

# Conference Agenda

## Session Overview

**Date: Thursday, 11/Dec/2025**

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| 8:00am<br>-<br>3:30pm   | Th.01: Conference registration 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                             |                                                                         |
| 8:45am<br>-<br>5:15pm   | Th.02: John H. Dunning Doctoral Tutorial (JHD-DT)<br>Location: MC3.2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                             |                                                                         |
| 9:30am<br>-<br>12:30pm  | Th.03: JIBS Paper Development Workshop (JIBS- PDW)<br>Location: MC3.4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Th.04: JIBP Professional Development Workshop (JIBP-PDW)<br>Location: MC3.5 | Th.05: IBR Professional Development Workshop (IBR-PDW)<br>Location: MC2 |
| 10:45am<br>-<br>11:00am | Th.06: Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                             |                                                                         |
| 12:15pm<br>-<br>1:30pm  | Th.07: Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                             |                                                                         |
| 12:15pm<br>-<br>5:00pm  | Th.08: EIBA Board Meeting with Lunch<br>Location: CONFERENCE 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                             |                                                                         |
| 1:00pm<br>-<br>4:00pm   | Th.09: Danny Van Den Bulcke Doctoral Symposium (DVDB-DS)<br>Location: MC2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                             |                                                                         |
| 1:00pm<br>-<br>5:00pm   | Th.10: EIBA-Early Career Network Paper Development Workshop (EIBA-ECN- PDW)<br>Location: MC3.3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                             |                                                                         |
| 4:30pm<br>-<br>7:30pm   | Th.11: Conference registration 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                             |                                                                         |
| 4:45pm<br>-<br>5:45pm   | Th.12: New Member Meet and Greet<br>Location: MC2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                             |                                                                         |
| 6:00pm<br>-<br>7:30pm   | Th.13: Opening Plenary - Keynote Speaker: Mr. Ioannis Stournaras, Governor of the Bank of Greece<br>Location: BANQUETING<br>Welcome Addresses: Professor Constantina Kottaridi, Conference President, EIBA 2025 Professor Michail Sfakianiakis, Rector of the University of Piraeus Professor Dimitris Kyrkilis, Co-Chair, University of Macedonia Mr. Haris Doukas, Mayor of Athens Keynote Speech Mr. Ioannis Stournaras, Governor of the Bank of Greece Invited Speeches Professor Charoula Apalagaki, Acting General Manager, Hellenic Bank Association, Konstantina Svinou, President of Greece's Tourism Research Institute, Board Member of the Hellenic Chamber of Hotels, Entrepreneur and General Manager of E. Svinou S.A. |                                                                             |                                                                         |
| 7:30pm<br>-<br>10:00pm  | Th.14: Welcome Reception in collaboration with the City of Athens, with Greek finger food<br>Location: FOYER BANQUETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                             |                                                                         |

Date: Friday, 12/Dec/2025

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| 7:30am - 8:15am | <p><b>F.FC.01: Fellows Cafés - Sustainability &amp; IB</b><br/>Location: MC3.5<br/>Chair: <b>Rob Van Tulder</b>, RSM Erasmus University Rotterdam, Netherlands, The; <a href="mailto:rtulder@rsm.nl">rtulder@rsm.nl</a><br/>Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>F.FC.02: Fellows Cafés - SME Internationalization</b><br/>Location: MC3.3<br/>Chair: <b>Prof. Jean-Francois Hennart</b>, Tilburg University, Netherlands, The; <a href="mailto:j.f.hennart@tilburguniversity.edu">j.f.hennart@tilburguniversity.edu</a><br/>Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>F.FC.03: Fellows Cafés - Organising the MNE in a Turbulent World</b><br/>Location: MC3.4<br/>Chair: <b>Prof. Roger Strange</b>, University of Sussex, United Kingdom; <a href="mailto:r.n.strange@sussex.ac.uk">r.n.strange@sussex.ac.uk</a><br/>Chair: <b>Prof. Rian Drogendijk</b>, University of Groningen, Netherlands, The; <a href="mailto:rian.drogendijk@rug.nl">rian.drogendijk@rug.nl</a><br/>Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>F.FC.04: Fellows Cafés - Startups and Scaleups</b><br/>Location: MC3.2<br/>Chair: <b>Prof. Tamar Almor</b>, Reichman University, Israel; <a href="mailto:tamar.almor@runi.ac.il">tamar.almor@runi.ac.il</a><br/>Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 8:30am - 9:45am | <p><b>F01.01C: Geopolitical Risks and International Investment</b><br/>Location: CONFERENCE 1<br/>Chair: <b>Dr. Michael Mueller</b>, Copenhagen Business School, Denmark; <a href="mailto:mm.egb@cbs.dk">mm.egb@cbs.dk</a></p> <p><b>Corporate Political Activity and MNEs Exit Decisions During Armed Conflicts</b><br/><b>C. Nguyen<sup>1</sup>, V. Duplat<sup>1</sup>, O. Mihalache<sup>1</sup>, J.-L. Arregle<sup>2</sup></b><br/>1: Vrije Universiteit Amsterdam; 2: Emlyon Business School</p> <p><b>Geopolitical Risk and M&amp;A: Does Corporate Reputation Matter?</b><br/><b>E. Ribeiro de Oliveira Paterno<sup>1</sup>, M. Amal<sup>1</sup>, A. Kroenke Hein<sup>1</sup>, S. Carls<sup>2</sup></b><br/>1: Universidade Regional de Blumenau - FURB, Brazil; 2: Bournemouth University</p> <p><b>When the dust doesn't settle : Electoral outcomes and firm cross-border investment announcements</b><br/><b>M. Moesli<sup>1</sup>, J. Müllner<sup>2</sup>, C. A. Hartwell<sup>1</sup></b><br/>1: ZHAW School of Management and Law, Switzerland; 2: WU Vienna, Austria</p> <p><b>Higher Highs and Lower Lows: Political Connections, Geopolitical Risk, and International Investment</b><br/><b>B. Egerod, F. Zijla, J. Stuckatz, M. Mueller</b><br/>Copenhagen Business School, Denmark</p> | <p><b>F01.02C: Global Innovation Networks and Knowledge Flows</b><br/>Location: MUSIX LAB<br/>Chair: <b>Dr. Emine Beyza Satoglu</b>, Bogazici University, Turkey; <a href="mailto:beyza.satoglu@bogazici.edu.tr">beyza.satoglu@bogazici.edu.tr</a></p> <p><b>South-South Innovation Spillovers: Competence Creation Between Chinese Patent Cooperation Treaty Filers and Latin American Firms</b><br/><b>L. Lang<sup>1</sup>, Y. Chen<sup>2</sup>, K. Y. Lim<sup>2</sup>, D. Morris<sup>3</sup></b><br/>1: Manchester Metropolitan University, United Kingdom; 2: Xi'an Jiaotong-Liverpool University, China; 3: University of Birmingham</p> <p><b>Innovation Profiles in EU SMEs: Diverse Pathways to Product Innovation</b><br/><b>M. S. Lewandowska, A. M. Kowalski, M. A. Weresa, D. Majherek, A. Kubecka</b><br/>SGH WARSAW SCHOOL OF ECONOMICS, Poland</p> <p><b>Keep it on the (multi)level: Dynamic international knowledge networks and their role in fostering radical innovation</b><br/><b>E. B. Satoglu<sup>1</sup>, S. Zaman<sup>2</sup>, J. R. Salmon<sup>3</sup>, A. Velez-Calle<sup>4</sup>, F. Sanchez-Henriquez<sup>5</sup></b><br/>1: Bogazici University, Turkey; 2: Lahore University of Management Sciences, Pakistan; 3: Siena College, NY, USA; 4: Universidad EAFIT, Colombia; 5: Universidad de Chile, Chile</p> | <p><b>F01.03C: International networking in SMEs internationalisation</b><br/>Location: MC3.4<br/>Chair: <b>Prof. Emmanuella Plakoyiannaki</b>, University of Vienna, Austria; <a href="mailto:emmanuella.plakoyiannaki@univie.ac.at">emmanuella.plakoyiannaki@univie.ac.at</a></p> <p><b>Identifying and Assessing Foreign Partner Selection Criteria in the context of Family SMEs Internationalization</b><br/><b>K. Kampouri, K. Kamvysi</b><br/>Aristotle University of Thessaloniki, Greece</p> <p><b>Leveraging Relational Ties for Export Performance: The Roles of Innovation and Capacity Utilisation</b><br/><b>J. EDEH<sup>1</sup>, A. D. Olarewaju<sup>2</sup></b><br/>1: INSEEC School of Business and Economics, France; 2: School of Business, Maynooth University, Ireland</p> <p><b>Leveraging Knowledge Networks for International Growth: A Multidimensional Analysis of Internationalizing SMEs' Network Insidership Configurations</b><br/><b>J. Kemppainen<sup>1</sup>, M. Raatikainen<sup>1</sup>, M. Saqr<sup>1</sup>, M. Gabrielsson<sup>2</sup></b><br/>1: University of Eastern Finland, Finland; 2: Hanken School of Economics, Finland</p> <p><b>Rooted Yet Global: Intergenerational Embeddedness and the Internationalization of Family Firms</b><br/><b>G. Galizzi<sup>1</sup>, F. Debellis<sup>1</sup>, E. Plakoyiannaki<sup>1</sup>, R. Oppedisano<sup>2</sup>, E. Rondi<sup>3</sup></b><br/>1: University of Vienna; 2: University of Rome "Tor Vergata"; 3: Politecnico di Milano</p> | <p><b>F01.04C: Innovation, Knowledge Transfer, and IB</b><br/>Location: CONFERENCE 3<br/>Chair: <b>Priyanshu Protim Pathak</b>, Politecnico Di Milano, Italy; <a href="mailto:pathak44priyanshu@gmail.com">pathak44priyanshu@gmail.com</a></p> <p><b>What drives firms to go green? Automated machine learning discovery of key determinants</b><br/><b>T. Tsukanova<sup>1</sup>, I. Alon<sup>2</sup></b><br/>1: EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland; 2: Department of Economics and Business Administration, Ariel University</p> <p><b>Doing great by doing good: The impact of corporate social responsibility on reverse knowledge transfer of multinational enterprises</b><br/><b>P. Dolbundaichok, K. Kalasin</b><br/>NIDA Business School, Thailand</p> <p><b>Migrants, Knowledge Connections, and Digital Trade in the Information Age</b><br/><b>J. Cantwell, P. Shukla</b><br/>Rutgers University, United States of America</p> <p><b>Circular Innovation through Strategic Collaboration: The Case of European Semiconductor Multinational Firms</b><br/><b>P. P. Pathak<sup>1</sup>, S. Massini<sup>2</sup>, L. Piscitello<sup>1</sup></b><br/>1: Politecnico di Milano, Italy; 2: University of Manchester, United Kingdom</p> |
|                 | <p><b>F01.05C: Microfoundations and foreign subsidiary management</b><br/>Location: CONFERENCE 2<br/>Chair: <b>Dr. Deborah Mireles</b>, University of Galway, Ireland; <a href="mailto:deborah.mireles@universityofgalway.ie">deborah.mireles@universityofgalway.ie</a></p> <p><b>Microfoundations of subsidiary autonomy: How managerial proactiveness drives subsidiary development</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>F01.06C: EMNE Capabilities, Innovation &amp; Competitiveness</b><br/>Location: MC3.3<br/>Chair: <b>Prof. Marin Marinov</b>, Aalborg University, Denmark; <a href="mailto:marinov@jd.aau.dk">marinov@jd.aau.dk</a></p> <p><b>Is the international ambidexterity of EMNEs beneficial to innovation performance? An</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p><b>F01.07C: Identities, Nationalism and Organizational Justice</b><br/>Location: LECTURE HALL<br/>Chair: <b>Prof. Tamar Almor</b>, Reichman University, Israel; <a href="mailto:tamar.almor@runi.ac.il">tamar.almor@runi.ac.il</a></p> <p><b>A Comprehensive Analysis of Antecedents, Mechanisms, and Outcomes of Wasta: An Identity Perspective in the Arab Context</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>F01.08P: SUSTAINABLE ENTREPRENEURSHIP IN A GLOBALIZED DIGITAL ECONOMY: NAVIGATING INNOVATION, IMPACT, AND SCALABILITY IN THE 21ST CENTURY</b><br/>Location: MC3<br/>Chair: <b>Dr. Sascha Fuerst</b>, Tecnologico de Monterrey, Mexico; <a href="mailto:sascha@tec.mx">sascha@tec.mx</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**M. Dimitropoulou<sup>1,2</sup>, D. Manolopoulos<sup>1</sup>**  
1: Athens University of Economics & Business, Greece;  
2: Deree - The American College of Greece

**Re-visiting the Effect of Subsidiary Top Management Team Diversity on Innovation Performance: On the Mediating Role of Foreign Subsidiary Autonomy**

**D. Gleissner<sup>1</sup>, P. Trąpczyński<sup>2</sup>**  
1: HHL Leipzig Graduate School of Management, Germany; 2: Poznań University of Economics and Business, Poland

**The Linchpin of Subsidiary Strategic Performance - Unpacking the Role of Managerial Aptness**

**N. Memar**  
Mälardalen university, Sweden

**empirical study based on China**

**Q. Gao<sup>1</sup>, Z. Zhang<sup>1</sup>, X. Bao<sup>1</sup>, Z. Li<sup>2</sup>, X. Zhuang<sup>3</sup>**  
1: Beijing International Studies University; 2: University of International Business and Economics; 3: Shandong Normal University

**The Effect of Networks and Dynamic Capabilities on the Internationalisation of EM MNEs**

**G. Qi, P. Ghauri, S. Adomako**  
University of Birmingham, United Kingdom

**Beyond Springboarding: How Chinese Companies Leapfrogged to Become Global Leaders in the Automotive Industry**

**L. Ciravegna<sup>1</sup>, C. Fehlner<sup>2</sup>, G. R. G. Benito<sup>2</sup>**  
1: INCAE Business School; 2: BI Norwegian Business School

**International Competitiveness of Emerging Market Multinationals**

**S. Freeman<sup>1</sup>, S. Marinova<sup>2</sup>, M. Marinov<sup>2</sup>**  
1: University of South Australia; 2: Aalborg University, Denmark

**F. Alsarhan<sup>1</sup>, K. Abid<sup>2</sup>, S. Jentjens<sup>1</sup>, A. Al-Twai<sup>3</sup>, S. Ali<sup>2</sup>, D. Yahiaoui<sup>4</sup>, F. B. ALHussan<sup>5</sup>**  
1: ISC Paris Business School; 2: University of Doha for Science and Technology, College of Business; 3: American University of Madaba; 4: Kedge Business School; 5: EMLV Business School Paris

**Two Tigers Cannot Hide in the Same Mountain: Geopolitics and Nationalism in Perceived Identity Threats and Reconciliation Among Chinese Employees in MNCs**

**L. Chen**  
Aalto University, Finland

**Developing Belongingness to a Multinational Meta-Organization**

**D. A. Taylor<sup>1</sup>, L. M. Cloutier<sup>2</sup>, F. Münch<sup>3</sup>, A. Bartel-Radic<sup>4</sup>**  
1: Université Paris 1 Panthéon-Sorbonne, PRISM, 75005 Paris, France; 2: Université du Québec à Montréal, ESG, Montréal, Canada; 3: The Ohio State University, USA; 4: Univ. Grenoble Alpes, Grenoble INP, CERAG, 38000 Grenoble, France

**Organizational Justice in Sino-German Work Relationships**

**M. Pudelko<sup>1</sup>, J. Bueechi<sup>2</sup>, B. Kirkman<sup>3</sup>**  
1: University of Tübingen, Germany; 2: Reutlingen University, Germany; 3: North Carolina State University, USA

**Career Mobility of Women in Academia through Volunteering: The Case of the European International Business Academy**

**T. Almor<sup>1</sup>, M. Elo<sup>2</sup>**  
1: Reichman University, Israel; 2: University of Southern Denmark

**SUSTAINABLE ENTREPRENEURSHIP IN A GLOBALIZED DIGITAL ECONOMY: NAVIGATING INNOVATION, IMPACT, AND SCALABILITY IN THE 21ST CENTURY**

**S. Fuerst<sup>1</sup>, L. Torkkeli<sup>2</sup>, N. H. Petersen<sup>3</sup>, E. Teran-Yepe<sup>4</sup>**  
1: Tecnológico de Monterrey, EGADE Business School, Mexico; 2: LAB University of Applied Sciences, Finland; 3: UCL University College, Denmark; 4: University of Almeria, Spain

**F01.09P: DISRUPTED ORDERS: TRUMP-ERA POLITICS, POLITICAL FRAGILITY, AND INTERNATIONAL BUSINESS**  
Location: NIKOS SKALKOTAS  
Chair: **Prof. Rudolf Sinkovics**, Durham University, United Kingdom; [rudolf.sinkovics@durham.ac.uk](mailto:rudolf.sinkovics@durham.ac.uk)

**DISRUPTED ORDERS: TRUMP-ERA POLITICS, POLITICAL FRAGILITY, AND INTERNATIONAL BUSINESS**

**R. Sinkovics<sup>1</sup>, L. Curran<sup>2</sup>, Z. Elsahn<sup>3</sup>, T. Fang<sup>4</sup>, E. Gillmore<sup>1</sup>, A. Koveshnikov<sup>5</sup>, H. Montero Teran<sup>6</sup>, R. van Tulder<sup>7</sup>**  
1: Durham University, United Kingdom; 2: TBS Education, France; 3: Lancaster University, United Kingdom; 4: Stockholm University, Sweden; 5: Aalto University, Finland; 6: LUT University, Finland; 7: Erasmus University, The Netherlands

**F01.10P: BEYOND EFFICIENCY: HOW GEOPOLITICAL UNCERTAINTY IS RESHAPING MULTINATIONAL'S BOUNDARIES AND GLOBAL VALUE CHAINS**  
Location: GIANNIS MARINOS  
Chair: **Dr. Soni Jha**, Purdue University Fort Wayne, United States of America; [jha57@pfw.edu](mailto:jha57@pfw.edu)

**Beyond Efficiency: How Geopolitical Uncertainty is Reshaping Multinationals' Boundaries and Global Value Chains**

**S. Jha<sup>1</sup>, U. R. Andersson<sup>2</sup>, Á. Cuervo-Cazurra<sup>3</sup>, M. M. Larsen<sup>4</sup>, R. Narula<sup>5</sup>, G. Santangelo<sup>6</sup>**  
1: Purdue University Fort Wayne, United States of America; 2: Mälardalen University, Sweden; 3:

**F01.11I: New Frontiers in International Business Education: Theory, Technology, and Transformation**  
Location: CONFERENCE 4  
Chair: **Isabel Gausi Carot**, Universitat de València, Spain; [isabel.gausi-carot@uv.es](mailto:isabel.gausi-carot@uv.es)

**Extending Transaction Cost Theory under Competition: An Agent-Based Approach Using Reinforcement Learning**

**N. Thallmayer, T. Lindner**  
Vienna University of Economics and Business, Austria

**From Decolonial Principles to Curriculum Practice: Advancing Critical Pedagogy in International Business Strategy Education**

**S. Zagelmeyer**  
University of Manchester, United Kingdom

**F01.12I: Digitalisation in SME Internationalisation**  
Location: MC3.5  
Chair: **Dr. Diana A. Filipescu**, TBS Education, Spain; [d.filipescu@tbs-education.es](mailto:d.filipescu@tbs-education.es)

**The Internationalization of Born Digital Firms: A Systematic Literature Review**

**X. Huang<sup>1</sup>, Z. Ren<sup>1</sup>, Y. Pan<sup>1</sup>, X. Xu<sup>1</sup>, W. Bai<sup>1</sup>, M. Johanson<sup>2</sup>**  
1: Faculty of Economics, Shenzhen MSU-BIT University, Shenzhen, China; 2: Department of Marketing, Stockholm Business School, Stockholm University, Stockholm, Sweden

**Orthogonal Growth as a New Growth Logic in Digital Scaleups**

**M. Milotta<sup>1</sup>, G. Pirrone<sup>2</sup>, B. Hagen<sup>2</sup>**

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|                                                                                                                                                                                                                                                                                                                                                                        | <p>Northeastern University, United States of America; 4: Copenhagen Business School, Denmark; 5: University of Reading, United Kingdom; 6: Copenhagen Business School, Denmark</p>                                                                      | <p><b>Incorporating Ecological Literacy in International Business Studies, through Principles of Experiential Learning, Integrating Campus Nature</b><br/> <b>A. Wilde Tippet</b>, C. Hellevik<br/> Norwegian University of Science and Technology, Norway</p> | <p>1: University of Milan, Italy; 2: University of Pavia, Italy</p>                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                         | <p><b>Biolmplan's Journey to Global Markets</b><br/> <b>L. Baesso, A. Figueira, R. Cotta de Mello</b><br/> COPPEAD Graduate School of Business - Federal University of Rio de Janeiro, Brazil</p>                                                              | <p><b>From Digital Knowledge to Strategic Action: Leveraging Social Media for SME Internationalization</b><br/> <b>Y. Kyrdoda</b><br/> MIB Trieste School of Management, Italy</p>                                                                                                                                                                                          |
|                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                         | <p><b>Business Internationalization: Learning Based on Global Environmental Challenges</b><br/> <b>I. Gausi Carot, M. Riera Esteve</b><br/> Universitat de València, Spain</p>                                                                                 | <p><b>From the UAE to the World: Strategic Internationalization of LPG Bottling Firms through Infrastructure and Digital Innovation</b><br/> <b>A. Shijimon, D. A. Filipescu</b><br/> TBS Education, Spain</p>                                                                                                                                                              |
|                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                | <p><b>Enhancing Innovative performance in SMEs: The role of HRD Practices, Teamwork, and Supervisor Support</b><br/> <b>D. Kucherov<sup>1</sup>, A. Lisovskaia<sup>2</sup>, V. Tsybova<sup>3</sup></b><br/> 1: Corvinus University of Budapest, Hungary; 2: Rabat Business School, Morocco; 3: Graduate School of Management, Saint-Petersburg State University, Russia</p> |
| <p><b>F01.13I: Sustainability-related MNE strategies</b><br/> Location: MC2<br/> Chair: <b>Dr. Jorge Carneiro</b>, FGV EAESP Sao Paulo School of Business Administration, Brazil;<br/> <a href="mailto:jorge.carneiro@fgv.br">jorge.carneiro@fgv.br</a></p>                                                                                                            | <p><b>F01.14I: Sustainability IB strategies in emerging markets</b><br/> Location: MC3.2<br/> Chair: <b>Md. Hasan Imam</b>, Aalborg University, Denmark;<br/> <a href="mailto:mhim@business.aau.dk">mhim@business.aau.dk</a></p>                        |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Willing and Able: Theorizing Proactive Environmental Strategy from the Sustainability Specialist Phenomenon</b><br/> <b>I. Margaret</b><br/> University of Liverpool, United Kingdom</p>                                                                                                                                                                         | <p><b>Beyond Foreign MNEs: Environmental Spillovers from Domestic Multinational Enterprises in Emerging Markets</b><br/> <b>S. Wang, E. Kesidou, S. Lancheros</b><br/> University of Leeds, United Kingdom</p>                                          |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>International fashion brands and sustainability crises: How crisis type and corporate response influence brand reputation?</b><br/> <b>A. Grudecka<sup>1</sup>, M. K. Witek-Hajduk<sup>1</sup>, P. Zaborek<sup>1</sup>, A. Morgan-Thomas<sup>2</sup></b><br/> 1: SGH Warsaw School of Economics, Poland; 2: University of Glasgow Adam Smith Business School</p> | <p><b>The Contribution of Foreign Direct Investment to Sustainable Development: A Multidimensional Analysis of BRICS and OECD Countries</b><br/> <b>K. P. Zlatini, G. Galanos, C. Agiropoulos, S. Karkalakos</b><br/> University of Piraeus, Greece</p> |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>How to remove the sand from the gears? A case of a Japanese MNE in Poland analyzed from a management geography perspective</b><br/> <b>X. Wang<sup>1</sup>, T. Dorożynski<sup>2</sup>, R. D. Schlunze<sup>1</sup></b><br/> 1: Ritsumeikan University; 2: University of Lodz</p>                                                                                  | <p><b>The Impact of China's CO2 Emission Trading System on Firms' International Competitiveness: From Compliance to Green Exporting?</b><br/> <b>R. CHEN, P. Howley, E. Kesidou, S. Lancheros</b><br/> University of Leeds, United Kingdom</p>          |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                             |
| <p><b>Corporate Pathways to Inclusion: Gender Parity in Swiss Firms</b></p>                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                             |

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|                   | <p><b>X. Raso Domínguez, D. Vázquez Espinosa, G. Dembetembe, P. Gugler</b><br/>Université de Fribourg, Switzerland</p> <hr/> <p><b>Navigating Paradoxes in Strategic Renewal: A Multi-Level Study of Circular Transitions in Established Firms</b><br/><b>V. Fink<sup>1,2</sup>, D. Sternad<sup>2</sup>, G. Bortoluzzi<sup>1</sup></b><br/>1: University of Trieste; 2: Carinthia University of Applied Sciences</p> <hr/> <p><b>Driving Energy transition in a European MNC: Challenges to the implementation of sustainability-related strategies across geographies and hierarchies</b><br/><b>K. Langie<sup>1</sup>, J. Carneiro<sup>1</sup>, A. Silenskyte<sup>2</sup></b><br/>1: FGV EAESP Sao Paulo School of Business Administration, Brazil; 2: University of Vaasa, Finland</p>                                                                                                                                                                                               | <p><b>Institutions, Organizational Competences and Collaboration Strategy: Transition to Circular Economy in the Apparel Industry of Bangladesh</b><br/><b>M. H. Imam</b><br/>Aalborg University, Denmark</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10:00am - 11:15am | <p><b>F02.01C: Geopolitical Risks, Ethics and Sustainability in Innovation</b><br/>Location: MC2<br/>Chair: <b>Mehran Aslaniyan</b>, University of Vaasa, Finland; <a href="mailto:mehran.aslaniyan@uwasa.fi">mehran.aslaniyan@uwasa.fi</a></p> <hr/> <p><b>Multinational Technology Corporations and their Ethical Standards</b><br/><b>N. de Marcellis-Warin<sup>1</sup>, V. Pilato<sup>2</sup>, T. Warin<sup>2</sup></b><br/>1: Polytechnique Montréal, Department of Mathematical and Industrial Engineering; 2: HEC Montréal, Canada</p> <hr/> <p><b>A New Dawn Awaits: Navigating Techno-Geopolitical Risks and IB Strategies In The Great Chip Race</b><br/><b>A. L. T. Nguyen</b><br/>Newcastle University, United Kingdom</p> <hr/> <p><b>SMEs' Sustainable Product Innovation Through International Boundary-Spanning Ecosystems: Multi-tier International Supply Networks Context</b><br/><b>M. Aslaniyan, P. Gabrielsson, E. Leite</b><br/>University of Vaasa, Finland</p> | <p><b>F02.02C: Global strategy through TMT configuration and succession</b><br/>Location: CONFERENCE 2<br/>Chair: <b>Dr. Mads Emil Wedell-Wedellsborg</b>, Henley Business School - University of Reading, United Kingdom; <a href="mailto:madsemil.wedell-wedellsborg@henley.ac.uk">madsemil.wedell-wedellsborg@henley.ac.uk</a></p> <hr/> <p><b>Loosely Coupled, Tightly Relevant: Complexity-Informed Microfoundations for the Study of Multinational Corporations</b><br/><b>M. Lehrer, S. Celso</b><br/>Suffolk University, United States of America</p> <hr/> <p><b>Beyond the Illusion of Global Harmony: Stephen Hawking, AI, and the Emergence of Complex Systems in International HRM</b><br/><b>M. Aleem, P. Zettinig</b><br/>Turku School of Economics, University of Turku, Finland</p> <hr/> <p><b>What drives the spread? Exploring TMT geographic dispersion of MNCs</b><br/><b>I. Gausi Carot, A. Botella Andreu, A. Garcia Granero</b><br/>Universitat de València, Spain</p> <hr/> <p><b>Leading with Compassion: A Cross-Cultural Analysis of Leadership Effectiveness</b></p> | <p><b>F02.03C: Digitalization and International Trade</b><br/>Location: CONFERENCE 1<br/>Chair: <b>Prof. Georgios Batsakis</b>, Alba Graduate Business School, Greece; <a href="mailto:gbatsakis@alba.acg.edu">gbatsakis@alba.acg.edu</a></p> <hr/> <p><b>Is More Digital Always Better? A Game Changer or a Double-Edged Sword for Early Exporters?</b><br/><b>D. Vasco Pereira de Macedo, N. Crespo</b><br/>Advance  ISEG Research   ISEG Lisbon School of Economics and Management - Universidade de Lisboa, Portugal</p> <hr/> <p><b>Understanding the Nonlinear Impact of Digitalization on Exports: An Internalization Theory Framework</b><br/><b>N. Kim, H. Che, T. Hong</b><br/>Korea University, Korea, Republic of (South Korea)</p> <hr/> <p><b>Media as Corporate Watchdogs of the World's Largest MNCs: When, under what circumstances and how does it work?</b><br/><b>S. Bort<sup>2</sup>, J. Mees-Buss<sup>1</sup>, H. Hwang<sup>1</sup></b><br/>1: University of New South Wales, Australia; 2: University of Passau</p> <hr/> <p><b>When Going Global Pays to Go Digital: A Transaction-Cost View on the Relationship Between Exporting and Blockchain Technology Adoption</b><br/><b>G. Batsakis<sup>1,2</sup>, G. Azar<sup>3</sup>, A. Pakseresht<sup>2</sup></b><br/>1: Alba Graduate Business School, Greece; 2: Brunel University of London; 3: Middlesex University</p> | <p><b>F02.04C: Internalization in MNES</b><br/>Location: MC3.3<br/>Chair: <b>Dr. Tom Aabo</b>, Aarhus University, Denmark; <a href="mailto:taa@econ.au.dk">taa@econ.au.dk</a></p> <hr/> <p><b>Economic sanctions' "blind spot": The power of internalized markets of MNEs</b><br/><b>I. Filatotchev<sup>2</sup>, J. H. Fisch<sup>1</sup>, J. Graneros<sup>1</sup>, B. Schmeisser<sup>3</sup></b><br/>1: Vienna University of Economics and Business, Austria; 2: King's Business School; 3: Norwegian School of Economics</p> <hr/> <p><b>Consequences of Multinationals' Forced Foreign Divestments</b><br/><b>A. Cuervo-Cazurra<sup>1</sup>, A. GROSMAN<sup>2</sup>, H. H. THEIN<sup>3</sup>, L. CAMPOS<sup>4</sup>, S. SOSNOVSKIKH<sup>5</sup></b><br/>1: Northeastern University, United States of America; 2: Loughborough University; 3: Curtin University; 4: Manchester Metropolitan University</p> <hr/> <p><b>The mediating role of entrepreneurial hustle in the relationship of extrinsic motivation and new venture performance</b><br/><b>M. Zimmermann, A. Greven</b><br/>RWTH Aachen University, Germany</p> <hr/> <p><b>US MNCs' Political Capital and the Value Implications of Internalizing Intangible Assets</b></p> |

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>S. Horak<sup>1</sup>, J. G. Park<sup>2</sup>, V. Worm<sup>3</sup>, M. Jakobsen<sup>4</sup></b><br/> 1: St. John's University New York, United States of America; 2: City University of New York, United States of America; 3: Copenhagen Business School, Denmark; 4: Copenhagen Business School, Denmark</p> <p><b>Out with the Old, In With The Global: Microfoundations of Non-CEO Successions in Fortune Global 500 Firms</b><br/> <b>M. E. Wedell-Wedellsborg</b><br/> Henley Business School - University of Reading, United Kingdom</p>                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>T. Aabo<sup>1</sup>, C. Pantzalis<sup>2</sup>, J. C. Park<sup>2</sup></b><br/> 1: Aarhus University, Denmark; 2: University of South Florida, USA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>F02.05C: ESG and Corporate Governance</b><br/> Location: MUSIX LAB<br/> Chair: <b>Christian Schoendeling</b>, RWTH Aachen University, Germany; <a href="mailto:schoendeling@time.rwth-aachen.de">schoendeling@time.rwth-aachen.de</a></p> <p><b>Corporate Corruption: A Systematic Review of the Literature and Future Research Agenda</b><br/> <b>Y. Kapnias, D. Manolopoulos</b><br/> Athens University of Economics and Business, Greece</p> <p><b>Rethinking Divestment in the ESG Era: Strategic Exit, Sustainability Commitment, and Entrepreneurial Dynamics</b><br/> <b>D. Grigoriadi, C. Kottaridi</b><br/> UNIVERSITY OF PIRAEUS, Greece</p> <p><b>Leadership Instability and ESG Disclosure under Strategic Dynamism: Evidence from S&amp;P 500 Firms</b><br/> <b>C. Schoendeling</b><br/> RWTH Aachen University, Germany</p> <p><b>Marriage of Equals? A Systematic Review of ESG Performance in International M&amp;A</b><br/> <b>M. K. Runte, J. Müllner</b><br/> Vienna University of Economics and Business, Austria</p> | <p><b>F02.06P: THE HISTORICAL EVOLUTION OF INTERNATIONAL BUSINESS: REVISITING THE FIELD'S INTELLECTUAL AND PEDAGOGICAL FOUNDATIONS</b><br/> Location: MC3<br/> Chair: <b>Prof. Teresa da Silva Lopes</b>, University of York, United Kingdom; <a href="mailto:teresa.lopes@york.ac.uk">teresa.lopes@york.ac.uk</a></p> <p><b>THE HISTORICAL EVOLUTION OF INTERNATIONAL BUSINESS: REVISITING THE FIELD'S INTELLECTUAL AND PEDAGOGICAL FOUNDATIONS</b><br/> <b>T. da Silva Lopes<sup>1</sup>, J. Cantwell<sup>2</sup>, L. Nachum<sup>3</sup>, A. Yaprak<sup>4</sup>, A. Verbeke<sup>5,6</sup></b><br/> 1: University of York, United Kingdom; 2: Rutgers University; 3: University of Leeds; 4: Wayne State University; 5: University of Calgary; 6: University of Reading</p> | <p><b>F02.07P: BEYOND MICROFOUNDATIONS: STRATEGIC LEADERSHIP IN MULTINATIONAL ENTERPRISES</b><br/> Location: LECTURE HALL<br/> Chair: <b>Dr. Xiaoxu Zhang</b>, University of St. Gallen, Switzerland; <a href="mailto:xiaoxu.zhang@unisg.ch">xiaoxu.zhang@unisg.ch</a></p> <p><b>BEYOND MICROFOUNDATIONS: STRATEGIC LEADERSHIP IN MULTINATIONAL ENTERPRISES</b><br/> <b>G. Cozzi<sup>1</sup>, P. Greve<sup>2</sup>, T. Randy<sup>3</sup>, W. Ruigrok<sup>1</sup>, S. Tasheva Nielsen<sup>3,4</sup>, X. Zhang<sup>1</sup></b><br/> 1: University of St. Gallen, Switzerland; 2: Henley Business School, University of Reading, UK; 3: Copenhagen Business School, Denmark; 4: University of Sydney, Australia</p> | <p><b>F02.08P: NEW CHALLENGES OF INTERNATIONAL BUSINESS POLICY IN A DISRUPTED WORLD – MULTINATIONAL ENTERPRISES AND THE ROLE OF INTERNATIONAL INSTITUTIONS</b><br/> Location: NIKOS SKALKOTAS<br/> Chair: <b>Prof. Philippe Gugler</b>, university of Fribourg, Switzerland; <a href="mailto:philippe.gugler@unifr.ch">philippe.gugler@unifr.ch</a><br/> Chair: <b>Prof. Ana Teresa Tavares-Lehmann</b>, CEF.UP-FEP, U.Porto, Portugal; <a href="mailto:atavares@fep.up.pt">atavares@fep.up.pt</a></p> <p><b>New Challenges of International Business Policy in a Disrupted World - Multinational Enterprises and the Role of International Institutions</b><br/> <b>P. Gugler<sup>1</sup>, A. T. Tavares-Lehman<sup>2</sup>, P. Buckley<sup>3</sup>, A. Giroud<sup>4</sup>, M. Meloni<sup>5</sup>, m. Stephenson<sup>6</sup>, A. Van Assche<sup>7</sup>, M. Wermelinger<sup>8</sup></b><br/> 1: university of Fribourg, Switzerland; 2: CEF.UP-FEP, University of Porto; 3: Manchester Business School; 4: Manchester Business School; 5: UNCTAD; 6: World Economic Forum; 7: HEC Montreal; 8: OECD</p> |
| <p><b>F02.09P: INTERNATIONALIZATION, DE-INTERNATIONALIZATION, RE-INTERNATIONALIZATION AND BUSINESS MODEL INNOVATION: THE MYTH OF HARMONY?</b><br/> Location: MC3.2<br/> Chair: <b>Prof. Romeo Turcan</b>, Aalborg University, Denmark; <a href="mailto:rvt@business.aau.dk">rvt@business.aau.dk</a></p> <p><b>Internationalization, De-internationalization, Re-internationalization and Business Model Innovation: The myth of Harmony?</b><br/> <b>R. Turcan<sup>1</sup>, J. Eduardsen<sup>1</sup>, N. Evers<sup>2</sup>, T. Tsukanova<sup>3</sup>, T. Vissak<sup>4</sup></b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><b>F02.10I: Macro-Level Governance</b><br/> Location: MC3.4<br/> Chair: <b>Prof. Nuno Reis</b>, Polytechnic University of Leiria, Portugal; <a href="mailto:nuno.m.reis@ipleiria.pt">nuno.m.reis@ipleiria.pt</a></p> <p><b>The Interplay of Gender and Signals in Entrepreneurial Resource Acquisition- A Cross Country Comparative Study</b><br/> <b>R. Barwinski<sup>1</sup>, J. Kleinhempel<sup>2</sup></b><br/> 1: University of Bristol, United Kingdom; 2: University of Warwick, United Kingdom</p>                                                                                                                                                                                                                                                                | <p><b>F02.11I: Drivers and Outcomes of Foreign Divestment</b><br/> Location: MC3.5<br/> Chair: <b>Nik Alfons Ulrich</b>, University of Fribourg, Switzerland; <a href="mailto:nik.ulrich@unifr.ch">nik.ulrich@unifr.ch</a></p> <p><b>The Internationalization of Multinationals in Global Cities: Ownership Modes, Entry Modes, and Taxonomy</b><br/> <b>E. Kaltenecker Retto de Queiroz, E. Kalniouchina</b><br/> D'Amore-McKim School of Business, United States of America</p> <p><b>Strategic Beginnings and Strategic Ends: Formation Motives as Predictors of</b></p>                                                                                                                                      | <p><b>F02.12I: Human rights and CSR in International Business</b><br/> Location: CONFERENCE 3<br/> Chair: <b>Dr. Stefan Zagelmeyer</b>, University of Manchester, United Kingdom; <a href="mailto:s.zagelmeyer@manchester.ac.uk">s.zagelmeyer@manchester.ac.uk</a></p> <p><b>Promoting Gender Equality and Diversity in Multinational Enterprises: Strategic Integrating of SDG 5 into Business Practices in Ghana</b><br/> <b>G. Azumah<sup>1</sup>, C. Abagore<sup>2</sup></b><br/> 1: University of Leeds, United Kingdom; 2: University For Development Studies, Tamale, Ghana</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

1: Aalborg University, Denmark;  
2: Trinity Business School,  
Ireland; 3: EHL Hospitality  
Business School, Switzerland; 4:  
University of Tartu, Estonia

### Assessing the Effectiveness of Smart Specialization Strategy Measures on Export Performance

**A. Burger<sup>1</sup>, A. Jaklic<sup>1</sup>, M. Črnigoj<sup>2</sup>, I. Koleša<sup>1</sup>**

1: University of Ljubljana, Faculty of Social Sciences, Slovenia; 2: Institute of Economic Research; Slovenia

### International Aid, Entrepreneurship, and Institutional Dynamics: Cross-Country Evidence from Developing Economies

**C. Bassil<sup>1</sup>, G. Harb<sup>2</sup>, A. Safari<sup>1</sup>**

1: Qatar University, Qatar; 2: Lebanese American University

### Foreign Direct Investment, Democracy and Innovation: Exploring and Evaluating their non-linear Relationship in the Context of Developing and Emerging Markets

**I. Stylianou<sup>1</sup>, A. Avloniti<sup>2</sup>, C. Anaxagorou<sup>3</sup>, F. Filippaios<sup>4</sup>**

1: State University of New York, Plattsburgh, United States of America; 2: University of Central Lancashire; 3: Independent Researcher; 4: University of Essex

### Swedish Firms' Resilience in International Activities – Recovering Business Relationships in Times of Crisis

**S. Sandberg<sup>1</sup>, P. Servais<sup>1,2</sup>**

1: Linnaeus University; 2: Halmstad University

### A dynamic approach to institutional change in the European Union: Institutional fragility and firm performance

**A. Oliveira<sup>1,2</sup>, F. Carvalho<sup>2</sup>, N. Reis<sup>1</sup>**

1: Polytechnic University of Leiria, CARME, Portugal; 2: University of Coimbra, CeBER, Portugal

### International Joint Venture Termination Modes

**R. Filenko<sup>1</sup>, D. Dikova<sup>2,3</sup>, T. Ali<sup>1</sup>**

1: University of Vaasa; 2: WU Vienna University of Economics and Business; 3: Kozminski University

### Re-entering foreign markets: What needs to change for a company to return after exiting?

**N. Ulrich**

University of Fribourg, Switzerland

### Foreign divestment as a real option for geographically diversified MNEs

**A. Temel, I. Gallegati**

WU Vienna, Austria

### Revisiting the Investment Development Path from a Sector and Industry Perspective: Empirical Insights from Poland

**M. Gorynia<sup>1</sup>, J. Nowak<sup>2</sup>, P. Trapczyński<sup>1</sup>, R. Wolniak<sup>3</sup>**

1: Poznań University of Economics and Business, Poland; 2: IBD Business School, Poland; 3: University of Warsaw, Poland

### When do re-entrants perform well, and how can they profit from their initial market knowledge? - A comparative case study of the car manufacturer industry

**N. Ulrich, D. Morschett**

University of Fribourg, Switzerland

### Dipping a Toe in the CSR Waters: Decoupling as a Strategic Option in the Age of Transparency

**N. Min, J. Park, C. C. Chung**

Korea University Business School, Korea, Republic of (South Korea)

### Interstate Tension, Subsidiary CSR, and Global Value Chain Positioning

**S. Zhang, M. Bu**

Nanjing University, China, People's Republic of

### Determinants of corporate human rights reporting: Towards a conceptual and analytical framework

**S. Zagelmeyer**

University of Manchester, United Kingdom

**F02.13: Meet the Editors 1**  
Location: **GIANNIS MARINOS**  
Chair: **Prof. Marina Papanastassiou**,  
University of Leeds, United Kingdom;  
[M.Papanastassiou@leeds.ac.uk](mailto:M.Papanastassiou@leeds.ac.uk)

#### Meet the Editors 1

**G. Santangelo<sup>1</sup>, R. Strange<sup>2</sup>, V. Duplat<sup>3</sup>, I. Alon<sup>4</sup>, F. Arndt<sup>5</sup>, S. Schmid<sup>6</sup>**

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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|                   | 1: Global Strategy Journal; 2: International Business Review; 3: European Management Journal; 4: International Journal of Emerging Markets; 5: Canadian Journal of Administrative Science; 6: Management International Review                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 11:15am - 11:45am | <b>F.CB1: Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 11:45am - 1:15pm  | <b>F03.EIBAFP: EIBA Fellows Plenary (open to all conference attendees)</b><br>Location: <b>NIKOS SKALKOTAS</b><br>Chair: <b>Prof. Roger Strange</b> , University of Sussex, United Kingdom; <a href="mailto:r.n.strange@sussex.ac.uk">r.n.strange@sussex.ac.uk</a><br><br><b>The Future of the Multinational Enterprise ..... in 2025 and Beyond</b><br><b>R. Strange<sup>1</sup>, P. Buckley<sup>2</sup>, M. Casson<sup>3</sup>, B. Grogard<sup>4</sup>, A. Verbeke<sup>5</sup>, N. Nanopoulos<sup>6</sup></b><br>1: University of Sussex, United Kingdom; 2: Alliance Manchester Business School; 3: University of Reading; 4: Norwegian Business School; 5: University of Calgary; 6: EIBA Distinguished Honorary Fellowship Award 2025                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 1:15pm - 2:30pm   | <b>F.LPS: Lunch with Poster Session</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 1:30pm - 2:30pm   | <b>F.EFML: EIBA Fellows Meeting with lunch (invitation only)</b><br>Location: <b>CONFERENCE 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2:30pm - 3:45pm   | <b>F04.01C: Leadership, Cultural and Expatriate Integration</b><br>Location: MC3.2<br>Chair: <b>Mohamed Ali Kanj</b> , RWTH Aachen, Germany; <a href="mailto:kanj@time.rwth-aachen.de">kanj@time.rwth-aachen.de</a><br><br><b>Rethinking Charismatic Leadership in Comparative Cultural Settings: An Interdisciplinary Perspective</b><br><b>H. Zhang</b><br>Sichuan University, China, People's Republic of<br><br><b>Mitigating Culture Shock: How Responsible Leadership and Emotional Intelligence Drive Expatriates' Performance</b><br><b>T. M. G. Marques<sup>1</sup>, C. Miska<sup>2</sup>, C. F. Crespo<sup>1</sup>, J. Jesus<sup>3</sup></b><br>1: CARME, School of Technology and Management, Polytechnic of Leiria, Portugal; 2: WU Vienna University of Economics and Business; 3: School of Technology and Management, Polytechnic of Leiria, Portugal<br><br><b>Flipping the Script: How Demographic and Task-Related Faultlines Reduce Turnover Among Female Executives in Top Management Teams</b><br><b>M. A. Kanj</b><br>RWTH Aachen, Germany | <b>F04.02C: Executive Leadership, Compensation, and Strategic Investment</b><br>Location: MC3.3<br>Chair: <b>Dr. Michael Mueller</b> , Copenhagen Business School, Denmark; <a href="mailto:mm.egb@cbs.dk">mm.egb@cbs.dk</a><br><br><b>Liquidity-Driven Investment: The Role of Executive Leadership Team Attributes in Times of Uncertainty</b><br><b>D. Li<sup>1</sup>, V. Singh<sup>2</sup>, S. Sui<sup>2</sup></b><br>1: Dongbei University of Finance and Economics, China; 2: Toronto Metropolitan University, Canada<br><br><b>Shareholder ideologies shaping pay inequalities: How investors' political affiliations influence CEO-employee pay gaps</b><br><b>F. Leeners, C. Krieweth, M. Brettel</b><br>RWTH Aachen University, Germany<br><br><b>Capitalists Without Borders: Hedge Fund Activism and the Internationalization of the Corporate Elite</b><br><b>M. Mueller</b><br>Copenhagen Business School, Denmark | <b>F04.03C: Emotions, Rationality &amp; Cognition in SMEs' Internationalisation</b><br>Location: MC3.4<br>Chair: <b>Dr. Katerina Kampouri</b> , Aristotle University of Thessaloniki, Greece; <a href="mailto:kampouri@econ.auth.gr">kampouri@econ.auth.gr</a><br><br><b>Cognitive Flexibility and SME Internationalization: The Mediating Role of Imitative and Vicarious Learning</b><br><b>Y. Geng<sup>1</sup>, W. Bai<sup>1</sup>, M. Johanson<sup>2</sup></b><br>1: Department of Economics, Shenzhen MSU-BIT, Shenzhen, China; 2: Department of Marketing, Stockholm Business School, Stockholm University, Stockholm, Sweden<br><br><b>Reimagining Global HRM in the Age of Fragmented Globalization: Psychological Belonging through Virtual, Transnational Social Spaces</b><br><b>D. H. Le, P. Zettinig, M. Aleem</b><br>University of Turku, Finland<br><br><b>Bounded Rationality, Opportunity and Internationalisation: Evidence from SMEs in Weak Institutional Contexts in Africa</b><br><b>K. Adams</b><br>University of Bradford, United Kingdom<br><br><b>Emotions at the Helm: Differing Decision-Making Logics in international partnership development in Family SMEs' internationalisation</b><br><b>K. Kampouri<sup>1</sup>, Y. Hajidimitriou<sup>2</sup></b><br>1: Aristotle University of Thessaloniki, Greece; 2: University of Macedonia, Thessaloniki, Greece | <b>F04.04C: State Capitalism and Geopolitical Exposure</b><br>Location: LECTURE HALL<br>Chair: <b>Prof. Alvaro Cuervo-Cazurra</b> , Northeastern University, United States of America; <a href="mailto:a.cuervocazurra@northeastern.edu">a.cuervocazurra@northeastern.edu</a><br><br><b>When Capital Comes with a Flag: Foreign Ownership, Geopolitical Exposure and Environmental Innovation in Multinational Enterprise</b><br><b>H. T. T. D. Nguyen<sup>1</sup>, R. Coeurderoy<sup>1</sup>, V. Duplat<sup>2</sup>, V. Scalera<sup>3</sup></b><br>1: ESCP Business school, France; 2: Vrije Universiteit Amsterdam, Netherlands; 3: Amsterdam Business School, University of Amsterdam, Netherlands<br><br><b>Military state capitalism: Extending the varieties of capitalism typology implications for international business</b><br><b>A. Klarin<sup>1</sup>, B. Hu<sup>1</sup>, S. Fan<sup>1</sup>, P.-S. Seet<sup>2</sup></b><br>1: Curtin University, Australia; 2: Edith Cowan University<br><br><b>State Ownership and Internationalization: A Meta-Analytic Structural Equation Modeling Identification of the Mediating Role of Resources</b><br><b>G. Galli<sup>1</sup>, A. Cuervo-Cazurra<sup>2</sup>, P. Duran<sup>3</sup>, A. Majocchi<sup>1</sup></b><br>1: LUISS University, Italy; 2: Northeastern University, Boston, USA; 3: University of Richmond, Richmond, USA |
|                   | <b>F04.05C: Corporate Finance, Venture Capital, and International Market Dynamics</b><br>Location: MUSIX LAB<br>Chair: <b>Prof. Dimitrios Kyrkilis</b> , University of Macedonia, Greece; <a href="mailto:kyrkilis@uom.edu.gr">kyrkilis@uom.edu.gr</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>F04.06C: Internationalisation methods, processes &amp; SMEs</b><br>Location: CONFERENCE 1<br>Chair: <b>Prof. Alfredo D'Angelo</b> , Università Cattolica del Sacro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>F04.07P: EIBA RECOLLECTIONS AND VISIONS: HARMONIA AS A CLOSE TARGET OR AS A MYTH? IB VIEWS FROM ATHENS IN 2002 AND IN 2025'</b><br>Location: GIANNIS MARINOS<br>Chair: <b>Prof. Vitor Corado Simões</b> , ISEG Research, Lisbon School of                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>F04.08P: BEYOND HARMONY: HISTORICAL AND CONTEMPORARY STRATEGIES OF SPATIAL DISPERSION AS RESPONSES TO INSTITUTIONAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

**Leverage and Corporate Cash Holdings: The Contingent Role of Culture and Formal Institutions**

**A. Alipour<sup>1</sup>, A. Yaprak<sup>2</sup>**

1: KIMEP University; 2: Wayne State University

**Barriers to AI Adoption in International Market Selection: The Role of Skepticism and Innovation Resistance in SMEs**

**B. Francioni<sup>1</sup>, A. Aiudi<sup>1</sup>, I. Kowalik<sup>2</sup>**

1: University of Urbino "Carlo Bo", Italy; 2: Warsaw School of Economics, Poland

**Side Letters in Venture Capital: From Agency Problems to Hidden Hierarchies among LPs**

**N. Ahmadian, S. Dr. Kruse**  
RWTH Aachen University, Germany

**Competitiveness and Real Exchange Rates in the Eurozone: Has the Euro Fostered Price Convergence?**

**T. Poulakis, D. Kyrkilis**  
Univrsity of Macedonia, Greece

Cuore, Italy;  
[alfredo.dangelo@unicatt.it](mailto:alfredo.dangelo@unicatt.it)

**From Knowledge to Performance: The Role of Entrepreneurial Orientation and Dynamic Capabilities in Internationalized SMEs**

**E. Manresa-Marhuenda, B. Marco-Lajara, M. Ubeda-Garcia, P. Zaragoza-Saez**  
UNIVERSITY OF ALICANTE, Spain

**The Impact of Home Place on the Firm's First Foreign Direct Investment**

**R. P. Amdam, S. Tomassen, R. Lunnan**  
BI Norwegian Business School, Norway

**The evolution and future of exporting research: Design, scope, method, theory, and thematic focus**

**L. C. Leonidou<sup>1</sup>, C. S. Katsikeas<sup>2</sup>, B. Aykol<sup>3</sup>, P. Eteokleous<sup>4</sup>, D. Nicolaou<sup>1</sup>**

1: University of Cyprus; 2: Leeds University Business School, University of Leeds; 3: Dokuz Eylül University; 4: European University Cyprus

**Export price strategy by first-time exporters. Price differences with home-based competitors as an interplay of export experience, innovation and market leadership factors**

**A. D'Angelo<sup>1</sup>, M. Grazzi<sup>1</sup>, D. Moschella<sup>2</sup>**

1: Università Cattolica del Sacro Cuore, Italy; 2: Scuola Superiore Sant'Anna, Italy

Economics and Management, University of Lisbon, Portugal;  
[vcs@iseg.ulisboa.pt](mailto:vcs@iseg.ulisboa.pt)

**: 'EIBA RECOLLECTIONS AND VISIONS: HARMONIA AS A CLOSE TARGET OR AS A MYTH? IB VIEWS FROM ATHENS IN 2002 AND IN 2025'**

**V. C. Simões<sup>1</sup>, M. Papanastassiou<sup>2</sup>, A. Slangen<sup>3</sup>, A. Zucchella<sup>4</sup>, I. Koleša<sup>5</sup>**

1: ADVANCE/ISEG Research, ISEG- Lisbon School of Economics and Management, Universidade de Lisboa, Portugal; 2: University of Leeds, UK; 3: KU Leuven, Belgium; 4: University of Pavia, Italy; 5: University of Ljubljana, Slovenia

**CHALLENGES IN INTERNATIONAL BUSINESS**

Location: MC3  
Chair: **Prof. Teresa da Silva Lopes**, University of York, United Kingdom; [teresa.lopes@york.ac.uk](mailto:teresa.lopes@york.ac.uk)

**BEYOND HARMONY: HISTORICAL AND CONTEMPORARY STRATEGIES OF SPATIAL DISPERSION AS RESPONSES TO INSTITUTIONAL CHALLENGES IN INTERNATIONAL BUSINESS**

**T. da Silva Lopes<sup>1</sup>, J.-F. Hennart<sup>2</sup>, D. Sutherland<sup>3</sup>, A. Verbeke<sup>4,5</sup>, L. Kano<sup>4</sup>**

1: University of York, United Kingdom; 2: University of Tilburg; 3: University of Durham; 4: University of Calgary; 5: University of Reading

**F04.09P: SUBSIDIARY STRATEGY IN THE MODERN MULTINATIONAL: MANAGING DISRUPTIVE CHANGE AND COMPLEXITY**

Location: MC2  
Chair: **Dr. Paul Ryan**, Trinity College Dublin, Ireland; [paul.ryan@tcd.ie](mailto:paul.ryan@tcd.ie)

**SUBSIDIARY STRATEGY IN THE MODERN MULTINATIONAL: MANAGING DISRUPTIVE CHANGE AND COMPLEXITY**

**P. Ryan<sup>1</sup>, U. Andersson<sup>2</sup>, M. Giblin<sup>3</sup>, E. Gillmore<sup>4</sup>, M. Reilly<sup>5</sup>**

1: Trinity College Dublin, Ireland; 2: Malardalen University, Sweden; 3: University of Galway, Ireland; 4: Durham University, UK; 5: Dublin City University, Ireland

**F04.10P: THEORETICAL CHALLENGES, STRATEGIC IMPLICATIONS, AND RESEARCH AGENDA**

Location: NIKOS SKALKOTAS  
Chair: **Stefano Elia**, Politecnico di Milano, Italy; [stefano.elia@polimi.it](mailto:stefano.elia@polimi.it)

**AI AND INTERNATIONAL BUSINESS: THEORETICAL CHALLENGES, STRATEGIC IMPLICATIONS, AND RESEARCH AGENDA**

**S. Elia<sup>1</sup>, P. Buckley<sup>2</sup>, A. Gaur<sup>3</sup>, O. Kuivalainen<sup>4</sup>**

1: Politecnico di Milano, Italy; 2: University of Manchester, UK; 3:

**F04.11I: Building Resilience in the New Era**

Location: CONFERENCE 3  
Chair: **Prof. Stefan Schmid**, ESCP Business School, Berlin, Germany; [sschmid@escp.eu](mailto:sschmid@escp.eu)

**Deglobalisation or Reglobalisation? A Macroperspective on the Re-emergence of the Global Economy**

**P. Arte**  
Stockholm School of Economics and The Swedish Institute of International Affairs

**Rethinking the "Local" in International Business: A Complexity Theory Perspective**

**M. Lehrer, S. Celso**

**F04.12I: Diversity and Inclusion in International Contexts**

Location: MC3.5  
Chair: **Prof. Markus Pudelko**, University of Tübingen, Germany; [markus.pudelko@uni-tuebingen.de](mailto:markus.pudelko@uni-tuebingen.de)

**Negotiating Foreignness: Identity Work by Immigrant Workers in Japan**

**G. He**  
Ritsumeikan University, Japan

**The effects of communication-enhancing skills in the presence of language barriers**

**N. Ando, M. Suzuki, H. Nishikawa**  
Hosei University, Japan

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Rutgers University, USA; 4: LUT University, Finland</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>Suffolk University, United States of America</p> <p><b>Exploring the International Business (IB) field to identify active research fronts</b><br/> <u>P. Seva-Larrosa</u><sup>1</sup>, L. Ruiz-Fernández<sup>1</sup>, F. García-Lillo<sup>1</sup>, A. Ferraris<sup>2</sup><br/> 1: University of Alicante, Spain; 2: University of Turin</p> <p><b>Building Resilience in a Fractured World: Innovation, Technical Barriers to Trade, and the Pace of International Expansion</b><br/> <u>H.-C. Huang</u>, C.-H. Lin<br/> National Sun Yat-sen University, Taiwan</p> <p><b>Understanding Regional Export Promotion: Evidence from a Complex and Fragmented Ecosystem in West Yorkshire, United Kingdom</b><br/> G. Blackburne<sup>1</sup>, C. Jiang<sup>2</sup>, Y. Liu<sup>1</sup>, F. McDonald<sup>1</sup>, M. Wang<sup>3</sup>, Y. Wei<sup>1</sup><br/> 1: University of Leeds, United Kingdom; 2: University of Shenzhen; 3: Newcastle University</p> <p><b>AI in International Business: A Literature Review</b><br/> <u>S. Schmid</u>, Z. Xia<br/> ESCP Business School, Berlin, Germany</p> | <p><b>The Effects of Workplace Diversity on Firms' International Competitiveness. What is all about?</b><br/> <u>A. Zane</u>, F. Guadamillas Gómez, M. J. Donate Manzanares<br/> Universidad de Castilla La Mancha, Spain</p> <p><b>Diversity as a Driver of Societal Impact: The Role of Organizational and Institutional Boundary Conditions in Academic Publishing</b><br/> <u>E. Bethge</u><br/> Friedrich Schiller University, Germany</p> <p><b>Redefining Global Mobility: Family-inclusive Assignment Policy Adjustments for Successful and Sustainable International Assignments</b><br/> <u>D. Zachová</u>, Z. Křečková Kroupová<br/> Prague University of Economics and Business, Czech Republic</p> <p><b>Exclusion Experiences of Migrants in Germany</b><br/> <u>M. Pudielko</u><sup>1</sup>, C. Popescu<sup>1</sup>, H. Tenzer<sup>2</sup><br/> 1: University of Tübingen, Germany; 2: LMU - Munich School of Management</p> |
| <p><b>F04.13I: Techno-geopolitical challenges and supranational dimensions in IB</b><br/> Location: CONFERENCE 4<br/> Chair: <u>Dr. Matevz Raskovic</u>, Auckland University of Technology, New Zealand; <a href="mailto:matt.raskovic@aut.ac.nz">matt.raskovic@aut.ac.nz</a></p> <p><b>Coalition-Based Corporate Political Activity in Supranational Regulatory Arenas</b><br/> <u>P. Gustafsson</u>, <u>Z. Vincze</u><br/> Umeå University, Sweden</p> <p><b>Cultural institutions as a risk mitigation device for Chinese firms doing business in Latin America</b><br/> <u>D. Quer</u><sup>1</sup>, <u>J. Peng</u><sup>2</sup><br/> 1: University of Alicante, Spain; 2: Shaoxing University, Zhejiang, China</p> <p><b>Technology Disparity and Innovation Performance of Chinese ICT firms under Geopolitical Turbulence</b><br/> <u>S. Zhang</u><sup>1</sup>, <u>S. Gu</u><sup>2</sup>, <u>Y. Hu</u><sup>3</sup><br/> 1: School of Economics and Management, University of Chinese Academy of Sciences; 2: Sino-Danish College, University of Chinese Academy of Sciences; 3: Aalborg University Business School, Aalborg University</p> | <p><b>F04.14I: Complex Environments and IB</b><br/> Location: CONFERENCE 2<br/> Chair: <u>Dr. Louise Curran</u>, TBS Education, France; <a href="mailto:l.curran@tbs-education.fr">l.curran@tbs-education.fr</a></p> <p><b>Comparative Consumer Behavior in Emerging vs. High-Income Markets: Price Sensitivity, Brand Loyalty, and E-Commerce Adoption in North Macedonia &amp; Qatar</b><br/> <u>I. Petrovska</u><sup>1</sup>, <u>A. Jossan</u><sup>2</sup>, <u>J. Magdeska</u><sup>1</sup><br/> 1: University American College Skopje, North Macedonia; 2: QFBA Northumbria University, Qatar</p> <p><b>Coordination of MNC in an uncertain environment</b><br/> <u>V. Fossats</u><br/> Université de Lorraine, France</p> <p><b>The effect of corruption on escapist FDI: An analysis of grand and petty corruption impact on FDI outflows</b></p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Can Sustainable Minds Deliver Profits? CEO Characteristics, Sustainability Engagement, and Business Model Innovation as Drivers of SMEs Performance**

**D. Dikova, M. Ciszewska-Mlinarič**  
Kozminski University, Poland

**I Am Not A Mudalali: Micro-to-Macro Social Translation of Entrepreneurship Legitimacy in Sri Lanka**

**M. Raskovic, I. Rajapaksha, S. Singh**  
Auckland University of Technology, New Zealand

**N. Reis, J. Santos, V. Carvalho**  
Polytechnic University of Leiria, CARME, Portugal

**Resilient and Sustainable Global Value Chains in an era of economic decoupling: an exploratory study of the semiconductor-automotive nexus**

**F. Sacco<sup>1</sup>, G. Magnani<sup>1</sup>, P. N. Ghauri<sup>2</sup>**

1: University of Pavia, Italy;  
2: University of Birmingham, U.K.

**Consumer Animosity Revisited: Does it Really Influence Consumer Purchases?**

**G. Nakos<sup>1</sup>, V. Vracheva<sup>2</sup>**

1: Clayton State University, United States of America;  
2: Norfolk State University, United States of America

**The Impact of Circular Economy Policies on Firms' Strategies within Global Value Chains: A Study of the French Textile Industry**

**L. Curran<sup>1</sup>, T. Joltreau<sup>2</sup>**

1: TBS Education, France;  
2: EDHEC, France

3:45pm  
-  
4:15pm

**F.CB2: Coffee Break**

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>4:15pm<br/>-<br/>5:30pm</p> | <p><b>F05.01C: MNEs and Environmental Pollution Challenges</b><br/>Location: <b>LECTURE HALL</b><br/>Chair: <b>Prof. Sorin Krammer</b>, University of Southampton, United Kingdom; <a href="mailto:s.krammer@soton.ac.uk">s.krammer@soton.ac.uk</a></p>                                                                                                                                                                                                                                                                                                                                                                   | <p><b>F05.02C: Gender, Diversity &amp; Cultural Narratives</b><br/>Location: <b>MC3.2</b><br/>Chair: <b>Prof. Andrei Panibratov</b>, Leonard De Vinci Pole Universitaire, France; <a href="mailto:panibratov.andrei@gmail.com">panibratov.andrei@gmail.com</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p><b>F05.03C: Digital Innovation and Networks</b><br/>Location: <b>MC3.3</b><br/>Chair: <b>Dr. Noman Shaheer</b>, University of Sydney, Australia; <a href="mailto:noman.shaheer@sydney.edu.au">noman.shaheer@sydney.edu.au</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>F05.04C: Reshoring, Offshoring, Global Scaling, and Value Capture</b><br/>Location: <b>MC3.4</b><br/>Chair: <b>Prof. Luciano Fratocchi</b>, University of L'Aquila ITALY, Italy; <a href="mailto:luciano.fratocchi@univaq.it">luciano.fratocchi@univaq.it</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                | <p><b>Home Country Institutions and the Internationalisation-Environmental Performance Relationship: A Meta-Analytic Review</b><br/><b>W. Lin</b>, <b>A. Giroud</b>, <b>R. Gao</b><br/>University of Manchester, United Kingdom</p>                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>Mixed Signals: The Role of Expatriates' Local Language Proficiency and Humor Use in Shaping Supervisors' Attitudes and Evaluations</b><br/><b>A. Koveshnikov</b><br/>Aalto University, Finland</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>Secure Digital Network Architectures as Strategic Enablers of MNE Connectivity: Speed, Security, and Reliability in Digital Era</b><br/><b>J. Butkeviciene</b><sup>1</sup>, <b>C. Dhanaraj</b><sup>2</sup>, <b>R. Butkevicius</b><sup>3</sup><br/>1: Vilnius University, Lithuania; 2: Georgia State University; 3: Avia Solutions Group</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>The Relevance of Reshoring Experience for Offshoring Strategies</b><br/><b>F. Ciabuschi</b>, <b>D. Pedroletti</b>, <b>C. Su</b><br/>Uppsala University, Sweden</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                | <p><b>Multimarket contact and the environmental sustainability actions of multinational enterprises.</b><br/><b>P. Symeou</b><sup>1</sup>, <b>G. Kassinis</b><sup>2</sup><br/>1: Cyprus University of Technology, Cyprus; 2: University of Cyprus, Cyprus</p>                                                                                                                                                                                                                                                                                                                                                             | <p><b>Bridging the Talent Gap: International Workforce Acquisition in German SMEs</b><br/><b>S. Kalweit</b>, <b>D. A. Filipescu</b><br/>TBS Education, Spain</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>How Digitally Cohesive is Europe?</b><br/><b>C. Economidou</b><sup>1</sup>, <b>T. Christou</b><sup>2</sup>, <b>N. Topaloglou</b><sup>3</sup>, <b>G. Tsomidis</b><sup>1</sup>, <b>A. Bechlioulis</b><sup>1</sup><br/>1: University of Piraeus, Greece; 2: JRC EU Commission, Spain; 3: AUEB, Greece</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p><b>Acculturation and institutional legitimacy in Multinationals From The Global South: Evidence from a case study of a Brazilian Multinational</b><br/><b>A. L. Sadzinski</b><sup>1</sup>, <b>M. P. Ferreira</b><sup>2</sup>, <b>F. M. Borini</b><sup>3</sup>, <b>C. F. Crespo</b><sup>2</sup><br/>1: Instituto Federal de Santa Catarina, Brazil; 2: CARME, School of Technology and Management, Polytechnic of Leiria, Portugal; 3: Universidade de São Paulo, USP, Brazil</p>                                                                                                                                                                                                                                                                                                                         |
|                                | <p><b>The Pollution Hell Hypothesis: When Stringent Environmental Laws Attract Complex Product Manufacturers</b><br/><b>S. Jha</b><sup>1</sup>, <b>R. Zakaria</b><sup>2</sup><br/>1: Purdue University Fort Wayne, United States of America; 2: University of Wisconsin Whitewater</p>                                                                                                                                                                                                                                                                                                                                    | <p><b>When language becomes a liability: Stigmatization of experts on Russia amidst geopolitical conflict</b><br/><b>V. Outila</b><sup>1</sup>, <b>R. Piekkari</b><sup>2</sup>, <b>C. Reade</b><sup>1</sup><br/>1: San Jose State University, United States of America; 2: Aalto University, Finland</p>                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>Innovating under Institutional Uncertainty: Design Iterations and Digital Innovations</b><br/><b>N. Shaheer</b><sup>1</sup>, <b>J. Yi</b><sup>2</sup>, <b>J. He</b><sup>3</sup><br/>1: University of Sydney; 2: Renmin University of China; 3: Central University of Finance and Economics</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>A Value Capture Theory of Foreign Direct Investment</b><br/><b>L. Tinhor</b><sup>1</sup>, <b>H. Pühr</b><sup>1,2</sup>, <b>T. Lindner</b><sup>1,2,3</sup>, <b>S. Dorobantu</b><sup>4</sup><br/>1: WU Vienna; 2: University of Innsbruck; 3: Copenhagen Business School; 4: New York University</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                | <p><b>Pollution Transparency and Firms' Eco-Innovation: Does International Orientation Help?</b><br/><b>S. Krammer</b><sup>1</sup>, <b>A. Cuervo-Cazurra</b><sup>2</sup>, <b>L. Wu</b><sup>3</sup>, <b>L. Lin</b><sup>4</sup><br/>1: University of Southampton, United Kingdom; 2: Northeastern University, USA; 3: Xiamen University, China; 4: Beijing University, China</p>                                                                                                                                                                                                                                            | <p><b>Awkward Positioning of International Student: Concept Clarification for Developing International Student Talent</b><br/><b>A. Panibratov</b><sup>1</sup>, <b>Y. Luo</b><sup>2</sup><br/>1: Leonard De Vinci Pole Universitaire, France; 2: St. Petersburg University</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p><b>Hybrid Reshoring Strategies and Supply Network Relationships in Born Offshored Companies: Insights from an Italian Case Study</b><br/><b>A. Perna</b><sup>1</sup>, <b>A. Picciotti</b><sup>2</sup>, <b>A. Runfola</b><sup>2</sup>, <b>L. Fratocchi</b><sup>3</sup><br/>1: Polytechnic University of Marche, Italy; 2: 2 University of Perugia, Italy; 3: 3 University of L'Aquila, Italy</p>                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                | <p><b>F05.05C: SMEs' Internationalisation Speed</b><br/>Location: <b>CONFERENCE 1</b><br/>Chair: <b>Prof. Niina Nummela</b>, University of Turku, Finland; <a href="mailto:niina.nummela@utu.fi">niina.nummela@utu.fi</a></p> <p><b>Do all Born globals internationalize rapidly? Configuration and sense-making</b><br/><b>K. Efrat</b>, <b>A. Wald</b><br/>University of Agder, Norway</p> <p><b>Syndication Networks and Internationalization Speed: Evidence from Venture Capital and Institutional Distance</b><br/><b>Y. Quan</b>, <b>E. Y. Liu</b>, <b>F. McDonald</b><br/>University of Leeds, United Kingdom</p> | <p><b>F05.06P: IB IN A POST-AGENDA 2030 WORLD: (HOW) WILL MNES CONTINUE TO CONTRIBUTE TO SUSTAINABLE DEVELOPMENT?</b><br/>Location: <b>MC2</b><br/>Chair: <b>Dr. Shasha Zhao</b>, Surrey University, United Kingdom; <a href="mailto:shasha.zhao@surrey.ac.uk">shasha.zhao@surrey.ac.uk</a></p> <p><b>IB IN A POST AGENDA 2030 WORLD: (HOW) WILL MNES CONTINUE TO CONTRIBUTE TO SUSTAINABLE DEVELOPMENT?</b><br/><b>I. Margaret</b><sup>1</sup>, <b>H. Voss</b><sup>2</sup>, <b>M. Ilieva</b><sup>3</sup>, <b>M. Oberhauser</b><sup>4</sup>, <b>E. Rose</b><sup>5</sup><br/>1: Univesrity of Liverpool, United Kingdom; 2: University of Bristol, United Kingdom; 3: University of Leeds, United Kingdom; 4: ESCP Madrid, Spain; 5:</p> | <p><b>F05.07P: THERE IS MORE TO THE STORY: HOW SERENDIPITY, THE CASINO MODEL, AND BUSINESS MODEL DESIGN INFORM SME INTERNATIONALIZATION</b><br/>Location: <b>MC3</b><br/>Chair: <b>Prof. Jean-Francois Hennart</b>, Tilburg University, Netherlands, The; <a href="mailto:j.f.hennart@tilburguniversity.edu">j.f.hennart@tilburguniversity.edu</a></p> <p><b>There is more to the story: how serendipity, the Casino model, and business model design inform SME internationalization</b><br/><b>J.-F. Hennart</b><sup>1</sup>, <b>B. Hagen</b><sup>2</sup>, <b>T. Vissak</b><sup>3</sup>, <b>I. Hakanson</b><sup>4</sup>, <b>o. Kuivalainen</b><sup>5</sup><br/>1: Tilburg University, Netherlands, The; 2: University of Pavia; 3: University of Tartu; 4: Copenhagen Business School; 5: LUT</p> | <p><b>F05.08I: Business Models, Internationalisation, and SME Resilience</b><br/>Location: <b>CONFERENCE 2</b><br/>Chair: <b>Dr. Susanne Sandberg</b>, Linnaeus University, Sweden; <a href="mailto:susanne.sandberg@lnu.se">susanne.sandberg@lnu.se</a></p> <p><b>Crafting A Theory of Resilience Strategies of Diaspora Entrepreneurs in Africa: A Dynamic Capabilities Perspective</b><br/><b>E. Chysostome</b><sup>1</sup>, <b>R. Suddaby</b><sup>2</sup>, <b>A. Adegbile</b><sup>3</sup>, <b>F. Nyame-Asyamah</b><sup>4</sup>, <b>C. Boaf</b><sup>5</sup><br/>1: Ivey Business School, Western University, Canada; 2: Gustavson School of Business, University of Victoria, Canada; 3: Birmingham City University, UK; 4: Ainglia Ruskin University, UK; 5: University of British Columbia, Canada</p> |

## Temporal Dynamics of Learning-by-Exporting

**J. Eduardsen**

Aalborg University, Denmark

## Scaling in entrepreneurial internationalisation. Longitudinal case study of Finnish SMEs

**N. Nummela<sup>1</sup>, E. Paavilainen-Mäntymäki<sup>2</sup>**

1: University of Turku, Finland; 2: University of Turku, Finland

Indian Institute of Management, India

## Motivations and Challenges in the Location Choices of Hospitality Schools' International Branches: A Comparative Analysis of IBC and Franchise Models

**A. S. Duncan<sup>1</sup>, A.-L. Duncan<sup>2</sup>**

1: Burgundy School of Business, France; 2: Institut Lyfe

## 15 Years of Business Models in the Study of International Business

**G. Benito-Sarriá, J. Pla-Barber, C. Villar**

University of Valencia, Spain

## How Do Internationalized SMEs Transform Digitally During Times of Turbulence in Order to Be Resilient in Their International Business?

**S. Sandberg**

Linnaeus University, Sweden

## Building Resilience in International SMEs through Transformative Marketing and Innovation: A Case Study from Italy

**D. KABBARA<sup>1</sup>, M. Torres<sup>2</sup>, M. T. Zanini<sup>3</sup>**

1: University of Pavia, Italy; 2: Kent business School, University of Kent, UK; 3: FGV EBAPE- Escola Brasileira de Administração Pública e de Empresas, Brasil

## Do digital business models enhance entrepreneurial internationalization?

**I. Mihailova<sup>1</sup>, M.**

**Gabrielsson<sup>2</sup>, T. Tammi<sup>1</sup>**

1: University of Eastern Finland, Finland; 2: Hanken School of Economics

## F05.09I: Innovation, Knowledge Transfer, and SMEs' Internationalisation Processes

Location: MC3.5

Chair: **Prof. Nikolaos Sklavounos**, University of Macedonia, Greece; [sklavou@uom.edu.gr](mailto:sklavou@uom.edu.gr)

## Beyond Global Harmony: Reverse Knowledge Flow and Co-Evolution in the Chinese NEV Industry

**X. Zhai**

Peking University, China, People's Republic of

## Inexpensive Innovation and Export Margins

**S. Kalyvitis<sup>1</sup>, M. Llada<sup>2</sup>, R. Nunes de Faria<sup>3</sup>, E. Thomaidou<sup>4</sup>**

1: Athens University of Economics and Business; 2: University of Buenos Aires; 3: Universidade Federal de Sao

## F05.10I: Expatriation, Career Development, and Organizational Support

Location: MUSIX LAB

Chair: **Prof. Ulrike Mayrhofer**, IAE Nice, Université Côte d'Azur, France; [ulrike.mayrhofer@univ-cotedazur.fr](mailto:ulrike.mayrhofer@univ-cotedazur.fr)

## Expatriate Retention Through Occupation-relevant HRM Practices: A Cultural Contingency Model

**M. N. Vatne, G. Mustafa**

Norwegian University of Science and Technology (NTNU), Norway

## Generative AI Collaboration and Sustainable Careers: A Career Construction Perspective on Expatriates'

## F05.11I: Networks and relationship ties in SME Internationalisation

Location: CONFERENCE 3

Chair: **Dr. Spiros Batas**, Queen Mary University of London, United Kingdom; [S.Batas@qmul.ac.uk](mailto:S.Batas@qmul.ac.uk)

## Unravelling Relationship Violations in International SME Cooperation: A Comparative Perspective

**L. Danik<sup>1</sup>, D. Dikova<sup>2</sup>, I.**

**Kowalik<sup>1</sup>, A. Pleśniak<sup>1</sup>, A. Z. Berky<sup>2</sup>, E. Ipsmiller<sup>2</sup>**

1: SGH Warsaw School of Economics, Poland; 2: Vienna University of Economics and Business, Austria

## Managerial Sensemaking and Business Model Innovation in Internationalizing SMEs: The Mediating Effect of Network Capability

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | <p>Carlos; 4: University of St Andrews, United Kingdom</p> <p><b>Divergent Paths to Performance: A Configurational Study of Chinese MNEs' Global Green Supply Chain Strategies</b><br/> <b>Q. Gao<sup>1</sup>, J. Zhang<sup>1</sup>, W. Qin<sup>1</sup>, X. Jin<sup>1</sup>, Z. Li<sup>2</sup>, X. Zhuang<sup>3</sup></b><br/> 1: Beijing International Studies University, China, People's Republic of; 2: University of international Business and Economics; 3: Shandong Normal University</p> <p><b>Bridging Worlds: Knowledge Transfer in SME-MNE Collaborations for Digitainability</b><br/> <b>A. Khodabandeh, D. Fjellström</b><br/> university of Gävle, Sweden</p> <p><b>The Adoption of Digital Marketing by Exporting Firms: A Theoretical Perspective</b><br/> <b>E. Mouratidou, N. Sklavounos, Y. Hajidimitriou</b><br/> University of Macedonia, Thessaloniki, Greece</p> | <p><b>Adaptability and Development</b><br/> <b>Z. Zhu, T. Vartiainen</b><br/> University of Vaasa, Finland</p> <p><b>Leading Through Complexity: A Configurational View on CEO Generalist Experience</b><br/> <b>J. Tebrügge, S. Kruse</b><br/> RWTH Aachen University, Germany</p> <p><b>Adaptation in Scaling Circular Business Model Innovations of Small And Medium-Sized Enterprises in International Markets: An Institutional Theory Perspective</b><br/> <b>F. F. Idun-Acquah, P. Gabrielsson, M. Kontkanen</b><br/> University of Vaasa, Finland</p> <p><b>Resource Gains, Losses, and Trade-offs: A Qualitative Exploration of Turkish Expatriates' Adaptation and Resilience in Host Countries</b><br/> <b>E. Atay<sup>1</sup>, D. Z. Nayir<sup>2</sup>, R. Moeen<sup>3</sup>, I. UL HAQ<sup>4</sup></b><br/> 1: RMIT International University, The School of Business, Ho Chi Minh City, Vietnam; 2: Turkish German University, Department of Management, Istanbul, Turkey; 3: Superior University, Lahore Pakistan; 4: Emlv Business school, France</p> <p><b>Do career paths of top managers and board members evolve over time? A longitudinal case study of Airbus</b><br/> <b>U. Mayrhofer<sup>1</sup>, C. Barmeyer<sup>2</sup></b><br/> 1: Université Côte d'Azur, IAE Nice, GRM, France; 2: University of Passau, Germany</p> | <p><b>L. Torkkeli<sup>1</sup>, S. Fuerst<sup>2</sup>, M. Ivanova-Gongne<sup>3</sup></b><br/> 1: LAB University of Applied Sciences, Finland; 2: Tecnológico de Monterrey, EGADE Business School, Mexico; 3: Åbo Akademi</p> <p><b>Navigating International Networks: Cognitive and Structural Drivers for Foreign Entrepreneurs</b><br/> <b>X. Han<sup>1</sup>, F. Goxe<sup>2</sup>, S. Freeman<sup>3</sup></b><br/> 1: Guangzhou College of Commerce; 2: Université Côte d'Azur; 3: University of South Austrilia</p> <p><b>Understanding SMEs' decision-making in export market/customer selection: An identity perspective</b><br/> <b>S. A. Sweet<sup>1</sup>, F. Nilssen<sup>2</sup></b><br/> 1: Nord University, Norway; 2: Nord University, Norway</p> <p><b>When Networks Help, and When They Don't: A Temporal Perspective on Social Capital in International New Ventures from Greece and Scotland</b><br/> <b>S. Batas<sup>1</sup>, J. Godinez<sup>2</sup>, T. Leppäaho<sup>3</sup></b><br/> 1: Queen Mary University of London, United Kingdom; 2: University of Massachusetts Lowell, USA; 3: LUT University, Finland</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>5:45pm - 7:00pm</p> | <p><b>F06.01C: Sustainability Integration Patterns of MNEs</b><br/> Location: LECTURE HALL<br/> Chair: <b>Prof. Filip De Beule</b>, KU Leuven, Belgium;<br/> <a href="mailto:filip.debeule@kuleuven.be">filip.debeule@kuleuven.be</a></p> <p><b>Is More Always Better? A Nonlinear Analysis of Greenfield FDI and Green Economic Growth in Europe</b><br/> <b>E. Ketteni<sup>2</sup>, C. Kottaridi<sup>1</sup></b><br/> 1: University of Piraeus, Greece; 2: Frederick University, Cyprus</p> <p><b>Country Perceptions, Perceptions of Product Sustainability, and</b></p>                                                                                                                                                                                                                                                                                                              | <p><b>F06.02C: Strategic Adaptation, Exit, and Reconfiguration in Emerging and Complex Markets</b><br/> Location: CONFERENCE 4<br/> Chair: <b>Prof. Arkadiusz Mironko</b>, Kean University, United States of America;<br/> <a href="mailto:arkadius@rutgers.edu">arkadius@rutgers.edu</a></p> <p><b>The role of knowledge-based and political dynamic capabilities in firms' foreign market exits from a politically unstable environment</b><br/> <b>Y. Tao</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><b>F06.03C: EMs: Risk, Resilience &amp; Geopolitics</b><br/> Location: MC3.4<br/> Chair: <b>Prof. Tianjiao Xia</b>, University of East Anglia, United Kingdom;<br/> <a href="mailto:tianjiao.xia@uea.ac.uk">tianjiao.xia@uea.ac.uk</a></p> <p><b>From Scale to Sustainability: Green Innovation, Media Attention, and Political Connection</b><br/> <b>J. Shi<sup>1</sup>, D. Wang<sup>2</sup></b><br/> 1: South-Central Minzu University, China, People's Republic of; 2: Aalborg University Business School, Aalborg, Denmark</p> <p><b>Global Natural Disasters and Community Resilience</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>F06.04C: MNE Governance and Decision Making</b><br/> Location: MC3.2<br/> Chair: <b>Matteo Moesli</b>, ZHAW School of Management and Law, Switzerland; <a href="mailto:moel@zhaw.ch">moel@zhaw.ch</a></p> <p><b>Financial Slack and Subsidiary Risk-taking: The Role of Industry Relatedness and Subsidiary Grouping</b><br/> <b>A. Hamrabadi<sup>1</sup>, S. Tewari<sup>2</sup>, S. Khorana<sup>1</sup></b><br/> 1: Aston University, United Kingdom; 2: IIM Kashipur, India</p> |

**Purchase Probability: Comparing the Predictive Ability of Alternative Country Image Measures**

**C. Scrimieri<sup>1</sup>, A. Pastore<sup>1</sup>, A. Diamantopoulos<sup>2</sup>**

1: Sapienza University of Rome; 2: University of Vienna

**MNEs' environmental technology transfer in the face of natural disasters**

**P. Symeou<sup>1</sup>, G. Santangelo<sup>2</sup>**

1: Cyprus University of Technology, Cyprus; 2: Copenhagen Business School, Denmark

**Integrating sustainability and purchasing along the GVC: Comparing commercial companies and social enterprises**

**E. Dries, F. De Beule**  
KU Leuven, Belgium

Aalborg University, Denmark

**Corporate Political Affiliations and ESG Performance: Insights from Green Innovation in China**

**D. Huang<sup>1</sup>, Q. Gao<sup>2</sup>**

1: Central European University, Austria; 2: Beijing International Studies University, China

**From The Amazon to the World? The Challenge of Top Amazon in the face of Internationalization**

**L. Baesso<sup>1</sup>, A. Figueira<sup>1</sup>, E. Russo<sup>2</sup>**

1: COPPEAD Graduate School of Business - Federal University of Rio de Janeiro, Brazil; 2: Sull Ross State University

**Foreign Divestment in Central and Eastern Europe: Strategic Detachment and the Reconfiguration of Global Capital**

**A. Mironko<sup>1</sup>, M. Sagan<sup>2</sup>**

1: Kean University, USA; 2: Szkoła Główna Handlowa, Warsaw, Poland

**in Small Island Developing States**

**K. Brandl<sup>1</sup>, E. Moore<sup>2</sup>, L.**

**Marchiori Pacheco<sup>2</sup>, J. Doh<sup>3</sup>**

1: University of Victoria, Canada; 2: Northeastern University, USA; 3: Villanova University, USA

**International strategic agility: Empirical insights from an emerging market**

**C. Paschoa<sup>1,2</sup>, N. Fernandes Crespo<sup>1,2</sup>**

1: ISEG - University of Lisbon, Portugal; 2: ISEG Research

**Geopolitical tensions and subsidiary leadership selection**

**T. Xia<sup>1</sup>, H. Jin<sup>2</sup>, C. Wang<sup>3</sup>, X. Liu<sup>4</sup>**

1: University of East Anglia, United Kingdom; 2: University of Leeds, United Kingdom; 3: Birmingham Business School University of Birmingham; 4: Birmingham Business School University of Birmingham

**Ambivalence in internationalization decisions: A survey among UK manufacturers**

**M. Grego<sup>1</sup>, S. Munjal<sup>2</sup>, H. Voss<sup>3</sup>, E. Y. Wang<sup>4</sup>**

1: University of Pavia, Italy; 2: Aston University; 3: Bristol University; 4: Leeds University Business School

**Decoding the SDG contextualization process of MNE subsidiaries in South Korea**

**J. Kim<sup>1</sup>, J.-W. Song<sup>2</sup>**

1: University of Dundee, United Kingdom; 2: University of Edinburgh, United Kingdom

**Geopolitical Risk in Cross-Border Investment Decisions : A CEO-Level Perspective**

**M. Moesli**

ZHAW School of Management and Law, Switzerland

**F06.05C: Risk, Uncertainty, and Institutional Dynamics in MNE Governance**

Location: MC3.3

Chair: **Prof. Linda Hsieh**, University of Birmingham, United Kingdom; [h.hsieh@bham.ac.uk](mailto:h.hsieh@bham.ac.uk)

**Political Stability, Economic Policy Uncertainty, and High-Growth SMEs in Europe: The Role of Managerial Political Action Values**

**E. Hawach<sup>1</sup>, I. Requejo<sup>1</sup>, C. Zhang<sup>2</sup>**

1: University of Salamanca, Spain; 2: Northumbria University, United Kingdom

**Unpacking the Properties of Exogenous Shocks: How Institutional Quality Shapes Their Relationship with MNE Expansion**

**G. Grellmann<sup>1</sup>, M. Amal<sup>2</sup>, D. Eliete Floriani<sup>3</sup>**

1: Univali, Brazil; 2: Univali, Brazil/FURB, Brazil; 3: Univali, Brazil

**Hazard, Uncertainty, and MNE Divestments: Closing vs. Selling Foreign Subsidiaries**

**S. Mariotti<sup>1</sup>, R. Marzano<sup>2</sup>, M. Mutinelli<sup>3</sup>**

1: Politecnico di Milano; 2: Sapienza University of Rome, Italy; 3: University of Brescia

**Host country institution, performance risk and ex**

**F06.06P: FOSTERING YOUNG AND MID-CAREER IB SCHOLARS TO DEVELOP INTERESTING RESEARCH AND MEANINGFUL CAREERS**

Location: GIANNIS MARINOS

Chair: **Prof. Tony Fang**, Stockholm Business School, Stockholm University, Sweden; [tony.fang@sbs.su.se](mailto:tony.fang@sbs.su.se)

**Fostering young and mid-career IB scholars to develop interesting research and meaningful careers**

**T. Fang<sup>1</sup>, P. Buckley<sup>2</sup>, G. Qi<sup>3</sup>, A. U. Nowinska<sup>4</sup>, G.**

**Msann<sup>4</sup>, H. Solli-Sæther<sup>5</sup>, M. Raskovic<sup>6</sup>, T. Ambos<sup>7</sup>, A. Giroud<sup>2</sup>**

1: Stockholm University, Sweden; 2: University of Manchester, UK; 3: University of Birmingham, UK; 4: Aalborg University, Denmark; 5: Norwegian University of Science and Technology, Norway; 6: Auckland University of Technology, New Zealand; 7: University of Geneva, Switzerland

**F06.07P: THE STRATEGIC IMPERATIVE: LEVERAGING DYNAMIC CAPABILITIES AND ENTREPRENEURSHIP IN A FRAGMENTED GLOBAL ECONOMY**

Location: MC2

Chair: **Dr. Olga Petricevic**, University of Calgary, Canada; [o.petricevic@haskayne.ucalgary.ca](mailto:o.petricevic@haskayne.ucalgary.ca)

**THE STRATEGIC IMPERATIVE: LEVERAGING DYNAMIC CAPABILITIES AND ENTREPRENEURSHIP IN A FRAGMENTED GLOBAL ECONOMY**

**O. Petricevic<sup>1</sup>, C. Pitelis<sup>2</sup>, S. Ramoglou<sup>3</sup>, C. Wang<sup>4</sup>**

1: Haskayne School of Business, University of Calgary, Canada; 2: Department of Economics, National and Kapodistrian University of Athens, Greece; 3: University of Southampton Business School, University of Southampton, UK; 4: Brunel Business School, Brunel University of London, UK

**F06.08P: EU POLICY SHIFTS AND GLOBAL PRODUCTION – HOW HAS THE EVOLVING EU POLICY LANDSCAPE IMPACTED ON GLOBAL VALUE CHAINS?**

Location: MC3

Chair: **Dr. Louise Curran**, TBS Education, France; [l.curran@tbs-education.fr](mailto:l.curran@tbs-education.fr)

**EU policy shifts and global production – how has the evolving EU policy landscape impacted on Global Value Chains?**

**L. Curran<sup>1</sup>, B. Dachs<sup>2</sup>, B. Jankowska<sup>4</sup>, T. Joltreau<sup>3</sup>, A.**

**Kania<sup>4</sup>, M. Kubala<sup>4</sup>, K. Mroczek-Dabrowska<sup>4</sup>**  
1: TBS Education, France; 2: AIT, Austria; 3: EDHEC, France; 4: Poznan University of Economics and Business

**post renegotiation in international joint ventures**

**L. Hsieh**

University of Birmingham, United Kingdom

**F06.09P: WHO DO YOU THINK I AM (YOU ARE)? MULTIPLE MANIFESTATIONS OF INDIVIDUAL-LEVEL STATUS IN MULTINATIONAL WORKPLACES**

Location: **CONFERENCE 1**

Chair: **Dr. Alexei Koveshnikov**, Aalto University, Finland;  
[alexei.koveshnikov@aalto.fi](mailto:alexei.koveshnikov@aalto.fi)

**Who Do You Think I Am (You Are)? Multiple Manifestations of Individual-Level Status in Multinational Workplaces**

**A. Koveshnikov**<sup>1</sup>, **A. Adhur Kutty**<sup>1</sup>, **M. J. Lehtonen**<sup>2</sup>, **D. H. Le**<sup>3</sup>, **M. Pudelko**<sup>4</sup>, **M. Paunova**<sup>5</sup>, **G. Mohan**<sup>6</sup>, **E. Akkan**<sup>7</sup>

1: Aalto University, Finland; 2: Rikkyo University, Japan; 3: University of Turku, Finland; 4: University of Tübingen, Germany; 5: ESCP Business School, Spain; 6: IESEG Business School, France; 7: Kedge Business School, France

**F06.10I: Exporting and the role of ownership/ family in SMEs**

Location: **MC3.5**

Chair: **Prof. Nikolaos Sklavounos**, University of Macedonia, Greece;  
[sklavou@uom.edu.gr](mailto:sklavou@uom.edu.gr)

**Strategic Learning and Re-entry: How Intermittent Exporters Leverage Product Innovation for International Reintegration**

**Y. Shi**, **J. Du**

Aston University, United Kingdom

**Evolving purpose orientations in family firm internationalization: A process study of an emerging market family firm in the Asia-Pacific region**

**T. Andrews**<sup>1</sup>, **K. T. Htun**<sup>2</sup>, **R. Piekkari**<sup>3</sup>

1: Chiang Mai University, Thailand; 2: Myanmar Women Entrepreneurs Association; 3: Aalto University

**Toolkit Solutions of Family Business Internationalization in Japan**

**T. Kanamaru**<sup>1</sup>, **M. Takemura**<sup>2</sup>

1: Osaka Gakuin University, Japan; 2: Meiji University, Japan

**Learning or Losing? Peer Influence, Owner Aging, and Export Exit among Immigrant-Owned SMEs**

**Y. W. Ye**<sup>1</sup>, **S. Sui**<sup>1</sup>, **L. Li**<sup>1</sup>, **Q. Li**<sup>2</sup>, **V. Singh**<sup>1</sup>

1: Toronto Metropolitan University, Canada; 2: Montclair State University

**Ecuadorian SMEs Export Activities and Environmental Strategies: Analyzing Their Relationship**

**M. Cervantes**

Universidad Hemisferios, Ecuador

**Family Firms and International Non-Equity Modes: A Systematic Literature Review and Suggestions for Future Research**

**K. Kampouri**<sup>1</sup>, **N. Sklavounos**<sup>2</sup>, **E.**

**F06.11I: Microfoundations of global strategy**

Location: **MUSIX LAB**

Chair: **Dr. Tiia Vissak**, University of Tartu, Estonia; [tiia.vissak@ut.ee](mailto:tiia.vissak@ut.ee)

**Automation or Augmentation? Exploring middle managers' interpretations of GenAI in global decision-making: a Q-Methodology study**

**G. Grassi**, **S. Elia**, **C. Di Stefano**

Politecnico di Milano, Italy

**Navigating Product and Geographic Complexity: How CEO Hierarchical Origin Shapes Early Strategic Risk-Taking**

**J. Tebrügge**, **M. Brettel**

RWTH Aachen University, Germany

**CEO activism on LGBTQ rights , CEO power, and board diversity**

**S. Wan**<sup>1</sup>, **Y. Wu**<sup>1</sup>, **B. Liu**<sup>1</sup>, **M. Ilieva**<sup>1</sup>, **P. Reinmoeller**<sup>2</sup>

1: University of Leeds, United Kingdom; 2: IMD Business School, Switzerland

**Strategic Sequencing: A New Perspective on Political Embeddedness and Green Innovation**

**J. Su**<sup>1</sup>, **D. Li**<sup>2</sup>

1: University of Leeds, United Kingdom; 2: Guangdong University of Finance and Economics, China

**Distinctive characteristics of digital scaling firms: International scaling orientation**

**I. Mihailova**<sup>1</sup>, **D. Piaskowska**<sup>2</sup>, **J. Baranova**<sup>3</sup>

1: University of Eastern Finland, Finland; 2: University College Dublin; 3: Fundação Universidade do Vale de Itajaí

**(Export) performance measurement in an Indian firm: a case study**

**T. Vissak**<sup>1</sup>, **R. P. S. Kaurav**<sup>2</sup>

1: University of Tartu, Estonia; 2: FORE School of Management

**F06.12I: MNE Strategy, Institutional Environment, and Operational Responses**

Location: **CONFERENCE 2**

Chair: **Dimitrios Karkanis**, University of Macedonia, Greece;  
[dkarkanis@uom.edu.gr](mailto:dkarkanis@uom.edu.gr)

**Family control and ethical exits of MNEs from Russia**

**V. Avioutskii**<sup>1</sup>, **S.-B. Park**<sup>2</sup>

1: ESSCA School of Management, France; 2: School of Management, University of Bradford, UK

**The role of institutional environment in the multinational enterprises' philanthropic responsibility practices- From the perspective of liability of foreignness motivation**

**M. Tu**, **H. Pham**, **C. Antoniou**

University of Leeds, United Kingdom

**Multinational Enterprises and Institutional Coherence in Emerging Markets: Evidence from the Service Sectors in Romania**

**I. A. Popescu**

Bucharest University of Economic Studies, Romania

**Too Good to Risk, Too Bad to Try: CEO Affectivity and the Downward Pull on Firm Acquisition Behavior**

**M. Romer**, **C. Krieweth**

RWTH Aachen University, Germany

**“There and Back Again”: Any Patterns of EU Reshoring Strategies?**

**F. – I. Kasapis**, **D. Karkanis**, **D. Kyrkilis**

Department of Balkan, Slavic & Oriental Studies, University of Macedonia, Greece

**Exploring the effects of economic crises on the investment behaviour of multinational enterprises: The case of the EU**

**C. Theodoraki**<sup>1</sup>, **F. Filippaios**<sup>2</sup>

1: Manchester Metropolitan University, United Kingdom; 2: University of Essex, United Kingdom

**Simoglou<sup>2</sup>, Y.**  
**Hajidimitriou<sup>2</sup>, K.**  
**Kamvysi<sup>1</sup>**  
 1: Aristotle University of  
 Thessaloniki, Greece; 2:  
 University of Macedonia  
 Thessaloniki, Greece

**F06.13I: Institutions, Legitimacy  
 & Work/Well-being in EM  
 Societies**

Location: **CONFERENCE 3**  
 Chair: **Prof. Maria Alejandra  
 Gonzalez-Perez**, Universidad EAFIT,  
 Colombia; [mgonza40@eafit.edu.co](mailto:mgonza40@eafit.edu.co)

**FDI, institutional  
 disruption, and survilist  
 organizing: A study on  
 artisanal gold miners in  
 Uganda**

**M. Arinaitwe<sup>1</sup>, M. M. Larsen<sup>2</sup>,  
 R. Namatovu<sup>2</sup>**

1: Makerere University Business  
 School; 2: Copenhagen Business  
 School, Denmark

**Occupational Health and  
 Safety in the Global  
 Garment Supply Chain:  
 An interpretative structural  
 analysis of intervention  
 barriers in Bangladesh**

**I. Hoque<sup>2</sup>, A. Faroque<sup>1</sup>, A.  
 Rahman<sup>3</sup>**

1: University of Vaasa, Finland; 2:  
 Jagannath University,  
 Bangladesh; 3: Hanken School of  
 Economics, Finland

**Wasta: A systematic &  
 bibliometric literature  
 review and future research  
 agenda**

**M. Aziz-Alaoui, N. Dominguez**  
 iaelyon School of Management,  
 France

**Legal Astuteness of  
 Executive Directors and  
 Firm Transparency in  
 Offshore Economies**

**B. Hearn**

University of Southampton,  
 United Kingdom

**Ethical Terminology When  
 Discussing Vulnerability in  
 International Business  
 Contexts: A Critical  
 Analysis of Academic and  
 Corporate Discourses**

**M. A. Gonzalez-Perez<sup>1</sup>, J.  
 Carneiro<sup>2</sup>, R. Oliveira<sup>2</sup>, A.  
 Giroud<sup>3</sup>, P. Ghauri<sup>4</sup>, J.  
 Cathcart<sup>4</sup>**

1: Universidad EAFIT, Colombia;  
 2: FGV EAESP Sao Paulo  
 School of Business  
 Administration, Brazil.; 3: Alliance  
 Manchester Business School,  
 University of Manchester, United  
 Kingdom; 4: Birmingham  
 Business School, University of  
 Birmingham, United Kingdom.

7:00pm

-

8:00pm

**F.07: Informal Get Together in Memory of Bent Petersen**

Location: **M Café**

Chair: **Prof. Gabriel Benito**, Norwegian Business School, Norway; [gabriel.r.g.benito@bi.no](mailto:gabriel.r.g.benito@bi.no)

Chair: **Prof. Torben Pedersen**, Copenhagen Business School, Denmark; [tp.si@cbs.dk](mailto:tp.si@cbs.dk)

**Date: Saturday, 13/Dec/2025**

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| 7:30am - 8:15am | <p><b>S.FC.01: Fellows Cafés - Knowledge Sharing and Transfer Within MNEs.</b><br/> Location: MC3.2<br/> Chair: <b>Prof. Ulf Andersson</b>, Mälardalen University, Norway; <a href="mailto:ulf.andersson@mdu.se">ulf.andersson@mdu.se</a><br/> Chair: <b>Prof. Gabriel Benito</b>, Norwegian Business School, Norway; <a href="mailto:gabriel.r.g.benito@bi.no">gabriel.r.g.benito@bi.no</a><br/> Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>S.FC.02: Fellows Cafés - MNEs and Grand Challenges</b><br/> Location: MC3.3<br/> Chair: <b>Prof. Grazia Santangelo</b>, Copenhagen Business School, Denmark; <a href="mailto:gs.si@cbs.dk">gs.si@cbs.dk</a><br/> Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>S.FC.03: Fellows Cafés - Geopolitics and International Business</b><br/> Location: MC3.4<br/> Chair: <b>Prof. Jonas Puck</b>, WU Vienna, Austria; <a href="mailto:jonas.puck@wu.ac.at">jonas.puck@wu.ac.at</a><br/> Join EIBA Fellows for an open, informal morning exchange. These short pre-session gatherings provide an opportunity to meet, discuss current IB issues, and connect before the day's academic program starts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 8:30am - 9:45am | <p><b>S01.01C: Resilience and Reconfiguration of Global Value Chains under Geopolitical Stress</b><br/> Location: MC3.2<br/> Chair: <b>Dr. Katuscia Lavoratori</b>, Sapienza University of Rome, Italy; <a href="mailto:katuscia.lavoratori@uniroma1.it">katuscia.lavoratori@uniroma1.it</a></p> <p><b>The Connectivity Paradox: Impact of Global Disruptions on Adaptive Reconfiguration in Global Value Chains</b><br/> <b>S. Jha<sup>1</sup>, V. Scalera<sup>2</sup>, R. Mudambi<sup>3</sup></b><br/> 1: Purdue University Fort Wayne, United States of America; 2: University of Amsterdam, Netherlands; 3: Temple University, United States of America</p> <p><b>Resilience of Maritime Companies to Geopolitical Crisis</b><br/> <b>J. Javornik<sup>1</sup>, A. Jaklic<sup>2</sup></b><br/> 1: Global Maritime Forum, Denmark; 2: University of Ljubljana, Faculty of Social Sciences, Slovenia</p> <p><b>When guns fire, markets cry - International Businesses' Responses to War: A Temporal Literature Review and Examination of Themes and Theories</b><br/> <b>K. A. Graf, E. Reithofer</b><br/> Vienna University of Economics and Business, Austria</p> <p><b>A portrait of reshoppers. Evidence from Italian administrative data</b><br/> <b>A. D'Ambrosio<sup>1</sup>, K. Lavoratori<sup>2</sup>, L. Benfratello<sup>1</sup>, D. Castellani<sup>2</sup>, A. Manello<sup>3</sup></b><br/> 1: Politecnico di Torino, Italy; 2: University of Reading, United Kingdom; 3: University of Turin, Italy</p> | <p><b>S01.02C: Institutions, Legitimacy &amp; Governance in EMs</b><br/> Location: MC3.5<br/> Chair: <b>Dr. Faith Hatani</b>, Copenhagen Business School, Denmark; <a href="mailto:fha.egb@cbs.dk">fha.egb@cbs.dk</a></p> <p><b>INSTITUTIONAL QUALITY AND OWNERSHIP STRATEGY CHOICES: A PERSPECTIVE FROM JAPANESE SUBSIDIARIES IN AFRICA</b><br/> <b>F. Ogunsanya</b><br/> University of Western Ontario, Canada</p> <p><b>Institutional entrepreneurship and legitimacy building in an emerging market: A multidimensional legitimacy model approach</b><br/> <b>G. Alteren</b><br/> UiT The Arctic University in Norway, Norway</p> <p><b>Emerging-market MNEs as institutional intermediaries in developing countries?: Chinese industrial park developers in Africa</b><br/> <b>L. Liu<sup>1</sup>, F. Hatani<sup>2</sup></b><br/> 1: University of Edinburgh, UK; 2: Copenhagen Business School, Denmark</p> | <p><b>S01.03C: CEOs, TMTs and Foreign Divestment</b><br/> Location: MC3.3<br/> Chair: <b>Prof. Carlos M.P. Sousa</b>, Molde University College, Norway; <a href="mailto:carlos.sousa@himolde.no">carlos.sousa@himolde.no</a></p> <p><b>The Role of Demand Side Perspective in Shaping Internationalization: Evidence from the Motion Picture Industry</b><br/> <b>E. L. Peng, C. Pattnaik, Y. Li</b><br/> University of Sydney Business School, Australia</p> <p><b>A novel dimension of CEO international experience: CEO emerging market experience and de-internationalization strategy during ongoing geopolitical crises</b><br/> <b>H. Usta, O. Guldiken, S. Kundu</b><br/> Florida International University, United States of America</p> <p><b>Re-entry in foreign markets: Fast food chains' strategic resource allocation and the role of prior knowledge</b><br/> <b>N. Ulrich, D. Morschett</b><br/> University of Fribourg, Switzerland</p> <p><b>ESG Performance, Board Characteristics, and Corporate Divestments</b><br/> <b>C. M. P. Sousa<sup>1</sup>, F. Coelho<sup>2</sup>, H. Nguyen<sup>3</sup>, P. Silva<sup>2</sup></b><br/> 1: Faculty of Business Administration and Social Sciences, Molde University College, Molde, Norway; 2: University of Coimbra, CeBER, Faculty of Economics, Coimbra, Portugal; 3: University of Sussex Business School, Department of Strategy and Marketing, Brighton, United Kingdom</p> | <p><b>S01.04C: Sustainability and Branding in Global Environment</b><br/> Location: MC3.4<br/> Chair: <b>Dr. Daniel Tolstoy</b>, Stockholm School of Economics, Sweden; <a href="mailto:daniel.tolstoy@hhs.se">daniel.tolstoy@hhs.se</a></p> <p><b>International Boundary-Spanning Ecosystems as Enablers of Sustainable Multi-tier Global Supply Networks: Review and Synthesis, Integrative Framework, and Future Research Directions</b><br/> <b>M. Aslanian, P. Gabriellsson</b><br/> University of Vaasa, Finland</p> <p><b>Brand Activism in the Age of Generative AI: Cross-Cultural Insights From National Contexts</b><br/> <b>A. Aiudi<sup>1</sup>, R. De Ciccio<sup>2</sup>, B. Francioni<sup>2</sup>, I. Curina<sup>2</sup>, M. Dini<sup>2</sup>, M. Cioppi<sup>2</sup></b><br/> 1: Department of Economics, Society, Politics, University of Urbino Carlo Bo, Italy; 2: Department of Communication Sciences, Humanities and International Studies, University of Urbino Carlo Bo, Italy</p> <p><b>Ingredient Branding in International Hotel Franchising: Two Competing Theories and Empirical Evidence</b><br/> <b>C.-Y. Liaw<sup>1</sup>, S.-F. Chen<sup>2</sup></b><br/> 1: Hong Kong Metropolitan University; 2: Western Washington University</p> <p><b>Born sustainable SMEs: Market Shaping for Sustainable Development</b><br/> <b>V. Tarnovskaya<sup>1</sup>, S. Melén Hänell<sup>2</sup>, D. Tolstoy<sup>3</sup></b><br/> 1: Lund University; 2: Mälardalen University; 3: Stockholm School of Economics</p> |
|                 | <p><b>S01.05C: Energy Transition and IB Challenges</b><br/> Location: LECTURE HALL<br/> Chair: <b>Prof. Ana Teresa</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>S01.06P: CREATING PLATFORMS FOR "ENGAGED IB SCHOLARHIP"</b><br/> Location: GIANNIS MARINOS<br/> Chair: <b>Rob Van Tulder</b>, RSM</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p><b>S01.07P: Globalization, De-Globalization or Regionalization? Contrasting European perspectives with perspectives in the US, Canada</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p><b>S01.08P: THE CONTEXT-SPECIFICITY OF IB THEORIES, METHODS, PROCESSES: THE CASE OF AFRICA</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

**Tavares-Lehmann**, CEF.UP-FEP, U.Porto, Portugal; [atavares@fep.up.pt](mailto:atavares@fep.up.pt)

**Go fast, go together: Resource recombination in the energy transition**

**T. Vo**

BI Norwegian Business School, Norway

**Energy Transition in International Business research: A literature review and future research agenda**

**H. Hoang, S. S. H. Ho**

University College Dublin, Vietnam

**MNEs and the LTE: A Critical Evaluation of FSA/CSA Logics to Explain Multinationals' Transition Challenges**

**A. C. Kehl**

University of Bremen, Germany

**International connectivity and regional embeddedness as drivers of innovation for green transition**

**L. Carvalho<sup>1</sup>, V.**

**Hernández<sup>2</sup>, A.**

**Rodríguez<sup>2</sup>, A. T. Tavares-Lehmann<sup>1</sup>**

1: CEF.UP-FEP, U.Porto, Portugal; 2: Universidad Carlos III, Madrid

**S01.09P: MULTINATIONAL ENTERPRISES ARE THE GREATEST THREAT TO BIODIVERSITY**

Location: CONFERENCE 1

Chair: **Dr. Ziko Konwar**, University of Leeds, United Kingdom; [z.konwar@leeds.ac.uk](mailto:z.konwar@leeds.ac.uk)

**MULTINATIONAL ENTERPRISES ARE THE GREATEST THREAT TO BIODIVERSITY**

**Z. Konwar<sup>1</sup>, U.**

**Andersson<sup>2</sup>, Y. Wei<sup>1</sup>, A.**

**Gaur<sup>3</sup>, F. McDonald<sup>1</sup>, C.**

**Hassall<sup>1</sup>, G. Holmes<sup>1</sup>, S.**

**Ding<sup>1</sup>**

1: University of Leeds, United Kingdom; 2: Mälardalen University, Sweden; 3: Rutgers University, USA

Erasmus University Rotterdam, Netherlands, The; [rtulder@rsm.nl](mailto:rtulder@rsm.nl)

**CREATING PLATFORMS FOR "ENGAGED IB SCHOLARHIP"**

**r. van tulder<sup>1</sup>, n. sinkovics<sup>2</sup>, m. fletcher<sup>3</sup>, n. shaheer<sup>4</sup>, s. zhao<sup>5</sup>**

1: RSM Erasmus University Rotterdam, Netherlands, The; 2: University of Newcastle; 3: University of Glasgow; 4: university of Sydney; 5: university of Surrey

**S01.10I: Institutional Distance, Political Risk, and Internationalization Strategies in a Fragmenting World**

Location: CONFERENCE 2

Chair: **Prof. Dylan Sutherland**, Durham University, United Kingdom; [dylan.sutherland@durham.ac.uk](mailto:dylan.sutherland@durham.ac.uk)

**Institutional distance and acquisition relatedness in cross-border acquisitions: Evidence from Chinese multinational enterprises**

**Y. Liang<sup>1</sup>, L. G. Ge<sup>2</sup>, R. Gao<sup>3</sup>**

1: Nottingham University Business School China; 2: University of Groningen, Netherlands, The; 3: The University of Manchester

**Descendant CEOs and Extent of Internationalization by Family Firms: Evidence from a large emerging market**

**S. Lahiri<sup>1</sup>, A. Mondal<sup>2</sup>, S. Ray<sup>3</sup>**

1: Illinois State University, United States of America; 2: XLRI-Xavier School of Management; 3: Indian School of Business

**Emerging market multinationals: What do the main studies reveal?**

**and China**

Location: MC3

Chair: **Prof. Stefan Schmid**, ESCP Business School, Berlin, Germany; [sschmid@escp.eu](mailto:sschmid@escp.eu)

**Globalization, De-Globalization or Regionalization? Contrasting European perspectives with perspectives in the US, Canada and China**

**S. Schmid<sup>1</sup>, V. Duplat<sup>2</sup>, S.**

**Baldermann<sup>2</sup>, R. Coeurderoy<sup>1</sup>,**

**X. Han<sup>3</sup>, A. Verbeke<sup>5</sup>, H. Voss<sup>4</sup>**

1: ESCP Business School, Berlin, Germany; 2: VU Amsterdam, The Netherlands; 3: University of Manchester, UK; 4: University of Bristol, UK; 5: University of Calgary, Canada

**S01.11I: Global Supply Chains, Risk, and Internationalization**

Location: CONFERENCE 4

Chair: **Nikolaj Thallmayer**, Vienna University of Economics and Business, Austria; [nikolaj.thallmayer@wu.ac.at](mailto:nikolaj.thallmayer@wu.ac.at)

**Stakeholder Exposure Asymmetry and Negative Behavior Inseparability: Understanding Supplier Sustainability Risk in Global Supply Networks**

**B. Barreto de Góes<sup>2</sup>, M. Matos Torres<sup>1</sup>, D. Kabbara<sup>3</sup>**

1: University of Kent, United Kingdom; 2: University of New Haven; 3: University of Pavia

**Adapted global scaling of Chinese Manufacturers in Europe**

**H. Proff, A. Jeppe, D. Meyer, L.**

**Lau, L. Emde, L. Husemann**

University of Duisburg-Essen, Germany

**Mathematical Modelling of Risk in the Internationalization Process**

**P. Porto<sup>1</sup>, F. Figueira de Lemos<sup>2</sup>**

1: IMPA, Instituto de Matemática Pura e Aplicada, RJ, Brazil.; 2: FGV, EBAPE

**Strategic Growth and Exit Options under Oligopolistic**

Location: MC2

Chair: **Prof. Lucia Piscitello**, Politecnico di Milano, Italy; [lucia.piscitello@polimi.it](mailto:lucia.piscitello@polimi.it)

**The context-specificity of IB theories, methods, processes: The case of Africa**

**L. piscitello, I. nachum, r.**

**narula, e. chrysostome, m.**

**m. larsen**

Politecnico di Milano, Italy

**S01.12I: SMEs' internationalisation and international entrepreneurship: The role of context (who)**

Location: CONFERENCE 3

Chair: **Dr. Michael Sartor**, Queen's University, Canada; [michael.sartor@queensu.ca](mailto:michael.sartor@queensu.ca)

**Motivations and factors driving business creation by Hispanic entrepreneurs in the Netherlands**

**P. Santa Cruz Montero**

University of Manchester, Netherlands, The

**Export Intensity of French SMEs: Do Main Bank Organizational Characteristics Matter?**

**G. Bouslama<sup>1</sup>, H. Boubacar<sup>2</sup>**

1: NEOMA Business School - Campus de Reims; 2: Université de Moncton, Canada

**Dual Dimensions of Foreignness: Immigrant Entrepreneurs and Investor Attraction**

**L. Onken<sup>1</sup>, J. Hoke<sup>2</sup>**

1: University of Münster, Germany; 2: University of Münster, Germany

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b><u>A. Wolek Rocha</u><sup>1</sup>, F. Dal-Soto<sup>2</sup>, J. Marlon Monticelli<sup>1</sup></b><br/> 1: Unisinos University, Brazil; 2: Unicruz University, Brazil</p> <hr/> <p><b>Boycotts and MNCs in a Fragmenting World: Threats, Catalysts, and Strategic Realities</b><br/> <b><u>M. Aslam</u>, R. Pesch, R. Wanjiru</b><br/> Newcastle Business School, Northumbria University, United Kingdom</p> <hr/> <p><b>Leveraging Non-Predictive Strategies for Political Risk Management: Insights from the Global South</b><br/> <b>R. Felicio Jr., <u>A. Figueira</u>, L. Baesso</b><br/> COPPEAD Graduate School of Business - Federal University of Rio de Janeiro, Brazil</p> <hr/> <p><b>Greenfield Innovation Offshoring, Reverse Knowledge Flows and Home Base Intangible Asset Augmentation: Comparing the Home Base Augmentation/Exploitation Strategies of Emerging/Developed Market MNEs</b><br/> <b><u>D. Sutherland</u>, L. Wu</b><br/> Durham University, United Kingdom</p> | <p><b>Competition: A Simulation-Based Real Options Perspective</b><br/> <b><u>N. Thallmayer</u>, T. Lindner</b><br/> Vienna University of Economics and Business, Austria</p> | <p><b>From Paris with Art: Understanding the Internationalization of Creative SMEs Through Resonance Theory</b><br/> <b><u>Y. Gorji</u>, A. Shomali</b><br/> ESSCA School of Management, France</p> <hr/> <p><b>International Entrepreneurship: Mobilizing and Combining Resources to Develop Sustainable Internationalization Strategies</b><br/> <b>O. Csibi, <u>U. Mayrhofer</u></b><br/> Université Côte d'Azur, IAE Nice, GRM, France</p> <hr/> <p><b>LATENT TRANSACTION COSTS: EVIDENCE FROM AN INTERNATIONALIZING SME</b><br/> <b><u>M. Sartor</u></b><br/> Queen's University, Canada</p> |
| <p><b>S01.13I: Strategic Leadership, Export Ecosystems and Performance Outcomes</b><br/> Location: <b>MUSIX LAB</b><br/> Chair: <b>Prof. Vassiliki Bamiatzi</b>, University of Sussex Business School, United Kingdom;<br/> <a href="mailto:v.bamiatzi@sussex.ac.uk">v.bamiatzi@sussex.ac.uk</a></p> <hr/> <p><b>CEO Perceived Wealth and Foreign Direct Investment: The Moderating Roles of Host and Home Country Uncertainty</b><br/> <b>Y. Her, <u>J. Chung</u></b><br/> Korea University Business School, Korea, Republic of (South Korea)</p> <hr/> <p><b>Between Loss and Gain: How CEO Parenthood and Exposure to Terrorist Attacks Shape Strategic Risk-Taking</b><br/> <b><u>J. Kretschmer</u>, C. Schulz</b><br/> University of Münster, Germany</p> <hr/> <p><b>Geographic and Product Diversification, ESG, and Financial Performance: Identifying Strategic Clusters in MNCs</b><br/> <b><u>M. Drake</u>, S. Eckert</b><br/> TU Dresden / IHI Zittau, Germany</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                   | <p><b>On the Thematic Evolution and Opportunities in International Strategic Alliance Research: A Systematic Review</b><br/><b>J. Yu</b><br/>Aalto University, Finland</p> <p><b>Challenges for European MNEs in the “New Space”: The Role of International Alliances as Strategic Responses</b><br/><b>A. Dimitrova<sup>1</sup>, M. Teissandier<sup>2</sup>, D. Triki<sup>3</sup></b><br/>1: ESSCA School of Management, France; 2: TBS Education, France; 3: ESCE International Business School, France</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10:00am - 11:15am | <p><b>S02.01C: Populist Policies and State Ownership in International Business</b><br/>Location: <b>LECTURE HALL</b><br/>Chair: <b>Dr. Michael H. Wolfesberger</b>, WU Vienna, Austria;<br/><a href="mailto:michael.wolfesberger@wu.ac.at">michael.wolfesberger@wu.ac.at</a></p> <p><b>International Business in the Populist Age: A Literature Review and Research Agenda</b><br/><b>N. Niebuhr<sup>1</sup>, T. Lindner<sup>1,2,3</sup></b><br/>1: WU (Vienna University of Economics and Business), Austria; 2: Copenhagen Business School, Denmark; 3: University of Innsbruck, Austria</p> <p><b>State ownership and Firm Internationalization: a Meta-Analytical Clarification</b><br/><b>G. Galli<sup>1</sup>, A. Cuervo-Cazurra<sup>2</sup>, P. Duran<sup>3</sup>, A. Majocchi<sup>1</sup></b><br/>1: LUISS University, Rome, Italy; 2: Northeastern University, Boston, USA; 3: University of Richmond, Richmond, USA</p> <p><b>Supply and demand side of populism: populist rhetoric and their effects on MNE investment</b><br/><b>V. Kunczer</b><br/>Copenhagen Business School, Denmark</p> <p><b>How and when to please populists: The effect of target-country populism on foreign firms' choices between acquisitions and greenfields</b><br/><b>M. H. Wolfesberger<sup>1</sup>, A. Slangen<sup>2</sup>, J. Puck<sup>1</sup>, L. M. Fischer<sup>3</sup></b><br/>1: WU Vienna, Austria; 2: KU Leuven; 3: University of</p> | <p><b>S02.02C: Investment, Governance, and Strategic Choices in International Business</b><br/>Location: <b>MC3.3</b><br/>Chair: <b>Dr. Majid Abdi</b>, University of Sydney, Australia;<br/><a href="mailto:majid.abdi@sydney.edu.au">majid.abdi@sydney.edu.au</a></p> <p><b>Patent Litigation and Geographic Market Entry: The Impact of Experience and Institutions</b><br/><b>E. Onoz<sup>1</sup>, M. Kumodzie-Dussey<sup>2</sup></b><br/>1: University of Groningen, Netherlands; 2: University of Sussex, United Kingdom</p> <p><b>Passive Investments as a Form of International Business Activity</b><br/><b>F. Ogunsanya</b><br/>University of Western Ontario, Canada</p> <p><b>Rethinking global commitments through digital technologies and relocations: Real Options and managerial characteristics in de-risking turbulent international business environments</b><br/><b>G. Grassi<sup>1</sup>, C. Di Stefano<sup>1</sup>, S. Elia<sup>1</sup>, S. Massini<sup>2</sup></b><br/>1: Politecnico di Milano, Italy; 2: University of Manchester, United Kingdom</p> <p><b>The Direct and Indirect Performance Implications of Inter-firm Governance: The Mediating Role of Transaction-specific Investments</b><br/><b>M. Abdi</b><br/>University of Sydney, Australia</p> | <p><b>S02.03C: Digital Pathways and Global Expansion</b><br/>Location: <b>MC3.4</b><br/>Chair: <b>Dr. Xiaoshi Kinnunen</b>, Aalto University, Finland;<br/><a href="mailto:xiaoshi.kinnunen@aalto.fi">xiaoshi.kinnunen@aalto.fi</a></p> <p><b>Internationalization of Chinese digital platform firms: The ecosystem-specific advantage perspective</b><br/><b>A. Panibratov<sup>1</sup>, L. Rysakova<sup>2</sup></b><br/>1: Leonard De Vinci Pole Universitaire, France; 2: St. Petersburg University</p> <p><b>The role of digital accessibility in fostering long-term customer relationships: literature review</b><br/><b>A. Motevich, A. Veselova</b><br/>Graduate School of Business, HSE University</p> <p><b>The Physical Relocation of Tacit Knowledge – A Case Study of a Moving Megaproject in the Shipbuilding Industry</b><br/><b>W. Huang, F. Borchers, S. Ulvestad, H. Solli-Sæther, M. N. Vatne</b><br/>Norwegian University of Science and Technology</p> <p><b>Involuntary internationalization: internationalization motives in digital platform ecosystems</b><br/><b>X. Kinnunen<sup>1</sup>, D. Kautto<sup>1</sup>, A. Niittymies<sup>1</sup>, D. Carrington<sup>2</sup>, S. Sundqvist<sup>1</sup>, J.-P. Huhtala<sup>1</sup></b><br/>1: Aalto University, Finland; 2: Aston University</p> | <p><b>S02.04C: The Role of Artificial Intelligence in International Business</b><br/>Location: <b>MUSIX LAB</b><br/>Chair: <b>Prof. Angels Dasi</b>, University of Valencia, Spain;<br/><a href="mailto:angels.dasi@uv.es">angels.dasi@uv.es</a></p> <p><b>Artificial Intelligence Orientation and the Firms' Internationalization Dimensions</b><br/><b>Y. Xu<sup>4</sup>, J. Ji<sup>2</sup>, N. Li<sup>1</sup>, Y. Sun<sup>3</sup></b><br/>1: Manchester Metropolitan University, United Kingdom; 2: University of Glasgow, United Kingdom; 3: University of Chinese Academy of Sciences; 4: China University of Mining and Technology</p> <p><b>Bridging Global Distances Through Virtual Reality</b><br/><b>D. Schulzmann<sup>1</sup>, U. Andersson<sup>2</sup>, P. J. Buckley<sup>3</sup></b><br/>1: University of Southern Denmark; 2: Mälardalen University; 3: Alliance Manchester Business School</p> <p><b>AI-Driven Sustainability and Nation Branding: A Moderated Mediation Analysis of Global Competitiveness</b><br/><b>G. Jeon</b><br/>IPS, Korea, Republic of (South Korea)</p> <p><b>Understanding Employee Responses to AI Collaboration: A Dual Appraisal Model of Work Engagement</b><br/><b>Z. Zhu</b><br/>University of Vaasa, Finland</p> |

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| <p>Innsbruck</p> <p><b>S02.05C: Macro and Micro Drivers and Socio-Economic Impacts of Internationalization</b><br/>Location: CONFERENCE 3<br/>Chair: <b>Dr. Soogand Golesorkhi</b>, University of Agder, Norway;<br/><a href="mailto:Soogand.golesorkhi@uia.no">Soogand.golesorkhi@uia.no</a></p> <p><b>The Impact of Internationalization on Wage Inequality in Slovenian Firms</b><br/><b>G. Mavri<sup>1</sup>, A. Burger<sup>1</sup>, M. Verbič<sup>2</sup></b><br/>1: University of Ljubljana, Faculty of Social Sciences, Slovenia; 2: University of Ljubljana, School of Economics and Business, Slovenia</p> <p><b>Agentic Actorhood and Negotiated Trust Culture: Multilevel Trust Construct in International Strategic Alliance Formation</b><br/><b>A. Kamali<sup>1</sup>, M. Aliyev<sup>2</sup>, H. Gajewska-De Mattos<sup>1</sup>, Z. Konwar<sup>1</sup></b><br/>1: University of Leeds, United Kingdom; 2: University of Manchester, United Kingdom</p> <p><b>Word of Investment: The Role of Language as an Institution in Shaping FDI Stock</b><br/><b>S. Golesorkhi<sup>1</sup>, G. Pishchulov<sup>2</sup>, T. Randøy<sup>1,3</sup></b><br/>1: University of Agder, Norway; 2: Alliance Manchester Business School, The University of Manchester; 3: Copenhagen Business School</p> | <p><b>S02.06P: STRATEGICALLY TRANSFORMING IB PRACTICES THROUGH SUSTAINABILITY ANALYTICS: THE SUSTAINABLE INTERNATIONAL BUSINESS GLOBAL POSTER COMPETITION</b><br/>Location: MC2<br/>Chair: <b>Dr. Elizabeth Yi Wang</b>, University of Leeds, United Kingdom;<br/><a href="mailto:y.e.wang@leeds.ac.uk">y.e.wang@leeds.ac.uk</a></p> <p><b>Strategically Transforming IB Practices through Sustainability Analytics: The Sustainable International Business Global Poster Competition</b><br/><b>E. Y. Wang<sup>1</sup>, R. van Tulder<sup>2</sup>, A. Santos Paulini<sup>3</sup>, M. Papanastassiou<sup>1</sup>, N. Sincovics<sup>4</sup>, S. Zalgemeyer<sup>5</sup>, D. Wang<sup>6</sup></b><br/>1: University of Leeds, United Kingdom; 2: Erasmus University; 3: UN Trade &amp; Development; 4: Chair of AIB UKI; 5: University of Manchester; 6: Aalborg University</p>     | <p><b>S02.07P: WORLD INVESTMENT REPORT PLENARY</b><br/>Location: NIKOS SKALKOTAS<br/>Chair: <b>Prof. Philippe Gugler</b>, university of Fribourg, Switzerland;<br/><a href="mailto:philippe.gugler@unifr.ch">philippe.gugler@unifr.ch</a><br/>Chair: <b>Prof. Constantina Kottaridi</b>, University of Piraeus, Greece;<br/><a href="mailto:kottarid@unipi.gr">kottarid@unipi.gr</a><br/><b>Massimo Meloni</b>, Chief of Policy Research Section at UNCTAD's Division on Investment and Enterprise, Presentation of the World Investment Report 2025. <b>Axele Giroud</b>, Alliance Manchester Business School. <b>Barbara Jankowska</b>, EIBA Fellow, Rector of the Poznan University of Economics and Business.</p>                                                                                                                                        | <p><b>S02.08P: THE MYTH OF HARMONY: INSIGHTS FROM THE X-CULTURE PROJECT</b><br/>Location: MC3<br/>Chair: <b>Dr. Antonis Klidas</b>, Deree-The American College of Greece, Greece; <a href="mailto:a.klidas@acg.edu">a.klidas@acg.edu</a></p> <p><b>The Myth of Harmony: Insights from the X-Culture Project</b><br/><b>E. Tavoletti<sup>1</sup>, D. Rottig<sup>2</sup>, J. del Castillo<sup>3</sup>, J. Godinez<sup>4</sup>, A. Klidas<sup>5</sup>, M. Raisinghani<sup>6</sup>, W. Xavier<sup>7</sup></b><br/>1: University of Macerata, Italy; 2: Florida Gulf Coast University, USA; 3: Universidad ESAN in Lima, Perú; 4: University of Massachusetts Lowell, USA; 5: Deree-The American College of Greece, Greece; 6: Texas Woman's University, USA; 7: Lipscomb University, College of Business, USA</p> |
| <p><b>S02.09I: International Business Policy and Emerging Economies</b><br/>Location: CONFERENCE 2<br/>Chair: <b>Prof. Elie CHRYSOSTOME</b>, Ivey Business School, Western University, Canada; <a href="mailto:echrysostome@ivey.ca">echrysostome@ivey.ca</a></p> <p><b>Revisiting the Relationship Between Pro-Market Reforms and Firm Performance in Latin America</b><br/><b>B. Buscariolli<sup>1</sup>, J. Carneiro<sup>2</sup>, L. A. Dau<sup>3</sup>, E. Moore<sup>4</sup></b><br/>1: FGV EAESP Sao Paulo School of Business Administration; 2: FGV EAESP Sao Paulo School of Business Administration; 3: Northeastern University, United States of America; 4: Northeastern University, United States of America</p> <p><b>Who Can Implement? A Conceptual Framework for Business Model</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>S02.10I: Sustainable Environmental Practices and Behaviours in IB</b><br/>Location: MC3.2<br/>Chair: <b>Prof. Valentina De Marchi</b>, ESADE, Spain;<br/><a href="mailto:valentina.demarchi@esade.edu">valentina.demarchi@esade.edu</a></p> <p><b>The role of cultural distance in promoting employees' voluntary pro-environmental behaviors</b><br/><b>A. Yuriev<sup>1</sup>, W. Sierra-Barón<sup>2</sup>, V. Cantillo<sup>3</sup></b><br/>1: HEC Montréal, Canada; 2: Universidad Surcolombiana; 3: Université Laval</p> <p><b>Building Meaning: The Social Production of Sustainable MNE Headquarters</b><br/><b>E. Plakoyiannaki<sup>1</sup>, T. Ritvala<sup>2</sup></b><br/>1: University of Vienna, Austria; 2: Aalto University, Finland</p> <p><b>Sustainable practices development in internationalizing SMEs operating in international entrepreneurial</b></p> | <p><b>S02.11I: Artificial Intelligence and the Transformation of International Business</b><br/>Location: MC3.5<br/>Chair: <b>Dr. Tachia Chin</b>, Zhejiang University of Technology, China, People's Republic of;<br/><a href="mailto:qili_lychee@foxmail.com">qili_lychee@foxmail.com</a></p> <p><b>How CEO-CIO (Dis-)similarities Affect the Innovation of GenAI Technologies</b><br/><b>K. Kottmann, T. Schäper</b><br/>University of Münster, Germany</p> <p><b>Artificial Intelligence and the Evolution of Technology Spillovers: Digital Absorptive Capacity in Emerging Industries</b><br/><b>X. Zhai</b><br/>Peking University, China, People's Republic of</p> <p><b>AI integration in ecosystems and the competitive repositioning of shipping MNEs</b><br/><b>G. Msann, A. U. Nowinska</b><br/>Aalborg University, Business School, Denmark</p> | <p><b>S02.12: Meet the Editors 3</b><br/>Location: CONFERENCE 1<br/>Chair: <b>Prof. Georgios Batsakis</b>, Alba Graduate Business School, Greece; <a href="mailto:gbatsakis@alba.acg.edu">gbatsakis@alba.acg.edu</a></p> <p><b>Meet the Editors 3</b><br/><b>V. Kumar<sup>1</sup>, A. Van Assche<sup>2</sup>, J. Oehmichen<sup>3</sup>, F. Arndt<sup>4</sup>, R. Sinkovics<sup>5</sup>, J. Reuer<sup>6</sup>, K. Katsikeas<sup>7</sup></b><br/>1: Journal of International Management; 2: Journal of International Business Studies; 3: Corporate Governance and International Review; 4: British Journal of Management; 5: Critical Perspectives in International Business; 6: Strategic Management Review; 7: Journal of the Academy of Marketing Science</p>                                               |

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|                   | <p><b>Adaption in Bottom of the Pyramid Contexts</b><br/><u>L. Husemann</u>, A. Jeppe<br/>University of Duisburg-Essen, Germany</p> <p><b>Government Policies for Enhancing Consumer Adoption of Central Bank Digital Currencies (CBDCs).</b><br/><u>R. Sarathy</u><sup>1</sup>, A. Grosman<sup>2</sup>, A. Klarin<sup>3</sup><br/>1: D'Amore-McKim School of Business, Northeastern University, United States of America; 2: Professor &amp; Director Doctoral Programs, Loughborough University London UK; 3: Curtin Business School, Curtin University, Perth, Australia</p> <p><b>Adiministrative border effect and OFDI in China: a case from Belt &amp; Road country</b><br/><u>N. Zhang</u><sup>1</sup>, Y. Zhuang<sup>2</sup><br/>1: liaoning university, China, People's Republic of; 2: Edinburgh Napier University</p> <p><b>Government Policy as a Catalyst of FDI Attraction: The Case of Turkey. A Conceptual and Empirical Analysis from a Host-Country Competitiveness Perspective</b><br/><u>X. Adamoglou</u><sup>1</sup>, P. Gkasis<sup>2</sup>, D. Karkanis<sup>3</sup>, D. Kyrkilis<sup>4</sup><br/>1: University of Macedonia, Greece; 2: Yorkville University, Toronto; 3: University of Macedonia, Greece; 4: University of Macedonia, Greece</p> <p><b>Examining the Impact of United Nations Sanctions on the Operations of MNCs: Empirical Evidence in the Context of Africa</b><br/><u>E. CHRYSOSTOME</u><sup>1</sup>, K. MEYER<sup>1</sup>, H. SOME<sup>2</sup>, Y. GORJI<sup>3</sup><br/>1: Ivey Business School, Western University, Canada; 2: University of Sherbrooke, Canada; 3: ESSCA, Lyon</p> | <p><b>ecosystems: Focal firms' point of view</b><br/><u>M. Aslaniyan</u>, P. Gabrielsson<br/>University of Vaasa, Finland</p> <p><b>Sustainable Environmental Practices in Institutional Voids: The Roles of Green Orientations and Internationalisation via Exporting</b><br/><u>J. EDEH</u><sup>1</sup>, A. D. Olarewaju<sup>2</sup><br/>1: INSEEC School of Business and Economics, France; 2: School of Business, Maynooth University, Ireland</p> <p><b>Geo-Adaptive Corporate Sustainability in a Fragmented World: A PRISMA-Compliant Structured Literature Review of ESG, AI Analytics, and Multinational Strategy (2010 – 2025)</b><br/><u>R. Gómez-Tobías</u><sup>1</sup>, <u>E. Russo</u><sup>2</sup>, <u>M. Simões-Coelho</u><sup>3</sup><br/>1: Tecnológico de Monterrey, Mexico; 2: Sul Ross State University, USA; 3: Federal University of Rio de Janeiro, Brazil</p> <p><b>Sustainable Cities in International Business Research</b><br/><u>V. De Marchi</u><sup>2</sup>, <u>R. Mudambi</u><sup>3</sup>, <u>B. Nielsen</u><sup>4</sup>, <u>T. Ritvala</u><sup>1</sup>, I. Saittakari<sup>1</sup><br/>1: Aalto University School of Business; 2: ESADE; 3: Temple University; 4: The University of Sydney</p> | <p><b>Yin-Yang Dynamics of Shadow AI's Paradox: How Workplace Spirituality and Moral Identity Reshape Ethical Innovation</b><br/><u>T. Chin</u>, Q. Li<br/>Zhejiang University of Technology, China, People's Republic of</p>                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 11:15am - 11:45am | S.CB1: Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                     |
| 11:45am - 1:00pm  | <p><b>S03.01C: Cultures, Technology and Teamwork in IB</b><br/>Location: MC3.2<br/>Chair: <u>Dr. Antonis Klidas</u>, Deree-The American College of Greece, Greece; <a href="mailto:a.klidas@acg.edu">a.klidas@acg.edu</a></p> <p><b>Evaluating the Cultural Alignment Abilities of Large Language Models</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p><b>S03.02C: Ownership, Belongingness and Transaction Costs</b><br/>Location: MC3.3<br/>Chair: <u>Dr. Maria Cristina Sestu</u>, University of Groningen, Netherlands, The; <a href="mailto:m.c.sestu@rug.nl">m.c.sestu@rug.nl</a></p> <p><b>The Impact of Founder-Retained Ownership on Transaction Costs in Listed Firms in Emerging Offshore Economies</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>S03.03C: Subsidiary Strategy, Autonomy, and Adaptation</b><br/>Location: CONFERENCE 2<br/>Chair: <u>Dr. Quyen Nguyen</u>, University of Reading, Henley Business School, United Kingdom; <a href="mailto:t.k.q.nguyen@henley.ac.uk">t.k.q.nguyen@henley.ac.uk</a></p> <p><b>Stakeholder Engagement in Strategy Implementation at the subsidiary level in State-Owned multinationals</b></p> | <p><b>S03.04C: The role of context in SMEs internationalisation</b><br/>Location: MC3.4<br/>Chair: <u>Prof. Ivo Zander</u>, Uppsala University, Sweden; <a href="mailto:ivo.zander@fek.uu.se">ivo.zander@fek.uu.se</a></p> <p><b>Balancing Economic Opportunities and Institutional Constraints: Resource Redeployment in Global Markets</b><br/><u>T. Li</u><sup>1</sup>, J. Reuer<sup>2</sup></p> |

**M. Pirker<sup>1</sup>, H. Pühr<sup>1,2</sup>**  
1: University of Innsbruck, Austria; 2: WU Vienna

### Beyond the cultural box: Resistant narratives and polycultural identity construction

**S. Valgardsson, L. Nardon**  
Carleton University, Canada

### Exploring teaching and learning practices for student global virtual teams: Global perspectives from X-Culture educators

**A. Klidas<sup>1</sup>, E. Tavoletti<sup>2</sup>, D. Panina<sup>3</sup>, V. Taras<sup>4</sup>**  
1: Deree-The American College of Greece, Greece; 2: University of Macerata, Italy; 3: Texas A&M University, USA; 4: University of North Carolina at Greensboro, USA

**S03.05C: Multi-Stakeholder Cooperation and Sustainability**  
Location: **MUSIX LAB**  
Chair: **Hanna Magdalena Arndt**, WU Vienna, Austria; [hanna.arndt@live.de](mailto:hanna.arndt@live.de)

### Government Interventions and SME Sustainability: A Systematic Literature Review

**R. Meneshova, Y. Kalyuzhnova, O. Khlystova**  
Henley Business School, United Kingdom

### When Does Foreign Aid Generate Investment Opportunities for MNEs?

**S. Mahamed, F. Zijla**  
Copenhagen Business School, Denmark

### Bridging Institutional Gaps: A Cross-Border Triple Helix Approach to Supporting MNEs in Emerging Markets

**P. Yang<sup>1</sup>, D. Slepnirov<sup>2,3</sup>**  
1: Fraunhofer Institute for Systems and Innovation Research ISI, Germany; 2: Aalborg University Business School, Denmark; 3: Sino-Danish Center for Education and Research (SDC), Denmark

### Cross-Border Public-Private Partnerships as Geopolitical Arenas: A Multi-

**B. Hearn<sup>1</sup>, T. Randoy<sup>2</sup>, L. Oxelheim<sup>3</sup>**

1: University of Southampton, United Kingdom; 2: Copenhagen Business School, Denmark; 3: Lund University, Sweden

### The Influence of Private Equity Entrepreneurial Investment on Firm Transaction Costs in Offshore Emerging Economies

**B. Hearn<sup>1</sup>, T. Randoy<sup>2</sup>, L. Oxelheim<sup>3</sup>, C. Ntim<sup>1</sup>, V. Tauringana<sup>1</sup>, J. Malagila<sup>4</sup>**

1: University of Southampton, United Kingdom; 2: Copenhagen Business School, Denmark; 3: Lund University, Sweden; 4: University of Essex, United Kingdom

### Ultimate owners' alignment and joint venture growth

**M. C. Sestu**  
University of Groningen, Netherlands, The

**S03.06P: WOMEIBA 2025- The year of ATHENA**  
Location: **MC2**

### WOMEIBA 2025- The year of ATHENA

**M. Elo<sup>1</sup>, T. Almor<sup>2</sup>, M. Teissandier<sup>3</sup>, D. Minbaeva<sup>4</sup>, E. Kovacs<sup>5</sup>, N. Sinkovics<sup>6</sup>, M. Aziz Alaoui<sup>7</sup>**

1: University of Southern Denmark, Denmark; 2: Reichman University, Israel; 3: École de management TBS Education, France; 4: King's Business School, King's College London, UK, and CBS, Denmark; 5: Indiana University's Kelley School of Business, USA; 6: Newcastle University, UK; 7: Management Sciences at the University of Lyon, Jean Moulin Lyon 3, iaelyon School of Management, France

**C. Marin Cadavid<sup>1</sup>, P. McKiernan<sup>2</sup>, A. Chidlow<sup>3</sup>**

1: University of Strathclyde, United Kingdom; 2: University of Strathclyde, United Kingdom; 3: University of Birmingham, United Kingdom

### Understanding Subsidiary Autonomy Across Value Chain Activities

**A. Cavanagh<sup>1</sup>, P. Kalfadellis<sup>1</sup>, S. Freeman<sup>2</sup>**

1: Monash University, Australia; 2: University of South Australia

### Building Business Development Capabilities in Market-Seeking MNE Foreign Subsidiaries

**Q. Nguyen<sup>1</sup>, P. Almodovar<sup>2</sup>, Z. Wei<sup>3</sup>**

1: University of Reading, Henley Business School, United Kingdom; 2: Complutense University of Madrid, Business Organisation Department, Spain; 3: University of Nottingham, Nottingham University Business School, United Kingdom

**S03.07P: DO WE NEED NEW THEORIES TO GUIDE COMPANIES IN NAVIGATING THE CURRENT GEOPOLITICAL TURMOIL?**

Location: **MC3**  
Chair: **Prof. Torben Pedersen**, Copenhagen Business School, Denmark; [tp.si@cbs.dk](mailto:tp.si@cbs.dk)

### Do we need new theories to guide companies in navigating the current geopolitical turmoil?

**T. Pedersen<sup>1</sup>, G. Santangelo<sup>1</sup>, A. Van Assche<sup>2</sup>, L. Kano<sup>3</sup>, T. Lindner<sup>1</sup>, C. Welch<sup>4</sup>**

1: Copenhagen Business School, Denmark; 2: HEC Montréal, Canada; 3: Haskayne School of Business, Canada; 4: Trinity Business School, Ireland

1: Mays Business School, Texas A&M University, United States of America; 2: Purdue University

### The Impact of Institutional Legacies on the Internationalization of Small and Medium-Sized Enterprises: Insights from a Quasi-Natural Experiment

**J. Nollau<sup>1</sup>, M. Zschoche<sup>1</sup>, S. Oertel<sup>2</sup>**

1: University of Erfurt, Germany; 2: Paris Lodron University Salzburg

### Context Matters: Institutional Quality, Internationalization, and the Impact on Firm Scaling

**G. Pirrone**  
University of Pavia, Italy

### A Contextualized Perspective on Firm Internationalization

**T. Leppäaho<sup>2</sup>, I. Zander<sup>1</sup>, L. Olkkonen<sup>2</sup>, N. Coviello<sup>2</sup>**  
1: Uppsala University, Sweden; 2: LUT University

**S03.08P: PIBR PRESENTATION**  
Location: **GIANNIS MARINOS**  
Chair: **Rob Van Tulder**, RSM Erasmus University Rotterdam, Netherlands, The; [rtulder@rsm.nl](mailto:rtulder@rsm.nl)  
Chair: **Prof. Constantina Kottaridi**, University of Piraeus, Greece; [kottarid@unipi.gr](mailto:kottarid@unipi.gr)

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| <b>Stakeholder Research Agenda for International Business</b><br><b>H. M. Arndt, M. Wolfesberger</b><br>WU Vienna, Austria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                            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| <p><b>S03.09P: THE MNCS IN A DE-POLARIZED AND DE-DOLLARIZED WORLD ORDER</b><br/> Location: <b>CONFERENCE 1</b><br/> Chair: <b>Dr. Shuo Yang</b>, Pennsylvania state university, United States of America; <a href="mailto:sfy5287@psu.edu">sfy5287@psu.edu</a></p> <p><b>THE MNCS IN A DE-POLARIZED AND DE-DOLLARIZED WORLD ORDER</b><br/> <b>I. Arikan<sup>1</sup>, C. Pitelis<sup>2</sup>, A. Cuervo-Cazurra<sup>3</sup>, D. Lessard<sup>4</sup>, S. Yang<sup>5</sup></b><br/> 1: Kent State University; 2: University of Southampton; 3: Northeastern University; 4: Massachusetts Institute of Technology; 5: Pennsylvania State University, Brandywine</p> | <p><b>S03.10I: Innovation, International Trade and Knowledge Flows</b><br/> Location: <b>CONFERENCE 4</b><br/> Chair: <b>Moumita Sen Gupta</b>, Aalborg University, Denmark; <a href="mailto:msgu@business.aau.dk">msgu@business.aau.dk</a></p> <p><b>Case study of internationalization of SME with developing new materials by leveraging rural area advantage</b><br/> <b>S. Yamamoto</b><br/> YAMAKIN CO., LTD., Japan</p> <p><b>The role of Exporting Innovation Performance of Technology-Based Firms: Evidence from Emerging Markets</b><br/> <b>A. E. S. Leal DAVila, M. Amal FURB</b>, Brazil</p> <p><b>Business Accelerator and International Growth: A Longitudinal Study of Finnish SMEs</b><br/> <b>M. Uzhegova, A. Vuorio</b><br/> LUT University, Finland</p> <p><b>Theoretical Perspectives on the Internationalization of Central and Eastern European Companies: A Systematic Review</b><br/> <b>M. Franke, A. M. Hilger</b><br/> University of Regensburg, Germany</p> <p><b>Paradoxical Logics in Strategic Renewal: The Evolution of SMEs from a Transition Economy</b><br/> <b>A. Morgan-Thomas<sup>1</sup>, M. Ciszewska-Milnaric<sup>2</sup>, P. Wojcik<sup>3</sup></b><br/> 1: ASBS, University of Glasgow, United Kingdom; 2: Kozminski University, Warsaw, Poland; 3: Kozminski University, Warsaw, Poland</p> <p><b>Structural Configurations in Strategic Alliances: A Latent Class Analysis of Asymmetric and Symmetric Alliances</b><br/> <b>M. Sen Gupta, D. Wang</b><br/> Aalborg University Business School, Denmark</p> | <p><b>S03.11I: Artificial Intelligence in the Multinational Enterprise</b><br/> Location: <b>MC3.5</b><br/> Chair: <b>Zakaria Talouni</b>, Poznan University of Economics and Business, Poland; <a href="mailto:zakaria.talouni@ue.poznan.pl">zakaria.talouni@ue.poznan.pl</a></p> <p><b>From Local to Regional: The Internationalization Logic of Latin American Scale-ups</b><br/> <b>S. Fuerst</b><br/> Tecnologico de Monterrey, EGADE Business School, Mexico</p> <p><b>Adoption of Information Technology Tools and Artificial Intelligence in Firms: Insights from Five Greek Food Exporters</b><br/> <b>K. Rotsios<sup>1</sup>, N. Sklavounos<sup>2</sup>, G. Kartsiotis<sup>2</sup></b><br/> 1: American College of Thessaloniki; 2: University of Macedonia, Greece</p> <p><b>From Frugal Innovation to Sustainable Frugal AI: Scaling Cross-Border Inclusive Innovation</b><br/> <b>H. Dang<sup>1</sup>, Y. Tran<sup>1</sup>, J. Prabhu<sup>2</sup></b><br/> 1: Heriot-Watt University, United Kingdom; 2: Cambridge Judge Business School, United Kingdom</p> <p><b>Artificial intelligence and workers' well-being in Global Value Chains: Empirical insights from supplier firms in China</b><br/> <b>Y. Li<sup>1</sup>, R. Hasan<sup>1</sup>, Z. Khan<sup>1,2</sup>, A. Ojala<sup>1</sup></b><br/> 1: University of Vaasa; 2: University of Aberdeen</p> <p><b>The Ethical Impact of Artificial Intelligence on Value Creation, Organizational Change, and Business Leadership: A CEO and Board-Level Bibliometric Analysis</b><br/> <b>G. del Real Urbano</b><br/> Universidad Complutense de Madrid. Facultad CC Economicas y Empresariales, Spain</p> <p><b>Determinants of Industry 4.0 Adoption: Evidence from Foreign Manufacturing Subsidiaries in Poland</b><br/> <b>Z. Talouni<sup>1</sup>, B. Jankowska<sup>1</sup>, M. Götz<sup>2</sup></b><br/> 1: Poznan University of Economics and Business, Poland; 2: AFiB Vistula</p> | <p><b>S03.12I: International Finance and Entrepreneurship</b><br/> Location: <b>CONFERENCE 3</b><br/> Chair: <b>Dr. Wei Li</b>, The University of Sydney Business School, Australia; <a href="mailto:li.wei1@sydney.edu.au">li.wei1@sydney.edu.au</a></p> <p><b>The interconnection between finance and international entrepreneurship: A Bibliometric-Systematic Literature Review</b><br/> <b>P. Ortega Perals, E. Terán Yépez</b><br/> Universidad de Almería, Spain</p> <p><b>The Influence of Corporate Governance on Asymmetric Cost Behavior: A Systematic Literature Review.</b><br/> <b>I. L. Nygård</b><br/> NTNU, Norway</p> <p><b>Family Firm's Location Choice: The Influence of Family CEO Generation</b><br/> <b>A. Mondal<sup>1</sup>, S. Lahiri<sup>2</sup></b><br/> 1: XLRI-Xavier School of Management; 2: Illinois State University, United States of America</p> <p><b>Global Compensation Analysis: Linking the Incentive Component and Incentive Theory with the GLOBE Studies' Performance-Orientations</b><br/> <b>U. F. Ott</b><br/> Nottingham Trent University, United Kingdom</p> <p><b>Cross-Border Venture Capital Syndication: A Systematic Review and Future Research Directions</b><br/> <b>M. Deabas<sup>1</sup>, G. Batsakis<sup>2</sup></b><br/> 1: American University of Kuwait, Kuwait; 2: Brunel University London, United Kingdom</p> <p><b>Bringing the Firm Back In: The Political Economy of RMB Internationalization</b><br/> <b>W. Li, M. Murphree, Z. Pan</b><br/> The University of Sydney Business School, Australia</p> |
| <p><b>S03.13I: CEO influence on firm-level strategic outcomes</b><br/> Location: <b>LECTURE HALL</b><br/> Chair: <b>Dr. Roman Barwinski</b>, University of Bristol, United Kingdom; <a href="mailto:roman.barwinski@bristol.ac.uk">roman.barwinski@bristol.ac.uk</a></p>                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                      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|                 | <p><b>Mirror, Mirror on the Wall? Facial Width-to-Height Ratio and CEO Approval</b><br/> <b>L. Rollinger</b><br/> RWTH Aachen University, Germany</p> <p><b>How the CEO's Social Status fuels Corporate Misconduct and the Mitigating Role of TMT Social Status and Financial Pressure</b><br/> <b>A. Hossain, S. Kruse</b><br/> RWTH University Aachen, Germany</p> <p><b>Centralized Power, Global Mindset: How CEO International Experience Influences Diversity Leadership</b><br/> <b>R. Barwinski, Y. Xu</b><br/> University of Bristol, United Kingdom</p>                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 1:00pm - 2:00pm | <p><b>S.GA: General Assembly</b><br/> Location: NIKOS SKALKOTAS</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2:00pm - 3:15pm | <p><b>S. LPS: Lunch with Poster Session</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 3:15pm - 4:30pm | <p><b>S04.01C: CEO and strategic choices in internationalization</b><br/> Location: MC3.2<br/> Chair: <b>Jan Schmitt</b>, WU Vienna, Austria; <a href="mailto:jan.schmitt@wu.ac.at">jan.schmitt@wu.ac.at</a></p> <p><b>CEO Dominance and Technological Exploration in the Multinational Corporation</b><br/> <b>P. Kappen<sup>1</sup>, I. Zander<sup>2</sup></b><br/> 1: KTH Royal Institute of Technology, Sweden; 2: Uppsala University, Sweden</p> <p><b>CEO Political Ideology and Cross-border Knowledge Sourcing</b><br/> <b>F. Dai</b><br/> WHU - Otto Beisheim School of Management, Germany</p> <p><b>CEO Political Engagement as a Microfoundation of Internationalisation Strategy</b><br/> <b>H. Pham</b><br/> University of Leeds, United Kingdom</p> <p><b>The CEO Effect in Headquarters' Relocation Decisions: A Microfoundational Perspective</b><br/> <b>J. Schmitt</b><br/> WU Vienna, Austria</p> | <p><b>S04.02C: Entrepreneurial perspective on IB microfoundations</b><br/> Location: MC3.3<br/> Chair: <b>Prof. Sonia Suárez-Ortega</b>, University of Las Palmas de Gran Canaria, Spain; <a href="mailto:sonia.suarez@ulpgc.es">sonia.suarez@ulpgc.es</a></p> <p><b>Perceptual Journeys: How Entrepreneurs Shape Global Expansion Strategies</b><br/> <b>F. Goxe<sup>1</sup>, S. Freeman<sup>2</sup>, X. Han<sup>3</sup></b><br/> 1: Université Côte d'Azur; 2: University of South Australia; 3: Guangzhou College of Commerce</p> <p><b>The View Keeps Changing: Entrepreneurial Failure and Fear of Failure in International Markets</b><br/> <b>I. Ahmed<sup>1</sup>, P. Gabrielsson<sup>1</sup>, A. Faroque<sup>1</sup>, A. Zucchella<sup>2</sup></b><br/> 1: University of Vaasa, Finland; 2: University of Pavia, Italy</p> <p><b>Internationalization of purpose-driven entrepreneurial firms: Micro-foundations in opportunity formation and development in the FemTech industry</b><br/> <b>S. Suárez-Ortega<sup>1</sup>, A. Zucchella<sup>2</sup></b><br/> 1: University of Las Palmas de Gran Canaria, Spain; 2: University of Pavia, Italy</p> | <p><b>S04.03C: Global Strategy: Capabilities, Learning and Competitive Dynamics</b><br/> Location: MC3.4<br/> Chair: <b>Prof. Torben Pedersen</b>, Copenhagen Business School, Denmark; <a href="mailto:tp.si@cbs.dk">tp.si@cbs.dk</a></p> <p><b>Beyond Disruptive Innovation: Disruption through an International Business Lens</b><br/> <b>A. Weihs, E. Reithofer</b><br/> WU Vienna, Austria</p> <p><b>Responding to geopolitical risk change - a global geographic scope change perspective</b><br/> <b>T. Hutzschenreuter, J. Mueller</b><br/> Technical University of Munich, Germany</p> <p><b>Intra (Inter)-Regional Strategies and Firm Efficiency: A Context and Degree-Based Study</b><br/> <b>P. H. S. Nguyen</b><br/> Clermont School of Business, France</p> <p><b>Navigating Polycrisis: Resilience Strategies of Lead Firms in Global Production Networks</b><br/> <b>T. Pedersen, P. Ørberg Jensen, L. Busck-Lumholt</b><br/> Copenhagen Business School, Denmark</p> | <p><b>S04.04C: Time, Context, and Uncertainty in Internationalization</b><br/> Location: MUSIX LAB<br/> Chair: <b>Dr. Sebastian Baldermann</b>, Vrije Universiteit Amsterdam, Netherlands, The; <a href="mailto:s.baldermann@vu.nl">s.baldermann@vu.nl</a></p> <p><b>Myth of Context-Free Internationalization Speed: Analysis of Managerial Reasoning at Critical Junctures over History</b><br/> <b>T. Leppäaho<sup>1</sup>, T. Mainela<sup>2</sup>, A. Rolv Petter<sup>3</sup>, E. Paavilainen-Mäntymäki<sup>4</sup>, S. Jack<sup>5</sup></b><br/> 1: LUT University, Finland; 2: University of Oulu, Finland; 3: BI Norwegian Business School, Norway; 4: University of Turku, Finland; 5: University of Lancaster, UK</p> <p><b>When Real Options Fail: Rethinking Strategic Flexibility under Knightian Uncertainty</b><br/> <b>T. Halaszovich<sup>1</sup>, G. Leymann<sup>2</sup>, S. Lundan<sup>3</sup></b><br/> 1: ICN Business School, France; 2: University of Bremen, Germany; 3: Aalto University, Finland</p> <p><b>International Business in Times of Unpredictability: How the Behavioural Theory of the Firm Can Help Managerial Decisions</b><br/> <b>V. C. Simões<sup>1</sup>, M. González-Loureiro<sup>2,3</sup></b><br/> 1: ADVANCE/ISEG Research, Lisbon School of Economics and Management, University of Lisboa (Portugal), Portugal; 2: ECOBAS-Universidade de</p> |

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| <p><b>S04.05C: Microfoundational underpinnings of internationalization processes</b><br/> Location: <b>CONFERENCE 2</b><br/> Chair: <b>Dr. Renan Oliveira</b>, FGV EAESP, Brazil;<br/> <a href="mailto:renan.oliveira@fgv.edu.br">renan.oliveira@fgv.edu.br</a></p> <p><b>The Microfoundation of Interfirm Psychic Distance</b></p> <p><b>A. Safari<sup>1</sup>, A. Sadeghi<sup>2</sup></b><br/> 1: Mälardalen University, Sweden; 2: University of Leicester</p> <p><b>It's Not Me, It's U(ncertainty): A Multi-Study on Consumer Relationship Development in Cross-Border E-Commerce</b></p> <p><b>U. Wistedt<sup>1</sup>, A. Safari<sup>2</sup></b><br/> 1: Uppsala University, Sweden; 2: Mälardalen University, Sweden</p> <p><b>The Impact of CEO Experience Diversity on FDI Motivation: Examining CEO Power and Chair-CEO Relationships</b></p> <p><b>A. Kayaci<sup>1</sup>, P. Greve<sup>2</sup></b><br/> 1: Dicle University, Türkiye; 2: University of Reading, United Kingdom</p> <p><b>The Strategic Management of the Uppsala Model's Capability Package: The Role of Business Diplomats in Firms' Evolution</b></p> <p><b>R. Oliveira</b><br/> FGV EAESP, Brazil</p> | <p><b>S04.06C: Sustainable upgrading in the GVCs</b><br/> Location: <b>CONFERENCE 3</b><br/> Chair: <b>Dr. Mohammad Rana</b>, Aalborg University, Denmark, Denmark; <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a></p> <p><b>Developed country SMEs' sustainable upgrading in GVCs: A quantitative, exploratory analysis</b></p> <p><b>A. Pallás-Rocafull, A. Botella-Andreu, J. Pla-Barber, C. Villar</b><br/> University of Valencia, Spain</p> <p><b>Bridging Geopolitical Divides: A Co-Evolutionary Framework of Decoupling</b></p> <p><b>C. Lackinger, J. Müllner, J. Puck</b><br/> WU Vienna, Austria</p> <p><b>Supplier Strategies for Climate Change Mitigation: A Perspective of Sustainability-Driven Business Modelling in Apparel Global Value Chains</b></p> <p><b>S. A. Tajuddin<sup>1</sup>, M. B. Rana<sup>1</sup>, I. S. Khan<sup>2</sup>, M. F. H. Faruqui<sup>1</sup></b><br/> 1: Aalborg University, Denmark; 2: Aalto University, Finland</p> <p><b>MNE Strategies for Sustainable Supplier Upgrading: Business Model and Governance Microfoundations in GVCs</b></p> <p><b>M. Rana</b><br/> Aalborg University, Denmark, Denmark</p> | <p><b>S04.07P: SPECIAL PANEL: PAVLOS DIMITRATOS</b><br/> Location: <b>GIANNIS MARINOS</b><br/> Chair: <b>Prof. Emmanuella Plakoyiannaki</b>, University of Vienna, Austria;<br/> <a href="mailto:emmanuella.plakoyiannaki@univie.ac.at">emmanuella.plakoyiannaki@univie.ac.at</a><br/> <b>Prof. Davide Castellani</b>, University of Reading, United Kingdom;<br/> <a href="mailto:davide.castellani@henley.ac.uk">davide.castellani@henley.ac.uk</a><br/> <b>Prof. Kevin Ibeh</b>, Birkbeck College, United Kingdom; <a href="mailto:k.ibeh@bbk.ac.uk">k.ibeh@bbk.ac.uk</a><br/> <b>Dr. George Nakos</b>, Clayton State University, United States of America;<br/> <a href="mailto:georgenakos@clayton.edu">georgenakos@clayton.edu</a><br/> <b>Prof. Olli Kuivalainen</b>, University of Lappeenranta, Finland;<br/> <a href="mailto:olli.kuivalainen@lut.fi">olli.kuivalainen@lut.fi</a><br/> <b>Prof. Margaret Fletcher</b>, University of Glasgow, -;<br/> <a href="mailto:margaret.fletcher@glasgow.ac.uk">margaret.fletcher@glasgow.ac.uk</a><br/> <b>Prof. Ana Teresa Tavares Lehman</b>, FEP - University of Porto.</p> | <p><b>S04.08P: DEMOCRACY AND INTERNATIONAL BUSINESS: RETHINKING BUSINESS CONTEXT</b><br/> Location: <b>MC3</b><br/> Chair: <b>Prof. Maria Elo</b>, University of Southern Denmark, Denmark;<br/> <a href="mailto:melo@sam.sdu.dk">melo@sam.sdu.dk</a></p> <p><b>Democracy and International Business: Rethinking business context</b></p> <p><b>M. Elo<sup>1</sup>, P. Servais<sup>2</sup>, B. Jankowska<sup>3</sup>, S. Saarenketo<sup>4</sup>, D. Georgakakis<sup>5</sup></b><br/> 1: University of Southern Denmark, Denmark; 2: Linnaeus University, Halmstad University; 3: Poznan University of Economics and Business; 4: LUT University Business School; 5: Leeds University Business School, University of Leeds</p> |
| <p><b>S04.09I: Leadership</b><br/> Location: <b>MC3.5</b><br/> Chair: <b>Prof. Marina Latukha</b>, De Vinci Higher Education, De Vinci Research Center, Paris, France;<br/> <a href="mailto:marina.latukha@gmail.com">marina.latukha@gmail.com</a></p> <p><b>Employees' perceptions of reshoring and organizational attractiveness</b></p> <p><b>K. Makri<sup>1</sup>, I. Leri<sup>2</sup>, G. Halkias<sup>3</sup></b><br/> 1: University of Vienna, Austria; 2: University of Aegean, Greece; 3:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p><b>S04.10I: Business Model Innovation and Green FDI</b><br/> Location: <b>CONFERENCE 4</b><br/> Chair: <b>Dr. Daniel Tolstoy</b>, Stockholm School of Economics, Sweden;<br/> <a href="mailto:daniel.tolstoy@hhs.se">daniel.tolstoy@hhs.se</a></p> <p><b>Bridging global health studies and international business: Toward a re-framed research agenda</b></p> <p><b>S. Melén Hånell, E. Rovira Nordman, F. Simon</b><br/> Mälardalen University, Sweden</p> <p><b>The global scaling of game-changer business</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>S04.11I: Global consumers across cultures</b><br/> Location: <b>CONFERENCE 4</b><br/> Chair: <b>Dr. Evangelia Katsikea</b>, ICN Business School, Paris &amp; CEREFIGE, Université de Lorraine, France, France;<br/> <a href="mailto:evangelia.katsikea@icn-artem.com">evangelia.katsikea@icn-artem.com</a></p> <p><b>Countervailing Strategies in the New Space Economy: Ensuring Sustainability Amid Resource Dependence</b></p> <p><b>S. Tangem<sup>1</sup>, A. Ojala<sup>2</sup></b><br/> 1: University of Vaasa, Finland; 2: University of Vaasa, Finland</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>S04.12: Gunnar Hedlund Award</b><br/> Location: <b>LECTURE HALL</b><br/> Chair: <b>Prof. Udo Zander</b>, Stockholm School of Economics, Sweden; <a href="mailto:Udo.Zander@hhs.se">Udo.Zander@hhs.se</a></p> <p><b>Skilled yet minoritized: An equality, diversity, and inclusion perspective on skilled migrants in multilingual organizations</b></p> <p><b>H. Back</b><br/> Aalto University School of Business, Finland</p>                                                                                                                                                                                                                                                                                         |

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|                        | <p>Copenhagen Business School, Denmark</p> <p><b>Antecedents of Top Management Teams in International Joint Ventures</b><br/> <b>W. Wang, C. Pattnaik, A. Purkayastha</b><br/> The University of Sydney, Australia</p> <p><b>Why bring to headquarters native leaders of projects that develop new products for their foreign subsidiary? The case of Toyota</b><br/> <b>S. Ishii<sup>1</sup>, J.-F. Hennart<sup>2</sup></b><br/> 1: Osaka Metropolitan University; 2: Tilburg University</p> <p><b>Building dynamic managerial capabilities through transformative learning: A case study of an international non-governmental organization</b><br/> <b>A. Yu, A. Pekerti, A. Kriz</b><br/> The University of Queensland, Australia</p> <p><b>Time Zone Bias in MNE Subsidiaries: How Meeting Scheduling Impacts HCNs' Identification</b><br/> <b>Q. Qin<sup>1</sup>, C. Lee<sup>1</sup>, Y. Zhou<sup>1</sup>, J. Song<sup>2</sup>, D. Shin<sup>3</sup></b><br/> 1: Korea University; 2: University of Edinburgh; 3: Thompson Rivers University</p> <p><b>Bystanders or Settlers? Overcoming gig workers challenges in the context of India</b><br/> <b>K. Singh<sup>2</sup>, M. Latukha<sup>1</sup></b><br/> 1: Leonard de Vinci Pole University, Ecole de Management, France; 2: St. Petersburg state university, Graduate school of management, Russia</p> | <p><b>models to tackle societal grand challenges</b><br/> <b>D. Gunaratne<sup>1</sup>, N. Sinkovics<sup>2,3</sup>, R. R. Sinkovics<sup>4,1</sup>, F.-J. Molina-Castillo<sup>5</sup></b><br/> 1: LUT University, LUT Business School, Lappeenranta, Finland; 2: Newcastle University, Newcastle University Business School, Newcastle Upon Tyne, United Kingdom; 3: University of Vaasa, Vaasa, Finland; 4: Durham University, Durham University Business School, Durham, United Kingdom; 5: University of Murcia, Murcia, Spain</p> <p><b>Masked Motives in Local Resistance: Uncovering Stigma in Green Steel Foreign Direct Investment</b><br/> <b>K. Snellman, I. Saittakari, T. Ritvala</b><br/> Aalto University School of Business Department of Management, Finland</p> <p><b>Adapting Circular Business Model Innovation in International Markets: International Dynamic Entrepreneurial Bricolage</b><br/> <b>E. Kusi Appiah<sup>1</sup>, P. Gabrielsson<sup>1</sup>, M. Kontkanen<sup>1</sup>, B. Bernhard Nielsen<sup>2</sup></b><br/> 1: University of Vaasa, Finland; 2: University of Sydney, Australia</p> <p><b>Entrepreneurial Identity in Transition in an International Apparel Company</b><br/> <b>D. Tolstoy<sup>1</sup>, T. Sendhofer<sup>2</sup>, S. Melén Hånell<sup>3</sup>, V. n. Tarnovskaya<sup>4</sup></b><br/> 1: Stockholm School of Economics, Sweden; 2: Stockholm Environment Institute; 3: Mälardalen University; 4: Lund University</p> | <p><b>Stitching sustainability: the influence of gender and consumption values on fashion habits in us and Greek Millennials and Gen Z</b><br/> <b>L. Hatzithomas<sup>1</sup>, K. Margariti<sup>1</sup>, C. Boutsouki<sup>2</sup></b><br/> 1: University of Macedonia, Greece; 2: Aristotle University of Thessaloniki, Greece</p> <p><b>The Development and Validation of a Scale for Consumer Cultural Renaissance</b><br/> <b>R. Lee<sup>1</sup>, H. Khan<sup>2</sup>, J. Li<sup>3</sup>, Q. A. Duong<sup>1</sup></b><br/> 1: University of South Australia, Australia; 2: University of Aberdeen; 3: Guangdong Ocean University</p> <p><b>The effects of (mis)information on user engagement &amp; sentiments of global brands in social media: the case of Ethereum</b><br/> <b>E. Kafeza<sup>1</sup>, G. Katsifaraki<sup>2</sup>, M. Theodosiou<sup>3</sup>, E. Katsikea<sup>4</sup></b><br/> 1: Interdisciplinary Laboratory in Accounting Studies, Financial Management, and Economic &amp; Financial Law (ILASFMEFL), Athens University of Economics and Business, Greece; 2: University of Central Lancashire, (UCLan), Cyprus; 3: University of Cyprus, Nicosia, Cyprus; 4: ICN Business School, Paris &amp; CEREFIGE, Université de Lorraine, France</p> | <p><b>Innovation and corporate catching-up in China: A configurational approach</b><br/> <b>S. U. Wolfer</b><br/> Tilburg University, Netherlands, The</p> <p><b>Configuring and restructuring MNCs' foreign subsidiary portfolios in a challenging political environment</b><br/> <b>M. H. Wolfesberger</b><br/> WU Vienna, Austria</p>                                                                                                                                                                 |
| <p>4:45pm - 6:00pm</p> | <p><b>S05.01C: Geopolitics, Risk, and Strategic Adaptation in International Business</b><br/> Location: MC3.2<br/> Chair: <b>Dr. Jacqueline Mees</b>, University of New South Wales, Australia;<br/> <a href="mailto:j.meesbuss@unsw.edu.au">j.meesbuss@unsw.edu.au</a></p> <p><b>Sanctions and (Dis)Investment Strategies in Russia Following the War in Ukraine: An Empirical Study on the Role of Home Country and Host Country Operations of Multinational Enterprises</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><b>S05.02C: Technology and Innovation in Global Markets</b><br/> Location: MC3.3<br/> Chair: <b>Prof. Susana C. Silva</b>, Universidade Católica Portuguesa, Portugal; <a href="mailto:ssilva@ucp.pt">ssilva@ucp.pt</a></p> <p><b>Export Marketing Capabilities Reconfiguration: The Role of Microfoundations and Digital Integration</b><br/> <b>V. Theoharakis<sup>1</sup>, G. Batsakis<sup>2,3</sup></b><br/> 1: Cranfield School of Management, Cranfield University, UK; 2: Alba Graduate Business School, Greece; 3: Brunel Business School, Brunel University of London, UK</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p><b>S05.03C: Ethics, Legitimacy and Corporate Responsibility in a Fragmented World</b><br/> Location: MC3.4<br/> Chair: <b>Prof. Christos Pitelis</b>, National and Kapodistrian University of Athens, United Kingdom; <a href="mailto:cnp1000@cam.ac.uk">cnp1000@cam.ac.uk</a></p> <p><b>MNEs Strategies for Societal Impact: Engaging with Disadvantaged Communities in Emerging Markets</b><br/> <b>A. Giroud<sup>1</sup>, P. Ghauri<sup>2</sup>, J. Carneiro<sup>3</sup>, J. Cathcart<sup>2</sup>, R. Oliveira<sup>3</sup>, M.-A. Gonzalez-Perez<sup>4</sup></b><br/> 1: University of Manchester, United Kingdom; 2: University of Birmingham, United Kingdom; 3: FGV, Brazil; 4: EAFIT, Colombia</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p><b>S05.04C: Intellectual Property and Innovation Performance</b><br/> Location: MUSIX LAB<br/> Chair: <b>Prof. Mario Kafourous</b>, University of Manchester, United Kingdom;<br/> <a href="mailto:marios.kafouros@manchester.ac.uk">marios.kafouros@manchester.ac.uk</a></p> <p><b>Reusing new or old knowledge combinations to generate short and long-term breakthrough innovations? Evidence from the wind energy industry</b><br/> <b>X. DU</b><br/> University of Edinburgh, United Kingdom</p> |

**F. De Beule<sup>1</sup>, M. Zdzarski<sup>2</sup>, H. Zhang<sup>3</sup>**  
1: KU Leuven; 2: University of Warsaw; 3: Neoma Business School

### Trade War, Dependence and International R&D Collaborations

**X. Han<sup>1</sup>, M. Lin<sup>2</sup>, C. Wang<sup>3</sup>, Y. Wei<sup>4</sup>**  
1: University of Manchester, United Kingdom; 2: School of Business, NingboTech University, China; 3: Birmingham Business School, University of Birmingham, United Kingdom; 4: Leeds University Business School, University of Leeds, United Kingdom

### Studying polarisation: The potential of composite narratives as a methodology for international business studies

**J. Mees-Buss<sup>1</sup>, H. Back<sup>2</sup>, C. Welch<sup>3</sup>**  
1: University of New South Wales, Australia; 2: Aalto University, Finland; 3: Trinity College Dublin, Ireland

**S05.05C: The role of microfoundations in cross-cultural contexts**  
Location: CONFERENCE 1  
Chair: **Dr. Maria Ilieva**, Leeds University Business School, United Kingdom;  
[m.ilieva@leeds.ac.uk](mailto:m.ilieva@leeds.ac.uk)

### From Hostile Strangers to Close-Knit Family: Empowering Employees for Cross-Border Acquisition Success

**D. Wang<sup>1</sup>, J. Wu<sup>2</sup>**  
1: Aalborg University, Denmark; 2: ZHAW Zurich University of Applied Sciences, Switzerland

### Cultivating Legitimacy from Within: Immediate Manager's Legitimacy, Affective Employer Commitment, and Organizational Legitimacy across Institutional Contexts

**E. Gillard<sup>1</sup>, A. Bitektine<sup>2</sup>**  
1: Vrije Universiteit Amsterdam, Netherlands; 2: Concordia University, Canada

### Trust Repair Process in a Multinational Company After a Major Disruption

**M. Ilieva<sup>1</sup>, N. Nummela<sup>2</sup>, J.-i. Yamada<sup>3</sup>**

### Balancing innovation abroad: How intensity and novelty shape customer value in export markets

**A. Lisboa<sup>1</sup>, J. Cadogan<sup>2</sup>, J. Oliveira<sup>3</sup>, E. Tsoungkou<sup>4</sup>**  
1: Polytechnic University of Leiria, CARME, Portugal; 2: The University of Leicester, United Kingdom; 3: Lisbon School of Economics & Management, Portugal; 4: University of Strathclyde, United Kingdom

### Continued Use of Voice Assistants: A Cross-Cultural Study of Alexa Users

**T. L. D. Pontes<sup>4</sup>, P. Duarte<sup>3</sup>, S. C. Silva<sup>1,2</sup>**  
1: Universidade Católica Portuguesa, Católica Porto Business School and CECE, Porto, Portugal; 2: University of Saint Joseph, Faculty of Business & Law, Macau, China; 3: Universidade da Beira Interior, Faculty of Human and Social Sciences & NECE, Covilhã, Portugal; 4: Universidade de Fortaleza

**S05.06C: FDI, Environmental Accountability, and Power Asymmetry**  
Location: CONFERENCE 2  
Chair: **Prof. Lukasz Puslecki**, Poznań University of Economics and Business, Poland;  
[lukasz.puslecki@ue.poznan.pl](mailto:lukasz.puslecki@ue.poznan.pl)

### Navigating threats through power: A new "self preservation" lens to understand MNE anti societal behavior

**S. Buzdugan<sup>1</sup>, D. Freund<sup>2</sup>, U. Holm<sup>3</sup>, M. Forsgren<sup>3</sup>**  
1: Manchester Metropolitan University, UK; 2: Malardalen University, Sweden; 3: Uppsala University, Sweden

### Reassessing Coase in Hymer's Multilevel Framework: The missing link of externalities in International Operations

**F. Figueira de Lemos<sup>1,2</sup>, M. Forsgren<sup>2</sup>**  
1: FGV EAESP, Brazil; 2: Uppsala University, Sweden

### Reconfiguring Strategy for the Fifth Industrial Revolution

**H. Pham**  
University of Leeds, United Kingdom

### From Space to Soil: Foreign Direct Investment and Natural Environment in Africa

### Platform-enabled Big Tech MNEs, efficiency and power: an efficiency-power view and implications on the business-government nexus, geopolitics and public policy

**C. Pitelis<sup>1</sup>, S. Clegg<sup>2</sup>, E. E. N. Piteli<sup>3</sup>**  
1: National and Kapodistrian University of Athens, United Kingdom; 2: School of Project Management, The University of Sydney; 3: University of Sussex Business School, University of Sussex, U.K.

### Environmental Upgrading in the Furthest Reaches of the Global Value Chain: Leveraging NGO Relationships

**L. Zhang<sup>1</sup>, A. Goerzen<sup>1</sup>, L. Kano<sup>2</sup>**  
1: Queen's University, Canada; 2: University of Calgary, Canada

### Attention, please! The role of family firms' temporal orientation and their managers' cognition in internationalization: A MouselabWeb-study

**N. Troiani, F. Zapkau**  
Vienna University of Economics and Business (WU Vienna), Austria

**S05.07C: Political Regimes**  
Location: CONFERENCE 3  
Chair: **Dr. Peder Greve**, Henley Business School, University of Reading, United Kingdom;  
[peder.greve@henley.ac.uk](mailto:peder.greve@henley.ac.uk)

### Dynamic Effects of Democracy on Firm Internationalization Strategy: The Moderating Role of International and Regional Experience

**A. Dimitrova<sup>1</sup>, M. Meschi<sup>1</sup>, D. Triki<sup>2</sup>, A. Valentino<sup>2</sup>**  
1: ESSCA School of Management, France; 2: ESCP International Business School, France

### Corruption perceptions home and abroad: Universal values or double standards?

**Z. Fazekas, M. K Justesen, M. J Mueller, Y. Park**  
Copenhagen Business School, Denmark

### Because the Leader Says So: Political Connections, Internationalization Behavior, and Authoritarian State Capitalism

**C. A. Hartwell<sup>1,2</sup>, M. Moesli<sup>1</sup>, O. Zadorozhna<sup>2</sup>**  
1: ZHAW School of Management and Law, Switzerland; 2: Kozminski University, Poland

### Regime Shifts to Autocracy: Subsidiary General Manager Succession in an Era of Political Transitions

### Do Patents Drive Economic Growth? Dynamic Panel Data Evidence from Selected Economies

**V. C. Tsitsou<sup>1</sup>, D. L. Stamos<sup>1</sup>, K. N. Konstantakis<sup>2</sup>, P. G. Michaelides<sup>1</sup>**  
1: National Technical University of Athens, Greece; 2: University of Piraeus, Greece

### Global Patent Systems in Practice: Organizational Strategies and Constraints in International Filings

**A. Anagnosti, K. Drivas**  
University of Piraeus, Greece

### Asymmetric responses to underperformance in innovation and profitability: A performance-based perspective on technology co-creation

**E. Mavroudi<sup>1</sup>, M. Kafourou<sup>2</sup>, R. Gao<sup>2</sup>, M. Aliyev<sup>2</sup>**  
1: University of Leeds, United Kingdom; 2: University of Manchester

**S05.08C: Subsidiary Strategies and Institutions**  
Location: MC3.5  
Chair: **Dr. Hamza Aib**, University of M'sila, Algeria; [hamza.aib@univ-msila.dz](mailto:hamza.aib@univ-msila.dz)

### A Systematic Literature Review of Firm-Level International Experience and Subsidiary Exit: Advancing a Dynamic Research Agenda

**Z. Wang, Z. Konwar**  
University of Leeds, United Kingdom

### MNC Exit from Russia: A Theory of Institutional Friction and Foreign Divestment

**D. Holtbrügge<sup>1</sup>, M. Oberhauser<sup>2</sup>, L. Kirste<sup>1</sup>**  
1: Friedrich-Alexander University Erlangen-Nürnberg; 2: ESCP Business School, Madrid

### Local state participation and IJV instability: A contingency approach

**H. Aib<sup>1,2</sup>**  
1: Aix-Marseille University, France; 2: University of M'sila, Algeria

1: Leeds University Business School, United Kingdom; 2: University of Turku, Finland; 3: Kyoto University, Japan

**A. OUDAA<sup>1</sup>, D. Boehe<sup>1</sup>, D. H. Yoon<sup>2</sup>**

1: Africa Business School, Mohammed VI Polytechnic University, Morocco; 2: School for Business and Society, University of York, United Kingdom

**Are Local Network Ties and Strategy Adaptation Enough to Succeed in a More Developed Market? On The Moderating Effects of Subsidiary Autonomy and Subsidiary Capabilities**

**P. Trapczynski<sup>1</sup>, M. Gotz<sup>2</sup>, B. Jankowska<sup>1</sup>, L. Puslecki<sup>1</sup>, Z. Maleszewska<sup>1</sup>**

1: Poznan University of Economics and Business, Poland; 2: Vistula University, Poland

**E. Yildiz<sup>1</sup>, A. Li<sup>2</sup>, P. Greve<sup>3</sup>, D. Georgakakis<sup>4</sup>, P. Beamish<sup>5</sup>**

1: Mälardalen University, Sweden; 2: Toronto Metropolitan University, Canada; 3: Henley Business School, University of Reading, United Kingdom; 4: Leeds University Business School, United Kingdom; 5: Ivey Business School, Canada

**S05.09P: PDW ON ENGAGED INTERNATIONAL BUSINESS SCHOLARSHIP IN THE DIGITAL, AI, AND PLATFORM ERA**

Location: MC3  
Chair: **Dr. Noman Shaheer**, University of Sydney, Australia; [noman.shaheer@sydney.edu.au](mailto:noman.shaheer@sydney.edu.au)

**PDW on Engaged International Business Scholarship in the Digital, AI, and Platform Era**

**N. Shaheer<sup>1</sup>, R. van Tulder<sup>2</sup>, S. Zhao<sup>3</sup>, E. Y. Wang<sup>4</sup>, N. Sincovics<sup>5</sup>, V. Di Marchi<sup>6</sup>**

1: University of Sydney, Australia; 2: RSM Erasmus University; 3: University of Surrey; 4: University of Leeds; 5: University of Newcastle; 6: Esade Business School

**S05.10P: HOW CAN A MICRO-FOUNDATIONAL FOCUS GENERATE BETTER RESEARCH ON MNES? FROM THE MOST GENERIC TO THE MOST HIGHLY SPECIFIC**

Location: GIANNIS MARINOS  
Chair: **Prof. Alain Verbeke**, University of Calgary, Canada; [averbeke@ucalgary.ca](mailto:averbeke@ucalgary.ca)

**How can a micro-foundational focus generate better research on MNES? From the most generic to the most highly specific.**

**A. Verbeke<sup>1,2</sup>, U. Andersson<sup>3</sup>, T. Pedersen<sup>4</sup>, G. Santangelo<sup>4</sup>, M. Papanastassiou<sup>5</sup>**

1: University of Calgary, Canada; 2: University of Reading, UK; 3: Mälardalen University, Sweden; 4: Copenhagen Business School; 5: University of Leeds

**S05.11I: Communication and Cultural Adaptation in Diverse Settings**

Location: MC2  
Chair: **Prof. Anne Bartel-Radic**, Univ. Grenoble Alpes, CERAG, France; [anne.bartelradic@iepg.fr](mailto:anne.bartelradic@iepg.fr)

**Bridging International Business Strategy and Project Dynamics: A Microfoundational View of International Project Management**

**M. N. Vatne, H. A. Solli-Sæther, B. B. B. Nujen**

Norwegian University of Science and Technology (NTNU), Norway

**International NGOs: Coordinating and Controlling Headquarters-Subsidiaries Relationships**

**T. Nobre<sup>1</sup>, U. Mayrhofer<sup>2</sup>**

1: University of Geneva, Geneva School of Economics and Management, Switzerland; 2: Université Côte d'Azur, IAE Nice, GRM, France

**A Hybrid Systematic Literature Review of Consumer Behavior in Cross-Border E-commerce**

**U. Wistedt<sup>1</sup>, A. Safari<sup>2</sup>**

1: Uppsala University, Sweden; 2: Mälardalen University, Sweden

**The Islamic Cultural Impacts on Communication: A Case Study of a Multinational Firm in Pakistan**

**M. Khan, H. Zhang**

Sichuan University, China, People's Republic of

**1st-Indigenous-Peoples' Multiculturalism: The Role of n-Culturalism's Unique Orthogonal Model Within Individuals**

**A. Pekerti**

The University of Queensland, Australia

**S05.12I: Strategic Marketing and Institutional Complexity in International Markets**

Location: CONFERENCE 4  
Chair: **Dr. Panagiota Sapouna**, University of Piraeus, Greece; [p.sapouna@unipi.gr](mailto:p.sapouna@unipi.gr)

**How to Localise Packaging for International Markets**

**W. Wang<sup>1</sup>, R. Lee<sup>1</sup>, M. R. Saeed<sup>2</sup>**

1: University of South Australia, Australia; 2: University of Queensland

**Navigating Institutional Complexity: Illicit and Informal Practices Among Quasi-Formal Firms**

**J. Godinez<sup>1</sup>, S. Batas<sup>2</sup>**

1: University of Massachusetts Lowell, United States of America; 2: Queen Mary University of London, United Kingdom

**International Transferability of Ecommerce Marketing Capabilities**

**A. Berký, D. Dikova**

WU Vienna University of Economics and Business, Austria

**The Neglected Contribution of Marketing Innovation to the Internationalization of SMEs and its relation to Product Innovation**

**M. Tsogas<sup>1</sup>, M. Kyriakou<sup>2</sup>, P. Karavereri<sup>3</sup>**

1: University of Piraeus, Greece; 2: University of Piraeus, Greece; 3: University of Piraeus, Greece

**The Hidden Cost of Being Authentic: Evidence from MNE Subsidiaries in South Africa**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                      |
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| <p><b>S05.13I: Government Interventions and International Business</b><br/>Location: LECTURE HALL<br/>Chair: <b>Prof. Markos Tselekounis</b>, University of Piraeus, Greece;<br/><a href="mailto:mtselek@unipi.gr">mtselek@unipi.gr</a></p> <p><b>Industrial Policies and Multinational Enterprises: The Example of JESSI</b></p> <p><b>B. Dachs</b><br/>AIT Austrian Institute of Technology, Austria</p> <p><b>“You dirty, dirty industry you: FDI and Environmental Policy”</b></p> <p><b>E. B. Satoglu<sup>1</sup>, J. R. Salmon<sup>2</sup></b><br/>1: Bogazici University, Turkiye; 2: Siena College, NY, USA</p> <p><b>The impact of political radicalization on firms' ownership strategies: An empirical analysis of firms from the European Union</b></p> <p><b>N. Reis<sup>1</sup>, J. Santos<sup>1</sup>, A. Oliveira<sup>1,2</sup>, D. Oliveira<sup>1</sup></b><br/>1: Polytechnic University of Leiria, CARME, Portugal; 2: University of Coimbra, CeBER, Portugal</p> <p><b>Regulating Executive Pay in Large Banks: Preventing or Promoting the Next Global Financial Crisis?</b></p> <p><b>W. Ruigrok, W. Lin, X. Zhang</b><br/>University of St.Gallen, Switzerland</p> <p><b>Nonmarket Political Strategies in EMNEs' International Expansion</b></p> <p><b>C. Gambirage<sup>4</sup>, M. Amal<sup>5</sup>, W. Newbury<sup>3</sup>, W. Xavier<sup>1</sup>, J. Silva<sup>2</sup>, R. Parente<sup>3</sup></b><br/>1: Lipscomb University, United States of America; 2: Fundacao Getulio Vargas; 3: Florida International University; 4: Universidade de Groningen; 5: FURB</p> <p><b>Banning Input Price Discrimination: Welfare and Competitive Effects in Multi-Market Contexts</b></p> <p><b>D. Brito<sup>1</sup>, M. Tselekounis<sup>2</sup></b></p> |  |                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                      |

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|------------------------|--------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
|                        | 1: Nova School of Business & Economics, Nova School of Science and Technology;<br>2: University of Piraeus, Greece                   |  |  |  |
| 7:30pm<br>-<br>10:00pm | <b>S.GD: Gala Dinner</b><br>Location: <b>DIVANI CARAVEL HOTEL</b><br>Distinguished Honorary Fellowship Award to Dr. Nikos Nanopoulos |  |  |  |

Date: Sunday, 14/Dec/2025

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| 9:30am<br>-<br>12:30pm | <b>SU.WQUAL: Qualitative Data Analysis in the AI Era: Key Considerations for IB Research</b><br>Location: MACEDONIA A - DIVANI CARAVEL HOTEL<br>Chair: <b>Dr. Duc Nguyen</b> , University of Manchester, United Kingdom; <a href="mailto:duc.nguyen@manchester.ac.uk">duc.nguyen@manchester.ac.uk</a><br>Chair: <b>Prof. Errikka Paavilainen-Mäntymäki</b> , University of Turku, Finland; <a href="mailto:erikka.paavilainen-mantymaki@utu.fi">erikka.paavilainen-mantymaki@utu.fi</a><br>Chair: <b>Prof. Rebecca Piekkari</b> , Aalto University, Finland; <a href="mailto:rebecca.piekkari@aalto.fi">rebecca.piekkari@aalto.fi</a><br>Chair: <b>Prof. Emmanuella Plakoyiannaki</b> , University of Vienna, Austria; <a href="mailto:emmanuella.plakoyiannaki@univie.ac.at">emmanuella.plakoyiannaki@univie.ac.at</a><br>Chair: <b>Prof. Catherine Welch</b> , Trinity College London, Ireland; <a href="mailto:welchc@tcd.ie">welchc@tcd.ie</a> | <b>SU.WQUANT: Quantitative Methods Workshop: Handling Complexity in IB Research</b><br>Location: KOZANI - DIVANI CARAVEL HOTEL<br>Chair: <b>Prof. Torben Pedersen</b> , Copenhagen Business School, Denmark; <a href="mailto:tp.si@cbs.dk">tp.si@cbs.dk</a><br>Chair: <b>Prof. Christian G. Asmussen</b> , Copenhagen Business School, Denmark; <a href="mailto:cga.si@cbs.dk">cga.si@cbs.dk</a> |
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