



THE UNIVERSITY OF TEXAS AT DALLAS  
Naveen Jindal School of Management

THE FOURTH ANNUAL  
**GLOBAL STRATEGY &  
EMERGING MARKETS**  
CONFERENCE  
May 8 - 10, 2019



Cornell University



Northeastern University



UNIVERSITY  
OF MIAMI

## THE DEAN'S WELCOME



Hello, Everyone,

On behalf of the **UT Dallas Naveen Jindal School of Management** community, I want to offer you a warm, Texas-style welcome to the **Fourth Annual Global Strategy and Emerging Markets Conference!**

We are delighted to see that scholars, students, practitioners and diplomats are converging at our Center for Global Business. Led by Professor Mike Peng and Hubert Zydorek, our Center for Global Business has emerged as a nucleus for international business education and research, with a particularly strong emphasis on global strategy and emerging markets.

Blessed by our location, UT Dallas has become one of the best research universities in Texas. With more than 9,000 students, the Jindal School is the largest school within UT Dallas, and it has a strong national and international reputation. The newest *U.S. News & World Report* rankings put our **Full-Time MBA program at No. 38**, our **part-time MBA program at No. 17**, and our **MS in Supply Chain Management program at No. 20**. *Poets & Quants* this year ranked our online **MBA program No. 10**, and *The Princeton Review* and *Entrepreneur* magazine ranked our **MS in Innovation and Entrepreneurship program No. 11**. In terms of top-tier journal publications, the **Jindal School is No. 4 worldwide in research contributions 2014-2018**, according to the *2019 UT Dallas Top 100 Business School Research Rankings™*.

Few universities in the United States offer as comprehensive a set of degree programs dedicated to global business as we do — at the undergraduate, master's and PhD levels. Our world-class faculty publish some of the most influential and widely cited research. Students flock to our programs. Businesses are eager to tap into our talent pool. UT Dallas is truly a center for global business.

To make the conference a success, we appreciate the contributions from co-sponsor schools Cornell University, Northeastern University and the University of Miami. We also are grateful to other contributing organizations — the Consulate General of Canada; the Ministry of Foreign Affairs, Mexico; the Society for the Advancement of Management Studies, Durham, U.K.; the City of Richardson, Texas; the Jack and Anne Graves Charitable Foundation, Dallas, Texas; Group Lamerica; Haynes and Boone; Altair Global and Brewster Waddell.

In closing, I offer you my own and the Jindal School's best wishes for a successful conference.

**Hasan Pirkul, PhD**  
*Dean and Caruth Chair*

THE FOURTH ANNUAL  
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**May 8 - 10, 2019**

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April 11, 2019

Dear **Global Strategy and Emerging Markets (GSEM) Conference** attendees:

As Mayor for the City of Richardson, Texas, it is my honor to welcome you to the Fourth Annual Global Strategy and Emerging Markets (GSEM) Conference on May 8-10, 2019, at The University of Texas at Dallas Naveen Jindal School of Management.

Global strategy and emerging markets is an ever changing and growing necessity for the success of organizations. We are appreciative of the mission of The University of Texas at Dallas Center for Global Business (CGB) and its partners Cornell University Emerging Markets Institute (EMI), Northeastern University Center for Emerging Markets (CEM) and the University of Miami Center for International Business Education and Research (CIBER) for providing resources and strategies, professional development and growth, and networking opportunities. Resulting discussions show how national and international politics affect the global economy and how advancing technologies has played a role over time in enabling companies to maximize recoveries and profits. The City of Richardson undoubtedly benefits from the work of these many students, practitioners, and entrepreneurs who receive support from organizations such as CGB and its partners.

We are happy that you have chosen Richardson for this event, and we trust that you will feel welcomed and at home while here. It gives me great pleasure to share our fast-growing dynamic and innovative city with such a diverse and impressive group. Richardson continues to be recognized nationally as the Telecom Corridor® which is home to over 500 high tech and telecommunications companies as well as home to insurance, finance, and other companies, making Richardson the second highest employment center in the Dallas-Fort Worth metroplex.

Again, we are pleased to have you join us and best wishes for much continued success in providing stimulating sessions, education, and networking opportunities for junior scholars, doctoral students, and academics. I hope you have a truly enjoyable and informative event here in Richardson, Texas.

Sincerely,  
**Paul Voelker**  
Mayor of Richardson

## THE CONFERENCE CO-CHAIRS WELCOME

May 8, 2019

Dear Participants:

On behalf of **The University of Texas at Dallas Center for Global Business (CGB)** and partners — **Cornell University Emerging Markets Institute (EMI)**, **Northeastern University Center for Emerging Markets (CEM)**, and the **University of Miami Center for International Business Education and Research (CIBER)** — we want to welcome all of you to the Fourth Annual Global Strategy and Emerging Markets Conference!

Previous GSEM conferences have been held in Miami (2016 and 2018) and Boston (2017). From an entrepreneurial start launched by colleagues at the University of Miami and Northeastern University, GSEM has blossomed to become an annual conference series now with four co-sponsor schools.

GSEM provides a platform to bring together, from around the world, like-minded senior and junior scholars, doctoral students, practitioners, policymakers and diplomats in the fields of international business, strategic management, cross-cultural management, technology strategy and global entrepreneurship, with a focus on global strategy and emerging markets.

The conference theme this year is “Institutional Complexities and Strategic Responses in the New Global Economy.” The new global economy is at a crossroads. Forces of “de-globalization” are endeavoring to slow globalization. Technological advances are penetrating more aspects of human life. Engines of economic growth are readjusting to the “new normal.” Overall, institutions as “the rules of the game” can no longer be viewed as static and invisible. Instead, a series of the rules of the game — ranging from national and international politics to technological standards and competition policies — are changing and their complexities are increasing. Such institutional transitions are forcing managers and entrepreneurs to search for new, innovative strategies. How do firms led by managers and entrepreneurs eager to grow strategically respond to a new global economy with such heightened institutional complexities? This is the big question on which our contributors will focus.

Enjoy the festivities!

### CONFERENCE CO-CHAIRS



**Mike Peng**  
The University of Texas  
at Dallas



**Lourdes Casanova**  
Cornell University



**Alvaro Cuervo-Cazurra**  
Northeastern University



**John Mezas**  
University of Miami



**Hubert Zydorek**  
The University of Texas  
at Dallas

## LOGISTICS AND ARRANGEMENTS

The conference will take place in two locations:

**The Naveen Jindal School of Management**  
 The University of Texas at Dallas  
 800 W. Campbell Road  
 Richardson, TX 75080

**Hyatt Regency North Dallas**  
 701 East Campbell Road  
 Richardson, TX 75081

**Day 1:** The only activity is the **Opening Reception at Hyatt Regency**, Salon ABC, 6–7:30 p.m.

**Day 2 and Day 3 Transportation:**

**Morning (Day 2 & Day 3):** a shuttle from the Hyatt to UT Dallas will pick-up at 7:45 a.m. and 8:15 a.m.

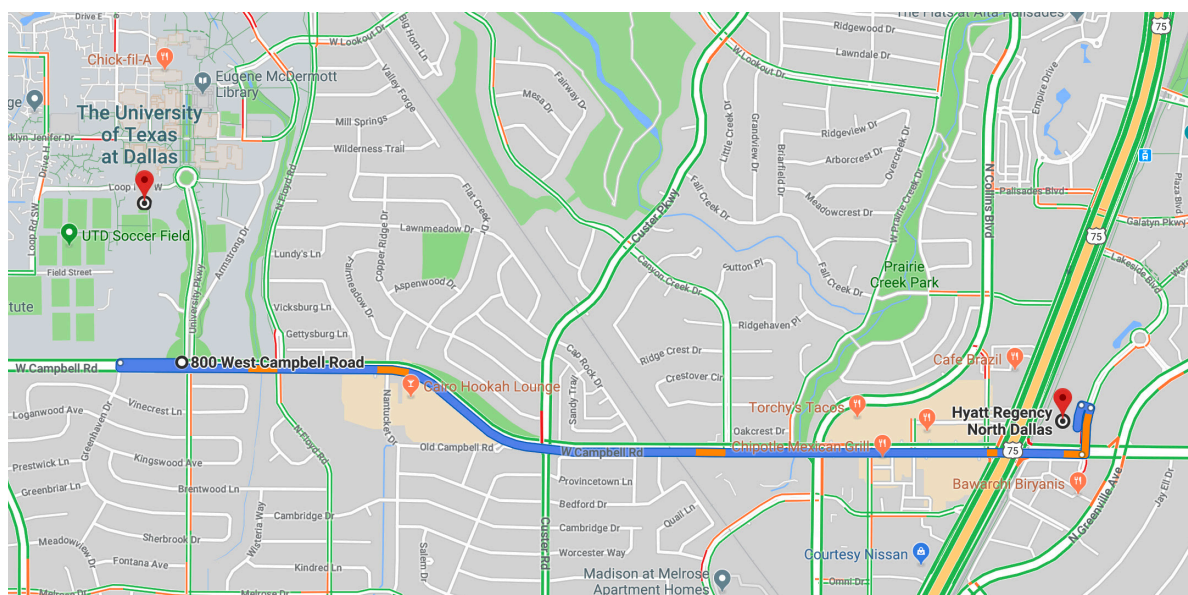
**Evening (Day 2):** a shuttle from UT Dallas to the Hyatt will pick-up in Drive A at 6:00 p.m. and 6:30 p.m.

**Evening (Day 3):** a shuttle from UT Dallas to the Hyatt will pick-up in Drive A at 5:10 p.m. and 5:40 p.m.

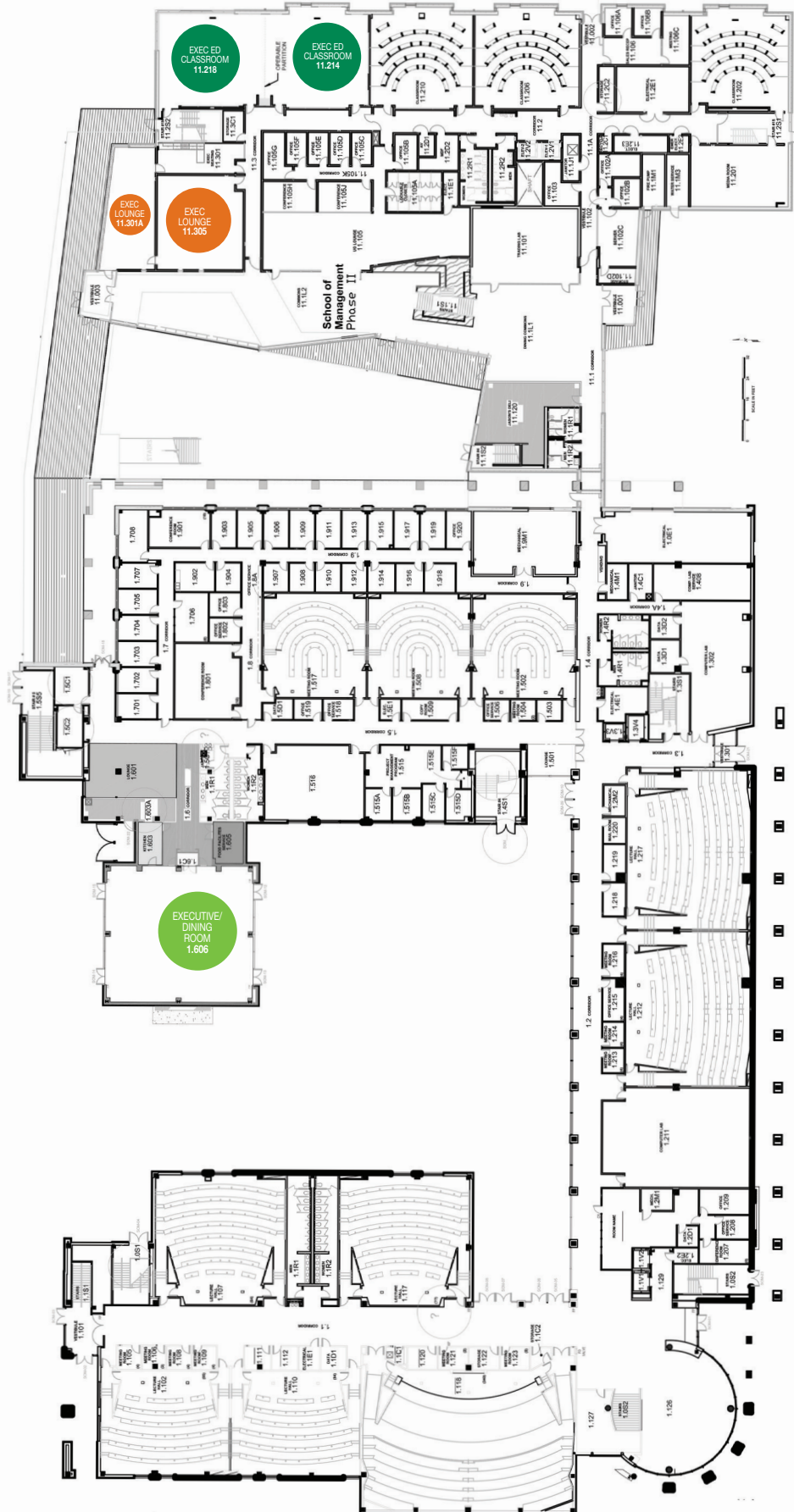
All activities on **Day 2** and **Day 3** are on campus at the Naveen Jindal School of Management (JSOM). The JSOM building has two parts: the old and the new wing. In the old wing, rooms on the three floors are numbered such as 1.1, 2.1 and 3.1. In the new wing, rooms on the three floors are numbered such as 11.1, 12.1 and 13.1—they do not mean the new wing has 11th, 12th or 13th floors.

Our conference will be held in the following rooms:

- **Executive Dining Room 1.606**  
 Inside Executive Education suite, 1.502 on the 1st floor of the old wing (Thursday breakfast and lunch)
- **Rooms 11.214 and 11.218**  
 First floor of the new wing (most sessions are held in these two rooms, including Friday breakfast and lunch)
- **Rooms 11.301A and 11.305**  
 First floor of the new wing (coffee and break room)
- **Rooms 3.216 and 4.418**  
 Third and fourth floors of the old wing (Thursday and Friday roundtable sessions)



# LOGISTICS AND ARRANGEMENTS



**REGISTRATION** • 5 - 6 p.m. • Hyatt Regency: Salon ABC

**OPENING RECEPTION** • 6 - 7:30 p.m. • Hyatt Regency: Salon ABC

**Hosts:**

- **Mike Peng**, The University of Texas at Dallas
- **Lourdes Casanova**, Cornell University
- **Alvaro Cuervo-Cazurra**, Northeastern University
- **John Mezias**, University of Miami
- **Hubert Zydorek**, The University of Texas at Dallas

**Special Guests:**

- **Hasan Pirkul**, Dean and Caruth Chair, Naveen Jindal School of Management  
The University of Texas at Dallas
- **Mike Redeker**, Ann and Jack Graves Charitable Foundation





**BREAKFAST** • 8 - 8:30 a.m. • **Executive Dining Room 1.606** (Inside Executive Education Suite 1.502)

**OPENING REMARKS** • 8:30 - 8:45 p.m. • **Executive Dining Room 1.606**

**Chair:** **Hubert Zydorek**, The University of Texas at Dallas, U.S.

- **Lourdes Casanova**, Cornell University, U.S.
- **Alvaro Cuervo-Cazurra**, Northeastern University, U.S.
- **John Mezas**, University of Miami, U.S.

### **DIPLOMAT AND PRACTITIONER PANEL: INSTITUTIONAL TRANSITIONS AND STRATEGIC RESPONSES: A NAFTA/USMCA PERSPECTIVE**

8:45 - 10:15 a.m. • **Executive Dining Room 1.606**

**Chair:** **Mike Peng**, The University of Texas at Dallas, U.S.

- **Douglas George**, Consul General of Canada
- **Fernando Marti**, Head of Trade and Investment Commission of Mexico
- **Javier A. Mazón**, President and Managing Director, Group Lamerica, LLC
- **Larry Pascal**, Chair of the Americas Practice Group and Co-Chair of the International Practice Group for Haynes and Boone, LLP



**Douglas George** is the Acting Consul General of Canada to the South Central United States, based in Dallas and covering Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. Previously he was Consul General of Canada in Detroit from 2014 to 2018 and was responsible for Michigan, Ohio, Kentucky, and Indiana. He is a career diplomat with 35 years of experience.

Recognized as a trade policy expert, Mr. George has worked in numerous economic posts at Global Affairs Canada, including the Commercial Policy Division, the GATT Division, and the US Trade and Economic Policy Division. He served as Senior Departmental Advisor to Canada's Minister of International Trade as well as Director of the Softwood Lumber Division, the Intellectual Property Trade Policy Division, and the Tariffs and Goods Market Access Division. He served as Canada's Ambassador to Kuwait. He also directed trade policy issues at the Canadian Mission to the EU in Brussels as well as leading as a negotiator at the Canadian mission to the GATT/World Trade Organisation in Geneva. He also served in Kingston, Jamaica. He has a bachelor of science (zoology) from the University of Toronto and his masters of business administration from Queen's University in Kingston, Ontario.



**Fernando Marti** has a Master's Degree in Business Administration (MBA) with specialization in Strategic Planning, graduated from MGSM (Macquarie Graduate School of Management). He has a recognized and remarkable track record in the private sector, non-profit organizations and government, accompanied by a vocation and deep knowledge in strategic planning, business development and management, research, economic and financial analysis, trade agreements, and creation of strategic alliances.

He currently serves as the head of ProMexico Dallas (Trade & Investment Commission of Mexico) which covers the North of Texas, Arkansas, Colorado, Montana, Oklahoma, Tennessee, and Wyoming in the US. ProMexico is the federal government agency responsible for coordinating strategies aimed at strengthening Mexico's participation in

the international economy, coordinating activities aimed at attracting foreign investment and assessing Mexican companies to transition from domestic to foreign territories.

Marti's permanent search for opportunities has led him to analyze, develop and execute comprehensive business plans, which have covered various sectors such as renewable energy, tourism, cultural and non-profit, among others. He has held high-rank positions in highly recognized institutions such as TechBA in Canada (business accelerator, non-profit organization), Casa Cuervo (the oldest and largest tequila company in the world), and as an entrepreneur starting businesses such as Hotel Las Cupulas, among others.



**Javier Mazón** is a senior executive who has worked for domestic and international high-tech corporations. His range of experience includes general management, consulting, business development, relationship management, sales/marketing leadership, international board of directors, external affairs and operations in the United States and Latin America. He has held executive assignments with Texas Instruments and Oki Data Americas. Javier is currently founder, president, and managing director of GroupLamerica LLC, Dallas.

He previously founded his own company, Troncoso International. He is a member of the World Affairs Council of DFW, Tech Titans Advocacy Committee, Trust, North Texas District Export Council Executive Board of Directors, Youth Achievement Foundation Board of Directors and UT Dallas Center for Global Business Advisory Board. Javier graduated from the University of Arizona.



**Larry Pascal** serves as the chair of the Americas Practice Group and co-chair of the International Practice Group for Haynes and Boone and has more than 25 years of experience in advising companies on their cross-border projects, transactions, workouts, and disputes throughout Latin American and the Caribbean.

As the firm's primary point person for Latin American matters, Larry Pascal has very broad Latin American corporate experience as well as extensive experience in the real estate, energy and infrastructure, financial services, and aviation sectors. He has advised clients in virtually every Latin American and Caribbean jurisdiction and more than 100 countries worldwide. He also speaks regularly on Latin American legal developments.

Larry oversees the firm's foreign associate program and, in that capacity, has supervised foreign lawyers from Argentina, Brazil, Chile, Venezuela, Peru, Spain, and Mexico over the years. He currently directly supervises lawyers from Argentina, Brazil, and Mexico.

**MORNING COFFEE BREAK • 10:15 - 10:30 a.m. • Executive Dining Room 1.606**

### **POLITICAL RISK AND POLITICAL STRATEGY**

10:30 a.m. - 12 p.m. • Executive Dining Room 1.606

**Chair: Alvaro Cuervo-Cazurra**, Northeastern University, U.S.

#### Visits by government officials as a double-edged sword

- **Cuili Qian**, The University of Texas at Dallas, U.S.
- **Christopher Marquis**, Cornell University, U.S.
- **Xia Jun**, The University of Texas at Dallas, U.S.
- **Deqiu Chen**, University of International Business and Economics, China
- **Oliver M. Rui**, China Europe International Business School, China
- **Yunsen Chen**, Central University of Finance and Economics, China

**Why do firms voluntarily disclose their political orientation? An institutional perspective**

- **Jing Li**, Simon Fraser University, Canada
- **Jun Xia**, The University of Texas at Dallas, U.S.
- **Edward Zajac**, Northwestern University, U.S.
- **Zhouyu Lin**, Jinan University, China

**The impact of host-country political risk on multinationals' political strategy development**

- **Dorottya Sallai**, University of Greenwich, U.K.
- **Gerhard Schnyder**, Loughborough University London, U.K.

**Political risk dynamics and foreign direct investments**

- **Vera Kunczer**, Vienna University of Economics and Business, Austria
- **Nan Jia**, University of Southern California, U.S.
- **Jonas Puck**, Vienna University of Economics and Business, Austria

**LUNCH & SPEECHES • 12 - 1:30 p.m. • Executive Dining Room 1.606**

Lunch • 12 - 12:40 p.m. / Featured Speech • 12:40 - 12:50 p.m. / Keynote Speech • 12:50 - 1:30 p.m.

**Chair: John Mezas**, University of Miami, U.S.

FEATURED SPEAKER

**WELCOME TO RICHARDSON, TEXAS**

**Paul Voelker**, Mayor, City of Richardson, Texas, U.S.



**Paul Voelker** was appointed to serve as Mayor of the City Council in May 2015, was elected as Mayor in May 2017 and has served on the City Council since 2013. As part of his council duties, Voelker serves as the official community representative for economic development and activities organized through the Mayor's Office of International Business Development. The office is operated by the Chamber of Commerce through the Richardson Economic Development Partnership with the City of Richardson.

Other current duties held by Mayor Voelker include serving as Chairman of the City Council Audit Committee and membership on the Executive Board for the North Central Texas Council of Governments. He is also a member of the Leadership Richardson Alumni Association and serves on the Richardson Chamber of Commerce's

Ex-Officio Board after having served as the Chairman of the Board in 2006. In addition, Voelker is also an Ex-Officio member of the Leadership Richardson Advisory Board and is a member of the Richardson Police Department's Breckinridge West Active Crime Patrol.

Mayor Voelker's past positions include serving as President and Vice President of the Metroplex Mayors Association, service on the Texas Governor's IT Cluster Committee under the Texas Workforce Commission, Ex-Officio Board Member of the Metroplex Technology Business Council (Tech Titans), Tri-Chair of the MTBC Technology Luncheons Committee, service on the Richardson Zoning Board of Adjustments and President of the Reserve at Sharp Lane Homeowners Association.

Voelker received a Bachelor of Arts degree in Business Administration from William Penn University in Oskaloosa, Iowa in 1983. He is a sales and marketing professional in the information technology and communications industry and has over 30 years of experience working in Richardson's Telecom Corridor® area. He is also a graduate of Leadership Richardson Class XVI. He and his wife Kris have one son.

KEYNOTE SPEAKER

## **INSTITUTIONAL COMPLEXITY FACING EMERGING MARKET FIRMS**

**Yadong Luo**, University of Miami, U.S.

**Abstract:** What we know and what we don't about institutional complexity in general and in emerging markets in particular. I'll emphasize under-attended dimensions of this complexity, including multiplicity, heterogeneity, multi-directionality, changeability, and ambiguity, followed then by my perspective toward how emerging market firms should respond to such institutional complexity in both home and host countries as they go global.



**Yadong Luo** is the Emery M. Findley Distinguished Chair and professor of management at the University of Miami. He is also an elected fellow of Academy of International Business (AIB) and the recipient of two dozen research, teaching and service awards. Luo has emerged as the world's top research scholar in international management since the mid-90s. He has published over 170 articles in major refereed journals in management and international business, including AMJ, ASQ, AMR, SMJ, JIBS, JAP, Org. Science, among others. He also authored more than a dozen books and about 100 other publications. His research interests include global corporate strategy, global corporate governance, international joint ventures, and management in emerging economies, among others. Luo's research record includes seminal pieces on important and timely topics, such as co-opetition in international business, business-government

relationships, cross-cultural cooperative strategies, multinational enterprises in emerging markets, and international expansion of emerging market enterprises.

He is also an expert in research on several frontier issues, such as dynamic capabilities in global business, cultural friction in international interactions, organizational justice in inter-firm relationships, anti-corruption in organizations, opportunism in inter-firm exchanges, global language design, and global dimensions of corporate governance. His writing on the recent development of business and management in emerging markets, notably China, is particularly path-breaking and offers a wealth of understanding of this critical context and business activities that are unfolding there. According to Google Scholar, his works have been cited over 30,000 times by other scholars. Luo received his PhD from Temple University. Prior to coming to the United States, he was a provincial official in charge of international business in China. He is an international advisory board member or distinguished honorary professor of several business schools and universities in China and Asia.

## **AFTERNOON COFFEE BREAK 1 • 1:30 - 1:40 p.m. • 11.301A**

## **INFORMAL INSTITUTIONS WITHIN THE INSTITUTION-BASED VIEW**

1:40 - 3:10 p.m. • Room 11.214/11.218

**Chair:** **Greg Dess**, The University of Texas at Dallas, U.S.

How do formal and informal economies fuel entry into emerging economies for R&D intensive firms?

- **Kai Xu**, University of Texas at San Antonio, U.S.
- **Duane Ireland**, Texas A&M University, U.S.
- **Michael A. Hitt**, Texas A&M University and Texas Christian University, U.S.

CSR as a mechanism for market innovation in emerging economies: Shared benefits or hidden costs?

- **Helena Barnard**, University of Pretoria, South Africa
- **Katherine Pattit**, University of Saint Thomas, U.S.

Cross-border social disapproval: Social media coverage, national animosity and nationalism as integrated mobilizations

- **Xinran Wang**, University of Missouri, U.S.
- **Rhonda Reger**, University of Missouri, U.S.

**AFTERNOON COFFEE BREAK 2 • 3:10 - 3:20 p.m. • Room 11.301A**

**AFRICA, BRAZIL, INDIA AND IRAN**

3:20 - 4:50 p.m. • Room 11.214/11.218

Chair: **Jun Xia**, The University of Texas at Dallas, U.S.

Emergence of institutional complexity and strategic responses in a murmured context:  
The case of the Africa Continental Free Trade Area

- **David B. Zoogah**, Xavier University, U.S.

Internationalization of service-as-experience operations in the context of institutional transition

- **Sofia Dias**, University of Fortaleza, Brazil
- **Fernando Viana**, University of Fortaleza, Brazil
- **Afonso Lima**, University of Fortaleza, Brazil

Roadblocks on the way to innovation: A study of Indian SMEs

- **Juhi Raghuvanshi**, Indian Institute of Technology, Roorkee, India
- **Rajat Agrawal**, Indian Institute of Technology, Roorkee, India

Political agreements, exports, and imports: An empirical assessment of the effects of JCPOA Agreement on trade flows in Iran

- **Ali Dadpay**, St. Edward's University, U.S.
- **Saleh Tabrizy**, University of Oklahoma, U.S.

**PAPER DEVELOPMENT SESSION I • 4:50 - 6 p.m. (Five Roundtables)**

**ROUNDTABLE 1 • DIGITAL AND ECO-FRIENDLY COMPETITION**

Chair: **Cuili Qian**, The University of Texas at Dallas, U.S. • Room 11.214/11.218

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**Investments in the digital Silk Road**

- **Irina Heim**, University of Reading, U.K.

**Have digital technologies created a “flat” world? Evidence on the internationalization of digital firms**

- **Maximillian Stallkamp**, Virginia Tech, U.S.
- **Andreas Schotter**, Western University, Canada

**Torn between two lovers? Climate change in between carmakers' corporate lobbying and competitive advantage**

- Young Hoon Jung, California State University, Bakersfield, U.S.

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**ROUNDTABLE 2 • OUTWARD FOREIGN DIRECT INVESTMENT FROM CHINA, INDIA AND POLAND**

**Chair:** Yadong Luo, University of Miami, U.S. • Room 11.214/11.218

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**Nonmarket strategy and internationalization: The case of Chinese OFDI across business systems**

- Zhixiang Liang, Concordia University, Canada

**The transformation of Chinese M&A wave in ASEAN**

- Suthikorn Kingaew, Thammasat Business School, Thailand

**From the external to the internal liability of foreignness: Exploring the country of origin effect of advanced and emerging economy multinational banking subsidiaries in India**

- Paul Causat, University of Greenwich, U.K.

**The expansion of Polish companies into emerging markets in Asia and Latin America**

- Malgorzata Dziembala, University of Economics in Katowice, Poland

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**ROUNDTABLE 3 • A DEEP DIVE IN EMERGING MARKETS**

**Chair:** David Ahlstrom, Chinese University of Hong Kong, China • Room 11.214/11.218

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**International business models to succeed in emerging markets**

- Justin Paul, Rollins College and University of Puerto Rico, U.S.

**An assessment of marketing strategy in a developing economy**

- Patricia Ateboh-Briggs, University of Benin, Nigeria
- Obaima Arkekpar, Issac Jasper Boro College of Education, Nigeria

**A bird's eye view approach: Linking optimism and career planning in millennials of an emerging economy**

- Teena Bharti, Indian Institute of Technology Roorkee, India
- Santosh Rangnekar, Indian Institute of Technology Roorkee, India

**Effect of 4th Industrial Revolution on business models**

- Shalini Bhawal, University of North Texas, U.S.

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**ROUNDTABLE 4 • POLITICAL STRATEGIES AT HOME AND ABROAD**

**Chair:** Seung-Hyun Lee, The University of Texas at Dallas, U.S. • Room 3.216 (3rd floor glass room)

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**Political risk reversal: Hold-up of governments by firms in infrastructure projects**

- Himanshu Bhatt, ESSEC Business School, France
- Srividya Jandhyala, ESSEC Business School, Singapore

**What is the effect of home-country structural reforms on the performance of emerging market multinationals?**

- Julio Martinez-Suarez, EGADE Business School, Mexico

**Exploring the effects of terrorism on business operations of textile firms in Pakistan and firms' strategic responses**

- **Faisal Saeed Malik**, Bergische Universität Wuppertal, Germany

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**ROUNDTABLE 5 • STRATEGIC RESPONSES TO INSTITUTIONAL COMPLEXITIES**

**Chair: Mike Peng**, The University of Texas at Dallas, U.S. • **Room 4.418** (*4th floor glass room*)

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**How are Mexican entrepreneurs reacting to a new U.S. institutional context?**

- **Elizabeth Salamanca**, Universidad de las Americas Puebla, Mexico
- **Jorge Alcaraz**, Pontificia Universidad Jaberiana Cali, Colombia

**Cumbersome regulations in the home country and international entrepreneurship: Does corruption matter?**

- **Farzana Chowdhury**, University of Texas at Rio Grande Valley, U.S.
- **David Audretsch**, Indiana University, U.S.

**Securing social approval at the home country: Audience-specific strategies after foreign market exits**

- **Can Ouyang**, Cornell University, U.S.
- **Stephanie Wang**, Indiana University, U.S.
- **Tao Bai**, Xi'an Jiaotong-Liverpool University, China

**The quest for ethics amidst institutional change: The case of Ghana's mining industry**

- **James Tuffour**, Anglia Ruskin University, U.K.

**Nonresponse Asymmetry: How buyer engagement influences attacker-target dynamics**

- **Stephen Downing**, National Chiao Tung University, Taiwan
- **Jin-Su Kang**, National Chiao Tung University, Taiwan
- **Gideon Markman**, Colorado State University, U.S.

**FREE EVENING** (*No organized conference activities*)

Shuttle departs from JSOM to Hyatt from **Drive A** at **6:00** and **6:30 p.m.**

**BREAKFAST** • 8 - 8:45 a.m. • Room 11.301A

**KEYNOTE SPEECHES** • 8:45 - 10:15 a.m. • Room 11.214/11.218

**Chair:** Joyce Wang, The University of Texas at Dallas, U.S.

KEYNOTE SPEAKER

**HOW TO PUBLISH IN ACADEMIC JOURNALS: WRITING A WELL-ORGANIZED INTRODUCTION SECTION**

**David Ahlstrom**, Chinese University of Hong Kong, China

**Abstract:** Publishing in quality academic journals is often challenging. Authors who want to improve their chances of publishing in management and allied business and social science journals can save themselves much time and frustration by ensuring that manuscripts are consistent with the journal's aims and scope and what the field requires in terms of improvements to current theory and evidence. It is well-understood if a manuscript lacks theoretical grounding or makes significant methodological or research design mistakes, it will likely be rejected. Researchers in the social sciences are typically well-trained in methods and research design. But many scholars have much less training on situating, motivating, and organizing manuscripts. Oftentimes, an author may face rejection of his or her manuscript not because of bad data or methods, but because of major framing and organizational issues with the paper, often in the introduction, as well as a lack of clear contributions. These problems are addressed within the context of writing a clear research question and introduction section, which form the basis for the overall organization of the paper. Numerous helpful sources are also provided.



**David Ahlstrom** (PhD, New York University) is a professor at The Chinese University of Hong Kong. He obtained his PhD in management and international business after working several years in government and industry, including the information technology field. His research interests include managing in Asia, innovation, entrepreneurship and venture capital, decision-making, and management history. Professor Ahlstrom has published over 100 peer-reviewed articles in journals such as the *Strategic Management Journal*, *Academy of Management Review*, *Journal of International Business Studies*, *Journal of Management Studies*, *Organization Science*, *R&D Management*, *Journal of Business Venturing*, *Academy of Management Perspectives*, and *Brown Journal of World Affairs*. His work has also appeared multiple times in *The Wall Street Journal*. He co-authored the textbook *International Management: Strategy and Culture in the Emerging World* and guest edited two special issues of *Entrepreneurship: Theory & Practice*. Professor Ahlstrom has also guest edited four special issues of *Asia Pacific Journal of Management*, and one special issue of *International Small Business Journal*. He is currently editing a special issue of *Journal of Management Studies* on the “New Normal” in business. He was Senior Editor of *APJM* 2007–2009, before serving as *APJM*'s Editor-in-Chief from 2010–2012, and is currently Consulting Editor for *APJM*. Professor Ahlstrom is also Senior Editor of *Journal of World Business*. He was recently recognized as a ‘Highly Cited Researcher’ (from Clarivate Analytics / Thomson-Reuters), in the top 94 (top 1%) in ‘Economics and Business’ researchers for Web of Science citations (for the years 2006–2016).

KEYNOTE SPEAKER

**WILL RUSSIA HAVE A ROLE IN THE CHANGING GLOBAL ECONOMY? CONTRASTING PERSPECTIVES THROUGH WESTERN AND RUSSIAN LENSES**

**Sheila Puffer**, Northeastern University, U.S.

**Abstract:** The predominant Western view of Russia, its economy and role in the global economy is that the more things change, the more things remain the same, referring to the inefficient Russian economic institutions overseen by oppressive political structures. This view is consistent with the typical Western cultural dominance in cross-cultural and strategic management theory and practice. In short, why are not they like us? Yet, a more complex and dynamic



picture of culturally based institutional change suggests the possibility of an important and relatively stable role for Russia in the global economy. Through the Western lens, Russia has a deteriorating institutional environment for democracy and human rights that has severely undermined democratically oriented institutions and business innovation in Russian society, and requires sanctioning. Through the Russian lens, Russia appears to have returned to institutional arrangements based on cultural values steeped in the country's history, rather than the imported notions of liberal democracy and free markets prevalent in the Yeltsin era. This discussion examines institutional changes including expansion of predominantly state-owned multinational companies, Russia's current position in key international economic sectors, and resulting views about Russia's role in a world economy that is undergoing fundamental change and uncertainty.



**Sheila M. Puffer** is University Distinguished Professor at Northeastern University, Boston, where she is a professor of international business at the D'Amore-McKim School of Business. She is also an associate at the Davis Center for Russian and Eurasian Studies at Harvard University, and has served as program director of the Gorbachev Foundation of North America. In 2015 she was a visiting research professor at the Graduate School of Business at Stanford University, and a fellow at the Jordan Center for the Advanced Study of Russia at New York University in 2019. Her co-authored book, *Hammer and Silicon: The Soviet Diaspora in the US Innovation Economy*, was published by Cambridge University Press in 2018. Dr. Puffer has been recognized as the #1 scholar internationally in business and management in Russia, the former Soviet Union, and Eastern Europe according to a 2005 *Journal of International Business Studies* article. Dr. Puffer has more than 160 publications, including over 80-refereed articles and 11 books. She earned a diploma from the Plekhanov Institute of the National Economy in Moscow, and holds BA (Slavic Studies) and MBA degrees from the University of Ottawa, Canada, and a PhD in business administration from the University of California, Berkeley.

**MORNING COFFEE BREAK • 10:15 - 10:30 a.m. • Room 11.301A**

**EMERGING MULTINATIONALS' CROSS-BORDER ACQUISITIONS**

10:30 a.m. - 12 p.m. • Room 11.214/11.218

Chair: **Lourdes Casanova**, Cornell University, U.S.

When do emerging market multinationals get the most out of a cross-border acquisition?

A resource recombination perspective

- **Guus Hendriks**, University of Warwick, U.K.
- **Arjen Slangen**, KU Leuven, Belgium
- **Pursey Heugens**, Erasmus University, The Netherlands

Zones of conformity in domestic and cross-border M&As

- **Sunny Li Sun**, University of Massachusetts Lowell, U.S.
- **Young Ko**, National Sun Yat-sen University, Taiwan

The going abroad of Chinese multinationals influenced by both institutions and resources

- **Limin Chen**, Wuhan University, China

American companies are from Mars, Chinese companies are from Venus

- **Michael Young**, Appalachian State University, U.S.

**LUNCH & SPEECHES • 12 - 1:30 p.m. • Room 11.214/11.218**

Lunch • 12 - 12:40 p.m. / Featured Speech • 12:40-12:50 p.m. / Keynote Speech • 12:50 - 1:30 p.m.

Chair: Habte Woldu, The University of Texas at Dallas, U.S.

FEATURED SPEAKER

**GLOBAL BUSINESS AND SUSTAINABILITY**

Mike Redeker, Ann and Jack Graves Charitable Foundation, U.S.



**Mike Redeker** is a member to the Kennedy Center's National Committee for the Performing Arts representing the state of Texas. Mike has earned an MBA and a Master of Science from The University of Texas at Dallas and an MA in Biblical Studies from Dallas Theological Seminary. He has served as the Director of Communications for a Christian leadership training organization and Executive Director for a medical/dental organization with medical centers in Romania, Moldova and Guatemala. Having traveled to over 80 countries, Mike has worked directly with leaders in places like Haiti, India, Cuba, Uganda and Eastern Europe. An investor in the undervalued, he currently invests and serves on the boards of: (1) a graduate leadership institute in India, (2) a ministry to cancer patients and their families, and (3) a ministry to refugees from Somalia, Sudan, Iraq, Congo, Ethiopia, Eritrea and Myanmar.

KEYNOTE SPEAKER

**INSTITUTIONS, ENTREPRENEURIAL STRATEGIES, AND PERFORMANCE: IMPERATIVES FOR THE GLOBAL COMPETITIVE LANDSCAPE**

Michael A. Hitt, Texas A&M University and Texas Christian University, U.S.

**Abstract:** Entrepreneurial activity is important in a country's economic development and growth. It is also often critical for firms to compete effectively in the global economy. Thus it is important to understand how institutions affect entrepreneurial activity. I examine how different types of institutions influence the development of new ventures and the entrepreneurial strategies of established firms. There are multiple types of institutions (e.g., formal and informal) and they exist at multiple levels (national, regional, local/city). While individual institutions can and do have effects on entrepreneurial activity, the combinative effects of multiple institutions are often much more complex and influential. And, institutions evolve over time, more rapidly in emerging economies and less so in developed economies. In some cases, Institutional weaknesses present entrepreneurial opportunities especially for informal entrepreneurship. Informal entrepreneurship (operating outside of the formal economy) often represents a significant amount of economic activity in emerging and developed countries. Thus, policymakers, entrepreneurs and executives of established firms must understand the complex effects of institutions in order to guide their own strategies and efforts.



**Michael A. Hitt** is a University Distinguished Professor Emeritus at Texas A&M University and a Distinguished Research Fellow at Texas Christian University. His work has been published in many of the top scholarly journals and the Times Higher Education listed him among the top scholars in economics, finance and management. An article in the *Academy of Management Perspectives* lists him as one of the top two management scholars in terms of the combined impact of his work both inside (i.e., citations in scholarly journals) and outside of academia. He is a former editor of the *Academy of Management Journal* and a former co-editor of the *Strategic Entrepreneurship Journal*. He is a Fellow in the Academy of Management, the Strategic Management Society, and the Academy of International Business. He is a former President of both the Academy of Management and the Strategic Management Society. He has received honorary doctorates from the Universidad Carlos III de Madrid and Jonkoping University. He has received the Irwin Outstanding Educator Award from the BPS Division and the Distinguished Service Award and the Distinguished Educator Award from the Academy of Management.

**AFTERNOON COFFEE BREAK • 1:30 - 1:40 p.m. • Room 11.301A**

**PAPER DEVELOPMENT SESSION 2 • 1:40 - 3 p.m. (Five Roundtables)**

**ROUNDTABLE 1 • INTERNATIONALIZATION AND CORRUPTION**

**Chair: Alvaro Cuervo-Cazurra**, Northeastern University, U.S. • Room 11.214/11.218

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**Innovation as a driver for the internationalization of Multi-Latinas: A roadmap for innovation for international business in the Latin American context**

- **Daniel Rodriguez**, Tecnologico de Monterrey, Mexico

**Unsolicited justice: The impact of FCPA prosecutions on corruption and investment**

- **Jian Xu**, Emory University, U.S.

**From empiricism to the hypothetical: Deductive method in business science**

- **Ricardo Perez-Luyo**, Universidad de Lima, Peru
- 

**ROUNDTABLE 2 • ENTREPRENEURSHIP, FAMILY BUSINESSES, AND SMES**

**Chair: John Mezias**, University of Miami, U.S. • Room 11.214/11.218

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**Research on second-generation inheritance and innovation performance of Chinese family enterprises**

- **Shuang Wang**, Jinan University, China
- **Xinchun Li**, Sun Yat-Sen Business School, China
- **Weiwen Li**, Sun Yat-Sen Business School, China
- **Garry Bruton**, Texas Christian University, U.S.; Sun Yat-Sen Business School, China

**Too tight to move? How cultural norms and stereotypes regulate imprinting in hybrid social venturing**

- **Brandon Ofem**, University of Missouri – St. Louis, U.S.
- **Seemantini Pathak**, University of Missouri – St. Louis, U.S.
- **Amy Taylor-Bianco**, Ohio University, U.S.
- **Ikenna Uzuegbunam**, Ohio University, U.S.

**Linking entrepreneurial intentions and opportunity evaluation: An effectuation perspective**

- **Banu Goktan**, University of North Texas at Dallas, U.S.
- **Vishal Gupta**, University of Alabama, U.S.

### **ROUNDTABLE 3 • COMPETITION, INDUSTRIES, AND NETWORKS**

Chair: Lourdes Casanova, Cornell University, U.S. • Room 11.214/11.218

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#### **Foreign-based firms and host country networks: Analysis of China's aerospace industry**

- Yihan Wang, HEC Montreal, Canada

#### **New contemporary trends to help enhance growth of companies in emerging markets: A new relationship**

- Tariq Alabdullah, University of Basrah, Iraq
- Essia Ahmed, Universiti Sains Malaysia, Malaysia
- Mohammed Nor, Simad University, Somalia

#### **An emerging global industry at the intersection of technology, food, and ethics: The case of cell-based meat**

- Velma Lee, Palm Beach Atlantic University, U.S.
- 

### **ROUNDTABLE 4 • INSTITUTIONS BEHIND INNOVATION, INVESTMENT, AND CONSUMPTION**

Chair: Michael Hitt, Texas A&M University and Texas Christian University, U.S. • Room 3.216 (3rd floor glass room)  
(PhD assistant: Pavithra Balaji, University of Texas at Dallas, U.S.)

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#### **Network positions and innovation performance of Chinese firms: The moderating effect of institutional environment**

- Xiaoming Yang, University of Nebraska at Omaha, U.S.
- Yanhui Zhao, University of Nebraska at Omaha, U.S.

#### **Country of origin institutional effects on international competitiveness**

- Ricardo Buitrago, Universidad Jorge Tadeo Lozano, Colombia

#### **When the earth is no longer flat? Legitimization of entrepreneurial firms**

- John Rajan, Old Dominion University, U.S.
- 

### **ROUNDTABLE 5 • GLOBALIZATION, DEGLOBALIZATION, AND MIGRATION**

Chair: Sheila Puffer, Northeastern University, U.S. • Room 4.418 (4th floor glass room)  
(PhD assistant: Joyce Wang, University of Texas at Dallas, U.S.)

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#### **Cultural intelligence and globalization perception: A potential duo?**

- Gustavo Miotti, Rollins College, U.S.

#### **Will deglobalization be good or bad for female workers in a developed country?**

- Mina Lee, Xavier University, U.S.

#### **Migration and multinational firm location**

- Jorge Alcaraz, Pontificia Universidad Javeriana Cali, Colombia
- Elizabeth Salamanca, Universidad de las Americas Puebla, Mexico

**AFTERNOON COFFEE BREAK 2 • 3 - 3:15 p.m. • Room 11.301A**

## MEET THE EDITORS

3:15 - 4:45 p.m. • Room 11.214/11.218

Chair: Mike Peng, The University of Texas at Dallas, U.S.

- 
- **Ruth Aguilera**, Northeastern University, U.S.  
*Senior Editor, Organization Science*
  - **David Ahlstrom**, Chinese University of Hong Kong, China  
*Senior Editor, Journal of World Business*
  - **Alvaro Cuervo-Cazurra**, Northeastern University, U.S.  
*Editor, Global Strategy Journal*
  - **Pursey Heugens**, Erasmus University, The Netherlands  
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  - **Seung-Hyun Lee**, The University of Texas at Dallas, U.S.  
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*Editor, AIB Insights*
  - **David Zoogah**, Xavier University, U.S.  
*Editorial Board Member, Africa Journal of Management*

## CLOSING REMARKS • 4:45 - 5 p.m. • Room 11.214/11.218

Chair: Alvaro Cuervo-Cazurra, Northeastern University, U.S.

- **Mike Peng**, The University of Texas at Dallas, U.S.
- **Lourdes Casanova**, Cornell University, U.S.

## THANK YOU FOR COMING TO THE GSEM CONFERENCE!

Shuttle departs from JSOM to Hyatt from Drive A at 5:10 and 5:40 p.m.

## ACKNOWLEDGEMENTS

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# Naveen Jindal School of Management Center for Global Business

## About the Center for Global Business (CGB)

The mission of the Center for Global Business at The University of Texas at Dallas Naveen Jindal School of Management is to foster internationalization through quality research, experiential learning and outreach. The Center for Global Business is dedicated to supporting students, faculty, businesses and communities in promoting initiatives that help create high-quality business leaders, develop responsible global citizens and support sustainable business practices around the world. Across campus, the CGB works with various centers, schools and departments to bring and share knowledge of business, foreign languages, area studies and sustainability. Through courses, competitions, conferences, networking, company visits and speaking events, globally minded students are able to benefit from CGB offerings.



## About The University of Texas at Dallas

Opened in 1969, The University of Texas at Dallas has evolved into one of the best research institutions in Texas. The University attracts the brightest minds in science, math and engineering, and boasts one of the top business schools in the state. Established as a research center nearly four decades ago, UT Dallas has been dedicated to serving the Dallas-Fort Worth region and state of Texas as an innovator. The University continues to be recognized as one of the "Best Value" schools in the United States. As the region's economy continues to grow, the University becomes more and more culturally diverse and attracts highly motivated, top-performing students from around the world.

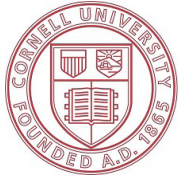


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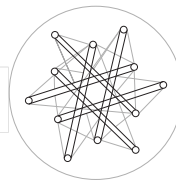
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