6th Aalborg University Conference

on

Embracing the Opportunities and Challenges of Globalization – From the West, the East and the South

Wednesday, 1 June 2016

11:15 – 12:30 Transportation to Comwell Sport, Rebild Bakker

12:30 – 13:00 Registration

13:00 – 14:00 Lunch (hotel restaurant)

14:00 – 14:30 Opening of the Conference (Auditorium)

14:30 – 15:15 Keynote speech: SME Exports, family Firms, Born Globals and the Application of the Uppsala Model, Jean-Francois Hennart, Tilburg University, The Netherlands (Auditorium)

15:15 – 15:30 Coffee break

15:30 – 16:45 Panel Session 1: Emerging Market Innovation (Auditorium)

Session chair: Dmitrij Slepnov, Aalborg University, Denmark
Panellists: Jizhen Li, Tsinghua University, China
Teemu Santonen, Laurea University of Applied Sciences, Finland
Yimei Hu, Aalborg University, Denmark
Jimmi Normann Kristiansen, Aalborg University, Denmark

16:45 – 17:00 Coffee break

17:00 – 18:30 Three parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 1: Foreign Direct Investment (Auditorium)
Session Chair: Marin Marinov, Aalborg University, Denmark

Asymmetry Reduction Theory of FDI: The Aspiration-Resource-Control (ARC) Framework, Xin Li, Copenhagen Business School, Denmark
The Diversity of Chinese Firms: Antecedents and Consequences for Chinese Direct Investments in Europe, Matthew Allen and Jiajia Liu, University of Manchester, United Kingdom
Chinese Outward Foreign Direct Investment: Is ASEAN a new destination?, Nguyen Thi Tuong Anh and Doan Quang Hung, Foreign Trade University, Hanoi, Vietnam
Determinants of Chinese ODI to Africa: The role of institutional distance, Sanne van der Lugt, Adalbert Wilhelm, Christoph Lattemann and Guido Möllering, Jacobs University, Bremen

Parallel Session 2: Economic and Business Development (Room F1)
Session Chair: Romeo V. Turcan, Aalborg University, Denmark

Preferential Market Access, Foreign Aid and Economic Development, Sylvanus Kwaku Afesorgbor and Kaleb Girma Abreha, Aarhus University, Denmark
Episodes and epochs in the evolution of Danish textile and fashion industry, Behnam Boujarzadeh, Romeo V. Turcan, Nikhilesh Dholakia, Aalborg University, Denmark
Mapping managerial application of green strategy: A framework for analysis, Olav Jull Sørensen, George Tesar, Hamid Moini, Aalborg University, Denmark
Understanding the role of mindset change, identity and theory-practice interplay in shaping student entrepreneurship education in developing countries, Daniel Wilson Ndyetabula, Olav Jull Sørensen and Anna Andrew Temu

Parallel Session 3: Exporting (Room F3)
Session Chair: Jizhen Li, Tsinghua University, China

Specialization of firms coupled with comparative advantages, specially for exporting in border regions: Coupling enhanced by institutions, Thomas Schøtt, University of Southern Denmark, Denmark
Entrepreneurs’ social capital benefiting their exporting: Benefits differ between immigrants and natives, Shayegehe Ashourizadeh and Li Jizhen, University of Southern Denmark/Tsinghua University
The Internet’s influence on market commitment, uncertainty and risk in the internationalization process of small and medium-sized firms: Evidence from Danish SMEs, Jonas Strømfeldt Eduardsen and Reimer Ivang, Aalborg University, Denmark

18:45 – 19:00 Break
19:00 – 20:00 Dinner (hotel restaurant)
Thursday, 2 June 2016

08:15 – 09:00 Keynote speech: *Biases in International Business Research*, Oded Shenkar, *The Ohio State University, USA* (Auditorium)

09:00 – 09:15 Coffee break

09:15 – 10:45 Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

**Parallel Session 4: Marketing (Room F1)**

*Session Chair: John Kuada, Aalborg University, Denmark*

- International expansion of indigenous retailers: Challenges and prospects: A Bangladesh Perspective, *Mohammed Tareque Aziz, BRAC University, Bangladesh*
- The Role of Blogs in Consumer Behavior – Knowledge and Direction, *Jeanne Sørensen Bentzen, Aalborg University, Denmark*
- The Role of Marketing in Sub-Saharan Africa’s Economic Development Process, *John Kuada, Aalborg University, Denmark*

**Parallel Session 5: Global Value Chains (Room F3)**

*Session Chair: Olav Jull Sørensen, Aalborg University, Denmark*

- Upgrading Strategies and Livelihood Outcomes of Smallholders in Non-Traditional Exports Value Chains, *Richard Adu-Gyamfi, Leipzig University, Germany*
- The Emergence of Technology-intensive Suppliers (TIS): Globalization's Spill-over From Value Chain, *Cuero Acosta, Yonni Angel, and Utz Dornberger, Leipzig University, Germany*
- The Global Value Chain as a Strategic Management Tool: An Empirical Case Study from the Frozen Seafood Industry, *Karina Hjørringgaard and Olav Jull Sørensen, Aalborg University, Denmark*

**Parallel Session 6: Culture (Auditorium)**

*Session Chair: Oded Shenkar, The Ohio State University, USA*

- Managing cross-border inter-firm collaboration: Towards a cultural sensemaking model, *Li Dao, Aalborg University, Denmark*
- In the Eye of the Beholder: The Asymmetric Relationship between National Cultural Distance and Target Premiums in Cross-Border M&A, *Jongha Lim, Anil K. Makhija and Oded Shenkar, California State University - Fullerton / The Ohio State University.*
Ownership Level and Subsidiary Effects of Experience, Cultural Distance and Host Country Development, Yi Wang and Jorma Larimo, University of Vaasa, Finland

Parallel Session 7: Innovation 1 (Room A6)
Session Chair: Jizhen Li, Tsinghua University, China

Rationales for Counter “local protectionism”: An Innovation Open-Space Perspective, Shumin Qiu, Ruoxing Yang, Jizhen Li, Chengwei Wang, Tsinghua University, China
Internationalisation of innovation systems and global innovation systems, Ruoxin Yang, Jizhen Li and Olav Sorensen, Tsinghua University, China / Yale School of Management, USA
Factors Impacting Knowledge Sharing: a Case Study of a Global Biotechnology Company in China, Dmitrij Slepniov and David Schulzmann, Aalborg University, Denmark
Optimizing Valuation and Selection of R&D Projects in Portfolios, Ali Naef Mohammad and Jimmi Normann Kristiansen, Aalborg University, Denmark

10:45 – 11:00 Coffee break

11:00 – 12:30 Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 8: Internationalization and de-internationalization 1 (Auditorium)
Session Chair: Dafnis Courdounaris, University of Vaasa, Finland

One-way, Round-trip, or Multiple Destinations? Crossed-country Knowledge Transfer and Contributory Roles of Foreign Subsidiaries, Kannapa Chartiyanon and Patnaree Srisuphaolarn, Mae Fah Luang University, Thailand
Disinvestment of foreign subsidiaries: Moderating factors on firm financial performance, Dafnis Courdounaris, University of Vaasa, Finland
The Interaction of the Regulation of the Pharmaceutical Industry in Saudi Arabia with the Presence of Foreign Direct Investment, Majed Asiri, Hull University Business School, United Kingdom
Hidden Costs and Challenges of Servitization: Cases of Danish and Chinese Manufacturing Firms, Dmitrij Slepniov and Yifan Yang, Aalborg University, Denmark

Parallel Session 9: Organization and ROI (Room F1)
Session Chair: Marina Markova, Lomonosov Moscow State University, Russia

Spiritual Quotient: A Road-Map for Organisational Development, Arshad Mahmood, Mohd Anuar Arshad, Adeel Ahmed, & Sohail Akhtar, Universiti Sains, Malaysia
Calculating the Social Return on Investment (SROI), *Marina Markova, Lomonosov Moscow State University, Russia*
Glass Ceiling in Scandinavian Countries: An overview and suggestions for the future, *Kristine Coucheron Straume and Ghulam Mustafa, Norwegian University of Science and Technology, Norway*
A Bibliometric Citation Meta-Analysis on Internationalization of Chinese Enterprises, *Alice Ho, University of Agder, Norway*

**Parallel Session 10: Entrepreneurship (Room F3)**
*Session Chair: Arnim Decker, Aalborg University, Denmark*

Establishing Legitimacy of Female Entrepreneur: Antecedents and Entrepreneurial entry, *Haijie Gu, Chengcheng Liu, Ruoxin Yang, Tsinghua University, China*
Digitally enabled platforms for generating entrepreneurial opportunities, *Arnim Decker, Aalborg University, Denmark*
Factors Influencing Academic Entrepreneurship in Nigerian Universities, *Caleb Muyiwa Adelowo, African Institute for Science Policy and Innovation*

**Parallel Session 11: Emerging Markets 1 (Room A6)**
*Session Chair: Mohammed Tareque Aziz, BRAC University, Bangladesh*

Consumers Motives for Supermarkets Visitation Motives in Emerging Economies: Case of Ghana, *Schmidt Helmut Dadzie and Felix Adamu Nandonde, Aalborg University, Denmark*
Evolution of Bangladeshi retail industry and its international expansion: A theoretical perspective, *Mohammed Tareque Aziz, BRAC University, Bangladesh*
Building Commitment in Supplier-Retailer Relationship in Developing Economies: The Case of Tanzania, *Felix Adamu Nandonde, Aalborg University, Denmark*
Exploring supply relationships between Multinational Supermarkets and poor farmers in developing countries: Evidence from Tanzania, *Daniel Wilson Ndyetabula, Felix Adamu Nandonde, Olav Jull Sørensen and John Ernest Kuada, Aalborg University, Denmark*

12:30 – 13:30 Lunch (hotel restaurant)

13:30 – 15:00 Panel Session 2: Emerging Economy Firms in the Present and in the Future (Auditorium)
*Session Chair: Marin Marinov, Aalborg University, Denmark*

Panellists: *Jean-Francois Hennart, Tilburg University, The Netherlands*
*Oded Shenkar, The Ohio State University, USA*
*Marjan Svetlicic, University of Ljubljana, Slovenia*
*Witold Wilinski, Warsaw School of Economics, Poland*
15:00 – 15:15 Coffee break

15:15 – 17:00 Presentations from Danish businesses (*Auditorium*)

Mekoprint, *Anders Kold*, CEO (www.mekoprint.dk)

AMOV Apparel, *Kasper Eis*, CEO and founder (www.amovapparel.com)

17:00 – 19:00 Networking, Nature Walk and Relaxation

19:00 – 21:30 Conference Dinner (*Room A3-4*)

Friday, 3 June 2016

08:15 – 09:00 Keynote speech: *Challenges of International Business in a New Global Environment*, *Marjan Svetlicic*, University of Ljubljana, Slovenia (*Auditorium*)

09:00 – 09:15 Coffee break

09:15 – 10:45 Three parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

**Parallel Session 12: Innovation 2 (Room F1)**

*Session Chair: Teemu Santonen, Laurea University of Applied Sciences, Finland*

- Modular Innovation: How Technological Newness in New-Product-Modules Leads to Radical Innovation, *Tufail Habib, Jimmi Normann Kristiansen, Mohammad Rana*, Aalborg University, Denmark
- Increased Variation or Higher Fences? Understanding Typological Evolution in Radical Innovation Management, *Teemu Santonen, Jimmi Normann Kristiansen, and Frank Gertsen*, Laurea University of Applied Sciences, Finland; Aalborg University, Denmark
- Review of the literature on research and development (R&D) project portfolio valuation and selection: Finance perspective, *Ali Naef Mohammad*, Aalborg University, Denmark
- Core-firm Based View on the Mechanism of Constructing a Enterprise Innovation Ecosystem: A Case Study of Haier Group, *Shimei Jiang, Ziyang Wang, and Yimei Hu*, Aalborg University, Denmark

**Parallel Session 13: Internationalization and de-internationalization 2 (Auditorium)**

*Session Chair: Jean-François Hennart, Tilburg University, The Netherlands*
Internationalisation through Interorganisational Networking: Learning and Commercial Diplomacy in Business Clubs, Iris Koleša and Andreja Jaklič, University of Ljubljana, Slovenia
Risk and Internationalisation: A Review and Research Agenda, Jonas Strømfeldt Eduardsen, Aalborg University, Denmark
Knowledge transfer and its consequences – Comparing Danish-Ghanaian and Danish-Vietnamese experiences, Li Dao, Aalborg University, Denmark
Family Management, Quality Focus, and European SME Internationalization, Jean-François Hennart, Antonio Majocchi, and Emanuele Forlani, Tilburg University, The Netherlands; Università di Pavia, Italy

Parallel Session 14: Emerging Markets 2 (Room F3)
Session Chair: Andrei Panibratov, St. Petersburg State University, Russia

Zombie Firms in Vietnamese Economy – Determinants of Existence And Policy Implications, Nguyễn Thị Thuong Anh and Đoàn Quang Hưng, Foreign Trade University, Hanoi, Vietnam
A study of TV advertising in Brazil, Marin Marinov, Svetla Marinov and Dan Petrovici, Aalborg University, Denmark / University of Kent, United Kingdom.
The Impact of Energy Price Decline on China's Energy-Economy-Environment System Variables Using a CGE Model, Zhengquan Guo, Daojuan Wang, Chong Chen, Yuhua Zheng, Xingping Zhang, Aalborg University, Denmark
Cultural integration in cross-border M&A deals: comparative study of acquisitions made by EMNEs from China and Russia, Andrei Panibratov, St. Petersburg State University, Russia

10:45 – 11:15 Coffee break
11:15 – 11:45 Editor’s session: presenting journal outlets for future publications. (Auditorium)

International Journal of Export Marketing, Dafnis Coudounaris, Editor in Chief, University of Vaasa, Finland

African Journal of Economic and Management Studies, John Kuada, Editor in Chief, Aalborg University, Denmark

11:45 – 12:00 Concluding remarks and closing of the Conference (Auditorium)
12:00 – 13:00 Lunch (hotel restaurant)