



Australia and New Zealand  
International Business Academy

# 2024 Annual ANZIBA Conference

## Sustainable International Business in Times of Disruption

7-9 February 2024



## President's Message



On behalf of the ANZIBA Executive Committee, I welcome you to the 2024 ANZIBA Conference.

Two things make this year's conference quite special for me. First, I am excited the conference takes place in Aotearoa New Zealand. It was back in 2014 when an NZ university last hosted the annual ANZIBA conference. Second, while I have been attending regularly over the past 15 years, this will be my first conference since I stepped in as ANZIBA President last year.

This year, we have introduced a few new elements to the conference. For the first time, we will have an entire day for early-career scholars. This consortium event will take place in parallel to the doctoral colloquium. Our focus on Indigenous knowledge is another new feature with a designated conference track and a keynote speech. Having more practitioners joining scholars at the conference and offering invaluable insights based on their knowledge and experience is yet another exciting development.

I thank our conference host university, the University of Canterbury and its Department of Management, Marketing and Tourism for their generous support and the Conference Chair Dr Anna Earl and her team for all the time and work they have invested. Without that, we would not have been able to come to the point where we could attend and enjoy the conference. We all know conferences don't organise themselves!

I also highly appreciate the work by ANZIBA's Executive Committee, which, since our 2023

annual conference, has ensured that things related to the 2024 event are 'under control' and moving forward.

Thank you to colleagues who stepped in as track chairs, keynote speakers, colloquium/consortium convenors, reviewers, panelists, and facilitators. And to everyone who submitted their work – thank you for considering the ANZIBA conference as a venue for presenting and discussing your work!

I wish everyone a productive and enjoyable conference!

Snejina Michailova  
The University of Auckland, New Zealand

## ANZIBA Executive Committee

**Executive Committee Chair and ANZIBA President:**  
*Prof Snejina Michailova (The University of Auckland, New Zealand)*

**Secretary:**  
*Dr Jane Menzies (University of the Sunshine Coast, Australia)*

**Treasurer:**  
*Dr Rob Jack (Macquarie University, Australia)*

**Vice President - Membership:**  
*Assoc Prof Ryan Tang (Griffith University, Australia)*

**Vice President - Marketing:**  
*Dr Dana L. Ott (University of Otago, New Zealand)*

**Appointed Members:**  
*Prof Susan Freeman (University of South Australia, Australia)*

*Dr Pavlina Jasovska (University of Technology Sydney, Australia)*

**Past President:**  
*Prof Douglas Dow (Melbourne Business School, University of Melbourne, Australia - Retired)*

## Conference Host

The Conference is hosted by the University of Canterbury and the University of Canterbury Business School. The Chair of the conference is Dr [Anna Earl](#), Senior Lecturer in Management and Industry Engagement Lead Associate Professor [Eldrede Kahiya](#).

### CONFERENCE WIFI:

Connect to UCvisitor

Guest Username: uc9813

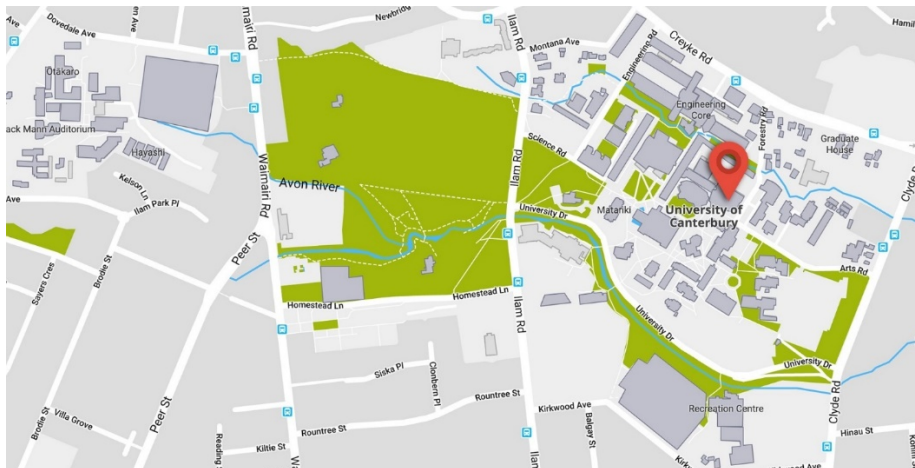
Guest Password: 194428

## Conference Venue

The ANZIBA 2024 Conference is held at the University of Canterbury in Christchurch, New Zealand, which is located at the following address:

Rehua Building, Corner of Forestry and Arts, Ilam Campus, Christchurch.

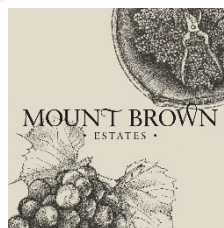
[Business | University of Canterbury](#)



## Conference Dinner

The Conference Dinner “Taste of Canterbury” will be held at [Ilam Homestead](#) 87 Ilam Rd, Christchurch. We have a number of local food and wine providers that you can see below who sponsored the conference dinner.

## Conference Industry Partners





## CONFERENCE OPENING ADDRESS – DAY 1

### **Kathryn Peat (Customer Experience & Partnerships Manager at Business Canterbury)**



Kathryn has been on the Executive team at Business Canterbury (Formally The Canterbury Employer's Chamber of Commerce) for the past two years leading the organisation through a significant transformation and evolution of their business model. Responsible for the Membership and Partnership strategies and teams, Kathryn has been working in Partnership with the University of Canterbury for several years to deliver initiatives to support and grow capability across our business community.

## KEYNOTE PRACTITIONER PANEL - DAY 1

The following practitioner panel will reflect on international operations in times of disruptions and discuss how New Zealand companies engage with different markets:

### **Benjamin Reed (Managing Director at HamiltonJet)**



Ben was Raised in Shropshire in the United Kingdom, graduating from Loughborough University of Technology in 1995. He is a Chartered Mechanical Engineer and Fellow of the IMechE. An accomplished leader with 28 years in manufacturing and technology businesses, Ben has extensive experience developing diesel engines, mobile machinery, marine propulsion, electronic control and software products. Now as Managing Director at HamiltonJet, an iconic kiwi company with a globally respected brand in marine waterjet propulsion technology, he leads this global export business with around 500 employees. Ben also is passionate about life-long-learning, sustainability and recycling. He holds governance roles on the Board of Eco Central (a CCHL company) and as a Trustee of Ako Ōtautahi - Learning City Christchurch.

### **Grace Taylor (Head of Asia at Natural Pet Food Group)**



Dedicated and driven, I am a highly motivated professional committed to making a positive impact on New Zealand's export business. With over eight years of experience in the Fast-Moving Consumer Goods (FMCG) sector, specializing in pet nutrition and infant formula, my journey in the New Zealand pet food industry has been characterized by a wealth of knowledge and expertise in the dynamic markets of Asia. In my current role as the Head of Asia Markets at NPMFG, I am entrusted with the responsibility of overseeing the growth strategy and commercial performance of our markets in Asia. One of the achievements has been successfully opening the Chinese market, navigating the challenging 0 to 1 stage and establishing a China business unit based in Shanghai. Successfully positioned NPMFG's pet food brand in the leading position in the premium category, showcasing our dedication to quality and excellence.

**Daniel Thomson (Business & International Trade Advisor at Business Canterbury & Export NZ Board Member)**



Daniel has almost a decade of experience as a Business owner with products retailed in many major retailers across Australasia including Woolworths, Briscoes Group, Myer and Decathlon. He has a great working knowledge of Freight, Logistics, Manufacturing, IP and generating sales both domestically offshore. Based at the Chamber of Commerce in Canterbury, Daniel is the ExportNZ Canterbury Executive and enjoys helping businesses to grow their Exports by leveraging his connections, experience and expertise. In his spare time he loves to spend time with his family, run around with his dog Baxter and play a range of different sports.

**KEYNOTE SPEAKER - DAY 2**

**Professor Maria Raciti's** keynote address will focus on 'Sustainable International Business in Times of Disruption'.



Professor Maria Raciti (Kalkadoon-Thaniquith/Bwngcolman) is a social marketer who uses marketing tools and techniques to bring about social justice and behaviour change. She is a Director of the Indigenous and Transcultural Research Centre, co-leader of the education and economies theme in the Australian Research Council Centre of Excellence for Indigenous Futures, a member of the executive of the Australian Association of Social Marketing and was part of an Australian Government departmental task force assisting with the 2019 National Regional Rural and Remote Tertiary Education Strategy. Professor Raciti is a Principal Fellow of the Higher Education Academy (UK), is regularly engaged as an expert advisor, and has undertaken several large-scale research projects that have produced meaningful and impactful outcomes.

**CONFERENCE DINNER – KEYNOTE SPEAKER**

**Ziena Jalil, Award-winning business and public sector leader**



Ziena Jalil is an award-winning business and public sector leader, focused on deepening New Zealand's engagement with the Asia Pacific, and improving outcomes for those with diverse cultures, abilities and experiences. She holds senior leadership and governance roles across public, private and not-for-profit sectors, and is a keynote speaker on leadership, Asia business, international education, and diversity, equity and inclusion. Her current board roles include Education New Zealand, Toka Tū Ake EQC, and the Asia New Zealand Foundation. Recognised by Campaign Asia Pacific as part of its 2020 Women to Watch, a group of 40 outstanding women in the Asia Pacific, Ziena has received several international awards for her work promoting New Zealand trade and education in Asia, where she was based for ten years.

## Tracks & Chairs

### 1. Internationalisation, SMEs, commercialisation of innovation and entrepreneurship

Co-Chairs: Dr Alexandra Kriz, University of Queensland and  
Dr Maria Romyantseva, The University of Sydney

### 2. MNEs, global strategy, and global value chains

Co-Chairs: Assoc Prof Revti Raman, Victoria University of Wellington and  
Assoc Prof Chinmay Pattnaik, The University of Sydney

### 3. International marketing

Co-chairs: Prof Sussie Morrish, University of Canterbury and  
Prof Susan Freeman, University of South Australia

### 4. International HRM and cross-cultural management

Co-Chairs: Prof Fang Lee Cooke, Monash University and  
Dr Marina Iskhakova, Australian National University

### 5. Global logistics and supply chain management

Co-chairs: Dr Mesbahuddin Chowdhury, University of Canterbury and  
Assoc Prof Eldrede Kahiya, University of Canterbury

### 6. Indigenous business and IB

Chair: Dr Jane Menzies, University of the Sunshine Coast

### 7. Sustainable development and IB

Co-Chairs: Prof Michael Hall, University of Canterbury and  
Assoc Prof Matt Raskovic, Auckland University of Technology

## Doctoral Colloquium

Co-Convenors: Prof Hussain Rammal, The University of Adelaide  
Dr Grigorij Ljubownikow, The University of Auckland

## Early Career Scholars Consortium

Co-Convenors: Prof Snejina Michailova, The University of Auckland  
Assoc Prof Alfred Presbitero, Deakin University

## Presentation Instructions

Please prepare a PowerPoint presentation for your session. Please go to your room at least 10-15 minutes before your presentation and load your presentation onto the computer. Each room will have instructions and passwords to use the computers and AV equipment. If you are having difficulties with the computers or AV equipment, you can ask for assistance from the Session Chairs. Each session either has 3 or 5 papers and is 1.5 hours long. Depending on how many papers are in each session, the Track Chair(s) can decide on the duration of the presentation/question and answer time. For example:

- If there are 3 papers in a session, the session time could be broken down into 3 x 25-minute slots, with 15 minutes presenting and 10 minutes for question time.
- If there are 4 papers, the time per paper will need to be reduced and could be broken down into 4 x 20-minute slots, with 15 minutes for presenting and 5 minutes for question time.

## Conference Schedule

*\*Note: In the programme, 'shared' indicates the session is for both the Doctoral Colloquium and the ECSC participants.*

*Shared Doctoral Colloquium and Early Career Scholar Consortium sessions will be held in room Rehua 226 Te Moana nui a Kiwa.*

*Doctoral Colloquium-only sessions will be in Rehua 002*

*Early Career Scholar Consortium-only sessions will be in Rehua 101*

<b>Wednesday, 7 Feb 2024</b>		<b>9:00am-4:30pm</b>	
<b>Doctoral Colloquium</b> <b>Session Co-Convenors:</b> Prof Hussain Rammal and Dr Grigorij Ljubownikow		<b>Early Career Scholars Consortium</b> <b>Co-Convenors:</b> Prof Snejina Michailova and Assoc Prof Alfred Presbitero	
<b>Wednesday, 7 Feb 2024</b>		<b>9:00am-9.15am</b>	
<b>Rehua 226 Te Moana nui a Kiwi</b>			
<b>Welcome (shared)</b>			
<b>Wednesday, 7 Feb 2024</b>		<b>9:15am-10.15am</b>	
<b>Rehua 226 Te Moana nui a Kiwi</b>			
9.15-10.15: Working with theory when crafting research (shared) Prof Snejina Michailova, The University of Auckland			
<b>Wednesday, 7 Feb 2024</b>		<b>10:15am-10:45am</b>	
<b>Rehua 226 Te Moana nui a Kiwi</b>			
<b>Morning tea break (shared)</b>			
<b>Wednesday, 7 Feb 2024</b>		<b>10:45am-12:45pm</b>	
<b>Morning Sessions</b>			
<u>10.45am-12.45pm: Session 1</u> <b>Research discussion and feedback</b>		<u>10:45am-11:45am: Session 1</u> <b>Building a meaningful and rewarding research programme</b> Assoc Prof Alfred Presbitero, Deakin University; Prof Betina Szkudlarek, The University of Sydney	
		<u>11:45am-12:45pm: Session 2</u> <b>Building and nurturing good research collaborations (and saying goodbye to the not-so-good ones)</b> Prof Pavel Castka, University of Canterbury; Prof Susan Freeman, University of South Australia	
<b>Wednesday, 7 Feb 2024</b>		<b>12:45pm-1.45pm</b>	
<b>Rehua 226 Te Moana nui a Kiwi</b>			
<b>Lunch break (shared)</b>			

<b>Wednesday, 7 Feb 2024</b>	<b>1.45pm-4.30pm</b>
<b>Afternoon Sessions</b>	

<p><u>1.45-2.45pm: Session 2</u>  <b>Transitioning into your first academic job</b>          Dr Sandra Alday (The University of Sydney, Australia)          Assoc Prof Maureen Benson-Rea (The University of Auckland, New Zealand)          Now what? You have devoted years of your life to get to where you are, ready to officially join the ranks of “The Academy”. But what is The Academy and what does it mean to be an academic? In this interactive session, we explore the motivations for pursuing a PhD, the expectations of an academic career, and the realities of becoming an academic. We discuss our perspectives and share our observations, experiences and lessons learned along the way. We explore post-PhD career pathways, highlight approaches to strategic career planning, and offer tips on preparing for an academic job interview. Finally, we reflect on the challenges of navigating the academic landscape and craft ways forward to thrive as an academic.</p> <p><u>2.45-3.45pm: Session 3</u>  <b>Working with supervisors</b>          Prof Siah Hwee Ang (Victoria University of Wellington, New Zealand) and Dr Grigorij Ljubownikow (The University of Auckland, New Zealand).</p>	<p><u>1.45-2.45pm: Session 3</u>  <b>Taking good care of and achieving a healthy balance between research, teaching, and service/citizenship</b>          Prof Siah Hwee Ang, Victoria University of Wellington; Prof Sabina Nielsen, The University of Sydney.</p> <p><u>2.45-3.45pm: Session 4</u>  <b>Avoiding ill-being and striving towards well-being at an early career stage in academia</b>          Assoc Prof Andre Pekerti, The University of Queensland, Dr Peter Zámbořský, The University of Auckland.</p>
--	---

<b>Wednesday, 7 Feb 2024</b>	<b>3.45pm-4.30pm</b>
<b>Concluding Session</b>	

Concluding session – participants’ reflection on learnings from the day (group work and plenary session, shared).

<b>Wednesday, 7 Feb 2024</b>	<b>5.00pm-5.30pm</b>
<b>Rehua 226 Te Moana nui a Kiwa Room</b>	

**Arrivals & Registration**



**Wednesday, 7 Feb 2024**

**5.30pm-7.00pm**

**Rehua 226 Te Moana nui a Kiwa**

**Welcome Reception**

Welcome from:

**Prof Pavel Castka** – Associate Dean Research University of Canterbury Business School

**Thursday, 8 Feb 2024**

**7.30am-8.30am**

**Rehua 226 Te Moana nui a Kiwa**

**Arrivals & Registration**

**Thursday, 8 Feb 2024**

**8.40am-9.00am**

**C2 – Central Lecture Theatre**

**Conference Opening**

Welcome from:

**Dr Anna Earl** – Conference Chair

**Kathryn Peat** – Customer Experience & Partnerships Manager at Business Canterbury & Canterbury Chamber of Commerce

**Prof Snejina Michailova** – ANZIBA President

**Thursday, 8 Feb 2024**

**9.00am-10.30am**

**C2 – Central Lecture Theatre**

**Keynote Practitioner Panel**

Panel Facilitators: Associate Professor Eldrede Kahiya & Professor Siah Hwee Ang

**Benjamin Reed** (Managing Director at Hamilton Jet)

**Grace Taylor** (Head of Asia at Natural Pet Food Group)

**Daniel Thomson** (Business & International Trade Advisor at Business Canterbury)

*Presentation with interactive question and answer time*

**Thursday, 8 Feb 2024**

**10.30am-11.00am**

**Rehua 226 Te Moana nui a Kiwi**

**Morning Tea**

Thursday, 8 Feb 2024

11.00am-12.30pm

Rehua 528

**Track 1 Session 1 Internationalisation, SMEs, commercialisation of innovation and entrepreneurship**

**Session Chair: Sussan Freeman**

- 1. Emerging market new ventures' internationalization via MNE networks**  
Shameen Prashantham, China Europe International Business School (CEIBS),  
Shaker A. Zahra, University of Minnesota, USA
- 2. National culture and the entrepreneurial orientation of venture capital firms**  
Hai En Tan, The University of Auckland; New Zealand  
Peter Záborský, The University of Auckland; New Zealand  
Monica Riviere, INSEEC Bordeaux, France
- 3. Overcoming the liability of outsidership through triadic closures: A micro-level model from insider's perspective**  
Xiaomin Han, Université Paris-Saclay, France  
François Goxe, Université Paris-Saclay, France  
Susan Freeman, University of South Australia, Australia
- 4. Where Does Internationalization Expertise Come From?**  
Elizabeth Maitland, University of Liverpool, United Kingdom  
André Sammartino, University of Melbourne, Australia

Thursday, 8 Feb 2024

11.00am-12.30pm

Rehua 529

**Track 2 Session 1: MNEs, global strategy, and global value chains**

**Session Chair: Revti Raman**

- 1. Adding GVC impacts to sanctions research in IB: A predictive model**  
Bo Meng, Institute of Developing Economies-JETRO, Japan  
Gabriele Suder, Federation University, Australia  
Yuning Gao, Tsinghua University, Beijing, China  
Jiabao Ye, Tsinghua University, Beijing, China  
Keyin Wang, the Collaborative Innovation Center for Emissions Trading System  
Coconstructed by the Province and Ministry, Wuhan, China
- 2. Horizontal Subcontracting and the Global Factory**  
Peter Buckley, University of Leeds, UK  
Michael Murphree, University of Sydney, Australia  
John (Andy) Anderson, University of Northern Iowa, US
- 3. Why WeChat: Social media strategies in Chinese wine trade**  
Yanni Du, University of Canterbury, New Zealand  
Sussie Morrish, University of Canterbury, New Zealand  
Anna Earl, University of Canterbury, New Zealand

#### 4. Internationalization Strategies and Firm Performance

Leah Madita Fischer, University of Innsbruck, Austria

Thomas Lindner, University of Innsbruck, Austria

Harald Pühr, University of Innsbruck, Austria

**Thursday, 8 Feb 2024**

**11.00am-12.30pm**

**Rehua 329**

#### **Track 4 Session 1 - Panel: International HRM & Cross-cultural Management**

**Panel: Overshadowed yet key actors in multinational corporations: Host country nationals**

**Panel participants:**

**Marian van Bakel – Panelist, Panel Chair**

University of Southern Denmark, Denmark

**Snejina Michailova - Panelist**

The University of Auckland, New Zealand

Expatriates have been playing a central role in International Business, at the neglect of host country nationals (HCNs), the local employees in multinational corporations' (MNC) foreign subsidiaries. This panel shifts the attention from expatriates to HCNs who, despite being central actors in the MNC, are often treated as subordinated to expatriates in both research and practice. The panel consists of two parts – a coordinated presentation by two panelists and an interactive discussion with the symposium participants. The panel will outline the historical development of research on HCNs and raise research questions based on the current state of research regarding HCNs, for example, HCNs as knowledge agents and the interactions between expatriates and HCNs. The panel is relevant as it addresses issues related to the majority of MNC employees (HCNs constitute more than 80% of the MNC workforce globally) in a context determined by increasing barriers to global mobility, making HCNs even more vital for MNCs' operations and success.

**Thursday, 8 Feb 2024**

**12.30pm-1.30pm**

**Rehua 226 Te Moana nui a Kiwi**

**Lunch**

**Thursday, 8 Feb 2024**

**1.30pm-3.00pm**

**Rehua 226 Te Moana nui a Kiwa Room**

#### **Track 1 Session 2: Internationalisation, SMEs, commercialisation of innovation and entrepreneurship**

**Panel Chair: Susan Freeman (University of South Australia, South Australia, Australia)**

**Presenter: Frank Nyamrunda (Flinders University, Adelaide, South Australia, Australia)**

**Topic:** *As African countries increasingly focus on their local industrialisation; how can Australia diversify its growing relationship with the African economies, particularly in the small and medium-sized enterprise sector?*

**Presenter: Margaret Jekanyika Matanda**

**Topic:** *Social sustainability tensions and opportunities for sustainable development and achieving sustainable development goals (SDGs) in global value-adding chains: implications for equitable international development and global peace.*

**Panel Chair and Presenter: Susan Freeman (University of South Australia, South Australia, Australia)**

**Topic:** *Given global likelihood of persistent supply chain disruptions and ongoing challenges with overreliance on one or a small number of economies, how can companies respond to questions about diversification and decoupling by engaging with African economies?*

**Presenter: William Cole (Trade Consultant, Melbourne, Victoria, Australia)**

**Topic:** *Given the reach and depth of the ACFTA agreement, covering trade in goods, trade in services, investment, intellectual property rights and competition policy, is the agreement trade creating or trade diverting in nature?*

**Thursday, 8 Feb 2024**

**1.30pm-3.00pm**

**Rehua 528**

### **Track 7 Session 1: Sustainable Development and IB**

**Session Chair: Matt Raskovic**

- 1. Disruption Response Strategies: A Paradoxical Perspective on Sustainability Transitions in Business Models**  
Claire Beach, The University of Auckland, New Zealand  
Michael S W Lee, The University of Auckland, New Zealand  
Sitong Michelle Chen, The University of Auckland, New Zealand
- 2. Environment Sustainability Research in International Business and Strategy: A Bibliometric Analysis**  
Revti Raman Sharma, Victoria University of Wellington, New Zealand
- 3. How do emerging market multinationals transform disadvantages into advantages in climate risk context? A stakeholder perspective**  
Sihong Wu, The University of Auckland, New Zealand  
Di Fan, RMIT University, Melbourne, Australia  
Christine Soo, The University of Western Australia
- 4. Navigating Challenges for Sustainable Rural Entrepreneurship: A cross-country exploration**  
Silvi Asna Prestianawati, Universitas Brawijaya, Indonesia  
Chanaka Wijewardena, The University of Adelaide, Australia  
Hussain Gulzar Rammal, The University of Adelaide, Australia  
Vijay Pereira, NEOMA Business School, Reims Campus, France  
Abhishek Behl, Management Development Institute, Gurgaon, India



Thursday, 8 Feb 2024

1.30pm-3.00pm

Rehua 529

**Track 1 Session 2: Internationalisation, SMEs, commercialisation of innovation and entrepreneurship**

**Session Chair: Alexandra Kriz**

- 1. Innovativeness and Export Performance of SMEs in Emerging market: The Efficacy of Absorptive Capability and Adaptive Capability**  
Md Daud Ismail, University Kebangsaan Malaysia  
Zurina Samsudin, University Tun Hussain Onn Malaysia
- 2. Resilience under fire during Crisis: Indian women entrepreneurs**  
Dhara Shah, Griffith Business School, Griffith University, Australia.  
Michelle Barker, Griffith Business School, Griffith University, Australia.
- 3. Elucidation of the Internationalization of Digital Platform Firms Based on the New Framework - D-OLI Advantages**  
Ankit Surana, Macquarie Business School, Australia  
Meena Chavan, Macquarie Business School, Australia  
Vikas Kumar, University of Sydney Business School, Australia  
Francesco Chirico, Macquarie Business School, Australia
- 4. Corporate social responsibility for legitimacy: The case of Chinese multinational enterprises in Australia**  
Wei Li, University of Sydney Business School, Australia

Thursday, 8 Feb 2024

3.00pm-3.30pm

Rehua 226 Te Moana nui a Kiwi

Afternoon Tea

Thursday, 8 Feb 2024

3.30pm-4.30pm

Rehua 226 Te Moana nui a Kiwa

**AGM**

**Session Chair: Prof Snejina Michailova**

*As the title implies, this is the Annual General Meeting for ANZIBA.*

Thursday, 8 Feb 2024

4.30pm-6.30pm

**Christchurch Bus Tour**

**Bus tour around Christchurch will show history of the city, some of the iconic sites damaged during 2011 Earthquack and innovative rebuilds.**

The tour is free but please register your attendance on arrival at the conference registration desk.

It departs Rehua Building at 4.45pm and will drop you off to the Dinner Venue.

**Thursday, 8 Feb 2024**

**6.30pm-9.30pm**

**Ilam Homestead, 87 Ilam Rd, Christchurch**

**Conference Dinner**

**Keynote Speech: Ziena Jalil**

**Presentation of Awards – Prof Snejina Michailova, ANZIBA President**

**ANZIBA Best Paper Award**

**The Lawrence Welch Prize – Challenging the Status Quo**

**The Sid Gray Prize – The Most Promising Thesis Proposal**

**Best Reviewer Award**

**Friday, 9 Feb 2024**

**8.30am-10.00am**

**Rehua 528**

**Track 2 Session 1: MNEs, global strategy, and global value chains**

**Session Chair: Chinmay Pattnaik**

- 1. Is the cultural friction approach truly superior? Testing in the context of predicting foreign divestment decisions**  
Ha Nguyen, University of Vaasa, Finland  
Jorma Larimo, University of Vaasa, Finland  
Douglas Dow, University of Melbourne, Australia
- 2. Joining in yet standing out: Strategy for optimal distinctiveness in the global context.**  
Pavlina Jasovska, University of Technology Sydney, Australia  
Peter Liesch, University of Queensland, Australia
- 3. Shall we count on their support? Power relationships and the configuration of MNCs' foreign investment portfolios**  
Michael H. Wolfesberger, WU Vienna Institute for International Business, Austria  
Jonas Puck, WU Vienna Institute for International Business, Austria
- 4. Understanding Conversational Leadership**  
Jason T. Griffiths, The University of Queensland, Australia  
Andre A Pekerti, The University of Queensland, Australia

Friday, 9 Feb 2024

8.30m-10.00am

Rehua 529

### Combined Track 3 & 1, Session 1: International Marketing

Session Chair: Sussie Morrish

- 1. Dandyism rebooted: A comparative analysis between the 19 century Dandy and Serena Williams**  
Adriana Szili, Camberwell Girls School, Melbourne, Australia  
Raisa Yakimova, Melbourne University, Australia  
Susan Freeman, University of South Australia, Australia
- 2. Cyber security awareness for remote workers during the COVID-19 pandemic in New Zealand**  
Christopher Pineda Villa, Graduate School of Business, Auckland, New Zealand  
Michèle E.M. Akoorie, Graduate School of Business, Auckland, New Zealand  
Zarqa Shaheen Ali, Graduate School of Business, Auckland, New Zealand
- 3. An Exploration of Self-Presentation and Cultural Dynamics in International Business**  
Areej Alhouli, University of Canterbury, New Zealand  
Sussie Morrish, University of Canterbury, New Zealand
- 5. A Dynamic Capabilities Perspective of Digital Innovation in Healthcare: A Review and Research Agenda**  
Lucie Marsh-Smith, University of South Australia, Australia  
Susan Freeman, University of South Australia, Australia

Friday, 9 Feb 2024

8.30am-10.00am

Rehua 329

### Track 4 Session 2: International HRM and Cross-cultural management

Session Chair: Betina Szkudlarek

- 1. Primary and Secondary Socialization: A nine-country study of leadership preferences, leader role model, and work culture in a multinational enterprise**  
Lena Zander, Uppsala University, Sweden  
Ciara Sutton, Stockholm School of Economics, Sweden  
Audra I. Mockaitis, Maynooth University, Ireland
- 2. "We need to change the narrative". The role of MNEs in signalling refugee employability.**  
Sophia Johnson, The University of Sydney, Australia  
Betina Szkudlarek, The University of Sydney, Australia  
Eun Su Lee, The University of Newcastle, Australia
- 3. Change in Cultural Identity of Russian Academics Abroad Affected by War in Ukraine.**  
Marina Iskhakova, Australian National University, Australia  
Anna Earl, University of Canterbury, New Zealand  
Fedor Iskhakov, Australian National University, Australia

4. **Relevance of a corporate language for knowledge transfer to distal MNE subsidiaries: The impact of communication quality, socialization and language proficiency**

Audra I. Mockaitis, Maynooth University, Ireland  
Cherrie Jiuhua Zhu, Monash University, Australia  
Jinwei Zhu, Jiangnan University, China  
Ziran Chen, Fujian Jiangxia University, China

**Friday, 9 Feb 2024**

**10.00am-10.30am**

**Rehua 226 Te Moana nui a Kiwi**

**Morning Tea**

**Friday, 9 Feb 2024**

**10.30am-12.00pm**

**C2 Central Lecture Theatre**

**Keynote Speaker:**

**Prof Maria Raciti**

*Presentation with interactive question and answer time*

**Friday, 9 Feb 2024**

**12.00pm-1.00pm**

**Rehua 226 Te Moana nui a Kiwi**

**Lunch**

**Friday, 9 Feb 2024**

**1.00pm-2.30pm**

**Rehua 528**

**Track 7 Session 2: Sustainable Development and IB**

**Session Chair: Michael Hall**

1. **Teaching social sustainability through storytelling: insights for educators**

Matt (Matevž) Rašković, Auckland University of Technology, New Zealand  
Swati Nagar, Auckland University of Technology, New Zealand

2. **TMT multinational experience and UN SDGs in the context of the COVID-19 pandemic: A social identity internalization perspective**

Suqin Shen, South China University of Technology, Guangzhou, China  
Sunil Venaik, University of Queensland, Brisbane, Australia  
S. Alexander Haslam, University of Queensland, School of Psychology, Australia  
Peter Liesch, University of Queensland, Brisbane, Australia

3. **Systemic and entrepreneurial framework conditions underlying the global competitiveness of the tech sector: Insights from New Zealand**

Eldrede Kahiya, University of Canterbury, New Zealand



4. **India-Bangladesh Border Haats: Cross-Border Relations**

Sayed Ahmed, University of Canterbury, New Zealand

Anna Earl, University of Canterbury, New Zealand

Sussie Morrish, University of Canterbury, New Zealand

**Friday, 9 Feb 2024**

**1.00pm-2.30pm**

**Rehua 529**

**Track 6 – Indigenous Business and IB**

**Session Chair: Jane Menzies**

1. **Australian Indigenous Female Entrepreneurs: The Role of Adversity Quotient**

Jane Menzies, University of the Sunshine Coast, Australia

Meena Chavan, Macquarie University, Sydney, Australia

Robert Jack, Macquarie University, Sydney, Australia

Simona Scarparo, Deakin University, Australia

Francesco Chirico, Macquarie University, Sydney, Australia

2. **First and Indigenous Peoples' Multiculturalism: The Role of *n*-Culturalism A Unique Orthogonal Model Within Individuals**

Andre A Pekerti, The University of Queensland, Australia

Sharlene Leroy-Dyer, The University of Queensland, Australia

3. **MĀNUKA: Cultural appropriation of Indigenous knowledge, and the role of ethical marketing**

Ella Henry, Ngātikahu ki Whangaroa, Te Rārawa, Ngāti Kuri, Auckland University of Technology, New Zealand

Megan Phillips, Ngāti Hape, Auckland University of Technology, New Zealand

**Friday, 9 Feb 2024**

**2.30pm-3.00pm**

**Rehua 226 Te Moana nui a Kiwi**

**Afternoon Tea**

**Friday, 9 Feb 2024**

**3.00pm-4.30pm**

**Rehua 226, Te Moana nui a Kiwa Room**

**Track 7 Session 3 – Sustainable Development and IB**

**Panel: Modern Slavery and International Business**

This panel session is being proposed and led by the Centre for Research on Modern Slavery (CRMS), University of Auckland Business School, New Zealand. CRMS was established in 2020 to undertake and facilitate research on modern slavery and worker exploitation globally and in New Zealand. In particular, CRMS seeks to promote a deeper understanding of the role of (international) business in perpetuating and combating modern slavery, an extreme form of human rights abuse in recorded history.

**Facilitator: Snejina Michailova**

Founding member of CReMS  
University of Auckland Business School, New Zealand

**Participants (in alphabetical order)**

**Guy Bate**

CReMS associate member  
University of Auckland Business School, New Zealand

**Brent Burmester**

Founding member of CReMS  
University of Auckland Business School, New Zealand

**Pavel Castka**

CReMS associate member  
University of Canterbury, New Zealand

**Grant Michelson**

Macquarie University, Australia

**Christina Stringer**

Director and founding member of CReMS  
University of Auckland Business School, New Zealand

**Friday, 9 Feb 2024**

**3.00pm-4.30pm**

**Rehua 528**

**Track 4 – International HRM and Cross-cultural management**

**Session Chair: Lena Zander**

- 1. Crisis, isolation, and fear: Supportive global virtual team leadership**  
Lena Zander, Uppsala University, Sweden  
Audra I. Mockaitis, Maynooth University, Ireland
- 2. Designing meaningful Short-Term Study Abroad (STSA) Programs**  
Andrew Bradly, Australian National University, Australia  
Marina Iskhakova, Australian National University, Australia  
Dana L. Ott, University of Otago, New Zealand
- 3. Discrimination and Overqualification Among Expatriates: Unpacking Task and Social Work-Related Effects**  
Alexei Koveshnikov, Aalto University School of Business, Finland  
Miikka J. Lehtonen, Rikkyo University, Japan
- 4. The Knowledge-Based View of Repatriate Knowledge Characteristics and Transfer**  
Hina Mehreen, University of Technology Sydney, Australia  
Hussain G. Rammal, University of Adelaide, Australia  
Nico Schlenker, University of Technology Sydney, Australia

**Friday, 9 Feb 2024**

**5.30pm**

**The Craft Embassy, Oxford Terrace, Christchurch City**

**Farewell Reception**

**The vans will leave University of Canterbury, Rehua Building at 5pm for those who wish to join. The Craft Embassy is located right in the centre of the city.**