



Proceedings of
the European International Business Academy
48th Annual Conference
“Walking the talk? Transitioning towards a sustainable world”
Oslo, Norway
December 8-10, 2022

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Walking the talk? Transitioning towards a sustainable world

Across the globe concerns escalate about the effects of greenhouse gas emissions on global climate conditions, implications on global trade from pandemics, and the destruction of ecosystems from the exploitation of limited and non-replaceable global resources. Politicians and businesses alike agree that something must be done, the question is what, how, and when? What should firms do to reduce their carbon footprint while continuing to secure jobs and profit? How can actors reduce waste and secure a better use and reapplication of resources to protect the sustainability of ecosystems, and when should firms make decisions to transform their businesses given the uncertainty of markets as well as the lack of clear guidance from global institutions? In this conference we ask: Are we walking the talk? What questions should be raised and researched to guide societies towards a sustainable economy? How can international businesses facilitate rather than impede this change?

Key Dates

April 1, 2022	Submission opens
July 15, 2022	Submission deadline for papers (competitive interactive) and panel proposals
September 1, 2022	Submission deadline for doctoral events
September 7, 2022	Registration opens
September 15, 2022	Decision notifications
September 20, 2022	Submission deadline for posters and paper development workshops
October 14, 2022	Early-bird registration deadline
December 8-10, 2022	EIBA 2022 Oslo Conference

Organizing Committee

- **Birgitte Grøgaard (Chair)**, BI Norwegian Business School
- **Ilan Alon (Co-chair)**, University of Agder
- **Linda Rademaker**, BI Norwegian Business School
- **Helene Loe Colman**, BI Norwegian Business School
- **Randi Lunnan**, BI Norwegian Business School
- **Ulf Andersson**, BI Norwegian Business School
- **Anne Zimarseth Lenæs**, BI Norwegian Business School
- **Fredrik Kilde**, BI Norwegian Business School
- **Miriam Høgseth Joakimsen**, University of Agder
- **Nadia Phailinwadee Dietrichson**, BI Norwegian Business School

The local organizing committee thanks the Norwegian Research Council for its financial support

Conference Tracks & Track Chairs

1. **Walking the Talk? Transitioning towards a sustainable world**
Gabriel R.G. Benito, BI Norwegian Business School, Norway
2. **M&As and Alliances**
Helene L. Colman, BI Norwegian Business School, Norway
Arjen Slangen, KU Leuven, Belgium
3. **Global Strategy in a Transitioning World**
Mirko Berniske, Erasmus University, Netherlands
Randi Lunnan, BI Norwegian Business School, Norway
4. **Managing the MNE**
Renate Kratochvil, BI Norwegian Business School, Norway
Sverre Thomassen, BI Norwegian Business School, Norway
5. **International Marketing**
Gro Alteren, University of Tromsø, Norway
Niina Nummela, University of Turku, Finland
6. **Knowledge, Innovation, Technology and Digitalization**
Linda Rademaker, BI Norwegian Business School, Norway
Hans Solli-Sæter, Norwegian University of Science and Technology, Norway
7. **Institutions, Policy, and Economic Geography**
Gilbert Adarkwah, BI Norwegian Business School, Norway
Paul Gooderham, Norwegian School of Economics, Norway; Middlesex University, United Kingdom
8. **Emerging Markets**
Marcus Møller Larsen, Copenhagen Business School, Denmark; BI Norwegian Business School, Norway
Shasha Zhao, University of Surrey, United Kingdom
9. **Using History in International Business**
Rolv Petter Amdam, BI Norwegian Business School, Norway
Teresa da Silva Lopes, University of York, United Kingdom
10. **SMEs and International Entrepreneurship**
Emilia Rovira Nordman, Mälardalen University, Sweden
Sheryl Winston Smith, BI Norwegian Business School, Norway
11. **International HRM**
Ingmar Bjørkman, Aalto University, Finland; BI Norwegian Business School, Norway
Günter K. Stahl, WU, Austria
12. **International Finance, Accounting & Corporate governance**
Konstantinos Bozos, Leeds University, United Kingdom
Trond Randøy, University of Agder, Norway; Copenhagen Business School, Denmark
13. **Methods in International Business**
Ulf Andersson, Mälardalen University, Sweden; BI Norwegian Business School, Norway
Bo B. Nielsen, The University of Sydney, Australia; Copenhagen Business School, Denmark
14. **Innovations in international business teaching**
Ronaldo Parente, Florida International University, USA

Awards presented at the General Assembly

- EIBA Conference Tracks Best Paper Awards
 - Track 1: Walking the Talk? Transitioning towards a sustainable world
IGOs and the impact of institutional and economic integration on Corporate Social Performance: Evidence from the European Union
Elizabeth Moore, Northeastern University; Kristin Brandl, University of Victoria;
Larissa Marchioro Pacheco, Northeastern University; Luis Dau, Northeastern University
 - Track 2: M&As and Alliances
Formal versus informal institutions and the competitive impact of mergers and acquisitions
Dimitrija Kalanoski, University of Manchester-Alliance Manchester Business School;
Francesco Cappa, Campus Bio-medico University Rome; Michele Pinelli, Centre for Family Business Management Free University of Bozen-Bolzano, Bolzano; Jean-Philippe Bonardi, University of Lausanne – HEC
 - Track 3: Global Strategy in a Transitioning World
Two heads are better than one: Determinants of MNC's headquarters disaggregation in the home region
Ana Botella-Andreu, Universitat de Valencia; Katuscia Lavoratori, Henley Business School, University of Reading
 - Track 4: Managing the MNC
Distinctive resources for surviving in complex structures: An agency perspective
Ana Botella-Andreu, Universitat de Valencia; Jose Pla-Barber, Universitat de Valencia; Christina Villar, Universitat de Valencia
 - Track 5: International Marketing
The effects of luxury democratization across globalized and globalizing countries
Paurav Shukla, University of Southampton; Veronica Rosendo-Rios, Colegio Universitario de Estudios Financieros – CUNEF; Sangeeta Trott, ITM Business School; Jing (Daisy) Lyu, University of Southampton; Dina Khalifa, University of Cambridge
 - Track 6: Knowledge, Innovation, Technology, and Digitalization
Cross-border intrafirm R&D collaboration for knowledge appropriation: Codified and complex technologies
Rene Belderbos, KU Leuven & UNU-Merit; Joseph Park, Neoma Business School; Bart Leten, KU Leuven & Hasselt University; Grazia Santangelo, Copenhagen Business School
 - Track 7: Institutions, Policy, and Economic Geography
A contextualized explanation of firm nonmarket strategies in a conflict active zone: The case of Lafarge cement Syria
Nathalie Belhoste, EM Lyon; Anna Dimitrova, ESSCA School of Management
 - Track 8: Emerging Markets
Springboard trajectories of Chinese MNEs
Juan Wu, University of Fribourg; Daojuan Wang, Aalborg University; Dirk Morschett, University of Fribourg
 - Track 9: Using History in International Business
Multinational enterprises nonmarket strategy: A view from history
Marcelo Bucheli, University of Illinois at Urbana-Champaign; Thomas DeBerge, University of Illinois at Urbana-Champaign
 - Track 10: SMEs and International Entrepreneurship
Export-financial effects of digital capability developments in SMEs: Why immigrant ownership matters
Horatio Morgan, University of Waterloo; Sui Sui, Toronto Metropolitan University

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- Track 11: People Management across Borders, Global Leadership, and International Teams
Identities under threat: Identity work of skilled migrants in Japan-based multinational corporations
Jinju Xie, Hiroshima University; Vesa Peltokorpi, Hiroshima University
- Track 12: International Finance, Accounting & Corporate governance
Electing to defer: Political real options and project investment financing around the world
Harald Pühr, University of Innsbruck; Paul M. Vaaler, University of Minnesota; Thomas Lindner, University of Innsbruck & WU Vienna
- Track 13: Methods in International Business
Understanding internationalization patterns
Leah Madita Fischer, University of Innsbruck; Thomas Lindner, University of Innsbruck & WU Vienna; Harald Pühr, University of Innsbruck
- Track 14: Innovations in international business teaching
The contribution of X culture academy to the development of career ready international business workforce: What do we know, how do we know, and where should we be heading?
Sachin Kumar Raut, Fortune Institute of International Business & University of Agder

- EIBA Best Reviewer Award
Harun Emre Yildiz
Mälardalen University, Sweden

- Lazaridis Institute Best Paper Award for International Entrepreneurship
Export-financial effects of digital capability developments in SMEs: Why immigrant ownership matters
Horatio Morgan, University of Waterloo; Sui Sui, Toronto Metropolitan University

- GSJ Global Strategy Research Prize
Electing to defer: Political real options and project investment financing around the world
Harald Pühr, University of Innsbruck; Paul M. Vaaler, University of Minnesota; Thomas Lindner, University of Innsbruck & WU Vienna

Awards presented at the Gala Dinner

- Copenhagen Business School Prize
Two heads are better than one: Determinants of MNC's headquarters disaggregation in the home region
Ana Botella-Andreu, Universitat de Valencia; Katuscia Lavoratori, Henley Business School, University of Reading

- IBR Best Journal Paper of the Year Award
Dana Minbaeva, Maral Muratbekova-Touron, Dilek Zamantili Nayir & Solon Moreira
'Individual responses to competing institutional logics in emerging markets'
IBR, 30(4), 101778.

- John H. Dunning Best Doctoral Thesis Proposal in IB Award
Foreign Direct Investment Location Choice: A Matching Perspective
Laurenz Tinhof, WU Vienna, Austria

- Danny Van Den Bulcke Best Paper Prize
Formal Versus Informal Institutions and the Competitive Impact of Mergers and Acquisitions
Dimitrija Kalanoski, University of Manchester-Alliance Manchester Business School;
Francesco Cappa, Campus Bio-medico University Rome; Michele Pinelli, Centre for Family
Business Management Free University of Bozen-Bolzano, Bolzano; Jean-Philippe Bonardi,
University of Lausanne – HEC

Conference Program Overview

Thursday Dec 8

- Pre-conference activities

- Opening plenary
- Opening reception

Friday Dec 9

- Parallel sessions
- Poster session
- EIBA Fellows Plenary
- Fellows Meeting
- Women in IB research network workshop
- Meet the editors panel

Saturday Dec 10

- Parallel sessions
- Poster session
- EIBA General Assembly with awards
- PIBR Semi-plenary session book launch
- Meet the editors panel

- Gala Dinner and Awards

Sunday Dec 11

- Methods workshops

Pre-conference activities on Thursday December 8

Morning

- John H. Dunning Doctoral Tutorial
- IBR Professional Development Workshop
- JIBS Paper Development Workshop
- JIBP Professional Development Workshop
- EIBA Early Career Network Paper Development Workshop

Afternoon

- John H. Dunning Doctoral Tutorial
- Danny Van Den Bulcke Doctoral Symposium
- EJIM Paper Development Workshop
- EIBA Board Meeting
- New Member Meet & Greet

Other activities

- PIBR Book launch
- Fellows Plenary and Meeting
- Women in IB research network workshop
- EIBA General Assembly 2022
- Social networking events
- Meet the editor panels
- Methods workshops (Sunday Dec. 11)

EIBA 2022 Conference Proceedings

Date: Thursday, 08/Dec/2022	
8:00am - 5:30pm	Conference Registration
8:30am - 12:30pm	JIBP PDW: JIBP Professional Development Workshop
A2-090	Location: A2-090 Session Chair: Sarianna Lundan , University of Bremen, Germany Session Chair: Ari Van Assche , HEC Montreal, Canada By invitation only
8:30am - 5:00pm	JHD-DT: John H. Dunning Doctoral Tutorial in International Business
A2-080	Location: A2-080 Session Chair: Jean-Francois Hennart , Tilburg University, Netherlands; Politecnico di Milano, Italy; Aalborg University, Denmark, Netherlands, The Session Chair: Bent Petersen , Copenhagen Business School, Denmark Session Chair: Timothy Devinney , University of Manchester, United Kingdom Session Chair: Beth Rose , Indian Institute of Management, Udaipur, India Session Chair: Vitor Corado Simões , ADVANCE/CSG, ISEG- Lisbon School of Economics and Management, University of Lisbon, Portugal By invitation only
9:00am - 1:00pm	EIBA ECN PDW: 8th EIBA Early Career Network Paper Development Workshop
A2-005	Location: A2-005 Session Chair: Bozidar Vlacic , Universidade Católica Portuguesa, Portugal Session Chair: Tilo Halaszovich , Jacobs University Bremen, Germany By invitation only
10:00am - 12:00pm	IBR PDW: IBR Professional Development Workshop
A2-030	Location: A2-030 Session Chair: Roger Strange , University of Sussex, United Kingdom By invitation only
10:00am - 12:30pm	JIBS PDW: JIBS Paper Development Workshop
A2-070 & A2-035	Location: A2-070 & A2-035 Session Chair: Becky Reuber , University of Toronto, Canada Session Chair: Vittoria Scalera , University of Amsterdam, Netherlands, The By invitation only
12:00pm - 1:30pm	Pre-conference Lunch: Lunch. Only for Pre-conference events participants
A2 executive area	Location: A2 executive area
2:00pm - 4:30pm	EJIM PDW: EJIM Paper Development Workshop for the Special Issue on "Blockchain in International Business - Embracing the Socio-Technical Transformation"
A2-060	Location: A2-060 Session Chair: Ausrine Silenskyte , University of Vaasa, Finland By invitation only
2:00pm - 5:00pm	Board Meeting: Annual Board Meeting
C2-005	Location: C2-005 Session Chair: Lucia Piscitello , Politecnico di Milano, Italy Session Chair: Jonas Puck , WU Vienna, Austria
2:00pm - 5:00pm	DVDB Symposium (1): 11th Danny Van Den Bulcke Doctoral Symposium in International Business
A2-070 & A2-035	Location: A2-070 & A2-035 Session Chair: Marina Papanastassiou , Carnegie Mellon University -Qatar, United Kingdom Session Chair: Emmanuella Plakoyiannaki , University of Vienna, Austria By invitation only
5:15pm - 5:45pm	Reception: New Member Meet and Greet
C1-mingle area	Location: C1-mingle area
6:30pm - 8:00pm	Opening Plenary: Walking the Talk? Transitioning Towards a Sustainable World
A1-040	Location: A1-040 Session Chair: Birgitte Grøgaard , BI Norwegian Business School, Norway
8:00pm - 10:00pm	Opening Reception: Opening Reception
between the A- and D-block	Location: between the A- and D-block
Date: Friday, 09/Dec/2022	
8:00am - 5:00pm	Conference Registration
8:30am - 10:00am	C1.1.01: Development Issues
B2-010	Location: B2-010 Session Chair: Martina Barbaglia , Politecnico di Milano, Italy

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8:30am - 10:00am	C1.1.02: Managerial and Firm Capabilities
B2-030	Location: B2-030 Session Chair: Michael Mueller , Copenhagen Business School, Denmark
8:30am - 10:00am	C1.1.03: Nonmarket Strategies
B2-040	Location: B2-040 Session Chair: Roman Barwinski , University of Bristol, United Kingdom
8:30am - 10:00am	C1.1.04: INV and SME Resilience in Turbulent Times
B2-060	Location: B2-060 Session Chair: Per Servais , Linneaus University, School of Business and Economics, Sweden
8:30am - 10:00am	I1.1.01: Pre-deal and Post-deal Challenges in Cross-border Acquisitions
A2-005	Location: A2-005 Session Chair: Pia Paulina Junni , Hanken School of Economics, Finland
8:30am - 10:00am	I1.1.02: Managing in the MNC
A2-010	Location: A2-010 Session Chair: Maria Cristina Sestu , Groningen University, Italy
8:30am - 10:00am	I1.1.03: Culture & Country-of-origin
A2-060	Location: A2-060 Session Chair: Marzanna Katarzyna Witek-Hajduk , SGH Warsaw School of Economics, Poland
8:30am - 10:00am	I1.1.04: Knowledge Sharing and Management
A2-035	Location: A2-035 Session Chair: Cuiling JIANG , Kedge Business School, France
8:30am - 10:00am	I1.1.05: Strategies In and Out of Emerging Markets
A2-050	Location: A2-050 Session Chair: Michael W. Hansen , CBS, Denmark
8:30am - 10:00am	I1.1.06: Institutional Context and Capability Development
A2-059	Location: A2-059 Session Chair: Paul Gooderham , NHH Norwegian School of Economics, Norway
8:30am - 10:00am	I1.1.07: Culture, Learning and Innovation in the International Development of SMEs and Entrepreneurial Firms
A2-020	Location: A2-020 Session Chair: Richard Glavee-Geo , NTNU-Norwegian University of Science and Technology, Norway
8:30am - 10:00am	P1.1.01: International Business Theory, Business History and Sources
C2-060	Location: C2-060 Session Chair: Gabriel R.G. Benito , BI Norwegian Business School, Norway
8:30am - 10:00am	P1.1.02: Towards a Sustainable and Circular Reconfiguration of Global Production Networks and Value Chains
C2-080	Location: C2-080 Session Chair: Lucia Piscitello , Politecnico di Milano, Italy
10:00am - 10:30am	Coffee 1 Dec 9: Coffee Break
10:30am - 12:00pm	C1.2.01: Measurement of Internationalization
B2-010	Location: B2-010 Session Chair: Harun Emre Yildiz , Mälardalen University, Sweden
10:30am - 12:00pm	C1.2.03: Diversification and Divestments
B2-030	Location: B2-030 Session Chair: Lucia Piscitello , Politecnico di Milano, Italy
10:30am - 12:00pm	C1.2.04: AI and the MNE
B2-040	Location: B2-040 Session Chair: Philipp Gruenwald , Vienna University of Economics and Business, Austria
10:30am - 12:00pm	C1.2.05: Institutions & Internationalization Strategies
B2-060	Location: B2-060 Session Chair: Eliane Choquette , Aarhus University, Denmark
10:30am - 12:00pm	C1.2.06: EMNEs and the Institutional Effects
C2-060	Location: C2-060 Session Chair: Renfei Gao , University of Manchester, United Kingdom
10:30am - 12:00pm	C1.2.07: Influence of Institutional Configurations, Ecosystems and Networks on SMEs and Internationally Entrepreneurial Firms
A2-090	Location: A2-090 Session Chair: Stephan Gerschewski , Heriot-Watt University, United Kingdom
10:30am - 12:00pm	C1.2.08: Global Mobility
A2-070	Location: A2-070 Session Chair: Ivar Padrón-Hernández , Hitotsubashi University, Japan

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10:30am - 12:00pm	I1.2.01: Global Strategy in Context
A2-005	Location: A2-005 Session Chair: Pamela Sharkey Scott , DCU, Ireland
10:30am - 12:00pm	I1.2.02: Speed, Flexibility, Growth and Performance in Small and Entrepreneurial Firms
A2-010	Location: A2-010 Session Chair: Johannes Kleinhempel , Copenhagen Business School, Denmark
10:30am - 12:00pm	I1.2.03: Opportunities & Success Factors in Higher Education Institutions
A2-060	Location: A2-060 Session Chair: Sachin Kumar Raut , Fortune Institute of International Business, New Delhi, India and University of Agder, Norway
10:30am - 12:00pm	I1.2.04: Perspectives on International Alliances
A2-035	Location: A2-035 Session Chair: Guus Hendriks , University of Amsterdam, Netherlands, The
10:30am - 12:00pm	P1.2.01: Walking the Talk in Cities: How International Business Can Help to Build Sustainable Cities of the Future
A2-030	Location: A2-030 Session Chair: Tiina Ritvala , Aalto University School of Business, Finland Session Chair: Iiris Saittakari , Aalto University, Finland
10:30am - 12:00pm	P1.2.02: Talking the Walk: A Perspective of the EIBA Conferences in Oslo
A2-020	Location: A2-020 Session Chair: Vitor Corado Simões , ADVANCE/CSG, ISEG- Lisbon School of Economics and Management, University of Lisbon, Portugal
12:00pm - 1:30pm	Fellows Meeting: Fellows Meeting
A2-080	Location: A2-080 Session Chair: Sarianna Lundan , University of Bremen, Germany
12:00pm - 1:30pm between the A- and D-block	Lunch Friday: Lunch Location: between the A- and D-block
12:30pm - 1:30pm	Posters 1: Poster Session 1
D-block alley	Location: D-block alley
1:30pm - 3:00pm	P1.3.01: EIBA Fellows Plenary: Global Upheaval at the Doorstep
A2-030 & A1-030	Location: A2-030 & A1-030 Session Chair: Timothy Devinney , University of Manchester, United Kingdom
3:30pm - 5:00pm	C1.4.01: Towards Sustainable and Resilient Value Chains
B2-010	Location: B2-010 Session Chair: Tina Ambos , University of Geneva, Switzerland
3:30pm - 5:00pm	C1.4.02: Collaboration and Innovation
B2-030	Location: B2-030 Session Chair: Jill Josefina Juergensen , Henley Business School, University of Reading, United Kingdom
3:30pm - 5:00pm	C1.4.03: International Business Strategies: An Historical Perspective
B2-040	Location: B2-040 Session Chair: Rolv Petter Amdam , BI Norwegian Business School, Norway
3:30pm - 5:00pm	C1.4.04: International Sales, Growth and Performance in Small and Entrepreneurial Firms
B2-060	Location: B2-060 Session Chair: Antonio Majocchi , Luiss University, Italy
3:30pm - 5:00pm	C1.4.05: Knowledge & Innovation in International Business Teaching
C2-080	Location: C2-080 Session Chair: Emil Velinov , SKODA AUTO University, Czech Republic
3:30pm - 5:00pm	I1.4.01: Cultural Intelligence and Culture Learning
A2-005	Location: A2-005 Session Chair: Mikael Søndergaard , Aarhus BSS, Denmark
3:30pm - 5:00pm	I1.4.02: International Corporate Governance
A2-010	Location: A2-010 Session Chair: Bruce Hearn , University of Bradford, United Kingdom
3:30pm - 5:00pm	I1.4.03: Firms and the Natural Environment
A2-060	Location: A2-060 Session Chair: Zibang Chen , The University of Manchester, United Kingdom
3:30pm - 5:00pm	I1.4.04: New IB Perspectives on Emerging Markets
A2-035	Location: A2-035 Session Chair: Fahim Anwar , Norwegian University of Science and Technology, Norway
3:30pm - 5:00pm	

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A2-030	P1.4.01: Challenges and Opportunities for Involving GVCs in MNE Sustainability Efforts Location: A2-030 Session Chair: John Raymond Dilyard , St. Francis College, United States of America
3:30pm - 5:00pm	P1.4.02: Methodological Benefits of Importing Conceptual Paradigms: IB as Translation Location: A2-020 Session Chair: Rebecca Piekkari , Aalto University School of Business, Finland Session Chair: DOROTHY ELEANOR WESTNEY , MIT, Canada
A2-020	
3:30pm - 5:00pm	P1.4.03: Reconfiguration of Business Models and Ecosystems: Decoupling and Resilience Location: A2-070 Session Chair: Svetla Marinova , Aalborg University, Denmark Session Chair: Marin Marinov , Aalborg University, Denmark
A2-070	
3:30pm - 5:00pm	P1.4.05: Blockchain Technology as a Transitional Tool Towards Sustainable Futures? Location: A2-080 Session Chair: Rudolf Sinkovics , University of Glasgow, United Kingdom
A2-080	
5:00pm - 5:30pm	Coffee 2 Dec 9: Coffee Break
5:30pm - 7:00pm	C1.5.01: Dynamics and Resource Commitment in the MNC Location: B2-010 Session Chair: Ed Gillmore , Jonkoping international Business School, Sweden
B2-010	
5:30pm - 7:00pm	C1.5.02: Digitalization and Technological Innovativeness in Small and Entrepreneurial Firms Location: B2-030 Session Chair: Sui Sui , Toronto Metropolitan University, Canada
B2-030	
5:30pm - 7:00pm	C1.5.03: Digitalisation and the Sharing Economy Location: B2-040 Session Chair: Ulrike Mayrhofer , Université Côte d'Azur, France
B2-040	
5:30pm - 7:00pm	C1.5.04: Leaders and Leadership Location: B2-060 Session Chair: Karina R. Jensen , NEOMA Business School, France
B2-060	
5:30pm - 7:00pm	C1.5.05: EMNEs' Innovation Management and Performance Location: A2-095 Session Chair: Yanze Liang , The University of Groningen, United Kingdom
A2-095	
5:30pm - 7:00pm	CBS social: Copenhagen Business School reception for participants from Danish institutions Location: C1-mingle area By invitation only
C1-mingle area	
5:30pm - 7:00pm	I1.5.01: A Greener Future Location: A2-005 Session Chair: Karen E F Pinto , Unicamp, Brazil
A2-005	
5:30pm - 7:00pm	I1.5.02: Institutional Context and Global Strategy Location: A2-010 Session Chair: Randi Lunnan , STIFTELSEN HANDELSHØYSKOLEN BI, Norway
A2-010	
5:30pm - 7:00pm	I1.5.03: Digital Technologies and Knowledge Sourcing Location: A2-060 Session Chair: Edith Ipsmiller , WU Vienna, Austria
A2-060	
5:30pm - 7:00pm	I1.5.04: Emerging Issues in International Finance Location: A2-035 Session Chair: Konstantinos Bozos , University of Leeds, United Kingdom
A2-035	
5:30pm - 7:00pm	Meet the Editors Friday: Meet the Editors Panel Friday Dec 9 Location: A2-080 Session Chair: Ilan Alon , University of Agder, Norway Session Chair: Ajai Gaur , Rutgers University, United States of America Session Chair: Ari Van Assche , HEC Montreal, Canada Session Chair: Becky Reuber , University of Toronto, Canada
A2-080	
5:30pm - 7:00pm	P1.5.01: Should MNEs Fill the Sustainability Institutional Void Left by Governments? Yes, This is How Location: A2-020 Session Chair: John Raymond Dilyard , St. Francis College, United States of America
A2-020	
5:30pm - 7:00pm	P1.5.02: A Tribute to the Memory of Jorma Larimo: A Generous IB Scholar and EIBA Fellow Location: C2-080 Session Chair: Rebecca Piekkari , Aalto University School of Business, Finland
C2-080	

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5:30pm - 7:00pm	P1.5.05: Women in IB: Research Network Workshop
A2-030	Location: A2-030 Session Chair: Tamar Almor , College of Management, Rishon LeZion, Israel, Israel Session Chair: Kristin Brandl , University of Victoria, Canada Session Chair: Valentina De Marchi , University of Padova, Italy Session Chair: Grazia D. Santangelo , Copenhagen Business School, Denmark Session Chair: Lucia Piscitello , Politecnico di Milano, Italy Session Chair: Erica Kovacs , Indiana University, Brazil
7:00pm - 8:30pm	Nord-IB: Nord-IB gathering for current students, faculty, and alumni
C1-mingle area	Location: C1-mingle area
Date: Saturday, 10/Dec/2022	
8:00am - 1:00pm	Conference Registration
8:30am - 10:00am	C2.1.01: Social and Business Involvement
B2-010	Location: B2-010 Session Chair: Stefan Zagelmeyer , Alliance Manchester Business School, United Kingdom
8:30am - 10:00am	C2.1.02: Towards a Circular Economy
B2-030	Location: B2-030 Session Chair: Simone Sehnem , Unoesco and Unisul, Brazil
8:30am - 10:00am	C2.1.03: Business Policy Uncertainties & Location Choice
B2-040	Location: B2-040 Session Chair: Ann-Kathrin Herfeld , WU Vienna, Austria
8:30am - 10:00am	C2.1.04: M&As by EMNEs
B2-060	Location: B2-060 Session Chair: Dylan Sutherland , Durham University, United Kingdom
8:30am - 10:00am	I2.1.01: Institutions and Firm's Performance
A2-005	Location: A2-005 Session Chair: Hubertus Reinprecht , Vienna University of Economics and Business, Austria
8:30am - 10:00am	I2.1.02: Globalization and Deglobalization and the International Firm
A2-010	Location: A2-010 Session Chair: Mirko Benischke , Rotterdam School of Management, Netherlands, The
8:30am - 10:00am	I2.1.03: Overcoming Challenges in SMEs, International Entrepreneurial Firms and Family Firms
A2-060	Location: A2-060 Session Chair: Muhammad Sufyan , University of Turku, Pakistan
8:30am - 10:00am	I2.1.04: Innovation & Knowledge
A2-035	Location: A2-035 Session Chair: Nuno Fernandes Crespo , ISEG - University of Lisbon, Portugal
8:30am - 10:00am	P2.1.01: Virtual International Teams: Academic and Business Perspectives
A2-030	Location: A2-030 Session Chair: Marin Marinov , Aalborg University, Denmark
8:30am - 10:00am	P2.1.03: Teaching IB: Some Questions for Reflection on its Importance and Delivery Methods
A2-070	Location: A2-070 Session Chair: Erica Kovacs , Indiana University, Brazil
8:30am - 10:00am	P2.1.04: Government Policies for Sustainable Investment in Times of Uncertainty
A2-075	Location: A2-075 Session Chair: Axele Giroud , University of Manchester, United Kingdom Session Chair: Sarianna Lundan , University of Bremen, Germany
10:00am - 10:30am	Coffee 1 Dec 10: Coffee Break
10:30am - 12:00pm	C2.2.01: Knowledge and the MNE
B2-010	Location: B2-010 Session Chair: Yulun Ma , Vrije Universiteit Amsterdam, Netherlands, The
10:30am - 12:00pm	C2.2.02: Subsidiary Roles and Management
A2-075	Location: A2-075 Session Chair: José Pla-Barber , University of Valencia, Spain
10:30am - 12:00pm	C2.2.03: Different Approaches to Dynamics in International Business
A2-020	Location: A2-020 Session Chair: Mariola Ciszewska-Mlinarič , Kozminski University, Poland
10:30am - 12:00pm	

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B2-060	C2.2.04: Firms' Response to Developing Country Conditions Location: B2-060 Session Chair: Marcus Møller Larsen , Copenhagen Business School, Denmark
10:30am - 12:00pm	C2.2.05: International Entrepreneurial Traits, Activities and Actions
C2-060	Location: C2-060 Session Chair: Anisur Faroque , University of Vaasa, Finland
10:30am - 12:00pm	C2.2.06: Entrepreneurial Finance
C2-080	Location: C2-080 Session Chair: Trond Randøy , University of Agder, Norway
10:30am - 12:00pm	C2.2.07: Theoretical and Empirical Trends in IB
B2-030	Location: B2-030 Session Chair: Rebecca Piekkari , Aalto University School of Business, Finland
10:30am - 12:00pm	I2.2.01: Sustainability Issues
A2-005	Location: A2-005 Session Chair: Carolina Cristina Fernandes , UNICENTRO, Brazil
10:30am - 12:00pm	I2.2.02: People Issues Across Borders
A2-010	Location: A2-010 Session Chair: Francesco Debellis , University of Vienna, Austria
10:30am - 12:00pm	I2.2.03: Perspectives on CSR in Emerging Markets
A2-060	Location: A2-060 Session Chair: Valentina Plamenova Varbanova , University of Sheffield, Austria
10:30am - 12:00pm	P2.2.01: Debate Panel: Do MNE Business Models Contribute to Tackling or Give Rise to Grand Societal Challenges?
A2-030	Location: A2-030 Session Chair: Shasha Zhao , Surrey University, United Kingdom
10:30am - 12:00pm	P2.2.02: Best Practices, Trends, and Technologies in Online and Hybrid International Business and Management Education
A2-035	Location: A2-035 Session Chair: Ronaldo Couto Parente , Florida International University, United States of America
10:30am - 12:00pm	P2.2.03: MNE Resilience in International Business
B2-040	Location: B2-040 Session Chair: Lucia Piscitello , Politecnico di Milano, Italy
10:30am - 12:00pm	P2.2.04: How Inclusive Governance within MNE GVCs Can Improve Resiliency and Contribute to Sustainability
A2-070	Location: A2-070 Session Chair: John Raymond Dilyard , St. Francis College, United States of America
12:00pm - 1:00pm	Posters 2: Poster Session 2
D-block alley	Location: D-block alley
12:00pm - 1:45pm	Lunch Saturday: Lunch
between the A- and D-block	Location: between the A- and D-block
1:00pm - 2:15pm	General Assembly: EIBA General Assembly
A1-040	Location: A1-040
2:30pm - 4:00pm	C1.2.02: Social Networks and Knowledge Sharing in International Alliances
B2-010	Location: B2-010 Session Chair: Annabel Sels , KU Leuven, Belgium
2:30pm - 4:00pm	C2.4.01: Corporate Social Responsibility
B2-030	Location: B2-030
2:30pm - 4:00pm	C2.4.02: Country-Level Drivers of MNC Strategies and Outcomes
A2-075	Location: A2-075 Session Chair: Liena Kano , University of Calgary, Canada
2:30pm - 4:00pm	C2.4.03: Digital Transformation
B2-060	Location: B2-060 Session Chair: Gary Knight , Willamette University, United States of America
2:30pm - 4:00pm	C2.4.04: Sustainability and CSR in Emerging Markets
C2-060	Location: C2-060 Session Chair: Shasha Zhao , Surrey University, United Kingdom
2:30pm - 4:00pm	C2.4.05: Language in International Business
C2-080	Location: C2-080 Session Chair: Danielle A. Taylor , Univ. Grenoble Alpes, Grenoble INP, France

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2:30pm - 4:00pm A2-020	<p>C2.4.06: Implications of Culture, Relationships and Knowledge Development in SMEs, Entrepreneurial Firms and Family firms</p> <p>Location: A2-020 Session Chair: Susan Maria Freeman, University of South Australia, Australia</p>
2:30pm - 4:00pm A2-005	<p>I2.4.01: Understanding International Entrepreneurship Across Different Contexts</p> <p>Location: A2-005 Session Chair: SARDAR WASI UDDIN AL AHMED, Norwegian University of Science and Technology (NTNU), Norway</p>
2:30pm - 4:00pm A2-010	<p>I2.4.02: Performance, Resource Commitment and the MNC</p> <p>Location: A2-010 Session Chair: Vera Kunczer, Vienna University of Economics and Business, Austria, Austria</p>
2:30pm - 4:00pm B2-040	<p>P1.4.04: Revisiting Micro-Political Risk & Federalism in an Era of Intractability: Unpacking the Origins of (Sub) Locational Hazards and Strategic Responses by MNEs</p> <p>Location: B2-040 Session Chair: ZIKO KONWAR, University of Leeds, United Kingdom</p>
2:30pm - 4:00pm A2-080	<p>P2.4.01: Energy Challenges and Climate Change in a Fast-changing World: The Quest for Sustainability</p> <p>Location: A2-080 Session Chair: Marina Papanastassiou, Carnegie Mellon University -Qatar, United Kingdom</p>
2:30pm - 4:00pm A2-030	<p>P2.4.02: Walking the Talk for the SDGs: How to make the “Decade of Action” ... really a Decade of Action?</p> <p>Location: A2-030 Session Chair: Rob Van Tulder, RSM Erasmus University Rotterdam, Netherlands, The</p>
4:00pm - 4:15pm	Coffee 2 Dec 10: Coffee Break
4:15pm - 5:45pm B2-010	<p>C2.5.01: Headquarter and Subsidiary Relationships</p> <p>Location: B2-010 Session Chair: Quyen Nguyen, University of Reading, United Kingdom</p>
4:15pm - 5:45pm B2-030	<p>C2.5.02: International Finance, Politics & Society</p> <p>Location: B2-030 Session Chair: Lars Oxelheim, Lund University, Sweden</p>
4:15pm - 5:45pm B2-040	<p>I2.5.01: Gender and Diversity Issues in International Business</p> <p>Location: B2-040 Session Chair: Ingmar Björkman, Hanken School of Economics, Finland</p>
4:15pm - 5:45pm B2-060	<p>I2.5.02: Investments, Divestments and Internationalization Strategies</p> <p>Location: B2-060 Session Chair: Ronaldo Couto Parente, Florida International UNiversity, United States of America</p>
4:15pm - 5:45pm A2-080	<p>Meet the Editors Saturday: Meet the Editors Panel Saturday Dec 10</p> <p>Location: A2-080 Session Chair: Ilan Alon, University of Agder, Norway Session Chair: Bersant Hobdari, CBS Copenhagen Business School, Denmark Session Chair: Gabriel R.G. Benito, BI Norwegian Business School, Norway Session Chair: Roger Strange, University of Sussex, United Kingdom</p>
4:15pm - 5:45pm C2-060	<p>P2.5.01: Can MNEs Contribute Toward Sustainability and the Achievement of the SDGs in the Absence of Official Governmental Action? Yes, and Here are Some Examples How</p> <p>Location: C2-060 Session Chair: Shasha Zhao, Surrey University, United Kingdom</p>
4:15pm - 5:45pm A2-030	<p>PIBR Semi-plenary session: PIBR Book Launch with author presentations</p> <p>Location: A2-030 Session Chair: Rob Van Tulder, RSM Erasmus University Rotterdam, Netherlands, The</p>
7:00pm	<p>Gala Dinner: Gala Dinner</p> <p>Oslo Event Hub (also known as Gamle Museet, "The Old Museum"). Located in the city center, Dronningens gate 4. Busses to Nydalen (close to BI) will be provided at 01:00</p>
Date: Sunday, 11/Dec/2022	
10:00am - 1:00pm A2-075	<p>Qualitative methods workshop: Workshop on How to Engage in Contextual Theorizing in IB</p> <p>Location: A2-075 Session Chair: Rebecca Piekkari, Aalto University School of Business, Finland Session Chair: Emmanuella Plakoyiannaki, University of Vienna, Austria</p>
10:00am - 1:00pm A2-080	<p>Quantitative Methods Workshop: Multilevel Theory and Modelling</p> <p>Location: A2-080 Session Chair: Bo Bernhard Nielsen, University of Sydney, Australia</p>

C1.2.05: Institutions & Internationalization Strategies

Time: Friday, 09/Dec/2022: 10:30am - 12:00pm · Location: B2-060
Session Chair: Eliane Choquette, Aarhus University, Denmark

A BEHAVIORAL PERSPECTIVE ON INFORMAL CROSS-BORDER TRADING

M. M. Larsen^{1,2}, R. Namatovu¹

¹Copenhagen Business School, Denmark; ²BI Norwegian Business School, Norway

Informal cross-border trade (ICBT) is a highly prevalent business practice in developing countries. It involves trade by formal and informal firms that wholly or partly evade payment of duties and charges, and is therefore considered illegal. We focus on the persistence of ICBT despite government interventions to increase formalization, and explore how informal traders' behaviors influence their appreciation or adoption of interventions for formalization. Based on a qualitative case study of the introduction of a simplified trade regime (STR) at the Busia trading post between Uganda and Kenya –the oldest border town in Uganda with the highest amount of formal and informal trade traffic – we argue that the potential for formalizing ICBT depends on how the informal traders evaluate the prospects of remaining informal versus changing to formality. We contribute by explicitly acknowledging the role of socio-economic behavior in explaining the persistence of informality even when simple interventions of formalization are introduced.

An Examination of the Causal Effect of Chinese Managers' Perceptions of Institutional Distance on Foreign Location Choice: A Vignette Experiment

G. Azar¹, G. Batsakis², R. Drogendijk³, A. Pakseresht⁴, R. Geng⁵

¹Brunel University London, United Kingdom; ²The American College of Greece; ³University of Groningen; ⁴Novia University of Applied Sciences; ⁵Cardiff University

Extant research has incorporated boundedly rational decision makers' perceptions into the study of distance to explain location choice strategies. Yet, methodological impediments have given rise to questions on the validity of their findings, as those studies rely mainly on observational data and cross-sectional tests, i.e., measuring the decision-makers' perceptions ex post. Responding to these calls, we designed a unique vignette experiment to survey Chinese managers' perceptions of the institutional environment in foreign markets in conjunction with and prior to a decision about a foreign location choice being made. Our study makes theoretical and methodological contributions to the foreign location choice and distance literature.

State Agencies and SME Internationalization: A Review and Research Agenda

Y. Sima^{1,3}, T. Lawton^{1,3}, J. Doran^{2,3}, N. Mccarthy^{2,3}

¹Global Competitiveness Institute, Department of Management and Marketing; ²Spatial and Regional Economics Research Centre, Department of Economics; ³Cork University Business School, University College Cork, Ireland

The role of institutions like state agencies in firm internationalization remains contentious and under-researched in international business. We lack agreement within the field as to the nature and impact of institutions. In this paper we provide a systematic literature review of the interplay between state agencies and SME internationalization by examining 53 articles published from 1998 to 2022 in leading international business, entrepreneurship, strategic management, and marketing journals. Through our review, we categorize the main processes and impact mechanisms through which state agencies in the home country impact SMEs' internationalization and growth. We discuss and classify the theoretical perspectives informing this research, identify challenges, and advance future research avenues. This review provides a platform to address some of the limitations in institutional theory, and international business theory more broadly, when applied to the growth and internationalization of SMEs.

DOES BRIBING ENABLE FIRMS TO LEARN FROM EXPORTING IN WEAK INSTITUTIONAL CONTEXTS?

E. Choquette¹, M. Møller Larsen²

¹Aarhus University, Denmark; ²Copenhagen Business School, Denmark

It is generally acknowledged that firms can learn from exporting. We explore how firms' experience with bribing in contexts of weak institutions influence the productivity gains of exporting. We develop competing hypotheses on how firms' experience with bribing in their home countries moderates the relationship between exporting and labor productivity. Based on extensive firm-level data from Sub-Saharan Africa, we find support for the notion that bribing constraints learning from exporting. We interpret our findings as evidence that, even in contexts of weak institutions, bribing can be regarded as a fee which raises the general costs of doing business and thereby crowd out (part of) the resources needed to exploit foreign knowledge gained through exporting and convert it into higher productivity.

lastname	firstname	email	organisation	organisation2	sessions_short_index
Aparicio	Sebastian	Sebastian.Aparicio@uab.cat	Universitat Autònoma de Barcelona		C1.2.07:1
Ar	Anil Yasin	anil.y.ar@tec.mx	Monterrey Institute of Technology and Higher Education, Mexico		P1.4.01:1
Arrieta	Valentina	valentina.arrieta@aalto.fi	Aalto University, Finland	Management Studies	Posters 2:5
Arslan	Ahmad	ahmad.arslan@oulu.fi	Department of Marketing, Management & International Business, Oulu Business School, University of Oulu, Finland	Department of Marketing, Management & International Business	Posters 1:27, P1.5.02:1, Posters 2:26
Arte	Pratik	pratik.arte@northumbria.ac.uk	Northumberland University		I1.1.02:3, I2.5.02:4
Avioutskaa	Viatcheslav	avioutskaa@yahoo.fr	ESSCA School of Management, France	Strategy, Entrepreneurship, International Business	I1.5.02:5
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Barbaglia	Martina	martina.barbaglia@polimi.it	Politecnico di Milano, Italy	Management and Industrial Engineering	C1.1.01:4
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Bartel-Radic	Anne	anne.bartelradic@iepg.fr	Univ. Grenoble Alpes, CERAG, France	CERAG	Posters 2:12, Posters 2:16, C2.4.05:3
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Belhoste	Nathalie	nathaliebelhoste@yahoo.fr	EM Lyon, France		C1.1.03:2