NOTE: This is a draft program, and not the final program. It is disseminated for informational purposes only, and can be subject to (hopefully only minor) change without further notice. Thank you for your understanding! — GSEM 2019 Team (April 10, 2019)

THE FOURTH ANNUAL GLOBAL STRATEGY AND EMERGING MARKETS CONFERENCE PROGRAM

DAY ONE: Wednesday, May 8, 2019
Hyatt Hyatt Regency North Dallas, 701 East Campbell Road, Richardson, TX

3:00–6:00 pm REGISTRATION
Hyatt location: Ballroom E

6:00–7:30 pm OPENING RECEPTION
Hyatt location: Ballroom E

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

Special Guests:
• Hasan Pirkul, Dean, Jindal School of Management, University of Texas at Dallas
• Mike Redeker, Ann and Jack Graves Charitable Foundation
DAY TWO: Thursday, May 9, 2019
Jindal School of Management, UT Dallas

8:00–8:30 am **BREAKFAST**  Executive Dining Room 1.606 (inside Executive Education suite 1.502)

8:30–8:45 am **OPENING REMARKS**  Executive Dining Room 1.606
Chair: Hubert Zydorek, University of Texas at Dallas, USA

- Lourdes Casanova, Cornell University, USA
- Alvara Cuervo-Cazurra, Northeastern University, USA
- John Mezias, University of Miami, USA

8:45–10:15 am **DIPLOMAT AND PRACTITIONER PANEL: INSTITUTIONAL TRANSITIONS AND STRATEGIC RESPONSES: A NAFTA/USMCA PERSPECTIVE**
Chair: Mike Peng, University of Texas at Dallas, USA  Executive Dining Room 1.606

- Douglas George, Consul General of Canada
- Fernando Marti, Head of Trade and Investment Commission of Mexico
- Javier Mazón, Managing Director of Group Lamerica

10:15–10:30 am **MORNING COFFEE BREAK**  Executive Dining Room 1.606

10:30 am–12:00 noon **POLITICAL RISK AND POLITICAL STRATEGY**
Chair: Alvaro Cuervo-Cazurra, Northeastern University, USA  Executive Dining Room 1.606

State ownership, politics, and firm performance around the world: A theory-building meta-analysis
- Ruth Aguilera, Northeastern University, USA
- Patricio Duran, Universidad Adolfo Ibáñez, Chile
- Pursey Heugens, Erasmus University, The Netherlands
- Steve Sauerwald, University of Illinois at Chicago, USA
- Marc van Essen, University of South Carolina, USA; EMLYON Business School, France

Why do firms voluntarily disclose their political orientation? An institutional perspective
- Jing Li, Simon Fraser University, Canada
- Jun Xia, University of Texas at Dallas, USA
- Edward Zajac, Northwestern University, USA
- Zhouyu Lin, Jinan University, China

The impact of host-country political risk on multinationals’ political strategy development
- Dorottya Sallai, University of Greenwich, UK
• Gerhard Schnyder, Loughborough University London, UK

Political risk dynamics and foreign direct investments
• Vera Kunczer, WU Vienna, Austria
• Nan Jia, University of Southern California, USA
• Jonas Puck, WU Vienna, Austria

12:00–1:30 pm LUNCH & SPEECHES  Executive Dining Room 1.606
Lunch 12:00–12:40 / featured speech 12:40–12:50 / keynote speech 12:50–1:30
Chair: John Mezias, University of Miami, USA

Featured Speaker: Paul Voelker, Mayor, City of Richardson, Texas, USA

WELCOME TO RICHARDSON, TEXAS

Keynote Speaker: Yadong Luo, University of Miami, USA

INSTITUTIONAL COMPLEXITY FACING EMERGING MARKET FIRMS

1:30–1:40 pm AFTERNOON COFFEE BREAK 1  Room 11.301A (move away from EDR)

1:40–3:10 pm INFORMAL INSTITUTIONS WITHIN THE INSTITUTION-BASED VIEW
Chair: Greg Dess, University of Texas at Dallas, USA  Room 11.214/11.218

How do formal and informal economies fuel entry into emerging economies for R&D intensive firms?
• Kai Xu, University of Texas at San Antonio, USA
• Duane Ireland, Texas A&M University, USA
• Michael A. Hitt, Texas A&M University and Texas Christian University, USA

The dark side of informal institutions: Effects of crime, corruption, and informality on foreign MNE strategies
• Juan Bu, Indiana University, USA
• Yadong Luo, University of Miami, USA

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, USA

Cross-border social disapproval: Social media coverage, national animosity, and nationalism as integrated mobilizations
• Xinran Wang, University of Missouri, USA
• Rhonda Reger, University of Missouri, USA
3:10–3:20 pm **AFTERNOON COFFEE BREAK 2**  Room 11.301A

3:20–4:50 pm **AFRICA, BRAZIL, INDIA, AND IRAN**  
Chair: Jun Xia, University of Texas at Dallas, USA  Room 11.214/11.218

Emergence of institutional complexity and strategic responses in a murmurated context: The case of the Africa Continental Free Trade Area  
- David B. Zoogah, Xavier University, USA

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, USA  
- Saleh Tabrizy, University of Oklahoma, USA

4:50–6:00 pm **PAPER DEVELOPMENT SESSION I** (five roundtables)

**ROUNDTABLE 1 DIGITAL AND ECO-FRIENDLY COMPETITION**  
Chair: Ruth Aguilera, Northeastern University, USA  Room 11.214/11.218

Investments in the digital Silk Road  
- Irina Heim, University of Reading, UK

Have digital technologies created a “flat” world? Evidence on the internationalization of digital firms  
- Maximilliam Stallkamp, Virginia Tech, USA  
- 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, USA

**ROUNDTABLE 2 OUTWARD FOREIGN DIRECT INVESTMENT FROM CHINA, INDIA, AND POLAND**  
Chair: Yadong Luo, University of Miami, USA  Room 11.214/11.218
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 Caussat, University of Greenwich, UK

The expansion of Polish companies into emerging markets in Asia and Latin America
  • Malgorzata Dziembala, University of Economics in Katowice, Poland

**ROUNDTABLE 3 A DEEP DIVE IN EMERGING MARKETS**
Chair: David Ahlstrom, Chinese University of Hong Kong, China   Room 11.214/11.218

International business models to succeed in emerging markets
  • Justin Paul, Rollins College and University of Puerto Rico, USA

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, USA

**ROUNDTABLE 4 POLITICAL STRATEGIES AT HOME AND ABROAD**
Chair: Seung-Hyun Lee, University of Texas at Dallas, USA   Room 3.216 (3rd floor glass room)

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

**ROUNDTABLE 5 STRATEGIC RESPONSES TO INSTITUTIONAL COMPLEXITIES**
Chair: Mike Peng, University of Texas at Dallas, USA     Room 4.418 (4th floor glass room)

How are Mexican entrepreneurs reacting to a new U.S. institutional context?
• Elizabeth Salamance, 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, USA
• David Audretsch, Indiana University, USA

Securing social approval at the home country: Audience-specific strategies after foreign market exits
• Can Ouyang, Cornell University, USA
• Stephanie Wang, Indiana University, USA
• 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, UK

**FREE EVENING** (no organized conference activities)
Shuttle bus departs from JSOM to Hyatt from Drive A at 6:15 pm
### DAY THREE: Friday, May 10, 2019
Jindal School of Management, UT Dallas

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<th>Time</th>
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<td>8:00–8:45 am</td>
<td><strong>BREAKFAST</strong> Room 11.301A</td>
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<td>8:45–10:15 am</td>
<td><strong>KEYNOTE SPEECHES</strong></td>
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<td>Chair: Lourdes Casanova, Cornell University, USA</td>
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<td>Keynote Speaker: David Ahlstrom, Chinese University of Hong Kong, China</td>
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<td>HOW TO PUBLISH IN ACADEMIC JOURNALS: WRITING A WELL-ORGANIZED INTRODUCTION SECTION</td>
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<td>Keynote Speaker: Sheila Puffer, Northeastern University, USA</td>
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<td>WILL RUSSIA HAVE A ROLE IN THE CHANGING GLOBAL ECONOMY? CONTRASTING PERSPECTIVES THROUGH WESTERN AND RUSSIAN LENSES</td>
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<td>10:15–10:30 am</td>
<td><strong>MORNING COFFEE BREAK</strong> Room 1.301A</td>
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<td>10:30 am–12:00 noon</td>
<td><strong>EMERGING MULTINATIONALS’ CROSS-BORDER ACQUISITIONS</strong></td>
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<td>Chair: Joyce Wang, University of Texas at Dallas, USA</td>
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<td>When do emerging market multinationals get the most out of a cross-border acquisition? A resource recombination perspective</td>
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<td>• Guus Hendriks, University of Warwick, UK</td>
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<td>• Pursey Heugens, Erasmus University, The Netherlands</td>
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<td>Zones of conformity in domestic and cross-border M&amp;As</td>
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<td>• Sunny Li Sun, University of Massachusetts Lowell, USA</td>
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<td>• Young Ko, National Sun Yat-sen University, Taiwan</td>
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<td>The going abroad of Chinese multinationals influenced by both institutions and resources</td>
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<td>• Limin Chen, Wuhan University, China</td>
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<td>American companies are from Mars, Chinese companies are from Venus</td>
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<td>• Michael Young, Appalachian State University, USA</td>
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<td>12:00–1:30 pm</td>
<td><strong>LUNCH &amp; SPEECHES</strong> Room 11.214/11.218</td>
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<td>Chair: Habte Woldu, University of Texas at Dallas, USA</td>
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Featured Speaker: Mike Redeker, Ann and Jack Graves Charitable Foundation, USA
GLOBAL BUSINESS AND SUSTAINABILITY

Keynote Speaker: Michael A. Hitt, Texas A&M University and Texas Christian University, USA
INSTITUTIONS, ENTREPRENEURIAL STRATEGIES, AND PERFORMANCE: IMPERATIVES FOR THE GLOBAL COMPETITIVE LANDSCAPE

1:30–1:40 pm AFTERNOON COFFEE BREAK 1  Room 11.301A

1:40–3:00 pm PAPER DEVELOPMENT SESSION 2 (Five roundtables)

ROUNDTABLE 1 INTERNATIONALIZATION AND CORRUPTION
Chair: Alvara Cuervo-Cazurra, Northeastern University, USA   Room 11.214/11.218

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, USA

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, USA   Room 11.214/11.218

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, USA; 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, USA
  • Seemantini Pathak, University of Missouri – St. Louis, USA
  • Amy Taylor-Bianco, Ohio University, USA
  • Ikenna Uzuegbunam, Ohio University, USA
Linking entrepreneurial intentions and opportunity evaluation: An effectuation perspective
- Banu Goktan, University of North Texas at Dallas, USA
- Vishal Gupta, University of Alabama, USA

When the earth is no longer flat? Legitimization of entrepreneurial firms
- John Rajan, Old Dominion University, USA

**ROUNDTABLE 3 COMPETITION, INDUSTRIES, AND NETWORKS**
Chair: Lourdes Casanova, Cornell University, USA Room 11.214/11.218

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, USA

**ROUNDTABLE 4 INSTITUTIONS BEHIND INNOVATION, INVESTMENT, AND CONSUMPTION**
Chair: Michael Hitt, Texas A&M University and Texas Christian University, USA
(PhD assistant: Pavithra Balaji, University of Texas at Dallas, USA)
Room 3.216 (3rd floor glass room)

Network positions and innovation performance of Chinese firms: The moderating effect of institutional environment
- Xiaoming Yang, University of Nebraska at Omaha, USA
- Yanhui Zhao, University of Nebraska at Omaha, USA

A longitudinal study of MNE innovation enhancement at home via cross-border acquisitions
- Juan Bu, Indiana University, USA
- Yadong Luo, University of Miami, USA
- Yinuo Tang, University of Hong Kong, China

Country of original institutional effects on international competitiveness
- Ricardo Bultrago, Universidad Jorge Tadeo Lozano, Colombia

**ROUNDTABLE 5 GLOBALIZATION, DEGLOBALIZATION, AND MIGRATION**
Chair: Sheila Puffer, Northeastern University, USA (PhD assistant: Joyce Wang, University of Texas at Dallas, USA) Room 4.418 (4th floor glass room)
Cultural intelligence and globalization perception: A potential duo?
- Gustavo Miotti, Rollins College, USA

Will deglobalization be good or bad for female workers in a developed country?
- Mina Lee, Xavier University, USA

Migration and multinational firm location
- Jorge Alcaraz, Pontificia Universidad Javeriana Cali, Colombia
- Elizabeth Salamanca, Universidad de las Americas Puebla, Mexico

3:00–3:15 pm **AFTERNOON COFFEE BREAK 2**  Room 11.301A

3:15–4:45 pm **MEET THE EDITORS**
Chair: Mike Peng, University of Texas at Dallas, USA  Room 11.214/11.218

- Ruth Aguilera, Northeastern University, USA (Senior Editor, *Organization Science*)
- David Ahlstrom, Chinese University of Hong Kong, China (Senior Editor, *Journal of World Business*)
- Alvaro Cuervo-Cazurra, Northeastern University, USA (Editor, *Global Strategy Journal*)
- Pursey Heugens, Erasmus University, The Netherlands (Associate Editor, *Academy of Management Journal*)
- Seung-Hyun Lee, University of Texas at Dallas, USA (Senior Editor, *Asia Pacific Journal of Management*)
- Sheen Levine, University of Texas at Dallas, USA (Senior Editor, *Management and Organization Review*)
- Yadong Luo, University of Miami, USA (Senior Editor, *Journal of International Business Studies*)
- John Mezias, University of Miami, USA (Editor, *AIB Insights*)
- David Zoogah, Xavier University, USA (Editorial Board Member, *Africa Journal of Management*)

4:45–5:00 pm **CLOSING REMARKS**
Chair: Alvaro Cuervo-Cazurra, Northeastern University, USA  Room 11.214/11.218

- Mike Peng, University of Texas at Dallas, USA
- Lourdes Casanova, Cornell University, USA

**THANK YOU FOR COMING TO THE GSEM CONFERENCE!**
Shuttle bus departs from JSOM to Hyatt from Drive A at 5:15 pm