2018 AIB US Southeast Annual Conference

Intellectual Property and the Creative Economy

November 1-3, 2018
Nashville, TN

Conference Host: Belmont University

Conference Chair: Stanford Westjohn
Program Chair: Stewart Miller
Conference Host Chair: Alexander Assouad
The Jack C. Massey Graduate School of Business at Belmont University prepares future business leaders to have global awareness, think entrepreneurially and make ethical business decisions. A proud X-Culture partner, Belmont’s Center for International Business provides students with unique opportunities through teaching, programming, research and service. Experienced faculty, state-of-the-art facilities, hands-on learning and study abroad opportunities combine for a rewarding educational experience allowing our students to truly go From Here to Anywhere.

2018 U.S. News & World Report
RANKED 6TH
Top Universities South Region

100% of Graduate Business Students Study Abroad

Massey Graduate School Named TOP 10
in the South by Bloomberg Businessweek

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Message from the Dean of Jack C Massey College of Business

As an academic, one of the first conferences I ever presented at was the Academy of International Business. Since then the Academy and all its members have held a close place in my heart. It is truly an honor and a pleasure to have y’all come visit!

So, on behalf of Belmont, the Massey College of Business and my-self, I am thrilled to receive all the members of the Academy, and in particular all the local participants of AIBSE. We only hope, that here at Belmont, you will find another institutional home, and a welcome place to share your thoughts, ideas, research and dreams…as “We” like to say, “from here to anywhere…”

Patrick Raines, Ph.D
Dean
Jack C. Massey College of Business
On behalf of the AIB-SE Board, welcome to the campus of Belmont University for the 2018 Annual Meeting of the AIB US Southeast Chapter!

This year’s meeting offers a variety of consortia, workshops, paper sessions, and interdisciplinary panels that we hope will engage you in conversation, debate, and professional development.

We are very grateful to our hosts at Belmont University, especially Dean Patrick Raines and local host chairman Alexander Assouad, for the many hours and resources contributed in order to deliver a successful conference, and we would like to recognize the efforts of the entire conference organizing committee for developing a great program. We also thank the track chairs for recruiting papers, reviewers and making paper recommendations; and our consortia and workshop leaders for dedicating time and resources to deliver professional development opportunities.

Thank you to the sponsors whose financial support reduces the total cost of the conference for all attendees and provides travel stipends for students and low-income faculty. We would like to recognize Soles4Souls as our corporate sponsor and thank them for their time and effort working with the X-culture student competition.

Finally, we express our gratitude to all of you, the conference participants, for your work and effort in submitting quality papers, reviews, and encouraging your colleagues and students to get involved with the chapter. We hope the time we spend together provides you with valuable feedback and new ideas for your own scholarship, teaching, and professional activities.

AIB US Southeast is a place for you to consider home, where you can return each year to interact with colleagues from around the world.

Best regards,

Stanford Westjohn, Ph.D.  
Conference Chair  
Assistant Professor of Marketing & International Business  
The University of Alabama  
sawestjohn@cba.ua.edu

Stewart Miller, Ph.D.  
Academic Program Chair  
Professor of Management  
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Alexander Assouad, Ph.D.  
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Jun Wu, Ph.D.  
Communications and Membership Director  
Assistant Professor of Management  
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AIB-SE 2018 Executive Board

Susan Forquer Gupta, Monmouth University, Immediate Past Chair

Jeffrey Kappen, Drake University, Chapter Chair

Stanford Westjohn, The University of Alabama, Conference Chair

Stewart Miller, University of Texas at San Antonio, Academic Program Chair

Jun Wu, Georgia Gwinnett College, Communications and Membership Director

Alexander Assouad, Belmont University, Conference Host Chair

Mohamad Sepehri, University of the District of Columbia, Treasurer
**Keynote Speaker**

**Marjorie Lyles**

*OneAmerica Chair in Business Administration and a Professor of International Strategic Management*

Dr. Marjorie Lyles is the OneAmerica Chair in Business Administration and a professor of international strategic management at the Indiana University Kelley School of Business. In 2011, she was awarded the John Ryan Award by the President of Indiana University for excellence in international development activities, teaching, and research. In 2013, she was named Chancellor's Professor by IUPUI Chancellor Charles R. Bantz.

Her teaching and research have focused on emerging economies since the mid-1980s. She has been doing projects and work in China since 1985 when she was a consultant with the U.S. Department of Commerce in the Dalian programs. She has regularly returned to China and has been teaching a course on China to Indiana University Kelley School MBAs since 1998. She also teaches an MBA course on emerging economies, which includes a two-week study tour to the country of interest. Her team travelled to Liberia in 2014.

Dr. Lyles brings more than 30 years of international business research, teaching and consulting experience to the Kelley School. She was the founding director of the Indiana University Center on Southeast Asia and serves on the International Advisory Board of the American Management Association, among many other memberships and appointments. Lyles has also been Visiting Professor and Scholar at Cambridge University (England), St. Gallen University’s Institute of Management (Switzerland), Universiti Sains Malaysia, the National Institute of Development Administration (Bangkok), Copenhagen Business School, and the Imagination Lab (Switzerland).

At Kelley, Lyles teaches a unique course that allows students to travel to China to consult with Chinese companies transitioning to free market policies and to meet with other businesses in China.

In addition to her academic work, Lyles has also worked with governmental, non-profit and corporate entities across the globe. She has consulted with USIS, World Bank, USAID, UNDP and private firms in Malaysia, Hungary, Vietnam, Poland, People’s Republic of China, and Indonesia on international strategies, education development projects, infrastructure projects, the development of the private sector, and needs assessment for management training. She also serves as a consultant to domestic firms pursuing international strategies.

**Workshop Leaders**

**Qualitative Methods Workshop**

Thursday, November 1st
13:00-16:00
Room 409

*Anne Smith, PhD*

*King and Judy Rogers Professor in Business, Department Head*

*University of Tennessee*

This session will help researchers develop skills related to qualitative data analysis, specifically approaches to data analysis and coding of textual data.

**Interactive Ethics Workshop**

Thursday, November 1st
16:15-17:30
Room 409

*Lorraine Eden, PhD*

*Professor of Management and Gina and Anthony Bahr Professor in Business*

*Texas A&M University*

This interactive session focuses on practical advice in identifying, avoiding and responding to common ethical dilemmas in academic life, as well as introduces AIB’s new code of ethics.
2018 Conference Consortia Chairs

John McIntyre  
Professor of Management  
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Daekwan Kim  
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Track Co-Chair: International Market

Carri Tolmie  
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Track Co-Chair: International Marketing

Malika Richards  
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Special Track: Gender in IB Research

Wlamir Xavier  
Eastern New Mexico Univ. and UNISUL  
wlamir.xavier@enmu.edu

Track Co-Chair: IB Theory, FDI, and Entry Mode Strategies

Amit Arora  
University of the District of Columbia  
amit.aroara@udc.edu

Track Co-Chair: Entrepren., SMEs, and Born Globals

Kaveh Moghaddam,  
University of Houston-Victoria  
moghaddamk@uhv.edu

Track Co-Chair: Entrepren., SMEs, and Born Globals

2018 Conference Track Chairs

Roberto Garcia  
Indiana University  
prgarcia@indiana.edu

Track Co-Chair: The World of International Business

Anne-Marie Zwerg-Villegas  
Universidad de la Sabana  
anne.zwerg@unisabana.edu.co

Track Co-Chair: The World of International Business

Charles Bryant  
Florida Institute of Technology  
bryantc@fit.edu

Track Chair: Undergraduate/Graduate Students

Nicole Hartley  
University of Queensland  
n.hartley@business.uq.edu.au

Track Co-Chair: Global Value Chains, International Trade, and Markets

Kun Michelle Yang,  
Central Michigan University  
yang1km@cmich.edu

Track Co-Chair: Global Strategy and Competitiveness of the Multinational Enterprise

Chuandi Jiang  
Emporia State University  
cjiang1@emporia.edu

Track Co-Chair: Global Strategy and Competitiveness of the MNE
2018 Conference Track Chairs (continued)

Edward Akoto  
Henderson State University  
akotoe@hsu.edu  
**Track Co-Chair: Organization and Human Resources of the MNE/International OB**

Amanda Phalin  
University of Florida  
Amanda.phalin@warrington.ufl.edu  
**Track Co-Chair: International Accounting, Economics and Finance**

Luis Camacho  
SUNY Empire State College  
luis.camacho@esc.edu  
**Track Co-Chair: Organization and Human Resources of the MNE/International OB**

Anshu Arora  
University of the District of Columbia  
anshu.arora@udc.edu  
**Track Co-Chair: Global Value Chains, Intl Trade, and Markets**

Rachida Aissaoui  
Ohio University  
aissaou@ohio.edu  
**Track Co-Chair: Govt., NGO’s, Global Institutions and SOEs**

Nazly Nardi  
Nova Southeastern University  
nnardi@gmail.com  
**Track Co-Chair: Culture, Cultural Theory, Measurement and Distance**

Alexander A. Assouad  
Belmont University  
alexander.assouad@belmont.edu  
**Track Co-Chair: Govt., NGO’s, Global Institutions and State-Owned Enterprises**

April Knill  
Florida State University  
aknill@business.fsu.edu  
**Track Co-Chair: International Accounting, Economics and Finance**

Reccia Charles  
St George’s University  
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**Track Co-Chair: Culture, Cultural Theory, Measurement and Distance**
**2018 Friends of AIB US Southeast**

We provided an easy way for individuals to show their support for AIB-SE by making a small sponsorship contribution. Consistent with our developmental mission, all proceeds are allocated toward student stipends. Thanks to the support of our institutional and individual sponsors, we were able to provide every student who applied with a small stipend to help attend AIB-SE. We’d like to recognize this group of individual sponsors:

**$100 Sponsors**
- Matthew C. Mitchell, Drake University
- Bublu Thakur-Weigold, ETH Zurich

**$50 Sponsors**
- Alexander Assouad, Belmont University
- Jeffrey Kappen, Drake University
- Emmanuel Kodzi, Rollins College
- Peter Magnusson, University of Alabama
- Daniel Rottig, Florida Gulf Coast University
- Anne Tsui, University of Notre Dame
- Stan Westjohn, University of Alabama

**$25 Sponsors**
- Anshu Arora, University of the District of Columbia
- Lorraine Eden, Texas A&M University
- Frances Fabian, The University of Memphis
- Mourad Dakhli, Georgia State University
- Karen Lynden, UNC Greensboro
- Irina Naoumova, University of Hartford
- Tyler Williams, Florida Gulf Coast University
- Jun Wu, Georgia Gwinnett College
- Wlamir Xavier, Eastern New Mexico University

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**AIB-US Southeast Fellows**

AIB-US Southeast Fellows are individuals who have provided substantial service to the chapter. Fellows status is awarded through a nomination process conducted by the fellows and recognized at the annual AIB US Southeast Conference.

- Ilan Alon, University of Agder, Norway
- Faramarz Damanpour, James Madison University
- Robert L. Engle, Quinnipiac University
- Sue Godar, William Patterson University
- Robert Goddard, Appalachian State University
- Richard Hays, Tulane University
- Matthew C. Mitchell, Drake University
- Carolyn B. Mueller, Stetson University
- George Nakos, Clayton State University
- Irina Naoumova, University of Hartford
- William Renforth, Angelo State University
- Daniel Rottig, Florida Gulf Coast University
- John A. Rushing, Sr., Barry University
- Mohamad Sepehri, University of the District of Columbia
- Neil Slough, Milwaukee Area Technical College
- Cedric Suzman, World Affairs Council of Atlanta at Georgia State University.
- Vas Taras, University of North Carolina Greensboro
- Brian Toyne, St. Mary’s University
- Reza Vaghefi, Northern Florida University
- Cheryl Van Deusen, University of North Florida
Home to Faculty Publishing in:
Journal of International Business Studies
Journal of International Marketing
Journal of World Business
International Business Review
International Marketing Review

Home to Students:
Winning Fulbright Awards - ranked 18th in the country!
Internships in Barcelona, Dublin, London, Shanghai, Seoul, New Zealand, Australia, Chile, and Italy
Excelling in the X-Culture Program

and

Proud Sponsor of:
Academy of International Business - Southeast!
2018 AIB US Southeast Program Award Nominations

Best Conference Paper sponsored by Belmont University

# 25 Revisiting the Role of Decision Makers in Occurrence of the Framing Effect: Evidence from the Middle East
Pooya Tabesh, University of St. Thomas - Houston
Kaveh Moghaddam, University of Houston – Victoria
Parnian Tabesh, St. Mary’s Hospital

# 1035 Formal/Informal Corruption Environments and MNE Performance
Dawn L. Keig, Whitworth University
Lance Eliot Brouthers, Kennesaw State University
Victor B. Marshall, Kennesaw State University

# 2041 Individual Knowledge Transfer within Firms: Examining Knowledge Characteristics and Organizational and Societal Culture
N. Guliz Ugur, Sakarya University School of Business
Aykut H. Turan, Sakarya University School of Business
Karen Moustafa Leonard, University of Arkansas Little Rock

William J. Ziegler Best Ph.D. Student Award sponsored by The University of Alabama

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 William J. Ziegler for his invaluable contributions to AIB-SE. Track chairs nominated the following papers:

# 18 Cultural Intelligence and Interpersonal Regulatory Fit in Intercultural Negotiations
Clark D. Johnson, Saint Louis University
Brittney C. Bauer, Saint Louis University

# 2046 The Relationships among Market Orientation, Total Quality Management, and Hotel Performance: The Mediating Effect of Organizational Learning
Ching-wen Chang, Chang Jung Christian University
Kuan-Yu Chen, National Pingtung University of Science and Technology
Cheng-Hua Wang, Chang Jung Christian University

# 2066 Consumer Disidentification: Its Personality Trait Antecedents
Yi Peng, University of Alabama
Stanford Westjohn, University of Alabama

# 2074 International Business & Human Rights Violations: A Framework for an Emerging Topic
Christine Ascencio, Saint Louis University
Nitish Singh, Saint Louis University

Best Undergraduate/Master’s Student Research Award sponsored by Monmouth University

This award recognizes the best paper with an undergraduate/graduate student as the lead author. The nominees are:

# 2095 Reverse Innovation in an Era of Guarded Globalization: A Qualitative Study of the Chinese Automotive Industry
Audrey Aviles, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Emily Burville, Florida Atlantic University
Nafiseh Payani, Florida Atlantic University
Daniel Frasson, Florida Atlantic University

# 2101 Sustainability as Strategy in the Chinese Automotive Industry: Managing Legitimacy Demands when Expanding to the EU
Cathleen Wong, Florida Gulf Coast University
Carmen Allen, Florida Gulf Coast University
Hunter Fowler, Florida Gulf Coast University
Best Reviewer Award Sponsored by Drake University

This award recognizes the best reviewers who helped the AIB-SE conference authors receive quality and timely feedback. The nominees are:

William Andrews, Stetson University
Philip Jean Boutin, Jr., Eastern Kentucky University
Maria Alejandra Gonzales Perez, EAFIT
Kaveh Moghaddam, University of Houston-Victoria
Lee Nordgren, University of Phoenix, School of Advanced Studies
Sarbani Bublu Thakur-Weigold, ETH Zurich
Johan Vogel, University of Pretoria

Best Student Reviewer Award Sponsored by Asia Institute, China

This award recognizes the best student reviewers who helped the 2018 AIB-SE conference authors receive quality and timely feedback. The nominees are:

Clark D. Johnson, Saint Louis University
Sarah Kathryn Ku, Georgia State University
Yunmei Kuang, Saint Louis University

2018 Conference Reviewers

We would like to thank the reviewers that helped make the conference possible. AIB US Southeast prides itself on being focused on scholarship development. It is only possible thanks to the hard work of all contributing reviewers, listed below in alphabetic order.

Abramov, Dmitry Valentinovich; Samara State University of Economics; Russia
Adams, Russell; University of Texas - Rio Grande Valley; USA
Adelakun, Yemisi; University of KwaZulu-Natal; South Africa
Adeoye, Adeniyi Austine; Adekunle Ajasin University; Nigeria
Aderemi, Helen Olubunmi; Obafemi Awolowo University; Nigeria
Agu, Agu Godswill; Abia State University, Uturu; Nigeria
Akume, Ben; Federal College of Educ. (Tech.) Asaba; Nigeria
Alon, Ilan; University of Agder; Norway
Ameer, Beenish; University of Strathclyde Glasgow; United Kingdom
Amewokunu, Yao; Paine College; USA
Andrews, William; Stetson University; USA
Aregbeshola, Rafiu Adewale; University of South Africa; South Africa
Arora, Anshu; University of the District of Columbia; USA
Ascencio, Christine; Saint Louis University; USA
Avendaño, Diego Felipe; Sergio Arboleda University; Colombia
Aviles, Audrey; Florida Atlantic University; USA
Baack, Daniel; University of Denver; USA
Baker, David Scott; University of Louisiana at Lafayette; USA
Banavara, Gayathri; LIM College; USA
Barrington, Justin; Florida Atlantic University; USA
Bauer, Brittany; Saint Louis University; USA
Bharath, Snehapriya; Wilkes University; USA
Booher, Philip; Florida Atlantic University; USA
Boytin, Jr., Philip Jean; Eastern Kentucky University; USA
Brown, Lee; Texas Woman's University; USA
Buccieri, Dominic; Missouri Southern State University; USA
Buchanan, F. Robert; Indiana University of Pennsylvania; USA
Camacho, Luis Jose; Empire State College; USA
Cannizzaro, Anthony; Catholic University; USA
Carveth, Rod; Morgan State University; USA
Chang, Ching-wen; Chang Jung Christian University; Taiwan
Chen, Xiao Long; University of Southampton; China
Clark, Dina; Bloomsburg University (USA); USA
Clarry, John W.; Rutgers University; USA
Cordero, Arkangel; University of Texas - San Antonio; Nicaragua
da Silva, Jaison Caetano; University of the Valley of Itajai; Brazil
Dakhli, Mourad; Georgia State University; USA
Dania, Akash; Delaware State University; USA
Dorson, Thomas; University of Ghana Business School; Ghana
Emeka, Nwosu; Alex Ekwueme Federal University Undfi-Alike
Ikwo, Ebonyi State (AE-FUNAI); Nigeria
Engle, Robert; Quinnipiac University; USA
Fabian, Frances; University of Memphis; USA
Falahat, Mohammad; Universiti Tunku Abdul Rahman (UTAR); Malaysia
Feuling, Bradley Allan; Asia Institute; USA
Floriani, Ricardo; Furb - Universidade Regional de Blumenau; Brazil
Funchal, Jeferson; Federal Institution of Rio Grande do Sul; Brazil
Gambirage, Cinara; FURB - Regional University of Blumenau; Brazil
Garcia, P. Roberto; Indiana University; USA
Gbadebo, Abraham Oktoooyin; Osun State University; Nigeria
Gonzales Perez, Maria Alejandra; EAFIT; Colombia
Gonzalez, Jose D.; Belmont University; USA
Gordon, Peter J.; Southeast Missouri State University; USA
Gouveia, Raul; University of New Mexico; USA
Graca, Sandra S.; Eckerd College; USA
Guevara Vargas, Laura Daniela; Sergio Arboleda University; Colombia
Haar, Jerry; Florida International University; USA
Hamidouche, M'hamed; University Djilali Bounaama; Algeria
Ilina, Yulia; St. Petersburg State University; Russia
Inayat, Sania; FAST-NU Islamabad; Pakistan
Indro, Daniel; Penn State University; USA
Jagadeesha, Marigowda; K L University; India
James, Peter A.; College of DuPage; USA
Jansson, Magnus Jan; Indiana Institute of Technology; USA
Johnson, Clark D.; Saint Louis University; USA
Johnson, Lualhati; Florida Gulf Coast University; USA
Jung, Hyeyoon; University of Alabama; USA
Kang, Tong Hyouk; University of Memphis; USA
Kappen, Jeff; Drake University; USA
Kaprielyan, Margarita; Elson University; USA
Keig, Dawn L; Whitworth University; USA
Khan, Omar; Morgan State University; USA
Khanha, Deepak; Florida Atlantic University; USA
Khwaja, Muddasar Ghani; Shabeed Zulfikar Ali Bhattu Institute of Science and Technology; Pakistan

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Knill, April; Florida State University; USA
Kodzi, Emmanuel; Rollins College; USA
Korovaykovskaya, Inessa Yu; Savannah State University; USA
Ku, Sarah Kathryn; Georgia State University; USA
Kuang, Yunmei; Saint Louis University; USA
Kumar, Dharmendra; Delhi College of Technology & Management; India
Lee, Sangwon; Ball State University; USA
Leonard, Karen Moustafa; University of Arkansas
Little Rock; USA
Lesage, Xavier Philippe; ESSCA School of Management; France
Lewa, Peter; United States International University - Africa; Kenya
Li, Fengru; University of Montana; USA
Lin, Chen-Miao; Clayton State University; USA
Liou, Rushiun; The University of Tampa; USA
Lorenz, Melanie; Florida Atlantic University; USA
Lynden, Karen; University of North Carolina at Greensboro; USA
Magnusson, Peter; University of Alabama; USA
Martinez, Candace; University of Illinois at Urbana-Champaign; USA
Matacchioni, Maura; Universita di Macerata; Italy
Mibam, Benjamin; Plateau State University - Bokkos; Nigeria
Miller, Julie; CSU-Global; USA
Miller, Stewart; University of Texas - San Antonio; USA
Mironko, Arkadiusz; Indiana University East; USA
Moghadam, Kaveh; University of Houston - Victoria; USA
Moura, David; Florida Atlantic University; USA
Moura, Edison; Sul Ross State University; USA
Mubarak, Muhammad Shujaat; Mohammad Ali Jinnah University; Pakistan
Musabende, Jacqueline; Mount Royal University; Canada
Naguija, Shakilah; Makerere University Business School; Uganda
Nakos, George; Clayton State University; USA
Naoumova, Irina; University of Hartford; USA
Napier, Elizabeth Amanda; Georgia State University; USA
Nenzhelele, Tshilidzi Eric; Unisa; South Africa
Ngene, Geoffrey M.; Mercer University; USA
Nordgren, Lee; University of Phoenix; USA
Nwabueze, Uche; Texas A&M University-Galveston; Nigeria
Ogbuehi, Alphonso; Clayton State University; USA
Okoroji, Johnson; National Centre for Technology Management; Nigeria
Oliveira, Brigitte Renata; UFRPE; Brazil
Oppong, Derek Kojo; Central University; Ghana
Ordu, Pac; Federal College of Education (Technical), Omoku, Rivers State; Nigeria
Owoputi, James A.; Rufus Giwa Polytechnic; Nigeria
Park, Jeun; Cleveland State University; USA
Patil, Swati Pandit; Monmouth University; USA
Paul, Justin; Rollins College-Florida & University of Puerto Rico; USA
Peng, Yi; University of Alabama; USA
Pesakovic, Gordana; Herzing University; USA
Pett, Tim; Rollins College; USA
Phalin, Amanda; University of Florida; USA
Pinho, Maria Luiza Carvalho; Georgia State University; USA
Poljakova, Elena; Georgia State University; USA
Proff, Alexandra Alisa; Abu Dhabi University; USA
Rajaratnam, Daniel; University of Texas at Dallas; USA
Reid, Jon; Florida Atlantic University; USA
Rinaldi, Azzurra; University of Rome Unitelma Sapienza; Italy
Rinehart, Joseph; Florida Gulf Coast University; USA
Robertson, Christopher J.; Northeastern University; USA
Rottig, Daniel; Florida Gulf Coast University; USA
Rustambekov, Elzotbek; Bryant University; USA
Salmon, Jessica; Siena University; USA
Sawant, Rajeev; Florida Atlantic University; USA
Schiozer, Rafael; Fundacao Getulio Vargas EAEESP; Brazil
Sharmelly, Rifat; Quinnipiac University; USA
Stoyneva, Irina; Jefferson University; USA
Talukder, Sazzad Hossain; Åbo Akademi University; Finland
Taras, Vas; University of North Carolina at Greensboro; USA
Tauseef, Zarish; National University of Computer and Emerging Sciences; Pakistan
Thakur-Weigold, Sarbani Bublu; ETH Zurich; Switzerland
Tolmie, Carri; Elon University; USA
Torres, Luis; Georgia Gwinnett College; USA
Trojanowska, Hanna; Warsaw University of Technology; Poland
Trusty, Juanita; California State University; USA
Turner, Elizabeth; University of Texas - Rio Grande Valley; USA
Uma, Kalu Ebi; Alex Ekweme Federal University Ndufu Alike; Nigeria
Veit, Wolfgang; TH Köln; Germany
Vida, Irena; University of Ljubljana; Slovenia
Vithessonthi, Chaiporn; Sunway University; Malaysia
Vogel, Adolf Johan; University of Pretoria; South Africa
Vracheva, Veselina; Chapman University; USA
Vu, Quang; University of Economics - Ho Chi Minh City; Vietnam
Warmenhoven, Robert; Arnhem Business School; Netherlands
Westerhof, Caroline Shaffer; Colorado Technical University; USA
Westjohn, Stan; University of Alabama; USA
Wheatley, Clark M.; Florida International University; USA
Wong, Cathleen; Florida Gulf Coast University; USA
Wu, Jun; Savannah State University; USA
Xavier, Wlamir; Eastern New Mexico University; Brazil
Yasser, Qaiser Rafique; Centre for Rural Economy; Pakistan
Yeganeh, Hamid; Winona State University; USA
Zapletalova, Sarka; Silesian University in Opava; Czech Republic

Thank you
2018 Conference Reviewers!
Academy of International Business Southeast and The Asia Institute

GLOBAL BUSINESS EDUCATION SCHOLARSHIPS

Scholarships Overview

To support the global competencies and knowledge of international business students, the Academy of International Business – Southeast and The Asia Institute are offering $1,000 in scholarship funding, which will support students seeking to participate in global learning experiences in Asia in 2018. The annual scholarships will be launched at the 2017 AIB-SE Annual Conferences, which will be held October 26-29, in Washington D.C., USA.

Eligibility and Participation

- All submissions should be jointly submitted by a student and a faculty advisor. The faculty advisor can either be a Study Abroad Officer or a Professor. Preferably this individual would have a working relationship with the student applicant.
- Submissions will be accepted from any undergraduate, graduate or doctoral student who is attending a university in the United States and whose minor, major, masters or doctoral degree is in the field of international business.
- Student applicants should be seeking to participate in a global learning experience related to international business in Asia in 2018. The global learning experience can be:
  1. Short-term faculty-led program (10 days - 8 weeks)
  2. Semester or full year study abroad program
  3. International internship (6 weeks minimum)
  4. International scholarly research (4 weeks minimum)
- Student-faculty joint submissions should be submitted no later than February 1, 2018.

*Submissions will be accepted only from students who have selected a global learning experience in a country different from their nationality and/or different from the country that issued their passport.
## 2018 AIB-SE Program Overview

**Belmont University, Nashville, TN | November 1 – 3, 2018**

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<th>Thursday, November 1</th>
<th>Friday, November 2</th>
<th>Saturday, November 3</th>
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<tr>
<td><strong>Consortia Registration</strong>&lt;br&gt;(8:00-9:00)</td>
<td><strong>1.1 Plenary Sessions</strong>&lt;br&gt;(8:15-9:30)</td>
<td><strong>2.1 Plenary Sessions</strong>&lt;br&gt;(8:15-9:30)</td>
</tr>
<tr>
<td><strong>Doctoral Student Consortium</strong>&lt;br&gt;(9:00-12:00)</td>
<td><strong>Coffee Break (9:30-9:45)</strong></td>
<td><strong>Coffee Break (9:30-9:45)</strong></td>
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<tr>
<td><strong>New Faculty Consortium</strong>&lt;br&gt;(9:00-12:00)</td>
<td><strong>1.2 Concurrent Sessions</strong>&lt;br&gt;(9:45-11:00)</td>
<td><strong>2.2 Concurrent Sessions</strong>&lt;br&gt;(9:45-11:00)</td>
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<tr>
<td><strong>Coffee Break (11:00-11:45)</strong></td>
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<td><strong>Coffee Break (11:00-11:45)</strong></td>
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<tr>
<td><strong>Networking Lunch</strong>&lt;br&gt;(12:00-13:00)</td>
<td><strong>Lunch &amp; Conversation</strong>&lt;br&gt;(12:15-13:15)</td>
<td><strong>Lunch &amp; Conversation</strong>&lt;br&gt;(12:15-13:15)</td>
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<tr>
<td>(Consortia participants only)</td>
<td><strong>1.3 Concurrent Sessions</strong>&lt;br&gt;(11:15-12:15)</td>
<td><strong>Keynote Presentation - Marjorie Lyles</strong>&lt;br&gt;(11:15-12:15)</td>
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<tr>
<td><strong>Qualified Methods Workshop</strong>&lt;br&gt;(13:00-15:45)</td>
<td><strong>1.4 Concurrent Sessions</strong>&lt;br&gt;(13:15-14:30)</td>
<td><strong>2.4 Concurrent Sessions</strong>&lt;br&gt;(13:15-14:30)</td>
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<tr>
<td><strong>X-Culture</strong>&lt;br&gt;(13:00-18:30)</td>
<td><strong>Coffee Break (14:30-15:00)</strong></td>
<td><strong>Coffee Break (14:30-15:00)</strong></td>
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<td><strong>Coffee Break (16:15-16:30)</strong></td>
<td><strong>1.5 Concurrent Sessions</strong>&lt;br&gt;(15:00-16:15)</td>
<td><strong>2.5 Concurrent Sessions</strong>&lt;br&gt;(15:00-16:15)</td>
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<tr>
<td><strong>Interactive Ethics Workshop</strong>&lt;br&gt;(16:15-17:30)</td>
<td><strong>1.6 Concurrent Sessions</strong>&lt;br&gt;(16:30-17:45)</td>
<td><strong>2.6 Concurrent Sessions</strong>&lt;br&gt;(16:30-17:45)</td>
</tr>
<tr>
<td><strong>Welcome Reception</strong>&lt;br&gt;<strong>Ocean Way Recording Studio</strong>&lt;br&gt;(19:00-21:30)</td>
<td><strong>Awards &amp; Recognition</strong>&lt;br&gt;(17:45-18:30)</td>
<td><strong>Reception at Wildhorse Saloon</strong>&lt;br&gt;(19:00-21:30)</td>
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<td><strong>Shuttle transportation provided</strong></td>
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Go back. Get ahead.

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X-Culture Global Symposium Schedule of Sessions

Thursday, Nov 1

**Before 12:00 noon - Check in and receive welcome packet and lunch tickets**
12:00 – 12:45 Lunch in Harrington Dinning Hall
13:00 – 13:30 Room: Ayers C&D
    Meeting with Buddy Teaster, CEO, and Soles 4 Souls Top Management Team
13:30 – 18:30 Room: Tour of Soles 4 Souls
19:00-21:30 Location: Ocean Way Recording Studio
    Welcome Reception

Friday, Nov 2

11:15 – 12:15 Room: Ayers C&D
    Becoming an Academic Researcher

*Afternoon - Work on team presentation and Nashville sightseeing*

Saturday, Nov 3

9:00 – 11:00 Room: Ayers C&D
    Career Management – Experiential Workshop
15:00 – 16:15 Room: Ayers 1037
    Presentation of Final Recommendations to Soles 4 Souls
16:30 – 17:45 Room: Ayers 1037
    Presentation of Final Recommendations to Soles 4 Souls
18:00 – 18:30 Room: Ayers 1037
    X-Culture Awards Ceremony
19:00 – 21:30 Wildhorse Saloon
    Closing Reception

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2018 Conference Schedule of Session

Thursday, November 1, 2018

Consortia Registration | Thursday 8:00-9:00 | Location: Across from Ayers C&D

Junior Faculty Consortium | Thursday 9:00-12:00 | Room: 410
Co-chairs:
Lance Brouthers, Kennesaw State University
Daekwan Kim, Florida State University

Doctoral Consortium | Thursday 9:00-12:00 | Room: 409
Co-chairs:
Kelly Hewett, University of Tennessee-Knoxville
John R. McIntyre, Georgia Institute of Technology

Lunch | 12:00-13:00 | Harrington Dining Hall in the R. Milton & Denice Johnson Center
Sponsored by The Bakery Company
(Consortia Participants only)

Session 0.2.2 | Professional Development | Thursday 13:00-15:45 | Room: 409 | Qualitative Research Methods Workshop
Facilitator:
Anne Smith, University of Tennessee-Knoxville

Session 0.2.7 | X-Culture | Thursday 13:00-18:30 | Room Ayers C&D
Meeting with Buddy Teaster, CEO, and Soles 4 Souls Top Management Team
Tour of Soles 4 Souls

Break | 15:45-16:15 | Location: Next to Ayers C&D

Session 0.3.2 | Plenary | Thursday 16:15-17:30 | Room: 409 | Ethics in IB Research &Teaching
# 2040 Introducing the New AIB Code of Ethics
Lorraine Eden, Texas A&M University

CONFERENCE WELCOME RECEPTION
Thursday 19:00-21:30
Location: Ocean Way Recording Studio
Sponsored by BROWN-FORMAN
Join us at the Ocean Way Recording Studios for a selection of appetizers, a complimentary beverage, and a welcome from our hosts at Belmont University.

Friday, November 2, 2018

Session 1.1.7 | Panel | Friday 8:15-9:30 | Room: Ayers C&D | International Marketing
# 2137 The money flow within the Music Modernization Act
Mark Wright, Songwriter and Music Industry Executive for 40 years in Nashville
Derek Crownoner, Entertainment tech attorney in Nashville
Phil Graham, Retired Executive VP, Broadcast Music Inc (BMI)
Rivers Rutherford, Award-winning songwriter
Bart Herbison, Executive Director of Nashville Songwriters International

Break | 9:30-9:45 | Location: Next to Ayers C&D

Session 1.2.1 | Competitive | Friday 9:45-11:00 | Room: 410 | International Marketing
Chair: Ilke Kardes, Valdosta State University
# 2094 Self-Construal Differences in the Sizing Disappointment Effect
Hyeyoon Jung, The University of Alabama
Peter Magnusson, The University of Alabama
Yi Peng, The University of Alabama

# 2066 Consumer Disidentification: Its Personality Trait Antecedents
Yi Peng, The University of Alabama
Stanford Westjohn, The University of Alabama

# 2063 U.S. -China Commercial Speech Restrictions: More Alike than Divergent? Lessons from Banned MNCs Controversial Marketing Practices
Fengru Li, University of Montana
David Aronofsky, University of Montana (retired)
Brian West, University of Montana

# 2046 The Relationships among Market Orientation, Total Quality Management, and Hotel Performance: The Mediating Effect of Organizational Learning
Ching-wen Chang, Chang Jung Christian University
Kuan-Yu Chen, National Pingtung University of Science and Technology
Cheng-Hua Wang, Chang Jung Christian University
Session 1.2.3 | Competitive | Friday 9:45-11:00 | Room: 405 | Global Strategy and Competitiveness of the MNE

Chair: Kun Michelle Yang, Central Michigan University

# 2047 Advantages of Indigenousness Theory and Emerging Economy Firm Performance
George Nakos, Clayton State University
Lance Eliot Brouthers, Kennesaw State University
Victor B. Marshall, Kennesaw State University
Ted Randall, Kennesaw State University

# 17 The Relationship between Corporate Conflicts and Firm Financial Performance: Russian Example
Irina Berezinet, St. Petersburg State University
Irina Naumova, University of Hartford
Yulia Ilina, St. Petersburg State University
Dilyara Bespiatova, Gazprom Neft PJSC

# 2071 New Product Production as Firm Risk-Taking and its Effect on Firm Performance
Rajeev Sawant, Florida Atlantic University
Jing Liu, Baruch College, CUNY
Bi-juan Zhong, Baruch College

# 2092 Entry Mode Strategy, Management Control, and Foreign Subsidiary Performance
Tong Hyouk Kang, University of Memphis

Session 1.2.4 | Interactive | Friday 9:45-11:00 | Room: 404 | Special Track: Innovation in the MNE

Chair: Chiung-Hui Tseng, National Cheng Kung University (Taiwan)

# 2099 Global Distribution in the Digital Age: The Paradox of Japan and Country Music
John W Clary, Rutgers University

# 2060 Innovation in a Multinational Enterprise: Incremental Innovation Only
Magnus Jan Jansson, Indiana Institute of Technology

# 24 Boundary Effects of SMEs Export Growth Driven by Innovation
Irena Vida, University of Ljubljana
Mateja Bodlaj, University of Ljubljana
Selma Kadic-Maglajlic, University of Sarajevo
Claude Obadia, ESCE International Business School

# 2064 Service Learning, Climate, and Service-based Social Innovation for Sustainability
Lan Li, Henan Univ of Economics and Law
Fu-Sheng Tsai, Cheng Shiu University
Chi-Fang Liu, Cheng Shiu University
Kun-Hwa Lu, Cheng Shiu University
Karen Moustafa Leonard, University of Arkansas Little Rock

# 2139 Method-of-Use- Patents, Appropriability, and Antitrust Policy
Anita N. Walsh, University of Florida
Roger D. Blair, University of Florida

Session 1.2.9 | Interactive Presentation | Friday 9:45-11:00 | Room: 407 | Asia Institute

Break | 11:00-11:15 | Location: Next to Ayers C&D

Session 1.3.2 | Competitive | Friday 11:15-12:15 | Room: 409 | Governments, NGO’s, Global Institutions and SOEs

Chair: Lance Eliot Brouthers, Kennesaw State University

# 2065 Corruption Reality vs. Perception: Elite Demographics as a Modifier of Perceptions
Russell Adams, University of Texas - RGV
Clara Downey, University of Texas - RGV

# 2074 International Business & Human Rights Violations: A Framework for an Emerging Topic
Christine Ascencio, Saint Louis University
Nitish Singh, Saint Louis University

# 1035 Formal/Informal Corruption Environments and MNE Performance
Dawn L. Keig, Whitworth University
Lance Eliot Brouthers, Kennesaw State University
Victor B. Marshall, Kennesaw State University

Session 1.3.3 | Interactive | Friday 11:15-12:15 | Room: 405 | The World of International Business Education

Chair: Christopher J. Robertson, Northeastern University

# 1031 Entering the Kingdom: A Case Study on the Intersection of Cultural Differences and International Business Operations in Saudi Arabia
James Dore, University of Louisiana at Lafayette
David S. Baker, University of Louisiana at Lafayette
Rania Fakhoury, UNESCO Lebanon
# 2091 Tacit and Idiosyncratic Knowledge Lost: A Cultural Interpretation of Marriott International 2018 Controversy and Implications to IB Education
Fengru Li, University of Montana

# 1033 Skechers: The Case of a Rapid Growth Strategy for the New Global Economy
Christopher J. Robertson, Northeastern University
Laura Rodriguez, Northeastern University

# 2070 Zenni Optical: Revolutionizing the Low-Cost Eyewear Niche
Christopher J. Robertson, Northeastern University

Session 1.3.5 | Interactive | Friday 11:15-12:15 | Room: 406 | Global Strategy and Competitiveness of the MNE

Chair: Chuandi Jiang, Emporia State University

# 2082 Navigating the Political Uncertainty: EMNCs’ Cross-Listing and Non-Market Strategy in a Developed Market
Rushiun Liou, The University of Tampa
Lee Brown, Texas Woman's University

# 2110 Competitive Dynamics: Insights from the Electronic Dance Music Industry
David Moura, Florida Atlantic University
Edison Moura, Sul Ross State University

Sazzad Hossain Talukder, Åbo Akademi University

# 2123 Changing Impact of Corporate Expectations on Risk-Taking before and after Crisis
Elzotbek Rustambekov, Bryant University

# 2129 Anthropology of the Board and its Relation to Risk-Taking
Elzotbek Rustambekov, Bryant University

Session 1.3.7 | X-Culture | Friday 11:15-12:15 | Room: Ayers C&D

Becoming an Academic Researcher
Chair: Peter Magnussson, The University of Alabama
Brittney Bauer, Saint Louis University
Annette Tower, University of Tennessee
Johan Vogel, University of Pretoria
Wlamir Xavier, Eastern New Mexico University

Lunch | 12:15-13:15 | Harrington Dining Hall in the R. Milton & Denice Johnson Center
Sponsored by The Bakery Cos. (ticket needed)
#1028 Liberalization and Market Efficiency in Emerging Markets: Measuring the Threshold Level
Shujaat Mubarak, Mohammad Ali Jonnah University
Navaz Naghavi, Taylor's University

Session 1.4.3 | Panel | Friday 13:15-14:30 | Room: 405 | The World of International Business Education

# 1026 There’s More Than One Way to Flip a Class: Insights from Two Professors’ Versions of the Flipped IB Classroom
Candace Martinez, University of Illinois at Urbana-Champaign
P. Roberto Garcia, Indiana University
Erica Piros Kovacs, Indiana University

Session 1.4.5 | Interactive | Friday 13:15-14:30 | Room: 406 | Culture, Organization and Human Resources of the MNE

Chair: Amanda Phalin, University of Florida

# 2076 Sustainability in the Context of Organizational Culture: A study of Corporate Social Responsibility and Organizational culture in Apparel Industry
Gayathri Banavara, LIM College

# 2086 Mind: Intercultural Model of Negotiation for Decision-Making and its Application to the Colombia-China CASE
Laura Daniela Guevara Vargas, Sergio Arboleda University
Carolina Rojas Munar, Sergio Arboleda University

# 2053 Eudaimonic Performance Review System: Because Humans Made Machines and not the Other Way Around
Swati Pandit Patil, Monmouth University
Michael Chattalas, Monmouth University

# 2088 Expected Versus Observed Challenges Congruence (EVOCC): Effects on the GVT Dynamics and Performance and Implication for Training
Vas Taras, University of North Carolina - Greensboro
Longzhu Dong, University of Wisconsin - Eau Claire

Break | 14:30-15:00 | Location: Next to Ayers C&D

Session 1.5.1 | Competitive | Friday 15:00-16:15 | Room: 410 | Culture & Corporate Social Responsibility

Chair: Carri Reisdorf Tolmie, Elon University

# 2061 How Culture Impacts Negotiation Creation of an Intercultural Negotiation Model
Laura Daniela Guevara Vargas, Sergio Arboleda University
Carolina Rojas Munar, Sergio Arboleda University
Fernando Parrado, Sergio Arboleda University

# 2083 Orality Versus Literacy: Theoretical Foundations, Salient Characteristics, and Cultural Consequences
Hamid Yeganeh, Winona State University

# 2112 Measuring Shared Social Value
Juanita Trusty, California State University
Frances Fabian, University of Memphis
Michelle Montague-Mfuni, University of Memphis

# 1024 Corporate Social Responsibility Typology: The Influence of Cross-Cultural Dimensions
Carri Reisdorf Tolmie, Elon University
Yung-hwal Park, Truman State
J.C. Blewitt, King’s College

Session 1.5.2 | Competitive | Friday 15:00-16:15 | Room: 409 | The World of International Business Education

Chair: Candace Martinez, University of Illinois at Urbana-Champaign

# 1032 Trends Impacting Transnational Business Education: Challenges to the West
F. Robert Buchanan, Indiana University of Pennsylvania

# 2093 Winning Together: Teaching Supply Chain Management to IB Majors
Emmanuel Kodzi, Rollins College

# 2072 International Business Students’ Perceptions of Skill Development through Undergraduate Education
Luis Torres, Georgia Gwinnett College
Wesley Routon, Georgia Gwinnett College
Phillip Hartley, Georgia Gwinnett College

# 1030 The Development of the International Business Professional: The Case of Curiosity, Engagement and Success
Veselina Vracheva, Chapman University
Robert Moussetis, North Central College
Ali Abu-Rahma, Abu Dhabi University
Session 1.5.3 | Panel | Friday 15:00-16:15 | Room: 405 | IB Theory, FDI, and Entry Mode Strategies

# 2100 The Role of AIB and its Chapters in Making our Field of IB More Legitimate and Relevant in a New Era of Populism and Anti-Globalization Sentiments
Daniel Rottig, Florida Gulf Coast University
Bob Engle, Quinnipiac University
Bob Goddard, Appalachian State University
John R. McIntyre, Georgia Institute of Technology
Matthew Mitchell, Drake University
George Nakos, Clayton State University
Irina Naoumova, University of Hartford
Vas Taras, University of North Carolina - Greensboro

Session 1.5.4 | Interactive | Friday 15:00-16:15 | Room: 404 | IB Theory, FDI, and Entry Mode Strategies

Chair: Wlamir Xavier, Eastern New Mexico University

# 20 Tesco in China: How Could Things Go so Wrong?
Ihsen Ketata, Baruch College
Mourad Dakhli, Georgia State University
Wang Lifang, Shanghai Business School
Marta White, Georgia State University

# 2087 Exporting Performance of Brazilian Companies: Institutional Environment, Location and Competitive Resources
Brigitte Renata Bezerra de Oliveira, UFRPE
Erica Piros Kovacs, Indiana University
Walter Fernando Araujo de Moraes, UFPE
Hugo Henrique Santos, UFPE
Thamires Gabriela da Silva Costa, UFPE

# 2078 From Added Distance to Relative Added Distance: The Role of Firms to Overcome Distances
Ricardo Floriani, Furb - Universidade Regional de Blumenau
Mohamed Amal, FURB - Regional University of Blumenau
Dinora Eliete Floriani, Univali - Universidade do Vale do Itajaí

# 2138 International Trade is Still Critical
Catherine Loes, Belmont University
Alex Assouad, Belmont University

Session 1.5.8 | Panel | Friday 15:00-18:00 | Room: Off Site – Meet in Massey Lobby | Special Track: Innovation in the MNE (advance registration required)

# 2051 Intellectual Property and the Creative Economy at Conexión América: Three Entrepreneurial Case Studies
Jose D. Gonzalez, Belmont University
Dennis Chen, Belmont University

Break | 16:15-16:30 | Location: Next to Ayers C&D

Session 1.6.3 | Interactive | Friday 16:30-17:45 | Room: 405 | The World of International Business Education

Chair: Andrew Pueschel, Ohio University

# 2039 Global Business and the Creative Economy:
Innovative Short-Term Faculty Led Programs - Three Models from Asia
Bradley Allan Feuling, Asia Institute

# 2050 Experiential Learning through the X-Culture Project and Capsim Simulation Competition
Peter Lewa, US International University - Africa

# 2141 Alcohol Policies for Short-Term, Faculty-Led Trip Leaders
Jeffrey W. Overby, Belmont University

# 2134 Introducing a Global Perspective into the Introduction to Business Curriculum
Andrew Pueschel, Ohio University

Session 1.6.7 | Plenary | Friday 16:30-17:45 | Room: Ayers C&D | Special Track: Gender in IB Research

# 22 Women in the Academy: Leaders, Founders and Fellows
Lorraine Eden, Texas A&M University
Marjorie Lyles, Indiana University
Anne Tsui, University of Notre Dame

END OF DAY.
Enjoy a free evening with colleagues and friends.
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Saturday, November 3, 2018

AIB SE Fellow Breakfast | 7:30-8:15 | Harrington Dining Hall in the R. Milton & Denice Johnson Center

Session 2.1.1 | Panel | Saturday 8:15-9:30 | Room: 410

Chair: Stanford Westjohn, The University of Alabama

# 2145 Publishing in Top Journals: A Deeper Look into Two JIBS Papers and the Challenges Overcome
Lance Eliot Brouthers, Kennesaw State University
Peter Magnusson, University of Alabama

Session 2.1.2 | Panel | Saturday 8:15-9:30 | Room: 409 | Entrepreneurship, SMEs, and Born Globals

# 2067 In Search of African IB Paradigms: The Role of Intellectual Property and Entrepreneurship
Omar Khan, Morgan State University
Wheeler Winstead, Howard University
Jean Wells, Howard University

Session 2.1.3 | Panel | Saturday 8:15-9:30 | Room: 405 | The World of International Business Education

# 2052 Enriching Faculty-led Short Term International Study
Peter J. Gordon, Southeast Missouri State University
James Caldwell, Southeast Missouri State University
Willie J. Redmond, Southeast Missouri State University
Kenneth A. Heischmidt, Southeast Missouri State University

Session 2.1.4 | Interactive | Saturday 8:15-9:30 | Room: 404 | Emerging Markets

Chair: Amanda Phalin, University of Florida

# 1037 Africa is Open for Business – Profiling Entrepreneurship Development in Africa’s Emerging Markets
Alphonso O. Ogbeuehi, Clayton State University
Collins C. Nwaneri, Diamond Bank, PLC

# 19 Role of SMEs in Innovative Ecosystem Development: The Case of Transitional Economy
Irina Naoumova, University of Hartford
Irina Volkova, HSE University, Moscow, Russia
Yegor Burda, HSE University, Moscow, Russia
Elizaveta Gavrikova, HSE University, Moscow, Russia

# 14 Impact of Corporate Governance Mechanisms on Corporate Performance: An Empirical Study of Non-Financial Firms in Nigeria
Abraham Oketooyin Gbadebo, Osun State University
Alphonso O. Ogbeuehi, Clayton State University

# 2048 The Intricacies of Institutional Framework and Capital Market Development in Africa: A Regional Dynamic
Rafiu Adewale Aregbeshola, University of South Africa

# 2079 Islamic and SRI Stock Index Performance: Evidence from International Markets
Andrea Paltrinieri, University of Udine
Josanco Floreani, University of Udine
Jeffrey Kappen, Drake University
Matthew Mitchell, Drake University

# 2049 Institutional Voids, Political Connections and Cross-Border Mergers and Acquisitions
Cinara Gambirage, FURB - Regional University of Blumenau
Jaison Caetano da Silva, University of the Itajaí Valley
Mohamed Amal, FURB - Regional University of Blumenau
Christian Falaster, FURB - Regional University of Blumenau

Session 2.1.7 | X-Culture | Saturday 9:00-11:00 | Room: Ayers C&D

Career Management – Experiential Workshop
Chair: Tim Muth, Florida Institute of Technology

Break | 9:30-9:45 | Location: Next to Ayers C&D

Session 2.2.1 | Competitive | Saturday 9:45-11:00 | Room: 410 | Emerging Market & MNEs

Chair: Chiung-Hui Tseng, National Cheng Kung University (Taiwan)

# 8 Disclosure under IFRS Does Cross-listing Eliminate Accounting Differences Arising from Legal Origin?
Rafael Schiozer, Fundacao Getulio Vargas EAESP
Edilene S. Santos, FGV/EAESP
Vera Ponte, UFCE
# 25 Revisiting the Role of Decision Makers in Occurrence of the Framing Effect: Evidence from the Middle East
Pooya Tabesh, University of St. Thomas - Houston
Kaveh Moghaddam, University of Houston – Victoria
Parnian Tabesh, St. Mary’s Hospital

# 2073 Work Values across Generations in China: A Generational Cohort Perspective
Jun Yang, Fort Hays State University
Chun-Sheng Yu, University of Houston – Victoria
Jun Wu, Georgia Gwinnett College

# 2133 CSR & Corporate Sustainability in Emerging Countries: A Systematic Review and Future Research Agenda
Justin Paul, Rollins College-Florida & University of Puerto Rico
Raiswa Saha, SRM University
Sakshi Kathuria, GJU S&T, HISAR

Session 2.2.2 | Panel | Saturday 9:45-11:00 | Room: 409 | The World of International Business Education

# 2069 Creative Economy Challenges: Incorporating X-Culture in Business Courses
Karen Lynden, University of North Carolina at Greensboro
Andrés Aguilera-Castillo, Universidad EAN
David S. Baker, University of Louisiana at Lafayette
Cristina Robledo, Universidad EAFIT
Daniel Rottig, Florida Gulf Coast University
Anne Marie Zwerg, Universidad de La Sabana
Vas Taras, University of North Carolina - Greensboro

Session 2.2.4 | Interactive | Saturday 9:45-11:00 | Room: 404 | International Marketing
Chair: Ilke Kardes, Valdosta State University

# 2054 Are Addresses Affecting Attitudes? The Moderating Role of Consumer Nationality
Clark D. Johnson, Saint Louis University
Brittney C. Bauer, Saint Louis University
Katie Kelting, Saint Louis University
Nicolas Jankuhn, Saint Louis University
Kianoosh Sattari, Saint Louis University
Wooshong Sim, Saint Louis University

# 2077 Beyond Trust: Understanding the “Superrational” Trust in Online Brand Communities
Yunmei Kuang, Saint Louis University
Nitish Singh, Saint Louis University

# 2085 Categorizing Cultural Diversity: Antecedents and Implications
Sarah Ku, Georgia State University
Leigh Anne Liu, Georgia State University

# 2090 Public-Private Partnership and Diaspora Investment Promotion: The Case of ConnectIreland
Elena Poliakova, Georgia State University
Liesl Riddle, George Washington University

# 2055 Digital Marketing for Small Businesses: Negotiating between Cost and Benefits
Helen Olubunmi Aderemi, Obafemi Awolowo University
Olajide Ayodeji Awotona, US Military

# 21 When does the Brand Name Mitigate the Brand Origin Effect? The Interactive Effects of Foreign Brand Name and Brand Origin on Attitude toward the Brand
Sangwon Lee, Ball State University

Session 2.2.5 | Competitive | Saturday 9:45-11:00 | Room: 406 | Undergraduate/Graduate Students
Chair: Chuck Bryant, Florida Institute of Technology

# 2081 Do Greener Products Earn More Green? Examining Biomimicry along with Incremental and Radical Sustainable Product Innovations for UX Designs
Snehapriya Bharatha, Wilkes University
Michael Teiman, Wilkes University
Elizabeth Jensolowsky, Wilkes University
Anshu Arora, University of the District of Columbia
Kedir A. Tessema, Wilkes University

# 2095 Reverse Innovation in an Era of Guarded Globalization: A Qualitative Study of the Chinese Automotive Industry
Audrey Aviles, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Emily Burville, Florida Atlantic University
Nafiseh Payani, Florida Atlantic University
Daniel Frasson, Florida Atlantic University
# 2103 A Qualitative Study of how to Manage Political Risk when Entering the European Renewable Energy Sector
Justin Barrington, Florida Atlantic University
Jecory Ellis, Florida Atlantic University
Deepak Khanna, Florida Atlantic University
Richard Ni, Florida Atlantic University

# 2102 Sustainability as Strategy: A Qualitative Study of how Healthcare MNCs can Successfully Implement the Triple Bottom Line
Deysi Collazos, Florida Atlantic University
Janet Bromley, Florida Atlantic University
Gregory Balmir, Florida Atlantic University

# 2107 Sustainability as Strategy in the Pharmaceutical Industry: A Qualitative Study
Lualhati Johnson, Florida Gulf Coast University
Anita Rafat, Florida Gulf Coast University
Richard Hughes III, Florida Gulf Coast University
Brittany Miedema, Florida Gulf Coast University
Chelsea McNeely, Florida Gulf Coast University
Roger Obispo, Florida Gulf Coast University

# 2109 How to Compete in Chinese Automotive Industry: A Qualitative, Institution-based Analysis
Joseph Rinehart, Florida Gulf Coast University
Aaron Schulz, Florida Gulf Coast University
Adam Sauerland, Florida Gulf Coast University
Bradley Brooks, Florida Gulf Coast University

# 2098 Addressing Global Climate Change: A Qualitative Study of the Airline Industry
Nichole Robillard, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Heather Braun, Florida Atlantic University
Kayla Green, Florida Gulf Coast University

# 2106 Harvard Business Negotiation Model Applied to Colombian Indigenous Intercultural Negotiation: The Minga Case
Diego Felipe Avendano Suarez, Sergio Arboleda University
Daniela Ruiz Hernandez, Sergio Arboleda University
Fernando Parrado, Sergio Arboleda University

# 2104 America First? The Uncertainty about NAFTA and Its Impact of the Automotive Industry
Jon Reid, Florida Atlantic University
Dwayne Mcknight, Florida Atlantic University
John Rowley, Florida Atlantic University
Jenna Stewart, Florida Atlantic University

# 2101 Sustainability as Strategy in the Chinese Automotive Industry: Managing Legitimacy Demands when Expanding to the EU
Cathleen Wong, Florida Gulf Coast University
Carmen Allen, Florida Gulf Coast University
Hunter Fowler, Florida Gulf Coast University

Session 2.2.9 | Interactive Presentation
Saturday 9:45-11:00 | Room: 407 | Asia Institute

Break | 11:00-11:15 |
Location: Next to Ayers C&D

PLENARY SESSION: MARJORIE LYLES, KEYNOTE SPEAKER | Saturday 11:15-12:15 |
Room: Ayers C&D

Lunch | 12:15-13:15 | Harrington Dining Hall in the R. Milton & Denice Johnson Center

Sponsored by The Bakery Cos. (ticket needed)

Session 2.4.3 | Interactive | Saturday 13:15-14:30 | Room: 405 | Undergraduate/Graduate Students
Chair: Chuck Bryant, Florida Institute of Technology

# 2096 Make America Great Again? The Impact on the Global Competitiveness of US-MNCs in the Biotech/Pharma Industry
Philip Booker, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Scott M. Alter, Florida Atlantic University
Heather Braun, Florida Atlantic University
Jason Frost, Florida Atlantic University

Session 2.4.7 | Plenary | Saturday 13:15-14:30 | Room: Ayers C&D | Special Track: Innovation in the MNE

# 7 Making a Difference Through Responsible Research
Anne Tsui, University of Notre Dame
Lorraine Eden, Texas A&M University
Charles Dhanaraj, Temple University
Stewart Miller, University of Texas - San Antonio
Session 2.5.1 | Competitive | Saturday 15:00-16:15 | Room: 410 | Organization and Human Resources of the MNE

Chair: Edward Akoto, Henderson State University

# 2135 Corporate Citizenship: The Mediating Role of Ethical and Discretionary Citizenship on the Relationship between Economic and Legal Citizenship
Luís Jose Camacho, Empire State College

# 2041 Individual Knowledge Transfer within Firms: Examining Knowledge Characteristics and Organizational and Societal Culture
N. Guliz Ugur, Sakarya University School of Business
Aykut H. Turan, Sakarya University School of Business
Karen Moustafa Leonard, University of Arkansas
Little Rock

# 18 Cultural Intelligence and Interpersonal Regulatory Fit in Intercultural Negotiations
Clark D. Johnson, Saint Louis University
Brettney C. Bauer, Saint Louis University

Session 2.5.3 | Competitive | Saturday 15:00-16:15 | Room: 405 | IB Theory, FDI, and Entry Mode Strategies

Chair: Matthew Mitchell, Drake University

# 2043 To Make or to Serve: Regional Industrial Specialization Patterns of Foreign Subsidiaries in Service and Manufacturing Sectors – Examination of the industrial Sectors across Regions in a Transition Economy
Arkadiusz Mironko, Indiana University East

# 2038 International Market Selection: A South African Perspective
Natasha Ashley, University of Pretoria
Fredrick Mbuya, University of Pretoria
Adolf Johan Vogel, University of Pretoria

# 23 Analysis of Political Stability Costs and MNE Location Choice
Arkangel Cordero, University of Texas - San Antonio
Stewart Miller, University of Texas - San Antonio

Session 2.5.5 | Interactive | Saturday 15:00-16:15 | Room: 406 | Governments, NGO’s, Global Institutions and SOEs

Chair: Rachida Aissaoui, Ohio University

# 2126 Democratic Peace Theory and Global Marketing: A Review of the Literature and Proposed Interdisciplinary Research
Philip Jean Boutin, Jr., Eastern Kentucky University

# 1027 Inequality, Domestic Human Rights Abuses and Country Wealth: Should Companies be Paying Attention?
Robert Engle, Quinnipiac University

# 2044 Building a Sharing Economy Ecosystem: A Process Model
William Andrews, Stetson University

# 2120 An Exploratory Study of Governance in Non-Governmental Organizations (NGOs) operating in the Health Sector of Kenya
Peter Lewa, US International University – Africa

Session 2.5.7 | X-Culture | Saturday 15:00-16:15 | Room: Ayers 1037

Presentation of Final Recommendations to Soles 4 Souls

Chairs: Buddy Teaster, CEO Soles 4 Souls and Peter Magnusson, University of Alabama

Break | 16:15-16:30 | Location: Next to Ayers C&D

Session 2.6.1 | Competitive | Saturday 16:30-17:45 | Room: 410 | Special Track: Innovation in the MNE

Chair: Jun Wu, Georgia Gwinnett College

# 2042 Product Innovation in Emerging Markets: Insights from an MNE Case Study
Rifat Sharmelly, Quinnipiac University

# 2057 How does the Country’s Institutional Environment Shape the Relationship between Firm Risk and Innovation?
Irina Stoyneva, Jefferson University

# 2119 Creating Competitiveness from Customer Involvement and Product Innovation: An Assessment from Two Countries
Thomas Anning-Dorson, University of Ghana Business School

Session 2.6.4 | Interactive | Saturday 16:30-17:45 | Room: 404 | Global Value Chains, International Trade, and Markets

Chair: Nicole Hartley, University of Queensland

# 2084 A Study of a MedTech GVC with Manufacturing Value-Added in Switzerland Using Firm-Level Data
Sarbani Bublu Thakur-Weigold, ETH Zurich
Anshu Arora, University of the District of Columbia
# 2131 The Increasing Role of China & India in Latin America: A Brazilian Perspective
Raul Gouvea, University of New Mexico
Shihong Li, University of New Mexico
Gautam Vora, University of New Mexico
Dimitri Kapelianis, University of New Mexico

# 2097 The Impact of Media Richness on Relational Outcomes
Sandra S. Graca, Eckerd College

Session 2.6.8 | Panel | Saturday 16:30-17:45 | Room: Ayers 1037

Presentation of Final Recommendations to Soles 4 Souls
Chairs: Buddy Teaster, CEO Soles 4 Souls and Peter Magnusson, The University of Alabama

Session 2.7.8 | Saturday 18:00-18:30 | Room: Ayers 1037

X-Culture Awards Ceremony

2.8.7 | Saturday 17:45-18:30 | Room: Ayers C&D
2018 AIB SE Awards Ceremony

2018 Reception | 19:00-21:30 | Wildhorse Saloon

Join us for an end-of-conference celebration at the Wildhorse Saloon! Complimentary appetizers and beverages will be made available and AIB-SE will have its own space on the 3rd floor balcony.

Shuttle transportation between the reception site and Belmont and the Marriott Hotel will be available at the beginning and end of the reception.

Closing Reception
Wildhorse Saloon
120 2nd Ave N
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