



Academy of International Business – Southeast USA 2012 Annual Conference

**October 31 – November 2
Florida Atlantic University
Fort Lauderdale, Florida**

INSTITUTIONS AND EMERGING MARKETS



ANNUAL MEETING
OCTOBER 31-NOVEMBER 2
FORT LAUDERDALE, FL.

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Welcome to the 2012 AIB-SE Conference and to Sunny Florida!

It is our pleasure to welcome you to the 2012 Academy of International Business Southeast USA (AIB-SE) conference, hosted by Florida Atlantic University in Fort Lauderdale, Florida.

The AIB-SE chapter has become one of the two largest and most active worldwide chapters of the Academy of International Business, supporting an annual conference, a journal, as well as undergraduate, master and doctoral student consortia. The Chapter's mission is to encourage and assist research activities that advance knowledge of international business, increase the available body of teaching materials, and facilitate the exchange of information and ideas among educators and between international business and academic fields.

This year's AIB-SE annual conference has delivered a record-breaking number of contributions from over 400 scholars, students and business practitioners from over 40 countries representing 6 continents. This year's conference theme "Institutions and Emerging Markets" has particularly garnered interest from international scholars, students and practitioners from numerous emerging economies.

The specific mission of our AIB-SE annual meetings is to be "developmental" by providing our participants with the opportunity to present their work in a collegial setting, obtain and provide constructive feedback, advance their research toward submission for publication, and interact with world-class scholars, speakers, panelists and keynoters. The conference provides developmental opportunities for students, junior and senior scholars alike, and integrates international business research, teaching and practice.

This year's meeting offers competitive and interactive paper sessions, a variety of thematic panels, a doctoral consortium, a meet-the-editors session with representatives from reputable international business journals and publications including the *Journal of International Business Studies (JIBS)*, *AIB Insights*, AIB-SE's own journal *International Business: Research, Teaching and Practice (IBRTP)* and the *International Journal of Emerging Markets (IJoEM)*, among several renowned other journals, a journal paper development workshop, a number of X-Culture events for undergraduate and master students from around the world, and several exciting professional development and social networking events.

These events include an exclusive tour of Port Everglades, one of the world's largest cruise and cargo ports as well as a tour of the 'Venice of America' on a privately chartered yacht that will feature an extended waterside tour of Fort Lauderdale and introduce participants to the 'Yachting Capital of the World,' home of the world's largest International Boat Show. Other highlights of the conference include a welcome reception with special speakers and guests, including the mayor of Fort Lauderdale John P. "Jack" Seiler and the president of Florida Atlantic University, Dr. Mary Jane Saunders, and a gala luncheon, award ceremony and keynote address by AIB Fellow Dr. Oded Shenkar.

The conference also features several awards, including: Rollins Best Conference Paper, EducAsian Best Thematic Paper, University of North Carolina at Greensboro Best X-Culture Project, Emerald Best Conference Reviewer, Monmouth University Best Student Reviewer, and the Ziegler Best Student Paper Award, which is sponsored by the University of West Indies at Cave Hill, Barbados. The best student paper award is named after the late William J. Ziegler for his invaluable contributions to AIB-SE and student involvement in our annual conferences.

We would like to thank our sponsors for their generous contributions and support for our annual conference. We would also like to thank all of our reviewers, authors, panelists, speakers, keynoters, organizers, student assistants, contributors and conference participants without whom this conference would not happen. Furthermore, we would like to thank the exceptional faculty and staff of Florida Atlantic University for hosting our 2012 conference and for their enthusiastic support and assistance. Last but not least, we would like to thank the excellent management and staff of the Riverside Hotel on Las Olas Boulevard, our official 2012 conference hotel and the oldest hotel in Fort Lauderdale.

We sincerely hope you will enjoy the packed and exciting conference program, and we hope you will also find the time to visit many of Fort Lauderdale's top attractions. We look forward to welcoming you to this year's conference and seeing you again at our annual conferences in the years to come!

GO SOUTHEAST!



Daniel Rottig, Ph.D.

2012 Conference Chair and
AIB-SE Vice Chairman



Matthew C. Mitchell, Ph.D.

2012 Conference Co-Chair and
AIB-SE Development Director



Mike Mullen, Ph.D.

2012 AIB-SE Conference
Local Host Representative



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ANNUAL MEETING
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FORT LAUDERDALE, FL.

Conference Chairs

Daniel Rottig, Ph.D.
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Vice Chairman AIB-SE

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Development Director AIB-SE

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Matthew.Mitchell@Drake.edu

AIB Southeast USA Executive Board

Ilan Alon – *Chairman*

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Matthew C. Mitchell – *Development Director & 2012 Conference Co-Chair*

Mohammed Sepehri – *Treasurer*

Robert (Bob) Goddard – *Historian*

Irina Naoumova – *Membership Director*

Christoph Lattemann – *Chief Technology Officer*

Robert (Bob) Engle – *AIB-SE Secretary*

Sue Godar – *Immediate Past Chair*

AIB-SE Past Chairs: George Nakos, Carolyn Mueller, and Cheryl Van Deusen





ANNUAL MEETING
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Conference Reviewers

We would like to thank the 160 reviewers from 39 countries that helped make the 2012 conference a possibility. All of our conference reviewers are listed below in alphabetical order:

Naila Aaijaz, University Malaysia Kelantan
Salam Abdallah, Abu Dhabi University
Ali Abu-Rahma, Abu Dhabi University
Mohammad Faisal Ahammad, Nottingham Trent University
Frederick Ahen, University of Turku
Manzoom Akhter, BeM Bordeaux Management School
Edward Akoto, Delaware State University
Jorge Luis Alcaraz Vargas, Universidad Michoacana de San Nicolas de Hidalgo
Priscila Alfaro-Barrantes, Southern New Hampshire University
Terry Dean Alkire, Central Washington University
Anna Alon, Rollins College
Pesi Jal Amaria, Webster University
Twisha Anand, Indian Institute of Management Ahmedabad
Jaishree Asarpota, Higher Colleges of Technology
Kshitij Awasthi, IIM Bangalore
Fawaz Baddae, IESEG School of Management
Faten Baddar Alhusan, University Of Bedfordshire
Hanoku Bathula, AIS St Helens
Safal Batra, IIM Ahmedabad
Mirko Benischke, The University of Auckland
Michele Boulanger, Rollins College
Jamal Bouras, Argosy University
Phil Boutin, University of Tennessee
Richard Brunet-Thornton, Vysoká škola ekonomická v Praze
Cynthia Vilasboas Calixto, Universidade do Vale do Rio dos Sinos
Newton Campos, IE Business School

Conference Reviewers (continued)

Andrew Michael Carnes, West Virginia University
Reccia Natasha Charles, St. George's University
Charles Chen, University of Phoenix
Wenshin Chen, Abu Dhabi University
Larissa Teixeira Cunha, Universidade Federal do Ceará
Candace Deans, University of Richmond
Kaitlyn Deghetto, Florida State University
Bryan Deptula, Florida Atlantic U
Ratan Dheer, Florida Atlantic University
John Raymond Dilyard, St. Francis College
Jaya Dixit, Rensselaer Polytechnic Institute
Robert Duesing, Georgia College & State University
Gary Arthur Dusek, Nova Southeastern University
Stefano Elia, Politecnico di Milano
Christopher Neal Ellison, West Virginia University
Peter Enderwick, AUT University
Mohammad Falahat, USM University
Tony Fang, Stockholm University School of Business
Nadežda Fuksová, Slovak University of Technology, Institute of Management
Diane Joyce Fulton, Clayton State University
Jeferson De Araujo Funchal, Institute Federal of the Rio Grande do Sul
Jake A Garrett, Drake University
Thomas Garsombke, Clayton State University
Niharika Garud, Indian Institute of Management Bangalore
Aleksandr V. Gevorkyan, New York University
Ioanna Giannoukou, University of Patras
Ileana Simona Giura, Rensselaer Polytechnic Institute
Kimberly Gleason, University of Pittsburgh
Sue Godar, William Paterson University
Nicholas Grigoriou, Monash University
Hannah Grimm, Drake University
Sebastian Handschke, University of Jena
Andy Hao, University of Hartford
Joseph Phillip Harris, University of Phoenix
William Ray Heaston, Drake University
Kenneth Andrew Heischmidt, Southeast Missouri State University

Conference Reviewers (continued)

Durim Hoxha, Universitat Autònoma de Barcelona
Yu-Mei Huang, Yu Da University
Supachart Iamratanakul, Kasetsart Business School/ Kasetsart University
Badar Alam Iqbal, Department of Commerce, A.M.U. Aligarh
Mayra Ivanoff Lora, Escola de Economia de São Paulo - Fundação Getúlio Vargas
Nancy Joan, Mendoza Javier, University of Michigan
Sreenivasan Jayashree, MMU
Alfredo Jimenez, University of Burgos
Douglas Johansen, Jacksonville University
Ilias Kapareliotis, University of Abertay Dundee
Indu Kaveti, Florida International University
Masoud Kavoossi, Howard University
Keith J. Kelley, Florida International University
Suthikorn Kingkaew, Thammasat Business School
Eva Kipnis, Coventry Business School
Shelby Lynn Klose, Drake University
Jacob Krive, University of Maryland University College, Nova Southeastern University, Advocate Health Care
Nishant Kumar, Stockholm University School of Business
Kevin K Lee, Cal State University Fresno
Ingyu Lee, Troy University
Long-Sheng Lin, Tainan University of Technology
Twila Mae Logan, Florida International University
Ilisangela Mais, Regional University of Blumenau - FURB
Laurence Anthony Marsh, Columbus State University
Michael McDermott, Northern Kentucky University
Grisel Melendez, University of Puerto Rico
Jitendra Kumar Mishra, Jaypee Business School, JIIT University, Noida
Rakesh Mittal, New Mexico State University
Immanuel Azaad Moonesar, University of Wollongong in Dubai
Edwin Moore, Northwoods University
Francisco Javier Morales, Universidad Adolfo Ibáñez
Edison P. Moura, Sulross State University
Lakshmi Mudunuru, GITAM School of International Business
Maureen I. Muller-Kahle, Penn State
Swati Nagar, AUT University

Conference Reviewers (continued)

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Irina Naoumova, University of Hartford
Stuart Napshin, Kennesaw State University
Nazly Katherine Nardi, Kaplan University
Nathan Neale, Washington State University
Chittipa Ngamkroeckjoti, Assumption University
Michael Nippa, TU Freiberg
Saurav Pathak, Michigan Technological University
Gustavo Pimenta, Fundacao Getulio Vargas
Brian C. Pinkham, Texas Christian University
Dorothy Pisarski, Drake University
Cornelia Pop, Babes-Bolyai University/ Department of Business
Manish Popli, Indian Institute of Management, Lucknow
Saptarshi Purkayastha, Indian Institute of Management
Nicholas D Rhew, University of Memphis
Arthur Rubens, FGCU
Mackenzie Leigh Russo, Drake University
Prashant Salwan, Indian Institute of Management Indore
Chevanese Samms, Savannah State University
Heru Satyanugraha, Trisakti University
Nabeel Sawalha, Gulf University for Science & Technology
Stuti Saxena, National Innovation Foundation
Roland Schwald, Albstadt-Sigmaringen University
Zhaleh Semnani-Azad, University of Waterloo
Hsia Hua Sheng, Fundacao Getulio Vargas (FGV-EAESP)
Surinder Kler Shukla, Panjab University
Sally Sledge, Norfolk State University
Kamal Smimou, University of Ontario Institute of Technology
Marketa Sonkova, Boston University
Francesca Spigarelli, University of Macerata
Sylwia Elzbieta Starnawska, D'Youville College
Veselina Petrova Stoyanova, The University of Edinburgh Business School
Christian Streege, Cologne University of Applied Sciences
Sui Sui, Ted Rogers School of Management, Ryerson University
Lavanchawee Sujarittanonta, Silpakorn University International College (SUIC)
Justyna Swiatowiec-Szczepanska, Poznan University of Economics

Conference Reviewers (continued)

Yinuo Tang, University of Pittsburgh
Shlomo Yedidia Tarba, The Open University
Ranjini Thaver, Stetson University
Jittima Tongurai, National institute of Development Administration
Miguel Matos Torres, University of Aveiro
Joy Elly Tulung, Sam Ratulangi University
Basak Ucanok, Istanbul Bilgi University
Halia Mayela Valladares Montemayor, Mount Royal University
Vo Van Dut, University of Groningen
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Juan Fernando Velez Ocampo, Institución Universitaria Salazar y Herrera
Donata Vianelli, University of Trieste
Chaiporn Vithessonthi, National Institute of Development Administration
Adolf Johan Vogel, University of Pretoria
Igor Volkov, Université du Québec
Ming-Chao Wang, National Cheng Kung University
Al Warner, Penn State Erie
Jun Wu, Savannah State University
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Anna Zarkada, Athens University of Economics and Business
Weiguo Zhong, City University of Hong Kong



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Conference Hotel (A)

Riverside Hotel
620 East Las Olas Boulevard
Fort Lauderdale, FL 33301
Phone: 800-325-3280

Our participants will be provided
with complimentary wireless
Internet in the conference hotel.



Conference Location (B)

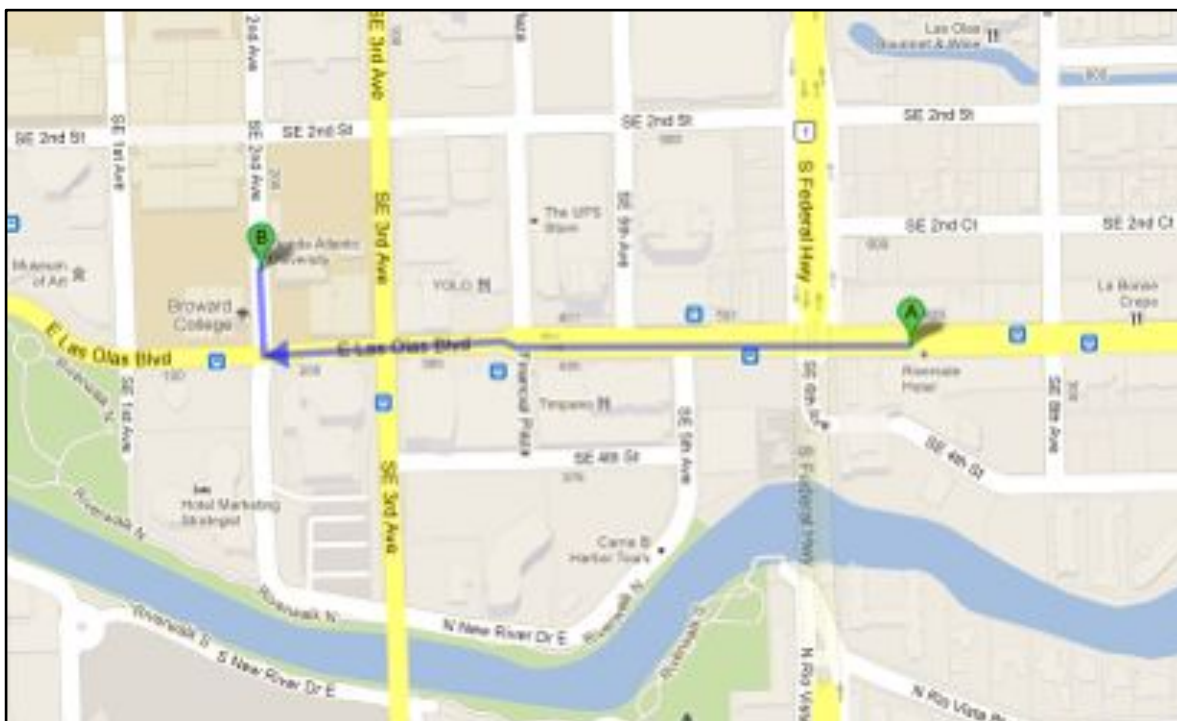
FAU Fort Lauderdale Campus
111 East Las Olas Boulevard
Fort Lauderdale, FL 33301
Phone: 954-236-1000

Complimentary Wireless Internet Access
Username: academyintlbus
Password: AIB2012



Map of Fort Lauderdale's Las Olas Boulevard showing the Riverside Hotel (A) and FAU (B).

****The Carrie B, our chartered tour boat, is located on the New River between the Riverside Hotel and FAU.****



Call for Papers

AIB Insights is the Academy of International Business official publication that provides an outlet for short (around 2500 words), interesting, topical, current and thought provoking articles. Articles can discuss theoretical, empirical, practical or pedagogical issues affecting the international business community. The publication seeks articles that have an international business and cross disciplinary orientation with IB researchers and faculty as the intended primary audience.

Authors should highlight the insight of their article in the first paragraph. They should prompt the reader to think about international business and international business teaching/learning in new ways. Articles sought should be grounded in research, but presented in a readable and accessible format.

Articles written for *AIB Insights* should be free of professional jargon and technical terms, light on references, but heavy on insight from the authors' experiences and research. Terminology should be defined if it is not in the common domain of the IB literature. Authors should remember the intended audience of the publication and write accordingly. A regression equation, a correlation matrix, a table or a graph needed to support a point may be included.

AIB Insights does not seek the kind of articles that are intended for refereed journals in international business, such as the *Journal of International Business Studies*.

The publication is intended to inform, educate and

enlighten readers with state of the art information on a topic with a broad appeal to the profession. Acceptable articles may fall into one of several categories:

1. Research insights from authors' stream of research
2. Current issues affecting international business as a discipline
3. The use of technology in international business
4. The International Business department/ function/ discipline evolving nature
5. Internationalization of the curriculum
6. Innovative approaches to teaching international business
7. Teaching pedagogy and content articles
8. Other topics of interest

Please include a cover page with all the authors' contact details (email, university affiliation, full address, telephone, fax). The second page should include 50-75 word biographies of participating authors. Articles submitted should follow *JIBS* referencing style for consistency.

AIB Insights will be published 4 times a year with the *AIB Newsletter*. Please send your submission or submission idea to the editorial team: Romie Littrell, Editor and Daniel Rottig, Associate Editor via e-mail to insights@aib.msu.edu

AIB INSIGHTS EDITORIAL TEAM

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AIB Insights (ISSN: print: 1938-9590; online: 1938-9604) provides an outlet for short, topical, stimulating, and provocative articles. Past copies of the *AIB Insights* can be accessed through the AIB website at <http://aib.msu.edu/publications/aibinsights.asp>

INTERNATIONAL JOURNAL OF EMERGING MARKETS

Call for Papers *Special Issue on Institutions and Emerging Markets*



The International Journal of Emerging Markets (IJoEM), published by Emerald, would like to invite papers for a special issue on the theme of ***Institutions and Emerging Markets***. The deadline for submissions is December 1, 2012. Articles must be submitted through International Journal of Emerging Markets Manuscript Central electronic submission system:

<http://mc.manuscriptcentral.com/ijoem>.

Special Issue Topics

Constituting over two-thirds of the world's population and one-fifth of its GDP, the emerging markets are expected to continue to impact the world's new economic order, ushering in changes in economic thought, management philosophy, global operations, and financial flows. Given their importance to the global economy, the emerging markets are an important testing ground for existing models and concepts in international business, management, marketing, economics, and finance, pushing the boundaries of existing theories. They are also fertile ground for developing new models and theories with different contextual origins.

Potential topics for this special issue may include, but are certainly not limited to:

- *MNC responses to emerging market institutions*
- *Emerging market multinationals*
- *Legitimacy in emerging market contexts*
- *Emerging markets and global institutions*
- *Formal and informal institutions in emerging market contexts*
- *Quantitative and qualitative analysis in emerging markets*

Editors

Dr. Daniel Rottig, Guest Editor (DRottig@fgcu.edu)

Dr. Matthew C. Mitchell, Co-Guest Editor (Matthew.Mitchell@drake.edu)

Please visit Emerald's IJoEM special issue website for more details:

http://emeraldinsight.com/products/journals/call_for_papers.htm?id=4016



**Academy of International Business, Southeast USA Chapter
2012 Annual Conference, October 31 – November 2
Florida Atlantic University, Fort Lauderdale**

Program at a Glance

Conference Registration Desk

Located in the HEC Tower

- Wednesday, October 31: Registration Desk opens from 7:30am – 5pm
- Thursday, November 1: Registration Desk opens from 8:00am – 5pm
- Friday, November 2: Registration Desk opens from 8:00am – 12:30pm

Panels Overview

Day 1: Wednesday, October 31

12:30pm – 1:45pm

- Panel A: Multi-Country Collaboration Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research (11th floor)

2:00pm – 3:15pm

- Panel B: Meet the Editors Panel (11th floor)
- Panel C: Understanding Culture and Management in the Age of Globalization through Yin Yang (9th floor)

3:30pm – 4:45pm

- Panel D: Practitioners Panel in Emerging Markets (11th floor)
- Panel E: The Fallacies of Cross Cultural Research (9th floor)

Day 2: Thursday, November 1

9:00am – 10:15am

- Panel F: Within-Nation Regions in International Management: Do Regions or Nations Matter? (11th floor)
- Panel G: Overcoming Stereotypes in the Emerging Post-Socialist Economies (9th floor)

10:30am – 11:45am

- Panel H: Mergers and Acquisitions (M&As) in Emerging Markets (11th floor)
- Panel I: Issues Beyond Traditional IB Education: Embracing Emerging Opportunities (9th floor)

Panels Overview (continued)

12:30pm – 1:45am

- Panel J: Internationalization, Innovation, and Sustainability on MNCs in Latin America (11th floor)

2:00pm – 3:15pm

- Panel K: Europe-China Integration: Challenges, Opportunities and Gaps (11th floor)
- Panel L: Corporate Social Responsibility & Sustainability in Emerging Markets: Does it, Should it and Can it Matter? (9th floor)

3:30pm – 4:45pm

- Panel M: Innovative Teaching in International Business – Making IB Live for Students, (9th floor)
- Panel N: Cultural Intelligence (11th floor)

Day 3: Friday, November 2

8:30am – 9:45am

- Panel O: Climate Change: Global and Local Perspectives (9th floor)
- Panel P: Study Abroad in Emerging Economies (9th floor)

10:00am – 11:15am

- Panel Q: Microfinancing and its Impact on Women's Entrepreneurship in Emerging Economies (9th floor)
- Panel R: Comparing Faculty-organized to Company-organized International Study Programs for College Students (9th floor)

Social Events and Meetings Overview

- Tour of Port Everglades (*prior registration required*), Wednesday, October 31, 9:00am – 11:30am
- Welcome Reception and Calypso Experience – Caribbean Steel Drum Entertainment, Wednesday, October 31, 5:30 – 7:00pm, Riverside Hotel 8th floor Terrace
- Informal Social Gatherings, Wednesday, October 31, 7:00pm, Las Olas Boulevard
- Official Welcome & Breakfast, Thursday, November 1, 8:00am – 9:00am, HEC Tower 11th floor
- X-Culture Instructor Meeting, Thursday, Nov. 1, 10:30am – 11:45am, HEC Tower 9th Floor
- AIB-SE Board Meeting (*Board Members Only*), Thursday, November 1, 12:00pm – 3:00pm
- Private Boat Tour on Fort Lauderdale's Waterways, Thursday, November 1, 5:30pm – 9:00pm, Boat is located on New River between the Riverside Hotel and FAU. See the map on page 12.
- Official Conference Photo, Thursday, November 1, 5:30pm
- AIB Insights Editors and Advisory Board Meeting, Friday, November 2, 8:30am – 9:45pm
- Annual AIB-SE Business Meeting, Friday, Nov 2, 11:30am – 12:15pm, HEC Tower 11th floor
- Annual Luncheon, Award Ceremony and Keynote Address by Dr. Oded Shenkar, Friday, November 2, 1:00pm – 3:00pm, Riverside Hotel New River Ballroom
- Post-Conference Featured Event: Fort Lauderdale International Film Festival, Friday, Nov. 2, 8:00pm, College Plaza (outside on the FAU campus) at 111 East Las Olas Boulevard

Daily Conference Program Overview

Wednesday, October 31, 2012

8:00 am - 1:45 pm	<i>Doctoral Student Consortium (Askew Tower – Rooms 728 and 729)</i>
8:00 am - 11:45 pm	<i>Best X-Culture Paper Presentations (HEC 9th floor)</i>
9:00 am - 11:30 am	<i>Exclusive Tour of Port Everglades in Fort Lauderdale (Departure from Riverside Hotel) Prior registration required</i>
	<i>Panel Session A: Multi-Country Collaboration Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research (HEC Tower, 11th floor)</i>
12:30 pm - 1:45 pm	<i>Paper Sessions Competitive Paper Session I (HEC Tower, 9th floor) Competitive Paper Session II (HEC Tower, 9th floor)</i>
1:45 pm - 2:00 pm	<i>Break</i>
2:00 pm - 3:15 pm	<i>Panel Session B: Meet the Editors Panel (HEC Tower, 11th floor)</i>
	<i>Panel Session C: Understanding Culture and Management in the Age of Globalization through Yin Yang (HEC Tower, 9th floor)</i>
2:00 pm - 3:15 pm	<i>Paper Sessions Competitive Paper Session III (HEC Tower, 9th floor) Competitive Paper Session IV (HEC Tower, 9th floor)</i>
3:15 pm - 3:30 pm	<i>Break</i>
3:30 pm - 4:45 pm	<i>Panel Session D: Practitioners Panel in Emerging Markets (HEC Tower, 11th floor)</i>
	<i>Panel Session E: The Fallacies of Cross Cultural Research (HEC Tower, 9th floor)</i>
3:30 pm - 4:45 pm	<i>Paper Sessions Competitive Paper Session V (HEC Tower, 9th floor) Competitive Paper Session VI (HEC Tower, 9th floor) Interactive Paper Session I (HEC Tower, 9th floor)</i>
4:45 pm - 5:30 pm	<i>Break</i>
5:30 pm - 7:00 pm	<i>Welcome Reception and Calypso Experience – Caribbean Steel Drum Entertainment (Riverside Hotel, 8th floor Terrace)</i>

Thursday, November 1, 2012

<i>8:00 am - 8:30 am</i>	<i>Welcome Breakfast - Light Breakfast, Coffee and Pastries (HEC Tower, 11th floor – Board of Trustees Room)</i>
<i>8:30 am - 9:00 am</i>	<i>Welcome by FAU Representative (HEC Tower, 11th floor – Board of Trustees Room)</i>
<i>9:00 am - 11:45 am</i>	<i>Emerald/International Journal of Emerging Markets Paper Development Workshop (invited participants only) (Askew Tower – Rooms 728 and 729)</i>
<i>9:00 am - 10:15 am</i>	<i>Panel F: Within-Nation Regions in International Management: Do Regions or Nations Matter? (HEC Tower, 11th floor)</i>
<i>9:00 am - 10:15 am</i>	<i>Panel Session G: Overcoming Stereotypes in the Emerging Post- Socialist Economies (HEC Tower, 9th floor)</i>
<i>9:00 am - 10:15 am</i>	<i>Paper Sessions Competitive Paper Session VII (HEC Tower, 9th floor) Competitive Paper Session VIII (HEC Tower, 9th floor) Interactive Paper Session II (HEC Tower, 9th floor)</i>
<i>10:15 am - 10:30 am</i>	<i>Break</i>
<i>10:30 am - 11:45 am</i>	<i>Panel H: Mergers and Acquisitions (M&As) in Emerging Markets (HEC Tower, 11th floor)</i>
<i>10:30 am - 11:45 am</i>	<i>Panel I: Issues Beyond Traditional IB Education: Embracing Emerging Opportunities (HEC Tower, 9th floor)</i>
<i>10:30 am - 11:45 am</i>	<i>Paper Sessions Competitive Paper Session IX (HEC Tower, 9th floor) Competitive Paper Session X (HEC Tower, 9th floor) Interactive Paper Session III (HEC Tower, 9th floor)</i>
<i>11:45 am - 12:30 pm</i>	<i>Light Lunch (box lunches provided) (HEC Tower, 11th floor – Board of Trustees Room)</i>
<i>12:00 pm - 3:00 pm</i>	<i>AIB-SE Board Meeting (Board Members only) (Askew Tower – Rooms 728 and 729)</i>
<i>12:30 pm - 1:45 pm</i>	<i>Panel J: Internationalization, Innovation, and Sustainability of MNCs in Latin America (HEC Tower, 11th floor)</i>

Thursday, November 1, 2012 (continued)

12:30 pm - 1:45 pm	<i>Paper Sessions Competitive Paper Session XI (HEC Tower, 9th floor) Competitive Paper Session XII (HEC Tower, 9th floor) Interactive Paper Session IV (HEC Tower, 9th floor)</i>
1:45 pm - 2:00 pm	<i>Break</i>
2:00 pm - 3:15 pm	<i>Panel K: Europe-China Integration: Challenges, Opportunities, Gaps (HEC Tower, 11th floor)</i> <i>Panel L: Corporate Social Responsibility & Sustainability in Emerging Markets: Does it, Should it and Can it Matter? (HEC Tower, 9th floor)</i>
2:00 pm - 3:15 pm	<i>Paper Sessions Competitive Paper Session XIII (HEC Tower, 9th floor) Competitive Paper Session XIV (HEC Tower, 9th floor) Interactive Paper Session V (HEC Tower, 9th floor)</i>
3:15 pm - 3:30 pm	<i>Break</i>
3:30 pm - 4:45 pm	<i>Panel M: Innovative Teaching in International Business – Making IB Live for Students (HEC Tower, 9th floor)</i> <i>Panel N: Cultural Intelligence (HEC Tower, 11th floor)</i>
3:30 pm - 4:45 pm	<i>Paper Sessions Competitive Paper Session XV (HEC Tower, 9th floor) Competitive Paper Session XVI (HEC Tower, 9th floor) Interactive Paper Session VI (HEC Tower, 9th floor)</i>
4:45 pm - 5:30 pm	<i>Break</i>
5:30 pm	<i>Official Conference Photo (All Conference Participants)</i>
5:30 pm - 9:00 pm	<i>Private Charter Boat Tour on Fort Lauderdale's Waterways The Carrie B, our chartered tour boat, is located on the New River between the Riverside Hotel and FAU. See the map on page 12.</i>

Friday, November 2, 2012

8:00 am - 8:30 am	<i>Light Breakfast, Coffee and Pastries (HEC Tower, 11th floor – Board of Trustees Room)</i>
8:00 am - 11:15 am	<i>Undergraduate Student Consortium (X-Cultural Consortium) (HEC Tower 9th floor)</i>

Friday, November 2, 2012(continued)

8:30 am - 9:45 am	<i>AIB Insights Editors and Advisory Board Meeting Editors and Board Members only (Askew Tower, Rooms 728 and 729)</i>
8:30 am - 9:45 am	<i>Panel O: Climate Change: Global and Local Perspectives (HEC Tower, 9th floor)</i> <i>Panel P: Study Abroad in Emerging Economies (HEC Tower, 9th floor)</i>
8:30 am - 9:45 am	<i>Paper Sessions Competitive Paper Session XVII (HEC Tower, 9th floor) Competitive Paper Session XVIII (HEC Tower, 9th floor) Interactive Paper Session VII (HEC Tower, 9th floor)</i>
9:45 am - 10:00 am	<i>Break</i>
10:00 am - 11:15 am	<i>Panel Q: Microfinancing and its Impact on Women's Entrepreneurship in Emerging Economies (HEC Tower, 9th floor)</i> <i>Panel R: Comparing Faculty-organized to Company-organized International Study Programs for College Students (HEC Tower, 9th floor)</i>
10:00 am - 11:15 am	<i>Paper Sessions Competitive Paper Session XIX (HEC Tower, 9th floor) Competitive Paper Session XX (HEC Tower, 9th floor) Interactive Paper Session VIII (HEC Tower, 9th floor)</i>
11:30 am - 12:15 pm	<i>AIB-SE Annual Business Meeting (AIB-SE Members and AIB-SE Board) (HEC Tower 11th floor – Board of Trustees room)</i>
12:30 pm - 1:00 pm	<i>Light refreshments (Riverside Hotel)</i>
1:00 pm - 3:00 pm	<i>Annual AIB-SE Luncheon and Award Ceremony Keynote Address by Dr. Oded Shenkar (Riverside Hotel New River Ballroom)</i>

End of Official Conference Program

Featured Post Conference Event

8:00 pm	<i>The Fort Lauderdale International Film Festival Movie Screening This screening of the cult-classic movie: THE PRINCESS BRIDE is offered free of charge to all conference participants outside on the FAU Plaza at 111 East Las Olas Blvd. Bring your beach chair!</i>
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Academy of International Business, Southeast USA Chapter 2012 Annual Conference, October 31 – November 2

Detailed Conference Program

Wednesday, October 31, 2012

7:30 - 5:00 *Conference Registration Desk (HEC Tower Lobby, 11th Floor)*

8:00 - 1:45 *Doctoral Student Consortium (Askew Tower – 728 and 729)*
See page 117 for the detailed consortium agenda.

Organizers and Faculty Advisors:

Michael R. Mullen (Co-Chair), Florida Atlantic University, United States
John McIntyre (Co-Chair), Georgia Institute of Technology, United States
Dr. Tomasz Lenartowicz (Co-Chair), Florida Atlantic University
Daniel C. Bello, Georgia State University, United States
William (Bill) Newbury, Florida International University, United States
Aidan O'Driscoll, Dublin Institute of Technology, Ireland
Mark Peterson, Florida Atlantic University, United States
Taco Reus, Erasmus University, Rotterdam, Netherlands
Mikael Sondergaard, University of Aarhus, Denmark

Doctoral Student Consortium Participants

Apoorva Ghosh, XLRI School of Business & HR, India
Anton Pavol Fenik, University of Tennessee, TN
Aycan Kara, Florida Atlantic University
Kum Solange Nwoah, Maharishi University of Management, Iowa
Luis E. Davila, Lubin School of Business - Pace University, NY
Maria Andrea De Villa, Cranfield School Of Management, UK
Michelle (Kun) Yang, Florida International University
Mohammed Yousif Al Saad, Abu Dhabi University, UAE
Muriel Durand, AARHUS University, Denmark
Nilufer (Nellie) Yapici-Herrmann, Florida Atlantic University
Rui Torres de Oliveira, Manchester Business School, UK
Yunshan Lian, Nova Southeastern University, Florida

Wednesday, October 31, 2012 (continued)

8:00 - 11:45 *Best X-Culture Paper Presentations (HEC Tower, 9th Floor – Room 908)*
♦ 8:00 - 8:30 *Official Welcome and Introduction*
♦ 8:30-10:15 *Best X-Culture Team Project Presentations*
♦ 10:15-10:30 *Break*
♦ 10:30-11:45 *X-Culture 24h Competition Set-up and Orientation Session*
Organizer: Vasyl Taras, University of North Carolina Greensboro, USA

9:00 - 11:30 *Exclusive Tour of Port Everglades in Fort Lauderdale*
(Departure from Riverside Hotel)
Prior registration required

12:30 – 1:45 *Panel A: **Multi-Country Collaboration Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research***
(HEC Tower 11th Floor – Room 1110)
Chair: Vasyl Taras, University of North Carolina at Greensboro, United States
Serdar Karabati, Istanbul Bilgi University, Turkey
Anna Matysek-Jedrych, University of Economics in Poznan, Poland
Daniel Rottig, Florida Gulf Coast University, United States
Peter Magnusson, Northern Illinois University, United States
Timothy R. Muth, Florida Institute of Technology, United States
Beth Gitlin, Florida Institute of Technology, United States
Betty Jane Punnett, University of the West Indies, Barbados
Donata Vianelli, University of Trieste, Italy
Louise Curran, Toulouse Business School, France
Susan Gupta, Monmouth University, United States

12:30 – 1:45 *Competitive Session I (HEC Tower, 9th floor – Room 908)*

MNE – Host Country Relations

Chair and Discussant: Fang Zhao, American University of Sharja, United Arab Emirates (fzhao@aus.edu)

*Effect of Government Legitimacy on MNE – Host Country Government
Political Strategies in Transitional Contexts*

Izzet Sidki Darendeli, Temple University Fox School of Business, United States
T. L. Hill, Temple University Fox School of Business, United States

Innovation, Institutions and Export Performance

Mohamed Amal, Regional University of Blumenau – FURB, Brazil
Ilisangela Mais, Regional University of Blumenau – FURB, Brazil
Luciano Castro De Carvalho, EAESP/FGV, Brazil

Wednesday, October 31, 2012 (continued)

Determinants of Brazilian Outward Foreign Direct Investment (OFDI): A Host Country Perspective

Mohamed Amal, Regional University of Blumenau – FURB, Brazil

Bruno Thiago Tomio, FAE – Blumenau, Brazil

How Does Foreign Capital Participation Affect Brazilian Companies' Performance? Investigation of Foreign Direct Investment's Impact on Host Country

Pedro Landin Malt, Fundacao Getulio Vargas, Brazil

Sheng Hsia Hua, Sao Paulo School of Business, Getulio Vargas Foundation, Brazil

12:30 – 1:45

Competitive Session II (HEC Tower, 9th floor – Room 911)

Networks and Relational Capabilities

Chair and Discussant: Carolyn B. Mueller, Stetson University, United States (cmueller@stetson.edu)

Elements of Guanxi Financing in China – A Social Network Approach

Dejun Cao, Southwestern University of Finance and Economics, China

John Zhang, Indiana University of Pennsylvania, China

Shixiang Zuo, Southwestern University of Finance and Economics, China

Demographics' Imperative: Comparative Study of the EU and the US

Gordana Pesakovic, Argosy University, United States

Edwin Moore, Northwood University, United States

Pesi Amaria, Private Consultant, United States

Strategic Implications of Networks on Firm Performance in Public, Private and Not-for-profit Sector: A Cross-National Study

Indu Kaveti, Florida International University, United States

William Newburry, Florida International University, United States

Ron Gilbert, Florida International University, United States

Minor Government Ownership: Evidence from Brazil

Wlamir Goncalves Xavier, EAESP/FGV and UNISUL, Brazil

1:45 – 2:00

Break

Wednesday, October 31, 2012 (continued)

2:00 – 3:15

Panel B: *Meet the Editors*

(HEC Tower, 11th floor – Room 1110)

Chair: Mike Mullen, Florida Atlantic University, United States

Daniel C. Bello, JIBS, Marketing Editor; Journal of International Marketing,
Past Editor

Martyn Lawrence, Emerald Publishing, United Kingdom

Mark Peterson, JIBS, Consulting Editor; Journal of Organizational Behavior,
Associate Editor

Romie F. Littrell, AIB Insights, Editor; International Journal of Emerging
Markets, Area Editor

Daniel Rottig, AIB Insights, Associate Editor; International Journal of
Emerging Markets, Area Editor

Matthew Mitchell, International Business: Research, Teaching & Practice,
Guest Editor/Journal Representative

Aidan O'Driscoll, Irish Marketing Review, Editor

Shlomo Tarba, HRM, MIR, Special Issues, Guest Editor

2:00 – 3:15

Panel C: *Understanding Culture and Management in the Age of*

***Globalization through Yin Yang* (HEC Tower, 9th Floor – Room 910)**

Chair: Nazly Katherine Nardi, Kaplan University, United States

Tony Fang, Stockholm University School of Business, Sweden

Mikhail V. Volkov, National Research University Higher School of Economics,
Russia

Irina O. Volkova, National Research University Higher School of Economics,
Russia

Valentina V. Kuskova, National Research University Higher School of
Economics, Russia

2:00 – 3:15

Competitive Session III (HEC Tower, 9th floor – Room 908)

Entrepreneurship and Emerging Markets I

Chair and Discussant: Alice de Koning, Salem State University, United States
(adekoning@salemstate.edu)

*Entrepreneurship, Infrastructure and Institutions: Lessons from the
Champagne World Fairs*

Alice de Koning, Salem State University, United States

Wednesday, October 31, 2012 (continued)

Born Globals Among the Malaysian SMEs: Mediating Effect of Marketing Competencies on Foreign Market Performance

Mohammad Falahat Nejad Mahani, Universiti Sains Malaysia, Malaysia

Osman Mohamad, Universiti Sains Malaysia, Malaysia

Melissa Wendy Migin, UCSI University, Malaysia

Douglas L. Johansen, Jacksonville University, United States

Enclaves and Entrepreneurial Success

Charles Braymen, Creighton University, United States

Florence Neymotin, Nova Southeastern University, United States

2:00 – 3:15

Competitive Session IV (HEC Tower, 9th floor – Room 911)

Internationalization and Foreign Market Entry

Chair and Discussant: Vasyl Taras, University of North Carolina at Greensboro, United States (v_taras@uncg.edu)

Institutional Environment and the Development of Dynamic Capabilities in Emerging Countries

Clarice da Fontoura Paim, Universidade do Vale do Rio dos Sinos, Brazil

Cyntia Vilasboas Calixto, Universidade do Vale do Rio dos Sinos, Brazil

Ivan Lapuente Garrido, Universidade do Vale do Rio dos Sinos, Brazil

Silvio Luis de Vasconcellos, Universidade do Vale do Rio dos Sinos, Brazil

Jefferson Marlon Monticelli, Universidade do Vale do Rio dos Sinos, Brazil

The Drivers of the Entry and Expansion Modes of U.S.-Based MNEs in Brazil

Gustavo Duarte Pimenta, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Hsia Hua Sheng, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Mayra Ivanoff Lora, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Institutional Uncertainty & Emerging Market Multinationals: The Crafar Case

Peter Enderwick, AUT University, New Zealand

Swati Nagar, AUT University, New Zealand

3:15 – 3:30

Break

Wednesday, October 31, 2012 (continued)

- 3:30 – 4:45 **Panel D: *Practitioners Panel In Emerging Markets***
(HEC Tower, 11th Floor – Room 1110)
Chair: Mike Mullen, Florida Atlantic University, United States
Paul Martine, CIO & Corporate V.P., Operations, Citrix Systems, Inc.
Larry Behar, Behar Law Group & EB5 Dream Team
Jin Sahng Lee, Senior Consultant, LG Economic Research Institute,
Republic of Korea
Rui Oliveira, CEO, Golden Development China
- 3:30 – 4:45 **Panel E: *The Fallacies of Cross Cultural Research*** (HEC Tower, 9th floor –
Room 910)
Chair: Mikael Sondergaard, Aarhus University, Denmark
Mark Peterson, Florida Atlantic University, United States
Vasyl Taras, University of North Carolina at Greensboro, United States
- 3:30 – 4:45 **Competitive Session V** (HEC Tower, 9th floor – Room 908)
- Top Management Teams and Global Strategy**
Chair and Discussant: Marina O. Latukha, St. Petersburg State University,
Russia (mlatuha@yandex.ru)
- Executives as Agents: Expatriate Managers in Subsidiaries of Multinational
Banks*
Hein Bogaard, George Washington University, United States
Marketa Sonkova, Boston University, United States
- Globalization Pressures and CEO Nationality Selection*
Yannick Thams, Florida International University, United States
Aya Charcar, Florida International University, United States
- TMT Functional Orientation Heterogeneity, Global Strategic Posture, and
MNE Firm Performance: An International Perspective*
Adrian Gil, University of Houston-Downtown, United States
Richard Posthuma, University of Texas El Paso, United States
Carole L. Cangioni, Northern Kentucky University, United States
- Implications of Explorations Across Economies The Case of Rotation and
Retention of Human Capital*
Murad Mithani, Rensselaer Polytechnic Institute, United States

Wednesday, October 31, 2012 (continued)

3:30 – 4:45 *Competitive Session VI (HEC Tower, 9th floor – Room 911)*

Knowledge Management

Chair and Discussant: Elzotbek Rustambekov, Bryant University, United States (erust001@odu.edu)

Knowledge Transfer and Cross Border Acquisition Performance: The Impact of Cultural Distance and Employee Retention

Mohammad Faisal Ahammad, Nottingham Trent University, United Kingdom

Keith W. Glaister, University of Sheffield, United Kingdom

Shlomo Yedidia Tarba, The Open University, Israel

Gaining Knowledge Via Strategic Location of Headquarters Model of Dynamic Capabilities Transfer

Elzotbek Rustambekov, Bryant University, United States

3:30 – 4:45 *Interactive Session I (HEC Tower, 9th floor – Room 913C)*

International Entrepreneurship and SMEs

Chair: Ken Blawatt, University of Canada West, Canada (kblawatt@shaw.ca)

Linking Entrepreneurship Pedagogy with Practice

Robert Joseph Duesing, Georgia College & State University, United States

Social Entrepreneurship Justified by Globalization

Joseph Phillip Harris, University of Phoenix, United States

Cam Tours, Ltd.: A Case in Small Firm Strategy

Carolyn B. Mueller, Stetson University, United States

Jon-Michael Carrick, Stetson University, United States

Understanding Organizational Commitment: Evidence from Turkish SMEs

Basak Ucanok, Istanbul Bilgi University, Turkey

Opportunities and Challenges for Foreign Entrepreneurs Opening a Business in Colombia

Andres F. Machado, Florida Gulf Coast University

Amanda N. Niemczyk, Florida Gulf Coast University

4:45 – 5:30 *Break*

Wednesday, October 31, 2012 (continued)

- 5:30 – 7:00 *AIB-SE Annual Welcome Reception and Calypso Experience – Caribbean Steel Drum Entertainment, Riverside Hotel 8th floor Terrace*
Daniel Rottig, Conference Chair, Vice Chair AIB-SE
Matthew C. Mitchell, Conference Co-Chair, Development Director
Mike Mullen, Local Host Representative FAU
John P. "Jack" Seiler, Mayor of the City of Fort Lauderdale
Dr. Mary Jane Saunders, President of Florida Atlantic University
Dr. Jennifer O’Flannery Anderson, VP Community Engagement, FAU
Bob Swindell, President and CEO, Greater Fort Lauderdale Alliance
Dan Lindblade, CEO Greater Fort Lauderdale Chamber of Commerce
Heiko Dobrikow, General Manager, Riverside Hotel
J. Eduardo Torres, Director, South Florida U.S. Commercial Service, U.S. Department of Commerce
- 7:00 *Informal Social Gatherings (Las Olas Boulevard)*

Thursday, November 1, 2012

- 8:00 - 5:00 *Conference Registration Desk (HEC Tower Lobby, 11th Floor)*
- 8:00 – 9:00 *Welcome Breakfast and Official Welcome by FAU Representative (HEC Tower, 11th floor – Board of Trustees Room)*
Daniel Rottig, Conference Chair, Vice Chair AIB-SE
Matthew C. Mitchell, Conference Co-Chair, Development Director
Mike Mullen, Local Host Representative, FAU
Dr. Brenda Claiborne, Provost & Chief Academic Officer, FAU
Dr. Anthony Abbate, Associate Provost FAU Broward Campuses
Dr. Paul Hart, Associate Dean, FAU COB Broward
Dr. Phyllis Bebkko, Associate Vice President of Broward Campuses
- 9:00 - 11:45 *Emerald/International Journal of Emerging Markets
Paper Development Workshop (invited participants only)
(Askew Tower, Rooms 728 and 729)*
Chair: Daniel Rottig, Florida Gulf Coast University, United States
Co-Chair: Matthew Mitchell, Drake University, United States
Ilan Alon, Rollins College, United States
Martyn Lawrence, Emerald Publishing, United Kingdom
Sumit Kundu, Florida International University, United States
Romie F. Littrell, Auckland University of Technology, New Zealand
- 9:00 - 10:15 *Panel F: **Within-Nation Regions in International Management: Do Regions or Nations Matter?** (HEC Tower, 11th Floor – Room 1110)*
Chair: Mikael Sondergaard, Aarhus University, Denmark
Mark Peterson, Florida Atlantic University, United States
Tom Lenartowicz, Florida Atlantic University, United States
Romie F. Littrell, Auckland University of Technology, New Zealand
Sjoerd Beugelsdijk, University of Groningen, The Netherlands
- 9:00 – 10:15 *Panel G: **Overcoming Stereotypes in the Emerging Post-Socialist Economies** (HEC Tower, 9th Floor – Room 914)*
Chair: Aleksandr V. Gevorkyan, New York University, United States
Irina Naoumova, University of Hartford, United States
Anna Alon, Rollins College, United States
- 9:00 - 10:15 *Competitive Session VII (HEC Tower, 9th floor – Room 913C)*
- Cross Border Mergers and Acquisitions and Offshoring**
Chair and Discussant: Mohammad Faisal Ahammad, Nottingham Trent University (mohammad.ahammad@ntu.ac.uk)

Thursday, November 1, 2012 (continued)

Ownership Strategy, Asset Seeking Investments and Institutional Distance: A Comparison Between Emerging and Advanced Country Firms

Stefano Elia, Politecnico di Milano, Italy

Filip De Beule, Lessius University, Belgium

Lucia Piscitello, Politecnico di Milano, Italy

Cultural Implications on Cross Border Merger & Acquisition Negotiation Duration

Rama Krishna Reddy, University of Memphis, United States

Ben Kedia, University of Memphis, United States

Country-Specific Advantages or Disadvantages? The Moderating Effect of Industry Context in Asset Seeking Investments Undertaken by Emerging Multinational Companies in Advanced Countries

Stefano Elia, Politecnico di Milano, Italy

Grazia Santangelo, Università di Catania, Italy

The Hidden Costs to Offshoring; Exploring the Mediating Effects of Social Responsibility and Employee Layoffs

Dina Mahmoud Abdelzaher, University of Houston - Clear Lake, United States

William Newburry, Florida International University, United States

Sumit Kundu, Florida International University, United States

9:00 - 10:15

Competitive Session VIII (HEC Tower, 9th floor – Room 908)

An Examination of Cultural Frameworks

Chair and Discussant: Ayca Kara, Florida Atlantic University, United States
(akara@my.fau.edu)

Re-examining the Construct of Cultural Intelligence – A Qualitative Study

Fang Zhao, American University of Sharjah, United Arab Emirates

Ling Deng, RMIT University, Australia

Contradicting Hofstede: Are Brazilian and American Cultures Really Different

Edison P. Moura, Sul Ross State University, United States

Does Country Equal Culture? Beyond Geography in the Search for Cultural Entities

Vasyl Taras, University of North Carolina at Greensboro, United States

Thursday, November 1, 2012 (continued)

9:00 - 10:15 *Interactive Session II (HEC Tower, 9th floor – Room 913C)*

International Economics and Politics

Chair: Rimi Zakaria, Florida International University and University of Wisconsin - Whitewater, USA, United States (rimi_zakaria@gmail.com)

Value Conversion of Intangible Assets: A Co-creation Case Study of MSMEs and Large Banks in India: An Exploratory Study

Prashant Salwan, Indian Institute of Management Indore, India

Political Determinants of Regulatory Reform in Developing Countries

Wolfgang Veit, Cologne University of Applied Sciences, Germany

Christian Streege, Cologne University of Applied Sciences, Germany

Managing Political Corruption: Insights from Resource Dependence and Institutional Perspectives

Nicholas D. Rhew, University of Memphis, United States

Ben Kedia, University of Memphis, United States

Problematic Aspects of Free Trade: Lessons for Smaller Nations from NAFTA

Ken Blawatt, University Canada West, Canada

10:15 – 10:30 *Break*

10:30 – 11:45 *X-Culture Instructor Meeting (HEC Tower, 9th floor – Room 910)*

10:30 - 11:45 *Panel H: **Mergers and Acquisitions (M&As) in Emerging Markets** (HEC Tower, 11th Floor – Room 1110)*

Chair: Shlomo Tarba, The Open University, Israel

Co-Chair: Daniel Rottig, Florida Gulf Coast University, United States

Taco Reus, Erasmus University, Rotterdam, Netherlands

Mohammad Faisal Ahammad, Nottingham Trent University, United Kingdom

Attilio Mucelli, Polytechnic University of Marche Ancona, Italy

Francesca Spigarelli, University of Macerata Jesi, Italy

Kamal Smimou, University of Ontario Institute of Technology, Canada

Rimi Zakaria, Florida International University and University of Wisconsin - Whitewater, United States

10:30 – 11:45 *Panel I: **Issues Beyond Traditional IB Education: Embracing Emerging Opportunities** (HEC Tower, 9th floor – Room 914)*

Chair: Douglas W. Naffziger, Ball State University, United States

Carolyn B. Mueller, Stetson University, United States

Irina Naoumova, University of Hartford, United States

Jon-Michael Carrick, Stetson University, United States

Thursday, November 1, 2012 (continued)

10:30 – 11:45 *Competitive Session IX (HEC Tower, 9th floor – Room 908)*

Global Strategy and International Trade Theory

Chair and Discussant: Edwin Moore, Northwood University, United States
(mooree@northwood.edu)

The Influence of the Institution in the Process of Internationalization of Serra Gaucha Region Wineries

Cyntia Vilasboas Calixto, Universidade do Vale do Rio dos Sinos, Brazil
Jefferson Marlon Monticelli, Universidade do Vale do Rio dos Sinos, Brazil
Ivan Lapuente Garrido Universidade do Vale do Rio dos Sinos, Brazil
Silvio Luis de Vasconcellos, Universidade do Vale do Rio dos Sinos, Brazil

Does Technology Orientation Impact on the Internationalization or Regionalisation of Business?

Louise Curran, Toulouse Business School, France
Michael Thorpe, Curtin University, Australia

Resource Differences between Born Global and Born Regional Firms: Evidence from Canadian Small and Medium-Sized Manufacturers 1997-2004

Sui Sui, Ryerson University, Canada
Zhihao Yu, Carleton University, Canada
Matthias Baum, University of Giessen, Germany

Bullwhip Severity in Conditions of Uncertainty: Regional Versus Global Supply Chain Strategies

Keith J. Kelley, Florida International University, United States
Marcelo J. Alvarado-Vargas, Florida International University, United States
Daniel Palacios-Marques, Universitat Politècnica de Valencia, Spain

10:30 – 11:45 *Competitive Session X (HEC Tower 9th floor – Room 911)*

Political Aspects of Global Business

Chair and Discussant: Kimberly Gleason, University of Pittsburgh, United States, (gleasonk@pitt.edu)

When Shareholder Wealth and National Security Interests Collide: An Exploratory Examination of Export Control Act Violations

Kimberly Gleason, University of Pittsburgh, United States
Joan Wiggernhorn, Florida Institute of Technology, United States
Manoharlal Sukhwani, University of Pittsburgh, United States

Thursday, November 1, 2012 (continued)

Russian Institutional Development and Investment Climate: Constraints and Opportunities

Andrey Yukhanaev, Northumbria University, United Kingdom

Joanne Roberts, Northumbria University, United Kingdom

Grahame Fallon, Brunel University, United Kingdom

The Home Government Involvement in an Internationalization Process: Does it Boost or Wreck the Competitive Advantages of Russian MNEs?

Andrei Yu. Panibratov, St. Petersburg State University, Russia

Marina O. Latukha, St. Petersburg State University, Russia

10:30 – 11:45 *Interactive Session III (HEC Tower 9th floor – Room 913C)*

Internationalization and Foreign Market Entry

Chair: John Raymond Dilyard, St. Francis College, United States
(jdilyard@gmail.com)

Determinants of Entry Mode into Foreign Markets: a Case Study of a Brazilian Multinational

Daiane Polesello, Regional University of Blumenau – FURB, Brazil

Mohamed Amal, Regional University of Blumenau – FURB, Brazil

Marianne Hoeltgebaum, Regional University of Blumenau – FURM, Brazil

The Influence of Chinese Institutions in China's Outward Foreign Direct Investment

Rui Torres Oliveira, Manchester Business School, United Kingdom

Internationalization's Competitive Advantages for Developing Country Multinational Companies (DCMCs): the Favorable Scenario for Colombian Multilatinas

Maria Alejandra Gonzalez-Perez, Universidad EAFIT, Colombia

Juan Fernando Velez Ocamo, Institucion Universitario Salazar y Herrera, Colombia

Scandinavian Firms' Internationalization into China

Tony Fang, Stockholm University School of Business, Sweden

11:45 – 12:30 *Light Lunch*
(HEC Tower, 11th floor – Board of Trustees Room)

12:00 - 3:00 *AIB-SE Board Meeting (Board members only)*
(Askew Tower – Rooms 728 and 729)

Thursday, November 1, 2012 (continued)

12:30 – 1:45 **Panel J: *Internationalization, Innovation and Sustainability of MNCs in Latin America*** (HEC Tower, 11th floor – Room 1110)

Chair: William Newburry, Florida International University, United States
Leonardo Liberman, Universidad de los Andes, Chile
Joseph Ganitsky, University of Miami, United States

12:30 – 1:45 *Competitive Session XI (HEC Tower, 9th floor – Room 908)*

Cultural Values and Dimensions

Chair and Discussant: Ratan Dheer, Florida Atlantic University
(rdheer@fau.edu)

The Role of Target Firm Power in M&A Knowledge Transfer

Paulina Junni, Hanken School of Economics, Finland
Riikka Sarala, University of North Carolina at Greensboro, United States
Shlomo Tarba, The Open University, Israel

A Cross-Cultural Examination of Self-Leadership: Testing for Measurement Invariance Across Four Cultures

Jeffery D. Houghton, West Virginia University, United States
Andrew Carnes, West Virginia University, United States
Christopher Ellison, West Virginia University, United States

The Effects of International Collaboration Exercise on Learning Outcomes in Cross-Cultural International Management Courses

Vasyl Taras, University of North Carolina at Greensboro, United States
Rico Baldegger, School of Business Administration Fribourg, France
Hanoku Bathula, Auckland University of Technology, New Zealand
Alexander Bode, Technische Universität Darmstadt, Germany
Pawel Bryla, University of Lodz, Poland
Dan Caprar, University of New South Wales, Australia
Fabian Froese, Korea University, South Korea
Victor Huang, Zayed University, United Arab Emirates
Alfredo Jimenez, University of Burgos, Spain
Clara Lei, China
Michael Minor, University of Texas-Pan American, United States
Xavier Ordenana, ESPAE Graduate School of Management, Ecuador
Daniel Rottig, Florida Gulf Coast University, United States
Riikka Sarala, University of North Carolina at Greensboro, United States
Anja Schuster, Wirtschaftsuniversität Wien, Austria
Erika Vaiginienė, Vilnius University, Lithuania
Charles Wankel, St. John's University, United States
Norhayati Zakaria, University of Wollongong, United Arab Emirates
Fang Zhao, American University of Sharjah, United Arab Emirates

Thursday, November 1, 2012 (continued)

Language and Socio-Economic Structures: The Case of Culture and Gender
Estefania Santacreu-Vasut, ESSEC Business School and THEMA, France
Amir Shoham, Temple University and The College of Management Academic
Studies Israel, United States

12:30 - 1:45 *Competitive Session XII (HEC Tower, 9th floor – Room 911)*

National Culture, Values and Corruption

Chair and Discussant: Terry Dean Alkire, Central Washington University,
United States (alkirete@cwu.edu)

*Organizational Attractiveness of Chinese and Indian Multinational
Corporations Operating in Europe and the United States*
Terry Dean Alkire, Central Washington University, United States

Negotiating Style of Dominicans: Are There Gender Differences?
Nazly Katherine Nardi, Kaplan University, United States
Russell Abratt, Nova Southeastern University, United States
Barry Barnes, Nova Southeastern University, United States
Michael Bendixen, Nova Southeastern University, United States

*A Cross-National Investigation into the Effects of Religiosity on the
Pervasiveness of Corrupt Business Behavior*
Hamid Yeganeh, Winona State University, United States
Daniel Sauers, Al Akhawayn University, Morocco

The Cultural Antecedents of Corruption
Nicholas D. Rhew, University of Memphis, United States

Controlling Corruption in Spain
Adya Ali, Florida Atlantic University, United States
Ana Albert, Florida Atlantic University, United States
Richard Moyle Fritz, Florida Atlantic University, United States
Anup Patel, Florida Atlantic University, United States

12:30 – 1:45 *Interactive Session IV (HEC Tower, 9th floor – Room 913C)*

Consumer Behavior and International Branding

Chair: Prashant Salwan, Indian Institute of Management Indore, India
(psalwan@iimidr.ac.in)

*The Impact of Consumer Cosmopolitanism and Consumer Materialism on
Consumer Animosity*
Andy Hao, University of Hartford, United States

Thursday, November 1, 2012 (continued)

Made in China: Cross-Cultural Differences in Brand Evaluation Halo Effects

Helena Fenikova Allman, University of South Carolina, United States

Thomas J. Madden, University of South Carolina, United States

Martin S. Roth, University of South Carolina, United States

Advertising's Development in Post-Communist Poland

Dorothy Skiba Pisarski, Drake University, United States

Global Perceptions of Ambient in Advertising

Angela L. Snipes, Savannah State University, United States

Anthropomorphism and Beyond! Conventional and Innovative Approaches to Anthropomorphic Advertising and Subsequent Effects on Global Society

Joshua Shaffer, Savannah State University, United States

Global Perceptions of African American Stereotypes in Advertising

Grace E. Curry, Savannah State University, United States

1:45 - 2:00 *Break*

2:00 - 3:15 ***Panel K: Europe-China Integration: Challenges, Opportunities, Gaps***
(HEC Tower, 11th floor – Room 1110)

Co-Chair: Francesca Spigarelli, University of Macerata, Italy

Giorgio Galeazzi, University of Macerata, Italy

Louise Curran, Toulouse Business School, France

Stefano Elia, Politecnico Milano, Italy

Tullio Gregori, University of Trieste, Italy

Donata Vianelli, University of Trieste, Italy

Lei Zhang, Free University of Brussels, Belgium

2:00 - 3:15 ***Panel L: Corporate Social Responsibility & Sustainability in Emerging Markets: Does it, Should it and Can it Matter?*** ***(HEC Tower, 9th floor – Room 914)***

Chair: Richard Peters, Xavier University, United States

Bill Schneper, Franklin & Marshall College, United States

2:00 - 3:15 ***Competitive Session XIII (HEC Tower, 9th floor – Room 908)***

Marketing and Consumer Behavior

Chair and Discussant: Douglas Lars Johansen, Jacksonville University, United States (djohans@ju.edu)

Thursday, November 1, 2012 (continued)

Theoretical model of Consumer Animosity: Motivations & Outcomes in Tunisia and Lebanon

Selima Ben Mrad, Barry University, United States

Tamara Mangleburg, Florida Atlantic University, United States

Michael Mullen, Florida Atlantic University, United States

Culture on Personal Finances: The Direct and Indirect Effects of Ethnicity and Integration

Luis Eduardo Torres, Georgia Gwinnett College, United States

Customer Retention: A Source of Value for Serial Acquirers

William Y. Degbey, University of Turku, Finland

Strategic Logic, Marketing Resources and Emerging Market Success A Case Analysis Approach

Douglas Lars Johansen, Jacksonville University, United States

Gary Knight, Wilmette University, United States

2:00 - 3:15

Competitive Session XIV (HEC Tower, 9th floor – Room 911)

Internationalization and Foreign Market Entry Theory

Chair: Timothy R. Muth, Florida Institute of Technology, United States
(tmuth@fit.edu)

SME Internationalization: Constraints and Opportunities

Ratan Dheer, Florida Atlantic University, United States

The 3/2 Country Market Evaluation Model

Thomas Walter Garsombke, Clayton State University, United States

Diane Joyce Fulton, Clayton State University, United States

Richard Fulton, Troy State University, United States

Does Business Group Heterogeneity Impact Internationalization-Performance Relationship? Evidence from India

Saptarshi Purkaystha, Indian Institute of Management, India

Determinants of Entry Mode into Foreign Markets: A Case Study of a Brazilian Multinational

Daiane Polesello, Regional University of Blumenau – FURB, Brazil

Mohamed Amal, Regional University of Blumenau – FURB, Brazil

Marianne Hoeltgebaum, Regional University of Blumenau – FURM, Brazil

Thursday, November 1, 2012 (continued)

*The Impact of Fit between Determinants and Entry Mode on Performance:
Evidence from China*

Jun Wu, Savannah State University, United States

Maureen I. Muller-Kahle, Penn State, United States

Anshu Saxena Arora, Savannah State University, United States

Reginald Leseane, Savannah State University, United States

2:00 - 3:15

Interactive Session V (HEC Tower, 9th floor – Room 913C)

International Business Education

Chair: Vasyl Taras, University of North Carolina at Greensboro, United States
(v_taras@uncg.edu)

*Multi-Country Student Collaboration Projects in Cross-Cultural Management
Education*

Vasyl Taras, University of North Carolina at Greensboro, United States

Anja Schuster, Wirtschaftsuniversität Wien, Austria

Charles Wankel, St. John's University, United States

Clara Lei, China

Dan Caprar, University of New South Wales, Australia

Daniel Rottig, Florida Gulf Coast University, United States

Victor Huang, Zayed University, United Arab Emirates

Erika Vaiginienė, Vilnius University, Lithuania

Xavier Ordenana, ESPAE Graduate School of Management, Ecuador

Fabian Froese, Korea University, South Korea

Fang Zhao, American University of Zharjah, United Arab Emirates

Rico Baldegger, School of Business Administration Fribourg, France

Hanoku Bathula, Auckland University of Technology, New Zealand

Michael Minor, University of Texas-Pan American, United States

Norhayati Zakaria, University of Wollongdong, United Arab Emirates

Pawel Bryla, University of Lodz, Poland

Riikka Sarala, University of North Carolina at Greensboro, United States

*Empirical Analyses of the Question of Validity of University Students
Representing Populations of Employed Businesspeople in China and North
Asia*

Romie F. Littrell, Auckland University of Technology, New Zealand

So Many Choices: A Guide to Free Electronic Sources for Teaching IB

Susan Godar, William Paterson University, United States

Thursday, November 1, 2012 (continued)

3:15 – 3:30 *Break*

3:30 – 4:45 ***Panel M: Innovative Teaching in International Business – Making IB Live for Students*** (HEC Tower, 9th floor – Room 914)

Chair: Betty Jane Punnett, University of the West Indies, Barbados
Ken Blawatt, University of Canada West, Canada
Terri Lituchy, University of the West Indies & Concordia University, Barbados
Khaleid Holder, University of the West Indies, Barbados
Donald Miall, Eureka Management Consultants, Barbados

3:30 – 4:45 ***Panel N: Cultural Intelligence***
(HEC Tower, 11th floor – Room 1110)

Chair: Ilan Alon, Rollins College, United States
Judith Meyers, San Diego, CA, United States
Jennie Walker, Thunderbird School of Global Management
Michele Boulanger, Rollins College, United States
Vasyl Taras, University of North Carolina at Greensboro, United States

3:30 – 4:45 *Competitive Session XV (HEC Tower, 9th floor – Room 908)*

International Economics and Ownership Structure

Chair and Discussant: Andrea Paltrinieri, University of Verona, Italy

Stock Exchange Mergers in the Emerging Markets: A Case Study of the United Arab Emirates

Andrea Paltrinieri, University of Verona, Italy

Influence of the Foreign Investor on the Information Environment of Equities Listed on Latin America

Renato Diogo Ueda Taira, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Hsia Hua Sheng, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Mayra Ivanoff Lora, Sao Paulo School of Economics, Getulio Vargas Foundation, Brazil

Bank-Client Relationships: Foreign Ownership, Transparency and Portfolio Selection by Banks

Anita Pennathur, Florida Atlantic University, United States

Sharmila Vishwasrao, Florida Atlantic University, United States

Thursday, November 1, 2012 (continued)

The Ownership Structure of Business Groups and the Influence of the Institutional Environment

Wlamir Goncalves Xavier, UNISUL and EAESP/FGV, Brazil

Silvio Parodi Camilo, UFSC, Brazil

Rodrigo Bandeira-de-Mello, EAESP/FGV, Brazil

Rosilene Marcon, UNIVALI, Brazil

3:30 – 4:45 *Competitive Session XVI (HEC Tower, 9th floor – Room 911)*

Economic Perspectives on Emerging Markets

Chair and Discussant: Shlomo Tarba, The Open University, Israel
(tarba2003@gmail.com)

*Ownership Structure and Technology Capability Development in Large Firms:
An Empirical Test in Korean Context*

Jaya Dixit, Rensselaer Polytechnic Institute, United States

Kwangwook Gang, Rensselaer Polytechnic Institute, United States

An Early View at Russia's Economic Diversification Potential

Aleksandr V. Gevorkyan, New York University, United States

*FDI Strategies, Imports/Exports and Trade Balances: The Impact of
Intermediary Products*

Stuart Napshin, Kennesaw State University, United States

Lance Brouthers, Kennesaw State University, United States

*Rise and Fall of a Taxonomy: Should We Keep Calling them Emerging
Markets?*

Francesca Spigarelli, University of Macerata, Italy

Daniel Rottig, Florida Gulf Coast University, United States

3:30 – 4:45 *Interactive Session VI (HEC Tower, 9th floor – Room 913C)*

Institutional Explanations and Contexts

Chair: Bill Schneper, Franklin & Marshall College (wschneper@gmail.com)

*The Continuing Backwardness of Eastern Europe: A Search for Institutional
Explanations*

Edwin Moore, Northwood University, United States

Pesi Amaria, Private Consultant, United States

Thursday, November 1, 2012 (continued)

*The Effect of Institutional Contexts on Intellectual Property Infringements:
The Case of the Music Industry*

Arilova Andriamamindrainy Randrianasolo, Saint Louis University, United States

Savings and Superstitions: An Institutional Theoretic Perspective on the Life Insurance Industry in Three Countries

Matthew C. Mitchell, Drake University, United States

William Heaston, Drake University, United States

4:45 – 5:30 *Break*

5:30 pm *Official Conference Photo (All Conference Participants)*
Photo will be taken at the embarkation point for boat tour.

5:30 – 9:00 pm *Private Charter Boat Tour on Fort Lauderdale's Waterways*
The Carrie B, our chartered tour boat, is located on the New River between the Riverside Hotel and FAU. Please see the map on page 12.

Friday, November 2, 2012

- 8:00 - 12:30 *Conference Registration Desk (HEC Tower Lobby, 11th Floor)*
- 8:00 – 8:30 *Light Breakfast, Coffee and Pastries (HEC Tower, 11th floor – Room 1110)*
- 8:30 - 9:45 *AIB Insights Editors and Advisory Board Meeting*
Editors and Board Members only (Askew Tower, Rooms 728 and 729)
- 8:00 - 11:15 *Undergraduate Student Consortium (X-Culture Consortium)*
(HEC Tower 9th floor – Room 1110)
- 8:30 – 9:45 *Panel O: **Climate Change: Global and Local Perspectives***
(HEC Tower, 9th floor – Room 914)
Chair: John Raymond Dilyard, St Francis College, United States
Dina Abdelzaher, University of Houston – Clear Lake, United States
- 8:30 – 9:45 *Panel P: **Study Abroad in Emerging Economies** (HEC Tower, 9th floor – Room 918)*
Chair: Candace Deans, University of Richmond, United States
Carolyn B. Mueller, Stetson University, United States
Kirk R. Karwan, Furman University, United States
Rob Rolfe, University of South Carolina, United States
Keong Leong, University of Nevada Las Vegas, United States
Frank Dubois, American University, United States
Alison Kaufmann, Dominion Virginia Power, United States
- 8:30 – 9:45 *Competitive Session XVII (HEC Tower, 9th floor – Room 910)*

Bottom of the Pyramid and Social Responsibility

Chair and Discussant: Francesca Spigarelli, University of Macerata, Italy
(spigarelli@unimc.it)

Entrepreneurial Bricolage at the Bottom-of-the-Pyramid

Kaitlyn DeGhetto, Florida State University, United States

Global Social Tolerance Index and Robust Multi-Method Country Rankings

Steve Zanakis, Florida International University, United States

William Newbury, Florida International University, United States

Vasyl Taras, University of North Carolina at Greensboro, United States

Social Sustainability in Emerging Markets and the Business Case for Equitable Economics: Can the Poorest Countries be Rescued?

Arthur Rubens, Florida Gulf Coast University, United States

Roland Bardy, Florida Gulf Coast University, Germany

Maurizio Massaro, Universite de Udine, Italy

Friday, November 2, 2012 (continued)

Strategies for Serving the Base of the Pyramid – Lessons from Sub-Saharan Africa

Adolf Johan Vogel, University of Pretoria, South Africa

8:30 – 9:45

Competitive Session XVIII (HEC Tower, 9th floor – Room 911)

Entrepreneurship and Emerging Markets II

Chair and Discussant: Wlamir Goncalves Xavier, UNISUL and EAESP/FGV, Brazil (wlamir.xavier@unisul.br)

Informal Institutions and Technology Entrepreneurship in Emerging Markets: A Multi-Level Model

Saurav Pathak, Michigan Technological University, United States

Andre Laplume, Michigan Technological University, United States

Emanuel Xavier de Oliveira, Michigan Technological University, United States

Effects of Microfinancing Opportunities on Female Entrepreneurial Activity Rates in Emerging Economies

Berna Mutlu, University of Florida, United States

Linda Clarke, University of Florida, United States

Daniel Bonilla, University of Florida, United States

Does it Pay Off to be Innovative and Imitative Oriented? An Examination of the Antecedents and Consequences of Innovation and Imitation Orientation in and Emerging Economy

Ruby Lee, Florida State University, United States

Xinlin Tang, Florida State University, United States

What can Trigger and Prevent New Business Creation? A Multinational Examination of Entrepreneurs' Perspectives

Robert L. Engle, Quinnipiac University, United States

Christopher Schlaegel, Otto-von-Guericke University, Germany

Nikolay Dimitriadis, Rostov State Economic University, Russia

The Impact of Relational Capabilities on Subcontracting SMEs Internationalization Process

Bernardo Balboni, University of Modena and Reggio Emilia, Italy

Guido Bortoluzzi, University of Trieste, Italy

Donata Vianelli, University of Trieste, Italy

Friday, November 2, 2012 (continued)

8:30 – 9:45 *Interactive Session VII (HEC Tower, 9th floor – Room 913C)*

Emerging Market Economies

Chair: Aleksandr V. Gevorkyan, New York University, United States
(ag168@nyu.edu)

Discussant: Emmanuel Kodzi, Rollins College, United States

Institutions and Emerging markets: The Differential Impact of Institutional Distance on Entry Mode Decisions by Emerging Market and Advanced Market Multinational Companies

Rushiun Liou, University of Arkansas, United States

Kevin K. Lee, California State University, Fresno, United States

Scott Miller, Pepperdine University, United States

Philippines and Vietnam: An Analysis of Emerging Market Economies

Nancy Joan, Mendoza Javier, University of Michigan, Philippines

Emerging Issues in Emerging Markets: The Case of Green Isomorphism in the UAE

Wenshin Chen, Abu Dhabi University, United Arab Emirates

Institutional Dynamics in Smaller Emerging Markets: British West Indies and Spanish West Indies

Reccia Natasha Charles, St. George's University, Grenada

Nazly Katherine Nardi, Kaplan University, United States

Ruth Clarke, Nova Southeastern University, United States

Understanding Informal Sectors in Emerging Economies: A Social Network Theory Perspective

Rama Krishna Reddy, University of Memphis, United States

Ben Kedia, University of Memphis, United States

9:45 – 10:00 *Break*

10:00 - 11:15 ***Panel Q: Microfinancing and its Impact on Women's Entrepreneurship in Emerging Economies (HEC Tower, 9th floor – Room 914)***

Chair: Berna Mutlu, University of Florida, United States

Linda Clarke, University of Florida, United States

Daniel Bonilla, University of Florida, United States

Carmen England Bayron, University of Puerto Rico, United States

Grisel Melendez Ramos, University of Puerto Rico, United States

Friday, November 2, 2012 (continued)

10:00 - 11:15 **Panel R: *Comparing Faculty Organized to Company Organized International Study Programs for College Students*** (HEC Tower, 9th floor – Room 918)

Chair: Kenneth Andrew Heischmidt, Southeast Missouri State University, United States

Peter Gordon, Southeast Missouri State University, United States

Adam Arthur, EducAsian, China

10:00 - 11:15 *Competitive Session XIX (HEC Tower, 9th floor – Room 910)*

Corporate Social Responsibility and Sustainability

Chair and Discussant: Richard Peters, Xavier University of Louisiana, United States (rpeters1@xula.edu)

Do Shareholder Activists Act Like Police or Criminals? An Empirical Study of US and UK Firms

Maureen I. Muller-Kahle, Penn State, United States

William Q. Judge, Old Dominion University, United States

CSR and Institutions: A Deeper Understanding of the Institutional Context of Social Responsibility

Arilova Andriamamindrany Randrianasolo, Saint Louis University, United States

A Look at Corporate Social Responsibility and Firm Performance in Large Global Firms

Sally Sledge, Norfolk State University, United States

Impact of Sustainability Performance on Assurance Decision and Reputation: An International Investigation

Anna Alon, Rollins College, United States

Martina Vidovic, Rollins College, United States

Corporate Social Responsibility Pedagogy in Emerging Markets: An Institutional Analysis of the Antecedents and Determinants of CSR's Role in Global Education

Richard Peters, Xavier University of Louisiana, United States

Peggy Golden, Florida Atlantic University, United States

Xenophon Koufteros, Texas A&M University, United States

Friday, November 2, 2012 (continued)

10:00 - 11:15 *Competitive Session XX (HEC Tower, 9th floor – Room 911)*

Global Human Resource Management

Chair and Discussant: Jeffery D. Houghton, West Virginia University, United States (jeff.houghton@mail.wvu.edu)

Culture and Performance Management Systems

Tsvetomira Vladimirova Bilgili, University of Memphis, United States

Hansin Bilgili, University of Arkansas, United States

Shared Governance and Academic Collective Bargaining in American Higher Education: A Potential Model for U.S. Participation in the Global Experience of Works Councils and Codetermination

Neil Bucklew, West Virginia University, United States

Christopher Ellison, West Virginia University, United States

Jeffery D. Houghton, West Virginia University, United States

Mentoring and Justice in the U.S. and Middle East – A Comparison of Mentoring Approaches

Bryan Deptula, Florida Atlantic University, United States

Ethlyn A. Williams, Florida Atlantic University, United States

10:00 - 11:15 *Interactive Session VIII (HEC Tower, 9th floor – Room 913C)*

Institutions and Global Strategy

Chair: George Nakos, Clayton State University, United States (GeorgeNakos@clayton.edu)

International Market Orientation and Performance of Small and Medium-Sized Enterprises: The Mediating Role of Alliances

George Nakos, Clayton State University, United States

Robert Moussetis, North Central College, United States

Ali Abu-Rahma, Abu Dhabi University, United Arab Emirates

Made in China or Made by China? Explorations on What a Brand is Worth in Exporting

Xi Chen, China University of Political Science and Law, China

Yi Qian, Northwestern University, China

Zouhao Hu, China

Pro-market Reforms and R&D Investment in Emerging Economies: The Moderation of Financial Slack and Firm Age

Kwangwook Gang, Rensselaer Polytechnic Institute, United States

Jaya Dixit, Rensselaer Polytechnic Institute, United States

Friday, November 2, 2012 (continued)

China and India – Can They Support the Shift in the Global Automobile Industry?

Anshu Saxena Arora, Savannah State University, United States

Reginald Leseane, Savannah State University, United States

Jun Wu, Savannah State University, United States

Mahesh Raisinghani, Texas Woman's University, United States

11:30 - 12:15 *AIB-SE Annual Business Meeting (AIB-SE Members and AIB-SE Board)
(HEC Tower, 11th floor – Board of Trustees Room 1110)*

12:30- 1:00 *Light refreshments (Riverside Hotel)*

1:00- 3:00 *Annual AIB-SE Luncheon and Award Ceremony
(Riverside Hotel New River Ballroom)
Keynote Address by **Dr. Oded Shenkar**
Daniel Rottig, Conference Chair, Vice Chair AIB-SE
Matthew C. Mitchell, Conference Co-Chair, Development Director*

End of Official Conference Program

Featured Post Conference Event

8:00 pm *The Fort Lauderdale International Film Festival Movie Screening
This screening of the cult-classic movie: THE PRINCESS BRIDE is
offered free of charge to all conference participants outside on the
FAU Plaza at 111 East Las Olas Blvd. Bring your beach chair!*



**Academy of International Business, Southeast USA Chapter
Annual Conference, October 31 – November 2, 2012**

Overview of Panels

In accordance with the 2012 conference theme “Institutions and Emerging Markets”, this year’s annual meeting will feature a number of panels on and around emerging markets. Please find an overview of all our panels below and a description of the objectives of each panel including panelists on the following pages.

Panels at a Glance

All panels will be held in the FAU Higher Education Complex – HEC Tower Floors 9 and 11.

Panel A: Multi-Country Collaboration Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research (Wednesday, 12:30-1:45pm – HEC 11th Floor)

Panel B: Meet the Editors Panel (Wednesday, 2:00-3:15pm – HEC 11th Floor)

Panel C: Understanding Cultural and Management in the Age of Globalization through Yin Yang (Wednesday, 2:00-3:15pm – HEC 9th Floor)

Panel D: Practitioners Panel in Emerging Markets (Wednesday, 3:30-4:45pm – HEC 11th Floor)

Panel E: The Fallacies of Cross Cultural Research (Wednesday, 3:30-4:45pm – HEC 9th Floor)

Panel F: Within-Nation Regions in International Management: Do Regions or Nations Matter? (Thursday, 9:00-10:15am – HEC 11th Floor)

Panel G: Overcoming Stereotypes in the Emerging Post-Socialist Economies (Thursday, 9:00-10:15am – HEC 9th Floor)

Panel H: Mergers and Acquisitions (M&As) in Emerging Markets (Thursday, 10:30-11:45am – HEC 11th Floor)

Panel I: Issues Beyond Traditional IB Education: Embracing Emerging Opportunities (Thursday, 10:30-11:45am – HEC 9th Floor)

Panel J: Internationalization, Innovation and Sustainability of MNCs in Latin America (Thursday, 12:30-1:45pm – HEC 11th Floor)

Panels at a Glance (continued)

Panel K: Europe-China Integration: Challenges, Opportunities, Gaps (Thursday, 2:00-3:15pm – HEC 11th Floor)

Panel L: Corporate Social Responsibility & Sustainability in Emerging Markets: Does it, Should it and Can it Matter? (Thursday, 2:00-3:15pm – HEC 9th Floor)

Panel M: Innovative Teaching in International Business – Making IB Live for Students (Thursday, 3:30-4:45pm – HEC 9th Floor)

Panel N: Cultural Intelligence (Thursday, 3:30-4:45pm – HEC 11th Floor)

Panel O: Climate Change: Global and Local Perspectives (Friday, 8:30-9:45am – HEC 9th Floor)

Panel P: Study Abroad in Emerging Economies (Friday, 8:30-9:45am – HEC 9th Floor)

Panel Q: Microfinancing And Its Impact On Women's Entrepreneurship In Emerging Economies (Friday, 10:00-11:15am – HEC 9th Floor)

Panel R: Comparing faculty organized to company organized international study programs for college students. (Friday, 10:00-11:15am – HEC 9th Floor)

Panel A

Multi-Country Collaboration Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research

When: Wednesday, 12:30-1:45pm – HEC 11th Floor

Objective: Using the X-Culture project as an example, the panel session will review challenges and best practices of using large-scale multi-country collaborative exercises and simulations to enhance learning in IB/IM courses and provide a platform for high-quality research. A total of over a thousand students from over two dozen countries participate in the project every semester. The project is administered by the instructors on a voluntary basis and participation in the project is completely free for the students and their institutions. The presentations will focus on challenges and best practices of participant recruitment, effort coordination, learning and transfer of training to real-life settings, student feedback and course and instructor evaluations, and use of large-scale student collaboration projects for teaching, research, and inter-institutional and professional networking. Of 30+ instructors who have participated in the project over the past two years, about 20 will be attending the session, although only 11 will be formally presenting on behalf of the group.

Panelists:

Vasyl Taras

University of North Carolina at Greensboro,
USA
v_taras@uncg.edu

Anna Matysek-Jedrych

University of Economics in Poznan, Poland
anna.jedrych@ue.poznan.pl

Serdar Karabati

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Peter Magnusson

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Daniel Rottig

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Beth Gitlin

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Timothy R Muth

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Donata Vianelli

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Betty Jane Punnett

University of the West Indies
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Susan Gupta

Monmouth University
USA
sgupta@monmouth.edu

Louise Curran

Toulouse Business School, France
l.curran@esc-toulouse.fr

Panel B

Meet the Editors Panel

When: Wednesday, 2:00-3:15pm – HEC 11th Floor

Objective: This panel will provide participants the opportunity to interact with a panel of editors representing a variety of international business journals.

Panelists:

Dr. Mike Mullen
Panel Chair

Martyn Lawrence
Emerald Publishing, United Kingdom

Mark F. Peterson
JIBS, Consulting Editor; Journal of Organizational Behavior, Associate Editor

Daniel C. Bello
JIBS, Marketing Editor; Journal of International Marketing, past Editor

Romie F. Littrell
AIB Insights, Editor; International Journal of Emerging Markets, Area Editor

Daniel Rottig
AIB Insights, Associate Editor; International Journal of Emerging Markets, Area Editor

Matthew Mitchell
International Business: Research, Teaching & Practice, Guest Editor/Journal Representative

Aidan O'Driscoll
Irish Marketing Review, Editor

Shlomo Tarba
HRM, MIR, Special Issues, Guest Editor

Panel C

Understanding Cultural and Management in the Age of Globalization through Yin Yang

When: Wednesday, 2:00-3:15pm – HEC 9th Floor

Objective: The debates on globalization and international management theories tend to be polarized around two competing themes: convergence and divergence. This polarization can be found also in our view of culture. The management literature to date has been dominated by Western epistemology and ontology. We propose that this view is more appropriate for the pre-globalization era. With the emergence of new economies and power players, with Eastern philosophies and emerging markets gaining a wider recognition, it is time to consider alternate ontological approaches. The Yin Yang paradigm is one of them, and it focuses on the formation, existence and the change of values over time within a country and how these impact the dynamics of the society internally and internationally. This symposium through the Yin Yang perspective explores Management Theory and the countries of Dominican Republic and Russia, in an attempt to showcase how this alternative ontological approach can integrate opposing orientations to provide a more holistic, dynamic, and dialectical view of culture and international management in the age of globalization.

Panelists:

Nazly Katherine Nardi

Kaplan University, USA
nnardi@gmail.com

Mikhail V. Volkov

National Research University Higher School of
Economics, Russia
mvolkov1203@gmail.com

Tony Fang

Stockholm University School of Business, Sweden
tony.fang@fek.su.se

Valentina V. Kuskova

National Research University Higher School of
Economics, Russia
vkuskova@indiana.edu

Irina O. Volkova

National Research University Higher School of
Economics, Russia
ovolkova@hse.ru

Panel D

Practitioners Panel in Emerging Markets

When: Wednesday, 3:30-4:45pm – HEC 11th Floor

Objective: This panel will provide participants the opportunity to interact with several distinguished practitioners in emerging markets.

Panelists:

Dr. Mike Mullen
Panel Chair

Larry Behar
Behar Law Group & EB5 Dream Team,

Speaking on EB-5 from basics to complex

Rui Oliveira,
CEO, Golden Development China,

Speaking on Golden Group in China

Jin Sahng Lee,
Senior Consultant, LG Economic Research Institute,
Republic of Korea,

Speaking on "Still need localized products for
emerging markets? -Focusing on Chinese and
Indian Home Appliance Industry."

Paul Martine
CIO & Corporate V.P., Operations, Citrix Systems,
Inc., Ft. Lauderdale,

Speaking on Citrix's experience and future in
emerging markets.

Panel E

The Fallacies of Cross-Cultural Research

When: Wednesday, 3:30-4:45pm – HEC 9th Floor

Objective. The presentation will review and discuss limitations of commonly accepted assumptions of cross-cultural management research, namely: (1) cultures are extremely stable; (2) culture is the cause, not an effect; (3) cultures cluster within geographic boundaries. Based on a summary of findings of recent empirical studies, the review will include an analysis of the sources of these assumptions, a review of research practices that stem from these assumptions, and the errors and misleading results that the assumptions can bring about. Best practices for future research will also be discussed

Panelists:

Mikael Sondergaard

Aarhus University, Denmark
msoendergaard@econ.au.dk

Vasyl Taras

University of North Carolina at Greensboro, USA
v_taras@uncg.edu

Mark Peterson

Florida Atlantic, USA
mpeterso@fau.edu

Panel F

Within-Nation Regions in International Management: Do Regions or Nations Matter?

When: Thursday, 9:00-10:15am – HEC 11th Floor

Objective: This panel addresses one of the most intense controversies among cross-cultural organizational scholars. Do national boundaries continue to have substantial significance in an increasingly globalized world? Many scholars argue that national boundaries have been displaced by within-national regions, multiple-nation communities/civilizations/demographic groups having little geographic identity. The members of the panel will approach the controversies from both a theory perspective and from an empirical research perspective to serve as a basis for room wide discussion. Controversies about the nature and significance of geographic boundaries have implications for all of the issues traditionally studied in cross cultural management research, in particular in emerging economies.

Panelists:

Mikael Sondergaard

Aarhus University, Denmark
msoendergaard@econ.au.dk

Mark Peterson

Florida Atlantic, USA
mpeterso@fau.edu

Romie F. Littrell

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Tom Lenartowicz

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Panel G

Overcoming Stereotypes in the Emerging Post-Socialist Economies

When: Thursday, 9:00-10:15am – HEC 9th Floor

Objective: This panel offers participants an opportunity to engage in a discussion on recent institutional trends in the post-socialist economies. The discussion is motivated by the evidence from the early reforms period and most recent global crisis performance covering major macroeconomic shifts as well as looking at corporate governance and institutional change specifically. This panel strives to overcome narrowly-defined stereotypes impeding adequate interpretation of the social and business reality in the post-socialist economies. We predict that post-socialist countries incorporated elements of Asian corporate governance model would have faster and easier economic progress than those implementing Western European or Anglo-Saxon models because of some similarities in institutional framework between socialist countries and Asian governance model. The panel concludes with a critical all-inclusive assessment and invitation to further collaboration.

Panelists:

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Panel H

Mergers and Acquisitions (M&As) in Emerging Markets

When: Thursday, 10:30-11:45am – HEC 11th Floor

Objective: The objective of this panel is to explore international merger and acquisition (M&A) activity by firms in emerging economies as well as by firms from emerging economies and discuss the performance determinants of these transactions. Cross-border M&As have proliferated in size and importance over the past two decades and are among the most popular and widely used vehicles through which firms conduct foreign direct investment. While the majority of cross-border M&As has traditionally been undertaken between firms located within the Anglo-American and Western European regions, the share of global M&A activity targeting emerging markets has grown from 10% in 2000 to over 30% in 2010 (The Economist, 2010). This panel will discuss the increasing importance and relevance of these cross-border M&As in emerging markets as well as by firms from emerging markets. Each of the panelists will present for 5-10 minutes on a related subtopic including such issues and question as “What are the key challenges for firms undertaking M&As in emerging markets?”, “What opportunities arise through M&As in emerging markets?”, “What are the key factors of success for M&As in emerging economies?”, “What are the main challenges in conducting due diligence and negotiations in M&A in emerging economies?”, “What are the influences of national and corporate culture differences and various HRM practices on M&A in emerging markets?”, and others. The panel will conclude with questions and an open forum.

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Panel I

Issues beyond Traditional IB Education: Embracing Emerging Opportunities

When: Thursday, 10:30-11:45am – HEC 9th Floor

Objective: International Business (IB) education and programs have been popular in business schools for some time. Many schools have them but many still do not, and programs vary considerably in size and requirements. Most include some level of foreign language study, an internship or field study, and core courses in the international versions of the main functional disciplines like marketing and finance. As the field expands and matures, new opportunities are emerging. This is good news for existing programs as well as for schools where colleagues are designing new programs. Interesting options include the development of interdisciplinary courses with colleagues in areas like anthropology, history, and political science; new courses within business schools such as Global Strategy and Global Supply Chain Management; broadening students' perspectives with courses and programs in Global Citizenship or Global Competence; preparing faculty and students for IB certification through NASBITE or elsewhere; and participating in case competitions. The focus of this panel discussion is to present a forum for idea sharing with the goal of giving each other ideas on developing a new IB program or moving an existing IB program to a new level, providing better, more relevant educational foundations including recognized certifications.

Panelists:

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Panel J

Internationalization, Innovation and Sustainability of MNCs in Latin America

When: Thursday, 12:30-1:45pm – HEC 11th Floor

Objective: As global and regional integration move forward, it has become imperative for firms to be simultaneously innovative and sustainable when setting up operations in new countries and markets. Innovation and sustainability have become imperative to be successful offshore: MNCs now need to constantly innovate with better processes, technologies, products, and ideas and also match, in a long-term perspective, the markets, institutions, economies, stakeholders and societies that they reach. In line with these MNC needs, the Latin American Chapter of the Academy of International Business held the conference "Internationalization, Innovation and Sustainability of MNCs in Latin America" at Florida International University in Miami in April 2012. This panel will present some of the major research findings from the conference with respect to internationalization, innovation and sustainability."

Panelists:

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Panel K

Europe-China Integration: Challenges, Opportunities, Gaps

When: Thursday, 2:00-3:15pm – HEC 11th Floor

Objective: Europe and China are more and more integrated. From a trade perspective, China and the EU form the second-largest economic cooperation in the world. In a short timeframe, the two economies have integrated to a point where it is difficult to imagine one without the other. China is the first import partner and the second export destination for EU goods. China has become the fastest growing market for European exports. Considering FDIs, Europe is experiencing a structural surge in outbound direct investment in advanced economies by Chinese firms. At the same time, EU's 27 Member States together are one of the top 5 FDI providers to China. Ties are growing even in the light of the Euro-crisis and of the role of China as financial investor. During the third EU-China High-level Strategic Dialogue (held in Beijing last July), China reaffirmed its support for European integration, Europe's efforts to solve its debt crisis, and the stability of the euro zone.

The panel on *Europe-China integration: challenges, opportunities, gaps* intends to explore the level of integration reached so far between China and Europe, in the following areas: trade, foreign direct investments, sovereign debt and financial crisis. The panel will also analyze the role of institutions and cooperation/industrial policies in the development of a more strengthened partnership. Legal issues will be faced as well, to understand the legal environment and find out gaps and obstacles to overcome to enhance the cooperation, mostly at firm level.

Panelists:

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Panel L

Corporate Social Responsibility & Sustainability in Emerging Markets: Does it, Should it and Can it Matter?

When: Thursday, 2:00-3:15pm – HEC 9th Floor

Objective: Researchers have distinctively begun to explore CSRS in multiple societies and contexts, including emerging markets. Yet, unlike previous work that has dissected and truly attempted to uncover the roots and development of this concept in Western societies (c.f. Matten & Moon, 2008; Moon & Orlitzky, 2011), a richer and deeper exploration of CSRS in developing and emerging markets still continues to evade us.

Whether this is motivated by parochialism, ethnocentrism or simply inaccessibility, the reality seems to suggest that the growth, imminence and influence of emerging markets cannot be ignored and western dominated ideals and evidence concerning CSRS might need to be revisited in light of our changing world.

This panel seeks to continue this discussion by addressing some key questions.

- 1) Do differences in CSRS truly matter or is global isomorphism converging concepts together?
- 2) Is CSRS still largely a 'Western concept' and if so, does this question its feasibility and currency in emerging markets?
- 3) As general business education in the United States has become more 'internationalized', can the same be said for CSRS?

Panelists:

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Bill Schneper
Franklin & Marshall
United States

Panel M

Innovative Teaching in International Business – Making IB Live for Students

When: Thursday, 3:30-4:45pm – HEC 9th Floor

Objective: This panel is intended to provide a variety of approaches to teaching IB that are somewhat innovative and increase the reality of IB in the classroom. The panelists will discuss short experiential exercises and longer simulations (e.g. Bafa Bafa), on-line simulations and business games, using movies and video clips, and virtual interactions with students in other countries. A student will provide a student's perspective. Finally, a discussant will comment on all the presentations and draw together the lessons from the presentation. Time will be available for the audience to comment on the approaches and add lessons from their own experience.

Panelists:

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Panel N

Cultural Intelligence

When: Thursday, 3:30-4:45pm – HEC 11th Floor

Objective: Cultural Intelligence: In this panel, experts on cultural intelligence will speak about it from a variety of perspectives. Cultural intelligence is related to cultural competence. It is the ability to effectively communicate and perform in environments that are potentially far apart on specific dimensions that have been proposed to capture cultural diversity. For example, The Economist has shown that culturally ready graduates must be able to show sensitivity, conflict management skills, understanding of cultural others, and other working style and office norms to be successful at global leadership. Each of the four panelists will present for 10-15 minutes on a related sub-theme. These subthemes will comprise discussions on the dimensions offered by research in the theory of cultural intelligence followed by a look at some recent empirical findings across a US/China study and how they support the theory. Links and previous related works in x-culture will be discussed, followed by insights on progress, challenges, and future works.

Panelists:

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Panel O

Climate Change: Global and Local Perspectives

When: Friday, 8:30-9:45am – HEC 9th Floor

Objective: The long term effect of climate change likely will be affecting all aspects of international business for many generations to come. Addressing climate change is will be essential for sustainability, and it will require carefully thought out strategies by corporations, national governments and international agencies. It will be expensive and will involve risks. It also will raise legal issues that heretofore have not been considered, such as the extension of international environmentally-oriented rules and treaties to global businesses. The issue is complicated further because so many different actors – from individual nations to the United Nations; from small companies to large; from poor countries to rich. This panel will serve as a partial microcosm for the issues involved, and, as a roundtable discussion, is intended to involve those attending the panel in a spirited and thought provoking discussion. It will begin with a review and critique of the United Nations Environment Program's Global Environmental Outlook 5: Environment for the future we want, paying particular attention to Chapters 7, 16 and 17. It then will turn its attention to how Indian financial institutions and companies are forging partnerships to develop and finance strategies to address climate change and sustainability, and exploring the applicability of the Indian model to other locations. Closing the panel – before opening the discussion to the audience – will be an exploration of the need to include global companies in the international legal framework currently in place.

Panelists:

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Panel P

Study Abroad in Emerging Economies

When: Friday, 8:30-9:45am – HEC 9th Floor

Objective: Study Abroad programs have increasingly taken a focus upon the BRICs. Markets in these countries represent most of the largest customer bases in the world (Prahalad, 2010) and will continue to be pivotal to business activity in the 21st century. It is self-evident that business schools must prepare students for the competitive realities that have arisen from development in these countries, and that in-country experiences are an important component of this grounding. On the other hand, Jim O’Neill (who coined the BRIC acronym) has noted that these traditional ‘emerging’ markets have now become the ‘growth’ engines of the world economy. The truly emerging markets are now in a host of other countries, including what O’Neill and his colleagues labeled the Next Eleven (or N-11).

This panel will focus on study abroad in both the growth markets of Brazil, Russia, India, and China, as well as a second tier of emerging economies relevant for business schools interested in expanding the breadth of their programs (e.g., South Africa, Middle Eastern countries, Turkey, Malaysia, Indonesia, the Philippines, and Vietnam). Panelists will provide insights from their experiences with study abroad programs in both growth and emerging markets. Each member of the panel will elaborate upon three key issues: (1) the major challenges for study abroad in growth and emerging markets, (2) the main success factors for these programs, and (3) the value proposition for students, faculty, and institutions involved in these programs.

The main objectives of the session are to 1) provide participants with a greater awareness of the issues to consider when developing study abroad programs for growth and emerging economies 2) provide insights for innovative ways to approach study abroad in emerging markets, and 3) identify success factors and lessons learned for a variety of the emerging economies. Participants should walk away with a better understanding of how to approach study abroad in differing markets and with a wealth of resources for future use. Audience participation and questions will be encouraged. Although the session will be focused primarily on programs that physically take place in the BRIC and N-11 countries, we will also initiate a discussion of the ‘blended learning’ possibilities using online program components and in conjunction with partner institutions located abroad.

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Rob Rolfe, Professor of
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University of South Carolina

Carolyn Mueller, Professor and Chair
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Business Department, Stetson

Keong Leong, Professor and
MBA Programs Director,
University of Nevada, Las Vegas

Frank Dubois, Department of
International Business,
American University

Alison Kaufmann, Dominion
Virginia Power

Panel Q

Microfinancing And Its Impact On Women's Entrepreneurship In Emerging Economies

When: Friday, 10:00-11:15am – HEC 9th Floor

Objective: Securing necessary funding to start a business is an important preliminary step in starting a new venture. Having access to start-up funding can be extremely difficult in emerging economies depending on different factors. For example, in male-dominated rural societies, women experience difficulty in locating funding not only before starting a business but also after they receive funding in terms of controlling the funding independently. This panel focuses on the effects of microfinancing opportunities on women's entrepreneurship activities with an emphasis on both positive and negative outcomes. Panelists will present information on microfinancing and women's entrepreneurship in different parts of the world, and the panel will conclude with questions and an open forum.

Panelists:

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Panel R

Comparing faculty organized to company organized international study programs for college students.

When: Friday, 10:00-11:15am – HEC 9th Floor

Objective: There are primarily two major approaches to organizing study experience for business students to learn about the international business and cultures. These approaches are faculty organized and company organized opportunities. This panel looks at the details of organizing and facilitating both short term international study programs for students in higher education as well as looking at semester long experiences.

Panelists:

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Academy of International Business, Southeast USA Chapter
Annual Conference, October 31 – November 2, 2012

Conference Proceedings

Competitive Sessions

A Cross-Cultural Examination Of Self-Leadership: Testing For Measurement Invariance Across Four Cultures

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Andrew Carnes, West Virginia University, USA (andrew.carnes@mail.wvu.edu)

Abstract

The purpose of this study is to examine the cross-cultural validity of self-leadership by confirming a second order factor structure and testing for measurement invariance in the operationalization of the self-leadership construct across four distinct national cultures: the United States, China, Germany, and Portugal. Results provide evidence in support of the cross-cultural validity of the hierarchical factor structure of self-leadership and in support of partial metric measurement invariance for the RSLQ. Taken together, these findings suggest that future researchers examining substantive self-leadership hypotheses within and across non-U.S. cultures may proceed with a greater degree of confidence.

A Cross-National Investigation Into The Effects Of Religiosity On The Pervasiveness Of Corrupt Business Behavior

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Daniel Sauers, Al Akhawayn University, Morocco (D.Sauers@aui.ma)

Abstract

Relying on data drawn from more than seventy countries, this study examines the effects of religiosity, religious denominations, and communist heritage on the pervasiveness of corrupt business behavior. It is found that even after controlling for the effects of socio-economic development, communist heritage and religiosity tend to promote corruption. By referring to the Principal-Agent and Modernization perspectives, the theoretical and managerial implications are discussed, and some avenues for future research are pointed out.

A Look At Corporate Social Responsibility And Firm Performance In Large Global Firms

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Abstract

Corporate social responsibility (CSR) has become a popular mandate for businesses in recent years. This concept is used to measure the social performance or corporate citizenship of businesses, much like financial measures are used to assess bottom line performance. CSR has many definitions that can be used to assess the actions of firms. This paper utilizes multiple measures of the construct to determine if links exist between performance and CSR. Using a sample of large global firms, the results show that each of the 5 measures of CSR is linked to firm financial performance. Thus CSR can be seen as a competitive advantage for these companies. Control variables are also important in the relationships. Directions for future research and managerial implications are given.

An Early View At Russia's Economic Diversification Potential

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Abstract

Russia's alignment with BRICs, the grouping, popularized over ten years ago in a Goldman Sachs paper, has come under fire recently. The problem is country's dependence on the energy sector with slow progress otherwise. Of the group, Russia, having undergone most extreme economic and social transformation in a short period of time, still retains much of the potential that earned the economy its initial qualification. From an economic standpoint, Russia is dynamic and is outside of standard models. That suggests that the real risks lie beyond reports of improved institutional performance but are in the relative success of the recent push for innovation and industrial diversification. An objective assessment of its potential requires a pragmatic and responsible approach from all parties involved.

Bank-Client Relationships: Foreign Ownership, Transparency And Portfolio Selection By Banks.

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Abstract

Using a unique dataset that matches bank characteristics and the characteristics of their client firms, we investigate the differences between foreign and domestic banks in a developing country. In particular, we are interested in examining how foreign banks solve the information asymmetries that characterize lending relationships. Foreign banks are likely to limit their lending activity to larger firms or more transparent firms because they are at an informational disadvantage relative to domestic banks. We find that foreign banks are likely to focus on relationships with foreign, listed, and larger firms. In addition, their portfolio is more heavily weighted towards firms in less competitive industries and exporting firms. Foreign banks appear to have advantages in screening clients inasmuch as they have a portfolio of firms that

are on average more profitable than the portfolio of domestic banks. Our results have important implications for banks which want to expand into emerging market countries and for governments as they extend financial market access to foreign banks.

Born Globals Among The Malaysian SMEs: Mediating Effect Of Marketing Competencies On Foreign Market Performance

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Abstract

Traditionally, only large Multinational Enterprises (MNEs) were involved in international business. However, recent facilitating factors such as globalization of markets, modern technology, new development in transportation and advanced communications lead to the appearance and emergence of Born Global firms. Internationalization of Small Medium Enterprises (SMEs) has been widely investigated in developed countries with advanced economy but little research has devoted in the context of Born Globals which tend to internationalize from early stage of establishment in new industrialized economy and developing country such as Malaysia. This paper investigates the drivers of early and rapid internationalization leading to international performance of Born Global firms in Malaysia.

Bullwhip Severity In Conditions Of Uncertainty: Regional Versus Global Supply Chain Strategies

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Daniel Palacios-Marques, Universitat Politècnica de Valencia, Spain (dapamar@doe.upv.es)

Abstract

Using a phenomenon known as the Bullwhip Effect, the authors explore a variety of different reasons why additional uncertainty in the marketplace can create severe disruptions in the global supply chain. The authors then propose and discuss a number of potential strategies that may help mitigate disruptions before they become terminal problems. Terminal problems include such as stock-outs that lead to customer loss and order instability that leads to supplier capitulation. Monte Carlo simulation is used to generate the conditions of uncertainty and qualitative analysis of various scenarios that may emerge to challenge global supply-chain fitness is provided. The authors consider scenarios applicable to the manufacturing and retail sectors specifically because of the storability (inventory) property of the goods. The product architecture influencing the firm-supplier relationship intensity is also considered as well as distance between firm and supplier. During uncertain times, if the supplier is the weakest link in the total supply chain, the firm must undertake crucial strategic decisions which will secure its supply chain fitness.

Contradicting Hofstede: Are Brazilian And American Cultures Really Different

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Abstract

Contradicting Hofstede: Are Brazilian and American Cultures Really Different?
Abstract This quantitative study investigates how Hofstede's four cultural dimensions apply, in 2011, to the national cultures of Brazil and the United States by means of a survey administered to a sample of 623 adult MBA students in Brazil and the USA. The instrument selected for data collection was the Value Survey Module 94 (VSM 94). Findings reveal that changes in Brazilian and U.S. culture, along the four cultural dimensions, have occurred between the two cultures, within the U.S. culture, and within the Brazilian culture, in terms of the general population, gender, age, and educational background since Hofstede conducted his study.

Controlling Corruption In Spain

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Abstract

This report provides an analysis for Multi-national Companies (MNCs) expanding operations into Spain's market using Porter's Five Competitive Forces model, as well as the effects of corruption and methods to minimize the levels of corruption. In a country overview, Ghemawat's CAGE distance framework is used to determine the distance between Spain and U.S.A. where the four dimensions of distance affect MNCs' global strategies when entering Spain's market. Hofstede's cultural dimensions indicate some innate cultural differences between the two countries in question. Porter's Five Competitive Forces model is used to analyze three industries- Renewable Energy, Dental Medical and Non Profit. Spain's corruption perception index is analyzed to determine the levels of corruption MNCs face upon entering and competing in Spain's market. A corruption analysis is highlighted in each industry discussed, which includes the Foreign Corruption Practices Act (FCPA) and how it is incorporated into the business operations. Several executives in three different organizations were interviewed with respect to the operations in Spain, the effects of corruption already experienced, and tools employed by the companies to minimize corruption; thus maintaining their long-term competitive advantage in Spain.

Corporate Social Responsibility Pedagogy In Emerging Markets: An Institutional Analysis Of The Antecedents And Determinants Of CSR's Role In Global Education

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Peggy Golden, Florida Atlantic University, USA (golden@fau.edu)

Xenophon Koufteros, Texas A&M University, USA (Xkoufteros@mays.tamu.edu)

Abstract

We consider and hypothesize about the institutional determinants of Corporate Social Responsibility in two large emerging markets: 1) China and 2) Brazil. But rather than focus on the expected effects of these determinants on actual business organization in these regions, our research is instead aimed at the relationship between institutional forces and the incorporation of CSR into university education in these two locales. We consider and hypothesize about the institutional determinants of Corporate Social Responsibility in two large emerging markets: 1) China and 2) Brazil. But rather than focus on the expected effects of these determinants on actual business organization in these regions, our research is instead aimed at the relationship between institutional forces and the incorporation of CSR into university education in these two locales. Similar to Moon & Orlitzky (2011), we connect institutional and school level constructs to the propensity of schools to offer and prioritize CSR related content. However, we develop their treatise further, by considering not only the 'quantity' of CSR content offered but also the form or orientation in which this content is conveyed. Thus, we seek to address two overlying questions in our research 1) Will universities in these three emerging markets be expected to offer and promote CSR in their educational offerings? And 2) Will these offerings be, with respect to delivery and definition, be similar to those of US universities.

Country-Specific Advantages Or Disadvantages? The Moderating Effect Of Industry Context In Asset Seeking Investments Undertaken By Emerging Multinational Companies In Advanced Countries

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Abstract

Extant research has documented that multinational companies from emerging economies (EMNCs) undertake asset-seeking investments in advanced economies in order to acquire those resources, knowledge and capabilities that they cannot develop at home due to the weak home country knowledge base. However, the role of the industry context has been overlooked. We argue that the lower the home country knowledge base, the higher the likelihood on average that EMNCs will undertake asset-seeking investments in advanced economies. Instead, high-tech EMNCs have to deal with more complex knowledge that requires absorptive capacities and, hence, a higher home-country knowledge base. We test our argument on a sample of 104 deals undertaken by firms from Brazil, Russia, India and China (BRIC) in advanced economies from 1999 to 2008

CSR And Institutions: A Deeper Understanding Of The Institutional Context Of Social Responsibility

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Abstract

Corporate Social Responsibility (CSR) is embedded in a societal context. This paper examines the predictors of CSR from an institutional theory perspective and proposes the relationships of the predictors with CSR. Economic development and institutional collectivism are proposed to have a positive effect on CSR, while power distance and masculinity are proposed to have a negative relationship with CSR. Furthermore, this paper examines current definitions of CSR and proposes a modified definition drawing from previous research.

Cultural Implications On Cross Border Merger & Acquisition Negotiation Duration.

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Ben Kedia, University of Memphis, USA (bkedia@memphis.edu)

Abstract

In this study we investigate the intermediate phase of cross border mergers and acquisitions. We study the effects of individual dimensions of culture on the intermediate phase duration. We also study the effect of culture distance on the duration of intermediate phase. We test our hypotheses using data from 8931 cross border mergers and acquisitions between 18 countries, which contribute to 83% of all mergers and acquisitions during the selected period. We demonstrate that there is significant effect of culture on the negotiations of merger and acquisition process.

Culture And Performance Management Systems

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Abstract

This study investigates the effect of subordinates' perceptions of their supervisor's power on the meaningfulness of the organization's performance management system from a cross-cultural perspective. We propose a conceptual model that integrates Resource Dependence and Identity theories to explain formation of power perceptions in organizations. Three of Hofstede's cross-cultural dimensions- individualism-collectivism, power distance, and uncertainty avoidance- are used to examine how cultural variations are related to subordinate identity-supporting resource needs.

Culture On Personal Finances: The Direct And Indirect Effects Of Ethnicity And Integration

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Abstract

The lack of research in rigorous academic Hispanic consumer research represents one of the biggest gaps in the ethnic marketing literature. Previous research in business and the social sciences has shown that acculturation is one of the best ways to measure immigrants identification with host and original cultures, unfortunately key terms in the acculturation literature have been used interchangeably (Wallendorf & Reilly, 1983; Metha & Belk, 1991; Hui, Laroche and Kim, 1998; Webster, 1994; Penaloza, 1994; Laroche, Kim, Hui, and Tomiuk, 1998; Ogden, Ogden & Schau, 2004). This study clarifies such concepts and studies direct and indirect effects of the two sub-processes of acculturation (ethnicity and integration) on personal consumer finances among Mexican Americans. Findings suggest that there is a significant relationship between integration and Mexican American attitudes toward money and review country of birth moderation effects in the relationship between acculturation and personal finances. Results address the need of a better understanding of consumption among Hispanic Americans. The importance of research in this area is underlined for public administrators, marketing managers and scholars alike.

Customer Retention: A Source Of Value For Serial Acquirers

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Abstract

Customer retention, in most cases, is regarded as a metric for acquisition performance (Zollo & Meier, 2008), but factors influencing it have rarely been studied in serial acquirers' context. As a consequence, the paper presents a model of the linkage between serial acquirers and customer retention by employing a combination of customer relationship management and serial acquirer literatures. It is proposed that serial acquirers' focus on retaining acquired firms' customers per deal may enhance post-acquisition value. Further, serial acquirers' acquisition experience or skills, overconfidence and empire building behaviours, mediated by customer experience and customer relations are identified to influence customer retention. Two dual-purpose variables- customer experience and customer relations, of the acquired firms- are proposed to mediate the effects of serial acquirers' acquisition experience or skills, overconfidence and empire building behaviours on customer retention, and also autonomously influence customer retention. The implications for serial acquirers and practice are discussed.

Demographics' Imperative: Comparative Study Of The EU And The US

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Abstract

The purpose of the study is to investigate the impact of the changing demographics in the European Union (EU) and the United States (US); and identify disparities between the 27 EU members and the United States from 1990-2009. The 27 EU member states were divided in two groups: "the old Europe" and "the new Europe". The three major research questions were addressed. RQ1: What is the extent of disparate between GDP and population growth, migrant stock and labor participation rate between the EU and the US? RQ2: What is the extent of disparate between social contribution and population growth, migrant stock and labor participation rate between the EU and the US? RQ3: What is the extent of disparate between taxes on income, profits and capital gains and population growth, migrant stock and labor participation rate between the EU and the US? Hierarchical Cluster analysis was performed for each of the independent and dependent variables. The cluster method used was "Nearest neighbor" and the cluster distance measure was set to "Squared Euclidean distance". Based on the cluster Dendrogram, spatial country position graphs were constructed on Logarithmic base 10 scales to observe the extent of disparate between the US and EU countries.

Determinants Of Brazilian Outward Foreign Direct Investment (OFDI): A Host Country Perspective

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Abstract

Several empirical studies have tried to discuss the effects of economic factors on the FDI, in the home and/or in the host markets. The aim of this paper is to address the determinants of Outward Foreign Direct Investment- OFDI from Brazil. Using a panel data model, we tested the effects of economic, cultural and institutional variables on the Brazilian OFDI from a host country perspective. The results show that Brazilian OFDI is influenced by the economic performance of the host country. GDP and trade between home and host country are positively correlated to the OFDI and statistically significant. Other results pointed out to a negative correlation between exchange rate and OFDI. The results suggest that FDI strategy of Brazilian MNCs is market seeking oriented and is more focused on opportunities of growth. On the other hand, cultural distance and geographical distance have registered a positive correlation to the FDI, and also most of the institutional variables, which suggest that institutions do matter. This finding may suggest that Brazilian MNCs, due to their limited global experiences and knowledge about foreign markets, they prefer, when it comes to invest in distant countries, to choose those ones, with a positive institutional environment.

Do Shareholder Activists Act Like Police Or Criminals? An Empirical Study Of US And UK Firms

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Abstract

This paper extends international corporate governance research by examining the antecedents and effects of financially-driven shareholder activism in the United States and the United Kingdom. Classic agency theory suggests that shareholder activism is a governance mechanism to curb principal-agent problems in the firm. However, the principal-principal perspective suggests that shareholder activism is a governance mechanism for dominant shareholders to extract resources from the firm. This study provides evidence that principal-principal conflicts are not just found in emerging market countries as previous studies show, but are also a problem in developed countries.

Does Business Group Heterogeneity Impact Internationalization-Performance Relationship? Evidence From India

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Abstract

This article examines how heterogeneous features among business groups influence its internationalization decisions. We categorize heterogeneity along three dimensions: group size, group diversity and share ownership. Using a sample of Indian firms, we find that business group size mitigates the under-performance of internationalization. Second, our study finds a negative impact of diversification on internationalization-performance of business groups. We also discern that the impact of internationalization on business group performance differs substantially owing to the heterogeneity in ownership. The findings indicate an interesting interplay between business group and ownership structure.

Does Country Equal Culture? Beyond Geography In The Search For Cultural Entities

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Abstract

Traditionally, cultures have been viewed as residing within countries. Indeed, the terms "country" and "culture" are often used interchangeably. However, as reports of substantial within-country variation in cultural values mount, the problem with equating country and culture becomes more evident. Based on a meta-analysis of 558 studies that used Hofstede's (1980) cultural value framework, the present study evaluates the extent to which political boundaries are suitable for clustering cultures. Our results reveal that about eighty percent of the variation in cultural values resides within countries, confirming that country is not a good proxy for culture. The roles of other individual and environmental characteristics, such as occupation, socio-economic status, wealth, freedom, globalization and instability are also evaluated, and the results suggest that these may provide more meaningful dimensions for clustering cultures into cultural entities. As a result, we conclude that it is more theoretically

powerful to discuss cultures of professions, socio-economic classes, rich versus poor and free versus oppressed societies than about cultures of countries.

Does It Pay Off To Be Innovative And Imitative Oriented? An Examination Of The Antecedents And Consequences Of Innovation And Imitation Orientations In An Emerging Economy

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Abstract

Although innovation orientation has been documented as the primary culture to support firm growth, imitation orientation, which represents an alternative strategic and culture focus, has begun to receive more attention recently. However, empirical evidence remains behind as to what roles each orientation plays in managing environmental turbulence and whether it is fruitful for a firm to adopt both orientations. This study attempts to close such important research gaps by surveying 294 senior executives of 147 firms in China. Results indicate that dysfunctional competition and technological turbulence are two critical environmental forces influencing the extent to which a firm adopts these two strategic orientations. The results also uncover that, although individually either innovation or imitation orientation significantly improve firm performance, their combined effects hamper firm performance, suggesting that the concurrent pursuit of both orientations is counterproductive.

Does Technology Orientation Impact On The Internationalization Or Regionalisation Of Business?

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Abstract

The academic literature in international economics, economic geography and international business provides insights into the extent to which High Tech (HT) companies face greater or lesser obstacles to international expansion than other companies. Although empirical evidence suggests there are important differences, the issue has been little researched and much analysis of international business operations remains highly aggregated. This paper explores the extent of global orientation of trade across a range of sub-sectors defined by different levels of embodied technology. The findings indicate that there are important differences between different technology types, although these differences are not uniform across regions. In addition, patterns in HT goods trade do not mirror R+D investment. This tends to support the concept of HT supply chains disaggregating in similar ways to the patterns seen in LT goods. Overall trade structures seem to be impacted by different factors across the different regions, which implies that there are not intrinsic factors within certain technology sectors which make companies in the sector more or less likely to successfully globalise. Rather differing push and pull factors together with differing capacities and levels of competitiveness combine with the intrinsic complexity of differing technologies to produce very varied trade patterns

Effect Of Government Legitimacy On MNE- Host Country Government Political Strategies In Transitional Contexts

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Abstract

This paper investigates the effect of government legitimacy on MNEs' choices about how to interact with a host-country government, especially in transitional contexts. We use Libya as a study context because in this case a regime change created a natural experiment that offers insight into the effectiveness of various kinds of political strategies in times of transition. In particular, we explore the impact on performance, license to operate and license to stay of both government relations and broader attempts to foster legitimacy in the eyes of citizens.

Effects Of Microfinancing Opportunities On Female Entrepreneurial Activity Rates In Emerging Economies

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Abstract

This paper analyzes female entrepreneurship globally and explores its current state in efficiency-driven, emerging economies in relation to the availability of microfinancing opportunities. The paper defines and discusses female entrepreneurial activity with a focus on funding opportunities for female entrepreneurs through microfinancing, and the proposed framework emphasizes industry-oriented countries with high levels of production in large facilities and a booming economy that create opportunities for high levels of entrepreneurial activity. Thus, we propose a research agenda that can be used to analyze the status of female entrepreneurship in countries with efficiency-driven economies in relation to the availability of microfinancing.

Elements Of Guanxi Financing In China - A Social Network Approach

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Abstract

This paper studies the current Guanxi Financing phenomenon for SMEs in China. Guanxi Financing is defined as financing decisions that are made based on or heavily influenced by social relationships. Traditional studies on relational financing are characterized by focusing on financial calculations and ignoring the relationships or Guanxi between lending banks and borrowing SMEs. This paper takes the social network approach to explore and discover the Guanxi Determinants. These determinants construct the social relationships that facilitate and

support Guanxi Financing. A survey is administered to a sample of SMEs in Sichuan province in China. Data is collected to test four hypotheses derived from social economic and social network theories. A case study is also performed. Through the examinations of testing the four hypotheses, six Guanxi Determinants are extracted. The Guanxi Determinants are verified by the results of the case study. Suggestions to Chinese SMEs and local banks are also proposed.

Entrepreneurial Bricolage At The Bottom-Of-The-Pyramid

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Abstract

Using imprinting theory and prospect theory, the present study analyzes the relationship between emerging market entrepreneurs and entrepreneurial bricolage. Entrepreneurs in emerging markets are increasingly developing low-cost, innovative solutions by combining resources in entirely new ways. I propose the imprinting effects of weak institutional environments, in addition to low initial wealth positions, have led to a different type of entrepreneur in emerging markets. Contrary to prior research that argues weak institutional environments stifle entrepreneurship, I propose that the emerging market context is actually creating a more resourceful, innovative type of entrepreneur. Due to imprinting effects, this level and type of innovation will continue into the future.

Entrepreneurship, Infrastructure And Institutions: Lessons From The Champagne World Fairs

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Abstract

The story of the Champagne World Fairs of medieval Europe is an interesting case study that may have relevance to some emerging economies. The Champagne Fairs illustrate the emergence and evolution of rules, customs and institutions that supported international commercial trade despite dangerous and difficult trade routes. Ultimately, the Fairs spurred economic development in a broad region. This paper draws on economic, geography and history scholars to describe six key areas that contributed to the Fairs' success: transportation, standardization of quality and weights, reasonable taxation for services rendered, contract laws and courts, financial services, and food and basic municipal services.

Executives As Agents: Expatriate Managers In Subsidiaries Of Multinational Banks

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Abstract

Performance and behavior between domestic and foreign-owned banks are grounded in assumptions about the ability of parent banks to provide subsidiaries with capital and knowledge, and ability to manage asymmetric information and agency problems in the parent-subsidiary relationship. We complement research on internal capital markets and investigate

how foreign owners of banks in emerging markets use their power to appoint executives at their subsidiaries to manage agency problems in the parent-subsidiary relationship. We find that perceived corruption and poor ICRG risk scores are associated with the appointment of parent-country executives as supervisors on behalf of the foreign owner. By contrast, a focus on retail clients, the absence of organizational routines and poor creditor rights are associated with the appointment of host-country executives. These bank and country characteristics create agency problems within the subsidiary, but not necessarily between the subsidiary and its parent. As such, they create a need for host-country executives' superior knowledge of local markets and staff rather than for the supervisory role of parent-country executives.

FDI Strategies, Imports/Exports And Trade Balances: The Impact Of Intermediary Products

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Abstract

Past research noted that MNEs had differing dominant motives for investing in Advanced Industrial Nations (AINs) versus Developing Countries (DCs). MNEs commonly pursued market seeking foreign direct investment (FDI) motives in AINs and resource seeking FDI in DCs. These two differing types of FDI were found to have disparate impacts on national trade balances, imports and exports. However, since the early 1990s, particularly within AINs, MNEs have dramatically increased their production of and trade in intermediary products. We theorize that this fundamental change in what MNEs produce and trade has altered historical relationships between firm motives, FDI and national trade balances, imports and exports. We hypothesize and find that FDI motives now do a worse job of predicting national trade balances but a better overall job of predicting changes in imports and exports, particularly for AINs where most intermediary product activity takes place. Implications and future research directions are discussed.

Gaining Knowledge Via Strategic Location Of Headquarters Model Of Dynamic Capabilities Transfer

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Abstract

This is a conceptual paper, which looks at dynamic capabilities as a specific type of knowledge that is geographically localized. Dynamic capabilities are knowledge-based processes that are developed over time by means of interactions among company's resource bundles and capabilities. Dynamic capabilities enhance a company's capacity to leverage resources and organizational processes to increase profitability. Corporate headquarters were selected as a unit of analysis because of their knowledge-intensive nature. Empirical evidence suggests that about five percent of headquarters relocate every year and reasons for relocations are different than just tax incentives. It is argued that geographical proximity of headquarters cause spillover of operational knowledge during interactions between managers. That operational knowledge includes various routines and contains dynamic capabilities.

Global Social Tolerance Index And Robust Multi-Method Country Rankings

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Abstract

Based on a large dataset from the World Value Survey (53 countries, over 80,000 respondents), using novel methodology, we develop a Global Social Tolerance Index (GSTI). The index incorporates measures of tolerance of gender equality, homosexuality, immigrants, and minorities. Addressing criticisms of prior tolerance measures, the index is calculated using a multi-step procedure that involves five data standardizations, seven weighting approaches, and five aggregation methods. They generate 124 replications for each country's index and rank, yielding a median overall position and several measures of rank sensitivity to different weighting, standardization and aggregation procedures. Additionally, GSTI is validated against a set of external criteria related to both the composite index and its four sub-dimensions. The new procedure for deriving national GSTI rankings presented in the study can successfully be used to rank nations or other entities along other dimensions.

Globalization Pressures And CEO Nationality Selection

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Abstract

Firms traditionally chose country nationals with country-specific skills to lead them. We argue in this study that globalization pressures, both internal and external, will increase the pressure for firms to have leaders with a deep understanding of the national institutional environments of countries other than the firm's home country. As such as these pressures grow, the likelihood that a foreign-born CEO will be hired will increase. Focusing on firms' internal environments, we first argue that the greater the internationalization of a firm, the greater the challenges it faces and the greater the need for a leader with a deep knowledge of one or more foreign markets and their institutional environments. Hence, the likelihood of hiring a foreign-born individual will be greater. We then argue that poor performance of international operations will bring to light the importance of a leader who can manage foreign operations, enhancing the likelihood of a foreign-born CEO appointment. Moving on to firms' external environment, we argue that a high level of industry globalization might prompt firms to opt for a non-national at their helm. Finally, a lag in internationalization vis-à-vis key competitors' regardless of the level of internationalization, will also incite firms to hire foreign-born individuals to the top job in the firm. Preliminary results support our first two hypotheses and we are completing the data collection to test the last two hypotheses.

How Does Foreign Capital Participation Affect Brazilian Companies' Performance? Investigation Of Foreign Direct Investment's Impact On Host Country

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Abstract

In this dissertation, we investigate the effect of foreign capital participations in Brazilian companies' performance. To carry out this analysis, we constructed two sets of model based on EBITDA margin and return on equity. Panel data analysis is used to examine the relationship between foreign capital ownership and Brazilian firms' performance. We construct a cross-section time-series sample of companies listed on the BOVESPA index from 2006 to 2010. Empirical results led us to validate two hypotheses. First, foreign capital participations improve companies' performance up to a certain level of participation. Then, joint controlled or strategic partnership between a Brazilian company and a foreign investor provide high operating performance.

Impact Of Sustainability Performance On Assurance Decision And Reputation: An International Investigation

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Abstract

In this study we apply the signaling theory to examine how companies communicate their commitment to sustainability and whether external stakeholders are receptive to those signals. We examine whether there is an association between firm's actual sustainability performance and sustainability reputation as perceived by the constituent groups. We also investigate whether third party assurance of firm's sustainability reports is related to firm's sustainability performance and its reputation. Using a global sample of 100 companies that represent 20 percent of total global market capitalization and diverse industries, we find a positive and statistically significant relationship between sustainability performance and sustainability reputation, as well as between sustainability performance and third party assurance of sustainability reports. However, we find no relationship between third party assurance and firm's reputation. Our results are consistent with the signaling theory argument that superior sustainability performance represents a positive signal that external stakeholders are able to capture. However, while firms with better sustainability performance are more likely to obtain assurance, it is not recognized by the external stakeholders as a signal of better performance.

Implications Of Exploration Across Economies: The Case Of Rotation And Retention Of Human Capital

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Abstract

In this paper, we challenge the premise that retention of employees is critical for performance. Instead, we argue that organizational propensity to search for talent within or outside its

boundaries should depend on the cultural context. In more developed economies where individuals are relatively independent and groups level choices do not have any significant affect on their preferences, organizations achieve higher performance through the continuous turnover of employees and therefore exploration is beneficial. However, in emerging economies where individuals are more constrained by the norms of reciprocity and often bound to collective orientations, lower turnover engenders higher benefits to the organization and therefore exploitation is preferable. Thus, we argue that the efficacy of rotation and retention is determined by the national culture and therefore organizational decisions regarding exploration and exploitation are dependent on the economic and cultural environment.

Influence Of The Foreign Investor On The Information Environment Of Equities Listed On Latin America

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Abstract

The increasing foreign investment in equities is quite notable in Latin America. Over the last 10 years, this number has increased by over 16 fold. This article describes the impact of foreign investment on the information environment. The sample contains 1365 equities and ADRs between 2000 and 2011. Using panel regression, we show that foreign investment has a positive impact on the information environment. We found evidence that the foreign investor is better informed than the local investor. This effect is even more noticeable when the analysis is made separately for Brazil, which suggests that foreign investor "hand-selects" stocks in Brazil more frequently than in other countries of Latin America.

Informal Institutions And Technology Entrepreneurship In Emerging Markets: A Multi-Level Model

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Abstract

Given the increasing relevance of emerging economies in the global economy and the neoclassical argument that technological progress is the main long-run driver of economic growth, we investigate the under-researched role of informal institutions on the likelihood that individuals will enter into technology entrepreneurship in emerging markets. In particular, attention is paid to the size of the shadow economy, cultural diversity, and cultural conflict, all of which have previously been found to be negatively associated with the overall economic experiences of developing and least developed countries. Notwithstanding, we find that as they

relate to technology entrepreneurship in emerging economies, the size of the shadow economy has a U-shaped relationship; ethnic diversity is positively associated; and ethnic polarization is negatively associated, though the latter is not significant. Our findings contribute to extant literature and effective policy-making, and were attained using a multi-level model to test hypotheses on a dataset comprising of 10,280 observations obtained from the Global Entrepreneurship Monitor (GEM) survey for years 2002-2008 and pertaining to technology entrepreneurship in 18 emerging countries.

Innovation, Institutions And Export Performance

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Abstract

Several studies have studied the determinants of export performance in developed countries, using different approaches and theoretical perspectives. This study aims to address in which extent the institutional framework of the country of origin influences the export performance of Brazilian companies. More specifically we will show that the institutional framework will determine the export performance through two main mechanisms: networks and innovations. Using the Structural Equation Modeling, and based on a sample of 71 export companies from Brazil (in the State of Santa Catarina), we will test the factors that influence their export performance. The results showed positive correlations between the institutional framework and innovations and networks, showing only networks and not innovation as determinants of export performance, in opposition to previous studies. Additionally, the model showed the important role of experience as a determinant of export performance of the company.

Institutional Environment And The Development Of Dynamic Capabilities In Emerging Countries

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Abstract

This paper aims to evidence the need of combining arguments from Institutional Theory and Resource-Based View to comprehend the internationalization process regarding foreign direct investments (FDI), mainly in emerging countries. Therefore, we conduct a research involving the acquisition of a Brazilian company on the aircraft engineering and maintenance segment by a European group. The results identified that the multinational company sought to take

advantages of ownership, location and internalization during the acquisition of a company in Brazil. Some characteristics of institutional environment as respect to freedom, politic stability, and absence of war supported the decision to FDI. Also, we noted that subsidiary assumed a new resource configuration along its trajectory, due to external and internal environments. The institutional environment revealed to be an important element able to inhibit the resource configurations. We noticed that the institutional aspects were undersized by the multinational company during the acquisition. However, these aspects can narrow how the multinational will be able to manage its resources. We concluded that the institutional aspects could affect the development of the dynamic capabilities of the subsidiary.

Institutional Uncertainty And Emerging Market Multinationals: The Crafar Case

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Abstract

While the problem of institutional uncertainty is traditionally modeled as one facing international investors entering emerging markets, in this paper we suggest that such ambiguity, in the form of regulatory uncertainty, is now a problem for emerging market multinationals seeking to enter developed markets. Our analysis is based on a detailed discussion of an ongoing New Zealand case - the Crafar case - involving an attempted purchase of 16 major dairy farms by a Chinese multinational. We illustrate the regulatory uncertainty that has arisen from concerns regarding national security, a judicial review of the approval process, ambiguity over the definition of strategic assets, and the increased discretion that politicians have provided for themselves in the wake of considerable public opposition. The rapid growth of Chinese OFDI means that similar situations are evident in a number of other countries as policy makers struggle to manage this issue.

Knowledge Transfer And Cross Border Acquisition Performance: The Impact Of Cultural Distance And Employee Retention

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Abstract

The paper investigates the impact of knowledge transfer on the performance of cross-border acquisitions (CBAs) using data derived from a sample of UK firms that have acquired North American and European firms. Our findings suggest that a considerable part of CBA success is explained by the combining firms' ability to transfer knowledge. While organizational culture difference is a strong explanatory factor of CBA performance and knowledge transfer, national culture difference has no significant effect. Organizational culture differences were also found to mediate the relationship between knowledge transfer and CBA performance. We also find that employee retention influences CBA performance directly.

Language And Socio-Economic Structures: The Case Of Culture And Gender

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Abstract

We provide the first systematic analysis of the relation between languages and socio-economic structures. We focus on explaining cross country variations in gender outcomes and find that gender marking in the dominant language, measured by four different variables, decreases female labor force participation rate and the share of female in the labor force by about one standard deviation. Further, it increases (decreases) the relative share of female to male in services (agriculture). These results are robust to controlling for income levels, geography, colonization and political institutions. We also find suggestive correlations between gender marking and other socio-economic outcomes.

Market Entry Modes In A Multipolar World

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Abstract

We review entry modes research and develop a framework that integrates existing research streams on the antecedents and moderators of entry mode decisions. • We find entry modes research does not reflect the moderating role of the political environment in entry mode decisions. With the increased importance of emerging economies to international business, we emphasize the relevance of the political environment to entry mode decisions. • To advance entry modes research, we suggest the moderating effect of the political environment is factored into future research and indicate how existing factors of entry modes research can address the political environment.

Mentoring And Justice In The US And Middle East: A Comparison Of Mentoring Approaches

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Abstract

The literature on mentoring relationships has been largely based on Western research while rarely considering non-Western contexts. The present research examines the influence of culture on cognitive schemas regarding mentoring and culturally accepted implicit leadership theories. We assert that while mentoring functions are universal, the approaches taken in the provision of these mentoring functions will differ according to cultural role expectations, e.g., transformational or paternalistic. Further, we examine the role that justice plays in the

relationship between mentoring relationships and protégé outcomes. Theoretical and practical implications are discussed.

Minor Government Ownership: Evidence From Brazil

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Abstract

This paper focuses on the effects of minor government ownership in Business Groups (BG) in times of institutional environment changes. Institutional Theory (North, 1990) argues that firms adapt to institutional changes, whereas Political Economy (Schneider, 2008) emphasizes the role of politics and policy and how state actions favor or constrain such groups. We combine these theories and introduce minor government ownership as a driver. Final sample consisted of 1,443 observations from 280 distinct Brazilian BG from 2001 to 2008. Findings suggest that institutional environment significantly affects BG and that this effect notably increases when the government is a minor shareholder.

Organizational Attractiveness Of Chinese And Indian Multinational Corporations Operating In Europe And The United States

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Abstract

Upon entering developed markets, emerging market multinational corporations (EMNCs) from China and India must compete with both host companies and other developed nation MNCs to attract necessary local talent. This study examines to what extent EMNC firms are perceived as less attractive employers than their developed nation counterparts due to a possible liability of origin bias. Using four hypothetical MNCs of American, European, Indian and Chinese origin, we examined the perceived levels of organizational attraction to the firms of 627 French, German and American talent workers and determined that a possible country of origin bias does exist. A discussion of the direct managerial implications of this study concludes the article.

Ownership Strategy, Asset Seeking Investments And Institutional Distance: A Comparison Between Emerging And Advanced Country Firms.

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Abstract

This article is about Emerging Market Firms (EMFs) acquiring firms in advanced economies. We claim that EMFs adopt a different entry behavior from that of Advanced Market Firms (AMFs). Namely, as a first hypothesis we claim that, AMFs undertake a partial (rather than a complete) acquisition when they wish to avoid the dispersion of the bundle of information and knowledge residing in the target company, while EMFs are more likely to prefer a greater degree of ownership and control as they lack the needed experience to deal with the relevant complexity

and to manage partnerships. Furthermore, we claim that EMFs experience a higher propensity to control the local partner the higher the institutional distance with the host country, since they enjoy a better institutional environment when they invest in advanced countries and, hence, they are less likely to need a local partner. To test our hypothesis, we developed an econometric analysis applied to foreign acquisitions in Italy along the decade 2001-2010 and we study the entry mode of AMFs and EMFs. Our results confirm the first hypothesis and shows that distances in property rights and investment freedom effectively increase the probability to undertake full acquisition for EMFs.

Ownership Structure And Technology Capability Development In Large Firms: An Empirical Test In Korean Context

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Abstract

We build on Schumpeter's claim that large firms are more innovative than smaller firms to investigate how size impacts the intensity (deepening) and diversity (widening) of technological capability development. Additionally, we investigate the role of different types of ownership in directing technology competence development. We provide theoretical insights by utilizing TCE to argue that outside investors economize on expectations of ex-post transaction costs through their choice of large firms. Utilizing agency theory we argue how these investors subsequently influence technology investments in firms. Confluence of both TCE and agency reasoning shows how size and ownership structure jointly impact decision making.

Re-Examining The Construct Of Cultural Intelligence- A Qualitative Study

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Abstract

In this study we re-examined the construct of cultural intelligence (CQ) and the purported interrelations between the three dimensions of CQ- mental, motivational, and behavioural. We drew on the data collected from 42 qualitative interviews with expatriate managers working in Australian organizations in China in 2004 and in 2010 respectively. We identified an important element of intrapersonal intelligence from the data. The role of intrapersonal intelligence in developing cultural intelligence has not been explicitly defined or operationalized in the existing CQ conceptualization. Our findings present insightful empirical evidence of how intrapersonal intelligence and other factors may affect the views and attitude of expatriate managers towards cultural differences, and pinpoint the importance of balancing home country culture with host country culture in the process of cultural adaptation. Based upon the findings we developed six propositions for further research. The practical implications of the findings are identified and discussed.

Resource Differences Between Born Global And Born Regional Firms: Evidence From Canadian Small And Medium-Sized Manufacturers 1997-2004

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Abstract

While international business research has intensively observed the determinants and outcomes of International New Ventures (INV), we only have a limited understanding on why some INVs pursue regional focused internationalization (so called Born Regional Firms), while others decide for a globally dispersed approach (so called Born Global firms). This study draws on resource-based theory and applies logistic regression on a longitudinal sample of 604 Canadian exporting manufactures to investigate how firm initial internal resources differentiate between Born Global and Born Regional firms. We find that, compared to Born Regionals, Born Globals have significantly greater foreign market knowledge, and have significantly higher initial performance. We advance research about the internationalization-performance link by a reversed causality exists regarding this relation and that initial performance influences the internationalization approach of INVs. This provides additional support for the regionalization hypothesis and the assumption that a global expansion does not necessarily lead to higher performance, but demands a greater amount of resource input.

Rise And Fall Of A Taxonomy: Should We Keep Calling Them Emerging Markets?

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Abstract

The existing literature does not converge on a common and unique description of the characteristics of emerging economies (EMs), besides the huge importance and relevance of this term from an economic, academic and political perspective. The paper is a first output of a research project aiming at finding a broad, compressive, and dynamic definition of EM, embracing not only economic parameters but involving social, institutional, cultural aspects. We compare and analyse the main country classifications used within International institutions to find out commonalities and critical issues. We then focus on the interest on EMs for IB studies, examining trends in publications related to EMs. We finally look at several open issues related to EMs in term of economic development, political changes, people attitude and behaviour, technologies, firm strategies and international market participations

Russian Institutional Development And Investment Climate: Constraints And Opportunities

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Abstract

Recent international business literature has placed an increasing emphasis on the importance of national institutions, regulations and the broader investment climate in attracting foreign direct investment (FDI) flows to host economies. However, a relative lack of attention has been devoted to the role played by these factors in determining the volume and value of inbound FDI in the Russian context. This paper sets out to contribute to literature development in this area by developing a new perspective on the current institutional development and regulatory regime facing inward investors in the modern Russia. The paper is configured to take account of Russia's distinctive culture, history, communist era legacy and path dependencies, and the resultant creation of contemporary political and economic conditions detrimental to inbound FDI. Use is made of the institutional and regulatory risks analysis and constraints that currently face foreign owned international businesses that undertake FDI in Russia, despite recent, government-led reforms. The extent to which these factors help to explain Russia's persistent underperformance in inbound FDI terms is also assessed.

Shared Governance And Academic Collective Bargaining In American Higher Education: A Potential Model For U.S. Participation In The Global Experience Of Works Councils And Codetermination

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Abstract

This paper examines shared governance traditions in U.S. higher education in the context of the global models of employee representation, including works councils and codetermination. The authors begin with an overview of global employee representation legislation and practices before contrasting these with U.S. labor law and traditions. The authors then examine the unique governance structure of U.S. higher education as key exception to U.S. law and practice that may inform our understand of the potential for these practices in U.S. organizations. The paper concludes by examining the implications of this example for public policy and employment practices in the U.S.

SME Internationalization: Constraints And Opportunities

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Abstract

Globalization has led to an increase in international expansion undertaken by firms. However because of stringent external environment and inadequate internal capabilities small and

medium enterprises (SMEs) are not able to reap the benefits of international trade. This paper analyzes the differential impact of various cross-national distance factors and firm's internal resources on the internationalization of small and medium enterprises (SMEs) and large enterprises. It then focuses on the moderating impact of mode of entry choice and market selection choice on the profitability of SMEs.

Social Sustainability In Emerging Markets And The Business Case For Equitable Economics: Can The Poorest Countries Be Rescued?

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Abstract

This paper will reflect on the logic nexus between business profit and social good; it will exhibit that entrepreneurs doing business in emerging markets have great chances to enhance their own productivity, effectiveness and efficiency and to contribute to the well-being of their (host) countries and to take advantage of these improvements. Examples will be drawn from recent occurrences in Sub Saharan Africa. One major purpose of the paper is to demonstrate that social, human and environmental benefits can achieve the same rank as financial benefits when it comes to measure return on investment.

Stock Exchange Mergers In The Emerging Markets: A Case Study Of The United Arab Emirates

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Abstract

This paper aims to analyze the stock exchange consolidation process in Emerging Markets, with particular reference to the United Arab Emirates (UAE). More specifically, this paper aims to test the hypothesis of a creation of one large stock exchange in the UAE and examines the potential implications for its holdings in the Developed Countries (Borsa Italiana-London Stock Exchange and Nasdaq-OMX). The findings show that the contraction both in market capitalization and in trading value in the three major Arab stock exchanges of the UAE (Dubai Financial Market, Nasdaq Dubai and Abu Dhabi Securities Exchange) could be a key factors in implementing a merger between them. Furthermore, the potential unique UAE stock exchange could have implications in terms of corporate governance of the holdings and competition.

Strategic Implications Of Networks On Firm Performance In Public, Private And Not-For-Profit Sector: A Cross-National Study

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Abstract

Firms are social communities which thrive on both external and internal networks for resource acquisition and utilization to improve performance and efficiency. However, how and to what extent firms can make use of networks to achieve performance depends on firm characteristics and environments they are embedded in. The public and private sector firms may differ in their internal structures and processes as well as in the external factors and stakeholders which influence them. Further, national contexts of whether a firm is located in a developed or a developing country may also contribute to the influence of networks on firm performance. We draw from the literature on organizational theory and social networks to derive implications for firm strategy in a cross-country and cross-sector study. In this paper, we conduct an empirical study to explore the impact of organizational capability to develop internal and external networks on overall firm performance in case of private, public and not for profit firms in the national contexts of USA and Jamaica. Data was collected using validated instruments from a sample of 704 and 884 respondents from Jamaica and USA respectively from a total of 1588 firms, 441 public, 969 private and 168 not for profit firms. We made use of perceptual measures using a validated survey instrument from a sample of employees working for different types of firms in the two national contexts. The results support direct relationship between capabilities to develop internal and external networks and overall performance moderated by the operational efficiency of the firm. The moderating effect of the firm sector and the country's development status is found to be significant on the internal and external networks' relationship to performance.

Strategic Logic, Marketing Resources And Emerging Market Success: A Case Analysis Approach

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Abstract

The thinking that organizations achieve greater success as a result of superior fit to their environments has become a foundation of international business research, however; there has been scant research regarding the processes used by firms to achieve an advantage-yielding fit between resources and Emerging Market environments. In a series of 12 exploratory interviews with managers with responsibility for Emerging Markets marketing relationships, this qualitative exploratory case study seeks to define the key issues and most relevant constructs that engender superior performance in Emerging Markets. Results identify key drivers that create firm capabilities and competitive advantages in Emerging Markets.

Strategies For Serving The Base Of The Pyramid- Lessons From Sub-Saharan Africa

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Abstract

Though the base of the pyramid has received an increasing amount of attention in the literature, few multinational enterprises have been able to build a sizeable business serving this market, while those that do choose to focus on the base of the pyramid have had mixed success. In addition, most of what we do know seems to focus on India; little is known about sub-Saharan Africa. By analysing a case study of a firm that has achieved success in serving the base of the pyramid in sub-Saharan Africa, this paper identifies strategies to pursue when focusing on this segment of the market in this region.

The 3/2 Country Market Evaluation Model

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Abstract

The authors present a new country market selection model using a three filter/two phase approach to scanning: 1) a broad filter using mega aggregate country statistics (external environments) with "broad fit" company compatibilities (values, vision, goals, capabilities, management feel) and critical success factors (make or break issues); 2) a broad filter to evaluate emerging country markets and 3) a micro filter using key success factors for the company and product, market structural factors, and industry/competition factors which fit the company's objectives, strategies and resources. There are two phases: 1) a "rough cut" broad based analysis of countries on mega aggregate data and an analysis of emerging markets using factors geared solely to EM selection and 2) a "diamond cut" which aims to chisel the remaining candidates with a finely detailed analysis looking at the "narrow fit" between the company's internal environment and the particular product market's external environment.

The Cultural Antecedents Of Corruption

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Abstract

Corruption is a millennia old problem; however, researchers and international governing bodies have only recently shown serious concern. Since the 1990s, many studies have examined the antecedents of corruption. This study builds on previous work, notably Husted (1999), by updating the discussion of the role of culture in corruption. Using OLS regression, we find that Hofstede's power distance, individualism, time orientation, and indulgence dimensions of national culture significantly influence levels of perceived corruption; however, when including economic development, only power distance remains a significant predictor, suggesting national wealth may play a mediating role.

The Dimensions Of Social Entrepreneurship: A Definitions Analysis

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Abstract

In this research, definitions of social entrepreneurship were chosen from eight of the most frequently cited authors and three of the most active foundations in the industry. A content analysis of their definitions of social entrepreneurship identified seven (7) major dimensions: 1) Mobilizing Change Agents; 2) Characteristics of the Social Entrepreneurs; 3) Create Social Value; 4) Change Environmental Dynamics; 5) Strategies to Create Social Value; 6) Sustainability, Scalability and Impact; and 7) Recognize Opportunities. Results suggest that these dimensions are stratified among various authors depending on their field. The researchers suggest that such diversity in the definition is an opportunity for inclusiveness and has served as an invitation for everyone to participate in the development and progression of the field of social entrepreneurship.

The Drivers Of The Entry And Expansion Modes Of U.S.-Based MNEs In Brazil

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Abstract

The drivers of the entry and expansion modes of multinational enterprises (MNEs) have been studied by several authors over last decades but empirical results have been historically mixed. The common assumption that local markets are freely accessed by the MNEs could be the key issue for this contradiction. Hennart (2009) proposes an alternative framework in which the entry and expansion modes of MNEs in foreign countries are defined based on the relative efficiency of both markets. In this study, we tested empirically this framework for U.S.-based MNEs investments in Brazil from 2005 to 2010. The results suggest that local market characteristics are important to influence on the entry and expansion mode decisions. However, the hypotheses that the MNEs skills are relevant to influence on their final decision are not confirmed. In addition, our tests did not confirm that the difference in growth rate between the two countries, for each specific industry, is a driver for MNEs to favor acquisition over greenfield.

The Effects Of International Collaboration Exercise On Learning Outcomes In Cross-Cultural International Management Courses

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Abstract

Based on the X-Culture project, a multi-country international collaboration exercise involving several thousand students from over thirty countries, the present paper reports the results of a multi-study investigation of the effects of experiential global collaboration projects on learning in Cross-Cultural Management courses. The study is based on an analysis of course evaluations, assessment of changes in students' culture-related perceptions and knowledge during the course of the experiential project, and qualitative feedback from students and instructors. The results provide multi-source, longitudinal evidence of effectiveness of experiential learning, both in terms of student satisfaction and perceived utility, as well as in terms of improvement in student attitudes and subject knowledge. The paper also utilizes the shared experiences of the X-Culture participants, both students and instructors, and provides guidelines for incorporating global collaboration projects in International Business curriculum.

The Hidden Costs To Offshoring; Exploring The Mediating Effects Of Social Responsibility And Employee Layoffs

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Abstract

Offshoring has become a routine internationalization practice, while scholars investigate the consequences of this multidimensional phenomenon. Whether the MNC is internationalizing behind asset seeking, market seeking, efficiency seeking, or asset augmentation, the responses to the overall theoretical question of why internationalize, have been argued by scholars to yield mostly positive consequences for the MNC (Dunning, 2000; Hennart, 2011; Contractor, 2007). However, lesser scholarly work have investigate deeper the negative consequences of internationalization which can extend beyond only financial factors. The investigation of the consequences of offshoring has and is still occupying significant attention among IB scholars.

This study seeks to investigate further the relationship between offshoring and financial performance with closer examination of the mediating roles of (a) employee layoffs and (b) corporate social responsibility concerns on this relationship. Our empirical results of 204 US firms show that firms that offshore do have significantly higher performance vs. those that do not offshore. Furthermore we find that offshoring firms are also the ones laying off more employees and are also the subject of greater corporate social responsibility (CSR) concerns. Implications from this study provide insights for managers to consider the negative consequences of offshoring considering both the economic and the social impact of the offshoring decision on the domestic market which may be appealing to shareholders but lesser so to current employees or the greater community.

The Home Government Involvement In An Internationalization Process: Does It Boost Or Wreck The Competitive Advantages Of Russian MNEs?

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Abstract

Influence of government is crucial for international operations of most emerging economies' firms. However, not all these firms have the same experience with government interventions: some benefit more, some less, and some make losses. The government roles vary among countries and industries. One pole is an absolute financial support and trade protection, while other is a restriction or too strict regulation. Firms react differently; some try preventing or at least predicting such behavior, while others don't put too many efforts to avoid this government enrolment in their business and projects abroad. With particular example of Russia, this paper answers on how the government influences an internationalization of emerging multinational enterprises, and what are the effects on their strategy and competitive advantages. It also analyzes the role the government plays to help these companies, particularly when they go internationally, answering questions how the government can shape an emerging MNEs' competitive advantage and at what level should it act to help company when expanding abroad. Also, it argues how firms can protect themselves against the government intervention and what causes different experience.

The Impact Of Fit Between Determinants And Entry Mode On Performance: Evidence From China

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Abstract

Although international business researchers have extensively studied entry mode choice, only a few studies have examined how the fit between anticipated entry mode by determinants and the actual choice of entry mode influence firm performance. We test the predictions of transaction cost theory, institutional theory, culture, and OLI on entry mode decisions by

analyzing approximately 17,000 foreign entries in seven industries into China from 1979 to 2004. Unlike past studies that have viewed entry mode choices narrowly, we use a broader set of factors that influence entry mode choices as well as consider more entry modes. Specifically, we study the impact of determinants, such as a host country's experience, cultural distance, industry asset intensity, resource commitment and location, and how they affect the following entry modes choices: wholly owned enterprises, equity joint ventures, contractual joint ventures and joint stock companies. Furthermore, we examine how the fit between these determinants and entry modes affect firm performance. Findings indicate that firms who choose entry modes based on cultural distance and location advantages outperform other firms.

The Impact Of Relational Capabilities On Subcontracting SME's Internationalization Process

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Abstract

This paper analyses the role of subcontractors' relational capabilities in linking to local hubs of internationalized networks and use them as springboards for international market. More specifically, it focuses on the causal relationships between subcontractors' relational capabilities and their degree of internationalization, mediated by the level of subcontractors' involvement with local firms and networks linked to international markets. To the best of our knowledge, only few studies have examined this topic and all of them point out a call for further research (i.e., Andersen and Christensen, 2005; Camuffo et al., 2007). A multivariate causal model has been tested through structural equation modeling on a sample of 107 subcontracting SMEs. Data suggest the positive role of local but internationalized supply networks in supporting subcontractors' internationalization processes, while it emerges that the linkage to localized multinational enterprises (MNEs) can have a negative influence on internationalization outcomes.

The Influence Of The Institution In The Process Of Internationalization Of Serra Gaúcha Region Wineries

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Abstract

Increased international competition in the wine market in Brazil has led the Brazilian wineries to question their strategy and to seek foreign markets as an alternative to enhance their competitiveness. This case study sought to understand the process of internationalization of the Serra Gaucha wineries through a descriptive study, with application of semi-structured interviews with participants of the Project Wines of Brasil. When analyzing theories of internationalization based on behavioral and economic-rational approaches, it was noticed that none of them were able to full explain the actions developed by the wineries towards the external market, what has required to broaden the scope of the analysis

The Role Of Target Firm Power In M&A Knowledge Transfer

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Abstract

In this study, we explore the role of target firm power in M&A. More specifically, the study investigates how target firm power impacts knowledge transfer from the target firm to the acquirer. It also examines the antecedents of target firm power: position, referent and expert sources of power. The hypotheses are tested on a sample of domestic and foreign acquisitions conducted by Finnish companies. Our findings are in line with the resource dependency view according to which unique knowledge and capabilities can grant units greater power, and contribute to the existing M&A literature that has called for more research on power in general and on knowledge transfer between merging entities in particular.

Theoretical Model Of Consumer Animosity: Motivations & Outcomes In Tunisia And Lebanon

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Abstract

In 2008, tension grew in the Middle-East towards the United States due to American foreign policies, hate and anger were rising, and Middle-Easterners felt threatened by the United

States. It is within such a context, that we examined whether individual's animosity in the Middle-East affects willingness to buy. We seek to understand consumers' internal motivations behind refusing to buy American products. Is it just to express anger, punish the United States, or just enhance their images, that consumers in the Middle-East refuse to buy American products? Structural equation modeling was used to examine the motivations behind animosity and the effect of animosity on willingness to buy in both Lebanon and Tunisia.

TMT Functional Orientation Heterogeneity, Global Strategic Posture, And MNE Firm Performance: An International Perspective

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Abstract

This study empirically examines the relationship between top management team (TMT) functional orientation heterogeneity and firm performance for a sample of multinational enterprises (MNEs) headquartered in 31 countries from across the globe. Utilizing the theoretical perspectives of upper echelons (Hambrick & Mason, 1984) and information processing (Daft, Bettenhausen, & Tyler, 1993; Galbraith, 1973), we hypothesize that global strategic posture, a measure of the intensity of a firm's involvement in the multinational business environment, moderates the relationship between TMT functional orientation heterogeneity and firm performance. Our findings reveal an "enhancing" interaction (Cohen, Cohen, West, & Aiken, 2003: 285-286) between the TMT heterogeneity investigated and the corresponding firm performance measure. Implications, limitations and future research directions are discussed.

What Can Trigger And Prevent New Business Creation? A Multinational Examination Of Entrepreneurs' Perspectives

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Abstract

This study uses personal interviews of 217 entrepreneurs in Germany, Russia, and the United States to explore the potential triggers perceived by the new business founders that resulted in the initiation of their new business ventures, as well as potential barriers that are perceived to have potentially prevented them from doing so. Results suggest the majority of subjects clearly perceive both triggers and barriers to their entrepreneurial act of starting a new business and the overwhelming majority of subjects seriously considered establishing their business for at least one year prior to their doing so. Potentially significant differences in perceived entrepreneurial triggers and barriers between countries are identified.

Interactive Sessions

21st Century French Cuisine: The Competition Of Traditional Versus International

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Abstract

The purpose of the research is to analyze how the current economic situation in France is affecting traditional French cuisine as it competes against international companies. The initial objectives of my research include identifying the economic importance of French cuisine, analyzing how the economic developments in France are affecting food production, and to determine the reasons behind consumers' choices. Because of changing demographics combined with social, political, economic and cultural factors there has been a resulting decrease in demand for traditional meals and dining patterns and an increasing demand for "prat-de-manger" (ready-to-eat) meals and le fast-food. It is important to be aware of this change because the growing prat-de-manger and fast food industries have great economic and business potential in France. International business is competitive. The best industries will be those that are willing to rethink old business patterns and use creativity to redevelop their business model.

Problematic Aspects Of Free Trade: Lessons For Smaller Nations From NAFTA

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Abstract

The intention of the North American Free Trade Agreement was to provide commensurate opportunity for nations to engage in trade with each other. The underlying principles that initially legitimized the arrangement were developed in the economics of David Ricardo and the arguments of benefit through comparative advantage among trading partners. Following on the desire to avoid such disasters as the Second World War, encouraged in part by protectionist policies at the time, nations decided on the creation of the GATT provisions and ultimately the World Trade Organization. The movement gave rise to globalization and the presumed accrual of benefit across the board. In the case of smaller countries, Canada as a case study the NAFTA has created a number of issues that give rise to considerable loss and threats to the sovereignty of the nation. Part of the difficulty can be explained by the mythology of the underlying economic principles while the balance is accounted for by the intrusion of political agendas that have tainted the agreement and its presumed good intention. The NAFTA experience reveals a number of pitfalls smaller nations may appreciate as manifest in the Canadian experience

Advertising's Development In Post-Communist Poland

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Abstract

Slightly more than twenty years ago a revitalized Poland emerged from the communist domination it experienced since World War II and began the decline of the Soviet Union. A free market economy has been a keystone for the newly independent nation. The politics and

economics of the nation seem to be developing well. To a lesser degree we see advertising emerging to support media and consumption. Current courses of studies to support that development are nonexistent. This paper explores available evidence to substantiate the development of advanced level advertising coursework in Poland's universities.

Anthropomorphism And Beyond! Conventional And Innovative Approaches To Anthropomorphic Advertising And Subsequent Effects On Global Society

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Abstract

The research focuses on the effects of anthropomorphism in advertising. Anthropomorphism is an interpretation of what is not human or personal in terms of human or personal characteristics. Many companies have introduced and executed successful advertising campaigns based on advertisements that tend to create anthropomorphism in consumers. This study addresses the following questions: • What factors encourage or create anthropomorphism in consumers? • What effects do anthropomorphic advertising and anthropomorphic feelings in advertising have on consumers? • How does anthropomorphism affect the global society?

Brazil: Market Analysis And Entry Strategy For NewsBank/Brazil

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Abstract

The purpose of this analysis is to evaluate the market in Brazil for the information/library industry, and what are the challenges and considerations that NewsBank should take when entering the Brazilian Market. Considering the BRICS development, the company is considering expanding its business overseas, which implicates having more knowledge about the market and the ways of doing business in a different culture. NewsBank is a major publisher of news, digitized, with more than 5,000 sources from all over the world in digitized format and has been in the market since the 1980's, now with corporate headquarters in Naples (FL) and facilities in El Paso (TX) and Chester (VT). The company has the subdivision Readex, which is responsible for digitization of historical newspapers that can assist patrons, students, professors and scholars in historical and current news/topics research. The online databases provide users with the capability of searching topics/names in academic and public libraries, and also remotely through their websites. The analysis intends to create a broad picture of the Brazilian library market, educational system and suggest top prospects for the company's products, and matching collections from the company that would add value to the libraries. It also analyses the Brazilian way of doing business, and what needs to be paid close attention as far as of challenges and cultural differences.

Cam Tours, Ltd.: A Case In Small Firm Strategy

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Abstract

In the modern global economy, it is not just large firms that face strategic decisions in international markets; there are a growing number of small firms that also face such decisions (Jones, 2011). This case presents a real-life scenario of Cam Tours, Ltd.'s international expansion decision. Cam Tours currently offers aerial tours throughout the central area of Costa Rica using an AirCam plane that offers unobstructed 360 degree views, high efficiency and safe operations, and water landings. Highly successful in Costa Rica, the owners are considering expanding operations to Rio de Janeiro, Brazil. A spot in the heart of the tourist district was identified, and offers tremendous profit potential as Rio de Janeiro gets over ten times as many tourists as the Costa Rican location does (OECD, 2011). This case reviews current operations in Costa Rica, information on the unique AirCam Aircraft, details of the market opportunity in Brazil, and concludes with case questions for classroom use.

China And India: Can They Support The Shift In The Global Automobile Industry?

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Abstract

The United States was once the emerging market for the automobile industry, as America had an available concentration of consumers, the capacity for the manufacturing facilities, a surplus of resources such as manpower, oil, steel, and access to technology. The American automakers dominated only to be joined with automakers from Japan and Europe. The American automakers have fallen from the lead in the automobile industry and now the front runners from Japan, Toyota and Honda must move on to the current emerging markets. India and China offer new frontiers with many of the same factors of America half a century ago. They offer a population poised to become car owners and a multitude of less costly workers to run the manufacturing plants. These two countries are also investing heavily in their infrastructure to move forward as leading nations. The future leaders of the automobile industry will capture the Indian and Chinese markets with their ability to provide small, economic cars and propel the use of alternative fuels.

Determinants Of Entry Mode Into Foreign Markets: A Case Study Of A Brazilian Multinational

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Abstract

The decision making process of entry modes choice sets difficult because of the diversity factors involved, which may affect the success of the organization. Despite of the many studies about

entry mode, most of them are about multinational from developed countries or Asian emerging countries, so little is known about entry mode of Brazilian multinationals companies into foreign markets. The purpose of the present study is to provide an analysis about the factors that are decisive on the international entry mode choice of a Brazilian multinational company. Therefore, this work contributes to the theme proposed by analyzing the case of a Brazilian multinational company, using an eclectic approach, including factors related to resources, industry and institutions, based on the Strategy Tripod of Peng (2009). The method used was the qualitative approach, performing an interview as data collection instrument. As the case analyzed, all determinants of the model have shown to be relevant on the choice of entry modes; highlighting the important role of networking as a determinant factor in the decision making process of the entry modes.

Emerging Issues In Emerging Markets: The Case Of Green Isomorphism In The UAE

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Abstract

Emerging issues of green management and environmentalism have gained increasing attention in the global business world. Little empirical understanding, however, has been achieved in relation to their impacts on emerging markets such as the UAE. Based on the notion of institutional isomorphism, this research proposal thus seeks to understand and examine how institutional pressures observed in competitive business environment and corporate strategic responses toward those pressures intertwine. Organizations situated in increasingly globalized business environment can be benefited by potential insights gained from the investigation that helps connect theory to practice and provides practical lessons for organizations' future strategic planning in the area of green management. Particularly for multinational organizations that seek to better establish their global reputation, this research study, upon its completion, could help them better strategize their international businesses in these emerging markets.

Empirical Analyses Of The Question Of Validity Of University Students Representing Populations Of Employed Businesspeople In China And North Asia

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Abstract

This study questions the congruence of values and behaviors of university students and businesspeople, discussing individual value characteristics and their behavioral implications of working businesspeople and university students. Empirical studies are presented discussing results of investigations of value priorities of students and businesspeople from several sets of data from the Schwartz Values Survey from university students and practitioners in China, with some comparisons with students from Japan, Korea, and the USA. Data provided by collaborators in the Preferred Leader Behaviour and Values project: China: Ilan Alon, Rollins College; Kaiwa Chan, University of Macau; Roger Lim, Yu Da Palace Hotel, Zhengzhou City; Elisabeth Montgomery, InterLangua Software (Shenzhen), LLC, Shenzhen City; Simon Smith, The University of Adelaide. Korea data: Gary Gregory, University of New South Wales, Australia; Japan data: Mari Kondo, Doshisha Business School, Kyoto, Japan.

Enclaves and Entrepreneurial Success

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Abstract

We examined the effect of immigrant and ethnic enclaves on the success of entrepreneurial ventures as measured by firm profits and viability. Data on entrepreneurs and their new firms were provided by the Kauffman Foundation and covered the years 2004-2008. These firm-level data were linked to Census 2000 Summary Files 3 and 4 at the ZIP Code level of measurement, and were used to empirically investigate the effect of enclaves. Our use of a selection correction allowed us to ground our analysis in a causal framework. We found a statistically significant negative effect of immigrant representation in an area on firm profitability. This effect operated on native, rather than immigrant, firm owners, which suggested that native-owned firms locating in immigrant enclaves may experience difficulty assimilating the benefits that enclaves offer. We used a unique measure of enclave representation to incorporate both immigrant, as well as ethnic, representation in the local area. Additionally, unlike previous studies, our analysis did not focus solely on immigrants or natives as the affected group of interest. Instead, we examined the effect of immigration on both immigrant- and native-owned firms in order to provide a broader scope and a more complete understanding of the effects of immigration on entrepreneurial ventures. Our analysis also expanded the existing literature with an examination of the reasons behind firm profitability and viability.

Global Perceptions Of African American Stereotypes In Advertising

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Abstract

Advertising aims to adapt to the ever-changing consumer perceptions of all races, sexes, ethnicities and attitudes of consumers worldwide. Yet to date there are still advertisements that portray persons of color in either a stereotypical manner or as background to European Americans. For instance, there are two different commercials for the same product that depicts an African American and European American family having dinner. In the commercial with the African American family, only the mother is having dinner with her kids. However, in the commercial with the European American family, the mother and father are having dinner with their kids. This research study explores and investigates the role of advertising in targeting African American consumers through stereotypes and further examines the following questions. What affects do today's commercial advertisements have on race relations? • Do the stereotypes project the true feelings of African American population? • Are these types of stereotypical advertisements harmful to the self-esteem of people of color, and how do these perceptions affect different ethnicities and cultures including gender? • Should advertisers be held responsible for the continued perpetuation of the stereotypes?

Global Perceptions Of Ambient In Advertising

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Abstract

Ambient advertising is a unique, intimate and non-traditional form of communication between the product and the consumer and uses all physical and environmental elements leading to stronger customer engagement. This innovative form of communication goes straight to the top of the consumer's mind and stays there for an extended period of time. The research study explores the innovations in ambient advertising including flash mob dancing, use of structures, posters, props, the backs of bus tickets, supermarket floors, shopping carts, bank receipts, animals, and other strange and unusual venues. The study further examines how ambient advertising can effectively support both traditional and digital media. This unconventional form of advertising makes effective use of surroundings and physical environments to grab attention of the intended audience leading to positive brand and ad attitudes and purchase intentions. This research paper investigates the following questions:• What are the social and economic effects on the potential consumer engagement from innovative ambient advertising techniques like flash mob dance and effective utilization of physical spaces for conveying advertising messages?• Is ambient advertising the future of advertising?• How can digital and traditional advertising benefit from ambient advertising, thereby revolutionizing the advertising industry?

Institutional Dynamics In Smaller Emerging Markets: British West Indies And Spanish West Indies

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Abstract

Generally governments in developing economies work towards encouraging enterprise growth as the engine to increase national wealth and higher standards of living. In terms of the form of enterprise, some countries favor public or public-private partnerships, while others favor private enterprise primarily. The smaller the economy the more likely it is that the government will be involved in promoting the growth of enterprises. This paper examines the role of institutional dynamics in supporting or limiting enterprise growth in the British West Indies and the Spanish West Indies. The interplay of the three parts of the institutional profile, regulatory, cognitive and normative, will be influenced in each country grouping by the history of the country, the economic resources and the geographical location.

Institutions And Emerging Markets: The Differential Impact Of Institutional Distance On Entry Mode Decisions By Emerging Market And Advanced Market Multinational Companies

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Abstract

As latecomers to global business competition, emerging-market multinational companies (EMNCs) utilize cross-border merger and acquisitions to swiftly acquire strategic assets, such as brands and distribution channels, compensating for their resource deficiencies. Developed markets with their abundant resources in technology and consumer base become important destinations for EMNCs. Institutional distance, national differences in the institutional environment, constitutes a major source of competitive disadvantage for foreign firms competing with indigenous firms. Compared to established multinationals that originated from other developed markets, EMNCs potentially face additional threats because of their lack of legitimacy in a developed market. By studying the ownership pattern in cross-border mergers and acquisitions in the United States, the current study demonstrates that EMNCs respond to institutional differently than advanced-market multinational companies (AMNCs). We find that while cognitive and normative distance has a major negative influence on AMNC's ownership position, EMNC's ownership decision is less influenced by these institutional differences. However, relative to AMNCs, EMNCs take smaller ownership positions when there is greater regulative distance.

International Market Orientation And Performance Of Small And Medium-Size Enterprises: The Mediating Role Of Alliances

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Abstract

Increasing international performance is a critical issue for internationalizing SMEs. In the recent past researchers have suggested that companies need to increase their international market orientation in order to increase performance. In this paper we examined whether alliances may play a mediating role in the international market orientation and performance relationship. We investigated our hypothesis on a sample of 162 US and UK based firms. We discovered that alliances mediate the IMO performance relationship.

Internationalisation's Competitive Advantages For Developing Country Multinational Companies (DCMCs): The Favourable Scenario For Colombian Multilatinas.

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Abstract

This paper attempts to contribute to the study of internationalized firms from developing countries by analysing the outward foreign direct investment decisions and the factors that are positively influencing the competitive advantages of Colombian multinationals. This paper uses both primary and secondary information to compare the internationalisation process of Colombian companies, especially regarding market selection, entry mode and internationalization patterns. It was observed that although it seems that there is no linear establishment chain, a sequence of internationalisation events could be seen in the case of the companies examined, as well as opportunities to consolidate internationalisation processes in the region.

Linking Entrepreneurship Pedagogy With Practice

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Abstract

The purpose of this paper is to describe the engagement structure recommended by Driscoll (2000) and explain how I have adopted the structure in the delivery of an undergraduate entrepreneurship course through the use of a computer simulation in a virtual world called Second Life. The end result has been students that are self-motivated, make entrepreneurship class a priority to attend, are eager to put into practice the concepts they are discovering, and are having fun learning.

Made In China Or Made By China? Explorations On What A Brand Is Worth In Exporting

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Abstract

China has one of the fastest growing economies in the entire world. China's exports, in large part, have been a major driving horse of economic growth for the country. For a Chinese exporter to start a business overseas, he or she often faces a critical choice between deciding to go OEM (Original Equipment Manufacturers) or OBM (Original Brand Manufacturers). However, the choice between OEM and OBM has always provoked controversial debates among academics and practitioners alike. We examine what influences firms' choices between OEM versus OBM strategies and their subsequent performances. Findings of the first model show that Chinese exporters' pursuit of OEM/OBM strategy is affected by both institutional factors

and organizational factors, with institutional factors including firms' relative position in industry and export intensity, and organizational level factors including motivation to exploit foreign market. Investigation of exporters' subsequent performance after implementing an OEM/OBM strategy is conducted in the second model. The model uses a unique dataset on a set of OEM and OBM firms across many industries during two time periods. The impact of an exporting strategy on a firm's sales growth and self evaluation outcome is tested in the context of both economic booming and recession periods, depicting a comparative approach. The results reflect a contingency effect that, in prosperous times, the employment of OEM strategy brings strong growth engine to Chinese exporters as compared to that of OBM strategy, whereas in times of economic downturns, OEM firms suffer more than OBM firms with comparable characteristics. OBM is shown to be more immune to global recession shocks, and it appears to be a more sustainable strategic choice in the long run.

Made In China: Cross-Cultural Differences In Brand Evaluation Halo Effects

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Abstract

This research examines two issues: First, it is examined whether country of origin (e.g., Made in China) perceptions create halo effects in brands' individual attribute ratings. Second, the impact of holistic versus analytic cross-cultural cognitive differences on the magnitude of these halo effects is examined. Two surveys were administered in the United States to assess the attribute ratings of Chinese versus other brands in two different product categories: computers and cars. Constrained principal component analysis was conducted to calculate the country halo effects in brand attribute ratings of investigated brands. The results show strong country of origin halo effects present in attribute ratings of brands in both examined product categories (computers and cars). Evaluations of joint venture automobile brands (e.g., JV USA & China Ford) are more prone to the halo effect than single country brands. Chinese translation of the Survey is planned to be administered in China to allow for cross-cultural comparison of the halo effects between holistic and analytic consumers. This research provides insights on the diagnosticity of brand attributes evaluations of Chinese brands and joint ventures.

Managing Political Corruption: Insights From Resource Dependence And Institutional Perspectives

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Abstract

The paper examines managerial responses to corruption. Corruption is not a new phenomenon, but it has only recently received considerable attention in the literature and in international governing bodies. Even with national and international laws that seek to curb corruption, it remains a serious concern. This paper, using institutional and resource dependency theories,

proposes that firms in more politically corrupt countries will be more likely to employ political actors as directors, that firms wishing to locate in politically corrupt countries will be more likely to employ political actors in the host country as directors, and that firms wishing to locate in politically corrupt countries will target those firms with the best political connections.

Multi-Country Student Collaboration Projects In Cross-Cultural Management Education

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Abstract

Based on the X-Culture project, a large-scale international student collaboration initiative that involves over 1,500 students from over 30 countries in a given semester, the paper discusses challenges and best practices of incorporating experiential collaborative exercises in International Business curriculum. The study would be of interest to International Business researchers and educators, as well as for students and corporate employees who work with people from different countries.

Negotiating Style Of Dominicans: Are There Gender Differences?

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Abstract

Purpose - The purpose of this study is to extend and present a framework for understanding the negotiating style used by Dominicans. We can then determine whether there are gender

differences between the negotiating styles used by Dominican male and female negotiators. Design/methodology/approach - This is a phenomenological study, a qualitative tradition of inquiry and research. We conducted in-depth interviews with eight negotiators from the Dominican Republic: four males and four females. Findings - Each of the eight negotiators' styles is discussed in detail. When divided into male versus female, there are not many differences in the issues raised by the negotiators. Both genders discuss the importance of creating a relationship or rapport with the counterpart, and how this helps them in the negotiation. Other areas raised by both are how they aim to achieve a consensus, the importance of honesty and preparation. Overall they describe their style as direct, with both genders mentioning that they have diplomacy components in their negotiation style. Originality - This is the only study of Dominican negotiating styles, an important market in the western hemisphere and the seventh largest market for the United States in this hemisphere.

Opportunities And Challenges For Foreign Entrepreneurs Opening A Business In Colombia

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Abstract

Opportunities and Challenges for Foreign Entrepreneurs Opening a Business in Colombia

Philippines And Vietnam: An Analysis Of Emerging Market Economies

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Abstract

The global economy is currently witnessing and experiencing a shift toward greater influence by the so-called emerging markets or countries that have emerged from their less developed economic status and have been restructuring their economies along market-oriented lines. This paper focuses on the Philippines and Vietnam. It analyzes the reasons why the Philippines and Vietnam have moved from being less developed countries and have transformed themselves into emerging economies. In preparing this paper, the author researched and gathered data on the socio-economic profile and demographic profile of the Philippines and Vietnam as available to the public. For the Philippines, data were gathered from the National Economic Development Authority, the Securities and Exchange Commission, among others. For Vietnam, data were gathered from the General Statistics Office of Vietnam and other sources. The 2008 global financial crisis brought with it opportunities. The Philippines and Vietnam are armed with the right logistics taking advantage of opportunities during a global crisis. In both Philippines and Vietnam, there is unprecedented growth in the real estate business, and tourism has been booming. Unemployment rate continues to go down and foreign direct investments have grown significantly. There are, however, issues that the Philippines and Vietnam will have to continue to address to enable them to sustain their development including, but not limited to, proper prioritization of government expenditures, maintaining liquidity of the banking system and managing debts, managing the negative impacts of tourism and other types of industries, public governance, etc.

Political Determinants Of Regulatory Reform In Developing Countries

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Abstract

Regulation of the business environment has been identified as a major factor in private sector development. Firms consider the risks from regulatory change as a major challenge. The literature identifies a number of drivers for regulatory change, of which 12 were adopted for the present research. A database was produced that permits to analyze the effect of these drivers on a number of cost relevant areas of business regulation. While a number of significant correlations between drivers and reform of business regulation were obtained, the regression results do not support the hypothesis that the drivers found in the literature are consistently linked to regulatory change. Other factors, in particular the domestic policy-making process, which has not been subject of analysis here, is suggested for further analysis of regulatory change.

Pro-Market Reforms And R&D Investment In Emerging Economies: The Moderation Of Financial Slack And Firm Age

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Abstract

A variety of countries have instituted pro-market reforms in order to develop their economies in the footsteps of the more developed countries. These market changes significantly influence a firm's behavior and performance. Prior research has investigated the impact of market reforms on firm performance. This paper investigates the impact of market reform on a firm's strategy of R&D investment. We find that there is a curvilinear (U-shape) relationship between R&D investment and market reform. In addition, we find that financial slack further reinforces the effect of market reform on R&D investment. Furthermore, R&D intensity increases with market reform and age up until a certain point and then decreases (inverted U-shape).

Savings And Superstitions: An Institutional Theoretic Perspective On The Life Insurance Industry In Three Countries

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Abstract

This paper identifies and analyzes the differences between the life insurance industries in three different national contexts. Using institutional theory as a conceptual framework we compare the regulatory, cognitive and normative dimensions of the life insurance industry in China, India and the United States. We also propose and employ a qualitative methodological variation of the Country Institutional Profile (CIP) that has been successfully used to describe national environments in the International Business literature. This innovative adaptation of the Country

Institutional Profile framework captures the socially embedded aspects of the examined phenomenon more completely than the commonly employed survey-based methodology. Using this methodology we propose a three-dimensional typology of constructs and themes within each national context. Then we compare those typologies across contexts to identify commonalities and idiosyncrasies of the institutional form of each national life insurance industry.

Scandinavian Firms' Internationalization Into China

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Abstract

The purpose of this interactive paper is to discuss an ongoing case study of the experiences of four Scandinavian firms' internationalization into China as an empirical base to understand the expansionary process of internationalization of the firm in emerging markets. Initial patterns of the four cases are analyzed. Perspectives on how to explain the cases by integrating the theories of internationalization of the firm in the age of globalization are to be developed.

So Many Choices: A Guide To Free Electronic Sources For Teaching IB

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Abstract

While there are many free teaching and learning tools available for International Business educators on the Web, it is difficult to sort through them to determine usefulness. In this paper, I outline and evaluate a number of sources of those tools and then provide an example of how they have been utilized successfully in a Global Marketing course.

Social Entrepreneurship Justified By Globalization

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Abstract

The aim of this paper is to show how globalization has affected social entrepreneurship and how social entrepreneurship has emerged in the global economy. This paper offers a wide-ranging review of relevant literature to develop a model showing how social entrepreneurship has emerged in the global economy. A move toward privatization has pushed dealing with social issues from the public sector to the global markets for social entrepreneurs to deal with. Social entrepreneurship has an expanded role because government has less ability to deal with social issues. Consumers have unmet social needs that social entrepreneurs must fill. The social entrepreneur will have both social and profit motives to consider in dealing with social issues. Social entrepreneurs need to find creative solutions to identified social and environmental needs. The public will rely more on social entrepreneurs and less on government to find solutions to social and environmental problems identified in the markets. This paper adds value to the literature by highlighting the expanded role of social entrepreneurs to global markets in finding solutions to social and environmental problems. This paper benefits the public because

it provides an outlet for unfulfilled social and environmental needs resulting from global markets.

The Continuing Backwardness Of Eastern Europe: A Search For Institutional Explanations

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Abstract

The purpose of this paper is to generate a dialog and discussion of institutional economic research methods concerning the New EU countries. The paper presents a discussion on neo-classical research and concepts and institutional economic research and concepts. Comparisons and contrasts of Old EU and New EU country development are offered. Finally a discussion specific to the evolution and history of the New EU countries is offered. Two major issues are discussed concerning the short time period of available economic data and the limited number of very diverse countries which makes comparisons difficult.

The Effect Of Institutional Contexts On Intellectual Property Infringements: The Case Of The Music Industry

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Abstract

This study analyzes the intellectual property protection across different institutional contexts. This study seeks to discover which types of institutional contexts pose the lowest as well as the highest risks in terms of piracy levels in the entertainment industry. This study builds off of previous research that proposes that the moderators of piracy are legal implications, socio-economic factors, and culture. Structural equation modeling is employed to test the relationships between the proposed constructs.

The Impact Of Consumer Cosmopolitanism And Consumer Materialism On Consumer Animosity

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Abstract

Consumer cosmopolitanism and consumer materialism have gained more attention as two potentially relevant consumer behavior factors for explaining foreign product preference and choice, however, to date, no empirical research investigates the impact of Consumer cosmopolitanism and consumer materialism on consumer animosity tendencies. To fill this gap, this international marketing research examines the impact of cosmopolitanism and materialism as antecedents to Taiwanese consumers' animosity towards products produced in China, Japan, and US while controlling for demographics. A confirmatory factor analysis is conducted to test the model using SEM procedure.

The Influence Of Chinese Institutions In China's Outward Foreign Direct

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Abstract

Institutions are used to provide balance and significance to social behaviour in Western Cultures. In China, institutions are much more than that: their institutions are embedded in all aspects of society and are seen as the greater protector and not only as a mediator of society. OFDI from China is not an exception. If in Western societies, OFDI has almost no control or implications from domestic institutions, in China the opposite happens. China's OFDI have capital market and institution based imperfections. Chinese institutions control all the SCEs and their investments. If it is true that such institutions bring a number of problems, major advantages are provided and some are becoming dubbed as dumping. We find that we cannot understand the China's OFDI without understanding the Chinese institutions and their agendas.

The Ownership Structure Of Business Groups And The Influence Of The Institutional Environment

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Abstract

Business Groups prevail in emerging countries as diversified organizational forms, which aggregate various companies under the control of a family of, reduced number of people (KHANNA; YAFEH, 2007; SCHNEIDER, 2008). Economically relevant, this type of structure is responsible for a significant percentage of the Gross Domestic Product (GDP) and frequently congregates the largest private companies of their respective countries (CASANOVA, 2009; GHOSH, 2010). The existence of Business Groups is in part attributed to the need to overcome the limitations of the market in which they exist, such as a lack of adequate infrastructure or an efficient financial system (KHANNA; PALEPU, 1997), in which the government presents itself in leveraging their growth. Institutional reforms have occurred in emerging economies with the objective of supporting the integration of other nations under the commerce point of view. Consequences of such reforms include opening internal markets and introducing common intermediation financial mechanisms. Such alterations generate profound changes in the companies of such countries (PENG, 2005), and it is within this context that this study seeks to analyze the relationship between the ownership structure of private Business Groups and the institutional environment.

Understanding Informal Sectors In Emerging Economies: A Social Network Theory Perspective.

Rama Krishna Reddy, University of Memphis, USA (rreddy1@memphis.edu)

Ben Kedia, University of Memphis, USA (bkedia@memphis.edu)

Abstract

Informal economy contributes to a large proportion of emerging and least developed nations economies and little is known theoretically about the informal economies. In this study to bridge this gap we attempt to analyze the structure and function of the informal sector to develop a platform to better understand the governance structures of informal sectors in contrast to formal sectors and the capabilities of actors. In addition we attempt to understand the role of trust and barriers to entry in the context of different sectors of informal economy based on the economic value of products and services. We further attempt to identify the conditions that drive these informal sectors towards formalization.

Understanding Organizational Commitment: Evidence From Turkish SMEs

Basak Ucanok, Istanbul Bilgi University, Turkey (basak.ucanok@bilgi.edu.tr)

Abstract

Positive work attitudes have become critical for organizational success in an era of increased global competition. Existing literature indicates that organizational commitment is among the critical factors that lead to superior organizational functioning. Organizational commitment (OC) has been defined as a psychological link between the employee and the organization that makes it less likely the employee will voluntarily leave the organization (Allen & Meyer, 1996). Given the importance of organizational commitment the current study aims to explore the relationship between organizational commitment, work centrality and values. The sample consists of 277 employees from small and medium sized enterprises (SMEs) scattered in different geographical regions of Turkey, one of the largest economies in the world (World Development Indicators, 2009). SME's in Turkey account for approximately 99.3 per cent of all enterprises and are responsible from 76.7 per cent share in overall employment. It was revealed in the study that different commitment dimensions were correlated with different value orientations whereas all commitment dimensions were positively correlated with work centrality.

Value Conversion Of Intangible Assets: A Co Creation Case Study Of To MSMEs And Large Banks In India: An Exploratory Study

Prashant Salwan, Indian Institute of management Indore, India (psalwan@iimindr.ac.in)

Abstract

Indian banking Industry faced multiple forced of liberalization, demographics and service orientation in customer interaction. The major force which was reducing the profits of Indian bank was Government of Indian law of helping the priority section, which included Medium and small enterprises. Indian Banks were forced to lend to MSMEs very well knowing that this policy substantially increased the NPA's (Non performing assets) of banks. MSMEs did not have best

management practices. Indian Banks, specially multinationals banks in India converted this regulatory issue into an opportunity by using lot of innovative steps like using Banks intangible resources like customer relations with corporate, Information technology Implementation and best management practices. Indian and Multinational Banks in India used these intangible resources to reduce risks, reduce NPA, increase profits and help MSMEs be contemporary.



**Academy of International Business, Southeast USA Chapter
Annual Conference, October 31 – November 2, 2012**

Doctoral Student Consortium

Wednesday, October 31st 2012

7:30am – 8:00am **Register at Conference Registration Desk, FAU HEC Tower, 11th Floor**

8:00am – 8:45am **Light Breakfast, Askew Tower, 7th Floor Room AT 729**

8:30am – 9:00am **Welcome and Introductions, Room AT 729**
Dr. Michael R. Mullen (*Co-Chair*), Florida Atlantic University, United States

*All doctoral students will present and attend 5 other student presentations.
The faculty will give expert feedback to each student and then to the group.*

Team A Faculty:

Dr. John McIntyre (*Co-Chair*), Georgia Institute of Technology, United States
Dr. Mark Peterson, Florida Atlantic University, United States
Dr. Aidan O'Driscoll, Dublin Institute of Technology, Ireland
Dr. William (Bill) Newburry, Florida International University, United States

Team B Faculty:

Dr. Tomasz Lenartowicz (*Co-Chair*), Florida Atlantic University, United States
Dr. Daniel C. Bello, Georgia State University, United States
Dr. Taco Reus, Rotterdam School of Management, Erasmus University, The Netherlands
Dr. Mikael Sondergaard, University of Aarhus, Denmark

9:15am – 10:45am **Breakout Sessions**

Team A Faculty, Doctoral Student Presentations, Room AT 728:

Kum Solange Nwoah, Maharishi University of Management, Iowa

“Corporate Sustainability in Cameroon”

Maria Andrea De Villa, Cranfield School Of Management, UK

“Developing adaptive capabilities in high uncertainty political contexts”

Mohammed Yousif Al Saad, Abu Dhabi University, UAE

“Managing Spin-Off Businesses in Emerging Markets”

Doctoral Student Consortium (Continued)

Team B Faculty, Doctoral Student Presentations, Room AT 729:

Luis E. Davila, Lubin School of Business - Pace University, NY
"Multinationality and Natural Resources Endowment"
Muriel Durand, AARHUS University, Denmark
"CROSS BORDER M&As & Culture"
Apoorva Ghosh, XLRI School of Business & HR, India
"Gay Lives: An Indo-U.S. Comparative Study"

11:00am - 12:30pm Breakout Sessions

Team A Faculty, Doctoral Student Presentations, Room AT 728:

Rui Torres de Oliveira, Manchester Business School, UK
"The Constraints of Resource Integration in the Case of Cross-Border M&A from Chinese OFDI".
Anton Pavol Fenik, University of Tennessee, TN
"International New Ventures Typology"
Michelle (Kun) Yang, Florida International University
"Essays on Survival & Stock Performance of Emerging Country Firms"

Team B Faculty, Doctoral Student Presentations, Room AT 729:

Nilufer (Nellie) Yapici-Herrmann, Florida Atlantic University
"Impediment to MNC Expansion: Hostile Reaction in the Target Environment"
Yunshan Lian, Nova Southeastern University, Florida
"Modularization (MD) and Its Impact on the Chinese Auto Industry"
Ayca Kara, Florida Atlantic University
"Examining the Link between Regional Cultural Values, Economic Context, Institutional Context, and Entrepreneurship"

12:45pm – 1:45pm Summary Advice to Doctoral Students by Faculty Panel Room AT 729, Box Lunch.

Afternoon Doctoral Student Consortium (HEC Tower, 11th Floor)

2:00pm-3:15pm

Meet the Editors Panel, BOT Room, Dr. Mike Mullen, Chair

Editors Panel (Alphabetically)

Dr. Daniel C. Bello

Dr. Romie F. Littrell

Dr. Matthew Mitchell

Dr. Aidan O'Driscoll

Dr. Mark F. Peterson

Dr. Daniel Rottig

Dr. Shlomo Tarba

Journals

JIBS, Marketing Editor; *Journal of International Marketing*, Past Editor

AIB Insights, Editor; *International Journal of Emerging Markets*, Area Editor

International Business: Research, Teaching & Practice, Guest Editor, Journal Representative

Irish Marketing Review, Editor

JIBS, Consulting Editor; *Journal of Organizational Behavior*, Associate Editor

AIB Insights, Associate Editor; *International Journal of Emerging Markets*, Area Editor

HRM, MIR, Special Issues, Guest Editor

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