



**MONASH** University  
Business and Economics

## Challenges for International Business in a Turbulent Global Environment

**28–30 April 2011**

**Monash University, Melbourne, Australia**

**Proudly Sponsored by:**



## LOCAL ORGANISING COMMITTEE

Chair: Cherrie Jiuhua Zhu, *Monash University*  
Members: Sharif As-Saber, *RMIT University*  
Steve Bakalis, *Victoria University*  
George Cairns, *RMIT University*  
Max Coulthard, *Monash University*  
Peter Dowling, *La Trobe University*  
Greg Fisher, *Flinders University*  
Paul Kalfadellis, *Monash University*  
Pauline Stanton, *Victoria University*

## ANZIBA EXECUTIVE COMMITTEE

President: Elizabeth Rose, *Aalto University School of Economics*  
Vice Presidents: Peter Dowling, *La Trobe University*  
Greg Fisher, *Flinders University*  
Peter Liesch, *University of Queensland*  
Stephen Teo, *Curtin University*  
Secretary-Treasurer: Sharif As-Saber, *RMIT University*  
Past President: Sid Gray, *University of Sydney*  
Members at Large: Pierre van der Eng, *Australian National University*  
Catherine Welch, *University of Sydney*

## TRACK CHAIRS

1. The External Context of Global Business  
*Track chair: Sharif As-Saber, RMIT University*
2. Global Economics, Finances, Accounting and Taxation  
*Track chair: Rick Krever, Monash University*
3. Multinational Enterprises and their Subsidiaries  
*Track chair: Peter Dowling, La Trobe University*
4. FDI from both Advanced and Emerging Economies  
*Track chair: Fang Lee Cooke, Monash University*
5. International Human Resource Management  
*Track chair: Helen De Cieri, Monash University*
6. Cross-Cultural Operations and Logistics  
*Track chair: Shams Rahman, RMIT University*
7. International Marketing  
*Track chair: Felix Mavondo, Monash University*
8. International Entrepreneurship  
*Track chair: Pervaiz K Ahmed, Monash University, Malaysia*
9. Globalization and Networks, Alliances and Inter-firm Relationships  
*Track chair: Susan Freeman, University of Adelaide*
10. Teaching International Business  
*Track chair: Greg Fisher, Flinders University*

**Friday 29<sup>th</sup> April, 2010, 8.30am – 11.00am**

## **Keynote Address**

**8.30am – 9.15am**    **Registration and Arrival Coffee**    **Room:** H building,  
ground floor

**9.15am – 9.30am**    **Welcome from Monash**    **Room:** H1.25

**9.30am – 10.30am**    **Keynote Speaker**    **Room:** H1.25

**People Management in MNCs: Beyond the Integration-Responsiveness Framework**

Ingmar Björkman, *Hanken School of Economics, Helsinki, Finland*

**10.30am – 11.00am**    **Morning Tea**

**Friday 29<sup>th</sup> April, 2010, 11.00am – 12.45pm**

## **Paper Session 1**

### **1A    The External Context of Global Business**

**Chair:** George Cairns, *RMIT University*

**Room:** H2.20

- **The Evolution of the International Business Field: A Scientometric Investigation of Articles Published in its Premier Journal**

Peter Liesch, *UQ Business School, University of Queensland*

Lars Håkanson, *UQ Business School, University of Queensland*

Sara L. McGaughey, *University of Strathclyde Business School, Glasgow*

Stuart Middleton, *UQ Business School, University of Queensland*

Julia Cretchley, *Leximancer P/L*

- **A Theoretical Perspective on Globalisation as an Evolutionary Social Process: Implications for World Society and Individual Organisations**

Thomas Borghoff, *Victoria University of Wellington*

- **Chinese Worker Heroes: Between Patriotism and Nostalgia**

Bernard Mees, *RMIT University*

Dr Jiaying Zhang, *RMIT University*

---

### **1B    Multinational Enterprises and their Subsidiaries**

**Chair:** Peter Dowling, *La Trobe University*

**Room:** H2.22

- **The Relationship between International Experience and Performance: A Review**

James Clarke, *University of Queensland Business School*  
Rick Tamaschke, *University of Queensland Business School*  
Peter Liesch, *University of Queensland Business School*

- **Life and Death of Regional Headquarters: A Longitudinal Study of Headquarters Status Loss and Retention**

Wilhelm Barner-Rasmussen, *Hanken School of Economics*  
Perttu Kahari, *Aalto University School of Economics*  
Iiris Hilvo, *Aalto University School of Economics*  
Rebecca Piekkari, *Aalto University School of Economics*

- **Foreign Direct Investment in Chile: Historical Process, Changing Political Ideologies and the Responses of MNEs**

Michele Akoorie, *University of Waikato*  
Carolina Salcedo, *University of Waikato*

---

## 1C International Human Resource Management

**Chair:** Yvonne McNulty, *James Cook University*

**Room:** H1.25

- **Comparing the Use and Meaning of Long Term Orientation and Future Orientation in Culture Studies**

Sunil Venaik, *University of Queensland Business School*  
Yunxia Zhu, *University of Queensland Business School*  
Paul Brewer, *University of Queensland Business School*

- **Creativity and the Expatriate Experiences**

Sid Gray, *University of Sydney*  
Anthony Fee, *University of Sydney*

- **Integrating Western HRM Practices in Jordanian Organisations: The Constraints and Potential for Convergence**

Khaled Aladwan, *Charles Sturt University*  
Ramudu Bhanugopan, *Charles Sturt University*  
Alan Fish, *Charles Sturt University*

- **Analysis on Say-on-Pay Votes from the Perspective of Group Decision Dynamics**

Yu-Mei Huang, *Yu Da University*  
Yu-Hui Wang, *National Taipei Technology University*

- **Development of HRM Practices Scales: Validation in the Australian and Chinese Resources Sectors**

Helen De Cieri, *Monash University*  
Tracey Shea, *Monash University*  
Cherrie Jiu Hua Zhu, *Monash University*  
Kate Hutchings, *Griffith University*

---

## 1D International Entrepreneurship

**Chair:** Pervaiz K Ahmed, *Monash University, Malaysia*

**Room:** H2.41

- **Innovation Champions in Internationalisation Approaches of SME First Exporters**  
Murray Rees, *Swinburne University of Technology*  
Ron Edwards, *Monash University*
- **Determinants of Success and Failure of Entrepreneurs of SMEs in Bangladesh - An Explorative Study**  
Mohammad Saleh Jahur, *University of Chittagong*  
S. M. Nasrul Quadir, *University of Chittagong*
- **Market Entry Decisions of Transnational Universities: An Australian Case Study**  
Robert Jack, *Macquarie University*  
Mark Tayar, *Macquarie University*
- **Determining the Factors of International Entrepreneurship: Case Studies of Australian ICT SMEs**  
Fahri Benli, *RMIT University*
- **Making the Case for Focused Export Assistance Programmes (EAPs)**  
Sabina Jaeger, *AUT University*

---

12.45pm – 2.00pm    **Lunch**

**Room:** H building,  
ground floor

**Friday 29<sup>th</sup> April, 2010, 2.00pm – 3.45pm**

## **Paper Session 2**

### 2A The External Context of Global Business

**Chair:** Sharif As-Saber, *RMIT University*

**Room:** H2.20

- **Fitting into Geopolitical Paradigm of International Business: Bangladesh Experience in Australian Trade Preference**  
Sharif As-Saber, *RMIT University*  
Khalid Hossain, *RMIT University*
- **Nepotism, Trust and Employee Engagement in United Arab Emirates**  
Michael Willemyns, *University of Wollongong, Dubai*

- **The Effect of Institutional Isomorphic Pressure on Internationalization of Chinese Firms: A Multi-level Analysis.**

Fangrong Li, *City University of Hong Kong*  
Daniel Ding, *City University of Hong Kong*

---

## **2B Multinational Enterprises and their Subsidiaries**

**Chair:** Audra Mockaitis, *Monash University*

**Room:** H2.22

- **Foreignness as Benefit and Liability: An Empirical Study of Banking Industry in Thailand**

Nattharika Rittippant, *Thammasat University*  
Khemmachart Meechoobot, *Thammasat University*  
Apiwan Thumsamisorn, *Thammasat University*  
Patamaporn Thaichon, *Thammasat University*

- **Mining and Stakeholder Engagement Discourse in a Papua New Guinea Mine**

Kevin Kopii Kepore, *Certified Practising Accountants, PNG*  
Benedict Imbun, *University of Western Sydney*

- **Why do Multinational Corporations (MNCs) Divest Foreign Affiliates? Evidence from Korean MNCs**

Chinmay Pattnaik, *University of Sydney*  
Jeoung Yul Lee, *Hongik University*

- **An E-business Roadmap Capability Concept for MNCs**

John Douglas Thomson, *RMIT University*

---

## **2C International Human Resource Management**

**Chair:** Helen De Cieri, *Monash University*

**Room:** H1.25

- **Impact of External and Internal Context on the Perceived High Performance Work Systems in the Banking Sector in Bangladesh**

Sardana Islam Khan, *La Trobe University*  
Timothy Bartram, *La Trobe University*  
Peter Dowling, *La Trobe University*

- **The effects of job satisfaction and organizational commitment on turnover intention: Does organizational culture matter?**

Abdullah Aldhuwaihi, *Victoria University*  
Himanshu Shee, *Victoria University*  
Pauline Stanton, *Victoria University*

- **Modern Leaders in Singapore and Thailand: Questions of Culture and Style**

Nattavud Pimpa, *School Of Management, RMIT University*  
Elsie Hooi, *RMIT University*

- **Constructing Virtual Team's I-P-O model: The Importance of Individual Cultural Openness, Cultural Intelligence, and Self-efficacy to Overcome Cultural Difference**

Yu-Min Chou, *RMIT University*  
Greg Fisher, *Flinders University*

- **Emiratization: Strategy, Policy Development and Implementation of Nationalization of Human Capital**

Hosein Gharavi, *La Trobe University*  
Peter Dowling, *La Trobe University*

---

## **2D Globalization and Networks, Alliances and Inter-firm Relationships**

**Chair:** Susan Freeman, *University of Adelaide*

**Room:** H2.41

- **Overseas Chinese Family Business in Southeast Asia and Indonesia: An Interactionist, Network and Future Perspective**

Andre Pekerti, *University of Queensland Business School*  
Anugerah Pekerti, *Institute for Management Education and Development Graduate School of Management*

- **Intercultural Guanxi Dynamics in Chinese-Western Business Networks**

Hongzhi Gao, *Victoria University of Wellington*  
David Ballantyne, *University of Otago*  
John Knight, *University of Otago*

- **A Resource-based View of Social Capital of Small Exporting Firms in a Southeast Asian Country**

Hernan Roxas, *University of Southern Queensland*  
Doren Chadee, *University of Southern Queensland*

- **International Outsourcing Decision, Perceptions and Firm Performance: A Study of New Zealand Manufacturing SMEs**

Revti Raman, *Victoria University of Wellington*  
Atif Ahmed, *Victoria University of Wellington*

- **Strategic Alliance Group, a New Global Business Strategy**

Bo Lin, *Massey University, School of Aviation*  
YiFan Qiu, *Massey University, School of Aviation*

---

**3.45pm – 4.15pm Afternoon Tea**

**Room:** H building,  
ground floor

**Friday 29<sup>th</sup> April, 2010, 4.15pm – 6.00pm**

## **Paper Session 3**

### **3A Global Economics, Finances, Accounting and Taxation**

**Chair:** Sharif As-Saber, *RMIT University*

**Room:** H1.25

- **Bank Characteristics and Liquidity Transformation: The Case of GCC Banks**

Ritab Al-Khouri, *Qatar University*

- **Herding on Ending Digits in Security Trading**

Tao Chen, *Open University of Hong Kong*  
Kamai Upadhyaya, *University of New Haven*

- **The Effects of Credit Crisis among SME Concentration: SME Company Northern Region Malaysia**

Suraiya Ibrahim, *University Malaysia Perlis (UNIMAP)*

- **The Specificity of Fiscal Policy in Poland in the Times of Crisis**

Anna Krajewska, *University of Lodz, Poland*  
Stefan Krajewski, *University of Lodz, Poland*

- **Top-managerial Compensation Incentives and Earnings Management: An Empirical Analysis of Chinese State-owned Enterprises**

Di Fan, *Monash University*  
Hui Zhou, *Hunan University, P.R. China*  
Cherrie Zhu, *Monash University*

---

### **3B FDI from both Advanced and Emerging Economies**

**Chair:** Fang Lee Cooke, *Monash University*

**Room:** H2.20

- **Negative Productivity Spillovers and Socially Responsible Investment: The Case of FDI in China**

Xiaowen Tian, *Bond University*

- **FDI and Local Financial Market Development: A Granger Causality Test using Panel Data**

Ashraf Abdelaal Mahmoud, *University of Rome*

- **Barriers to Bilateral Business Relations: The Case of Australia and Ukraine**

Genrikh Salata, *Australian National University*



- **Experience and Mode Choice of Sequential Foreign Direct Investment**

Zijie Li, *University of International Business and Economics*  
Yi Li, *Australian National University*  
Zelong Zhang, *University of International Business and Economics*,  
Da Chen, *University of Melbourne*

---

### **3C Cross-Cultural Operations and Logistics**

**Chair:** Shams Rahman, *RMIT University*

**Room:** H2.22

- **Questioning the 'Western' Stereotype: Styles, Strategies and Behaviours of Australian Managers in International Business Negotiations**

Nathan Gray, *University of South Australia*  
Hussain Rammal, *University of South Australia*

- **Global Logistics and the Whole-of-life Supply Chain: The Consumption Society and End-of-life Ships**

George Cairns, *RMIT University*

- **Comparison of Cultural Effects on Expatriate Managers in the Hospitality Industry: Saudi Arabia and Australia**

Khalid Aldosari, *Victoria University*

---

### **3D Globalization and Networks, Alliances and Inter-firm Relationships**

**Chair:** Susan Freeman, *University of Adelaide*

**Room:** H2.41

- **FDI Spillover Effects and Missing Data**

Alex Eapen, *University of Sydney*

- **Cluster or No Cluster: Internationalization of the Science-based SMEs**

Vesna Sedoglavich, *Australian National University*

- **The Role of ICT in the Globalisation of Firms**

Thomas Borghoff, *Victoria University of Wellington*

- **The Globalisation of Firms as Social Systems**

Thomas Borghoff, *Victoria University of Wellington*

- **When can Sole Ventures work well in an Emerging Market? Australian Service MNEs in India**

Narender Sharma, *University of Newcastle*  
Sidney Gray, *University of Sydney*

---

7.00pm – 10.00pm Conference Dinner

Room: H1.16

**Saturday 30th April, 2010, 8.30am – 11.00am**

## **Keynote Address**

8.30am – 9.00am Arrival Coffee

Room: H building,  
ground floor

9.00am – 10.00am Keynote Speaker

Room: H1.25

**Bringing Managerial Decision Models into Models of Management**

Tim Devinney, *University of Technology, Sydney*

10.00am – 11.00am Morning Tea & AGM

**Saturday 30th April, 2010, 11.00am – 12.45pm**

## **Panel 1 - Reflections on International Business Education**

**Chair:** Greg Fisher, *Flinders University*

Room: H2.41

- **Teaching International Business of the Middle East: Some Conceptual, Contextual, and Pedagogical Issues**

Matthew Gray, *The Australian National University*

- **The Internationalisation of International Business Course: Some Empirical Evidence from a Cross-campus Workshop**

Cherrie Jiuhua Zhu, *Monash University*

Scott Edwards, *Monash University*

Catherine Barratt, *Monash University*

- **Leveraging International Business Research from Teaching Partnerships in Asia**

Greg Fisher, *Flinders University*

Dau Youngsamart, *Monash University*

- **Current and Emerging Issues in Teaching International Business: Reflections from the AIB Conference 2011 Teaching International Business Stream Chair**

Elizabeth Rose, *Aalto University*

- **Is What Are Teaching, What We Should Teach?**

George Cairns, *RMIT University*

- **Reflections on Teaching International Business in China**

Max Smith, *Flinders University*  
Greg Fisher, *Flinders University*

**Saturday 30th April, 2010, 11.00am – 12.45pm**

## **Paper Session 4**

### **4A FDI from both Advanced and Emerging Economies**

**Chair:** Fang Lee Cooke, *Monash University*

**Room:** H2.20

- **Liability of Foreignness and Internationalization of Emerging Market Firms**

Vikas Kumar, *University of Sydney*  
Ajai Gaur, *Rutgers Business School*  
Ravi Sarathy, *Northeastern University*

- **The Internationalization of Emerging Market Multinationals: Effects of Host and Home Country Institutional Factors**

Geng Cui, *Lingnan University*  
TS Chan, *Lingnan University*  
Yuanyuan Zhang, *Lingnan University*

- **The Internationalisation of Chinese Mining SOEs and NSOEs: An Exploratory Case Study**

Robert Jack, *Macquarie University*  
Monica Ren, *Macquarie University*  
Sharif As-Saber, *RMIT University*

- **The Impact of Cultural Distance on Ownership Mode in International Investments: Hofstede, Schwartz vs Globe**

Douglas Dow, *Melbourne Business School*  
Jorma Larimo, *University of Vaasa*

### **4B International Human Resource Management**

**Chair:** Helen De Cieri, *Monash University*

**Room:** H1.25

- **A Critical Review of Approaches to Measuring Expatriate Return on Investment**

Yvonne McNulty, *James Cook University*  
Helen De Cieri, *Monash University*

- **The Role of HRM in Social and Financial Performance: What Can We Learn From International Non-governmental Organizations?**

Elizabeth Merlot, *Monash University*  
Helen De Cieri, *Monash University*

- **Social Network of Multinational Corporations and Expatriates: A Literature Review and a Look Ahead**

Sachiko Yamao, *University of Melbourne*  
Robert Kaše, *University of Ljubljana*

- **The Influence of the Gandhian Philosophy on Indian Leadership Values**

Hussain Rammal, *University of South Australia*  
Tatiana Zalan, *University of South Australia*

- **Integration of Skilled Immigrants into the Australian Labour Market – The Impending Issues**

Quamrul Alam, *Monash University*  
Sharmin Mahmud, *Monash University*  
Charmine Hartel, *University of Queensland*

12.45pm – 1.30pm Lunch

Room: H building,  
ground floor

**Saturday 30th April, 2010, 1.30pm – 2.30pm**

### **Meet-the-editors Session**

Room: H1.25

- **Editor of Journal of World Business (ERA A Ranked Journal)**  
Peter Liesch, *University of Queensland*
- **Editor of Journal of Management Studies (ERA A\* Ranked Journal)**  
Bill Harley, *University of Melbourne*

**Saturday 30th April, 2010, 2.30pm – 4.15pm**

### **Paper Session 5**

#### **5A International Marketing**

**Chair:** Felix Mavondo, *Monash University*

Room: H2.20

- **Inward Internationalization of Services: Exploring Satisfaction and Dissatisfaction for Overseas Students in Australia**

Constanza Bianchi, *Queensland University of Technology*  
Judy Drennan, *Queensland University of Technology*

- **Longitudinal Examination of Perceived Export Barriers: The Case of New Zealand Manufacturing Exporters**

Eldrede Kahiya, *Lincoln University*  
David Dean, *Lincoln University*  
Jeff Heyl, *Lincoln University*

- **Product Recalls and Global Outsourcing: Are Consumers Biased when Attributing Blame?**

Sergio Carvalho, *Asper School of Business, University of Manitoba*  
Etayankara Muralidharan, *Asper School of Business, University of Manitoba*  
Hari Bapuji, *Asper School of Business, University of Manitoba*

- **The Effects of Top Management Global Orientation and Client-vendor Relationship on the Competitiveness of Offshore IT Service Providers in India**

Doren Chadee, *University of South Queensland*  
Revti Raman, *Victoria University of Wellington*

- **Challenges of a Niche Marketing Position for New Zealand Food and Beverage Export Firms**

Elizabeth Merlot, *Swinburne University*  
Judith Motion, *University of New South Wales*  
Sally Davenport, *Victoria University of Wellington*  
Shirley Leitch, *Swinburne University*

## **5B International Human Resource Management**

**Chair:** Sachiko Yamao, *University of Melbourne*

**Room:** H1.25

- **An Investigation of Employee Turnover and Reward Practices in a Small-medium Sized Chinese Enterprise**

Glyndwr Jones, *Waikato Management School*  
Junyi Gu, *Waikato Management School*  
Qiang Ding, *Waikato Management School*  
Michele Akoorie, *Waikato Management School*

- **Managing International Talent: An Exploratory Study on the Impact of Short-term International Assignments on the Worklife Balance of Australian Academics**

Juraifa Jais, *RMIT University*  
Greg Fisher, *Flinders University*  
Alan Nankervis, *RMIT University*

- **Western-developed Performance Measurement in Chinese Public Sector: A Critical Review and Directions for Future Studies**

Meng Wang, *Monash University*  
Cherrie Jiuhoa Zhu, *Monash University*  
Susan Mayson, *Monash University*

- **Acculturation Attitudes and Affective Workgroup Commitment: The Case of Professional Chinese Immigrants in the Australian Workplace**

Ying Lu, *Monash University*

Ramanie Samaratunge, *Monash University*

Charmine E. J. Hartel, *University of Queensland*

---

## **5C Globalization and Networks, Alliances and Inter-firm Relationships**

**Chair:** Susan Freeman, *University of Adelaide*

**Room:** H2.41

- **The Implications of Robust Data on Regional Theories of the MNE: Insights from the Oil and Gas Sector**

Colin Dale, *Henley Business School*

- **Deconstructing the Internationalisation-Performance Debates**

Sandra Seno-Alday, *University of Sydney*

- **Internationalisation and the Domestic Policy Environment: A Case Study of Renewable Energy Firms**

Catherine Welch, *University of Sydney*

Heather Robson, *University of Sydney*

- **An Exploration of Collaboration, Import and Export Relationships, and Firm Age**

Graciela Corral De Zubielqui, *University of Adelaide*

Susan Freeman, *University of Adelaide*