Academy of International Business – Southeast USA 2013 Annual Conference

October 24 – 27th
Georgia Institute of Technology
Atlanta, Georgia

INNOVATION, INSTITUTIONS AND EMERGING MARKETS
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Welcome to the 2013 AIB-SE Conference and to the Capital of the South!

It is our pleasure to welcome you to the 2013 Academy of International Business Southeast USA (AIB-SE) conference, hosted by Georgia Tech in Atlanta, Georgia.

The AIB-SE chapter has become one of the 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. Once again, we have received a record-number of submissions and we hope that this year’s conference will be the best ever in the history of AIB-SE. 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.

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.

Conference Highlights!
This year’s meeting offers competitive and interactive paper sessions, a variety of panels, a doctoral consortium, a meet-the-editors session with representatives from 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), the International Journal of Emerging Markets (IoEM), and the International Marketing and Management Research Series, supported by Savannah State University, our platinum sponsor.

In an effort to integrate students into the international business research process, we have increased the number of student participants. Home Depot is sponsoring the X-Culture symposium providing an exciting opportunity for undergraduate and master’s students from around the world to participate in the conference. As always, the conference features several
exciting social networking events, highlighted by this year’s gala dinner and the Taste of Atlanta!

Thanks to the generous support of our sponsors, the conference also features several prestigious awards, including the Drake University Best Conference Paper, the Georgia Tech Best Thematic Paper, and the Ziegler Best Ph.D. Student Paper Award, which is sponsored by Kennesaw State University. This award is named after the late William J. Ziegler for his invaluable contributions to AIB-SE. For the first time, AIB-SE is also offering an award to the best paper by an undergraduate student, sponsored by Savannah State University and a best paper by a Master’s student, sponsored by Monmouth University. Finally, true to our developmental mission, AIB-SE also offers two best reviewer awards, sponsored by the University of North Carolina at Greensboro and the University of Alabama.

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 Georgia Tech for hosting our 2013 conference and for their enthusiastic support and assistance. Last but not least, we would like to thank the excellent management and staff of the Georgia Tech Hotel & Conference, our official 2013 conference hotel.

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 Atlanta’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!

Matthew C. Mitchell, Ph.D.
2013 AIB-SE Conference Chair

Peter Magnusson, Ph.D.
2013 AIB-SE Program Chair

John McIntyre, Ph.D.
2013 Conference Co-Chair
2013 Local Host Representative
Program Committee

Matthew C. Mitchell, Ph.D.
Conference Chair
Assistant Professor of International Business and Strategy
Drake University
matthew.mitchell@drake.edu

Peter Magnusson, Ph.D.
Program Chair
Assistant Professor of International Marketing
Florida International University
peter.magnusson@fiu.edu

John McIntyre, Ph.D.
Conference Co-Chair
Professor and Executive Director,
Georgia Tech CIBER
Georgia Institute of Technology
John.McIntyre@scheller.gatech.edu

Organizing Committee
James Hoadley, Georgia Tech
Irina Naoumova, U of Hartford
Jase Ramsey, U of Alabama

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Ruby Lee, Florida State U
Sjoerd Beugelsdijk, U of Groningen
Carolyn Mueller, Stetson U

Consortium Chairs
Lance Brouthers, Kennesaw State U
George Nakos, Clayton State U
Vas Taras, UNC - Greensboro

AIB Southeast USA Executive Board

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Matthew Mitchell, Drake University, Conference Chair
Peter Magnusson, Florida International University, Program Chair
Mohamad Sepehri, Jacksonville University, Treasurer
Jase Ramsey, University of Alabama, Membership Director
Ilan Alon, Rollins College, Immediate Past Chair

DR. ANSHU ARORA
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Savannah State University is a unit of the University System of Georgia, accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). An equal opportunity/affirmative action employer.
Conference Hotel
Georgia Tech Hotel & Conference Center
800 Spring St. NW,
Atlanta, GA 30308
Phone: 404-347-9440

Conference Location
Georgia Tech
Scheller College of Business
800 West Peachtree NW
Atlanta, GA 30308
Phone: 404-894-2600

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

Map of Atlanta showing the Georgia Tech Hotel & Conference Center and Scheller College of Business.
An interactive map of the Atlanta area is available here
With its top-ranked undergraduate and graduate programs, exceptional faculty, and strong ties to the Des Moines community, Drake is recognized nationally as a leader in higher education.

- U.S. News & World Report ranks Drake as No. 3 among Midwest master’s universities in its 2013 college rankings.
- Drake’s actuarial science program is among the best programs in the nation.
- Both Barron’s and Peterson’s identified Drake as a best value in education.
- Drake is a top producer of Fulbright Scholars among the nation’s master’s institutions.
- Forbes named Des Moines the No. 1 city for young professionals.

www.drake.edu
When You Arrive

Getting from the Airport:

Atlanta’s rapid train system (MARTA) provides a convenient way to get from the airport to Georgia Tech. The airport station is attached to the airport and right off baggage claim. One-way fares are only $2.50 and the trip to downtown is about 20 minutes.

Take the red or yellow line and exit at the North Avenue Station. The Georgia Tech Hotel & Conference Center (800 Spring St. NW) is one block west and three blocks north from the station, <10 minute walk. The Melia hotel is one block south of the train station.

Arriving by Car:

If you arrive by car, to avoid temporary road closures, please take Exit 249D from I-85/75. Turn left on W Peachtree Street NW and then turn left onto 4th Street NW. The Tech Square parking garage serves both the Georgia Tech Hotel & Conference Center and the Scheller College of Business. Parking rates are $2/hour or $12/day.

Registration:

Please check in with the AIB-SE staff at our registration desk to pick up your name badge and conference materials when you arrive. The registration desk is located in the lobby of the Georgia Tech Hotel & Conference Center.

Hours: Thursday, Oct. 24 17:00-19:00  
Friday, Oct. 25: 8:00-17:00  
Saturday, Oct. 26: 9:00-17:00  
Sunday, Oct. 27: 9:00-11:00

Breaks:

Lunches on Saturday and Sunday will be served in the dining area of the Georgia Tech Hotel & Conference Center. The opening reception is at the Taste of Atlanta and the gala dinner is at Hotel Melia. Abundant restaurant options are available surrounding Tech Square and the hotel concierge will have more details.
Georgia Tech Scheller College of Business

Prestigious Programs. Proven Results.

Georgia Tech Scheller College of Business develops leaders with a deep understanding of how technology and globalization are changing the world of business.

Located in Technology Square, at the heart of Midtown Atlanta’s thriving business community, the Scheller College is internationally recognized for offering a range of exceptional educational programs:

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- Executive MBA Program in Global Business
- Executive MBA Program in Management of Technology
- PhD
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http://Scheller.gatech.edu
2013 AIB-SE Program Awards

Drake University Best Paper Award
All papers accepted for competitive sessions and submitted to the “International Business” or “Education” research tracks are eligible for this award. The awards committee consisted of the program chair and the track chairs. All awards winners receive a plaque and a cash prize. The nominees are, in alphabetic order based on the first author:

1. Teaching International Business via Social Media Projects, Ilan Alon, Rollins College and Ruwanthi Kumari Herath, Rollins
2. FDI in Tax Havens: Do Corporate Tax Rates Matter?, Chris Jones, Aston U and Yama Temouri, Aston U
3. The Impact of Consumer Ethnocentrism on Willingness to Buy Global Products: A Construal-Level Perspective, Jieqiong Ma, Saint Louis U
4. Unpacking Embeddedness in Firm’s Adoption of CSR Practices in Global Business Networks, Valentina Marano, U of Alabama, Tuscaloosa and Tatiana Kostova, U of South Carolina
5. Common Factors and The Exchange Rate: Results from the Brazilian Case, Jose Luiz Rossi Junior, Insper and Wilson Felicio, Insper

Georgia Tech Best Innovation, Institutions, and Emerging Markets Paper Award
All papers accepted for competitive sessions and submitted to the “Innovation, Institutions, and Emerging Market” track are eligible for this award. The nominees are, in alphabetic order based on the first author:

3. Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities, Kwangwook Gang, Rensselaer Polytechnic Institute, Byung-Chul Choi, Rensselaer Polytechnic Institute, and Judy Ma, Rensselaer Polytechnic Institute
5. Financial Internationalization and Corporate Governance: Evidence from Brazil, Jefferson Lana, FGV/EAESP, Wlamir Goncalves Xavier, FGV/EAESP & UNISUL, and Rosilene Marcon, UNIVALI

John P. Ziegler Best Ph.D. Student Paper sponsored by Kennesaw State University
All papers accepted for competitive sessions with a Ph.D. student as the lead author are eligible for this award. The award is named after the late John P. Ziegler for his invaluable contributions to AIB-SE. The nominees are, in alphabetic order based on the first author:

1. Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring firms, Min Du, U of Nottingham and Agyenim Boateng, U of Huddersfield
2. Country-Related Factors, Firm-Specific Assets and Methodological Issues in the
Graduate School Programs

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  - Tracks in Accounting, Finance, Real Estate, or Concentration in Healthcare Management
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  - 12 months, 2 to 3 evenings per week
- **POST-MASTER’S CERTIFICATION PROGRAMS**
  - Accounting, Healthcare Management

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Monmouth University
Where Leaders Look Forward

www.monmouth.edu/AIB-SE

West Long Branch, New Jersey I gradadm@monmouth.edu I 732-571-3452

3. A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization, Jieqiong Ma, Saint Louis U and Hongxin Zhao, Saint Louis U

4. The Impact of Home-Host Cultural Distance on Foreign Affiliate Sales: The Moderating Role of Cultural Variation within Host Countries, Marjolijn Onrust, U of Groningen, Sjoerd Beugelsdijk, U of Groningen Robbert Maseland, U of Groningen, and Arjen Slangen, Erasmus U

5. Transnational Entrepreneurs’ Strategic Organizational Processes for Overcoming Liabilities of Foreignness, Stoyan Petrov Stoyanov, U of Edinburgh and Rick Woodward, U of Edinburgh

Monmouth Best Master’s Student Paper
To further integrate students in the AIB-SE program and to emphasize the developmental nature, the program committee has instituted two new student paper awards. The first one recognizes papers with a Master’s student as the lead author. The nominees are, in alphabetic order based on the first author:

3. A Case Study on the Consequences of the Recent Global Financial Crisis on the Travel and Hospitality Industry and Strategies to Manage these Consequences, Savika Tilakhdin, Florida Atlantic U, Renee Johnson, Florida Atlantic U, Manohar Patanjali, Florida Atlantic U, Ishe Mutowembgwa, Florida Atlantic U, and Daniel Rottig, Florida Gulf Coast U


Savannah State Best Undergraduate Student
This award recognizes the best paper with an undergraduate student as the lead author. The nominees are, in alphabetic order based on the first author:

1. Your Global Footprint, Navreet Dhaliwal, Rollins, Ilan Alon, Rollins
2. Towards an Institutional Model of Organizational Corruption Controls: The Case of FIFA, William R. Heaston, Drake U
3. The Role of Social Media in the Arab Spring – A Case Study of Tunisia, Amel Chaouachi Nefatni, Savannah State U, Dominique White, Savannah State U, and Amit Arora, Savannah State University

UNC – Greensboro Best Reviewer Award
This award recognizes AIB-SE’s best reviewer. The winner receives a plaque and a cash prize.

University of Alabama Best Student Reviewer Award
This award recognizes AIB-SE’s best student reviewer. The winner receives a plaque and a cash prize.
Study Without Borders

To truly know global business one must experience it first hand. Coles College of Business reflects a 21st century environment where time zones, country borders and cultures seamlessly connect. Coles faculty are shaping new technologies, producing ground-breaking research and forging innovative partnerships through our top international centers of business. From study abroad programs on five continents to cutting-edge global business and humanitarian projects, Coles students are prepared for the challenges that await.

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Conference Reviewers

We would like to thank the 160 reviewers from 33 countries that helped make the 2013 conference a possibility. All of our conference reviewers are listed below in alphabetical order:

Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia
Frederick Ahen, University of Turku
Edward Akoto, Henderson State University
Jorge Alcaraz, Columbia University
Darlene Alexander-Houle, Uop
Priscila Alfaro-Barrantes, Southern New Hampshire University
Yao Alewogbe Amewokunu, Paine College
Mia Anderson, University of Tampa
Eunice Mareth Areola, University of Santo Tomas and Manila Tytana Colleges
Daniel Baack, University of Denver
Krishna Kumar Balaraman, IIT Madras
Krishna Chandra Balodi, Cambridge Judge Business School
Roland Bardy, Florida Gulf Coast University
Drew Korey Blazure, Florida Atlantic U
Agynim Boateng, University of Huddersfield
Philip Boutin, Jr., University of Tennessee
Dragos Bozdog, Stevens Institute of Technology
Wendy Brooke, U of Wisconsin-Platteville
Reccia Natasha Charles, St. George’s U
Kale Chen, University of Hawaii
Dina Clark, Mount Mercy University
Betty S Coffey, Appalachian State University
Frank Florinel Cotae, Mount Royal University
Madhavi CV, Pagwon
Mourad Dakhl, Georgia State University
Saad Znad Darwish, Applied Science U
John Raymond Dilyard, St. Francis College
Randall Dupont, University of Mobile
Rachel Dupree, Drake University
Gary Dusek, Nova Southeastern University
Eman Elshenawy, Suez Canal University
Laetitia Em, University of Groningen
Jing Betty Feng, Georgia State University
Andrew Beheregaraí Finger, UFAL
Josanco Floreani, University of Udine
Jeferson De Araújo Funchal, Federal Institute of Rio Grande Do Sul
Thomas Garsombke, Clayton State University
Niharika Garud, Harvard University
Sue Godar, William Patterson University
Maria Alejandra Gonzalez-Perez, Universidad EAFIT
Nicholas Grigoriou, Monash University
Hannah Jane Grimm, Drake University
Andy Wei Hao, University of Hartford
William R. Heaston, Drake University
Ruwanthi Herath, Rollins College
James Hoadley, Georgia Tech
Durim Hoxha, Kolegji FAMA - Phillip Wayne Imel, Northern Virginia Community College
Eduardo Jarque, The University of Tokyo
Nancy Joan Mendoza Javier, U of Michigan
Mohd Haniff Jedin, Universiti Utara Malaysia
Gregg Johnson, AIB College
Zeynep Kacmaz, University of Bradford
Jeff Kappen, Drake University
Christian Keen, Stratekey Canal
Mark Kendrick, Methodist University
Jacob Krive, Nova Southeastern University
Cheng Siang Liew, KDU University College
Regis Lucci, Universidade Mackenzie
Judy Ma, Rensselaer Polytechnic Institute
Peter Magnusson, Florida International U
Valentina Marano, University of Alabama
Victor Barron Marshall, Kennesaw State U
Michael C Mcdermott, NKU
Grisel Melendez, University of Puerto Rico
Julie Miller, University of Phoenix
Luciano Minghini, UFPR
Osman Bin Mohamad, Multimedia University
Muhamad Iqbal Bin Mohd Rafi, Drake U
Immanuel Azaad Moonesar, Walden U
Terence Motsi, Cleveland State University
David P Moura, Florida Atlantic University
Michael Bruce Murphree, Georgia Tech
Krishnaveni Muthiah, PSG Institute of Management
Irina Naoumova, University of Hartford
Nazly Katherine Nardi, Kaplan University
Florence Neymotin, Nova Southeastern U
Geoffrey Ngege, Mercer University
Chidiebere Ogbonnaya, U of East Anglia
Rui Torres Oliveira, Manchester Business School
Marjolijn Onrust, University of Groningen
Clarice Da Fontoura Paim, ESPM And UNIRITTER
Andrea Paltrinieri, University of Verona
Daiane Polesello, FURB
Manish Popli, IIM Lucknow
Ashwani Kumar Pradhan, K.J. Somaiya Institute
Penelope B. Prime, Georgia State University
Martin E. Quadro, National U of Cordoba
Cristina Robledo-Ardila, Universidad EAFIT
Chipo Eunica Runesu, Drake University
John Rushing, Barry University
Mackenzie Leigh Russo, Drake University
Elzotbek Rustambekov, Bryant University
Walid Said, University Tunis Elmanar
Ahmad Salih, Grenoble Ecole De Management
Prashant Salwan, IIM Indore
Chevanese Samms Brown, Savannah State U
Stuti Saxena, National Innovation Foundation
Beth Schneider, Winston Salem State U
Roland Schwald, Albstadt-Sigmaringen U
Zhaleh Semnani-Azad, University of Waterloo
Xiaobai Shen, University of Edinburgh
Surinder Kler Shukla, Panjab University
Vera Maria Simonetti, Brazilian Association for Social and Labor Inclusion
Sally Sledge, Norfolk State University
Sylwia Elzbieta Starnawska, SUNY Empire State College
Pard Teekasap, Thai-Nichi IIT
Margaret Ann Thompson, Clayton State U
Patricia Todd, Western Kentucky University
Carri R. Tolmie, Elon University
Jittima Tongurai, National Institute of Development Administration
Luis Eduardo Torres, Georgia Gwinnett
Gladys Marie Torres Baumgarten, Ramapo College of New Jersey
Hanna Trojanowska, Siedlce University
Ifeanyi Ugboaja, Devry University
Tolga Ulusemre, University of South Carolina
Roshny Unnikrishnan, Bangalore University
Halia Mayela Valladares Montemayor, Mount Royal University
Irena Vida, University of Ljubljana
V Vijayalakshmi, IIT Madras
Chaiporn Vithessonthi, University of Otago
Adolf Johan Vogel, University of Pretoria
Ming-Chao Wang, Shih Chien University
Eliana Mariela Werbin, National U of Cordoba
Mollie Ann Wheeler, Drake University
Jorge Wise,
Jay Wu, Thammasat University
Wlamir Goncalves Xavier, Fgv/Eaesp & Unisul
Andrey Yukhanaev, Northumbria University
Anna Zarkada, Athens University
Rodrigo Zeidan, Fundação Dom Cabral and NUBS China
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Friday, October 25</th>
<th>Saturday, October 26</th>
<th>Sunday, October 27</th>
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<tr>
<td>8:30</td>
<td>Doctoral Student Consortium (8:30-13:30)</td>
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<td>9:00</td>
<td>X-Culture Consortium @ the Home Depot (8:30-13:30)</td>
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<td>9:45</td>
<td>Corporate Tours (Coca-Cola and CNN, 8:30-12:00)</td>
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<td>10:15</td>
<td>2.1 Concurrent Sessions (9:30-10:45)</td>
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<td>3.1 Concurrent Sessions (9:30-10:45)</td>
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<td>10:30</td>
<td>2.2 Concurrent Sessions (11:00-12:15)</td>
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<td>3.2 Closing Plenary – Nancy Buchan and Jagdish Sheth (11:00-12:15)</td>
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<td>10:45</td>
<td>Break (10:45-11:00)</td>
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<td>11:00</td>
<td>Coffee Break (15:00-15:30)</td>
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<td>2.3 Concurrent Sessions (13:30-14:45)</td>
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<td>11:15</td>
<td>1.2 Concurrent Sessions (13:45-15:00)</td>
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<td>Break (14:45-15:00)</td>
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<tr>
<td>11:30</td>
<td>1.3 Concurrent Sessions (15:30-16:45)</td>
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<td>2.4 Concurrent Sessions (15:00-16:15)</td>
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<tr>
<td>11:45</td>
<td>Break (16:45-17:00)</td>
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<td>Coffee Break (16:15-16:45)</td>
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<tr>
<td>12:00</td>
<td>1.4 Opening Plenary – Tamer Cavusgil and Ilan Alon (17:00-18:00)</td>
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<td>2.5 Concurrent Sessions (16:45-18:00)</td>
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<tr>
<td>12:30</td>
<td>AIB-SE Fellows Induction Ceremony (18:00-18:30)</td>
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<td>AIB-SE All-Conference Picture</td>
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<td>12:45</td>
<td>AIB-SE Welcome Reception @ Taste of Atlanta (18:30-21:00)</td>
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<td>13:00</td>
<td>1.5 Break (18:15-19:00)</td>
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<td>AIB-SE Gala Dinner Keynote Address by Dr. Louis Wells Hotel Melia (19:00-22:00)</td>
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**Thursday, October 24th**
A pre-conference social event will be held for all attendees at Gordon Biersch at 7:00pm
International Business:
Research, Teaching and Practice

2013 | VOLUME 7.1

Academy of International Business - Southeast USA Chapter

aibse.org
FRIDAY, OCTOBER 25

Doctoral Student Consortium, Friday, October 25, 8:30-13:30, GTH&C #2

Chairs:

Lance Brouthers, Kennesaw State University
George Nakos, Clayton State University

Participants:

Frederick Ahen, University of Turku, Finland
Nicholas James Bailey, University of South Carolina, USA
Gary Arthur Dusek, Nova Southeastern University, USA
Laetitia Em, University of Groningen, the Netherlands
Michael Frechette, Saint Louis University, USA
Jose-Mauricio Geleilate, Florida International University, USA
James Robert Hoadley, Grenoble École de Management/Georgia Tech, France
Ozlem Tuba Koc, Georgia State University, USA
Jingting Liu, Georgia State University, USA
Jieqiong Ma, Saint Louis University, USA
Marjolijn Onrust, University of Groningen, the Netherlands
Ayse Ozturk, Georgia State University, USA
Ariqloa A Randrianasolo, Saint Louis University, USA
Alexey V Semenov, Saint Louis University, USA
Stoyan Stoyanov, University of Edinburgh, UK
Agata Iwona Wancio, Warsaw School of Economics, Poland
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: Ronnie Littrell, Editor and Daniel Rottig, Associate Editor via e-mail to insights@aib.msu.edu

---

**AIB Insights Editorial Team**

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U.S.A.

**For Submissions, Ideas and Questions, Please Contact:** insights@aib.msu.edu

*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
Session 1.1.1 – Competitive, Friday, October 25, 12:15-13:30, Room: GTH&C #2

The Financial Environment

Chair: Clark Wheatley, Florida International University

FDI in Tax Havens: Do Corporate Tax Rates Matter?
Chris Jones, Aston University
Yama Temouri, Aston University

Random Walk Tests in Presence of Multiple Structural Breaks: Evidence from Emerging markets
Geoffrey Ngene, Mercer University

The Convergence Between Islamic and Conventional Exchanges: Performances and Governance
Josanco Floreani, University of Udine
Andrea Paltrinieri, University of Verona
Maurizio Polato, University of Udine
Flavio Pichler, University of Verona

An Empirical Analysis of Monetary Policy Effectiveness and Bank Concentration
Sean Severe, Drake University

Session 1.1.2 – Competitive, Friday, October 25, 12:15-13:30, Room: GTH&C #8

An Evolutional Perspective on Internationalization

Chair: Edison P. Moura, Sul Ross State University

Exploring the Performance Implication of Multi-Agency Problems among Public Family Businesses
Qian Gu, Georgia State University
Lin-Hua Lu, National Cheng Kung University

An Evolutional View on Russian Media Domestication

Irina Naoumova, University of Hartford
Anna Kachkaeva, Federal Research University - Higher School of Economics
Ilya Kiria, Federal Research University - Higher School of Economics
Annette Rogers, University of Hartford

Worldwide Web's Impact on the Financial Industry: The Emergence of Cloud Computing
Karen Lue, Florida Atlantic University
Jennifer Fowler, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Session 1.1.3 – Interactive, Friday, October 25, 12:15-13:30, Room: GTH&C #5

Emerging Market Multinationals
Chair: Penny Prime, Georgia State University

Flexible Replication as a model of International Expansion within Africa
Emmanuel T. Kodzi Jr., Rollins College
Velile M. Memela, Gordon Institute of Business Science

Non-Linear Growth: Innovations in the Growth Strategies: A Case Study of an Emerging Economies Company
Prashant Salwan, Indian Institute of Management Indore

Standard Certifications and Export Performance of Colombian Top Four Banana Exporters
Cristina Robledo-Ardila, Universidad EAFIT
Alejandro Londono-Avila, Universidad EAFIT

A Knowledge Creation Model of Market Maturity
Ted Bibbes, Georgia State University
Minna Rollins, University of West Georgia

The Impact of the Ramadan Effect upon Sharia-Compliant Stocks in Malaysia
Muhamad Iqbal Mohd Rafi, Drake University

Session 1.1.4 – Panel, Friday, October 25, 12:15-13:30, Room: GTH&C #C

Strategic International Partnerships in Emerging Markets
Thomas Root, Drake University
Debra Bishop, Drake University
Annique Kiel, Drake University
Jimmy Senteza, Drake University

Break – 13:30-13:45
Session 1.2.1 – Competitive, Friday, October 25, 13:45-15:00, Room: GTH&C #2

Cultural Values and Consumer Behavior  
*Chair: George Nakos, Clayton State University*

Brand Community or Community Brands?  
*Drew Korey Blazure, Florida Atlantic University*

The Roles of Brand Positioning Through Advertising in Collective Identity and Willingness to Buy  
*Alexey V Semenov, Saint Louis University*

The Role of Social Media in the Arab Spring – A Case Study of Tunisia  
*Amel Chaouachi Nefatni, Savannah State University*  
*Dominique White, Savannah State University*  
*Amit Arora, Savannah State University*

An Empirical Investigation into the Effects of Culture on Ethical Decision-Making  
*Daniel Rottig, Florida Gulf Coast University*

Session 1.2.2 – Competitive, Friday, October 25, 13:45-15:00, Room: GTH&C #8

Sustainable Development in Emerging Markets  
*Chair: Valentina Marano, University of Alabama*

Measuring Social Capital and Well Being: Essential Components of Achieving Sustainable Development in Less Developed Countries  
*Roland Bardy, FGCU*  
*Arthur Rubens, FGCU*  
*Maurizio Massaro, Universite di Udine*

Universal Health Insurance and Traditional Medicine Alternatives: Perceptions from the Taiwanese Health System  
*Charles Chuang, Appalachian State University*  
*Betty S Coffey, Appalachian State University*  
*David R Williams, Appalachian State University*  
*Richard W. Pouder, Appalachian State University*

Advancing Innovations in Sustainable Health: Pharmaceutical Business in Africa  
*Frederick Ahen, University of Turku*

Measuring Slice-of-Life vs. Slice-of-Death Advertising Appeals  
*Christina King, Savannah State University*  
*Anshu Arora, Savannah State University*  
*Reginald Leseane, Savannah State University*
Session 1.2.3 – Interactive, Friday, October 25, 13:45-15:00, Room: GTH&C #5

Social Development and Entrepreneurship
   Chair: Carri R. Tolmie, Elon University

Understanding Sustainability Across Religious Cultures and Environments
   Mackenzie Leigh Russo, Drake University

Legitimizing CSR in the BOP
   Arilova A Randrianasolo, Saint Louis University

Does Necessity-Based Entrepreneurship Lead to Higher Levels of Satisfaction Than Opportunity-Based Entrepreneurship in Developing Economies?
   Nazly Katherine Nardi, Kaplan University
   Reccia Natasha Charles, St. George’s University

Using institutional theory to explain differences between women’s and men’s decision to exploit entrepreneurial opportunities: Puerto Rico and the United States of North America
   Grisel Melendez, University of Puerto Rico Rio Piedras

Social Entrepreneurs’ Efforts to Promote Youth Unemployment in Uganda: A Case of Apple Foundation.
   Waswa Balunywa, Makerere University Business School
   Agnes Nassuna, Makerere University Business School
   Shakira Nagujja, Makerere University Business School
   Joy Galaige, Makerere University Business School

Session 1.2.4 – Panel, Friday, October 25, 13:45-15:00, Room: GTH&C #C

Promoting Undergraduate Business Research: A Student-Faculty Perspective
   Anshu S. Arora, Savannah State University
   Matthew C. Mitchell, Drake University
   Carolyn Mueller, Stetson University
   Amit Arora, Savannah State University
   Michael Raisinghani, Texas Woman’s University

   Coffee Break, 15:00-15:30, Room: GTH&C Registration Area
Session 1.3.1 – Competitive, Friday, October 25, 15:30-16:45, Room: GTH&C #2

The Socially Responsible MNE

Chair: Arthur Rubens, Florida Gulf Coast University

Does Corruption-Driven Social Irresponsibility Affect Multinational Enterprise Performance?

Dawn L. Keig, Brenau University
Lance Eliot Brouthers, Kennesaw State University

Values and Governance and Policies, Oh My: An Institutional-Stakeholder Perspective on Corporate Social Responsibility

Carri R. Tolmie, Elon University
Hongxin Zhao, Saint Louis University
Seung H. Kim, Saint Louis University

Unpacking Embeddedness in Firm’s Adoption of CSR Practices in Global Business Networks

Valentina Marano, University of Alabama, Tuscaloosa
Tatiana Kostova, University of South Carolina

Why Are Firms Irresponsible? A Case Study of Thornburg’s Fraudulent Accounting Practices

Ariel Shead, Savannah State University
Anshu Arora, Savannah State University
Shalonda Bradford, Savannah State University
Reginald Leseane, Savannah State University

Session 1.3.2 – Competitive, Friday, October 25, 15:30-16:45, Room: GTH&C #8

International Marketing Strategy

Chair: Francis Ulgado, Georgia Tech

Export Constraints Facing Manufacturing Enterprises

Adolf Johan Vogel, University of Pretoria
Motselisi Christine Mokhethi, National University of Lesotho

The Impact of Consumer Ethnocentrism on Willingness to Buy Global Products: A Construal-Level Perspective

Jieqiong Ma, Saint Louis University

Country-of-Origin and Country-of-Manufacture on Diffusion Branding

Yao Yao, Savannah State University
Anshu Arora, Savannah State University

Antecedents and Impact of the Structural Choice of a SME as a Top Management Team Member in Multinational Corporations

Kurt Gleichauf, University of South Carolina
Session 1.3.3 – Interactive, Friday, October 25, 15:30-16:45, Room: GTH&C #5

MNE Strategy and Subsidiary Development
Chair: Martin Felix, Johnson & Wales University

Location, Entry Mode, and Performance: Examining the Moderating Effect of Geographic Distance between MNE’s Headquarters and Subsidiaries
Alexey V Semenov, Saint Louis University

System Dynamics & Organizational Inertia – A Quick Interdisciplinary Bundling in Cross-Border M&As
Chakravartula Vasanta Madhavi, PAGWON
SS Sahay, IIM Lucknow

The Linkages between FDI, Institutions and Innovation in Emerging Economies: The Case of India
Agata Iwona Wancio, Warsaw School of Economics

Taking Stock of International Business Strategy from the Eye of Professional Service (Consulting) Firms: Bifurcating Theory And Practice
Chakravartula Vasanta Madhavi, PAGWON
AK Jain, IIM Lucknow

Creating Value Post Acquisition: A study of Emerging Economy Multinational
Prashant Salwan, Indian Institute of Management Indore

Session 1.3.4 – Panel, Friday, October 25, 15:15-16:45, Room: Scheller 201

NOTE: This is as joint special panel between France-Atlanta 2013 and AIB-SE. Please observe the starting time and the session takes place in Scheller College of Business, room 201.

The Proposed US-EU Free Trade Agreement: Implications for the Southeastern Region of the United States
Moderator: John McIntyre, Professor and Executive Director, Georgia Tech CIBER

Panelists:
Jean-Francois Boittin, Minister-Counselor, Embassy of France (invited)
Alasdair Young, Jean Monnet Chair, Sam Nunn School of International Affairs, Georgia Tech
Cedric Suzman, Executive Vice President, World Affairs Council of Atlanta
Jim Blair, Managing Director, German-American Chamber of Commerce South Services

Session 1.3.5 – Panel, Friday, October 25, 15:30-16:45, Room: GTH&C #C

Meet the Editors Panel
Ilan Alon, Rollins College – International Journal of Emerging Markets
Anshu Arora, Savannah State University – International Marketing and Management Research
Dan Bello, Georgia State University – Journal of International Business Studies
Matthew C. Mitchell, Drake University – International Business: Research, Theory, and Practice
Daniel Rottig, Florida Gulf Coast University – AIB Insights
Break, 16:45-17:00

Session 1.4.1 – Panel, Friday, October 25, 17:00-18:00, Room: Scheller 100

Welcome to the 2013 AIB-SE
Yves H. Berthelot, Vice Provost for International Initiatives, Georgia Tech
John McIntyre, CIBER Executive Director, Georgia Tech

Welcome Plenary: Innovation, Institutions, and Emerging Markets
Moderator: Matthew C. Mitchell, Drake University

Keynote Presenter: Ilan Alon, Rollins College
Keynote Presenter: Tamer S. Cavusgil, Georgia State University

Dr. Ilan Alon

Ilan Alon is George D. and Harriet W. Cornell Chair of International Business, Director of The China Center at Rollins College, and Visiting Scholar and Asia fellow at Harvard University. Among his recent books are Chinese Entrepreneurs, China Rules, Globalization of Chinese Enterprises, Service Franchising: A Global Perspective, and Business Education and Emerging market Economies: Perspectives and Best Practices. Dr. Alon is a recent recipient of the Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA). He is also an international business consultant, with experience in China as well as other countries, and a featured speaker in many professional associations.

Dr. Tamer Cavusgil

Tamer has focused his research and teaching on international business, global strategy, internationalization of the firm and Emerging Markets. At GSU he leads the Institute of International Business, an academic unit of the RCB, and serves as Fuller E. Callaway Professorial Chair. Tamer is an elected Fellow of the Academy of International Business. He has authored more than a dozen books and over 180 refereed journal articles. His work is among the most cited contributions in international business. He is the founding editor of the Journal of International Marketing, now published by the American Marketing Association, and Advances in International Marketing, published by Elsevier/JAI Press.
Session 1.5.1 – Friday, October 25, 18:00-18:30, Room: Scheller 100

AIB-SE Fellows Induction Ceremony

**AIB-SE Fellows Inductees:**

Ilan Alon, Rollins College  
Faramarz Damanpour, James Madison University  
Robert Engle, Quinnipiac University  
Sue Godar, William Paterson University  
Robert D. Goddard, Appalachian State University  
Richard D. Hays, Tulane University  
Carolyn Mueller, Stetson University  
George Nakos, Clayton State University  
William Renforth, Angelo State University  
Daniel Rottig, Florida Gulf Coast University  
John Rushing, Barry University  
Mohamad Sepehri, Jacksonville University  
Cedric Suzman, World Affairs Council of Atlanta, Georgia State University  
Neil Slough, Milwaukee Area Technical College  
Brian Toyne, University of South Carolina  
M. Reza Vaghefi, University of North Florida  
Cheryl Van Deusen, University of North Florida

**Posthumous Inductee**

Jeffrey S. Arpan

**AIB-SE Welcome Reception**

@ Taste of Atlanta  
18:30-21:00

Located between Scheller College of Business and Georgia Tech Hotel & Conference Center
SATURDAY, OCTOBER 26

AIB-SE Fellows Breakfast and Business Meeting, 8:30-10:30, Room: GTH&C Dining

Closed session: AIB-SE Fellows only

Session 2.1.1 – Competitive, Saturday, October 26, 9:30-10:45, Room: Scheller 201

Managing the Internationalization Process
Chair: Kun Yang, Central Michigan University

The Internationalization of Colombian Small Game Studios Analyzed Through Different Internationalization Theories and Frameworks: The Case of C2 Game Studio
Camilo Gomez, EAFIT

Internationalization and Corporate Cash Holdings: Evidence from Brazil and Mexico
Hsia Hua Sheng, Getulio Vargas Foundation (FGV-EAESP)
Newton Arata, Getulio Vargas Foundation (FGV-EESP)

Financial Internationalization and Corporate Governance: Evidence from Brazil
Jeferson Lana, FGV/EAESP
Wlamir Goncalves Xavier, FGV/EAESP & UNISUL
Rosilene Marcon, UNIVALI

Institutional Uncertainty, Managerial Cognition and Internationalization Strategy
Tolga Ulusemre, University of South Carolina

Session 2.1.2 – Competitive, Saturday, October 26, 9:30-10:45, Room: Scheller 102

International Finance and Accounting
Chair: Andrea Paltrinieri, University of Verona

Common Factors and the Exchange Rate: Results from the Brazilian Case
Jose Luiz Rossi Junior, Insper Institute of Education and Research
Wilson Felicio, Insper

The Effect of Firm Size on the Leverage-Performance Relationship during the Financial Crisis of 2007–2009
Chaiporn Vithessonthi, University of Otago
Jittima Tongurai, National Institute of Development Administration

Tax Havens and Firm Performance
Chris Jones, Aston University
Yama Temouri, Aston University
The Impact of Elimination of the Reconciliation Requirement on Home Bias  
_Elizabeth H. Turner, University of Southern Mississippi_  
_Clark M. Wheatley, Florida International University_

**Session 2.1.3 – Interactive, Saturday, October 26, 9:30-10:45, Room: Scheller 103**

**Doing Business in Emerging Markets**  
_Chair: Jun Wu, Savannah State University_

Exploring the Limits of Relational Governance in Sino-Brazilian Commerce  
_Jeffrey A Kappen, Drake University_

Trans-Cultural Diffusion of Innovations in Emerging Markets  
_Harish Chandan, Argosy University_

Comparative Analysis of Service Orientation and Employer’s Service Climate in Russia and the United States  
_Gary Arthur Dusek, Nova Southeastern University_  
_Cynthia P Ruppel, Nova Southeastern University_  
_Ruth Clarke, Nova Southeastern University_  
_Yulia Yurova, Nova Southeastern University_

E-commerce in the Hypercube Model  
_Chakravartula Vasanta Madhavi, PAGWON_  
_Abhisek Nirjar, IMI_

Elections, Politics and FDI: Post-War Angola  
_Chipo Runesu, Drake University_

Maximizing Corporate Value through Open Innovation: Lessons from an Emerging Economy IT Service Company  
_Prashant Salwan, Indian Institute of Management Indore_

**Session 2.1.4 – Panel, Saturday, October 26, 9:30-10:45, Room: Scheller 100**

**China and the Global Business Environment**  
_Penelope Prime, Georgia State University_  
_Xuepeng Liu, Kennesaw State University_  
_Yujia He, Georgia Institute of Technology_  
_Jing Betty Feng, Georgia State University_

Break 10:45-11:00
Session 2.2.1 – Competitive, Saturday, October 26, 11:00-12:15, Room: Scheller 101

The Prevailing Effects of Distance
Chair: Claude Obadia, ESCE International Business School

The Impact of Home-Host Cultural Distance on Foreign Affiliate Sales: The Moderating Role of Cultural Variation within Host Countries
Marjolijn Onrust, University of Groningen
Sjoerd Beugelsdijk, University of Groningen
Robbert Maseland, University of Groningen
Arjen Slangen, Erasmus University Rotterdam

Institutional Distance Effects on International Entry Mode Choice of Brazilian Multinationals
Daiane Polesello, FURB - University of Blumenau
Mohamed Amal, FURB - University of Blumenau

Modeling Cultural Differences in Cross-Border M&As in Emerging countries
Chakravartula Vasanta Madhavi, PAGWON
Neeraj Dwivedi, IIM Lucknow

Entry Modes, Uncertainty and Distance: An Experimental Investigation into an Important but Contentious Relationship
Daniel W. Baack, University of Denver
Douglas Dow, Melbourne Business School
Ronaldo Parente, Florida International University

Session 2.2.2 – Competitive, Saturday, October 26, 11:00-12:15, Room: Scheller 102

Creating an Innovative Environment
Chair: Prashant Salwan, Indian Institute of Management Indore

Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities
Kwangwook Gang, Rensselaer Polytechnic Institute
Byung-Chul Choi, Rensselaer Polytechnic Institute
Judy Ma, Rensselaer Polytechnic Institute

Japan: Energy Efficiency Superpower, Green Growth Laggard
Brian Woodall, Georgia Institute of Technology

The Logic of China’s Indigenous Technology Standards Policy
Michael Bruce Murphree, Georgia Institute of Technology

The Axis of Power: Institutional Path Dependence of Global Health Diplomacy
Frederick Ahen, University of Turku, Finland
Session 2.2.3 – Interactive, Saturday, October 26, 11:00-12:15, Room: Scheller 103

Best Practices in International Business Education
   Chair: Anshu Arora, Savannah State University

Analyzing an Emerging Market: Case Study of a Student Project
   Susan Godar, William Paterson University

Institutions and Private Higher Education in Decision of Foreign Students
   Melissa Wendy MIGIN, UCSI University
   Ali Khatibi, Management and Science University
   Mohammad Falahat NejadMahani, Universiti Tunku Abdul Rahman (UTAR)
   Berna Mutlu, University of Florida

Singapore Disney Theme Park: Assessing Project Viability (A Case Study)
   Lauren Hall, The Walt Disney Company
   John Hampton, The Walt Disney Company
   John-Michael Carrick, Stetson University
   Carolyn Mueller, Stetson University

Adoption of Social Media as Teaching Tools in Institutions of Higher Learning
   Waswa Balunywa, Makerere University Business School
   Joy Galaige, Makerere University Business School

Promoting Critical Thinking through Inclusion of International Students in Classroom Discussions
   Mario Norman, Clayton State University

Social Support, Self-Efficacy and Depression of College Students
   Christina King, Savannah State University
   Jun Wu, Savannah State University
   Suman Niranjan, Savannah State University

Session 2.2.4 – Panel, Saturday, October 26, 11:00-12:15, Room: Scheller 100

One Size Does Not Fit All: Reflections on Research in the BRICS
   Jeffrey A Kappen, Drake University
   Irina Naoumova, University of Hartford
   Jun Wu, Savannah State University
   Wlamir Xavier, Fundação Getúlio Vargas and Universidade do Sul de Santa Catarina

Session 2.2.5 – Panel, Saturday, October 26, 11:00-12:15, Room: Scheller 201

AIB-SE Fellows Panel
Light Lunch, 12:15-13:30 sponsored by UNC - Greensboro
GTH&C Dining Room

Session 2.3.1 – Competitive, Saturday, October 26, 13:30-14:45, Room: Scheller 101

International Entrepreneurship
Chair: Irena Vida, University of Ljubljana

Contribution of External Resources in the Performance of Small Entrepreneurial Firms in Emerging Markets
Mohammad Falahat Nejad Mahani, Universiti Tunku Abdul Rahman (UTAR)
Berna Mutlu, University of Florida
Melissa Wendy Migin, UCSI University

Transnational Entrepreneurs’ Strategic Organizational Processes for Overcoming Liabilities of Foreignness
Stoyan Petrov Stoyanov, University of Edinburgh
Rick Woodward, University of Edinburgh

Measuring Social Entrepreneurship: A Review of Qualitative and Quantitative Approaches
Barbara Riederer Dastoor, Nova Southeastern University
Leilani Obispo Baumanis, Johnson & Wales University

Organizational Configuration and Entrepreneurial Orientation: Issues of Theoretical Specification and Orchestrating Theme
Krishna Chandra Balodi, Cambridge Judge Business School
Jaideep Prabhu, Cambridge Judge Business School
Shubhabrata Basu, Indian Institute of Management Indore

Session 2.3.2 – Competitive, Saturday, October 26, 13:30-14:45, Room: Scheller 102

Developing Dynamic Capabilities
Chair: Andrei Panibratov, St. Petersburg State University

Moving Headquarters in Search of Dynamic Capabilities
Elzotbek Rustambekov, Bryant University

Emergence of a New Dynamic Resource-Capability-Based Theory of Real Options (DRO) for International Business
Chakravartula Vasanta Madhavi, PAGWON

Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations (FEMNCs)
Ayse Ozturk, Georgia State University
A Case Study on the Consequences of the Recent Global Financial Crisis on the Travel and Hospitality Industry and Strategies to Manage these Consequences

Savika Tilakhdin, Florida Atlantic University
Renee Johnson, Florida Atlantic University
Manohar Patanjali, Florida Atlantic University
Ishe Mutowembgwa, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University

Session 2.3.4 – Panel, Saturday, October 26, 13:30-14:45, Room: Scheller 100

Hands-On, Minds-On: Experiential Learning Projects in International Business Education

Vas Taras, University of North Carolina - Greensboro
Susan Forquer Gupta, Monmouth University
Terri Lituchy, University of the West Indies
Kevin B. Lowe, University of North Carolina – Greensboro
DEVELOPING MINDS WITH A GLOBAL PERSPECTIVE TO MEET THE NEEDS OF A GLOBAL MARKETPLACE

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Session 2.3.5 JIBS Paper Development Session, Sat., October 26, 13:30-14:45, Room: Scheller 201

NOTE: Closed session, invited participants only

Common Factors and The Exchange Rate: Results from the Brazilian Case
   Jose Luiz Rossi Junior, Insper Institute of Education and Research
   Wilson Felicio, Insper

Country-Related Factors, Firm-Specific Assets and Methodological Issues in the Multinationality-Performance Relationship within Emerging Economies Firms: A Meta-Analysis
   Jose Mauricio Galli Geleilate, Florida International University
   Ronaldo Parente, Florida International University
   Sumit Kundu, Florida International University

The Convergence Between Islamic and Conventional Exchanges: Performances and Governance
   Josanco Floreani, University of Udine
   Andrea Paltrinieri, University of Verona
   Maurizio Polato, University of Udine
   Flavio Pichler, University of Verona

A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization
   Jieqiong Ma, Saint Louis University
   Hongxin “John” Zhao, Saint Louis University

Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring firms
   Min Du, University of Nottingham
   Agyenim Boateng, University of Huddersfield

Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities
   Kwangwook Gang, Rensselaer Polytechnic Institute
   Byung-Chul Choi, Rensselaer Polytechnic Institute
   Judy Ma, Rensselaer Polytechnic Institute

Does Corruption-Driven Social Irresponsibility Affect Multinational Enterprise Performance?
   Dawn L. Keig, Brenau University
   Lance Eliot Brouthers, Kennesaw State University

Break, 14:45-15:00
Session 2.4.1 – Competitive, Saturday, October 26, 15:00-16:15, Room: Scheller 101

From Local Origins to Global Dominance
Chair: Leilani Obispo Baumanis, Johnson & Wales University

Institutional Origins of Emerging MNEs’ Strategy: Two-Sided Role of Home Government in Shaping Competitive Advantages of Russian Firms
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization
Jieqiong Ma, Saint Louis University
Hongxin “John” Zhao, Saint Louis University

Global Orientation and Emerging Country (China) Firms’ Survival in the U.S.
Kun Yang, Central Michigan University
William Newburry, Florida International University

Decision-Making Challenges in a Global Organization
Michael Raisinghani, Texas Woman’s University
Anshu Arora, Savannah State University

Session 2.4.2 – Competitive, Saturday, October 26, 15:00-16:15, Room: Scheller 102

Cultural Intelligence
Chair: Kevin Lowe, University of North Carolina - Greensboro

Your Global Footprint
Navreet Dhaliwal, Rollins College
Ilan Alon, Rollins College

Cultural Intelligence’s Impact on Transformational Leaders from Developing Country Multinational Companies
Raina M. Rutti, Dalton State College
Jase Ramsey, University of Alabama
Livia L. Barakat, Fundacao Dom Cabral
Anderson Sant’anna, Fundacao Dom Cabral

A Process-Based Explanation of the Psychic Distance Paradox: Evidence from Global Teams
Peter Magnusson, Florida International University
Anja Schuster, University of St Gallen
Vas Taras, University of North Carolina - Greensboro
The Global Manager’s Ticket to Success: A Mediation Approach Connecting Cultural Intelligence, Job Satisfaction, and Job Performance

Melanie Lorenz, University of Alabama
Livia L. Barakat, Fundacao Dom Cabral
Jase Ramsey, University of Alabama
Ellen Levet, University of Alabama

Session 2.4.3 – Interactive, Saturday, October 26, 15:00-16:15, Room: Scheller 103

International Human Resource Management
Chair: Dawn L. Keig, Brenau University

Antecedents and Effects of Job Motivation and Job Satisfaction
Yao Yao, Savannah State University
Jun Wu, Savannah State University
Suman Niranjan, Savannah State University

Exploring the Effect of Islamic Leadership on Handling Strikes Crises After The 25th Of January Revolution In Egypt
Eman Lotfy ElShenawy, Suez Canal University

Intercultural Negotiation: U.S.-American and Colombian Negotiators
Juan Fernando Velez-Ocampo, Institución Universitaria Salazar y Herrera
Luis E. Torres, Georgia Gwinnett College

Exceptional or Exploitative? Tourism and Indigenous Identity
Rachel May Dupree, Drake University
Mollie Wheeler, Drake University

Information Communication Technology (ICT): An Analysis of How Socioeconomic, Demographic, and Political Determinants Have Affected The Development of ICT in the United States and Colombia
Luis E. Torres, Georgia Gwinnett College
Lauren Cransto, Georgia Gwinnett College
Andres Machado, Florida Gulf Coast University

Session 2.4.4 – Panel, Saturday, October 26, 15:00-16:15, Room: Scheller 201

Practitioners Panel: An Executive View on Emerging Markets
Moderator: John McIntyre, Georgia Tech

Philippe Grosbois, Emerging Markets Sales and Solutions Director, UPS
Ani Agnihotri, Managing Partner, USIBRC; Chairman, Board of Asian Heritage Foundation
Don Nay, Foreign Commercial Service Officer, Director, US Export Assistance Center, Southeast
Coffee Break, 16:15-16:45, Room: Scheller Atrium

Session 2.5.1 – Competitive, Saturday, October 26, 16:45-18:00, Room: Scheller 101

Managing Institutional Uncertainty  
Chair: Robbert Maseland, University of Groningen

Jose Mauricio Galli Geleilate, Florida International University  
Ronaldo Parente, Florida International University  
Sumit Kundu, Florida International University

When International Retailers Face Institutional Challenges in Emerging Markets: Walmart’s Experience in South Africa  
Gladys Torres Baumgarten, Ramapo College of NJ

Efficiency and Performance of Conventional and Islamic Banks in GCC Countries  
Lawrence Tai, Zayed University

Towards an Institutional Model of Organizational Corruption Controls: The Case of FIFA  
William R. Heaston, Drake University

Session 2.5.2 – Competitive, Saturday, October 26, 16:45-18:00, Room: Scheller 102

Drivers of Success in Mergers & Acquisitions  
Chair: Agyenim Boateng, University of Huddersfield

Due Diligence In M&A: Is The Role of HRM Strategic in a Deal Success?  
Marina Latukha, Saint-Petersburg State University  
Andrei Panibratov, Saint-Petersburg State University

Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring Firms  
Min Du, University of Nottingham  
Agyenim Boateng, University of Huddersfield

Relationship Between Organizational Inertia and The Merger & Acquisition Activity in India  
Chakrvartula Vasanta Madhavi, PAGWON

An Event Study of EM MNE Strategic Asset Acquisitions: The Case of Patent Generation In Chinese Acquisitions In Developed Markets  
John Anderson, University of Northern Iowa  
Dylan Sutherland, Durham University  
Sean Severe, Drake University
Session 2.5.3 – Interactive, Saturday, October 26, 16:45-18:00, Room: Scheller 103

Building National Competitiveness
   Chair: Johan Vogel, University of Pretoria

Culture Clash in the BPO Industry, its Economic and Legal Ramifications: A Challenge to Emerging Market Economy (Focus on the Philippines)
   Nancy Joan Mendoza Javier, University of Michigan

Alternative Energy Sources and the Effect on the Global Economy
   Mahesh Raisinghani, Texas Woman’s University
   Anshu Arora, Savannah State University

Globalization, Regions and the Pursuit of Knowledge-based Industrial Growth: Building Bioscience in Quebec
   Diane Alleva Caceres, Georgia Institute of Technology

The Challenge of Implementation of International Financial Standards (IFRS): Russian Case
   Dina Clark, Mount Mercy University
   Rebekah A Heath, MTSU

Does 'Political Bias' Undermine Korea Investment Corporation?
   Andrea Paltrinieri, University of Verona
   Flavio Pichler, University of Verona
   Stefano Miani, University of Udine

Nuclear Energy Industry in China: A Viable Role Model for Newly Industrialized Economies
   Berna Mutlu, University of Florida

Session 2.5.4 – Panel, Saturday, October 26, 16:45-18:00, Room: Scheller 100

From 1st to 2nd Generation Distance Research in International Business
   Sjoerd Beugelsdijk, University of Groningen
   Dan Baack, University of Denver
   Daiane Polesello, FURB - University of Blumenau

Session 2.5.5 – Panel, Saturday, October 26, 16:45-18:00, Room: Scheller 201

X-Culture Finalist Presentations
   Chairs: Vas Taras, University of North Carolina - Greensboro
          Daniel Rottig, Florida Gulf Coast University

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Dr. Lou Wells

Professor Louis T. Wells is the Herbert F. Johnson Professor of International Management at the Harvard Business School. He has served as consultant to governments of a number of developing countries, as well as to international organizations and private firms. His principal consulting activities have been concerned with foreign investment policy and with negotiations between foreign investors and host governments.

His research interests include multinational enterprises; international business-government relations; foreign investment in developing countries; and foreign investment by firms from developing countries. Professor Wells received a BS in Physics from Georgia Tech and his MBA and DBA from the Harvard Business School.
SUNDAY, OCTOBER 27

Session 3.1.1 – Competitive, Sunday, October 27, 9:30-10:45, Room: Scheller 101

Managing Human Resources in the MNE

   Chair: Elzatbek Rustambekov, Bryant University

Leader Innovation Profile: Assessing the Role of Leader Sagacity

   Cynthia P Ruppel, Nova Southeastern University
   Eleanor Lawrence, Nova Southeastern University
   Leslie Cauthan Tworoger, Nova Southeastern University

Firm Internationalization as an Entrepreneurial Process: The Role of Entrepreneurs and their Networks

   Tugba Kalafatoglu, ESADE Business School
   Xavier Mendoza, ESADE Business School

State of Women in the Maritime Industry: The Effects of Women Organizations in Breaking Gender Barriers

   Ana M. Albert, Florida Atlantic University

The Internationalization of Emerging Market MNCs and the Challenge of Staffing Subsidiaries Overseas – The Case of Brazil.

   Edison P. Moura, Sul Ross State University
   David Moura, Florida Atlantic University

Session 3.1.2 – Competitive, Sunday, October 27, 9:30-10:45, Room: Scheller 102

Advancing International Business Education

   Chair: Helenka Nolan, University of Alabama

Teaching International Business via Social Media Projects

   Ilan Alon, Rollins College
   Ruwanthi Kumari Herath, Rollins College

Predictors of Success and Academic Performance of College Students

   Christopher M. Jenner, Savannah State University
   Suman Niranjan, Savannah State University
   Jun Wu, Savannah State University

Comparing Students’ Performance in an International Business Class Across Two Nations: An Exploratory Study

   Mourad Dakhli, Georgia State University
   Ihsen Ketata, Georgia State University
Hiring a Real Marketing Consultant for International Market Entry Project

Emin Civi, University of New Brunswick
Elif Persinger, Eastern Michigan University

Session 3.1.3 – Interactive, Sunday, October 27, 9:30-10:45, Room: Scheller 103

Market Orientation, Brand Management, and Consumer Perceptions
Chair: Susan Godar, William Paterson University

Distinguishing Psychic Distance and Psychological Distance
Michael Andrew Frechette, Saint Louis University

Combining Entrepreneurial and Market Orientation: Towards an Integrative Strategic Orientation Typology
Krishna Chandra Balodi, Cambridge Judge Business School
Shubhabrata Basu, Indian Institute of Management Indore

Marketing Strategies for Global Corporate Scandals
Sally Sledge, Norfolk State University

An Analysis of Counterfeit Purchase Intention Deterrents
Irena Vida, University of Ljubljana
Claude Obadia, ESCE International Business School
Mateja Kos Koklic, University of Ljubljana

A Conceptual Framework for Product Promotion and Placement in Motion Pictures
Sierra D Blake, Savannah State University

Session 3.1.4 – Panel, Sunday, October 27, 9:30-10:45, Room: Scheller 100

Extending the Frontiers of Distance Research in International Business
Sjoerd Beugelsdijk, University of Groningen
Chakravartula Vasanta Madhavi, PAGWON
Robbert Maseland, University of Groningen
Session 3.2.1 – Panel, Sunday, October 27, 11:00-12:15, Room: Scheller 100

Closing Plenary: The Emerging Multinationals sponsored by Kennesaw State University  
*Moderator: John McIntyre, Georgia Tech*

*Keynote Presenter: Jagdish Sheth, Emory University*  
*Keynote Presenter: Nancy Buchan, University of South Carolina*

**Dr. Jagdish Sheth**

Dr. Jagdish Sheth is the Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University. Prior to this, he was a distinguished faculty member at the University of Southern California, the University of Illinois, Columbia University and the Massachusetts Institute of Technology.

Dr. Sheth is a renowned scholar and world authority in the field of marketing. His insights on global competition, strategic thinking and customer relationship management are considered revolutionary. Professor Sheth has published more than 200 books and research papers in different areas of marketing and business strategy. Many of these are considered classic references.

**Dr. Nancy Buchan**

Dr. Nancy R. Buchan is an Associate Professor at the Moore School of Business at the University of South Carolina. In her first research streams, she applies an interdisciplinary approach to the study of norms such as fairness, trust, and cooperation in cross-cultural relationships. In the second stream she investigates Communication and Social Interaction Styles (CSIS) across cultures. Her work has been published in the *Proceedings of the National Academy of Science*, the *American Economic Review*, the *American Journal of Sociology*, *Psychological Science*, the *Journal of Consumer Research*, the *Journal of International Business Studies*, and others. She serves(ed) on the Editorial Board of the *Journal of International Business Studies and Organizational Behavior and Human Decision Processes*. She earned a PhD from the Wharton School and a Masters in International Administration from the Lauder Institute, both at the University of Pennsylvania, and a Bachelor’s degree from the University of Wisconsin – Madison.

**AIB-SE Farewell Luncheon**  
**GTH&C Dining Room**  
**12:15-13:30**
Conference Sponsors
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See you next year,
Go Southeast!

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