



**Academy of International Business -
Southeast USA 2014 Annual Conference**
Sustainability, Institutions, and Emerging Markets

October 23 - 25, 2014
Florida International University
Miami, FL

Table of Contents

Table of Contents	1
Welcome to the 2014 AIB-SE Conference and to Beautiful Miami!	2
Organizing Committee	5
Consortium and Workshop Chairs	7
Track Chairs	8
Conference Venue	11
Getting from the Airport.....	11
Registration	11
2014 AIB-SE Program Awards	12
Friends of AIB-SE.....	14
Conference Reviewers.....	15
AIB-SE Program Overview.....	18
Detailed Conference Program	19
Thursday, October 23, 2014	19
Friday, October 24, 2014.....	23
Saturday, October 25, 2014.....	40
Participant Index.....	57
Thank you AIB-SE Sponsors!	65



[Academy of International Business, Southeast USA Chapter](#)
2014 Annual Conference
October 23rd – 25th, 2014
Florida International University, Miami, FL

Welcome to the 2014 AIB-SE Conference and to Beautiful Miami!



It is our pleasure to welcome you to the 2014 Academy of International Business Southeast USA (AIB-SE) conference, hosted by Florida International University in Miami, Florida.

The AIB-SE chapter has become one of the largest and most active worldwide chapters of the Academy of International Business, supporting an annual conference, a journal, as well as undergraduate, master and doctoral student consortia. In addition, we included a new faculty consortium this year which has received an enormous response. The Chapter's mission is to encourage and assist research activities that advance knowledge of international business, increase the available body of teaching materials, and facilitate the exchange of information and ideas among educators and between international business and academic fields.

AIB-SE has prodigious brand equity in terms of a committed audience and immense participation. Once again, we have received a record-number of submissions this year and we hope that the 2014 conference will be the best ever in the history of AIB-SE. We have more than 325 confirmed participants from 41 countries and 6 continents across the globe. The size of our conferences has grown over the years and so has our value. We have 11 tracks this year with 21 track chairs and 4 consortium chairs across doctoral and new faculty consortiums – this speaks volumes about the depth, breadth and quality of our 2014 AIB-SE conference!

The specific mission of our AIB-SE annual meetings is to be **developmental** by providing our participants with the opportunity to present their work in a collegial setting, obtain and provide constructive feedback, advance their research toward submission for publication, and interact with world-class scholars, speakers, panelists and keynoters. The conference provides developmental opportunities for students, junior and senior scholars alike, and integrates international business research, teaching, and practice.

[2014 Conference Highlights!](#)

This year's conference theme: ***Sustainability, Institutions, and Emerging Markets*** will focus on issues facing firms from emerging markets as well as those firms competing in those markets and their efforts regarding sustainable innovation, institutions leading sustainable development, and illuminate the differences and similarities between emerging and developed world economies with respect to sustainability. The meeting offers competitive and interactive paper sessions, a variety of panels, doctoral and new faculty consortia, PLS-

SEM workshop, meet-the-editors session with representatives from international business journals and publications including the Journal of International Business Studies (JIBS), International Marketing Review, International Journal of Emerging Markets, Journal of International Management, AIB Insights, AIB-SE's own journal International Business: Research, Teaching and Practice (IBRTP), Long Range Planning, Journal of Organization Behavior, and the International Marketing and Management Research Series, supported by Savannah State University, our platinum sponsor.

In an effort to integrate students into the international business research process, we have increased the number of student participants. Louis Vuitton is sponsoring the X-Culture symposium providing an exciting opportunity for undergraduate and master's students from around the world to participate in the conference.

Thanks to the generous support of our sponsors, the conference also features several prestigious awards, including the Florida International University Best Conference Paper, the Savannah State University Best Conference Thematic Paper in Sustainability, Institutions, and Emerging Markets, and the Ziegler Best Ph.D. Student Paper Awards, which are sponsored by UCSI University, Malaysia. This award is named after the late William J. Ziegler for his invaluable contributions to AIB-SE. In addition, AIB-SE is offering an award to the best paper by a Master's student, sponsored by Monmouth University and best paper award by an undergraduate student, sponsored by The Asia Institute. Finally, true to our developmental mission, AIB-SE also offers two best reviewer awards, sponsored by the University of Miami, University of Memphis, Saint Louis University and Jacksonville University.

We would like to thank our sponsors for their generous contributions and support for our annual conference. We would also like to thank all of our reviewers, authors, panelists, speakers, keynoters, organizers, student assistants, contributors and conference participants without whom this conference would not happen. Furthermore, we would like to thank the exceptional faculty and staff of Florida International University for hosting our 2014 conference and for their enthusiastic support and assistance.

We sincerely hope you will enjoy the packed and exciting conference program, and we hope you will also find the time to visit many of Miami's top attractions. We look forward to welcoming you to this year's conference and seeing you again at our annual conferences in the years to come! Our next year 2015 conference will be hosted by Savannah State University from November 12 – 14, 2015 in Savannah, Georgia, USA.

GO SOUTHEAST!

~ Peter Magnusson and Anshu Arora, 2014 AIB-SE Conference and Program Chairs





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Organizing Committee



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← PLS-SEM Workshop

Survey Research Workshop →

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IB Theory, FDI, and Entry Mode Strategies



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→



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Sustainability in Business Curriculum



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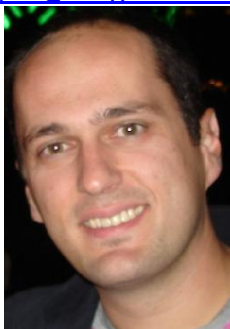


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Entrepreneurship, SMEs, and Born Globals



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Organization and Human Resources of the MNE



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The Final Frontier: Sustainable Business in Developing Markets



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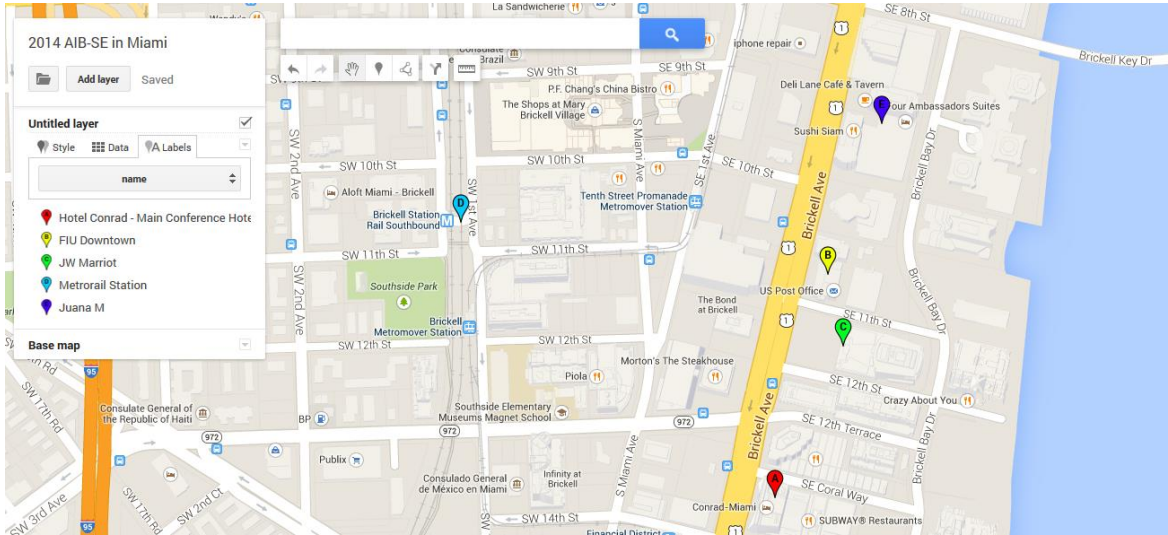
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Conference Venue

The AIB-SE 2014 meeting will be shared between the [Hotel Conrad](#) and [Florida International University's downtown Brickell campus](#). Hotel Conrad will also serve as the primary conference hotel for the AIB 2014 meeting. Hotel Conrad is at the heart of Miami's financial district with breathtaking views of Biscayne Bay.



[Please click this link](#) to view an interactive map of downtown Miami and the conference venues.

Getting from the Airport

Miami International Airport (MIA) is the closest international airport. You have the following alternatives to get from MIA to the Hotel Conrad:

1. **Metro Rail** – The [Metro Rail](#) is Miami's elevated rapid transit system that connects the airport with downtown Miami. The Orange airport line runs every 15 minutes. The closest station to the Hotel Conrad is the Brickell Metro Rail Station, which is only a short walk away. One-way fares on the Metro Rail is \$2.25.
2. **Taxi** – A taxi ride from MIA to the Hotel Conrad will take 15 to 45 minutes depending on traffic. The cost should be around \$30-35.

Fort Lauderdale International Airport (FLL) is also a viable alternative. However, no public transportation is readily available. A taxi ride from FLL to the Hotel Conrad should be about \$60-80.

Registration

Please check in with the AIB-SE staff at our registration desk to pick up your name badge and conference materials when you arrive. The registration desk will be located in room 235 in FIU on Thursday and Friday and on the 2nd floor of Hotel Conrad on Saturday.

Hours: Thursday, Oct. 23	7:30-18:00
Friday, Oct. 24:	8:30-17:00
Saturday, Oct. 25:	8:30-17:00



**Academy of International Business, Southeast USA Chapter
2014 Annual Conference, October 23 – 25
Florida International University, Miami**

Award Nominees

2014 AIB-SE Program Awards

Florida International University Best Paper Award

All papers accepted for competitive sessions and submitted to eleven research tracks are eligible for this award. The awards committee consisted of the program chair and AIB-SE track chairs. All awards winners receive a plaque and a cash prize. The nominees are:

1. *Finding Balance: Trust Needs and Knowledge Contributions in the IJV Relationship*, Mikelle A. Calhoun, Georgia Southern University; Akhadian Harnowo, Georgia Southern University
2. *The Effect of Leverage on Performance: Domestically-Oriented vs. Internationally-Oriented Firms*, Chaiporn Vithessonthi, University of Otago; Jittima Tongurai, Miyazaki International College
3. *Institutional quality and total entrepreneurial activities: a new approach to a long puzzle of entrepreneurship*, Jay Wu, Thammasat University
4. *Accreditation in French Business School from a Students' Perspective*, Hailee Tindale, ISC Paris Business School
5. *Seeing Hybrid Organizations in Context: Comparative Institutional Advantages and Mission Drift in Commercial Microfinance*, Joshua Kennedy Ault, University of Victoria
The Annual Report Readability and Earnings Response Coefficient: Evidence from foreign firms cross-listed in the U.S. markets, Steve Lin, Florida International University; Audrey Hsu, National Taiwan University

Savannah State University Best Sustainability, Institutions, and Emerging Markets Paper Award

All papers accepted for competitive sessions and fitting the theme of the conference: “*Sustainability, Institutions, and Emerging Markets*” are eligible for this award. The nominees are:

1. *Pro-Environment Institutions and Ecological Footprint: A Proposed Typology of Multinationals*, Dina Abdelzaher, University of Houston Clear Lake
2. *Previous experience with store brands and consumer behaviour in emerging countries: Findings from two Latin American markets*, Jose Ribamar Siquiera, Nova Southeastern University; Mbaye Fall Diallo, University of Lille
3. *Emerging-market Acquirers Productivity Gains via Cross-border Mergers and Acquisitions: Evidence from Chinese Acquirers*, Wenxin Guo, University of Illinois at Urbana-Champaign

William J. Ziegler Best Ph.D. Student Award sponsored by UCSI University, Malaysia

All papers accepted for competitive sessions with a Ph.D. student as the lead author are eligible for this award. The award is named after the late William J. Ziegler for his invaluable contributions to AIB-SE.

The nominees are:

1. *Utilizing the Strategy Tripod Perspective to Explain CSR Activity*, Arilova A. Randrianasolo, Saint Louis University
2. *Emerging-market Acquirers Productivity Gains via Cross-border Mergers and Acquisitions: Evidence from Chinese Acquirers*, Wenxin Guo, University of Illinois at Urbana-Champaign
3. *Does Economic Upgrading Translate to Social Upgrading in Global Value Chains? Evidence from South Asia*, Amira Naqeeb Khattak Khattak, NUST Business School
4. *The Influence of Culture on Real Earnings Management*, Angel Arturo Pacheco, Florida International University; Clark M. Wheatley, Florida International University
5. *Accreditation in French Business School from a Students' Perspective*, Hailee Tindale, ISC Paris Business School

Monmouth University Best Master's Student Paper

To further integrate students in the AIB-SE program and to emphasize the developmental nature, AIB-SE recognizes papers with a Master's student as the lead author. The nominees are:

1. *Harnessing Potential-Institutional Voids and Doing Business in India*, Ana M. Albert, Florida Atlantic University
2. *"The Deal of the Century" - What was Barclays thinking? A framework for developing an M&A Strategy for an Economic Crisis.*, Jen Crow, Florida Atlantic University; Kristy Grimason, Florida Atlantic University; Abraham Cohen, Florida Atlantic University; Veronica Paez, Florida Atlantic University
3. *The Cocoa Industry Supply Chain in Ghana*, Janet Alma Hough, Florida Atlantic University; Janice Coleman, Florida Atlantic University

The Asia Institute Best Undergraduate Student Research Award

This award recognizes the best paper with an undergraduate student as the lead author. The nominees are:

1. *Target Group Perceptions of Change in a Local Belgian Festival*, Maud Swalens, Dalton State College; Raina M. Rutti, Dalton State College
2. *A Tale of Two Worlds: Subliminal Advertising vs. Reality*, Wynnitta M. Lee, Savannah State University
3. *Finance, Food, and Pharma: The Institutionalization of Islamic Halal Regulation*, Muhamad Iqbal Mohd Rafi, Drake University; Madeline Goebel, Drake University; Rishanty Navaratnam, Drake University; Kamarul Fariz Rahmat, Drake University; Ryan Skajewski, Drake University; Matthew C Mitchell, Drake University; Jeffrey A Kappen, Drake University

University of Miami Best Reviewer Award

This award recognizes the best reviewers who helped the 2014 AIB-SE conference authors receive quality and timely feedback. The nominees are:

1. Yao Aleawogbe Amewokunu, Paine College
2. Mikelle A. Calhoun, Georgia Southern University
3. Alberto Dreassi, University of Udine
4. Alka Gupta, Lynchburg College
5. Alfredo Jesus SupAgro Montpellier France
6. Eldrede Kahiya Christchurch Polytechnic Institute of Technology
7. Robert N. Mefford, U of San Francisco
8. Julie Miller, U of Phoenix
9. George Nakos, Clayton State University
10. Michael Nippa TU Freiberg
11. William Renforth, ASU
12. Ursula Schinzel, United Business Institutes

Best Student Reviewer Award sponsored by Saint Louis University, University of Memphis, and Jacksonville University

This award recognizes the best student reviewers who helped the 2014 AIB-SE conference authors receive quality and timely feedback. The nominees are:

1. Jiyeon An, Texas Tech University
2. Denitsa Blagoeva Hazarbassanova, Copenhagen Business School
3. Manish Ganvir, Indian Institute of Management Lucknow
4. Salman Kimiagari, Laval University
5. O. Volkan Ozbek, University of Texas at Arlington
6. Kerry Thompson, Michigan State University

Friends of AIB-SE

For the first time, we provided an easy way for individual faculty members to show their support for AIB-SE by making a small sponsorship contribution. Consistent with our developmental mission, all proceeds were allocated toward student stipends. Thanks to the support of our institutional and individual sponsors, we were able to provide every student who applied with a small stipend to help attend AIB-SE. We'd like to recognize the inaugural group of individual faculty sponsors:

1. Michele Boulanger, Rollins College
2. Bob Buchanan, Indiana University Pennsylvania
3. Jeff Kappen, Drake University
4. Peter Magnusson, Florida International University
5. Matthew Mitchell, Drake University

Conference Reviewers

We would like to thank the 198 reviewers from 41 countries that helped make the 2014 conference a possibility. AIB-SE prides itself on being focused on scholarship development. It is only possible thanks to the hard work of all contributing reviewers. All of our conference reviewers are listed below in alphabetical order:

Salam Abdallah, Abu Dhabi U	Mikelle A. Calhoun, Georgia Southern U
Dina Abdelzaher, U of Houston Clear Lake	Rod Carveth, Morgan State U
Ali Abu-Rahma, Abu Dhabi U	Nichole Castater, Barry U
Sharad Agarwal, Indian Institute of Management Ranchi	Renee Castrigano, Gannon U
Frederick Ahen, U of Turku	Andres Mauricio Castro Figueroa, Universidad del Rosario
Ismail Ahmodu-Tijani, Nigeria Police Academy	Segundo Castro-Gonzales, Technical U of Machala
Melissa Archpru Akaka, U of Denver	Reccia Natasha Charles, St. George's U
Edward Osei Akoto, Henderson State U	Jiun Shiu Chen, McNeese State U
Jorge Luis Alcaraz, Tecnológico de Monterrey	Charles Chen, U of Phoenix
Darlene J Alexander-Houle, U of Phoenix	Giusy Chesini, U of Verona
Yao Aleawogbe Amewokunu, Paine College	Dina Clark, Mount Mercy U
Jiyoan An, Texas Tech U	Donovan Y. Collier, Auburn U
Rafiu Adewale Aregbeshola, U of South Africa	Clarice da Fontoura Paim, ESPM and UNIRITTER
Anshu Arora, Savannah State U	Mourad Dakhli, Georgia State U
Ridhi Arora, Indian Institute of Technology, Roorkee	Pinaki Dasgupta, Indian Institute of Foreign Trade
Amit Arora, Savannah State U	Barbara Dastoor, Nova Southeastern U
Jaishree Asarpota, Higher Colleges of Technology	Ling Deng, RMIT U
Thomas Ayers, Trainlogix	Rich Andrew Devine, Florida State U
Daniel W. Baack, U of Denver	John Raymond Dilyard, St. Francis College
Roland Bardy, Florida Gulf Coast U	Alberto Dreassi, U of Udine
Hatem Bata, U of Toledo	Gary Dusek, Nova Southeastern U
Spyridon Batas, U of Edinburgh Business School	Ziad Elsahn, U of Auckland
Safal Batra, IMT Ghaziabad	Mohammad Falahat Nejad Mahani, Faculty of Accountancy and Management (FAM)
Leilani O. Baumanis, Johnson and Wales U	Josanco Floreani, U of Udine
Meredith Anne Black, Boise State U	Nadežda Fuksová, Institute of Management, Slovak U of Technology
Wendy Brooke, U of Wisconsin-Platteville	Jeferson de Araujo Funchal, Federal Institute of Rio Grande do Sul
Chevanese Brown, Savannah State U	Simone Vasconcelos Galina, U of Sao Paulo
F. Robert Buchanan, Indiana U of Pennsylvania	Marina Amado Bahia Gama, FGV-EAESP
Desislava Budeva, Ramapo College of New Jersey	Lydia Gan, U of North Carolina - Pembroke
Ricardo Buitrago R., La Salle U	Manish Ganvir, Indian Institute of Management Lucknow
Gerard Burke, Georgia Southern U	Ivan Garrido, UNISINOS
Deanne Butchey, Florida International U	

Liza Gernal, Canadian U of Dubai
Henry Gibbs, Florida Institute of Technology
Sandra S. Graca, Davenport U
Nicholas Grigoriou, Monash U Malaysia
Gonca Gunay, Istanbul Bilgi U
Vishal K. Gupta, SUNY Binghamton
Alka Gupta, Lynchburg College
Anupama Gupta, National Institute of Fashion
Technology
Nicole Hartley, U of Queensland
Denitsa Blagoeva Hazarbassanova,
Copenhagen Business School
Mohd Faiz Hilmi, Universiti Sains Malaysia
Supachart Iamratanakul, Kasetsart U
Eghosa O. Igudia, Nottingham Trent U
Venkata (Srini) Iruku, Non academic
Adrienne A. Isakovic, Hamdan Bin
Mohammed Smart U
Shilpa Iyanna, Abu Dhabi U
Eduardo Jarque, Japan Center for Latin
American Studies
Mohd Haniff Jedin, Universiti Utara Malaysia
Alfredo Jesus, SupAgro Montpellier France
Alfredo Jiménez, U of Burgos
Douglas Johansen, Jacksonville U
Gregg Johnson, AIB
Eldrede Kahiya, Christchurch Polytechnic
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Margarete Kalinowski Bowien, ESADE
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Ilias Kapareliotis, Abertay U
Jeffrey Kappen, Drake U
Aycan Kara, Indiana U Southeast
Christian Keen, Stratekey Canal
Sharon Kendrick, Methodist U
Salman Kimigari, Laval U
Suthikorn Kingkaew, Thammasat Business
School
Odyssefs Kollias, Glasgow U
Cheng Han Kuo, Kun Shan U
Marina Latukha, St. Petersburg State U
Jie Li, Michigan State U
Cheng Siang Liew, KDU U College
Long-Sheng Lin, Tainan U of Technology
Terri Lituchy, UWI
Ana Grazielle Lourenco Toledo, Fundação
Getulio Vargas FGV EAESP

Peter Magnusson, Florida International U
James Mallett, Stetson U
Yathish Chandra Malvalli, Visvesvaraya
Technological U
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AGSM
Matthew Mitchell, Drake U
Moiz Mohammed, Pondicherry U
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Priyanka P.V, Bangalore U
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Ashwani Kumar Pradhana, K.J. Somaiya
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 Jose Rossi, Insper
 George Bedinelli Rossi, USP/ESPM
 Cynthia P Ruppel, Nova Southeastern U
 John Alan Rushing, Barry U
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 Ursula Schinzel, United Business Institutes
 Katja Schneider, TU Freiberg
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 Xuan Zheng, Georgia State U
 Anne Marie Zwerg-Villegas, Universidad de
 La Sabana

AIB-SE Program Overview

Florida International University, Miami, FL – October 23-25, 2014

	Thursday, October 23		Friday, October 24	Saturday, October 25
8:00	Doctoral Student Consortium Part (8:00-10:15)	New Faculty Consortium Part (8:00-10:15)	All sessions held at FIU Brickell Breakfast @ FIU Brickell (235) (8:00-9:00)	All sessions held at Hotel Conrad
8:15				
8:30				
8:45				
9:00				
9:15			1.1 Concurrent Sessions (9:00-10:15)	2.1 Concurrent Sessions (9:00-10:15)
9:30				
9:45				
10:00				
10:15	Survey Research Seminar with Dr. Jim Robins (Open to Consortium participants and PLS Seminar participants) (10:15-12:15)		Coffee Break (10:15-10:45)	Coffee Break (10:15-10:45)
10:30				
10:45				
11:00			1.2 Concurrent Sessions (10:45-12:00)	2.2 Concurrent Sessions (10:45-12:00)
11:15				
11:30				
11:45				
12:00	Networking Lunch (Registered participants only) (12:15-13:15)			Networking Lunch Keynote Address by Andrew Spicer
12:15				X-Culture @ Morton's (12:00-13:30)
12:30			Networking Lunch (12:00-13:30)	
12:45				
13:00				
13:15	PLS-SEM Workshop with Dr. Joe Hair registration required (13:15-17:30)	X-Culture Corporate Visit (13:30-16:30)		
13:30				
13:45			1.3 Concurrent Sessions (13:30-14:45)	2.3 Concurrent Sessions (13:30-14:45)
14:00				
14:15				
14:30				
14:45			Break (14:45-15:00)	Break (14:45-15:00)
15:00				
15:15			1.4 Concurrent Sessions (15:00-16:15)	2.4 Concurrent Sessions (15:00-16:15)
15:30				
15:45				
16:00				
16:15			Coffee Break (16:15-16:45)	Coffee Break (16:15-16:45)
16:30				
16:45				
17:00			1.5 Concurrent Sessions (16:45-18:00)	2.5 Concurrent Sessions (16:45-18:00)
17:15				
17:30	Break (17:30-18:30)			
17:45				
18:00				
18:15				Break (18:00-19:00)
18:30				
18:45				
19:00				AIB-SE All-Conference Picture
19:15	Welcome Reception JW Marriott (18:30-20:30)			
19:30				
19:45			Free Evening to Experience Miami!	Gala Dinner Juana M (19:00-21:00)
20:00				
20:15				
20:30				



**Academy of International Business, Southeast USA Chapter
2014 Annual Conference, October 23-25**

Detailed Conference Program

Thursday, October 23, 2014

**Florida International University
1101 Brickell Avenue, Miami, FL 33131**

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Breakfast: 7:30 – 8:00 (FIU 235)
=====

Doctoral Student Consortium, Thursday, October 23, 8:00-10:15, FIU 301

Chairs: John McIntyre, Georgia Institute of Technology
Bill Newburry, Florida International University

Panelists:

Sjoerd Beugeldsdijk, University of Groningen
Marc van Essen, University of South Carolina
James Robins, WU Vienna
Wlamir Goncalves Xavier, UNISUL University

Participants:

Kyungchool Joe, Florida International U
Jiyoon An, Texas Tech University
Arilova A Randrianasolo, Saint Louis U
Salman Kimiagari, University of Laval
Marketa Sonkova, Boston University, USA
Jaclyn Tanenbaum, Florida International U
Jose-Mauricio Geleilate, Florida
International University
Hailee Tindale, ISC Paris Business School
Melanie P. Lorenz, University of Alabama
Richa Sood, Florida International University

Ahmed Alradadi, Florida International U
Greg Maloney, Florida International U
Anita Sharma, IIM Indore
Everlyne N. Misati, Florida International U
Silvio Luis De Vasconcellos, UNISINOS
Hyun Gon Kim, Rutgers University
Kelsey Lynne Syvrud, Florida State U
Sayed Mohammad Reza Afjei, Florida
International University
Ratan Dheer, Florida Atlantic University
Broderick Turner, Florida International U

Thursday, October 23, 2014
Florida International University
1101 Brickell Avenue, Miami, FL 33131

New Faculty Development Consortium, Thursday, October 23, 8:00-10:15, FIU 328

Chairs: Mark Peterson, Florida Atlantic University
Tom Lenartowicz, Florida Atlantic University

Panelists:

David Ralston, Florida International University
Stephanie Thomason, University of Tampa
Daniel Rottig, Florida Gulf Coast University
Michael Mullen, Florida Atlantic University
Ronaldo Parente, Florida International University

Participants:

Sabine Bacouel-Jentjens, ISC Paris Business School
Melissa Wendy Migin, UCSI University
Mohammad Falahat NejadMahani, Universiti Tunku Abdul Rahman
Elizabeth Turner, U of Southern Mississippi
Saeed Ali Badghish, King Abdulaziz U
Alfredo Jimenez, University of Burgos
Amira Nageeb Khattak, NUST Business School
Carri Tolmie, Elon University

Kun Yang, Central Michigan University
Gary Arthur Dusek, Nova Southeastern U
Jorge Alcaraz, Tecnologico de Monterrey
Wenxin Guo, Georgia Tech
Jack Alan Clampit, University of Alabama
Andres M Castro, Universidad del Rosario
Dalsy Y Farfan, Universidad del Rosario
Amit Arora, Savannah State University
Jun Wu, Savannah State University
Inessa Korovyakovskaya, Savannah State U

Survey Research Seminar, Thursday, October 23, 10:15-12:15, FIU 328

Chair: James Robins, WU Vienna

(Open to Consortium participants and PLS Seminar participants)

=====
Lunch: 12:15 – 13:15 (FIU 235)

**(Registered participants in
Consortiums, PLS workshop, or X-culture only)**
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Thursday, October 23, 2014
Florida International University
1101 Brickell Avenue, Miami, FL 33131

PLS-SEM Workshop, Thursday, October 23, 13:15-17:30, FIU 328

Chair: Joe Hair, Kennesaw State University

(Only for Registered PLS Seminar participants)

The workshop builds on the contents and data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2014). Most of the workshop will involve “hands-on” analysis of data using the SmartPLS 2.0 software. The SmartPLS 2.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered.

X-Culture Corporate Visit with Louis Vuitton, Thursday, October 23, 13:30-16:30, FIU 1912

Chairs: David Goubert, Louis Vuitton
Vas Taras, University of North Carolina at Greensboro

(Only for X-Culture students and faculty participants)

The 2014 X-Culture Symposium will be hosted by Louis Vuitton and organized as part of the Academy of International Business-Southeast USA Annual Conference. Louis Vuitton is one of the world’s leading international fashion houses, founded in France in 1845. Louis Vuitton sells its products through stand-alone boutiques, lease departments in high-end department stores, and through the e-commerce section of its website. Louis Vuitton has been named the world's most valuable luxury brand. In 2012, Interbrand valued the brand at \$25.9 billion USD and in 2013, the valuation increased to \$28.4 billion USD with sales of \$9.4 billion USD.

AIB-SE Executive Board Meeting, Thursday, October 23, 15:00-16:30, FIU 316

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Welcome Reception: 18:30 – 20:30 (JW Marriott Poolside)

JW Marriott Miami
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Phone: (305) 329-3500

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Breakfast: 8:00 – 9:00 (FIU 235)

=====

AIB-SE Fellows Breakfast and Business Meeting, 8:30-10:30, FIU 316

Closed session: AIB-SE Fellows only

Session 1.1.1 – Panel, Friday, 9:00-10:15, FIU 201

Track: IB Theory, FDI, and Entry Mode Strategies

Trending: The Pacific Alliance – Implications of trade between some of the most stable and fastest-growing Latin American economies

Chair: Christian Felzensztein, Adolfo Ibañez University

Panelists:

Christian Felzensztein, Adolfo Ibañez University
César Gustavo Pino Soto, Adolfo Ibañez University
Carlos E. Ruiz, Georgia Gwinnett College
Luis E. Torres, Georgia Gwinnett College

During this session, panelists will share some of their research in one of the current hot topics in Latin America: The Pacific Alliance. Focusing on the countries that signed the agreement (Mexico, Peru, Colombia and Chile) various international business issues will be addressed. The relevant differences and similarities among these emerging economies in areas such as management strategy, innovation, institutional knowledge, internationalization, exporting, SMEs, competitiveness, and some of the challenges and opportunities to make this a successful venture will be included in the conversation. During the second part of the panel, the floor will be opened for a follow up interactive discussion about the potential implications for The Pacific Alliance and global trade.

Session 1.1.2 – Competitive, Friday, 9:00-10:15, FIU 301

Track: IB Theory, FDI, and Entry Mode Strategies

Corporate Landscapes and Internationalization of Multinationals

Chair: Sumit Kundu, Florida International University

The Building of Dragon Multinationals: The Case of Zoomlion Acquisition of CIFA

Francesca Spigarelli, University of Maserata
Attilio Mucelli, Polytechnic University of the Marche
Ilan Alon, Rollins College

Proxy Advisors as Gatekeepers of Shareholder Dissent: A Multilevel Study

Marc van Essen, University of South Carolina
Hans van Oosterhout, Rotterdam School of Management

Tax Advantages or Search for Knowledge: Reasons for Corporate Relocation
Elzotbek Rustambekov, Bryant University

The Impact of Relationship-Specific Human Capital on Knowledge Transfer to Young Chinese Firms
James Robins, WU Vienna
Kathleen Yi Jia Low, WU Vienna

Session 1.1.3 – Competitive, Friday, 9:00-10:15, FIU 328
Track: International Marketing and Social Responsibility

The Role of Trust, Culture and Export Barriers in Sustainable Business

Chair: Sabine Bacouel-Jentjens, ISC Paris Business School

Role of Business in Building Sustainable Cities: Case of Saudi Arabia
Badr Alreshidi, University of Toledo
Paul Hong, University of Toledo

Communication flows in buyer-supplier relationships: Exploring the impact on trust in the U.S. and Brazil
Sandra S. Graca, Eckerd College
Patricia M. Doney, Florida Atlantic University
James M. Barry, Nova Southeastern University

Entrepreneurship in the “Nation of Shopkeepers”: Effect of Cultural Values on Opportunity Evaluation in India
Vishal Gupta, Binghamton University
Ayse Goktan, University of North Texas at Dallas
Subhendu Mukherjee, Sambhram School of Management

Harnessing Potential-Institutional Voids and Doing Business in India
Ana M. Albert, Florida Atlantic University

Session 1.1.4 – Interactive, Friday, 9:00-10:15, FIU 202
Track: International Marketing and Social Responsibility

Corporate Social Responsibility and International Business

Chair: Mahesh Raisinghani, Texas Woman’s University

International CSR and Repurchase Intention at the Bottom of the Pyramid
Saju Jose, Abu Dhabi University
Nilesh Khare, Ohio State University
F. Robert Buchanan, Indiana University of Pennsylvania

Do CSR focused ETFs beat the markets?
Sangbong Lee, Saint Louis University
Nitish Singh, Saint Louis University

Service Excellence in the Light of Cultural Diversity: The Impact of Motivational Cultural Intelligence

Melanie P. Lorenz, University of Alabama
Jamey Hurst, University of Hawaii at Manoa
Jase R. Ramsey, Saint Louis University

We are the Good Actors, You are What's Wrong with the World: Viewing CSR through Diverse Cultural Backgrounds

Carri Tolmie, Elon University
Kyle Coble, Lindenwood University

Brand Endorsement and COO: An exploration of the Value of Multicultural Celebrity Brand Endorsers

Reccia Natasha Charles, St. George's University
Nazly Katherine Nardi, Kaplan University

Session 1.1.5 – Interactive, Friday, 9:00-10:15, FIU 302

Track: Global Strategy and Competitiveness

SME Internationalization: Entrepreneurial Experiences from Emerging Economies

Chair: Rimi Zakaria, University of Wisconsin

Medical Tourism in Poland: expanding opportunities and competition

Christopher Ziemnowicz, UNC - Pembroke
Lydia Gan, UNC – Pembroke

What Fosters SME Internationalization? A Cross-Border Study on Italian and Slovenian manufacturing SMEs Entering Foreign Markets

Maurizio Massaro, University of Udine
Roland Bardy, Florida Gulf Coast University
Arthur Rubens, Florida Gulf Coast University
Carlo Bagnoli, Ca'Foscari University

Exporting Firms from Emerging Markets: Regional Influences and Institutional Features

Juan Fernando Velez-Ocampo, IUSH
Maria Alejandra Gonzalez-Perez, EAFIT
Olga Lucia Quintero Montoya, EAFIT
Santiago Rodriguez C, EAFIT

Consolidating the countries' competitiveness theory, beyond the diamond model and double diamond model and its extensions: Empirical evidence for Latin-American economies

Segundo Castro-González, Universidad de Este -SUAGM
Jesus Peña-Vinces, Seville University
Jorge Gillen Uyen, ESAN

Toward designing a strategic tool for Born-Global business ventures in sustainable development context

Salman Kimiagari, Laval University
Samira Keivanpour, Laval University

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Time and Date: 10:45 am - 12:00 pm, October 25, 2015

Location: Hilton Conrad, Room: Lisbon A

Presenter: Bradley A Feuling, Chairman and CEO, The Asia Institute



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Coffee Break: 10:15 – 10:45 (Room: 235)
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Session 1.2.1 – Panel, Friday, 10:45-12:00, FIU 201

Track: Sustainability in Business Curriculum

Win Cubed-Collaboration between Environmental Consultants, Students and Businesses-A Practical Approach to Environmental Sustainability in Business

Chair: Jerome Baddley, Nottingham Trent University

Panelists:

Jerome Baddley, Nottingham Trent University

John McIntyre, Georgia Institute of Technology

Amit Arora, Savannah State University

Increasingly there are expectations on businesses to reduce their environmental impacts and to reduce risks from rising natural resource costs. There is a danger of Universities and Business Schools being left behind the curve in this fast moving often legislation driven environment, as professional practice advances rapidly. The business world has an increasing need for graduates to have an understanding of environmental management and how it relates to cost risk reduction, resource efficiency, supply chain expectations in contracts and tenders and not least brand perception.

Students and academics working with leading practitioners in environmental management and live contracts provides a significant opportunity to give future business leader the skills to address these issues while directly solving current challenges. This is what NEPEs and the Nottingham Business Schools have done over the last 2 years. UK leading and international award winning environmental practitioners and consultants have supported students to work with their clients.

Session 1.2.2 – Competitive, Friday, 10:45-12:00, FIU 301

Track: IB Theory, FDI, and Entry Mode Strategies

IJVs, Acquisitions, and Emerging Economy Institutions

Chair: Saju Jose, Abu Dhabi University

Finding Balance: Trust Needs and Knowledge Contributions in the IJV Relationship

Mikelle A. Calhoun, Georgia Southern University

Akhadian Harnowo, Georgia Southern University

A Meta-Analysis of Culture's Impact on Acquisition Performance

Daniel Rottig, Florida Gulf Coast University

A Comparative Analysis of Service vs. Manufacturing Acquirers: Cross-Border M&As

Rimi Zakaria, University of Wisconsin

Meghna Singhvi, Loyola Marymount University

Ankita Singhvi, University of Texas at El Paso

Emerging-market Acquirers Productivity Gains via Cross-border Mergers and Acquisitions: Evidence from Chinese Acquirers

Wenxin Guo, University of Illinois at Urbana-Champaign

Session 1.2.3 – Competitive, Friday, 10:45-12:00, FIU 328

Track: The Final Frontier: Sustainable Business in Developing Markets

Sustainable Business and Emerging Economies

Chair: Reccia Natasha Charles, St. George's University

Is the U.S. Losing Its Competitive Edge?

Mahesh Raisinghani, Texas Woman's University

Shareyna Spears, Texas Woman's University

Jose Torres, Texas Woman's University

Kim Wolfram, Texas Woman's University

Seeing Hybrid Organizations in Context: Comparative Institutional Advantages and Mission Drift in Commercial Microfinance

Joshua Kennedy Ault, University of Victoria

Do Exporters Learn From Experience?

William Eldon Renforth, ITESM-Toluca

The Moderating Effect of Vicarious Experience on Cultural Distance in Foreign Direct Investment

Alfredo Jimenez, University of Burgos

Session 1.2.4 – Interactive, Friday, 10:45-12:00, FIU 202

Track: International Marketing and Social Responsibility

Social Media, Impulse Buying, and Consumer Behavior

Chair: Carri Tolmie, Elon University

How Differently Social Media is used International Marketing: A Cross-Country Study

Zhan Wang, Saint Louis University

Interactivity of Social media in the global context

Hatem Bata, University of Toledo

Impulse Buying in the context of Women's Footwear Industry

Melissa Wendy Migin, UCSI University

Mohammad Falahat NejadMahani, Universiti Tunku Abdul Rahman

How Do Consumers Interpret 'Tropes' in Advertising?

Anshu Arora, Savannah State University

Jun Wu, Savannah State University

Sabine Bacouel-Jentjens, ISC Paris Business School
Hailee Tindale, ISC Paris Business School

Does corporate language influence career mobility? Evidence from MNCs in Russia
Marina Latukha, St. Petersburg State University

Session 1.2.5 – Interactive, Friday, 10:45-12:00, FIU 302

Track: AIB-SE IJoEM Special Session

AIB-SE Journal Paper Development Workshop for the International Journal of Emerging Markets [IJoEM] Special Issue on Sustainability, Institutions, and Internationalization in Emerging Markets: Role of Sustainable Innovation for Sustainable World Development [CLOSED SESSION]

Chairs: Nicole Hartley, University of Queensland
Anshu Arora, Savannah State University

Welcome by IJoEM Guest Editors
Overview of IJoEM by Editor, Ilan Alon, Rollins College
Introduction of Special Issue

Utilizing the Strategy Tripod Perspective to Explain CSR Activity
Ariova Randrianasolo, Saint Louis University

Internationalization and Performance of Indian Born Globals: The Moderating Role of Presence of Foreign Equity
Manish Ganvir, Indian Institute of Management Lucknow
Neeraj Dwivedi, Indian Institute of Management Lucknow

Intellectual Property Strategy in China: IP as a Factory of Production
Michael Murphree, University of South Carolina

Superior Economic Performance in Developed and Developing Countries
Sandra Marcela Ruiz Ochoa, FGV/EAESP
Paulo Arvate, FGV/ESESP
Wlamir Goncalves Xavier, UNISUL University

Institutional Quality and Total Entrepreneurial Activities: A New Approach to Long Puzzle of Entrepreneurship
Jay Wu, Thammasat University

Consolidating the Countries' Competitiveness Theory, Beyond the Diamond Model & Double Diamond Model & Its Extensions: Empirical Evidence for Latin-American Economies
Segundo Castro-González, Universidad de Este -SUAGM
Jesus Peña-Vinces, Seville University
Jorge Gillen Uyen, ESAN

Individual Paper Responses to Questions and Subsequent Discussions
Conclusion and Overview of IJoEM Special Issue Procedure and Deadlines



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Networking Lunch: 12:00 – 13:30 (Room: 235)
=====

Session 1.3.1 – Panel, Friday, 13:30 – 14:45, FIU 316

AIB Fellows Panel

Chair: Mary Ann Von Glinow, Florida International University

Panelists:

Mary Ann Von Glinow, Florida International University

John Daniels, University of Miami

Yadong Luo, University of Miami

Mira Wilkins, Florida International University

Session 1.3.2 – Competitive, Friday, 13:30 – 14:45, FIU 301

Track: International Marketing and Social Responsibility

CSR, Global Consumption Orientation and Consumer Animosity

Chair: Marc van Essen, University of South Carolina

Utilizing the Strategy Tripod Perspective to Explain CSR Activity

Arilova A Randrianasolo, Saint Louis University

Identity's Influence on Global Consumption Orientation and Attitude toward Global and Local Consumer Culture Positioning

Stanford Westjohn, University of Toledo

Peter Magnusson, Florida International University

Towards a Better Understanding of Consumer Animosity in a Local Context: An Analysis of Animosity Sources and Outcomes

Tina Gec, University of Ljubljana

Lejla Perviz, University of Ljubljana (Slovenia)

Irena Vida, University of Ljubljana (Slovenia)

Tanja Dmitrovic, University of Ljubljana (Slovenia)

Claude Obadia, ESCP International Business School (France)

Session 1.3.3 – Competitive, Friday, 13:30 – 14:45, FIU 328

Track: Global Value Chains

Institutional Leadership in Global Supply Chains

Chair: Ayse Goktan, University of North Texas at Dallas

Critical Supply Chain Initiatives and the Organizational Performance Impact in the Indian Small Scale Manufacturing Sector

Katrina Savitskie, Savannah State University

Sandipan Sen, Southeast Missouri State University
Sampath Ranganathan, University of Wisconsin-Green Bay

The roles of transformational leadership and supply chain management on sustaining competitive advantage in the emerging markets: An empirical study

Birasnav Muthuraj, New York Institute of Technology

Does Economic Upgrading Translate to Social Upgrading in Global Value Chains? Evidence from South Asia

Amira Naqeeb Khattak, NUST Business School

“The Deal of the Century” - What was Barclays thinking? A framework for developing an M&A Strategy for an Economic Crisis.

Jen Crow, Florida Atlantic University

Kristy Grimason, Florida Atlantic University

Abraham Cohen, Florida Atlantic University

Veronica Paez, Florida Atlantic University

Session 1.3.4 – Interactive, Friday, 13:30 – 14:45, FIU 202

Track: Global Strategy and Competitiveness

Competitive Corporate Governance Landscape: Innovations and Strategies

Chair: Jun Wu, Savannah State University

A Theoretical Approach to the Internationalization Process of the Health Tourism Sector in Emerging Economies: Study Case in Colombia

Andres M. Castro, Universidad del Rosario

Laura P. Puentes, Universidad del Rosario

Identifying Environmental Success Factors for IJVs in Russia and China

Katja Schneider, TU Freiberg

Michael Nippa, TU Freiberg

A Historical and Cultural Analysis of the Greek Financial Crisis

Robert C. Moussetis, North Central College

George Nakos, Clayton State University

Thanos Karavokiris, Alliant International University

Complexities and the strategic options available to focal firms in developing countries during disruptive innovation

Hatem Bata, University of Toledo

Explaining International Competitive Aggressiveness via Environmental Munificence and CEO Hubris

Orhan Volkan Ozbek, University of Texas at Arlington

SMEs and International Acquisitions: How can they earn Above Average Profits?

George Nakos, Clayton State University

Anita Whiting, Clayton State University

Robert Moussetis, North Central University
Ali Abu Rahma, Abu Dhabi University

Session 1.3.5 – Interactive, Friday, 13:30 – 14:45, FIU 302

Track: AIB-SE IJoEM Special Session

AIB-SE Journal Paper Development Workshop for the International Journal of Emerging Markets [IJoEM] Special Issue on Sustainability, Institutions, and Internationalization in Emerging Markets: Role of Sustainable Innovation for Sustainable World Development [CLOSED SESSION]

Chairs: Nicole Hartley, University of Queensland
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Welcome by IJoEM Guest Editors
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Introduction of Special Issue

The Role of Home-Country Institutions for International Competitiveness of Emerging Market Firms: An Exposition of Russian Software Companies

Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University
Irina Mihailova, Aalto University

A Meta-Analysis of Culture’s Impact on Acquisition Performance

Daniel Rottig, Florida Gulf Coast University

Ecuador, Peru and Columbia: South-American Competitors or Complementaries? Global Competitiveness Analysis

Segundo Castro-González, Universidad de Este -SUAGM
John Campuzano, Technical University of Machala
Raquel Tinoco, Technical University of Machala

A Comparative Analysis of Service vs. Manufacturing Acquirers: Cross-Border M&As

Rimi Zakaria, University of Wisconsin
Meghna Singhvi, Loyola Marymount University
Ankita Singhvi, University of Texas at El Paso

Reforming the Delinquent Organization: Adcademia’s Tribute to Society

Fredrick Ahen, University of Turku

Individual Paper Responses to Questions and Subsequent Discussions
Conclusion and Overview of IJoEM Special Issue Procedure and Deadlines

=====
Break: 14:45 – 15:00
=====



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Session 1.4.1 – Panel, Friday, 15:00-16:15, FIU 201
Track: International Accounting, Economics, and Finance

Islamic Finance: Exploring the Institutionalization of an Emerging Field

Chair: Matthew C Mitchell, Drake University

Panelists:

Kavilash Chawla, Drake University
Jeffrey A Kappen, Drake University
Matthew C Mitchell, Drake University
Muhamad Iqbal Mohd Rafi, Drake University

The rapidly accelerating growth of Islamic finance raises interesting debates and questions for international business scholars. This panel will offer an overview of the industry and illustrate how it differs from traditional finance. With this base in place, the discussion will turn to the key debates and challenges faced by this growing field in light of dominant institutional structures and ideologies. Finally, we offer an empirical example of the material impact of Islam through an exploration of the impact of Ramadan on stock markets.

Session 1.4.2 – Competitive, Friday, 15:00-16:15, FIU 301
Track: Global Strategy and Competitiveness

Internationalization, Institutionalization and Corruption in Multinationals

Chair: Inessa Y. Korovyakovskaya, Savannah State University, USA

Have Aspirations of Global Banks Led to Excessive Risk Taking?
Elzotbek Rustambekov, Bryant University

Cracks in the foundation: Exploring institutionalization to understand corruption
Mikelle A. Calhoun, Georgia Southern University

Corruption, Regime Type, and Economic Efficiency: A Cross-Country Study
Ilan Alon, Rollins College
Shaomin Li, Old Dominion University
Jun Wu, Savannah State University

The Canon Acquisition of Océ: A Case Study on Successful Cultural Integration
Jane Schappert, Florida Atlantic University
Eytan Starkman, Florida Atlantic University

Session 1.4.3 – Competitive, Friday, 15:00 – 16:15, FIU 328

Track: Global Strategy and Competitiveness

Innovations, MNEs, and Emerging Economies

Chair: Hailee Tindale, ISC Paris Business School

Managing Innovation Ambidexterity in Emerging Economies: The Role of Foreign Subsidiaries and Suppliers
Jose-Mauricio Geleilate, Florida International University, Denise Dunlap, Northeastern University
Ronaldo Parente, Florida International University, Ivan Garrido, UNISNOS

Do board of directors impact firm innovation? A configurational study of the Canadian pharmaceutical industry
Maureen I. Muller-Kahle, Pennsylvania State University
Eduardo Schiehl, HEC
Krista B. Lewellyn, University of Wyoming

The role of home-country institutions for international competitiveness of emerging market firms: an exposition of Russian software companies
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University
Irina Mihailova, Aalto University

Withholding Effort: A Meta-analysis of the Literature on Social Loafing, Free Riding, and Shirking
Vas Taras, U. of North Carolina at Greensboro
Jie Yang, U. of North Carolina at Greensboro
William Tullar, U. of North Carolina at Greensboro

Session 1.4.4 – Interactive, Friday, 15:00-16:15, FIU 202

Track: Global Value Chains

Sustainability, CSR, and Organizational Performance

Chair: Melissa Wendy Migin, UCSI University, Malaysia

Micro-franchising as a Sustainable Mode of Entry in Bottom-of-the-Pyramid Markets: A Discussion from the Legitimacy Point of View
Sabine Bacouel-Jentjens, ISC Paris Business School
Regis Dumoulin, University of Angers and ISC Paris Business School
Claire Gauzente, University of Nantes

India's Digital Divide: Implications of Collaborative Decision-Making with the U.S.
Mahesh Raisinghani, Texas Woman's University, Anthony Calime, Texas Woman's University
Nicole Girtz, Texas Woman's University, Uneeta Mosby-Palmer, Texas Woman's University
Michael Salazar, Texas Woman's University, Amit Arora, Savannah State University

The Evolution of CSR into a Global Supply Chain
Robert Neil Mefford, University of San Francisco
Payson Johnston, University of San Francisco

Integrating Manufacturing Strategy with Supply Chain: The Roles of Leadership Behaviors

Sri Sharanya Subburaj, New York Institute of Technology

Birasnav Muthuraj, New York Institute of Technology

The International Flow of Capital and U.S. Monetary Policy

Chris Victoria, William Paterson University

Sean Patrick, William Paterson University

Session 1.4.5 – Interactive, Friday, 15:00 – 16:15, FIU 302

Track: AIB-SE IJoEM Special Session

AIB-SE Journal Paper Development Workshop for the International Journal of Emerging Markets [IJoEM] Special Issue on Sustainability, Institutions, and Internationalization in Emerging Markets: Role of Sustainable Innovation for Sustainable World Development [CLOSED SESSION]

Chairs: Nicole Hartley, University of Queensland

Anshu Arora, Savannah State University

Welcome by IJoEM Guest Editors

Overview of IJoEM by Editor, Ilan Alon, Rollins College

Introduction of Special Issue

Paper Development Presentations

The Effect of Leverage on Performance: Domestically-Orientated vs. Internationally-Orientated Firms

Chaiporn Vithessonthi, University of Otago

Jittima Tongurai, Miyazaki International College

Communication Flows in Buyer-Supplier Relationships: Exploring the Impact on Trust in the U.S. and Brazil

Sandra S. Graca, Eckerd College

Patricia M. Doney, Florida Atlantic University

James M. Barry, Nova Southwestern University

Does Economic Upgrading Translate to Social Upgrading in Global Value Chains? Evidence from South Asia

Amira Naqeeb Khattak, NUST Business School (Pakistan)

Pro-Environment Institutions and Ecological Footprint: A Proposed Typology of Multinationals

Dina Abdelzaher, University of Houston Clear Lake

Emerging-market Acquirers Productivity Gains via Cross-Border Mergers and Acquisitions: Evidence from Chinese Acquirers

Wenxin Guo, University of Illinois at Urbana-Champaign

The Influence of Culture on Real Earnings Management

Angel Arturo Pacheco, Florida International University

Clark M. Wheatley, Florida International University

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Coffee Break: 16:15 – 16:45 (Room: 235)
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Session 1.5.1 – Panel, Friday, 16:45-18:00, FIU 201

Track: Undergraduate Students- International Business Research

Promoting Undergraduate Business Research

Chair: Carolyn B. Mueller, Stetson University

Panelists:

Carolyn B. Mueller, Stetson University
James Mallett, Stetson University
Amit Arora, Savannah State University
Michael S. Raisinghani, Texas Woman's University
Anshu Arora, Savannah State University

This panel is designed to motivate faculty members to undertake undergraduate research projects and build upon their existing mentoring skills within this specific framework. Continuing discussion begun in a panel at the 2013 AIB-SE conference, "Promoting Undergraduate Business Research." This panel moves forward by more in-depth focus on the foundations of a student research project, i.e., the role of the supervisor, group dynamics and conflict, and ethical considerations. We then move to developing a research paper in two specific undergraduate courses, the use of secondary database sources for conducting research, the value of mixed methods research, and instilling rigor in student research using AACSB and APA standards.

Session 1.5.2 – Competitive, Friday, 16:45-18:00, FIU 301

Track: Global Strategy and Competitiveness

Institutional Paths and Corporate Decision Making

Chair: Birasnav Muthuraj, New York Institute of Technology

Institutional Path Dependence of Global Health Governance

Frederick Ahen, University of Turku

System Dynamics in Global Supply Chains and International Marketing

Peter R. Dickson, Florida International University
Peter Magnusson, Florida International University

Pro-Environment Institutions and Ecological Footprint: A Proposed Typology of Multinationals

Dina Abdelzaher, University of Houston Clear Lake

Ecuador, Peru and Colombia: South-American Competitors or Complementaries? Global Competitiveness Analysis

Segundo Castro-González, Universidad de Este -SUAGM
John Campuzano, Technical University of Machala
Raquel Tinoco, Technical University of Machala

Session 1.5.3 – Competitive, Friday, 16:45-18:00, FIU 328

Track: International Marketing and Social Responsibility

International Advertising Polysemy, Stereotyping, and Cultural Trends

Chair: Michael Bruce Murphree, University of South Carolina

Exploring the Effects of Advertising Polysemy on Branding

Anshu Arora, Savannah State University

Ulysses J. Brown, III, Savannah State University

Amit Arora, Savannah State University

Nicole Hartley, University of Queensland

Does Culture Matter for International Market Selection?

Desislava Budeva, Ramapo College of New Jersey

Michael Mullen, Florida Atlantic University

The Effect of National Stereotypes on the Evaluation of Country Image and Product Country Image

JiEun Park, Cleveland State University

Terene Motsi, Cleveland State University

The Cocoa Industry Supply Chain in Ghana

Janet Alma Hough, Florida Atlantic University

Janice Coleman, Florida Atlantic University

Session 1.5.4 – Interactive, Friday, 16:45-18:00, FIU 202

Track: International Accounting, Economics, and Finance

Global Trade and Emerging Economies: Changing Organizational Perspectives

Chair: Lydia Gan, UNC – Pembroke

Accruals quality and cost of debt. The Italian case

Josanco Floreani, University of Udine

Federico Beltrame, University of Udine

Towards a Pan European Deposit Guarantee Scheme. How Bank Riskiness is Relevant in the Scheme?

Giusy Chesini, University of Verona

Elisa Giarretta, University of Verona

Cuba through the Looking Glass: A Study of Reform with Mirror Data

Nichole M Castater, Barry University

Manuel J Tejada, Barry University

Roman M Wong, Barry University

Cash is King: Paradox of Cash Pooling and Changing Organizational Form

Anna Alon, Rollins College

Attilio Mucelli, Politechnic University of the Marche

Cristiano Venturini, University of Macerata

International Involvement and Production Efficiency among Small Beginning Firms

Florence Neymotin, Nova Southeastern University

Young Baek, Nova Southeastern University

Controlling Corruption in Central America

Lisa Sprowls, Florida Gulf Coast University, Greg Knezevich, Florida Gulf Coast University

Chris Zapczynski, Florida Gulf Coast University, Remy Poindextre, Florida Gulf Coast University

Marina Cabley, Florida Gulf Coast University, Anne Cécile Martin, Florida Gulf Coast University

Session 1.5.5 – Interactive, Friday, 16:45-18:00, FIU 302

Track: Global Strategy and Competitiveness

International Marketing Strategy, COO, and Country of Choice: Expansion Strategies, Opportunities and Challenges

Chair: Elzotbek Rustambekov, Bryant University

Strategic Marketing vs. Marketing Strategy: The Case in the United Arab Emirates

Ali Abu-Rahma, Abu Dhabi University

Iman Ezzatullah, Abu Dhabi University

Robert Moussetis, North Central College

Country of Origin, Familiarity, the Perceived Difference and MNC Attractiveness

Jiun Shiu Chen, McNeese State University

Jeff Totten, McNeese State University

Leading the Global Village: An Examination of the Risk and Performance Effects of Board Cultural Diversity

J. Lee Brown, Fayetteville State University

Carla D. Jones, Sam Houston State University

Phillip M. Jolly, University of Houston

Overcoming liability of foreignness in the context of guarded globalization: A three-step actionable model

Felipe Fiuza, Florida Gulf Coast University, Ryan Parker Clowers, Florida Gulf Coast University

Ryan Zusman, Florida Gulf Coast University, Emily Martinez, Florida Gulf Coast University

Jeremy Cleary, Florida Gulf Coast University, Remy Echavarria, Florida Gulf Coast University

Mitigating Guarded Globalization in China

Annette King, Florida Atlantic University, Katherine Coral, Florida Atlantic University

Rodney Colon, Florida Atlantic University, Juan Pablo Guerron-Melo, FAU

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Free Evening to Experience Miami
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Call for Papers

AIB Insights is the Academy of International Business official publication that provides an outlet for short (around 2500 words), interesting, topical, current and thought provoking articles. Articles can discuss theoretical, empirical, practical or pedagogical issues affecting the international business community. The publication seeks articles that have an international business and cross disciplinary orientation with IB researchers and faculty as the intended primary audience.

Authors should highlight the insight of their article in the first paragraph. They should prompt the reader to think about international business and international business teaching/learning in new ways. Articles sought should be grounded in research, but presented in a readable and accessible format.

Articles written for *AIB Insights* should be free of professional jargon and technical terms, light on references, but heavy on insight from the authors' experiences and research. Terminology should be defined if it is not in the common domain of the IB literature. Authors should remember the intended audience of the publication and write accordingly. A regression equation, a correlation matrix, a table or a graph needed to support a point may be included.

AIB Insights does not seek the kind of articles that are intended for refereed journals in international business, such as the *Journal of International Business Studies*.

The publication is intended to inform, educate and

enlighten readers with state of the art information on a topic with a broad appeal to the profession. Acceptable articles may fall into one of several categories:

1. Research insights from authors' stream of research
2. Current issues affecting international business as a discipline
3. The use of technology in international business
4. The International Business department/ function/ discipline evolving nature
5. Internationalization of the curriculum
6. Innovative approaches to teaching international business
7. Teaching pedagogy and content articles
8. Other topics of interest

Please include a cover page with all the authors' contact details (email, university affiliation, full address, telephone, fax). The second page should include 50-75 word biographies of participating authors. Articles submitted should follow *JIBS* referencing style for consistency.

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Saturday, October 25, 2014
Hotel Conrad
1395 Brickell Avenue, Miami, FL 33131

Session 2.1.1 – Panel, Saturday, 9:00-10:15, Room: Lisbon A
Track: Global Strategy and Competitiveness

How to Integrate Sustainability into Small Businesses: Presenting Case Studies

Chairs: Jerome Baddley, Nottingham Trent University
Reginald Leseane, Savannah State University

Panelists:

Reginald Leseane, Savannah State University
Jerome Baddley, Nottingham Trent University
Amit Arora, Savannah State University
Anshu Arora, Savannah State University
Emerald Haynes, Savannah State University
Devonte Cliett, Savannah State University
Chelsea Young, Savannah State University
Jasmine Dawson, Savannah State University

Firm innovation and internationalization in emerging markets are intertwined with sustainability and the need for sustainable world development. This panel presents two case studies and focus on how to make small businesses environmentally, socially, and economically sustainable. The session highlights information and details about “Investors in the Environment (IIE)” Green Accreditation, and how businesses can use this certification for becoming sustainable. Two cases in Food and Beverage sector will focus on how to incorporate sustainability in businesses worldwide.

Session 2.1.2 – Competitive, Saturday, 9:00-10:15, Room: Lisbon B
Track: Global Strategy and Competitiveness

Consumer Behavior, Global Consumption, and Cross-Cultural Experiences

Chair: Edward O. Akoto, Henderson State University

The international luxury brand ambassador, challenging traditional market concepts

Ilias Kapareliotis, American College of Greece
Patricia Crosbie, University of Abertay

Innovative Social Entrepreneurship Models for Women: A Case in the Indian Subcontinent

Leilani O. Baumanis, Johnson & Wales University
Barbara R. Dastoor, Nova Southeastern University

The Country Choice for Business Expansion: Cases of Edible Arrangements and Krakowski Kredens

Barbara Zofia Szpakowska, University of Hartford
Irina Naoumova, University of Hartford

Previous experience with store brands and consumer behaviour in emerging countries: Findings from two Latin American markets

Jose Ribamar Siqueira, Nova Southeastern University
Mbaye Fall Diallo, University of Lille

Session 2.1.3 – Competitive, Saturday, 9:00-10:15, Room: Estoril
Track: Entrepreneurship, SMEs, and Born Globals

Entrepreneurial Strategies and Institutional Performance

Chair: Alex Sharland, University of South Alabama

Learning by Exporting: Short-Term Vs. Longer Term Effects of Export Duration on Product Innovations. Do Born Globals Learn Differently?

Matthias Baum, University of Kaiserslautern
Sui Sui, Ryerson University

The Role of Political Discretionality and Corruption in Formal and Informal Entrepreneurship

Alfredo Jimenez, University of Burgos
Julio Cesar Puche-Regaliza, University of Burgos

Institutional quality and total entrepreneurial activities: a new approach to a long puzzle of entrepreneurship

Jay Wu, Thammasat University

Business Strategies and International Performance of young entrepreneurial firms

Mohammad Falahat NejadMahani, UTAR, Seng Fook Ong, UTAR,
Kevin Lock Teng Low, UTAR, Kean Kok Ng, UTAR

Session 2.1.4 – Interactive, Saturday, 9:00-10:15, Room: Faro
Track: Entrepreneurship, SMEs, and Born Globals

SMEs, Internationalization, and Born Globals

Chair: Stanford Westjohn, University of Toledo

The Impact of Internationalization on Innovation: Cases from Brazilian and Ecuadorian SMEs

Lazaro Dionicio Sumba Quimi, Universidade Federal do Rio Grande do Sul
Marcelo J. Alvarado-Vargas, University of Toledo

Internationalization and Performance of Indian Born Globals: The Moderating Role of Presence of Foreign Equity

Manish Ganvir, Indian Institute of Management
Neeraj Dwivedi, Indian Institute of Management

Exploring the Relationship between Institutional Arrangements and Entrepreneurship

Aycan Kara, Indiana University Southeast
Mark F. Peterson, FAU
Gary Castrogiovanni, FAU

Explaining Emerging Economies SMEs Early Internationalization Behaviors
Watcharaphong Leartsurawat, Florida International University

The Impacts of Firm's Entrepreneurial Orientation and Executive Overconfidence on the Speed of Internationalization

Orhan Volkan Ozbek, University of Texas at Arlington

Session 2.1.5 – Interactive, Saturday, 9:00-10:15, Room: Porto

Track: Organization and Human Resources of the MNE

Innovations, Organizations, and Human Capital

Chair: Kun Yang, Central Michigan University

Human Capital and Career Achievement in North Africa: The Role of Gender

Mourad Dakhli, Georgia State University

Before Innovation: The Mutual Relation between Creativity and Internationalization

Silvio Luis De Vasconcellos, UNISINOS,

Ivan Garrido, UNISINOS

Ronaldo Parente, Florida International University,

Jefferson Marlon Monticelli, UNISINOS

Selling Outward, Learning Inward

Silvio Luis De Vasconcellos, UNISINOS, Cyntia Vilasboas Calixto, FGV-EAESP/BRASIL

Claudia Cristina Bitencourt, UNISINOS, Yeda Swirski De Souza, UNISINOS/BRASIL

Emotional Intelligence in the United Arab Emirates diversified workforce: a case study

Salam Abdallah, Abu Dhabi University

Sai Geeta Kukunuru, Abu Dhabi University

Ali Abu Rahma, Abu Dhabi University

Toward Solution Effectiveness in Virtual Teams: The Impact of Member Knowledge Overlap and Problem Complexity

Aleksey Martynov, University of Houston

Dina Abdelzaher, University of Houston Clear Lake

The Influence of Top Management Team's Intent on the Decision-Making Processes Related to Internationalization

Prashant Salwan, IIM Indore

Agrata Pandey, IIM Indore

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Break: 10:15 – 10:45 (Room: Conrad Ballroom)
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Session 2.2.1 – Workshop, Saturday, 10:45-12:00, Room: Lisbon A

Track: International Business Education

Workshop - Short-Term Faculty Led Programs in Asia – New Findings on Asia-Based Faculty-Led Programs

Chair: Brad Feuling, Asia Institute

This session provides an overview of the research findings, conducted by the Asia Institute, from the analysis of over 500 short-term faculty-led programs in Asia. To date, very little research and analysis has been conducted on such a large sample size of short-term faculty-led programs globally, let alone specific to one region. This makes the findings of the Asia Institute unique, and highlights important trends for short-term faculty-led programs in Asia.

The findings of this research are applicable to those in the international business field, as many international business faculty are those who lead student learning experiences around the globe. For the first time, international business faculty will have benchmarking data, which can aid in the development of future Asia based short-term student programs. This session will give international business faculty the tools to develop better short-term programs in Asia.

Session 2.2.2 – Panel, Saturday, 10:45-12:00, Room: Santa Cruz (level 2)

Developing a Sustainable Career – Insights from the CEO

This is a special practitioner panel targeted for X-culture, undergraduate, and master's level students. Others are welcome, if space available.

Four executive business leaders from South Florida will share their insights and experiences on career management and development. The panel is designed as an interactive forum for students to ask candid questions to a quartet of successful business leaders.

Chair: Danette Gosset, CEO and President, Gosset Marketing

Panelists:

Andrew Yap, CEO and President, Leasa Industries
Natalie Baro, President, Michelsen Advertising
Sue Romanos, CEO and President, CareerXchange

Session 2.2.3 – Competitive, Saturday, 10:45-12:00, Room: Lisbon B

Track: Organization and Human Resources of the MNE

Cultural Intelligence and Diversified Workforce: An Organizational Commitment Perspective

Chair: Mourad Dakhli, Georgia State University

The Configural Approach to Organizational Commitment: Application of Theory in Ghana, an African Context

Edward O. Akoto, Henderson State University

Eunice V. Akoto, North Carolina Central University

Top management teams' competencies and its influence on a firm's results: internationalization perspective analysis

Marina Latukha, St. Petersburg State University
Andrei Panibratov, St. Petersburg State University

A New Look at Cultural Intelligence: Development and Validation of BCIQ

Ilan Alon, Rollins College, Michele Boulanger, Rollins College
Judith Myers, Clinical Psychologist, Private Practice,
Vas Taras, U. of North Carolina at Greensboro

Managing a Culturally Diversified Workforce — Perceived Organizational Support Is the Key

Shih Hao Liu, Saint Louis University

Session 2.2.4 – Competitive, Saturday, 10:45-12:00

Track: International Accounting, Economics, and Finance

Culture, Earnings and Institutional Performance

Chair: Sui Sui, Ryerson University

The Effect of Leverage on Performance: Domestically-Oriented vs. Internationally-Oriented Firms

Chaiporn Vithessonthi, University of Otago
Jittima Tongurai, Miyazaki International College

The Influence of Culture on Real Earnings Management

Angel Arturo Pacheco, Florida International University
Clark M. Wheatley, Florida International University

Investment strategies of institutional investors: an international comparison of Sovereign Pension and Social Security Reserve Funds

Alberto Dreassi, University of Udine
Andrea Paltrinieri, University of Udine
Stefano Miani, University of Udine

Banks, specific risk and cost of equity: the Bank's Capital at Risk Model

Daniele Previtali, Luiss Guido Carli University
Federico Beltrame, University of Udine
Luca Grassetti, University of Udine

Session 2.2.5 – Interactive, Saturday, 10:45-12:00, Room: Porto

Track: Organization and Human Resources of the MNE

Cultural Differences and Conflicts in International Business

Chair: Masud Chand, Wichita State University

The Cultural Heat Sink: Diffusing Conflict in International Business

Jeffrey A Kappen, Drake University
Samuel Logterman, Drake University

Locals or Expatriates? Rethinking Effective Management Localization and the Role of Expatriate Managers in Western Businesses Operating in China

Ling Deng, RMIT University

Enhancing Person-Organization Fit in Times of Market Turbulence in Muslim Majority Markets: Drawing from the Local Spiritual Context

Dina Abdelzaher, University of Houston

Amir Abdelzaher, Herzing University

Zahir Latheef, University of Houston

Cultural Differences in Decision Making: A Comparison of Priorities between US-Based and Indian-Based Accountants

Alex Sharland, University of South Alabama

Mohan Menon, University of South Alabama

Jyosthna Mallela, GITAM Institute of Management

How Are Shopping Experiences Evaluated? Regarding Japanese Shoppers as a Benchmark for Emerging Markets

Naoki Nagashima, Toyo University,

Biswajit Nag, Indian Institute of Foreign Trade

Yoshie Nagashima, Kogakuin University

Session 2.2.6 – Interactive, Saturday, 10:45-12:00, Room: Faro

Track: Global Strategy and

Competitive Dynamics in Emerging Economies

Chair: Maureen I. Muller-Kahle, Pennsylvania State University

Spin-offs a response to Strategy dynamics and opportunity capitalization' by an emerging economy, a Business Model approach: A case study of Bharti Airtel.

Prashant Salwan, Indian Institute of Management Indore

Issues and Challenges of Outbound Logistics activities affecting delivery lead time of Indian Apparel Exports: An Empirical Analysis of Logistics Service Providers

Anupama Gupta, National Institute of Fashion Technology,

Pinaki Dasgupta, Indian Institute of Foreign Trade

Mridula S Mishra, Indian Institute of Foreign Trade

Exploring Strategies in the Transportation and Logistics Industry in Latin America

Orlando Ojeda, Argosy University – Sarasota

Alliances and Individuals: Thoughts on Micro-foundations for Inter-Firm Knowledge Transfer

Xinlu Qiu, Norwegian School of Economics

Institutional Framework For Due Diligence During Mergers & Acquisitions with Application To The Nigerian Market

Russell David Schultz, Florida Gulf Coast University

Sumeet Shetty, Florida Gulf Coast University

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Networking Lunch: 12:00 – 13:30 (Room: Conrad Ballroom)

Keynote Presentation by Andrew Spicer, University of South Carolina

X-Culture Student @ Morton's
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Session 2.3.1 – Panel, Saturday, 13:30-14:45, Room: Lisbon A

Meet the Editors Panel

Chair: Ilan Alon, Rollins College

Panelists:

Ilan Alon, Rollins College – International Journal of Emerging Markets

Mark Peterson, Journal of Organizational Behavior, Journal of International Business Studies

Sumit Kundu, Florida International University – Special Issue Editor of Journal of International Management

Peter Magnusson, Florida International University – Special Issue Editor of International Marketing Review

Matthew C. Mitchell, Drake University – International Business: Research, Theory, and Practice

Jim Robins, WU Vienna – Long Range Planning

Anshu Arora, Savannah State University – Special Issue Editor of International Journal of Emerging Markets; International Marketing and Management Research Series by Palgrave Macmillan

Session 2.3.2 – Competitive, Saturday, 13:30-14:45, Room: Lisbon B

Track: Organization and Human Resources of the MNE

Corporate Risk Taking, Cultural Convergence and Diversified Workforce

Chair: Aycan Kara, Indiana University Southeast

Corporate Risk-Taking in Global Banks as a Function of Demographic Characteristics of Board of Directors
Elzotbek Rustambekov, Bryant University

Employee Turnover in Russian Hotels: Nationals and Immigrants

Gary Arthur Dusek, Nova Southeastern University

Ruth Clarke, Nova Southeastern University

Yuliya Yurova, Nova Southeastern University

Cynthia Ruppel, Nova Southeastern University

Is the World Really Flat (or Flattening)? A Meta-Analytic Test of National Cultural Convergence and Modernization Theories

Vas Taras, U. of North Carolina at Greensboro

Piers Steel, University of Calgary

Bradley Kirkman, North Carolina State University

The Annual Report Readability and Earnings Response Coefficient: Evidence from foreign firms cross-listed in the U.S. markets

Steve Lin, Florida International University
Audrey Hsu, National Taiwan University

Session 2.3.3 – Competitive, Saturday, 13:30-14:45, Room: Estoril
Track: International Accounting, Economics, and Finance

Institutions, Emerging Markets, and International Economics

Chair: Ruby Lee, Florida State University

Does Institutional quality foster Financial Development: Case of India

Rima Mondal, Indian Institute of Management
Ratul Mondal, ICICI

Credit quality, bank provisioning and systematic risk in banking business

Josanco Floreani, University of Udine
Andrea Paltrinieri, University of Udine
Maurizio Polato, University of Udine
Flavio Pichler, University of Verona

What makes depositors feel safe? Analyses of deposit guarantee schemes in the European Union

Giusy Chesini, University of Verona
Elisa Giarretta, University of Verona

Revisiting the link between theory and method: The case of the informal economy

Eghosa O. Igudia, Nottingham Trent University

Session 2.3.4 – Interactive, Saturday, 13:30-14:45, Room: Faro
Track: The Final Frontier: Sustainable Business in Developing Markets

Emerging Economies: Issues, Perspectives, Strategies, and Outcomes

Chair: Anne Marie Zwerg-Villegas, Universidad de La Sabana

Leveraging The Diaspora for Africa's Economic Development

Masud Chand, Wichita State University

Home country measures on Mexico. What has been done? What can be done? A comparison with Chile Brazil and Spain.

Jorge Alcaraz, Tecnologico de Monterrey

Intellectual Property Strategy in China: IP as a Factor of Production

Michael Bruce Murphree, University of South Carolina

FDI in Ireland

Carolina Hernandez, William Paterson University
Stephanie Bustamantes, William Paterson University

Progression of Insurance Segment with Esteem to Monetary and Productivity Aspects of Pakistan in the Era of 2001 to 2010

Saleha Yasir, University of Lahore, Yasir Hassan, University of Lahore
Zahid Naveed, University of Lahore, Usman Ghani, University of Lahore

Session 2.3.5 – Interactive, Saturday, 13:30-14:45, Room: Porto

Track: Global Strategy and Competitiveness

Cultural Interactions, Ambidexterity, and Global Mindset

Chair: Tamilla Curtis, Embry-Riddle Aeronautical University

Non-native/Native Language Barriers' Effects on Managerial Intercultural Business Interactions when Using Idioms: A comparative study between San Juan, Puerto Rico; Puebla, Mexico and Florida, USA

Anamari Irizarry, University of Puerto Rico
Camille Villafane, University of Puerto Rico
Linda Clarke, University of Florida Gainesville
Robyn Johnson, University of Las Americas Puebla

Emerging market multinational corporations: Motivation, Capability Upgrading and Performance

Zhan Wang, Saint Louis University

Embracing and Managing Contradictions: How Emerging Markets MNEs can use the Yin Yang Perspective as a strength to leverage and achieve Ambidexterity.

Nazly Katherine Nardi, Kaplan University
Tony Fang, Stockholm Business School
Reccia Natasha Charles, St. George's University

2014: China and Vietnam "Collision" Global Strategy - Does the United Nations Have the Muscle to Intervene?

Caroline Shaffer Westerhof, California National University for Advanced Studies

Superior Economic Performance in Developed and Developing Countries

Sandra Marcela Ruiz Ochoa, FGV/EAESP
Paulo Arvate, FGV/EAESP
Wlamir Goncalves Xavier, UNISUL

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Break: 14:45 – 15:00
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Session 2.4.1 – Panel, Saturday, 15:00-16:15, Room: Lisbon A
Track: International Business Education

Cultural Intelligence: Can It Be Measured and Taught Universally?

Chair: Michele Boulanger, Rollins College

Panelists:

Michele Boulanger, Rollins College
Ilan Alon, Rollins College
Julie Elston, Oregon State University
William Gabrenya, Florida Institute of Technology
Eleana Galanaki, Athens University of Economics and Business
Paul Komiak, Memorial University St. John's
Carlos Martinez de Ibarreta, Universidad Pontificia Comillas
Judith Myers, Clinical Psychologist
Marta Muniz-Ferrer, Universidad Pontificia Comillas
Joseph Sy-Changco, University of Macau
Andres Velez-Calle, Universidad EAFIT Medellin
Vas Taras, University of North Carolina at Greensboro

Cultural diversity is a recognized factor that greatly impacts the performance of global businesses as well as the success of global development programs. For example, UNESCO (UNESCO Report, 2009) views cultural intelligence as a “tool” to support the contribution of cultural diversity to sustainability. Ang (2011) studies the relationships between cultural intelligence and the sophisticated responses that are required to address today’s world complex problems in areas covering economic issues, socio-cultural issues, or environmental issues.

The objective of the panel is to discuss survey instruments that measure the concept of cultural intelligence with a focus on their ability to be global measures, independent of the culture where the instruments are administered. After a brief introduction of the constructs, we will break into groups to discuss results obtained from a recent instrument, BCIQ-38. Different set of countries will be discussed at each table.

Session 2.4.2 – Competitive, Saturday, 15:00-16:15, Room: Lisbon B
Track: International Business Education

Accreditation Issues and Perspectives in International Business

Chair: Irina Naoumova, University of Hartford

Accreditation in French Business School from a Students' Perspective
Hailee Tindale, ISC Paris Business School

Global Virtual Teams in the Classroom: The X-Culture Experience in a Colombian Business School
Anne Marie Zwerg-Villegas, Universidad de La Sabana

Reforming the Delinquent Organization: Academia’s Tribute to Society
Frederick Ahen, University of Turku, Finland

Session 2.4.3 – Competitive, Saturday, 15:00-16:15, Room: Estoril
Track: International Accounting, Economics, and Finance

Value Creation and Relevance: Role of Innovations and R&D

Chair: Andrea Paltrinieri, University of Udine

Do Multiple Foreign Listings Create Value for Firms?

Steve Lin, Florida International University

Leyuan You, Texas State University

Janet Payne, Texas State University

Employment in Small Business Sector and Its Impact on Quality Of Life in Russian Regions

Dina Clark, Mount Mercy University

Natalia Filimonova, Vladimir State University

An Analysis of Online Drug Pricing between Canada and the U.S.

Lydia Gan, University of North Carolina-Pembroke

Daniel Bougt, University of North Carolina-Pembroke

James Frederick, University of North Carolina-Pembroke

Capitalization, Amortization, and the Value-relevance of R&D: A Comparison of IFRS to U.S. GAAP

Elizabeth Turner, University of Southern Mississippi

Michael Dugan, Georgia Regents University

John McEldowney, University of North Florida

Clark M. Wheatley, Florida International University

Session 2.4.4 – Interactive, Saturday, 15:00-16:15, Room: Faro

Track: Students- International Business Research

FDI, Trade, and Emerging Markets

Chair: Leilani Baumanis, Johnson & Wales University

The Patterns of Capital Flows within BRICS: FDI and Impacts on GDP

Angelo Dominick LoBianco, William Paterson University

Francesco Tundo, William Paterson University

American-Indo Trade an Economic Opportunity

Krishna Rajpurohit, William Paterson University

Mohammad Yamiz Bachkhaz, William Paterson University

Mary Kate Kelly, William Paterson University

Contribution of Parent Company in Growth of a Subsidiary in Emerging Market: Case Study of Maruti Suzuki

Prashant Salwan, IIM Indore

Nivisha Singh, IIM Indore

Poverty Alleviation Strategies for Women in Emerging Markets: A Review of Different Strategies around the World

Shomakan Lowe, Johnson & Wales University
Jenna Baker, Johnson & Wales University
Veronique Bennett, Johnson & Wales University
Charlesea Joseph, Johnson & Wales University

Exceptional or Exploitive: Exploring the Relationship between the Tourism Industry and Indigenous Communities

Mollie Ann Wheeler, Drake University
Rachel Dupree, Drake University

Session 2.4.5 – Interactive, Saturday, 15:00-16:15, Room: Porto
Track: International Business Education

Teaching International Business: Experiential Learning Emphasized

Chair: Susan Forquer Gupta, Monmouth University

Exploring Students Perceptions of Entrepreneurship among Guatemalan Students

John Spillan, University of North Carolina at Pembroke
Nicholas Virzi, Universidad Rafael Landivar
Bishwa Koirala, University of North Carolina at Pembroke

Case Study: Sexism in Advertising and Airlines

Tamilla Curtis, Embry-Riddle Aeronautical University
Blaise Waguespack, Embry-Riddle Aeronautical University
Anke Arnaud, Embry-Riddle Aeronautical University

Undergraduate Research Design in a Junior Seminar Class

James Mallett, Stetson University

Anthropomorphism, Aesop's fables and their use in Lifelong Learning and Vocational Training

Odyssefs Kollias, Business Consultant

Global Competence and 2014's College of Business Student

Douglas W. Naffziger, Ball State University
Ray V. Montagno, Ball State University
Tamara A. Montag, Ball State University

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Coffee Break: 16:15 – 16:45 (Room: Conrad Ballroom)
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Session 2.5.1 – Panel, Saturday, 16:45-18:00, Room: Lisbon A

X-Culture Finalist Presentations, Sponsored by Louis Vuitton

Chairs: David Goubert, Louis Vuitton
Vas Taras, University of North Carolina - Greensboro

Session 2.5.2 – Panel, Saturday, 16:45-18:00, Lisbon B

Track: The Final Frontier: Sustainable Business in Developing Markets

How Will the UN's Sustainable Development Goals Affect International Business Activity?

Chair: John Dilyard, St. Francis College

Panelists:

John Dilyard, St. Francis College
Prashant Salwan, IIM Indore
Joshua Kennedy Ault, University of Victoria

By the end of summer 2014 the United Nations is expected to complete and have defined its Sustainable Development Goals (SDGs). The SDGs likely will address four essential elements: economic development (with an emphasis on poverty alleviation and addressing income inequality); social inclusion; good governance (at the public and private sector level); and protection of the environment. The UN likely also will want actors – from governments to NGOs to private firms – to both buy into and actively embrace the SDGs. While this will result in a common definition of sustainability to which firms can subscribe, it also will require firms to more formally include in its sustainability programs elements that they may have included under corporate social responsibility (CSR) programs.

This panel is intended to explore ways in which large MNEs and small entrepreneurs might focus more keenly on sustainability and, as a result, align themselves with SDGs.

Session 2.5.3 – Competitive, Saturday, 16:45-18:00, Room: Estoril

Track: Students- International Business Research

Target Market Perceptions, Institutionalization, and Subliminal Advertising

Chair: Elizabeth Turner, University of Southern Mississippi

Target Group Perceptions of Change in a Local Belgian Festival

Maud Swalens, Dalton State College
Raina M. Rutti, Dalton State College

A Tale of Two Worlds: Subliminal Advertising vs. Reality

Wynitta Nicole Lee, Savannah State University

Finance, Food, and Pharma: The Institutionalization of Islamic Halal Regulation

Muhamad Iqbal Mohd Rafi, Drake University
Madeline Goebel, Drake University

Rishanty Navaratnam, Drake University
Kamarul Fariz Rahmat, Drake University
Ryan Skajewski, Drake University
Matthew C Mitchell, Drake University
Jeffrey A Kappen, Drake University

The Role of Technology in Customer Satisfaction
William Proulx, Savannah State University

Session 2.5.4 – Interactive, Saturday, 16:45-18:00, Room: Porto
Track: International Accounting, Economics, and Finance

Financial Markets, Economic Growth, and Working Capital Management

Chair: Josanco Floreani, University of Udine

Mitigation of interest and currency exposure by means of corporate debt instruments in Brazil
Paulo Sergio Oliveira Ribeiro, Fundação Getúlio Vargas
Hsia Hua Sheng, Fundação Getúlio Vargas
Mayra Ivanoff Lora, Fundação Getúlio Vargas

*Relation Between Agriculture Trades and Economic Progress in US Canada, Mexico, Brazil and Argentina:
Evidence from Statistical Investigation, How Economic Indicators Reflect (Imports and Exports) the Impact on
Gross Domestic Production.*

Yasir Hassan, University of Lahore,
Mubeen Fareed, University of Lahore
Usman Shahzad, University of Lahore
Ammar Hassan, University of Lahore
Syed Baber Ali, University of Lahore
Ali Raza Khan, University of Lahore
Murtaza Yousaf, University of Lahore
Usama Waqar, University of Lahore

The Role of Local Financial Market on Economic Growth – A three economic grouping comparison
Rafiu Adewale Aregbeshola, University of South Africa

Contemporary China, Gravity Model of Trade and the Silk Road
E. Mine Cinar, Loyola University Chicago
Joseph R. Johnson, Loyola University Chicago
Katherine Geusz, Loyola University Chicago

WestJet's Internationalization Strategy
Carrie Prudence, Mount Royal University
Halia Valladares Montemayor, Mount Royal University

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AIB-SE All-Conference Picture

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Gala Dinner (19:00 – 21:00)

Juana M Restaurant
923 Brickell Ave, Miami, FL 33131
786-693-2752

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