2019 AIB US Southeast Annual Conference

Liability of Foreignness in the Digital Age

October 17-19, 2019
San Antonio, Texas

Conference Chair: Stewart Miller
Program Chair: Jun Wu
THE ASIA INSTITUTE
A Leading Education Platform

Over the past thirteen years, the Asia Institute has worked with over 5000 students and faculty, and has quickly become a leading host partner for many educational institutions in areas such as short-term programs, student recruitment, experiential learning, faculty exchange, and career development.

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GLOBAL SCHOLARSHIPS
To increase the global awareness and competencies of students studying international business, the Academy of International Business Southeast and the Asia Institute has offered scholarships of $6,600 to students involved in global research, internships and study abroad programs.
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Welcome to the 2019 Annual AIB-SE Conference!

On behalf of the AIB-SE Board, welcome to the campus of University of Texas –San Antonio for the 2019 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 University of Texas – San Antonio, especially Dean Gerry Sanders and Assistant Dean Rosa E. Garza-Girdy (Undergraduate Studies), as well as the local host chairs, namely Poonam Khanna (UTSA) and Indu Ramachandran (Texas State), 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 Rackspace as our corporate sponsor and thank them for their time, effort and support in working with the X-culture student competition.

Finally, we thank all of you --the conference participants--for your time and effort in submitting quality papers, panels, reviews, and encouraging your colleagues and students to get engaged with the chapter. We hope the time we invest 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,

Stewart Miller, Ph.D.
Conference Chair
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AIB-SE 2019 Executive Board

Jeffrey Kappen, Drake University,
Immediate Past Chair

Stanford Westjohn, University of Alabama,
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Stewart Miller, University of Texas at San Antonio,
Conference Chair

Jun Wu, Georgia Gwinnett College, Conference Program Chair

Carri Tolmie, Elon University,
Membership Director

Mohamad Sepehri, University of the District of Columbia, Treasurer

Stewart R. Miller, Ph.D.
2019 Conference Chair
University of Texas at San Antonio

Jun Wu, Ph.D.
2019 Program Chair
Georgia Gwinnett College
Michael A. Hitt

University Distinguished Professor Emeritus at Texas A&M University

Michael Hitt is currently a University Distinguished Professor Emeritus at Texas A&M University. Michael received his Ph.D. from the University of Colorado. He has coauthored or co-edited 26 books and authored or coauthored many journal articles. A recent article listed him as one of the ten most cited authors in management over a 25-year period. The Times Higher Education in 2010 listed him among the top scholars in economics, finance and management based on the number of highly cited articles he has authored. A recent article in the Academy of Management Perspectives lists him as one of the top two management scholars in terms of the combined impact of his work both inside (i.e., citations in scholarly journals) and outside of academia.

He has served on the editorial review boards of multiple journals and is a former editor of the Academy of Management Journal and a former co-editor of the Strategic Entrepreneurship Journal. He is currently the editor-in-chief of Oxford Research Reviews-Business and Management which publishes scholarly monographs.

He received the 1996 Award for Outstanding Academic Contributions to Competitiveness and the 1999 Award for Outstanding Intellectual Contributions to Competitiveness Research from the American Society for Competitiveness. He is a Fellow in the Academy of Management and in the Strategic Management Society, a Research Fellow in the Global Consortium of Entrepreneurship Centers and received an honorary doctorate from the Universidad Carlos III de Madrid. He is a former President of both the Academy of Management and of the Strategic Management Society and a member of the Academy of Management Journals’ Hall of Fame.

He received awards for the best article published in the Academy of Management Executive (1999), Academy of Management Journal (2000), the Journal of Management (2006), and the Family Business Review (2012). In 2001, he received the Irwin Outstanding Educator Award and the Distinguished Service Award from the Academy of Management. In 2004, Dr. Hitt was awarded the Best Paper Prize by the Strategic Management Society. In 2006, he received the Falcone Distinguished Entrepreneurship Scholar Award from Syracuse University. In 2014 and 2015, Dr. Hitt was listed as a Thomson Reuters Highly Cited Researcher (a listing of the world’s most influential researchers) and he was also listed as one of The World’s Most Influential Scientific Minds (a listing of the top cited researchers in science around the globe).

Multi-Level Modeling Research Methods Workshop

Thursday, October 17
13:30-16:00 | Room: Paseo A&B

Research questions often span levels of organizational hierarchy and therefore require multilevel modeling that takes into account the hierarchical structure of the data collected from lower-level units (e.g., firms) nested within higher-level units (e.g., countries).

This workshop introduces multilevel modeling with the focus on:

- When multilevel modeling should be used instead of its single-level alternatives
- Types of research questions that can be answered using multi-level modeling
- Steps involved in collecting and analyzing multi-level data
- Illustrative examples with sample syntax and output will be provided.

Dina Krasikova, PhD

Associate Professor of Management
University of Texas at San Antonio
2019 Conference Consortia Chairs

Stewart Miller, Ph.D.,
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2019 Conference Track Chairs

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

Ru-Shiun Liou
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Kaveh Moghaddam
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Track Chair: Entrepreneurship, SMEs, and Born Globals

Jun Yang
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Track Co-Chair: Global Strategy, Value chains and Competitiveness of the MNEs

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Track Co-Chair: Global Strategy and Competitiveness of the MNE

Alexander A. Assouad
Belmont University
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Track Co-Chair: Governments, Institutions, Social Enterprises and Non-Profits, their roles in the New Economy

David Baker
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Track Co-Chair: Governments, Institutions, Social Enterprises and Non-Profits, their roles in the New Economy

Susan Forquer Gupta
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Track Co-Chair: International Marketing

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

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Track Co-Chair: International Accounting, Economics, and Finance

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Track Co-Chair: International Accounting, Economics, and Finance
2019 Conference Track Chairs (continued)

Edward Akoto
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Track Co-Chair: Culture, Organizations and Human Resources of the MNEs

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Track Co-Chair: Undergraduate/Graduate Students Research

Luis Camacho
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Track Co-Chair: Culture, Organizations and Human Resources of the MNEs

Maria Alejandra Gonzalez-Perez
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Track Co-Chair: Emerging markets and emerging market MNEs

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Track Co-Chair: The World of International Business Education

Daniel Rottig
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Track Co-Chair: Emerging markets and emerging market MNEs

Philip Boutin
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Track Co-Chair: The World of International Business Education

Malika Richards
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Track Co-Chair: Special Track: Liability of foreignness in the digital age

Anne Marie Zwerg-Villegas
Universidad de La Sabana
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Track Co-Chair: Undergraduate/Graduate Students Research
2019 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
Jeffrey Kappen, Drake University
Matthew Mitchell, Drake University

$50 Sponsors
Alexander Assouad, Belmont University
Stan Westjohn, University of Alabama

$25 Sponsors
Amit Arora, University of the District of Columbia
Brittney Bauer, Loyola University New Orleans
Deepa Chandrasekaran, University of Texas at San Antonio
Rong Guo, Georgia Gwinnett College
Ilke Kardes, Valdosta State University
Marjorie Lyles, Florida International University
Irina Naoumova, University of Hartford
Claude Obadia, ESCE, Paris
Daniel Rottig, Florida Gulf Coast University
Jun Wu, Georgia Gwinnett College

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

Thank you to our sponsor:

UNIVERSITY OF THE
DISTRICT OF COLUMBIA

SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION
**2019 AIB US Southeast Program Award Nominations**

**Best Conference Paper Sponsored by University of Texas at San Antonio**

#4 *Is There a Brain Drain in Auditing? The Determinants and Consequences of Auditors’ Leaving Public Accounting*
- Juan Mao, University of Texas at San Antonio
- Robert Knechel, University of Florida
- Baolei Qi, Xi’an Jiaotong University
- Zili Zhuang, The Chinese University of Hong Kong

#6 *Cultural imprints: Emerging market multinationals’ post-acquisition CSR performance*
- Ru-Shiun Liou, The University of Tampa
- Nai Lamb, The University of Tennessee at Chattanooga
- Kevin Lee, The University of Tampa

#40 *Free-Riding in Global Virtual Teams: An Experimental Study of Antecedents and Strategies to Minimize the Problem*
- Vas Taras, University of North Carolina at Greensboro
- Matthew McLarnon, Oaklan University
- Tom O’Neil, University of Calgary
- William Tullar, University of North Carolina at Greensboro

#61 *HEXA FOODS (teaching case) Don’t Bug Out - A Wilder Approach to the Sustainable Food Issue*
- Prescott C. Ensign, Wilfrid Laurier University
- Devin McDonald, Wilfrid Laurier University

**Best Conference Theme Paper sponsored by University of the District of Columbia**

All papers accepted for competitive sessions on a topic related to the conference theme are eligible for this award. The nominees are:

#106 *What Matters to Apps Going Global? The Role of Continuous Product Innovation on the Digitalized Products’ Foreign Market Performance*
- Yongseok Kim, The University of Texas at San Antonio
- Deepa Chandrasekaran, The University of Texas at San Antonio
- Richard Gretz, The University of Texas at San Antonio
- Suman Basuroy, The University of Texas at San Antonio

**William J. Ziegler Best Ph.D. Student Award Sponsored by Drake 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 William J. Ziegler for his invaluable contributions to AIB-SE. Track chairs nominated the following papers:

#45 *Sense-making perspectives in entrepreneurial opportunity recognition: Review and agenda for future research*
- Waheed Khan, University of South Australia
- Deepa Chandrasekaran, The University of Texas at San Antonio
- Richard Gretz, The University of Texas at San Antonio
- Suman BasuRoy, The University of Texas at San Antonio

#49 *What drives companies to go hand in hand with government in emerging economies? Evidence from Brazil*
- Jaison Caetano da Silva, University of the Itajaí Valley
- Cinara Gambirage, FURB - Regional University of Blumenau
- Giovana Bueno, University of Itajaí Valley
- Rosilene Marcon, University of Itajaí Valley

**Best Undergraduate/Master’s Student Research Award Sponsored by University of Alabama**

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

#64 *A Qualitative Analysis of Strategies for US-based SMEs in the Alcohol Beverage Industry to Successfully Manage the Institutional Environment of China*
- Robert Wilkinson, Florida Gulf Coast University
- James Jastatt, Florida Gulf Coast University
- Samantha Mariani, Florida Gulf Coast University
- Jenna Morgan, Florida Gulf Coast University
- Christopher Wickstrom, Florida Gulf Coast University
- Daniel Rottig, Florida Gulf Coast University

#96 *Social Globalization, National Culture and Education: A Mediation Model*
- Johanna Morse, Quinnipiic University
- Robert Engle, Quinnipiic University
Best Reviewer Award

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

Rachida Aissaoui, Ohio University
Brittney C. Bauer, Loyola University New Orleans
Peta Helen Thomas, University of Johannesburg
Juliana Adimonye Ukonze, University of Nigeria
Ru-Shiun Liou, The University of Tampa
Cristina Robledo-Ardila, Universidad EAFIT
Russell Teasley, University of North Georgia
Thomas Weber, University of Southern Indiana

Best Student Reviewer Award

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

Hyeyoon Jung, University of Alabama
Yuanyuan Li, Rutgers Business School
Celso Pinho, Georgia State University
Greig W. Powers, Rollins College

2019 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.

Aissaoui, Rachida; Ohio University
Akoto, Edward; Henderson State University
Akume, Benson; Federal College of Education (Tech.) Asaba, Nigeria
Ali, Salman; Indian Institute of Management Raipur
Amewokunu, Yao; Paine College
Arndt, Rebekah; Grand Valley State University
Bacouel-Jentjens, Sabine; ISC Paris Business School
Baker, David; University of Louisiana at Lafayette
Bauer, Brittney C.; Loyola University New Orleans
Boglersky, Cheryl A; Human Synergistics
Boutin, Jr., Philip Jean; Eastern Kentucky University
Camacho, Luis Jose; University of Santo Tomas
Chan, Man Hin Eve; Technological and Higher education institute of Hong Kong
Cohle, Zachary; Quinnipiac University
Crowne, Kerri Anne; Widener University
Dadpay, Ali; University of Dallas
Dakhli, Mourad; Georgia State University
DeVinney, Jason; Florida Atlantic University
Dimitriadi, Nikolay Akhiless; Rostov State University of Economics
Engle, Robert; Quinnipiac University
Ensign, Prescott C.; Wilfrid Laurier University
Farman, Nida; University of South Australia
Floriani, Ricardo; UNIASSELVI
Funchal, Jeferson de Araujo; Federal Institution of Rio Grande do Sul
Gambrige, Cinara; FURB - Regional University of Blumenau
Garcia, Roberto; Indiana University
Gnanakumar, Baba; Kristu Jayanti School of Management
Gonzalez-Perez, Maria Alejandra; Universidad EAFIT
Gracia, Sandra; Eckerd College
Griffin, Carroll; Georgia Gwinnett College
Guo, Rong; Georgia Gwinnett College
Himranne, Mohammed; University of Jilel
Hyde, Steven; The University of Texas at San Antonio
Igoe, Josephine; National University of Ireland, Galway, Ireland
Jafari Sadeghi, Vahid; Università degli Studi di Torino
James, Barclay Edward; St. Mary's University
Jankuhn, Nicolas; Saint Louis University
Jarque, Eduardo; Japan Center for Latin American Studies
Jedin, Mohd Haniff; School of International Studies
Johnson, Clark D.; Saint Louis University
Jung, Hyeyoon; University of Alabama
Kappen, Jeffrey; Drake University
Katrichis, Jerome; University of Hartford
Khan, Huda; University of South Australia
Khan, Abdul Waheed; University of South Australia
Khare, Virginie; Eckerd College
Khavarinezhad, Sepideh; University of Turin
Knill, April Michele; Florida State University
Kowtha, Narasimha Rao; Pacific Lutheran University
Ku, Sarah; Georgia State University
Lee, Sangwone; Ball State University
Leonard, Karen; University of Arkansas Little Rock
Li, Yulin; University of Texas at San Antonio
Li, Yuanyuan; Rutgers Business School
Liou, Ru-Shiun; The University of Tampa
Lynden, Karen; UNCG
Maderazo, Marilou Atienza; Higher Colleges of Technology
Magnusson, Peter; University of Alabama
Mao, Juan; University of Texas at San Antonio
Martinez, Candace; University of Illinois at Urbana-Champaign
Masar, Matej; University of Žilina
Miller, Stewart; University of Texas - San Antonio
Moiotti, Gustavo; Rollins College
Mironko, Arkadiusz; Indiana University East
Moghaddam, Kaveh; University of Houston-Victoria
Nakos, George; Clayton State University
Naoumova, Irina; University of Hartford
Napier, Elizabeth; University of Toledo
Nardi, Nazly Katherine; Purdue Global University
Obadia, Claude; ESCE, Paris
Okorhi, Johnson; National Centre for Technology Management
Olarewaju, Adeniyi Damilola; Tecnologico de Monterrey
Ozbek, O. Volkan; Trinity University
Paramonov, Igor M.; Southern Alberta Institute of Technology
Peng, Yi; University of Alabama
Phalin, Amanda; Univ of Florida
Pineda, Aaron Paul Martinez; Higher Colleges of Technology
Pinho, Celso; Georgia State University
Pinho, Maria Luiza; Georgia State University
Podestá, Paola; Universidad EAFIT
Popescu, Cristina; Universität Tübingen
Powers, Greig W.; Crummer Graduate School of Business, Rollins College
Qureshi, Farrukh Naseem; Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology
Rinaldi, Azzurra; University of Rome Unitelma Sapienza
Robertson, Christopher J.; Northeastern University
Robledo-Ardila, Cristina; Universidad EAFIT
Rottig, Daniel; Florida Gulf Coast University
Roy, Douglas; Saint Louis University
Rutti, Raina M.; Wichita State University
Rutti, Raina M.; Wichita State University
Salwan, Prof Prashant; Indian Institute of Management Indore
Sanchez, Carol; Grand Valley State University
Semenov, Alexey; Belmont University
Simonetti, Vera Maria; Dignus
Subrahmoniam, Vasumathy Hariharan; Sir M Visveswaraya Institute of Management Studies and Research
Taras, Vas; University of North Carolina at Greensboro
Teasley, Russell; University of North Georgia
Teekasap, Pard; Thai-Nichi Institute of Technology
Thomas, Peta Helen; University of Johannesburg
Tolmie, Carri Reisdorf; Elon University
Tongurai, Jittima; Kobe University
Trojanowska, Hanna; Pani Ukonze, Juliana, Adimonye; University of Nigeria, Nsukka
Ulusemre, Tolga; Hawaii Pacific University
Uma, Kalu Ebi; Alex Ekwueme Federal University, Ndufu Alike Ikwo
Vithessonthi, Chaiporn; Sunway University
Waheeduzzaman, Abu; Texas A&M University Corpus Christi
Wang, Ming-Chao; Yuan Ze University
Weber, Thomas; University of Southern Indiana
Wedinger, Cameron P.; Monmouth University
Westerhof, Caroline; Colorado Technical Univ and Benedictine Univ
Westjohn, Stanford A.; University of Alabama
Wu, Jun; Georgia Gwinnett College
Yang, Jie; The University of Texas at Tyler
Yang, Jun; Fort Hays State University
Yu, Qianqian; Arkansas State University
Zwerg-Villegas, Anne Marie; Universidad de La Sabana

Thank you to our sponsor!
## 2019 AIB–SE Program Overview

**University of Texas at San Antonio, San Antonio, TX | October 17-19, 2019**

All of the AIB SE events (except the Closing reception) are held in the Durango Bldg on the UTSA Downtown campus.

<table>
<thead>
<tr>
<th>Thursday, Oct. 17</th>
<th>Friday, Oct. 18</th>
<th>Saturday, Oct. 19</th>
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</thead>
<tbody>
<tr>
<td>Conference Registration (8:00-9:00)</td>
<td><strong>1.1</strong> Concurrent Sessions (8:00-9:15)</td>
<td><strong>2.1</strong> Concurrent Sessions (8:00-9:15)</td>
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<tr>
<td>Doctoral Student Consortium (9:00-12:00)</td>
<td><strong>Coffee Break (9:15-9:30)</strong></td>
<td><strong>Coffee Break (9:15-9:30)</strong></td>
</tr>
<tr>
<td>All Faculty Consortium (9:00-12:00)</td>
<td><strong>Keynote Presentation – Michael Hitt (9:30-10:45)</strong></td>
<td><strong>Coffee Break (9:15-9:30)</strong></td>
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<tr>
<td>Networking Lunch (12:00-13:15) Consorisia Participants only</td>
<td><strong>Coffee Break (10:45-11:00)</strong></td>
<td><strong>Coffee Break (10:45-11:00)</strong></td>
</tr>
<tr>
<td>Qualitative Methods Workshop (13:30-16:00)</td>
<td><strong>Concurrent Sessions (11:00-12:15)</strong></td>
<td><strong>Concurrent Sessions (11:00-12:15)</strong></td>
</tr>
<tr>
<td>X-Culture (13:30-16:00)</td>
<td><strong>Lunch &amp; Conversation (12:15-13:15)</strong></td>
<td><strong>Lunch &amp; Conversation (12:15-13:15)</strong></td>
</tr>
<tr>
<td>IBRT Editorial Board Meeting (16:15-17:15)</td>
<td><strong>Coffee Break (14:30-14:45)</strong></td>
<td><strong>Coffee Break (14:30-14:45)</strong></td>
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<tr>
<td><strong>Welcome Reception (17:30-19:30)</strong> UTSA Downtown Campus</td>
<td><strong>Concurrent Sessions (13:15-14:30)</strong></td>
<td><strong>Concurrent Sessions (13:15-14:30)</strong></td>
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<td><strong>Coffee Break (14:30-14:45)</strong></td>
<td><strong>Coffee Break (16:00-16:15)</strong></td>
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<td><strong>Concurrent Sessions (14:45-16:00)</strong></td>
<td><strong>Concurrent Sessions (16:15-17:30)</strong></td>
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<td></td>
<td><strong>Coffee Break (16:00-16:15)</strong></td>
<td></td>
</tr>
</tbody>
</table>
| | **Concurrent Sessions (16:15-17:30)** | | **Reception & Award Ceremony**
| | | | Tower of Americas (19:00-21:00)
| | | | Shuttle Transportation Provided |

**Enjoy your free night!**
X-Culture Global Symposium Schedule of Sessions

Thursday, October 17
12-2pm – Informal meet up and lunch (Room: La Villeta)
2-5pm – site visit
5:30-7:30pm – Opening reception (AIBSE) (Room: La Villeta)

Friday, October 18
8-9am – Breakfast meeting all students
9:15-10:45 – Elevator pitch workshop
11:00-12 – Becoming an Academic
1pm-4pm – Work on Group Projects
4pm-5pm – Last chance to ask the experts
5pm – FREE

Saturday, October 19
8am-10 – Resume writing
10-12pm – Finishing touches to presentations
2-3pm – X-Culture in house debrief
3-5pm – Final round (Rackspace Audience and Judges)
5pm – Awards

October 19th 7pm onwards closing ceremony for conference (wherein you guys are all invited)
Thanks to our local host and sponsor!
2019 Conference Schedule of Session

Thursday, October 17, 2019

Conference Registration | Thursday 8:00-9:00 | Location: 1st floor, Main Hallway – Durango building

Breakfast | Thursday 8:00-9:00 | Breakfast tacos and assorted beverages | Room: La Villeta

All Faculty Consortium | Thursday 9:00-12:00 | Room: Paseo B
Co-chairs: Mike Peng, University of Texas at Dallas
           Stewart Miller, University of Texas at San Antonio

Doctoral Consortium | Thursday 9:00-12:00 | Room: Paseo A
Co-chairs: S. Tamer Cavusgil, Georgia State University
           Ilke Kardes, Valdosta State University

Lunch | Thursday 12:00-13:15 | Room: La Villeta
(Consortia & Research Methods Workshop participants only)

Session 0.2.1 | Professional Development | Thursday 13:30-16:00 | Room: Paseo A & B | Multi-level Modeling Research Methods Workshop
Facilitator: Dina Krasikova, University of Texas – San Antonio

Session 0.2.2 | X-Culture | Thursday 13:00-17:00 | Location: Rackspace HQ
Enjoy a tour of the Rackspace HQ and meet the Rackspace Management Team

Session 0.3 | IBRTP Editorial Board meeting | Thursday 16:15-17:15 | Room: Paseo B
All IBRTP Editorial Board members and AIBSE Fellows are invited.

CONFERENCE WELCOME RECEPTION
Thursday 17:30-19:30
Location: Downtown campus La Villeta Room
We invite you to join us in the LaVilleta Room in the Durango Building of the UTSA Downtown campus for fajitas, beverages, and great music. After the reception, buses will be available to go to the Riverwalk.

Friday, October 18, 2019

Breakfast | Friday 7:30-8:00 | Room: La Villeta

Session 1.1.1 | Interactive | Friday 8:00-9:15 | Room: Alamo | Internalization, Alliance and Organization
Chair: Thomas Weber, University of Southern Indiana

# 69 The internationalization of SMEs: manager profile as a vector of export performance
Mohamed Kadi, CREAD
Mohammed Himrane, University of Jijel

# 84 Theoretical Map of the Use of Alliances as an Entry Mode by Small and Medium Enterprises – Reflections and Future Directions
Celso Pinho, Georgia State University
Maria Luiza Pinho, Georgia State University

# 114 Organizational learning capability, innovation and performance: study in small and medium-sized enterprises (SMEs)
Dr. Rizwan Qaisar, Danish Hailey College of Commerce, University of the Punjab, Lahore
Shahid Hafeez, Hailey College of Commerce
Aleena Syed, Lahore School of Professional Studies, The University of Lahore
Hafiz Fawad Ali, Hailey College of Banking & Finance, University of the Punjab Lahore Pakistan

# 113 Impact of Ethical Leadership on Organizational Commitment and Organizational Citizenship Behavior with the mediating role of Intrinsic Motivation
Hafiz Fawad Ali, Hailey College of Banking & Finance, University of the Punjab, Lahore
Shahid Hafeez, Hailey College of Commerce
Dr. Rizwan Qaisar, Danish Hailey College of Commerce

Session 1.1.2 | Competitive | Friday 8:00-9:05 | Room: Paseo A | Culture, Organizations and Human Resources of the MNEs
Chair: Luis Camacho, SUNY Empire State College

# 40 Free-Riding in Global Virtual Teams: An Experimental Study of Antecedents and Strategies to Minimize the Problem
Vas Taras, University of North Carolina at Greensboro
Session 1.4.1 | Competitive | Friday 13:15-14:30 | Room: Paseo A | International Accounting, Economics, and Finance

**Chair:** Amanda Phalin, University of Florida

# 4 *Is There a Brain Drain in Auditing? The Determinants and Consequences of Auditors’ Leaving Public Accounting*
Juan Mao, University of Texas at San Antonio
Robert Knechel, University of Florida
Baolei Qi, Xi’an Jiaotong University
Zili Zhuang, The Chinese University of Hong Kong

# 11 *The Risk-Taking Channel and Monetary Transmission Mechanisms in China*
Rong Guo, Georgia Gwinnet College
Li Kang, Zhongnan University of Economics and Law
Mei Zhang, Georgia Gwinnet College

# 105 *Investor Sentiment and Sovereign Bonds*
Yulin Li, University of Texas at San Antonio
John Wald, University of Texas at San Antonio

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Session 1.4.2 | Panel | Understanding X-Culture (Invitation Only) | Saturday 13:15-14:30 | Room: Alamo

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

# 54 *Challenges and Best Practices of Incorporating X-Culture in Business Courses*
Karen Lynden, University of North Carolina at Greensboro
Terri Lituchy, CETYS Universidad
Tim Muth, Florida Institute of Technology
Daniel Rottig, Florida Gulf Coast University
Vas Taras, University of North Carolina at Greensboro
Charles Wankel, St. John’s University
Bindu J. Vyas, King’s College

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Session 1.5.1 | Competitive | Friday 14:45-16:00 | Room: Paseo A | Emerging Markets and Emerging Market MNEs

**Chair:** Luis Torres, Georgia Gwinnett College

# 6 *Cultural imprints: Emerging market multinationals’ post-acquisition CSR performance*
Ru-Shiun Liou, The University of Tampa
Nai Lamb, The University of Tennessee at Chattanooga
Kevin Lee, The University of Tampa

# 14 *Building Social-Capital Networks and Relationship Commitment in China and India*
Sandra Simas Graça, Eckerd College
Virginie Pioche Khâré, Eckerd College

# 35 *Agility of Dynamic Capabilities of Emerging Economies’ Multinationals: A Conceptual Framework*
Huda Khan, University of South Australia
Zaheer Khan, Kent Business School
Waheed Khan, University of South Australia
Nida Farman, University of South Australia

# 50 *Internationalization of Central and Eastern European Firms: An Exploratory Analysis of Location Choice and Motives*
Kaveh Moghaddam, University of Houston-Victoria
Thomas Weber, University of Southern Indiana
Sara Azarpanah, Lone Star College

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Session 1.5.2 | Panel | Friday 14:45-16:00 | Room: Alamo | The World of International Business Education

# 23 *Tools of the Trade: Methods for Active and Experiential Learning in International Business*
Ilke, Kardes, Valdosta State University
Mourad Dakhli, Georgia State University
Erica Kovacs, Indiana University
Candace Martinez, University of Illinois at Urbana-Champaign
Session 1.5.3 | Competitive | Friday 14:45-16:00 | Room: Paseo B | International Marketing

Chair: Susan Forquer Gupta, Monmouth University

# 60 Choice and Visibility: An Inclusive Perspective of Multiculturalism
Sarah Ku, Georgia State University
Leigh Anne Liu, Georgia State University

# 87 Effects of Xenocentrism and Country of Origin on Consumer Purchase Intention: Improving the understanding of Consumer Behavior in International Marketing
Luis Jose Camacho, SUNY Empire State College
Julio Cesar Ramirez, Universidad Pontificia Bolivariana
Cristian Eduardo, Salazar Universidad Austral de Chile

# 92 Perceptions of International Licensing by Firms in the Audiovisual Industry: Contrasting Theory and Practice
Maria Luiza Pinho, Georgia State University
Celso Pinho, Georgia State University

# 106 What Matters to Apps Going Global? The Role of Continuous Product Innovation on the Digitalized Products’ Foreign Market Performance
Yongseok Kim, The University of Texas at San Antonio
Deepa Chandrasekaran, The University of Texas at San Antonio
Richard Gretz, The University of Texas at San Antonio
Suman Basuroy, The University of Texas at San Antonio

Session 1.6.2 | Panel | Friday 16:15-17:30 | Room: Alamo | The World of International Business Education

Chair:

# 32 Impact Driven Short-term Faculty Led Programs in the Digital Age – Three Models from Asia (Host Partner Shared Experience)
Bradley Allan, Feuling the Asia Institute

Session 1.6.3 | Panel | Friday 16:15-17:30 | Room: Paseo A | The world of International Business Education

# 55 The palgrade handbook of Learning and Teaching International Business and Management Co-Author Panel Session
Karen Lynden, University of North Carolina at Greensboro
Leilani Baumania, Johnson & Wales University
Todd Friends, Whitworth University
Virginie Pioche Kharé, Eckerd College
Mark McKenna, Hult International Business School
Irina Naoumova, University of Hartford
Daria Panina, Texas A&M University

END OF DAY.
Enjoy a free evening with colleagues and friends.
Saturday, October 19, 2019

Breakfast | 7:30-8:00 | Room: La Villeta

Session 2.1.1 | Interactive | Saturday 8:00-9:15 | Room: Alamo | IB education and Intelligence

Chair: María De Las Mercedes, Universidad de Lima

# 7 Construal levels and innovation in diverse work teams: The moderating effect of cultural intelligence
Jade Davis, Saint Louis University
Jacob Duban, Saint Louis University
Willis Elkins, Saint Louis University
Brandon Hughes, Saint Louis University
Clark D. Johnson, Saint Louis University

# 19 Assessing the Role of Cultural Awareness in Business Education
Irina Naoumova, University of Hartford
Annette Rogers, University of Hartford
Irina Volkova, National Research University - Higher School of Economics

# 26 Leadership and Corporate Social Responsibility: The Role of Spiritual Intelligence
Meghan Murray, Elon University
Carri Reisdorf Tolmie, Elon University

# 83 How Documentaries Coupled with Design Thinking Methods Can Stimulate Active Learning in the IB Classroom
Candace Martinez, University of Illinois at Urbana-Champaign

Session 2.1.2 | Comparative | Saturday 8:15-9:30 | Room: Paseo A | Culture, Organizations and Human Resources of the MNEs

Chair: Kaveh Moghaddam, University of Houston-Victoria

# 18 The Fundamental Endogeneity of Survey-Based Cultural Dimensions
Amir Shoham, Temple University

# 20 Predictors of Happiness: Evidence from Latin America
Christopher J. Robertson, Northeastern University
Merlin Patricia Grueso, Universidad del Rosario
Jerry Haar, Florida International University

Session 2.1.3 | Panel | Saturday 8:00-9:15 | Room: Paseo B | The World of International Business Education

# 56 Experiential Learning: Sharing EL Teaching Strategies through Lesson Plans
Karen Lynden, University of North Carolina at Greensboro
P. Roberto Garcia, Indiana University
Terri Lituchy, CETYS Universidad
Luis E. Torres, Georgia Gwinnett College

Session 2.2.1 | Interactive | Saturday 9:30-10:45 | Room: Alamo | IB Theory, FDI, and Entry Mode Strategies

Chair: Wlamir Xavier, Biola University

# 2 Is Africa's Peculiar Institutional Environment Responsible for the African Mega-Firm's Partial Internationalization?
Sunday Abayomi, Adebisi University of Lagos
Adeniyi Damilola Olarewaju, Technological de Monterrey

# 37 The choice of International Joint Ventures: Effects of TMT Collectivism and CEO Narcissism
O. Volkan Ozbek, Trinity University

# 48 What can we learn and understand about Cluster with Strategic Management literature? An integrative literature review
Cinara Gambirage, FURB - Regional University of Blumenau
Jaison Caetano da Silva, University of the Itajaí Valley
Mohamed Amal, FURB - Regional University of Blumenau
Sidnei Gripa, FURB - Regional University of Blumenau

# 74 A Critical Assessment of the Epic Framework: Introducing Epic+
Raina M. Rutti, Wichita State University

# 119 The Effects of Language on Gendered Migration Patterns
Erika Zuloaga, The University of Texas at San Antonio
**Session 2.2.2 | Panel | Saturday 9:30-10:45 | Room: Paseo B | The World of International Business Education**

# 107 Navigating Academic Careers for Women
Malika Richards, Penn State University
Susan Forquer Gupta, Monmouth University
Saba Colakoglu, Georgia Tech
Irina Naoumova, University of Hartford
Deli Yang, Trinity University

**Session 2.2.3 | Competitive | Saturday 9:30-10:45 | Room: Paseo A | Undergraduate/Graduate Students Research**

Chair: Anshu Arora, University of the District of Columbia

# 41 Managing the Global Virtual Workforce: Reducing the Liability of Foreignness
Rebekah Arndt, Grand Valley State University
Carol Sanchez, Grand Valley State University

# 64 A Qualitative Analysis of Strategies for US-based SMEs in the Alcohol Beverage Industry to Successfully Manage the Institutional Environment of China
Robert Wilkinson, Florida Gulf Coast University
James Jastatt, Florida Gulf Coast University
Samantha Mariani, Florida Gulf Coast University
Jenna Morgan, Florida Gulf Coast University
Christopher Wickstrom, Florida Gulf Coast University
Daniel Rottig, Florida Gulf Coast University

# 66 Trumpetering vs Reality: A Qualitative Analysis of the US Government's Impact on the Global Competitiveness of US Automotive MNCs
Daniel Rottig, Florida Gulf Coast University
Rikki McDermott, Florida Atlantic University
Devin Barreto, Florida Atlantic University
Christine Winter, Florida Atlantic University
Stuart Zook, Florida Atlantic University

**Session 2.2.4 | Saturday 9:30-10:45 | Room: Riverwalk A | Asia institute’s Study Abroad**

Asia Institute will provide a close look of short-term faculty-led study abroad programs.

**Session 2.3.1 | Interactive | Saturday 11:00-12:15 | Room: Alamo | Market, Organization, and Employees**

Chair: Sara Ku, Georgia State University

# 29 International Market Selection: A Review of the Literature
George Nakos, Clayton State University
Krissa Nakos, Kantar International

# 10 Organizational Alignment in Multinational Businesses
Greig W. Powers, Crummer Graduate School of Business, Rollins College

# 86 High potential employees: insights for future theoretical and empirical developments
Cristina Robledo-Ardila, Universidad EAFIT
Juan Pablo Roman-Calderon, Universidad EAFIT

# 110 Millennial Values & Employee Effectiveness Across Cultures
Matthew Mitchell, Drake University
Jeffrey A. Kappen, Drake University
Stephen Smith, Work & People Analytics

**Session 2.3.2 | Competitive | Saturday 11:00-12:15 | Room: Paseo A | International Marketing**

Chair: Celso Pinho, Georgia State University

# 30 Customer-to-Customer Virtual Interactions: Does Customer Engagement Help or Hurt Intent to Co-Destroy?
Douglas Roy, Saint Louis University
Jase Ramsey, Florida Gulf Coast University
Melanie Lorenz, Florida Atlantic University

# 59 “I Thought My Idea to Use Your Idea Was a Great Idea”: Inadvertent Plagiarism as “Innovation”
Brittney C. Bauer, Loyola University New Orleans
Clark D. Johnson, Saint Louis University

# 91 Influence of Coping Strategies on the affects of Consumer Animosity
Stanford Westjohn, University of Alabama
Peter Magnusson, University of Alabama
Yi Peng, University of Alabama
Session 2.3.3 | Panel | Saturday 11:00-12:15 | Room: Paseo B | Undergraduate/Graduate Students Research

# 97 The Influence of Advertisements on Motivational CQ
Alexey Semenov, Belmont University
Lova Randrianasolo, Butler University

Lunch and Conversation | 12:15-13:15 | Room: La Villeta

Session 2.4.1 | Interactive | Saturday 13:15-14:30 | Room: Alamo | International Marketing

Chair: Greig Powers, Rollins College

# 47 The role of indirect stakeholders and customer research challenges in the global networking environment
Irina Naoumova, University of Hartford
Jerome Katrichis, University of Hartford

# 77 Exploring the Importance of Governance and Freedom on Consumption
Abu Waheeduzzaman, Texas A&M University Corpus Christi
Elwin Myers, Texas A&M University Corpus Christi

# 78 The Moderating Effect of Product Form Design and Function Innovativeness on Willingness to Buy: A Comparison Study of USA and South Korea
Sangwon Lee, Ball State University

# 89 The Green Horizon: A Proposal of A 12-dimensional Framework to Assess Green Resorts as a Counterbalance to Greenwashing in the Hospitality Sector.
Nazly Katherine Nardi, Purdue Global University
Reccia Natasha Charles, St. George University

Session 2.4.2 | Competitive | Saturday 13:15-14:30 | Room: Paseo B | Undergraduate/Graduate Students Research

Chair: Anne Marie Zwerg-Villegas, Universidad de La Sabana

# 65 Technological Innovation, Blockchain and the Global Retail Industry: Implication for Multinational Corporations
Daniel Rottig, Florida Gulf Coast University
Blair Blanton, Florida Atlantic University
Karl McNish, Florida Atlantic University
Ancel Robinson, Florida Atlantic University

# 71 Ideate-Generate: Design Thinking and User Experience (UX) for Sustainable Impact on Global Product Development of Wearable Technologies in the Healthcare Industry
Alexandra Washington, University of the District of Columbia
Samira Soumahoro, University of the District of Columbia
Anshu Arora, University of the District of Columbia

# 72 Design-Tech Synergy: A Neoteric Approach to Innovation
Mayumi Fleming, University of the District of Columbia
Kyle J. Kelley, University of the District of Columbia
Anshu Arora, University of the District of Columbia

Session 2.4.3 | Competitive | Saturday 13:15-14:30 | Room: Paseo A | Governments, Institutions, Social Enterprises and Non-Profits, their roles in the New Economy

Chair: Amit Arora, University of the District of Columbia

# 9 The shifting landscape of Geopolitics and Business
Robert C Moussetis, North Central College
Veselina Vracheva, Chapman University

# 12 Vulnerability to Climate Change: Are Innovative Countries in a Better Position?
Dina Abdelzaher, University of Houston Clear Lake
Aleksey Martynov, University of Houston Clear Lake
The role of MNEs in the nexus globalization-economic development-corruption
Rachida Aissaoui, Ohio University
Frances F. Fabian, University of Memphis
Ikenna Uzuegbunam, Ohio University

What drives companies to go hand in hand with government in emerging economies? Evidence from Brazil
Cinara Gambirage, FURB - Regional University of Blumenau
Giovana Bueno, University of Itajai Valley
Rosilene Marcon, University of Itajai Valley

Cultural Distance and Entry Mode: The Moderating Role of Self-Construal
Hyeyoon Jung, University of Alabama
Peter Magnusson, University of Alabama
Yi Peng, University of Alabama

Small IJV’s R&D Strategy: Insights from the Environmental Contingency Perspective
Jie Yang, The University of Texas at Tyler
Jieqiong Ma, Hofstra University

Internationalization and Entrepreneurship: An Indian Pharmaceutical Industry perspective
Prof Prashant Salwan, Indian Institute of Management Indore

Cross-Cultural Attitudes, Worldviews, and Globalization Sensemaking
Gustavo Miotti, Rollins College

Future of Business-to-Government Guanxi amidst the North-South and Rural-Urban Divides in China: Ethical Evaluations of Chinese Managers in Three Regions
Tolga Ulusemre, Hawaii Pacific University

Exploring the impact of National Stereotypes on the Olympic Effect: The Tokyo 2020 Summer Games
Cameron P. Wedinger, Monmouth University
Michael Chattalas, Monmouth University

The Relationship Between Audit Partner Identification and Characteristics, and Foreign Public Issuers: Early Evidence of the Informativeness of Form AP on Audit Fees and Earnings Quality
Elizabeth Hendrix Turner, UTRGV
Clark Wheatley, FIU
Michael Dugan, Augusta University

Global Travel and Tourism Industry (GTTI) the United States (U.S) Reversing the Declining Trend
Prema Nakra, Marist College

Governance, Migration and Structural Economic Transformation: The Case of Nigeria
Kalu Ebi Uma, Alex Ekwueme Federal University
Hyacinth N Aniagolu, Enugu State College Of Education

Revamping the Nigerian Manufacturing Sub-Sector As A Panacea For Economic Progress: Lessons From South Korea
Kalu Ebi Uma, Alex Ekwueme Federal University
Hyacinth N Aniagolu, Enugu State College Of Education

Session 2.5.1 | Interactive | Saturday 14:45-16:00 | Room: Alamo | International business around the world
Chair: Jieqiong Ma, Hofstra University

Exploring the impact of National Stereotypes on the Olympic Effect: The Tokyo 2020 Summer Games
Cameron P. Wedinger, Monmouth University
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Kalu Ebi Uma, Alex Ekwueme Federal University
Hyacinth N Aniagolu, Enugu State College Of Education

Session 2.5.2 | Competitive | Saturday 14:45-16:00 | Room: Paseo A | IB Theory, FDI, and Entry Mode Strategies
Chair: Clark Johnson, Saint Louis University

Internationalization and Entrepreneurship: An Indian Pharmaceutical Industry perspective
Prof Prashant Salwan, Indian Institute of Management Indore

Session 2.5.3 | Panel | Saturday 14:45-16:00 | Room: Paseo B | International Accounting, Economics, and Finance

Recent topics in international finance and directions for further research
Omran Guedhami, University of South Carolina
April Knill, Florida State University
John Wald, University of Texas at San Antonio

Cultural Distance and Entry Mode: The Moderating Role of Self-Construal
Hyeyoon Jung, University of Alabama
Peter Magnusson, University of Alabama
Yi Peng, University of Alabama

Cultural Distance and Entry Mode: The Moderating Role of Self-Construal
Hyeyoon Jung, University of Alabama
Peter Magnusson, University of Alabama
Yi Peng, University of Alabama

Session 2.6.1 | Competitive | Saturday 16:15-17:30 | Room: Paseo A | Global Strategy, Value chains and Competitiveness of the MNEs
Chair: Ru-Shiun Liou, University of Tampa

Small IJV’s R&D Strategy: Insights from the Environmental Contingency Perspective
Jie Yang, The University of Texas at Tyler
Jieqiong Ma, Hofstra University

Sense-making perspectives in entrepreneurial opportunity recognition: Review and agenda for future research
Waheed Khan, University of South Australia
Susan Freeman, University of South Australia
Tamer Cavusgil, Georgia State University
Pervez Ghauri, University of Birmingham

Exploring Managers’ Ideology Driven Tendency Towards CSR Engagement
Nida Farman, University of South Australia
Susan Freeman, University of South Australia
Tamer Cavusgil, Georgia State University
Pervez Ghauri, University of Birmingham
# 99 How to Promote Cooperation of a Target’s Employees in Cross-Border M&As—Evidence from Chinese Reverse M&As
  Xun Zhang, Hohai University
  Biao Xu, Nanjing University
  Jun Wu, Georgia Gwinnett College

Session 2.6.2 | Panel | Saturday 16:15-17:30 | Room: Alamo | International Accounting, Economics, and Finance

# 111 A paper development workshop related to International Finance
  Omrane Guedhami, University of South Carolina
  April Knill, Florida State University
  John Wald, University of Texas at San Antonio

Session 2.6.3 | Panel | Saturday 16:15-17:30 | Room: Paseo B | Meet the Editors

  Marjorie Lyles, Journal of International Business Studies
  Stewart Miller, International Business Review
  Daniel Rottig, AIB Insights & International Journal of Emerging Markets
  Susan Gupta, International Business: Research, Teaching, and Practice
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