



Northeastern University



Cornell University

## Global Strategy and Emerging Markets Conference May 17-18, 2018

### Agenda

#### **Thursday May 17, 2018**

**8:15-8:45** Coffee  
Storer Auditorium

**8:45-9:00** Welcome  
Storer Auditorium

Conference Co-Organizers: Alvaro Cuervo-Cazurra, Northeastern University; Yadong Luo, University of Miami; John M. Mezas, University of Miami; Ravi Ramamurti, Northeastern University

#### **9:15-10:45**

Session 1A Developing Theory from Emerging Markets  
SB302

Chair: Manuel Santos

Presentations:

- Studies on internationalization in Latin American context: Different theoretical approaches - Ana Belfort - UNINOVE
- Toward a new model: Integration of the Resource-based View and Institutional Theory to Explain MNE's ODI Strategy and Performance - Linjie Li - Southwestern University of Finance & Economics
- Multinational Companies And Market Power Evidence From Sub Saharan Africa - Gashaw Kassahun - Bologna University

Session 1B Emerging topics on emerging market firms  
SB308

Chair: John Mezas

Presentations:

- Explaining autonomy variations across value chain activities in foreign-owned subsidiaries - Suthikorn Kingkaew - Thammasat University
- Voice for Informal Entrepreneurs- Choosing among exit, voice, and loyalty - Arielle Newman - University of Utah
- MNEs versus EMNEs: A comparison of performance and strategies from the best - Nikos Papazoglou - University of Piraeus

**10:45-11:00** Break

**11:00-12:30** Sessions 2A and 2B

Session 2A Institutions and firm behavior

SB302

Chair: Ann Olazabal

Presentations:

- Institutional Advantages of EMNEs in Emerging Markets - Daniel Friel - Universidad de San Andres
- Influence Of Institutional Transitions On The Relationship Between International Business Competencies And Internationalization: An Analysis From Indian Pharmaceutical Industry - Himanshu Bhatt - EFFEC Business School
- Unsolicited Justice: Does FCPA Prosecutions Ameliorate Local Corruption? - Jian Xu - Emory University

Session 2B EMNE Capability Development

SB308

Chair: Harihara Natarajan

Presentations:

- Pathways to Technological Excellence: The Case of Mexican Automotive Suppliers - Andreas M. Hartmann – Tecnologico de Monterrey
- The Global Challengers - Capability Building and Global Value Chains - Igor Paramonov – Southern Alberta Institute of Technology

**12:30-2:00** Lunch

Executive Education Dining Room

Keynote Speaker: Mike Peng, University of Texas at Dallas

*Cultures, institutions, and intellectual property rights*

**2:00-3:30** Sessions 3A and 3B

Session 3A Managing Reputations in EMNEs

SB308

Chair: William Newberry

Presentations:

- Contestation of Institutional Logics, Director Status Ranking, and Corporate Strategic Investment - Xiaoyi Luo – Nankai University
- The Effect of Global Expansion on the Social Status of Emerging Market Multinationals in Their Domestic Markets - Can Ouyang – Johnson Cornell College of Business Emerging Markets at Cornell University
- Painted with the Same Brush: Negative Reputation Spillover among Chinese Firms Listed In US - Xiwei Yi – Peking University

Session 3B EMNE Knowledge Development

SB308

Chair: Alejandro Bazan

Presentations:

- Beyond Overseas Acquisitions: How EMNEs nurture and exploit knowledge in post-acquisitions - Yipeng Liu - Newcastle University
- The location of technology sourcing FDI: South Korean investment in the US. - Jae Yeon Kim - University of Warwick

**3:30-3:45** Coffee Break

**3:45-5:15** Sessions 4A and 4B

Session 4A Innovation by emerging market firms  
SB302

Chair: Maikel Leon Espinosa

Presentations:

- How EMNCs (Emerging Country Multi-National Companies) use innovation to increase their international performances and what are the sources of these innovations? An analysis based on the Turkish business context. - Nermian Gokcay – Ozyegin University
- Reverse Knowledge Transfer from Overseas acquisitions and Nigerian EMNEs' performance: The moderating roles of government institutions and policies. - Lawrence Emeagwali – The American University
- Organizing for frugal and reverse innovations: the role of organizational ambidexterity

Session 4B Governance challenges - Oussama Darouichi - Universite de Neuchatel  
SB308

Chair: Joan Martinez Evora

Presentations:

- Pyramids And Innovations In SOEs: An Institutional Logics Perspective - Hubert Zydorek - The University of Texas at Dallas
- Business group persistence and institutional development: A cumulative advantage perspective - Zhixiang Liang – Concordia University
- Cash Flow Volatility and Firm Investment Behavior: Evidence from African Listed Firms - Edson Vengesai – University of Kwazulu Natal

**5:30-6:45** Welcome Reception

Shalala Student Center Complex: Lakeview Terrace

**Friday May 18, 2018**

**8:30-9:00** Coffee

Storer Auditorium

**9:00-10:30** Keynote Managers' Panel

Storer Auditorium

Chair: Joseph Ganitsky, CIBER Director, University of Miami

- Karl Lippert, Former President SAB Miller Latin America
- Carlos Guillermo Gil, General Manager Colombina USA
- Roberto Machado, President BetaBlocks

**10:45-12:15** Session 5A and 5B

Session 5A Post-Acquisition Integration & Challenges

SB302

Chair: Patricia Abril

Presentations:

- Emerging Market Multinationals' Post-Acquisition Challenges - Attila Yaprak - Wayne State University
- Post-Acquisition Integration Strategies: Some illustrative evidence from Chinese acquisitions of Italian luxury firms - Alessandra Vecchi - University of Bologna
- Cross-Border M&A deal failure or completion: Theory and Evidence - Justin Paul - University of Puerto Rico

Session 5B Managing Growth in Emerging Markets

SB308

Chair: Alex Horenstein

Presentations:

- Managing Rapid Growth in Emerging Markets: A Case Study of China's Media Sector - John Clarry - Rutgers Business School
- Successful Globalization Strategies of EMNE's: A Comparative Study - Robert Mefford - University of San Francisco
- Institutional Support In Managerial Capacity Building And SMEs Growth: Mediating Effect Of Market Orientation - Michael Appiah Karikari - Univerisiti Malaysia Terengganu

**12:15-1:30** Lunch

Executive Education Dining Room

Keynote Speaker: Lourdes Casanova, Johnson Cornell College of Business Emerging Markets at Cornell University

*Speed, flexibility and global reach: the rise of Chinese multinationals*

**1:45-3:15** Session 6A and 6B

Session 6A Emerging Market Acquirers

SB302

Chair: Manuel Sicre

Presentations:

- The Value of Productivity in Emerging Market Firms' Cross-Border Acquisitions - Yinuo Tang - University of Hong Kong,
- A Qualitative Study of Chinese Acquisitions in Germany: A Social Capital and Institution-based Perspective - Daniel Rottig - Florida Gulf Coast University
- Emerging Economy Multinationals' Cross-Border Acquisition decision: Impact of inward internationalization - Sharmistha Chowdhury - Victoria University of Wellington

Session 6B Navigating Politics in Emerging Markets

SB302

Chair: TBD

Presentations:

- Developing adaptive political capabilities: Learning to evade engagement with host governments from emergent market multinationals - De Villa Maria - Universidad EAFIT
- Navigating the political uncertainty: EMNCs' ownership position and non-market strategy in a developed market - Ru-Shiun Liou - University of Tampa
- Natural Resource Munificence, State Involvement, and EMNC Internationalization: Playing Catch- up from the Arabian Gulf - Kathleen Park - Boston University

**3:30-4:00** Conclusions: Lessons Learned

Storer Auditorium

Alvaro Cuervo-Cazurra, Northeastern University; Yadong Luo, University of Miami; John M. Mezas, University of Miami; Ravi Ramamurti, Northeastern University

**4:00-5:30** Closing Reception

Storer Auditorium