

EAMSA 2015 Conference Program
28 October – 31 October 2015
SOAS University of London

Wednesday 28th October 2015 – SOAS Main Building

18:00 - 21:00 Welcome Reception with light food – Room 116

Thursday 29th October 2015 – Brunei Gallery – Brunei Suite

9:00-9:10 Welcome Remarks – Head of DeFiMS Prof. Christine Oughton

9:10 – 9:15 Remarks by the President of EAMSA Prof. Martin Hemmert

9:15 – 10:15 Keynote speakers:

- Professor Jaideep Prabhu (Cambridge University)
“Frugal Innovation: How Doing Better with Less is Driving Growth in Developed and Emerging Markets?”
- Professor Pervez Ghauri (Birmingham University)
“Globalisation, MNEs and Sustainable Development”

10:15 – 10:45 Coffee/Tea Break

10:45 – 12:00 Panel Discussion on **“Asian Brands in Europe”**:

- Ankur Shiv Bhandari (Managing Director of Asbicon and Kantar Retail)
- Stefan Emrich (Wolff Olins)
- Professor Gary Davies (Manchester University)
- Professor Qing Wang (Warwick University)
- Dr Ibrahim Abosag – SOAS University of London (Moderator)

12:00 – 13:00 Lunch

13:00 Busses departure to Fuller’s Brewery

14:00 – 16:00 Fuller’s Brewery (group 1)

15:00 – 17:00 Fuller’s Brewery (group 2)

17:00 Busses departure to Russell Square

Free Evening for Delegates

19:00 – 22:00 Board & Advisory Committee Meeting

Friday 30th October 2015 – Mary Ward House

9:00 – 10:30

Parallel Session 1.1.1

Main Track: Internationalization Strategies in Asia

Chair: MARTIN HEMMERT, Room Lethaby

- Is there an East Asian Model of MNC Internationalization? A Comparative Analysis of Japanese and Korean Firms (Compt.)
Martin Hemmert and Keith Jackson
- SME Internationalization and Distant Emerging Markets Access through Global Cities: Exploring a Tentative Conceptual Framework (Inter.)
Philippe Regnier
- How do Foreign Multinational Enterprises Increase Innovation in Emerging Markets? : A Cross-Country Investigation on the Moderating Role of Organizational Structure (Inter.)
Hyemin Chung and Dae-Il Nam
- Outward Foreign Direct Investment: The Missing Link between Firm Behaviour and Government Policy (Compt.)
Pavida Pananond

Parallel Session 1.1.2

Main Track: Innovation in Asia (1)

Chair: INGE IVARSSON, Room Voysey

- A Structural Equation Model of Coordination, Motivation and Communication in Japanese and German Early Innovation Projects (Inter.)
Roman Bartnik
- Does Social Inducement Lead to Higher Open Source Innovation Investment? An Experimental Study (Inter.)
Guanzhong Yang and Shuanping Dai
- Political and Institutional Framework for Technical Innovation in East Asia (Compt.)
Hee Sun Kim, Hyun Jung Lee and Soo Hee Lee
- The Internationalisation of Innovation in Emerging Economies: The Case of AstraZeneca in China (Compt.)
Shasha Zhao, Marina Papanastassiou and Hui Tan

Parallel Session 1.1.3

Main Track: Technology and Consumer Behaviour

Chair: AHMED BELOUCIF, Room Emerson

- An Evaluation of User Satisfaction with 3G Services in Pakistan (Inter.)
Rabeel Khan
- Millennials Online Shopping: Privacy Concerns and Engagement (Inter.)
Iulia Cioara, Drishti Sugandi, Anna Syrnikova and Anabel Gutierrez
- A Contemporary Challenge in the Globalization of Service Technology; Moving from Self-Service Technologies to Drone-Delivery Interfaces (Inter.)
Zahy Ramadan, Mona Mrad and Maya Farah

10:30 – 10:50 Coffee/Tea Break

10:50 – 12:20

Parallel Session 1.2.1,

Main Track: Internationalization Strategies between Asia and Europe

Chair: AXELE GIROUD, Room Lethaby

- A Springboard Perspective on Political Embeddedness and Strategic Asset Seeking of a Privately Held Emerging Economy Firm: Geely's Acquisition of Volvo Cars Corporation (Compt.)
Inge Ivarsson and Bent Petersen
- A Typology of Market-Seeking Investments: The Case of Swedish Firms in China (Compt.)
Sten Soderman and Hans Jansson
- The Effect of Liability of Foreignness and Family Ownership on Cross-listing Location Choice (Inter.)
Hyejin Cho and He Soung Ahn
- Can Uppsala Model Explain the Internationalization Process of Emerging-Economy Firms? The Case of Haier China (Inter.)
Shasha Zhao, Hui Tan, Marina Papanastassiou and Lynne Butel

Parallel Session 1.2.2

Main Track: CSR in Europe and Asia (1)

Chair: FABIAN FROESE, Room Voysey

- Corporate Social Responsibility in International Joint Ventures (Compt.)
Adam Cave and Byung Il Park
- Competitive Branding and CSR: An Institutional-Stakeholder Analysis of UK-China Oil Firms' Interests and Best Practices (Inter.)
Nikita Makarchev
- Contagion Effects of Corporate Misconduct over Board Interlocks (Inter.)
Jieun Kim

Parallel Session 1.2.3

Main Track: Value Creation in Asia and Europe

Chair: ADAM CROSS, Room Emerson

- Value Capturing in Floorball: How Equipment Manufacturers and Retailers Contribute to the Market Development of a 'New' Sport (Inter.)
Carl Gabrielsson and Harald Dolles
- Innovation of the Value Proposition of Automotive Manufacturers by Radical New Services to Improve the Customer Value: An empirical Investigation in the Transition to the Electric Mobility in Germany and China (Inter.)
Nicole Schleiffer
- Does a Resilient Negotiator Always Use a Problem-Solving Strategy? The Moderating Role of Constituents' Support (Comp.)
Jihye Park and Seungwoo Kwon
- Business Models for Professional Sports Leagues in India: A Comparison with Mature Leagues in Europe and North America (Compt.)
Archisman Sarkar and Himadri Das

12:20 – 13:30 Lunch

13:30 – 15:00

Parallel Session 1.3.1

Main Track: MNEs and Role of Subsidiaries

Chair: CHIE IGUCHI, Room Lethaby

- Strategic Planning or Trial and Error? A Case Analysis of Customer-Centric MNE Subsidiary Evolution from Sales to Innovation (Compt.)
Chaisung Lim, Martin Hemmert, Seunghoi Kim and Yongsam Kang
- Intra-MNE Dynamics and Subsidiary Mandate Change (Compt.)
Hye Youn Park and Chris Changwha Chung
- Managing the Agile MNE – A Contextual Perspective on Enterprise Agility (Inter.)
Alexander Wong
- Entrepreneurial Leadership and Foreign Subsidiary Performance: The Moderating Role of Subsidiary Context (Compt.)
Almasa Sarabi, Fabian Froese and Daniel Chng

Parallel Session 1.3.2

Main Track: Japanese HRM Management

Chair: JOOP STAM, Room Voysey

- Co-Evolution of HRM and Manufacturing Routines: The Case of Japanese Subsidiaries in Poland (Compt.)
Tomasz Olejniczak
- Impacts of Overtime Reduction on Work Engagement and Mental Health for Japanese Research and Development Engineers (Inter.)
Tetsushi Fujimoto, Hideki S. Tanaka and Shiming Xia.
- The Impact of Japanese Management on Workers in the Indian Automotive Industry (Inter.)
Clare Moonan
- Re-examination of the Constructs of Organizational Commitment and Their Causes: Analysis of Data from Young Foreign Workers at Japanese Companies (Inter.)
Kenta Koyama

Parallel Session 1.3.3

Main Track: International Marketing & Consumer Behaviour

Chair: HARALD DOLLES, Room Emerson

- The Moderating Effect of CSP Activities in the Relationship between Country of Origin Image and Applicant Attraction (Inter.)
Gahye Hong
- Gen-Y Brand Celebrity Endorsers: Do Consumers Care When They Misbehave? (Inter.)
Felix Martin
- The Glocalization of Mobile Messenger: The Emergent Strategy of NHN Line in Japan, Spain and Indonesia (Inter.)
Jae Hoon Hyun
- The Role of Cross-Functional Integration on New Product Success in Global Market: The Moderating Effect of International Orientation (Inter.)
Jinwan Cho and Insik Jeong

15:00-15:20 Coffee/Tea Break

15:20 – 16:50

Parallel Session 1.4.1

Main Track: Innovation in Asia (2)

Chair: ROMAN BARTNIK, Room Lethaby

- FDI and Indigenous Firms' Innovation: The Moderating Effect of Environmental Dynamism (Compt.)
Yoo Jung Ha
- Collaboration Networks of Chinese Electric Mobility Firms: Structure Pattern and Policy Implications (Inter.)
Shuanping Dai and Aleksandra Davydova
- Innovations and Equilibria in Japan's Electric Power Market: Four Stages of Development (Inter.)
Paul Scalise
- Innovation in the East Asian automotive industry: A structured review of what we know and how to use it (Compt.)
Roman Bartnik, Atsushi Akiike, Paul Hong, Sven Horak, Mingu Kang, Mizuki Kobayashi, Youngwon Park and James Roh

Parallel Session 1.4.2

Main Track: Strategic Management

Chair: STEN SODERMAN, Room Voysey

- Preventing Failure of Strategy Implementation (Inter.)
Reza Aboutalebi
- An Exploratory Study of e-Auction in the Oil & Gas Industry (Compt.)
Ahmed Beloucif and Victoria Newbatt
- Deceleration and Momentum in Organizational Risk Taking from a Reference Point Perspective (Compt.)
Naoki Yasuda
- Does Time Matter? : Endorsement Effects from Exchange Partners on Young Firms (Compt.)
Jieun Kim and Young-Kyu Kim

19:00 – 22:30

Conference Dinner at the Hotel Russell

Saturday 31st October 2015 – Brunei Gallery

9:00 – 10:30

Parallel Session 2.1.1

Main Track: Managing Across-Cultures

Chair: HENDRIK MEYER-OHLE, Room B111

- Chinese Boundary Spanners' Preferences and Guanxi Network Practices in African Business Environment: Towards an Analytical Framework Exploring Cultural Cross-Convergence (Compt.)
Cheng Chi and Rolf D. Schlunze
- Cross-Cultural Issues in Railway Mega-Projects : Case Studies of Japanese Multinational Companies in Railway Supply Industry (Compt.)
Chitose Furukawa and Toshikazu Takahashi
- The Informal Firm in IB: Where Culture Governs Business Practices (Compt.)
Indu Rao

Parallel Session 2.1.2

Main Track: Networks, Relationships and Trust

Chair: PAVIDA PANANOND, Room B104

- Building Trust Relationship in Cross-Culture Collaboration: Cases Studies on Two Chinese Animation Firms (Compt.)
Zheng Liu
- How should managers develop and utilize dynamic capability? -From the viewpoint of managing signals from members' perceptions (Compt.)
Yoshikazu Sakamoto
- A Man of his Word: Semantic Network Analysis on the Relationship between CEO Letter and Firm Strategy (Inter.)
Yungu Kang, Soolim Park, Jingoo Kang and Youngkyu Kim

Session 2.1.3

SPECIAL PANEL – “Getting Published in Academic Journals”,

Room DLT – Main Building

Pervez Ghauri – Editor of *International Business Review*

Rajneesh Narula – Editor of *Multinational business Review*

Axele Giroud – Associate Editor *Asia Business & Management*

Adam Cross – Associate Editor *International Journal of Emerging Markets*

Harald Dolles - European Editor for *Sport, Business & Management: An international Journal*

10:30 – 10:45 Coffee Break

10:45 – 12:15

Parallel Sessions 2.2.1

Main Track: Internationalization and GVCs

Chair: ROLF SCHLUNZE, Room B111

- Fostering GVC-SME Relationship in the Indian Agro-Food Industry: Key Determinants (Compt.)
Anita Kumar
- Worldwide Supply Chain Strategies (Inter.)
Reza Aboutalebi
- FDI in Retailing in India: Evolution of the Public Policies and Prospect of Changes in the Years to Come (Inter.)
Saroj Shrestha

Parallel Sessions 2.2.2

Main Track: CSR in Europe and Asia (2)

Chair: YOO JUNG HA, Room B102

- How Does Corporate Philanthropy Work? The Interplay among Corporate Past Behaviors, Corporate Giving, and Financial Performance (Inter.)
Jungeun Lee and Eonsoo Kim
- Effects of Top Management Team Characteristics on Corporate Charitable Activities: Evidence from the Board for Small and Medium-sized Enterprises in China (Compt.)
Xin Huang
- Board Connections, Political Benefits and Corporate Performance: Evidence from an Emerging economy (Compt.)
Abubakr Saeed, Yacine Belghitar and Muhammad Sameer
- Ethno-religious factors, country-of-origin effects and trust in cross-border acquisitions: A mixed methods study (Inter.)
Diana Kwok

Parallel Sessions 2.2.3

Main Track: HRM in Asia and Europe

Chair: GARY SCHWARZ, Room B104

- Determinants of Employee's Commitment to Internationalization and its Behavioural Outcomes of CMNEs Employees (Compt.)
Mohammad Rahman and Kang-Hwa Shaw
- The Moderating Effects of Three Types of Relational Distance in the Relationship between Transformational Leadership and Organizational Commitment (Compt.)
Gahye Hong and Mannsoo Shin
- Building an International Human Resource Base: Japanese Multinationals and the Recruitment of Fresh Foreign Graduates for Tokyo (Compt.)
Hendrik Meyer-Ohle and Harald Conrad
- How Do Institutional Factors Facilitate or Impede the Effectiveness of Initiatives for the Internationalization of Universities at the Level of Faculty Members? A Perspective from Japan (Inter.)
Jens Eilker

12:15– 12:45 Lunch

12:45 – 14:00

EAMSA General Assembly

All welcome

Room DLT – Main Building

14:00

Conference Closed