Global Strategy and Emerging Markets (GSEM) Conference & International Business Institute Agenda

Location: University of Miami, Coral Gables Campus, School of Business, Storer Auditorium

Wednesday, January 6, 2016

8:45 - 9:15am  Registration and Breakfast
9:15 - 9:45am  Conference's Opening: Yadong Luo, University of Miami, School of Business Administration, and Alvaro Cuervo-Cazurra, Northeastern University, D’Amore-McKim School of Business

9:45 - 11:00am  **Keynote Speaker:** “Globalization, Institutional Change and Environmental Sustainability,” Christopher Marquis, Cornell University, Graduate School of Management

11:15 - 12:30pm  **Session 1: Institutional Impact**

Chair: John Mezias, University of Miami, School of Business Administration

An Institutional Analysis of Corporate Political Activities: A Cross-Country Study
*Nan Jia, University of Southern California; Seong-jin Choi, Hanyang University; Jiangyong Lu, Peking University*

Do Home Institutions Have a Judo Effect? Evidence from Upstream Petroleum FDI
*Stephanie Wang, Indiana University; Robert Weiner, George Washington University*

Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings
*Mehmet Erdem Genç, Özyeğin University; Remzi Gozubuyuk, Sabanci University*

Institutional Voids and Gaining Market Access: The Strategic Decisions of SMEs
*Nicholas Bailey, University of Northern Iowa*

12:30 - 1:45pm  **Lunch - Keynote Speaker:** “Global Strategy, Multinationals, Ethics, and Corruption,” Philip M. Nichols, The Wharton School of the University of Pennsylvania
2:00 - 3:15pm  
**Session 2: Environmental Impact**  
Chair: *Ravi Ramamurti, North Eastern University, Center for Emerging Markets*

Born To Go Abroad: An Environmental Imprinting Perspective on Emerging Market Firm Internationalization Propensity  
**Ron Maas, Erasmus University**

Divergent Patterns of Institutional Entrepreneurship of Multinationals in Emerging Markets: Comparing Emerging Market Multinationals (EMNEs) and Developed Market Multinationals (DMNEs)  
**Khaled Fourati, University of Pretoria, Gordon Institute of Business Science**

Western Cultural Imprinting on Asian Women: Female Repatriates’ Identity and Career Thriving  
**Jie Hao, Tsinghua University; Hao Chen, Tsinghua University**

An Institutional-Based Taxonomy for Emerging Markets  
**Daniel Rottig, Florida Gulf Coast University**

3:30 - 4:45pm  
**Session 3: Human Capital Impact**  
Chair: *Maria Helena Jaen, IESA, Caracas*

Investment in Human Capital Development as a Driver of Economic Growth in BRIC  
**Prem Ramburuth, University of New South Wales**

Developing a Conceptual Model to Map the Perceptions of HRM Effectiveness in Young Professionals: The Case of the Emerging Economy of Pakistan  
**Syed Imran, University of Manchester**

The Impact of Quality of Human Capital on Development in Small Emerging Markets  
**Ramdas Chandra, Nova Southeastern University; Ruth Clarke, Nova Southeastern University**

Bicultural Executives in Multinational Banks  
**Marketa Sonkova, University of Iowa**

5:00 - 6:15pm  
**Welcome Cocktail**  
*Anuj Mehrotra, Vice Dean of Graduate Business Programs, University of Miami, School of Business Administration*
Thursday, January 7, 2016

8:30 - 9:00am     **Breakfast**

9:00 - 10:30am    **Keynote Speaker:** “Emerging Upheaval” *Pankaj Ghemawat, IESE Business School, Barcelona*

10:45 - 11:45am   **Session 4: Ownership and Family Firms**
Chair: *Joseph Ganitsky, University of Miami, School of Business Administration*

- EMNCs’ Ownership Position and Firm Performance
  *Ru-Shiun Liou, Texas A&M University*

- State-Owned versus Private-Owned Multinational Enterprises from Latin American Countries
  *Jorge Alcaraz, Tecnológico de Monterrey, Campus Puebla*

  *Wenxin Guo, University of North Georgia*

12:00 - 1:30pm    **Lunch - Keynote Speaker:** “Catch-up Strategy of Late Comers from Emerging Economies,” *Jaeyong Song, Seoul National University*

1:30 - 2:45pm     **Session 5: Innovation**
Chair: *John McIntyre, Georgia Institute of Technology CIBER*

- The Impact of Emerging Market Firms’ International Engagement on Product and Process Innovation*
  *Sandra Teresa Corredor Waldron, University of Illinois at Urbana Champaign*

  *Sarath Balachandran and Exequiel Hernandez, University of Pennsylvania*

- The Innovation Value of Political Capital in Emerging Economies
  *Jie Wu, University of Macau; Rajeev Sawant, Baruch College*

- Immigrants and Firm Performance: Effects on Foreign Subsidiaries vs. Foreign Entrepreneurial Firms in Emerging Markets
  *Elena Kulchina, Duke University; Exequiel Hernandez, University of Pennsylvania*
3:00 - 4:45pm  
**Session 6: Performance & Risk Hedging**  
Chair: William Newbury, Florida International University  

Advanced Economy MNES (AMNEs) in Emerging Markets: An Empirical Study of Survival  
*Mehmet Erdem Genç, Özyegin University and Naomi Gardberg, Baruch College*  

Currency Risk Hedging on Multinationals  
*Arturo Bernal Ponce, Tecnológico de Monterrey, Campus Guadalajara; Xiomara Vázquez Guillen, Tecnológico de Monterrey, Campus Guadalajara*  

Accounting for Differences between Emerging Markets in International Disputes  
*Robert Ginsburg, Georgetown University*  

5:15 - 6:15pm  
**Wrap-up Session:** Yadong Luo, Alvaro Cuervo-Cazurra and Session Chairs
Friday, January 8, 2016 - IB Institute

8:30 - 9:00am  Breakfast

9:00 - 10:15am  Practitioners Panel
Anthony Coletta, SAP Latin America & Caribbean Region
Chief Financial Officer

Alberto J. Bernal, XP Securities LLC, Chief Global and EM Strategist

Eduardo Santos, MasterCard
VP Public Policy, Latin America and Caribbean

10:30 - 11:00am  New Technologies in Teaching International Business
Alejandro Ruelas-Gossi, University of Miami, School of Business Administration

11:00 - 11:30am  Experiential Learning in International Business,
Joseph Ganitsky, University of Miami, School of Business Administration

11:30 - 12:00pm  Field Study Trips and Collaborations,
Michael Werner, University of Miami, School of Business Administration

12:00 - 1:30pm  Lunch - Keynote Speaker: "Can We Separate Research from Teaching?"
John Daniels, University of Miami, School of Business Administration

1:30 - 1:40pm  Best Paper Award: Daniel Rottig, Associate Professor, Florida Gulf Coast University, “International Journal of Emerging Markets”

1:40 - 3:15pm  Paper Development Workshop:

Reviewer 1: John Mezias, University of Miami, School of Business Administration

State-Owned Enterprises & Outward Foreign Direct Investment Activities
Jing Li, Simon Fraser University; Jun Xia, University of Texas at Dallas; Daniel M. Shapiro, Simon Fraser University; Zhouyu Lin, Fuzhou University

State Governance and Foreign Direct Investment – The Obsolescing Bargaining Model Revisited*
Camila Jensen, University of Southern Denmark

Firm Experience and Moderating Effects On Emerging Market Exit Of SMEs
Dr. Sui Sui, Ted Rogers School of Management, Ryerson University; Susanne Sandberg, Linnaeus University, Sweden

Excess Control Rights and the Choice of Subsidiary Location
Dirk Boehe, the University of Adelaide, Business School
Reviewer 2: Daniel Rottig, Florida Gulf Coast University

Internationalization of Emerging Market Family Firms: Evidence from Chinese Companies
Elitsa R. Banalieva, Northeastern University; Kimberly A. Eddleston, Northeastern University; Joy Ruihua, Oakland University; Michael D. Santoro, Lehigh University

The Effects of TQM-HRM on Organizational Performance: The Mediating and Moderating Role of Organizational Excellence and Entrepreneurial Organizational Culture*
Hassan Al-Dhaafri, American University in the Emirates, Adrienne A. Isakovic, Walden University, and Mohammed Saleh Alosani, University Utara Malaysia

Buffered or Under Scrutiny? Disentangling the Effect of Size on Subsidiary Political Strategies
Phillip Nell, Vienna University of Economics and Business

Reviewer 3: William Newburry, Florida International University

The Rise of Emerging Market Multinationals: Perspective of the Advanced Market Firms
Michal Budryk, Uppsala University

Rural Marketing Strategy and Bottom of the Pyramid and Models in Emerging Markets—Bangladeshi Perspectives
Shil Shubhankar, University of Liberal Arts Bangladesh, Dhaka; Nandita Datta, Dhaka Medical College, Dhaka

Is Compositional Strategy in R&D Conducive to Innovation Performance?
Yuanyuan Li, The State University of New Jersey

The Role of Managers’ Strategic Mindsets in the Attitude Towards Corporate Social Responsibility
Jose Luis Iglesias, University of Wisconsin-La Crosse
Ana Elisa Iglesias, University of Wisconsin, La Crosse
Merlin Hinestroza, Universidad Del Rosario, Bogota, Colombia
Darcy Hanashiro and Maria Luisa Teixeira, Universidade Presbiteriana Mackenzie, Brazil

3:15 - 3:30pm Wrap-up Session: Yadong Luo and John Mezias

* Subject to confirmation
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ETHICS PROGRAMS

Arsht Ethics Initiatives

Revised 12/22/2015