Academy of International Business Northeast (AIBNE) Region

and

International Business, Economic Geography, & Innovation (iBEGIN)

Joint Conference 2016

October 27th - 30th
Fox School of Business, Temple University
Academy of International Business Northeast (AIBNE) Region

and

International Business, Economic Geography, & Innovation (iBEGIN)
As the second largest U.S. Chapter in the Academy of International Business (AIB) community of scholars and practitioners, AIB Northeast counts close to 400 members.

AIB is the leading association of scholars and specialists in the field of international business.

Established in 1959, AIB today has over 3000 members in 85 different countries around the world. Members include scholars from the leading, global academic institutions, as well as prolific researchers, government entities and NGO representatives.

**AIB NE Mission**

AIB-NE is the regional chapter of the Academy of International Business. Our region stretches from Maine to Virginia along the Northeast coast of the United States. Their mission is to provide an opportunity for interaction and sharing of ideas to members in our region.

**About AIB**

The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business. Established in 1959, today AIB is a 501(c)(3) nonprofit US corporation. Its current headquarters is on the campus of Michigan State University in East Lansing, Michigan, United States.

AIB currently has 3263 members in 86 different countries around the world. Members include scholars from the leading academic institutions as well as consultants and researchers.

As the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues, AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.
Chapter Administration

President: Bertrand Guillotin, Temple University
Treasurer: Margaret Goralski, Quinnipiac University
Vice Presidents: Marcelo Cano-Kollmann, Ohio University
Stanley Ridgley, Drexel University
Tim Swift, St Joseph’s University
Advisory Panel: Jonathan Doh, Villanova University
Mohammad Elahee, Quinnipiac University
Ram Mudambi, Temple University

2016 Conference Theme:
Global Cities & International Business Activity

Conference Director
Marcelo Cano-Kollmann, Ohio University

Track Chairs

Conference Theme – Global Cities: Ari Van Assche, HEC Montreal
Strategy: Tim Swift, St Joseph’s University
Entrepreneurship: Siri Terjesen, American University
HRM and Organizational Behavior: Mary Teagarden, Thunderbird School, Arizona State University
Economics, Finance, and Accounting: René Belderbos, KU – Leuven
Marketing and Information Systems: Susan Mudambi, Temple University
International Business – General: Gabriel R.G. Benito, BI Norwegian School of Business
Conference Overview

International business is about relationships – relationships between countries, academic disciplines, and people. The question for this year’s conference is how global cities impact these relationships and vice versa. We welcome conceptual and empirical papers from all disciplines on this main topic and others.

Global cities, also called alpha centers or world centers, are critical nodes in the world economy (Sassen, 2001; Goerzen et al., 2013). Research indicates that in spite of the consistent decline in spatial transaction costs, global cities are becoming more rather than less important in the global economic system. In fact, the world economy has been characterized as “spiky” along many dimensions including innovation (Florida, 2005), services production and delivery (Mithas and Whitaker, 2007) and overall economic activity (Ghemawat, 2011). The co-existence of these two trends – declining costs of coordinating and operating spatially dispersed networks, and the increasing concentration of economic activities in ever-denser knowledge hubs is one of the great unresolved puzzles of our time.

This question presents the international business community with a wide range of research challenges both at the level of the individual multinational enterprise (MNE) as well as the national production and innovation system. Some scholars have predicted the decline of clusters and economic agglomerations (Shaver and Flyer, 2000) while others are more sanguine about their prospects and influence (Cantwell and Mudambi, 2011; Hannigan et al., 2015). The very fact that this debate remains open suggests that there are important nuances and contingencies that remain unexplored. These include the rising importance of connectivity across space in global value creation (Cano-Kollmann et al., 2016).

We welcome both scholars and practitioners to join us in discussing the theme topic and others, which could include but are not limited to the following:

- How global cities, such as Tianjin, China, shape global supply and global value chains
- How scholars and practitioners impact policymaking with their research on Global Cities & IB activity topics
- What impact on global cities the trend toward regionalization of international trade has;
- How development of city brands and city marketing (e.g. with love Philadelphia) impact IB activity and FDI
- How global cities best position themselves to increase their FDI inflows and levels of job creation
- Whether FDI inflows create more opportunities for, or impede, innovation
- How human networks spark IB activity
- What the best benchmarks and measurement tools are to spot and forecast the development of knowledge clusters and IB activity in and around global cities.

References


The iBEGIN Conference is aimed at integrating research from International Business, Economic Geography, and Innovation studies. This year’s conference is being hosted at the Fox School of Business located in Philadelphia, PA and is co-sponsored by Temple University’s Center for International Business Education and Research (CIBER). The notable key themes for this year’s conference include the shift from trade in goods to trade in activities (or tasks), the rise of knowledge-intensive intangibles, and the rise of emerging markets.

**iBEGIN Foundations**

All iBEGIN research is aimed at integrating and leveraging three diverse research streams to develop a holistic view of connectivity: the organization of economic activity across space.

It takes as given that:

♦ connectivity across space is the “invisible web” that underlies all human civilization
♦ human connectivity appears in two generic forms – organization-based (pipelines) and individual-based (personal relationships)
♦ social networking is a key element of creative innovation
AGENDA

Thursday, October 27th

Academy of International Business Northeast Regional Conference—Professional Development Workshop

1:30 – 2:00 pm  Registration
Lobby, Alter Hall

2:00 – 3:00 pm  Session 1 (CUIBE)
Value and Best Practices in International Business Teaching
7th Floor Commons, Alter Hall

Jonathan Doh (Villanova University)
Arvind Parkhe (Temple University)
Mary Teagarden (Arizona State University)
Stanley Ridgley (Drexel University)

3:00 – 3:15 pm  Break

3:15 – 5:00 pm  Session 2: Meet the Editors

Jonathan Doh (Editor, Journal of World Business)
Masaaki Kotabe (Journal of International Management)
Ram Mudambi (Area Editor, Journal of International Business Studies and Co-Editor, Global Strategy Journal)
Mary Teagarden (Editor, Thunderbird International Business Review)

5:00 pm  Concluding Remarks
AGENDA

Friday, October 28th

Academy of International Business Northeast Regional Conference

7:45 am  Shuttle to Alter Hall
8:15 am  Shuttle to Alter Hall
8:30 – 9:00 am  Registration and Breakfast
   Lobby and Lower Level, Alter Hall
9:30 am  Welcome to Temple University and AIBNE
   Rajan Chandran (Deputy Dean, Temple University)
   Masaaki Kotabe (AIB President, Temple University)
   Lower Level Auditorium (Room 031), Alter Hall
9:45 – 11:15 am  AIB-NE Block 1: Four Parallel Sessions

Parallel Session 1 (Competitive): Economics, Finance and Accounting
   Lower Level Auditorium (Room 031), Alter Hall
   Session Chair: Kristin Brandl (University of Reading)

   Benjamin Abugri (Southern Connecticut State University), Theophilus Osah (GIMPA, Ghana), Samuel Andoh (Southern Connecticut State University). Ownership Structure, Non-interest Income and Bank Risk in Ghana.


   Jean Boddewyn (Baruch College, City University of New York). Reciprocity as an Alternative Governance Mode Applicable to Market Entry and Operation.

Parallel Session 2 (Competitive): Human Resources and Organizational Behavior
   Room 032, Alter Hall
   Session Chair: Mary Teagarden (Arizona State University)

   Kerri Anne Crowne (Widener University). Does Cultural Intelligence have an Impact on Transformational Leadership beyond Personality?

AGENDA

Friday, October 28th

Academy of International Business Northeast Regional Conference

Mathew Abraham, Maniam Kaliannam, Mohan Avvari (The University of Nottingham Malaysia). A Qualitative Investigation of Recruitment and Selection in Small and Medium Enterprises: Unravelling the Evidence of Person-Job and Person- Organisation Fit.

Luis Ortiz (New Mexico Highlands University). Going Beyond the Norm Organizational Citizenship Behavior (OCB) in an Academic Environment: Can an Employee Recover?


Parallel Session 3 (Interactive): Paper Development Session 1
Room 748, Alter Hall
Session Chair: Rebecca Geffner (Ecole des Ponts Business School, France),


Leila Khoshghadam, Hamed Yousefi (Old Dominion University). Opportunities of Foreignness for MNEs Investing in a Developing Country; Marketing and Financial approach.


Li Shen (Penn State DuBois). Study on Market of Local Luxury Products in Beijing and Tianjin, China.

Parallel Session 4 (Panel 1): The Winners and Losers of Free Trade
Room 033, Alter Hall
Session Chair: Richard Hoffman (Salisbury University)

Alan Zimmerman (College of Staten Island, CUNY). How Free Trade benefits Small Nations: The case of Ireland.

Richard Hoffman (Salisbury University). Who Has Been Helped and Hurt by NAFTA.
AGENDA

Friday, October 28th

Academy of International Business Northeast Regional Conference

Luis Ortiz (New Mexico Highlands University). The Successes and Failures of NAFTA: Views from Mexico.

11:15 – 11:30 am Break
Lower Level, Alter Hall

11:30 – 1:00 pm AIB-NE Block 2: Four Parallel Sessions

Parallel Session 1 (Competitive): Global Cities
Room 031, Alter Hall
Session Chair: John Cantwell (Rutgers University)

Feng Shen (Saint Joseph’s University). Sustainability and Foreign Direct Investment: A Content Analysis on Mission Statements of Chinese National Economic and Technological Development Zones.

James Fairfield-Sonn (University of Hartford). Hosting the Summer Olympic Games: Impact on Global Cities and International Business.

Thomas Anderson (Bureau of Economic Analysis). Urban Location Choice by Foreign Direct Investors in the United States.

Salma Zaman and John Cantwell (Rutgers University). Which Cities are Becoming More Globalized, and Why? A Study of Changing Degrees of Reliance on Global Technological Knowledge Sourcing.

Parallel Session 2 (Interactive): Cities and Innovation
Room 032, Alter Hall
Session Chair: Ari Van Assche (HEC Montreal)

Bongo Chimaeze Adi (Lagos Business School). Tackling the Transportation Challenge in Lagos.

Jack Marr (Boise State University). Clusters in the Wilderness: Knowledge Spillovers through Informal Trust Ties based on Outdoor Recreation.

Abdullah Alhumoud (American University of Ras Alkhaimah). Falling Oil prices and Its Affect on the Stock Markets of the GCC Global Cities.

AGENDA

Friday, October 28th

Academy of International Business Northeast Regional Conference

Muqbil Burhan (FORE School of Management New Delhi, India), Sudhir Jain (Indian Institute of Technology Delhi, India). Factors Affecting Patent Portfolios in Public Research: A Case of Public Funded Research Organizations in Emerging Economy.

Jing’an Tang (Sacred Heart University), Jianzu Wu (Lanzhou University, China). What You See is What You Do: The Role of TMT Attention in Foreign Entry Decisions.

Parallel Session 3 (Interactive): Paper Development Session 2
Room 748, Alter Hall
Session Chair: Crystal Jiang (Bryant University)

Crystal Jiang (Bryant University), Qin Yang (Robert Morris University), Grace Chun Guo (Sacred Heart University). The Effect of Government Involvement on Chinese Firms’ Entrepreneurial Activities: Invisible Hand, Helping Hand or Grabbing Hand?


Jane Frankel (Temple University). Human Networks: Expanding your business with International Activity.


Parallel Session 4 (Panel 2): South Asia in Global Trade
Room 033, Alter Hall
Session Chair: Mohammad Elahee (Quinnipiac University)

Sameer Vaidya (Texas Wesleyan University). India’s Global Aspirations and Regional Responsibilities: Can SAARC bring India closer to its Neighbors.

Feisal Murshed (Kutztown University of Pennsylvania). From Crisis Management to Economic Development: Insights from Bangladesh.

Mohammad Elahee (Quinnipiac University). Lessons from the EU: What the Small South Asian Countries Can Expect from SAARC.
Friday, October 28th

Academy of International Business Northeast Regional Conference

1:00 – 2:15 pm

**Industry Expert Keynote and Lunch**

Lauren Swartz, Director of International Business Investment, City of Philadelphia

*7th Floor Commons, Alter Hall*

2:15 – 3:30 pm

**Panel 4: International Entrepreneurship**

*Room 032, Alter Hall*

Panelists: David Deeds (St. Thomas University), Liesl Riddle (George Washington University), Siri Terjesen (American University, chair)

**Panel 5: NGOs, Global Governance and Value Creation in International Business: A Look Back and a Gaze Ahead**

*Room 033, Alter Hall*

Panelists: Jonathan Doh (Villanova University, chair), Kate Odziemkowska (Wharton School, University of Pennsylvania), Li Quan (Shanghai International Studies University), Hildy Teegen (University of South Carolina)

3:30 – 3:45 pm

**Break**

*Lower Level, Alter Hall*

3:45 – 5:00 pm

**AIB-NE Block 3: Four Parallel Sessions**

**Parallel Session 1 (Competitive): Norms and Culture**

*Room 031, Alter Hall*

Session Chair: Aycan Kara (Indiana University Southeast)

Yong Wang (Ohio University), Joicey Wei (SIM University, Singapore) and Valerie Wang (Malone University). Comparing Ad Humor between Developed and Developing Countries.

Jing Feng (Farmingdale State College, SUNY), Leigh Liu (Georgia State University). Innovation Norms: A New Explanation of How National Culture Shapes Innovation.

Aycan Kara (Indiana University Southeast), Mark Peterson (Maastricht University, Netherlands), Mikael Sondergaard (Aarhus University, Denmark). Within-country Regional Culture: Theory, Issues, and Empirical Examples.

Amir Shoham (Temple University), Tamar Almor (School of Business Administration, The College of Management, Israel), Sang Mook Lee (Penn State Great Valley). Encouraging Environmental Sustainability Through Gender: A Micro-foundational Approach using Linguistic Gender Marking.
Parallel Session 2 (Competitive): Challenging Institutional Environments
Room 032, Alter Hall
Session Chair: Jay Choi (Temple University)

Aminu Mamman (University of Manchester, UK), Ken Kamoche (University of Nottingham, UK), Chris Rees (University of Manchester, UK). Towards Explaining African Managers’ Understanding of Globalization.


Mario Norbis and Iddrisu Awudu (Quinnipiac University). Optimizing the Port Clearance Time Reduction during Importation: A Case Study of Ghana.

Parallel Session 3 (Interactive): Paper Development Session 3
Room 033, Alter Hall
Session Chair: Jeff Podoshen (Franklin & Marshall College; Rutgers University)

Yiwei Fang, Jeffrey Podoshen (Franklin & Marshall College and Rutgers University), Muhammad Shahzad (University of Gujrat, Pakistan), Jing Zhao (Wuhan University, China), Susan Andrzejewski (California State University, Channel Islands). An Exploratory Comparison of Materialism and Conspicuous Consumption in Three Nations: Pakistan, China and the United States.

José Gavidia (College of Charleston). ERP as a Vehicle for Inter-Organizational Knowledge Transfer.

Jeffrey Siekpe (Tennessee State University). Internet Use: A Prediction for Performance Improvement Using Classification.


Silin Huang, Jiaxin Ma and Sai Ho Kwok (Hong Kong University of Science and Technology). An Enhanced Iterative Approach for Practical Implementation of Artificial Neural Network in Stock Price Prediction.
AGENDA

Friday, October 28th

Academy of International Business Northeast Regional Conference

**Parallel Session 4 (Panel 6): Winds of Changes in the Middle East**
*Room 748, Alter Hall*
Session Chair: Massood Samii (Southern New Hampshire University)

Massood Samii (Southern New Hampshire University). Iran-West Nuclear Deal: One year After.

Farid Sadrieh (Quinnipiac University), Iran’s Evolving Diplomatic and Trade Relations - New Realignment in the Middle East.

Jason MacDonald (Boise State University). Privatization of SOEs in Saudi Arabia: Challenges and Opportunities.


5:00 pm  Concluding Remarks

5:15 pm  Welcome Reception
*Science Education Research Center, Temple University*

6:45 pm  Shuttle to Conference Hotel

7:30 pm  Shuttle to Conference Hotel
AGENDA

Saturday, October 29th

AIBNE Regional Conference and AIBNE Board Meeting

8:00 am  Shuttle to Alter Hall

8:30 – 9:30 am  Registration and Breakfast
    7th Floor Commons, Alter Hall

9:30 – 9:45 am  Welcome Remarks
    7th Floor Commons, Alter Hall

9:45 – 10:30 am  PLENARY 1
    Chair: Bertrand Guillotin, Temple University
    Keynote: Sharon Belenzon, Duke University

10:30 – 11:00 am  Break

11:00 am–12:15 pm  AIB-NE Block 4: Four Parallel Sessions

AIBNE: Executive Board Meeting (members only)
    Frederic Fox Boardroom (Room 378), Alter Hall

Parallel Session 1 (Competitive): Alliances, Networks and Catch-up Processes
    Room 606, Alter Hall
    Session Chair: John Clarry (Rutgers University)

Gladys Torres Baumgarten (Ramapo College of New Jersey), Kofi Afriyie (New York University). Drivers of Internationalization in Family Firms.

Viacheslav Iurkov and Gabriel García Benito (BI Norwegian Business School). Domestic Alliance Networks and the Foreign Divestment Decisions of Firms.


Kristin Brandl (University of Reading, UK), Vittoria Scalera (University of Amsterdam), Ram Mudambi (Temple University). The Direct and Indirect Impact of Governments on the Technological Catch-up of Emerging Markets: The Case of the Indian Pharmaceutical Industry.

Parallel Session 2 (Competitive): Boundary-spanning and Knowledge Sharing
    Room 746, Alter Hall
    Session Chair: Xinlu Qiu (NHH – Norwegian School of Economics)

Chun-Ping Yeh (National Taiwan University). MNE’s Subsidiary Staffing Decisions in Different Culture-Distant Countries.
Saturday, October 29th

AIBNE Regional Conference and AIBNE Board Meeting

Lingling Wang (Worcester State University), Samii Massood and Bo Fan (Southern New Hampshire University). Knowledge Transfer in International Joint-ventures: Comparative Analysis from Foreign and Chinese Partners.

Xinlu Qiu and Sven Haugland (NHH – Norwegian School of Economics). Roles of Boundary Spanner’s Regulatory Focus on Knowledge Acquisition and Leakage in Alliances.


Parallel Session 3 (Interactive): Competing in Global Markets
Room 748, Alter Hall
Session Chair: Valentina Marano (Northeastern University),

Kalyanaram Gurumurthy (NMIMS University), Gordhan Saini and Pritha Banerjee (Tata Institute of Social Sciences, India). The Role of Brands in Recruitment: Mediating Role of Employer Brand Equity.

Alan Zimmerman and Deepa Aravind (College of Staten Island, CUNY). Targeting the Imitation and Counterfeiting of Innovations: Protective Mechanisms and Strategies used by Firms.

Valentina Marano (Northeastern University), Peter Tashman (University of Massachusetts Lowell), Jessica Babin (University of Georgia). Hollywood goes Global: Competing Institutional Logics, Blockbusters, Profits and Awards.

Parallel Session 4 (Panel 7): Public Policy, Global Diplomacy and Trade Promotion
Session Chairs: Amit Mukherjee (Stockton University), Chadwick Nehrt (Quinnipiac University).

Amit Mukherjee (Stockton University). Public Policy to Promote Regional Trade: View from India.

Roberto Curci (Dominican University, Illinois). Dividend from the Peace Deal between the Columbian Govt. and FARC: Implications for Regional Business.

Chadwick Nehrt (Quinnipiac University). Is the EU Better off Without the UK? Views from Continental Europe.

AGENDA

Saturday, October 29th

AIBNE Regional Conference and AIBNE Board Meeting

12:30 - 1:30 pm  **PLENARY 2 and Lunch**
*7th Floor Commons, Alter Hall*

Chair: Gary Gereffi (Duke University)
Keynote: Saskia Sassen (Columbia University and LSE)

Academy of International Business Northesat Regional Conference concludes.
AGENDA

Saturday, October 29th

International Business, Economic Geography, and Innovation (iBEGIN) Conference

8:00 am  Shuttle to Alter Hall

8:30 – 9:30 am  Registration and Breakfast
   7th Floor Commons, Alter Hall

9:30 – 9:45 am  Welcome Remarks
   7th Floor Commons, Alter Hall

9:45 – 10:30 am  PLENARY 1
   Chair: Bertrand Guillotin, Temple University
   Keynote: Sharon Belenzon, Duke University

10:30 – 11:00 am  Break

11:00 am – 12:15 pm  iBEGIN Block 1: One Session
   Room 745, Alter Hall
   Session Chair: Davide Castellani, University of Reading


   Giulio Buciuni (Trinity College Dublin, Ireland), Gary Pisano (Harvard University). Knowledge Integrators and the Survival of Manufacturing Clusters.

   Sinziana Dorobantu (New York University), Jakob Müllner (WU Vienna, Austria). The Power of Distance: Systemic Risk, Local Risk, and Geographic Distance in Interorganizational Partnerships.

   Davide Castellani (University of Reading, UK), Grazi Santangelo (University of Catania, Italy). Quo Vadis? Cities and the Location of Cross-border Activities.

12:30 - 1:30 pm  PLENARY 2 and Lunch
   7th Floor Commons, Alter Hall
   Chair: Gary Gereffi, Duke University
   Keynote: Saskia Sassen, Columbia University and LSE
AGENDA

Saturday, October 29th

International Business, Economic Geography, and Innovation (iBEGIN) Conference

1:45 – 3:00 pm

iBEGIN Block 2: Two Parallel Sessions

Parallel Session 1
Room 745, Alter Hall
Session Chair: John Cantwell, Rutgers University

Andrew Jones (City University London, UK), Patrik Ström (University of Gothenburg, Sweden). The New Spatial Hybridization of TNCs? The Blending of Corporate Locational Dynamics Across Mature and Emerging Markets.


Luisa Gagliardi (University of Geneva, Switzerland) and Simona Iammarrino (London School of Economics, UK). Innovation in Risky Markets: Multinational and Domestic Firms in the UK Regions.

Parallel Session 2
Room 746, Alter Hall
Session Chair: John Nicholson, Sheffield Hallam University

Izzet Darendeli (California State University-East Bay), Kristin Brandl (University of Reading, UK), Ram Mudambi and Robert D. Hamilton III (Temple University). The Impact of Local Firms, MNEs and Supra-national institutions on the Pace of Intellectual Property Compliance.

Agnieszka Nowinska, Kristina Vaarst Andersen and Mark Lorenzen (Copenhagen Business School, Denmark). Safe Distance to the Wreck Site: Professional Status Loss, Global Connections, and Organizational and Geographical Distance.

Davide Castellani (University of Reading, UK), Katuscia Lavoratori (University of Perugia, Italy). Location of international R&D at the city level: The role of intra-firm linkages and co-location with production activities.

John D. Nicholson (Sheffield Hallam University, UK), Jens Eklinder-Frick (Gävle University, Sweden), Stephen Hall (University of Leeds, UK), Franz Huber (Privatuniversität Schloss Seeburg, Austria). Recombinant Innovation and Opportunity Recognition in Peripheral Regions: Identifying ‘Goldilocks’ Opportunities.
AGENDA

Saturday, October 29th

International Business, Economic Geography, and Innovation (iBEGIN) Conference

3:00 – 4:15 pm

iBEGIN Block 3: One Session
Room 745, Alter Hall
Session Chair: Harald Bathelt, University of Toronto

Pengfei Li (HEC Montreal, Canada), Harald Bathelt (University of Toronto, Canada). Knowledge Strategies in Cluster Networks.

Michael Murphree (University of South Carolina), John Paul Helveston (Boston University). Intellectual Property as a Production Input: The Coevolution of Institutions and Intellectual Property Strategy in High Tech Chinese IT Firms.

Alessandra Perri (Ca’ Foscari University of Venice, Italy), Vittoria Scalera (University of Amsterdam). Global City Locations and the Geographical Dispersion of Knowledge networks: evidence from the Chinese Pharmaceutical Industry.

Harald Bathelt (University of Toronto, Canada), Pengfei Li (HEC Montreal), Yi-wen Zhu. Geographies of Temporary Markets: An Anatomy of the Canton Fair.

4:15 – 4:30 pm

Break
7th Floor Commons, Alter Hall

4:30 – 5:45 pm

iBEGIN Block 4: Two Parallel Sessions

Parallel Session 1
Room 745, Alter Hall
Session Chair: Michael Murphree, University of South Carolina


Carla Costa (Utrecht University, Netherlands), Rui Baptista (Universidade de Lisboa, Portugal). Entrepreneurial Clusters and the Co-agglomeration of Related Industries.
Parallel Session 2
Room 746, Alter Hall
Session Chair: Stephan Manning, University of Massachusetts-Boston


Aminu Mamman (The University of Manchester, UK), Ken Kamoche (University of Nottingham), Chris Rees and Irene Okhade (University of Manchester). Towards Understanding the Linkages Between Physical Infrastructure and Human Capital Development Potentials Accruing from Chinese Economic Engagement (CEE) in Africa’s Infrastructure Sector.

Ramiz ur Rehman (The University of Lahore, Pakistan), Inayat Ullah Mangla (Western Michigan University), Junrui Zhang (Xi’an Jiaotong University, China). Chinese Banking NPLs and Corporate Governance.

Richard Shearmur (McGill University, Canada), David Doloreux (HEC Montreal, Canada). Open Innovation, Knowledge Intermediaries and Geography: KIBS Innovators’ Use of KIBS Innovation Intermediation?

5:45 – 6:00 pm
Concluding Remarks
Room 7465 Alter Hall

6:15 pm
Shuttle to Reception

6:30 pm
Networking Reception
Federal Distilling Room, 1700 N Hancock St., Philadelphia, PA 19122

8:00 pm
Shuttle to Conference Hotel

9:00 pm
Shuttle to Conference Hotel
AGENDA

Sunday, October 30th

International Business, Economic Geography, and Innovation (iBEGIN) Conference

8:30 – 9:00 am  Registration and Breakfast
6th Floor Commons, Alter Hall

9:00 – 9:05 am  Welcome Remarks
6th Floor Commons, Alter Hall

9:05 – 9:45 am  PLENARY 3
Chair: Ari van Assche (HEC-Montreal)
Keynote: Keld Laursen (Copenhagen Business School, Denmark)

10:05 – 11:20 am  iBEGIN Block 5: Two Parallel Sessions

Parallel Session 1
Room 745, Alter Hall
Session Chair: Marcelo Cano-Kollmann, Ohio University

Azusa Ebisuya and Gayan Prasad Hettiarachchi (Osaka University, Japan). International Team Mental Model Development for Global Innovation.


César Cárdenas-Dávila (Universidad Interamericana para el Desarrollo), Julio Ceniceros –Angulo (Universidad de Occidente), José Vargas-Hernandez (University of Guadalajara). Consumer Segmentation Matrix and Variables for the Explanation of Binary Purchasing Criteria: Prices vs. Product Differentiation.

Andrés Feandeiro (De Montfort University, UK). MNE and Territorial Networks: The Opportunities and Challenges of Global Connectivity for ‘Less-favoured’ Cities in Advanced Economies.
AGENDA

Sunday, October 30th
International Business, Economic Geography, and Innovation (iBEGIN) Conference

Parallel Session 2
Room 746, Alter Hall
Session Chair: Alessandra Perri, University of Venice

Jane Frankel (Temple University). A Social System of Human Interactions for Organizational Success and Sustainability.

Sohail Akhtar, Mohd Anuar Arshada, Arshad Mahmooda (Universiti Sains Malaysia), Adeel Ahmedab (University Of Turbat, Pakistan). Role of Spiritual Quotient and Ethical Values in Organizational Sustainability.

Ahmad Raza Bilal (Superior University Lahore, Pakistan). Cost of Equity Modeling for Emerging Market.

Alessandra Perri (Università Ca’ Foscari, Italy), Grazia Santangelo (University of Catania, Italy). Close Together or Far Apart? The Geography of Host Country Knowledge Sourcing and Subsidiary’s Innovation Performance.

11:20 – 11:30 pm  Break 7th Floor Commons, Alter Hall

11:30 am–12:45 pm  iBEGIN Block 6: Plenary Panel 7th Floor Commons, Alter Hall
Global Value Chains and Industrial Clusters
Session Chair: Ari van Assche (HEC-Montreal)
Panel: Harald Bathelt (University of Toronto) Gary Gereffi (Duke University) Tim Sturgeon (MIT)

12:45 pm  Lunch 7th Floor Commons, Alter Hall
Concluding Remarks, Ram Mudambi, iBEGIN convenor

**Boxed lunches are available for those guests who need to depart.**
Lauren Swartz is the Director of International Business Investment for the City of Philadelphia. Bringing over 10 years of international business experience, her previous roles include serving as the Deputy Director for Food Export USA- Northeast, International Marketing Program Coordinator for the Food Export Association of the Midwest USA and Food Export USA-Northeast, Program Coordinator: European Union Politics, Business & Economics Department for Denmark’s International Study Program, and owning her own consulting agency. She is a member of Toastmaster’s International and Leadership Philadelphia, and a graduate of Randolph College with a Bachelor’s degree in Communications.

Sharon Belenson is an Assistant Professor of Strategy at the Fuqua School of Business. His research is dedicated to advance the understanding of how firm organizational structure mediates, and is mediated by, firm strategy, and of how structure conditions the way in which resources are mobilized across different units of the organization, focusing on financial resources, innovation, managerial talent, and brands (names). His research has been featured in top academic journals, such as Management Science, Strategic Management Journal, Review of Economics and Statistics, Economic Journal, and Journal of Law and Economics.
Keynote Speakers

Saskia Sassen
Saturday, October 29th at 12:30 pm
Plenary Keynote

Saskia Sassen is a professor of Sociology at Columbia University. Her research and writing focuses on globalization (including social, economic and political dimensions), immigration, global cities (including cities and terrorism), the new networked technologies, and changes within the liberal state that result from current transnational conditions. In her research she has focused on the unexpected and the counterintuitive as a way to cut through established "truths." Her three major books have each sought to demolish a key established "truth".

Keld Laursen
Sunday, October 30th at 12:30 pm
Plenary Keynote

Keld Laursen is a professor of the economics and management of innovation at Copenhagen Business School. He serves on the chair track of the Academy of Management's Technology Innovation Management Division for 2013-2018, and is currently serving as the Division's program chair. He is director of the CBS Center of Excellence on Open Innovation and Entrepreneurship. His primary area of expertise is in how firms manage innovation. Within this context, Laursen has focused on the organizational aspects of open innovation and the consequences for innovation performance. His research has been published in outlets such as Strategic Management Journal, Organization Science, Journal of International Business Studies, Journal of Economic Geography and Research Policy.
Conference Organizers

Marcelo Cano-Kollmann, Assistant Professor
College of Business, Ohio University

Marcelo Cano-Kollmann is an Assistant Professor at the Ohio University College of Business. He has presented his research at top conferences such as Academy of Management, Administrative Sciences Association of Canada (ASAC), Druid, and the University of Reading-UNCTAD International Business Conference, among others. His research work explores how public policies and institutional contexts affect innovation patterns; how political connections can protect firms in risky contexts; how firms and regions co-evolve and how innovation activities affect economic development at the regional level. Marcelo received his doctorate in International Business and Strategic Management from the Fox School of Business at Temple University, earned an MBA in Management Consulting from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, and received an MBA in Finance from the University of Buenos Aires.

Bertrand Guillotin, Assistant Professor
Fox School of Business, Temple University

Bertrand Guillotin serves as Assistant Professor and the Academic Director of the International Business Administration undergraduate program. He previously served as the Director of the International Programs Office at Duke University, and as part-time instructor with Campbell University, following an international corporate career in Germany and the US. His recent publications include articles in the European Foundation for Management Development's Global Focus, the Financial Times, Les Echos, and the Thunderbird International Business Review. Bertrand is very engaged with the Academy of International Business as Chair for the US Northeast Chapter and the Consortium for Undergraduate International Business Education. Bertrand holds a DBA from Grenoble Ecole de Management, France, an MBA in International Management from Arizona State University, and a European Diploma of Higher Education in International Marketing from FEDE in Switzerland.

Ram Mudambi, Frank M. Speakman Professor in Strategic Management
Fox School of Business, Temple University

Ram Mudambi is the Frank M. Speakman Professor in Strategic Management at the Fox School of Business, Temple University. Previously he served on the faculties of Case Western Reserve University, the University of Reading (UK) and the University of North Carolina – Chapel Hill. He is a Fellow of the Academy of International Business. He is a visiting Professor at Henley Business School, University of Reading, an Honorary Professor at the Center of International Business, University of Leeds (CIBUL) and a member of advisory council of the University of Bradford Centre in International Business (BCIB). He has served as a Visiting Professor at a number of universities including Bocconi (Italy), Uppsala (Sweden), Sydney (Australia) and Copenhagen Business School (Denmark). He holds a Master's degree from the London School of Economics and a PhD from Cornell University.
The Centers for International Business Education and Research (CIBERs) were created by Congress to increase and promote the nation's capacity for international understanding and competitiveness. As one of only 17 designated universities nationwide and the only university in the Greater Philadelphia region and in Pennsylvania to receive such funding, Temple University’s CIBER is uniquely poised to be among the country’s leading centers of international business. CIBER serves as an invaluable resource for both students and the business community, to provide educational resources to improve U.S competitiveness in international markets. Temple CIBER at the Fox School has received funding from the Department of Education since the center's inception in 2002.

"Once again, the Fox School of Business and Temple University are being recognized as destinations for global engagement.”

M. Moshe Porat
Dean, Fox School of Business

Temple CIBER will continue to create knowledge in international business education through its primary research initiative: Temple Knowledge Maps, a project conducted by Dr. Ram Mudambi, which seeks to geographically map the locales of innovation around the world and the connectivity of global innovation networks. Through work with external partnerships, including the U.S. Department of Commerce in Philadelphia and Washington, D.C., The World Affairs Council of Philadelphia, The World Trade Center of Greater Philadelphia, The Economy League of Greater Philadelphia and Global Philadelphia, Temple CIBER provides opportunities to promote international trade, sponsor training programs on topics such as automated export compliance standards and intellectual property regulations, and to develop impactful programming around current international business issues. Temple CIBER is also proud to partner with other CIBER institutions nationwide on initiatives such as Internationalization Workshops for Community College Faculty, Overseas Faculty Development in International Business Programs, membership in the CIBER Consortium for Minority Serving Institutions, and participation in District Export Council events on the national level.
As part of one of the most far-reaching and fastest-rising universities in the nation, the Fox School of Business at Temple University has a longstanding tradition of preparing students to lead tomorrow’s economy. Established in 1918, the Fox School of Business at Temple University is the largest, most comprehensive business school in the greater Philadelphia region, and among the largest in the world.

With a reputation for a strong work ethic and a “roll-up-your-sleeves” attitude, we advance the world of business and transform lives through education. The Fox School provides students the opportunities, experience and services to help attain their career goals. Innovative, entrepreneurial thinking, experiential learning opportunities, influential research by world-class faculty, and state-of-the-art facilities are hallmarks of Greater Philadelphia’s largest business school.

**International Business Programs at the Fox School**

At 475 students strong, the International Business programs, housed in the Strategic Management Department have long been one of the Fox School’s research pillars. Department chair and notable IB Scholar, Dr. Arvind Parkhe, notes that “exceptional, research-active faculty and doctoral students continue to add to our growing reputation in International Business.” The Fox School’s International Business scholars were recently ranked by a UT Dallas list as #3 in the US and #6 in the world for the research productivity.

This IB research success of the school’s faculty is translated into the classroom through a newly redesigned curriculum, launched in Fall 2014, which offers six strategic and market-facing concentrations: marketing, sales and business development, economics, finance, supply chain management, and entrepreneurship. This new curriculum, combined with a best-in-class Center for Student Professional Development and IB Association, delivers graduates who are ready for an increasingly global world.

**Institute for Global Management Studies (IGMS)**

The IGMS is the umbrella institute that houses all the international business activities within the Fox School of Business. Although it is housed in the Strategic Management department, it explicitly recognizes the interdisciplinary nature of IB. In addition to the Strategic Management department, IGMS includes faculty from Marketing, Finance, Accounting, Legal Studies, as well as from departments beyond the Fox School, like Political Science.
Alter Hall

Alter Hall has helped to dramatically launch the Fox School of Business into the future. Since its opening in 2009, Alter Hall has become the final piece of a grand puzzle that already includes world-class faculty, cutting-edge research, prestigious rankings, the latest technology and bright, ambitious students. The modern, 21st-century facility serves as a bridge to the future for thousands of current students and the many more who will follow.

From the 7th floor of Alter Hall you get a stunning view of the world around you. The glittering skyscrapers of Center City. The majestic bridges that span the Delaware River. The vibrant, culturally rich neighborhoods that make up our city.

From this vantage point, you can see how each connects seamlessly to the other. It’s this same seamless connectivity that is found throughout Alter Hall.

Welcome Reception

Friday, October 28th

Science Education Research Center
1316 Chestnut St, Philadelphia, PA 19107

Shuttles will return to the Sonesta at 6:45 and 7:30pm

The Science Education and Research Center (SERC), at 247,000 square feet, is one of the largest buildings devoted exclusively to scientific research in the Philadelphia region. The seven-story structure includes 52 research labs and 16 teaching labs, open spaces to foster collaboration, and high-tech equipment such as clean rooms and a low-vibration scanning tunneling microscope facility. Opened in 2014, the SERC provides Temple faculty, students, and staff opportunities for scientific exploration and investigation.

Networking Reception

Saturday, October 29th

Federal Distilling Room, 1700 N Hancock St., Philadelphia, PA 19122

**Home of Philadelphia’s own Stateside Urbancraft Vodka. Tours of the distillery and tastings are available during the event.

The formal reception ends at 8:00 pm, but guests are welcome to stay until 9:00 pm.

Shuttles will return to the Sonesta at 8:00pm and 9:00pm.

FDR is a full service cocktail lounge, attached to the Stateside Urbancraft Vodka distillery. Featuring custom cocktails, guests can enjoy panoramic views of the distillery floor while sampling some of our homemade recipes.

Founded by two brothers in their parents basement, and funded by another set of angel investor brothers, Stateside Urbancraft Vodka prides itself on being just like the town it lives in—rambunctious, loyal, and original.

“Stateside is an ode to Philadelphia’s proud and colorful history. It is a tribute to those who have made this city great for generations. It is a promise to our customers that we will never forget what being from the neighborhood means. Finally, it is a declaration of our passion as distillers- Never stop inventing. Never stop improving.”