



Global Strategy and Emerging Markets (GSEM) Conference & International Business Institute

Agenda

Wednesday, January 6, 2016

- 8:45 - 9:15am **Registration and Breakfast**
- 9:15 - 9:45am Conference's Opening: *Yadong Luo, University of Miami, School of Business Administration, and Alvaro Cuervo-Cazurra, Northeastern University, D'Amore-McKim School of Business*
- 9:45 - 11:00am **Keynote Speaker:** "Globalization, Institutional Change and Environmental Sustainability," *Christopher Marquis, Cornell University, Graduate School of Management*
- 11:15 - 12:30pm **Session 1: Institutional Impact**
Chair: *John Mezas, University of Miami, School of Business Administration*
- An Institutional Analysis of Corporate Political Activities: A Cross-Country Study
Nan Jia, University of Southern California; Seong-jin Choi, Hanyang University; Jiangyong Lu, Peking University
- Do Home Institutions Have a Judo Effect? Evidence from Upstream Petroleum FDI
Stephanie Wang, Indiana University; Robert Weiner, George Washington University
- Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings
Mehmet Erdem Genç, Özygin University; Naomi Garber, Baruch College
- Institutional Voids and Gaining Market Access: The Strategic Decisions of SMEs
Nicholas Bailey, University of Northern Iowa
- 12:30 - 1:45pm **Lunch - Keynote Speaker:** "Global Strategy, Multinationals, Ethics, and Corruption," *Philip M. Nichols, The Wharton School of the University of Pennsylvania*

2:00 - 3:15pm

Session 2: Environmental Impact

Chair: *Ravi Ramamurti, North Eastern University, Center for Emerging Markets*

Born To Go Abroad: An Environmental Imprinting Perspective on Emerging Market Firm Internationalization Propensity

Ron Maas, Erasmus University

Divergent Patterns of Institutional Entrepreneurship of Multinationals in Emerging Markets: Comparing Emerging Market Multinationals (EMNEs) and Developed Market Multinationals (DMNEs)

Khaled Fourati, University of Pretoria, Gordon Institute of Business Science

Western Cultural Imprinting on Asian Women: Female Repatriates' Identity and Career Thriving

Jie Hao, Tsinghua University; Hao Chen, Tsinghua University

An Institutional-Based Taxonomy for Emerging Markets

Daniel Rottig, Florida Gulf Coast University

3:30 - 4:45pm

Session 3: Human Capital Impact

Chair: *Maria Helena Jaen, IESA, Caracas*

Investment in Human Capital Development as a Driver of Economic Growth in BRIC

Prem Ramburuth, University of New South Wales

Developing a Conceptual Model to Map the Perceptions of HRM Effectiveness in Young Professionals: The Case of the Emerging Economy of Pakistan

Syed Imran, University of Manchester

The Impact of Quality of Human Capital on Development in Small Emerging Markets

Ramdas Chandra, Nova Southeastern University; Ruth Clarke, Nova Southeastern University

Bicultural Executives in Multinational Banks

Marketa Sonkova, University of Iowa

5:00 - 6:15pm

Welcome Cocktail

Anuj Mehrotra, Vice Dean of Graduate Business Programs, University of Miami, School of Business Administration

Thursday, January 7, 2016

- 8:30 - 9:00am **Breakfast**
- 9:00 - 10:30am **Keynote Speaker:** “Emerging Upheaval?” *Pankaj Ghemawat, IESE Business School, Barcelona*
- 10:45 - 11:45am **Session 4: Ownership and Family Firms**
Chair: *Joseph Ganitsky, University of Miami, School of Business Administration*
- EMNCs’ Ownership Position and Firm Performance
Ru-Shiun Liou, Texas A&M University
- State-Owned versus Private-Owned Multinational Enterprises from Latin American Countries
Jorge Alcaraz, Tecnológico de Monterrey, Campus Puebla
- How Corporate Governance Affects Emerging-Market Acquirers’ Productivity Gains via Cross-Border Mergers and Acquisitions: Evidence from Chinese Acquires
Wenxin Guo, University of North Georgia
- 12:00 - 1:30pm **Lunch - Keynote Speaker:** “Catch-up Strategy of Late Comers from Emerging Economies,” *Jaeyong Song, Seoul National University*
- 1:30 - 2:45pm **Session 5: Innovation**
Chair: *John McIntyre, Georgia Institute of Technology CIBER*
- The Impact of Emerging Market Firms’ International Engagement on Product and Process Innovation*
Sandra Teresa Corredor Waldron, University of Illinois at Urbana Champaign
- Liberty in Law? Intellectual Property Rights and the Structure of Global Alliance Networks
Sarath Balachandran and Exequiel Hernandez, University of Pennsylvania
- The Innovation Value of Political Capital in Emerging Economies
Jie Wu, University of Macau, and Rajeev Sawant, Baruch College
- Immigrants and Firm Performance: Effects on Foreign Subsidiaries vs. Foreign Entrepreneurial Firms in Emerging Markets
Elena Kulchina, Duke University; Exequiel Hernandez, University of Pennsylvania

3:00 - 4:45pm

Session 6: Performance & Risk Hedging

Chair: *William Newburry, Florida International University*

Advanced Economy MNEs (AMNEs) in Emerging Markets: An
Empirical Study of Survival

*Mehmet Erdem Genç, Özyegin University and Naomi Gardberg, Baruch
College*

Currency Risk Hedging on Multinationals

*Arturo Bernal Ponce, Tecnológico de Monterrey, Campus Guadalajara;
Xiomara Vázquez Guillen, Tecnológico de Monterrey, Campus
Guadalajara*

Accounting for Differences between Emerging Markets in International
Disputes

Robert Ginsburg, Georgetown University

5:15 - 6:15pm

Wrap-up Session: *Yadong Luo, Alvaro Cuervo-Cazurra and Session
Chairs*

Friday, January 8, 2016 - IB Institute

- 8:30 - 9:00am **Breakfast**
- 9:00 - 10:15am **Practitioners Panel**
*Anthony Coletta, SAP Latin America & Caribbean Region
Chief Financial Officer*
- Oscar Luzuriaga, Latin American Agribusiness Development Corporation
Regional Vice President*
- Eduardo Santos, MasterCard
VP Public Policy, Latin America and Caribbean*
- 10:30 - 11:00am New Technologies in Teaching International Business
*Alejandro Ruelas-Gossi, University of Miami, School of Business
Administration*
- 11:00 - 11:30am Experiential Learning in International Business,
Joseph Ganitsky, University of Miami, School of Business Administration
- 11:30 - 12:00pm Field Study Trips and Collaborations,
Michael Werner, University of Miami, School of Business Administration
- 12:00 - 1:30pm **Lunch - Keynote Speaker: "Can We Separate Research from Teaching?"**
John Daniels, University of Miami, School of Business Administration
- 1:30 - 1:40pm **Best Paper Award: Daniel Rottig, Associate Professor, Florida Gulf
Coast University, "International Journal of Emerging Markets"**
- 1:40 - 3:15pm **Paper Development Workshop:**
- Reviewer 1: John Mezias, University of Miami, School of Business
Administration**
- State-Owned Enterprises & Outward Foreign Direct Investment Activities
*Jing Li, Simon Fraser University; Jun Xia, University of Texas at Dallas;
Daniel M. Shapiro, Simon Fraser University; Zhouyu Lin, Fuzhou
University*
- State Governance and Foreign Direct Investment – The Obsolescing
Bargaining Model Revisited*
Camila Jensen, University of Southern Denmark
- Firm Experience and Moderating Effects On Emerging Market Exit Of
SMEs
*Dr. Sui Sui, Ted Rogers School of Management, Ryerson University;
Susanne Sandberg, Linnaeus University, Sweden*
- Excess Control Rights and the Choice of Subsidiary Location
Dirk Boehe, the University of Adelaide, Business School

Reviewer 2: *Daniel Rottig, Florida Gulf Coast University*

Internationalization of Emerging Market Family Firms: Evidence from Chinese Companies

Elitsa R. Banalieva, Northeastern University; Kimberly A. Eddleston, Northeastern University; Joy Ruihua, Oakland University; Michael D. Santoro, Lehigh University

The Effects of TQM-HRM on Organizational Performance: The Mediating and Moderating Role of Organizational Excellence and Entrepreneurial Organizational Culture*

Hassan Al-Dhaafri, American University in the Emirates, Adrienne A. Isakovic, Walden University, and Mohammed Saleh Alosani, University Utara Malaysia

Buffered or Under Scrutiny? Disentangling the Effect of Size on Subsidiary Political Strategies

Phillip Nell, Vienna University of Economics and Business

Reviewer 3: *William Newburry, Florida International University*

The Rise of Emerging Market Multinationals: Perspective of the Advanced Market Firms

Michal Budryk, Uppsala University

Rural Marketing Strategy and Bottom of the Pyramid and Models in Emerging Markets—Bangladeshi Perspectives

Shil Shubhankar, University of Liberal Arts Bangladesh, Dhaka; Nandita Datta, Dhaka Medical College, Dhaka

Is Compositional Strategy in R&D Conducive to Innovation Performance?

Yuanyuan Li, The State University of New Jersey

The Role of Managers' Strategic Mindsets in the Attitude Towards Corporate Social Responsibility

Jose Luis Iglesias, University of Wisconsin-La Crosse

Ana Elisa Iglesias, University of Wisconsin, La Crosse

Merlin Hinestroza, Universidad Del Rosario, Bogota, Colombia

Darcy Hanashiro and Maria Luisa Teixeira, Universidade Presbiteriana Mackenzie, Brazil

3:15 - 3:30pm

Wrap-up Session: Yadong Luo and John Mezas

* Subject to confirmation

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