Challenges for International Business in a Turbulent Global Environment

28–30 April 2011

Monash University, Melbourne, Australia
LOCAL ORGANISING COMMITTEE

Chair: Cherrie Jiuhua Zhu, Monash University
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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 29th 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 29th 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 Jiuhua 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 29th 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 Willemys, 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

### Schedule

- **3.45pm – 4.15pm**  
  Afternoon Tea  
  **Room:** H building, ground floor
Paper Session 3

3A  Global Economics, Finances, Accounting and Taxation

Chair: Sharif As-Saber, RMIT University

- Bank Characteristics and Liquidity Transformation: The Case of GCC Banks
  Ritab Al-Khour, Qatar University

- Herding on Ending Digits in Security Trading
  Tao Chen, Open University of Hong Kong
  Kamal 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

  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

- 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*

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**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 Jiuhua 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*

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**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*