mariola Ciszewska-Mlinaric

C24 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **11**

Markus Raatikainen

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Marlena Monika Dzikowska

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Marta Muniz-Ferrer

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

I8 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **6**

Marta Olivia Rovedder de Oliveira

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Martyn Lawrence

Panel 18 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **10**

Marzenna Anna Weresa

C4 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **8**

Michael J. Houston

Panel 6 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **11**

Michael Jakobsen

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

I7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **5**

Michal Budryk

C1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **1**

Michal Zdziarski

C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Miguel Angel Montoya

Meet the editors - EM | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **Auditorium**

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

C20 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **2**

Miguel R.Olivas-Lujan

C10 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

Mika Gabrielsson

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Moacir de Miranda Oliveira Jr.

Panel 2 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **13**

I5 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **8**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Mohammad Bakhtiar Rana

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Moritz Putzhammer

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

Muhammad Amjad

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

Nathalie Prime

C14 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **11**

Nathaniel Boso

Meet the editors - IM | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **12**

Nelson Carvalhaes

Panel 11 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **13**

Niklas Aakerman

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Nina Rilla

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Noemie Dominguez

I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Nuttapol Assarut

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

Oderlene Vieira Oliveira

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Olga Muzychenko

C26 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **2**

Olivier Coussi

I1 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **9**

Olli Kuivalainen

C25 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **10**

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

Panel 12 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **13**

Orjan Sjoberg

I14 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **8**

Pablo Vargas

Panel 11 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **13**

Pablo Vera

Panel 19 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **12**

Patnaree Srisuphaolarn

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

Pavlos Dimitratos

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

Panel 12 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **13**

Peder Greve

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

C6 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **5**

Pekka Vahtera

I8 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **6**

Pervez Ghauri

Plenary 1 | Date: **12/01/2015** | Time: **18:30 - 20:00** | Room: **Salão da Pastoral**

C15 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **2**

I22 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **4**

Panel 8 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **2**

Panel 10 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **Auditorium**

Meet the editors - IB | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **11**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Peter Buckley

Panel 9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **12**

AIB-WE | Date: **12/02/2015** | Time: **17:15 - 17:45** | Room: **5**

UNCTAD Forum | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **13**

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Plenary 3 | Date: **12/03/2015** | Time: **15:15 - 16:45** | Room: **Salão da Pastoral**

Peter Dahlin

I4 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

Peter Dorfman

Panel 7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **14**

Peter Hagstrom

I14 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **8**

Philipp Wilhelm Heinrich Dahlgruen

I13 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **4**

Philippe Gugler

Panel 9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **12**

General Assembly | Date: **12/02/2015** | Time: **13:30 - 14:15** | Room: **Auditorium**

UNCTAD Forum | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **13**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Phillip Christopher Nell

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

Pierre-Xavier Meschi

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

Piotr Trapczynski

C3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **12**

Pornlapas Suwannarat

I4 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **5**

Rafael Fernandes Mesquita

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

Raquel Meneses

C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

C4 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **8**

I3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **8**

Renan Henrique Oliveira

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Renata Maria Gomes

C1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **1**

Renate Kratochvil

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Renato Cotta de Mello

I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Rian Drogendijk

PIBR | Date: **12/02/2015** | Time: **14:15 - 15:00** | Room: **Auditorium**

I5 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **8**

Rico J. Baldegger

I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Rilana Riikkinen

C20 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **2**

C20 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **2**

Rilla Nina

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Rob van Tulder

PIBR | Date: **12/02/2015** | Time: **14:15 - 15:00** | Room: **Auditorium**

Workshop | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **Auditorium**

Panel 15 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **13**

Robert Jack

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

C6 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **5**

Robert Lindorfer

I6 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **9**

I6 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **9**

Rochelle Agatha Haynes

C11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **1**

Rodrigo Bandeira-de-Mello

Panel 18 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **10**

Panel 5 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **Auditorium**

Rodrigo Martins Baptista

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

Roger Strange

C2 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **14**

I18 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **6**

Roland Bardy

I19 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **4**

Rolv Petter Amdam

C15 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **2**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Ronaldo Parente

Panel 9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **12**

Panel 1 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **Auditorium**

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Rong Zeng

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

C18 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **13**

Saara Julkunen

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Sabrina Kinckle

Panel 17 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **10**

Sami Dakhlia

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Serdar Yayla

I17 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **5**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Sergio Forte

C27 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **12**

Sergio Garrido Moraes

I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Sergio H A C Forte

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Sergio Lazzarini

Panel 5 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **Auditorium**

Shantala Samant

C4 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **8**

Shuqin Zhu

C6 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **5**

Sihem Ben Mahmoud-Jouini

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Silvio Luis de Vasconcellos

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

I2 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **4**

Sofia John

I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Stavroula Spyropoulou

Panel 10 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **Auditorium**

Stefan Hahnenkamp

I6 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **9**

Stefan Schmid

C10 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

Stefano Elia

I1 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **9**

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

C7 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **2**

Stephanie Elisabeth Mansion

C24 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **11**

Stine Oyna

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Sui Sui

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

C25 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **10**

C26 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **2**

Panel 12 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **13**

Suraksha Gupta

Panel 8 | Date: **12/0/2015** | Time: **-** | Room:

Susan Maria Freeman

I22 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **4**

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Susanne Sandberg

I20 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **7**

Suzana Braga Rodrigues

I14 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **8**

Sverre Tomassen

I10 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **4**

Szymon Wiercinski

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Tamar Almor

C23 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **2**

Tamer Cavusgil

Panel 13 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **2**

Plenary 2 | Date: **12/02/2015** | Time: **15:15 - 16:45** | Room: **Salão da Pastoral**

Tania Silva Barboza

I13 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **4**

Teemu Tuomisalo

C25 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **10**

Thelma Rocha

I11 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **6**

Panel 13 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **2**

I12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **9**

Therese Strand

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Thomas Lindner

C9 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **14**

C21 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **12**

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Tilo F. Halaszovich

C3 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **12**

Tony Fang

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Torben Pedersen

Meet the editors - IB | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **11**

Panel 3 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **14**

Torsten M. Kühlmann

I5 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **8**

Trond Rand›y

I22 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **4**

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Ulf Andersson

I10 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **4**

I5 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **8**

AIB-WE | Date: **12/02/2015** | Time: **17:15 - 17:45** | Room: **5**

Ulrike Mayrhofer

C5 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **1**

C8 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

I21 | Date: **12/02/2015** | Time: **13:30 - 15:00** | Room: **7**

Ursula Pregernig

I7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **5**

Ute Heinrichs

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Verena J. Patock

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Verner Worm

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

I7 | Date: **12/03/2015** | Time: **10:30 - 12:00** | Room: **5**

Victor de la Paz Richarte Martinez

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Vincent Montenero

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

P2 | Date: **12/03/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Virpi Tuulikki Outila

I9 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **5**

Vitor Corado Simões

C17 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **13**

Panel 14 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **11**

Fellows Meeting | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **1**

Walter Fernando Araujo de Moraes

I14 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **8**

Weili Teng

C12 | Date: **12/02/2015** | Time: **17:15 - 18:30** | Room: **1**

Weng Si Clara Lei

I15 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **7**

William Newburry

Panel 2 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **13**

C10 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **14**

I16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **7**

William Y. Degbey

C17 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **13**

Xavier Mendoza

Panel 3 | Date: **12/03/2015** | Time: **13:30 - 15:00** | Room: **14**

Xiaotian Zhang

C14 | Date: **12/02/2015** | Time: **08:30 - 10:00** | Room: **11**

Yan Du

C8 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **14**

Yeganeh Zolfaghar

P1 | Date: **12/02/2015** | Time: **12:00 - 13:30** | Room: **Poster Hall**

Yi Wang

C16 | Date: **12/03/2015** | Time: **08:30 - 10:00** | Room: **1**

Zaheer Khan

C19 | Date: **12/02/2015** | Time: **10:30 - 12:00** | Room: **11**

Room 14
(2nd floor)
Rooms
A,B,C,D
(2nd floor)
Stairs to 2nd floor
Access to room 14 and rooms A,B,C, D
WC
Front Desk
Reception
MAIN
ENTRANCE
stairs to 2nd floor
Access to room 14
and rooms A,B,C, D
Room 1
Computer
room
Room 2
Room 3
(2nd floor)
stairs to 2nd floor
Room 13
OPEN AREA
Entrance
Room 12
Room 6
Room 4
- POSTER HALL -
Room 11
Room 7
Room 5
WC
Elevator
Access to
AUDITORIUM
(3rd floor)
Entrance
Room 9
Room 8
OPEN
AREA
Entrance
Room 10

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