



2018 ANNUAL CONFERENCE
Hosted by the Daniels College of Business
University of Denver
Denver, Colorado, U.S.A.
October 18-20, 2018

THURSDAY, OCTOBER 18

18:00 – 20:00 **Registration & Opening Reception**
Holiday Inn, Cherry Creek

FRIDAY, OCTOBER 19

08:30 – 09:30 **Registration (Joy Burns Center, Atrium)**

09:00 – 09:20 **Welcome Remarks (Joy Burns Center, Rm. 231)**
Gary Knight, Chapter Chair, Willamette University, USA
Nila Wiese, Conference Chair, University of Puget Sound, USA
Brent Chrite, Dean, Daniels College of Business, University of Denver, USA

09:20 – 10:40 **Plenary: “Practitioner Perspectives on International Business Opportunities” (Joy Burns Center, Rm. 231)**
Panelists: Rahul Goyal, Chief Strategy Officer, Molson Coors
Randy Engel, Executive Vice President, Strategic Development
Newmont
Luis Felipe Rodrigues Vega, VP Head of Commercial US,
Western Union
Moderator: Brent Chrite, Dean, Daniels College of Business, University of Denver

10:40 – 11:00 **Coffee Break**

11:00 – 12:30 **Competitive Sessions 1.1**

1.1a: IB Theory, FDI, and Entry Modes (JBC Rm. 308)

Session Chair: Jorge Heredia Perez

- Ownership Choice in Cross-Border Acquisitions of U.S. and Chinese Digital MNEs: The Prominence of Market Size over Institutional Distance
Yuyuan Shih, National Taiwan University, Taiwan
- The Impact of Strategic Motives on Mode of Entry Choice: The Moderating Role of Regulative Institutional Environment in Ghana
Samuel Bucklock Ato Dadzie, Ghana Institute of Management and Public Administration, Ghana
- Transitory Market Reforms: Mechanisms and Effects over Firms' Performance
Octavio Augusto Darcie Barros, Griffith University, Australia
- Foreign Direct Investment, Institutions, and Innovativeness of Latin American Firms
Jorge Heredia Perez, Universidad del Pacifico, Peru

1.1b: Corporate Social Responsibility (JBC Rm. 211)

Session Chair: Dawn Keig

- Ownership, Institutions and Sustainability Practices
Jimi Kim, UNSW, Australia
- Bound to Look Good: Firm Commitment to CSR Initiatives and Related Strategic Pressure
Randika Sanjeeva Eramudugoda Gamage, University of Texas El Paso, USA
- Making Sense of Political Connections: Corruption or Strategy?
Tolga Ulusemre, Hawaii Pacific University, USA
- Multinational Enterprise Tolerance of Slavery Environments: A Portfolio Approach
Dawn Keig, Whitworth University, USA

12:30 – 13:50

Lunch & Plenary Session (Joy Burns Center, Rm. 231)

“The Globalization of Chinese Companies”

Ilan Alon, Professor of Strategy and International Marketing

School of Business and Law, University of Agder, Norway

14:00 – 15:10

Competitive Sessions 1.2

1.2a: Emerging Markets (JBC Rm. 308)

Session Chair: Alejandro Flores

- Localization and Subsidiary Development of Foreign Multinationals in China
Tung-Lung Steven Chang, Long Island University, USA
- How an Emerging Economy Firm—Tata Consultancy Services—Sustains its Competitiveness: A Case Study through a Business Model Lens
Prashant Salwan, Indian Institute of Management Indore, India
- Managing Technological Innovation under the Effects of Informal Economic Activity
Jorge Heredia Perez, Universidad del Pacifico, Peru
- A New Framework for Non-Market Strategy on Emerging Markets
Alejandro Flores, Universidad del Pacifico, Peru

1.2b: Internationalization Strategies (JBC Rm. 211)
Session Chair: Richard Lobron

- Evolution of Smaller Early Internationalizing Firms: A Critical Events Approach
Luisa Antunes Garcia de Campos, University of South Australia, Australia
- Internationalization of SMEs: Evidence from Switzerland
Vijaya Narapareddy, University of Denver, USA
- Internationalization Process of Emerging Market Firms: Does Foreign Ownership Make a Difference?
Yuanyuan Li, Rutgers, University of New Jersey, USA
- Strategic Internationalization Starts at Home: The Case of Capacity Creation in the Democratic Republic of Congo (DRC)
Richard John Lobron, Temple University, USA

15:10 – 15:30

Coffee Break

15:30 – 18:00

Faculty Development Workshop on International Entrepreneurship (Joy Burns Center, Rm. 231)

Dr. Patricia Tricia McDougall-Covin, Professor Emeritus, Kelley School of Business, Indiana University, and Dr. Manuel G. Serapio, Associate Professor of International Business and Entrepreneurship, Business School, University of Colorado Denver

Hosted by: Institute for International Business and Center for International Business Education and Research, CU Denver

SATURDAY, OCTOBER 20

08:30 – 09:30

Registration (Joy Burns Center, Atrium)

09:00 - 10:00

**Gender Issues in International Business: A Research Agenda
(Joy Burns Center, Rm. 231)**

Sponsored by Women in AIB

Panelists:

Dawn L. Keig, Whitworth University, USA

Tanvi Kothari, San Jose State University, USA

Nila Wiese, University of Puget Sound, USA

10:00 – 10:20

Coffee Break

10:20 – 11:50

Competitive Session & PDW

**Competitive Session 2.1a: International Entrepreneurship (Rm. 231)
Session Chair: Gary Knight**

- The Role of Exporting Efficacy as an Antecedent of Entrepreneurial Actions for U.S. Exporting Small and Medium Sized Enterprises
Travis Jody Simkins, Arkansas State University, USA
- The Exigency of Social Networks in Entrepreneurial Orientation: A Study of Networking Ability and Proactiveness among University Students in North Central Zone of Nigeria
Abu Amodu Ameh, Kogi State University, Anyigba, Nigeria
- The Role of Dynamic Managerial Capability in Identifying International Opportunity: An Empirical Investigation of Born Global Firms from an Emerging Economy
Imtiaz Mostafiz, Taylor's University, Malaysia
- Emotions in Strategizing: Founder Leaders' Emotions in Internationalization Decision
Prashant Salwan, Indian Institute of Management Indore, India

**Paper Development Workshop (Rm. 308)
Led by Profs. Tanvi Kothari and Sarika Pruthi**

11:50 – 12:40

Lunch

12:40 – 13:20

Meet the Editor with Dr. Ilan Alon (Joy Burns Center, Rm. 231)
Editor of the *Journal of Emerging Markets* and the *European Journal of Management*

13:30 – 14:45

Competitive Sessions

2.2a: International Economics and Finance (JBC Rm. 308)
Session Chair: Jun Park

- Linkage Analysis and US- Chile Free Trade Negotiations
Larry Crump, Griffith University, Australia
- Crowdfunding: An Emerging Investment Platform in the EU
Anatoly Zhuplev, Loyola Marymount University, USA
- Do Cross-Listed Targets Make a Difference in Cross-Border Acquisitions?
Ryan L. Mason, Chapman University, USA

2.2b: Culture and Management (JBC Rm. 211)
Session Chair: Mario Krenn

- Online Education: Culture Theory and Praxis (Case Study)
Biff Baker, Metropolitan State University, Denver, USA
- A Diaspora Management Framework for the 21st Century
Masud Chand, Wichita State University, USA
- Culture, Shareholder Protection Laws, and the Ownership Concentration of
Public Corporations Around the World
Mario Krenn, Southeastern Louisiana University, USA

14:45 – 15:30

Business Meeting & Awards (JBC Rm. 231)

**2018 AIB-US West Conference
Denver, Colorado, USA
October 18-19**

Lodging

If you plan to stay at the **Holiday Inn, Cherry Creek**, the hotel has reserved a block of rooms for conference participants at a preferential \$125 rate. This rate includes hot breakfast buffet and shuttle service to and from University of Denver on Friday October 19 and Saturday October 20, 2018. Self-parking is available at no additional charge.

You must complete your reservation by September 20. After this date, the hotel will free up the rooms and will not be able to guarantee room availability or the rate noted above.

Here is the link to additional information on how to make your hotel reservation:

<http://www.aib-w.org/2018-annual-conference/lodging/>

Program:

A preliminary program is attached (Only corresponding author is listed at this time).

- If you are a presenter and have an unavoidable conflict I need to consider before I finalize the program, email me no later than September 24 (Please note that I won't be able to accommodate personal requests except on very special cases.)
- I took the liberty of assigning some of you as Session Chairs. If you prefer not to serve in this role, let me know as soon as possible.
- A final copy of the program will be posted on October 1.

Sessions:

Authors will have 20 minutes for their presentations, with the balance of the session available for Q&A and open discussion. All conference rooms will be equipped with a laptop and projector. Please bring your presentation on a memory stick so all presentations can be uploaded at the start of each session.

Session chairs will ensure that each presenter has equal time to present. Please fix the length of your presentation accordingly.

Venue:

The conference is being hosted by the Daniels College of Business at University of Denver.

All sessions will take place in the Joy Burns Center.

Registration will be in Atrium, and all plenary sessions will be in room 231.

Here are a couple of links to maps of campus and the Joy Burns Center: <http://knoebevents.com/contact-us/>

<http://www.aib-w.org/wp-content/uploads/2015/04/map-UD.jpg> (Bldg #72 on the map)

The Thursday Oct. 18 Welcome Reception (18:00-20:00) will be held at the Holiday Inn, Cherry Creek.

Proceedings:

An electronic copy of the Proceedings which will be posted to the AIB-US West conference site after the conference. If you wish to have your paper or an abstract of it included in the proceedings, please send them to Nila Wiese via email attachment (nwiese@pugetsound.edu) no later than Monday October 1.

Authors will have the option of including an abstract or full manuscript of their papers in the conference Proceedings. Publishing in the proceedings as an Abstract only (not as a full manuscript) ensures you can submit the paper later to a journal or other outlet. We encourage authors to incorporate comments from reviewers into the final document submitted to the proceedings.

Style and referencing should follow the conventions used in *Journal of International Business Studies (JIBS)*. Please find the style guide for authors here: http://www.palgrave-journals.com/jibs/style_guide.html. Papers should be submitted as a single file. Papers that do not meet these formatting guidelines may not be included in the Proceedings. Only papers that are presented at the conference can be published in the proceedings.

Attire:

Attire will be business casual. Be sure to check the weather for Denver prior to your trip.

Venue:

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Registration will be in Atrium, and all plenary sessions will be in room 231.

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<http://www.aib-w.org/wp-content/uploads/2015/04/map-UD.jpg> (Bldg #72 on the map)

Meals:

Conference registration includes the opening reception on Thursday night, and lunch on Friday and Saturday. Your nametag is your admission to each meal. For those who purchased guest meals, tickets will be given at the registration table.

All dinners are on your own. Denver has an abundance of restaurants and sightseeing opportunities; we hope you will explore what the city has to offer. Here is a link to some suggestions on 'What to Do in Denver': <http://www.aib-w.org/2018-annual-conference/things-to-do/>

Questions? E-mail Nila Wiese (nwiese@pugetsound.edu).

We look forward to seeing you in Denver.