

The John H Dunning Centre
for International Business



Henley
Business School

UNIVERSITY OF READING



UNITED NATIONS
UNCTAD

7th Reading-UNCTAD International Business Conference

Contemporary Issues in International Business

5-6 April 2019

Parallel and Poster Sessions

Parallel session 1

Friday 5th April 2019

Parallel Session 1.1: Entrepreneurial Ecosystems

Chair: Pinar Büyükbalcı and Maksim Belitski

Time: 13:15-14:45

Room: ICMA G51

Andrew Godley, Soga Lebene & Norbert Morawetz

The complementarity theory perspective to the entrepreneurial ecosystem taxonomy: The case of greater Reading region.

Irina Heim

The 'New' digital economy ecosystems : The case of Kazakhstan

Nasa Khachulouf

Regional and international entrepreneurship ecosystems for small family firms

Maksim Belitski & Pinar Büyükbalcı

Entrepreneurship ecosystems in greater Reading and greater Istanbul: Bridging regional and international perspective

Friday 5th April 2019

Parallel Session 1.2: Migration and International Business

Chair: Grazia Santangelo

Time: 13:15-14:45

Room: ICMA G09

Daniela Bolzani

Returning home, leaving again? Insights from an assisted voluntary return and reintegration program

Luigi Benfratello, **Anna D'Ambrosio** & Davide Castellani

Migration and the location of MNEs activities. Evidence from Italian provinces

Quyen Nguyen

The exporting of MNE foreign subsidiaries: The role of international trade finance

Grazia Santangelo, Aleksandra Gregoric & Larissa Rabbiosi

Diaspora ownership and technological licensing by emerging market firms

Friday 5th April 2019
Parallel Session 1.3: Global HRM
Chair: Chris Brewster
Time: 13:15-14:45
Room: HBS 108

Uros Delevic

Multinationals and wages. Evidence from employer-employee data in Serbia.

Jong Min Lee

Regional diversification, subsidiary value chain activities and expatriate utilization

Ursula Ott

A global compensation analysis: Aligning the incentive component with incentive theory and the globe studies' performance-orientation

Dennis Philip, Panayiotis Andreou, Geoff Wood & **Chris Brewster**

Yes, but does Talent Management really work?

Friday 5th April 2019

Parallel Session 1.4: FDI and Globalisation

Chair: Nigel Driffield

Time: 13:15-14:45

Room: HBS G10

Louis Brennan, **Lisa Spencer** & Jim Stewart

The growing enigma of foreign direct investment (FDI): Some issues for testing FDI theory

Niron Hashai & Peter Buckley

Within country inequality and globalization

Yutong Li

Multinationals and the global economy: Trends and cycles in foreign direct investment, trade and growth since 1970

Peter Buckley, **Nigel Driffield** & Jae-Yeon Kim

The role of outward FDI in creating Korean global factories

Friday 5th April 2019

Parallel Session 1.5: Corporate Governance and Finance

Chair: Chris Jones

Time: 13:15-14:45

Room: ICMA G03 and G04

William Il-kuk Kang

Diversity in models for corporate governance and CSR: A focus on informal institutions

Kevin McMeeking

Towards a theory of (integrated reporting) disclosure

Giulio Nardella, Stephen Brammer & Irina Surdu

Who's to shame? Corporate irresponsibility, hypocrisy and organizational reputation

Chris Jones, Temouri Yama & Ahmed Ali

The complementarity between MNE tax haven use and FDI into developing economies characterised by capital flight

Friday 5th April 2019
Parallel Session 1.6: Business History
Chair: Lucy Newton
Time: 13:15-14:45
Room: HBS G04

Amy Nguyen

Foreign direct investment inflows and intellectual property strategies for global multinational enterprises in emerging markets: The case of Vietnam in historical perspective (1986 – 2017)

Akram Beniamin

British banks in Egypt: Exploitation or coordination: The case of the Ionian Bank, 1907-1956

Ian Jones

The exit of Barclays Bank from Africa

Parallel session 2

Friday 5th April 2019

Parallel Session 2.1: International Entrepreneurship Theory and Practice

Chair: Stefano Elia

Time: 15:00-16:30

Room: ICMA G51

Stephan Gerschewski, Natasha Evers, Anh Tuan Nguyen & Fabian Jintae Froese

Know thy customer? The role of trade shows for the performance of international SMEs

Nhan Nguyen & Yen Tran

Can internationalisation modes of SMEs and start-ups enhance their innovation capabilities? The case of upcoming Vietnam

Nigel Wadeson

Internalisation theory and born globals

Stefano Elia & Luca Grilli

Go abroad or remain small: Do foreign studying and working experiences impact the international vocation of entrepreneurs?

Friday 5th April 2019

Parallel Session 2.2: Disentangling MNE performance

Chair: Quyen Nguyen

Time: 15:00-16:30

Room: ICMA G09

Saul Estrin, Zhixiang Liang, Daniel Shapiro & Michael Carney

The performance of state-owned firms: The role of institutional diversity

Jinlong Gu, Yong Yang & Roger Strange

The performance of foreign and domestic acquired firm: The roles of acquirer's location and multinationality

Bersant Hobdari

Board social capital and firm performance: Nuances of the relationship

Sylvia Kim & **Quyen Nguyen**

An empirical study on a reverse effect of firm performance on multinationality

Friday 5th April 2019

Parallel Session 2.3: GVCs and the Internationalisation of Innovation

Chair: Pavidia Pananond

Time: 15:00-16:30

Room: HBS 108

Martin Srholec

Indigenous lead firms in rural regions

Marina Papanastasiou, **Antonello Zanfei** & Robert Pearce

Changing perspectives on the internationalization of R&D and innovation by multinational enterprises. A review of the literature

Pavidia Pananond

Internationalisation of emerging market suppliers and power shifts in global value chains

Friday 5th April 2019

Parallel Session 2.4: International Diversification and the Role of Managers

Chair: Peder Greve

Time: 15:00-16:30

Room: HBS G10

Volkan Ozbek

The effect of CEO hubris on greenfield investment decisions: A theoretical analysis including contingency effects of CEO duality and environmental uncertainty

Arash Sadeghi

Managerial assessments of export performance: A qualitative study

Daniel Shapiro, Zhixiang Liang, Saul Estrin & Michael Carney

Export performance and business group affiliation in emerging markets: Missing institutions, selection bias and nonmarket capabilities

Peder Greve, Stefano Elia, Tommaso Vallone & Davide Castellani

The micro-foundations of industrial diversification through foreign acquisitions: An empirical analysis of UK firms

Friday 5th April 2019

Parallel Session 2.5: Institutional Influences on International Business

Chair: Chang Hoon Oh

Time: 15:00-16:30

Room: ICMA G03 and G04

Uros Delevic

Employment and state incentives: Are subsidies for FDI useless?

Jeremy Clegg, **Janja Annabel Tardios** & Hinrich Voss

Inequality and the internationalization of state-owned multinationals

Yue Tina Xu

The impact of home government bargaining power: Evidence from china's OFDI in Africa

Chang Hoon Oh & Jiyoung Shin

Institutional determinants of environmental, social, and corporate governance performance: A cross-country comparison

Parallel session 3

Saturday 6th April 2019

Parallel Session 3.1: Effective HRM Practices - Current Links and Future Challenges

Chair: Washika Haak-Saheem

Time: 9:00-10:30

Room: ICMA G51

Daniela Bolzani, Francesca Crivellaro & Rosa Grimaldi

Leaving the floor to the “invisibles”. Barriers and resources for highly-skilled migrant women with a STEM background in Italy.

Rita Fontinha, Fatima Hassan, Akram Al Ariss, Chris Brewster & Adam Hoteit

Expatriates' assessment of the business implications of cross-cultural issues: A comparison of five Arab Middle Eastern countries

Chul Chung, Chris Brewster & Ödül Bozkurt

Overcoming the liabilities of origin from the ‘middle’: Global HRM policies implemented in subsidiaries of a South Korean MNE

Washika Haak-Saheem, Lovanirina Ramboarison-Lalao, Jean-Luc Cerdin & Chris Brewster

Successful migrant entrepreneurship: A social identity perspective

Saturday 6th April 2019

Parallel Session 3.2: FDI Spillovers and Location Choices

Chair: Helena Barnard

Time: 9:00-10:30

Room: ICMA G09

David Oludotun Fasanya

Sub Saharan Africa again? Same challenges, new opportunities - A case for an SSA OFDI conceptual framework

Guus Hendriks

How outward foreign investment affects home-country economic development: Using the eclectic paradigm to synthesize two influential IB literatures

Michele Imbruno, Richard Kneller, Rosanna Pittiglio & Filippo Reganati

FDI Spillover from FDI: Evidence from Italian firms

Helena Barnard, Johann Fedderke & John Luiz

Risk and return over time: Changing location choices in the MNC network

Saturday 6th April 2019

Parallel Session 3.3: Entry Mode Strategies and Risk Management

Chair: Irina Surdu

Time: 9:00-10:30

Room: HBS 108

Ziad Elsahn, Maureen Benson-Rea & Brent Burmester

Making sense of the FDI decision process: Towards a strong structuration model of MNE decision-making

Bert Jarreau & Saad Laraqui

Foreign operation modes: A managerial perspective

Dzulfian Syafrian

Offensive political strategy of transnational company in managing uncertainty: Lessons from Brexit

Irina Surdu & Edith Ipsmiller

No victory without defeat? How foreign market re-entrants manage risk trade-offs following exit

Saturday 6th April 2019

Parallel Session 3.4: Chinese MNEs and the 21st century Silk Road

Chair: Denise Tsang

Time: 9:00-10:30

Room: HBS G10

Irina Heim

Investments in the digital silk road

Barbara Weiss & Dilip Das

Chinese multinational enterprises and market-led globalization

Yue Tina Xu

The impact of home business network embeddedness on Chinese outward foreign direct investment

Denise Tsang & Zhang Yan

Chinese multinationals on the new silk route: Managing political risk by branding the nation

Saturday 6th April 2019
Parallel Session 3.5: Topics in International Business
Chair: Davide Castellani
Time: 9:00-10:30
Room: ICMA G03 and G04

Andrè Pineli, Rajneesh Narula & Rene Belderbos

FDI, multinationals and structural change in developing countries

Valerio Veglio & Rubina Romanello

What can MNCs learn from 'machine Learning'? The voluntary employee churn case

Davide Castellani, Gabriel Benito, Gabor Bekes & Balázs Muraköky

A risk-taking perspective on the international footprint of the firm

Poster session

Friday 5th April 2019

Time: 12:30-13:15

Room: ICMA Centre Foyer

João Bento

Outward FDI, capital accumulation and environmental quality: The case of U.S. subsidiaries

Xin Li

How China goes global: A collectivized internationalization process model

Esther Farinto

Entrepreneurship, innovations, and poverty reduction. A Nigerian perspectives

Raquel García-García

Serving two masters: A content analysis of the market and non-market factors behind the consolidation of European airlines

Sarah Marinho

Strong managers in a hesitant state: State–business relations in Brazilian multinational enterprises

Rapeeporn Rungsithong

The role of cultural intelligence and trust in knowledge transfer effectiveness from HQ to subsidiaries

Dalila Ribaudó

How the transportation infrastructure impact multinationals' location choices along the value chain in cities

Marina Papanastassiou

Taking off through internationalization in the crisis? Aspiring entrepreneurs and their start-up initiatives within the incubation ecosystem in Greece: 2010-2016

Xin Li

Efficiency, effectiveness, and power as motives for FDI: A self-reliance theory of Chinese reverse FDIs