New Insights into Operating across Borders: From Traditional to Emerging Markets

Sydney, Australia
18-20 April, 2013

The 2013 ANZIBA Annual Conference is proudly hosted by the Department of Marketing and Management at Macquarie University, with support from The University of Sydney.
Message from the President,
ANZIBA Executive Committee

On behalf of the ANZIBA Executive Committee it gives me great pleasure to welcome you to the ANZIBA 2013 Conference.

The annual ANZIBA conference provides academics and research students with opportunities to exchange ideas and network. This year it is especially encouraging to see a large number of delegates from outside the Australian and New Zealand region. The theme of this year’s conference – ‘New Insights into Operating across Borders: From Traditional to Emerging Markets’ – was developed to encourage scholarly exchange on the growing complexity of international business strategy and operations.

I would like to congratulate the local organising committee for compiling an interesting and diverse program. I’d also like to thank this year’s sponsor institutions: the Department of Marketing and Management at Macquarie University and the University of Sydney for their support of the conference.

Prof. Peter Dowling
La Trobe University
President, ANZIBA Executive Committee
## Message from the Chair of the Local Organising Committee

Welcome to ANZIBA and Macquarie University!

On behalf of the local organising committee we hope you will enjoy your time at ANZIBA and the surrounds of the Macquarie campus.

I’d like to take this opportunity to thank the members of the ANZIBA executive for their advice and input during the planning of the conference. I would like to particularly thank the track chairs who did a sterling job in organising the review process. The reviewers, many of whom volunteered, performed their work with a high degree of professionalism that was appreciated by all concerned.

Finally, I want to extend my thanks to the members of the local organising committee – Lucy, Meena and Wang – for their support and input.

I trust you will find the conference program valuable and will enjoy your stay in Sydney.

**Dr. Robert Jack**  
Macquarie University  
Chair, ANZIBA 2013 Local Organising Committee  
Secretary, ANZIBA Executive Committee

## CONFERENCE TRACKS

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<th>Track Title</th>
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<th>University/Location</th>
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<td>01</td>
<td>International marketing</td>
<td>Prof. Louise Young – Univ. of Western Sydney, Aust.</td>
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<td>02</td>
<td>Cross cultural management and international HRM</td>
<td>Assoc. Prof. Audra Mockaitis – Monash University, Aust.</td>
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<td>03</td>
<td>Multinational enterprises and their subsidiaries</td>
<td>Prof. Snejina Michailova – University of Auckland, NZ</td>
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<td>04</td>
<td>Teaching international business</td>
<td>Assoc. Prof. Catherine Welch – University of Sydney, Aust.</td>
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<td>05</td>
<td>International economics, finance and accounting</td>
<td>Prof. Chris Patel – Macquarie University, Australia</td>
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<td>06</td>
<td>Born globals, SMEs and international entrepreneurship</td>
<td>Dr. Paul Brewer – University of Queensland, Australia</td>
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<td>07</td>
<td>FDI from advanced and emerging economies</td>
<td>Dr. Chinmay Pattnaik – University of Sydney, Australia</td>
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<td>08</td>
<td>Networks, alliances and interfirm relationships</td>
<td>Prof. Sylvie Chetty – Otago University, New Zealand</td>
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<tr>
<td>9.30am – 4.00pm</td>
<td>Research Students' Colloquium</td>
<td>University of Sydney Business School</td>
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<td>6.00pm – 8.00pm</td>
<td>Welcome Reception</td>
<td>MGSM, North Ryde</td>
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<tr>
<td>8.00am – 9.00am</td>
<td>Registration</td>
<td>E6A Foyer</td>
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<tr>
<td>9.00am – 10.30am</td>
<td>Conference Opening &amp; Keynote Address</td>
<td>CSC Forum, Keynote Speaker – Prof. Torben Pedersen</td>
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<td>10.30am – 11.00am</td>
<td>MORNING TEA</td>
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<td>11.00am – 12.30pm</td>
<td>Session 1 Panel</td>
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<td>12.30pm – 2.00pm</td>
<td>LUNCH</td>
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<td>2.00pm – 3.30pm</td>
<td>Session 2 Panel</td>
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<td>3.30pm – 4.00pm</td>
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<tr>
<td>4.00pm – 5.30pm</td>
<td>Session 3 Concurrent Sessions</td>
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<td>7.00pm – 10.00pm</td>
<td>Gala Dinner</td>
<td>Daintree Room, Dinner Speaker – Dr. Jim Harrowell AM</td>
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<td>9.00am – 10.00am</td>
<td>Keynote Address</td>
<td>CSC Forum, Keynote Speaker – Prof. Peter Liesch</td>
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<td>10.30am – 12.00pm</td>
<td>Session 4 Panel</td>
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<td>12.00pm – 1.00pm</td>
<td>LUNCH</td>
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<tr>
<td>1.00pm – 2.00pm</td>
<td>Plenary Session</td>
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<td>2.00pm – 3.30pm</td>
<td>Session 5 Panel</td>
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<td></td>
<td>ANZIBA ANNUAL GENERAL MEETING (AGM)</td>
<td>E6A Building, Room 102</td>
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This day-long colloquium is an intensive workshop intended for research students working on theses in the broad area of International Business.

This forum assists students in exploring research processes, academic writing and the art of navigating the world of academic publishing. The colloquium also provides a friendly and supportive opportunity for students to hone their presentation skills, while fostering networking with other research students and experienced academics.

Students have the opportunity to improve their understanding of research issues in International Business, along with available methodologies, enhancing their research competence.

In addition, students gain valuable insights into the process of submitting their work for publication in refereed journals and other academic publications.

MGSM Macquarie Park Executive Conference Centre is an award winning, modern, purpose-built centre that offers state-of-the-art meeting and conferencing facilities, 4-star executive accommodation, superb dining and catering options and recreational facilities.

Situated on the picturesque grounds of Macquarie University’s campus, just 15kms northwest of the Sydney CBD and only 20kms from Sydney airport. MGSM’s Macquarie Park Executive Conference Centre is easily accessible by car and various forms of public transport.

The MGSM hotel is conveniently located within walking distance to Macquarie University’s Aquatic and Sports Centre and the Macquarie Centre, and a railway station and bus connection that can take you anywhere in and around Sydney.
Concurrent Sessions

**ESA Building, Room 110**
Chair: Dr. Meena Chavan  
Macquarie University, Aust.

**Country of origin and the Internet (ID#23)**
Shane Mathews  
Queensland Univ. of Technology, Aust.
Hsiu-Li Chen  
Ming Chuan University, Taiwan

**Business-related ethicality in the Asia-Pacific Region (ID#6)**
Gerald Albaum  
University of New Mexico, USA
Robert A Peterson  
University of Texas at Austin, USA

**The influence of US brands on Latin American consumers: A conceptual framework (ID#58)**
Sanjaya S Gaur  
Auckland University of Technology, NZ
Hanoku Bathula  
AIS St Helens, New Zealand
Carolina Valcarcel Diaz  
Auckland University of Technology, NZ

**Psychic distance in personal care service internationalisation: A case study of Thai care givers and Japanese elderly (ID#59)**
Patnaree Srisuphaolarn  
Thammasat University, Thailand
Nuttapol Assarut  
Chulalongkorn University, Thailand

**ESA Building, Room 170**
Chair: Dr. Anthony Fee  
Univ. of Technology, Sydney, Aust.

**A network perspective of value co-creation in SME exporting: Shifting from ‘One of Them’ to ‘One of Us’ (ID#65)**
Hongzhi Gao  
Victoria University of Wellington, NZ
Ruoyi Sun  
Victoria University of Wellington, NZ
Jing Zhang  
Huazhong Uni. of Science & Tech., China

**Launching western style coffee shops in China: The case of Zhengzhou (ID#83)**
Qiang Ding  
Nanjing Univ. of Finance & Econ., China
Michele Akoorie  
Waikato University, NZ
Kathryn Pavlovich  
Waikato University, NZ
Xinyu Liang  
Waikato University, NZ

**Does religion alter the internationalisation path of firms? Some insights from the Islamic tradition (ID#11)**
Christopher Richardson  
Universiti Sains Malaysia

**n-Cultural: Modelling the multicultural experience (ID#9)**
Andre Pekerti  
University of Queensland, Australia
David Thomas  
University of New South Wales, Australia

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**Prof. Torben Pederson**
Torben Pedersen is a Professor at the Copenhagen Business School’s Department of Strategic Management and Globalisation. He received his PhD from Copenhagen Business School in 1994.

Professor Pedersen has published over 100 articles and books concerning the managerial and strategic aspects of globalisation. His research has appeared in prominent journals such as Academy of Management Journal, Strategic Management Journal, Journal of Management, Journal of International Business Studies, Journal of Management Studies, Organisation Science, Journal of Corporate Finance, Journal of Marketing Science and Human Resource Management. In addition, he has written more than 25 teaching cases published at IVEY case clearing house or in teaching books. He is co-editor of Global Strategy Journal and Advances in International Management as well as serves on numerous editorial boards.

Professor Pedersen has been a visiting scholar in Australia (AGSM and UNSW), Finland (Hanken), India (Park Global Business School), Italy (Bocconi University and Padova University), New Zealand (Auckland University), Singapore (SMU), Spain (Valencia), Sweden (Gothenburg University) and USA (Stanford University). He was Vice-President for AIB (2008-2010) and Program chair in 2009 for the AIB-conference in San Diego. He was also Vice Chairman of EIBA from 2007-2010.
## Concurrent Sessions – (cont’d)

### E5A Building, Room 120  
**Chair:** Dr. Jane Menzies  
**Deakin University, Australia**

**Mixture of Yin Yang and Western strategic management: Proposing a comparative conceptual framework (ID#13)**

- Hans Jansson  
  - Linnaeus University, Sweden
- Sten Söderman  
  - Stockholm University, Sweden

**Know who are your rivals and how to deal with them: MNCs in China (ID#7)**

- Xiaowen Tian  
  - Bond University, Australia
- Jiangyong Lu  
  - Peking University, China

**Cultural distance in international business and management: From mean-based to variance-based measures (ID#21)**

- Marjolijn Onrust  
  - University of Groningen, The Netherlands
- Sjoerd Beugelsdijk  
  - University of Groningen, The Netherlands
- Robert Maseland  
  - University of Groningen, The Netherlands
- Andre van Hoorn  
  - RSM Erasmus University, The Netherlands
- Arjen Slangen  
  - RSM Erasmus University, The Netherlands

**Internationalisation of emerging economy firms: the dual effects of the institutional environment (ID#93)**

- Fangrong Li  
  - City University of Hong Kong
- Daniel Ding  
  - City University of Hong Kong

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## Session 1 Panel

### New trends in qualitative international business research

#### E6A Building, Room 102

**Chair:** Assoc. Prof. Catherine Welch  
**University of Sydney, Aust.**

**Presenters**

- Dan Caprar  
  - University of New South Wales, Aust.
- Peter Lamb  
  - La Trobe University, Australia
- Peter Liesch  
  - University of Queensland, Australia
- Jacqueline Mees-Buss  
  - University of Sydney, Australia
- Monica Ren  
  - Macquarie University, Australia
- Jorgen Sandberg  
  - University of Queensland, Australia

#### Program

- **Problematisation as a means for building better theory: A role for qualitative research**  
  - Peter Lamb, Peter Liesch and Jorgen Sandberg
- **Reconnecting with the field: the role of ethnography in IB research**  
  - Dan Caprar
- **Using critical discourse analysis to understand strategic change in a multinational corporation**  
  - Jacqueline Mees-Buss and Catherine Welch
- **Interpersonal interactions, guanxi and trust: conducting IB fieldwork in China**  
  - Monica Ren
**Concurrent Sessions**

**ESB Building, Room 110**  
**Chair: Dr. Andre Pekerti**  
**University of Queensland, Aust.**

**Building and sustaining global careers:**  
Evidence from international project work (ID#69)

- Denise Welch  
  Melbourne Business School, Australia  
- Catherine Welch  
  University of Sydney, Australia

**The impact of cultural competence and cultural distance on healthcare quality and patient satisfaction** (ID#47)

- Somayeh Alisadeh  
  Macquarie University, Australia  
- Meena Chavan  
  Macquarie University, Australia

**Coaching, mentoring and leadership development in a multinational maritime risk-management corporation undergoing major change: A case study and proposal.** (ID#51)

- Michael Willeyns  
  University of Wollongong, UAE  
- Shahrin Bin Osman Osman  
  University of Wollongong, UAE

**The effect of task conflict and cooperation on performance of teams: Are the results similar for different task types?** (ID#52)

- Ursula Pregernig  
  Vienna Univ. of Econ. & Business, Austria  
- Jonas Puck  
  Vienna Univ. of Econ. & Business, Austria

**ESB Building, Room 170**  
**Chair: Prof. Gabriele Suder**  
**SKEMA Business School, France**

**Leveraging global virtual team diversity for shared leadership success** (ID#55)

- Kendall Herbert  
  Monash University, Australia  
- Audra Mockaitis  
  Monash University, Australia

**Influences on employee perceptions of performance appraisal process features in MNC subsidiaries** (ID#61)

- Jennie Sumelius  
  Hanken School of Economics, Finland  
- Ingmar Bjorkman  
  Aalto University, Finland  
- Mats Ehrnrooth  
  Hanken School of Economics, Finland  
- Kristina Makela  
  Aalto University, Finland  
- Adam Smale  
  University of Vaasa, Finland

**A new look at bicultural and multicultural individuals** (ID#62)

- Michael Allan  
  University of Sydney, Australia  
- Anthony Fee  
  University of Technology Sydney, Aust.  
- Sid Gray  
  University of Sydney, Australia

**Risk perception and person organisation fit in the cross Cultural environment in high risk industries** (ID#73)

- Bhanugopan Ramudu  
  Charles Sturt University, Australia  
- Amadeus Kubicek  
  Charles Sturt University, Australia  
- Alan Fish  
  Charles Sturt University, Australia
Concurrent Sessions – (cont’d)

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<th>University of New Mexico, USA</th>
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<td><strong>Towards a comprehensive typology of internationally skilled mobile employees competencies (ID#87)</strong></td>
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<tr>
<td>Julia Raupp</td>
<td>Vienna Univ. of Econ. &amp; Business, Austria</td>
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<tr>
<td>Jonas Puck</td>
<td>Vienna Univ. of Econ. &amp; Business, Austria</td>
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<td><strong>Effects of actual and perceived diversity on global virtual team performance (ID#94)</strong></td>
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<td>Vas Taras</td>
<td>Univ. of North Carolina at Greensboro, USA</td>
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<td>Dan Caprar</td>
<td>University of New South Wales, Australia</td>
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<td>Hanoku Bathula</td>
<td>AIS St Helens, New Zealand</td>
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<td>Pawel Bryla</td>
<td>University of Lodz, Poland</td>
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<td>Peter Magnusson</td>
<td>Northern Illinois University, USA</td>
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<td>Riikka Sarala</td>
<td>Univ. of North Carolina, Greensboro, USA</td>
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<td>Fabian Froese</td>
<td>Georg-August-Univ. Goettingen, Germany</td>
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<td>Alfredo Jimenez</td>
<td>Universidad de Burgos, Spain</td>
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**Cooperative negotiation behavior research over the past three decades: Antecedents, moderators, and outcomes (ID#16)**

| Yong Su | Fudan University, China |
| Junjun Cheng | Fudan University, China |
| Xiaoya Liang | Fudan University, China |
| Zhan Wu | University of Sydney, Australia |

**The psychology of adjustment through the lifespan: Emotions, age, experience and cross-cultural adjustment (ID#86)**

| Heidi Wechtler | Macquarie University, Australia |
| Alexei Koveshnikov | Hanken School of Economics, Finland |
| Cécile Dejoux | Cnam Paris University, France |

Session 2 Panel

**Global or regional: Who cares?**

**Debating how location choices matter**

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<td>University of New South Wales, Australia</td>
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**Presenters**

| Veronique Ambrosini | Monash University, Aust. |
| Jean-Luc Arregle | EM Lyon Business School, France |
| Alex Eapen | Australian National University, Australia |
| Elisabeth Maitland | University of New South Wales, Australia |
| André Sammartino | University of Melbourne, Australia |

**Program**

**Welcome & Introduction of the Panel Aims**

Ricardo Flores

**Synthesis of the Literature**

André Sammartino and Ricardo Flores

**Debate Issue 1:**

**How to move forward? Methodological & ontological paths**

Moderated by Alex Eapen

**Debate Issue 2:**

**How does this debate affect Aust NZ firms & scholars?**

Moderated by Alex Eapen

**Counterpoint: An outsider and an ‘insider’ to international strategy comment**

Veronique Ambrosini and Alex Eapen

**Q&A**
## Concurrent Sessions

**ESA Building, Room 110**  
Chair: Prof. Johny Johansson  
Georgetown University, USA

### Interfirm networks and learning (ID#90)

- **Susan Wong**  
  Griffith University, Australia

### Internationalisation of firms from developed countries into emerging and developing markets: Conceptual framework and research propositions based on the German renewable energy industry (ID#67)

- **Dominik Chahabadi**  
  Macquarie University, Australia
- **Meena Chavan**  
  Macquarie University, Australia

### How to promote subsidiary absorptive capacity: The role of MNC-parent effort and social structure (ID#29)

- **Stephanie Schleimer**  
  Griffith University, Australia
- **Torben Pedersen**  
  Copenhagen Business School, Denmark

### Understanding the influence of business networks and the internet on SME internationalisation speed and performance (ID#27)

- **Nathan McGrath**  
  Macquarie University, Australia
- **David Gray**  
  Macquarie University, Australia

**ESA Building, Room 120**  
Chair: Assoc. Prof. Wang Yue  
Macquarie University, Australia

### Transaction cost theory and the integration of risk management the case of project finance (ID#33)

- **Jakob Mullner**  
  Vienna Univ. of Econ. & Business, Austria

### An empirical study of executive pay in mainland Chinese company (ID#3)

- **Daniel Ho**  
  Hong Kong Baptist University
- **Alex Lau**  
  Hong Kong Baptist University
- **Angus Young**  
  Southwest University, China

### The impact of entrepreneur-CEOs in microfinance institutions: A global survey (ID#5)

- **Trond Randoy**  
  University of Agder, Norway
- **Oystein Strom**  
  University College, Oslo, Norway
- **Roy Mensland**  
  University of Agder, Norway

### The effect of globalisation on disclosure level of director and executive remuneration in Australia (ID#81)

- **Riaz Zahid**  
  UCP University, Pakistan
- **Sangeeta Ray**  
  University of Sydney, Australia
- **Vikus Kumar**  
  University of Sydney, Australia
- **Pradeep Ray**  
  University of New South Wales, Australia

**ESA Building, Room 170**  
Chair: Assoc. Prof. Catherine Welch  
University of Sydney, Aust.

### Extreme case learning: The development of rare business internationalisation knowledge and capabilities (ID#10)

- **Gabriele Suder**  
  SKEMA Business School, France
- **Andreas Birnik**  
  National University of Singapore
- **Niklas Nielsen**  
  MeCom Holding W.L.L., Kingdom of Bahrain

### Using global virtual team exercises in cross-cultural management courses: Impact on learning and insights on best practices (ID#97)

- **Hanoku Bathula**  
  AIS St Helens, New Zealand
- **Vas Taras**  
  Univ. of North Carolina at Greensboro, USA
- **Dan Caprar**  
  University of New South Wales, Australia
- **Alexander Rode**  
  Darmstadt Univ of Technology, Germany
- **Rico Baldegger**  
  Fribourg University, Switzerland
- **Pawel Bryla**  
  University of Lodz, Poland
- **Fabian Froese**  
  Korea University, South Korea
- **Victor Huang**  
  Zayed University, UAE
- **Alfredo Jimenez**  
  Universidad de Burgos, Spain
- **Wengsi (Clara) Lei**  
  Institute for Tourism Studies, Macau
- **Michael Minor**  
  University Texan-Pan American, USA
- **Daniel Rottig**  
  Florida Gulf Coast University, USA
- **Erika Vauginiene**  
  Vilius University, Lithuania
- **Charles Wankel**  
  St John’s University, USA
- **Xavier Ordenana**  
  ESPAE Graduate School of Mgmt, Ecuador
- **Rikka Sarala**  
  Univ. of North Carolina, Greensboro, USA
- **Anja Schuster**  
  Vienna University, Austria
- **Norrhayati Zakaria**  
  Saudi Electronic University, Saudi Arabia
- **Fang Zhao**  
  American University of Sharjah, UAE

### Student perceptions of formative feedback: a cross-cultural analysis (ID#57)

- **Mark Tayar**  
  Macquarie University, Australia
- **Yuqian Zhang**  
  Macquarie University, Australia

### Knowledge of global business realities of MBA students: Their relevance in international context (ID#91)

- **Nitin Seth**  
  AIS St Helens, New Zealand
- **Hanoku Bathula**  
  AIS St Helens, New Zealand
Dinner Speaker

Dr. Jim Harrowell AM is a partner of the law firm Hunt & Hunt having practiced as a lawyer for over 35 years.

Jim is currently President of the Australia China Business Council (ACBC) - NSW and is the Chief Legal Representative for the Shanghai office of Hunt & Hunt which opened in 1998. He is also a member of the China Expert Panel of the Law Council of Australia and the Attorney-General’s China Working Group dealing with Free Trade Agreement issues relating to legal services.

Jim is a regular speaker in China and Australia in all aspects of doing business with China and has been involved in preparing and presenting seminar programs in China and Australia for many organisations including Austrade, AusAid and MOFCOM, University of New South Wales, CPA Australia and the Export Council of Australia. He is one of six Australians on the foreign arbitrators’ panel of China International Economic & Trade Arbitration Commission (CIETAC) and is the only Australian accredited as a foreign arbitrator by the Shanghai Arbitration Commission.

Jim was appointed a Member of the Order of Australia in the 2006 Queen’s Birthday Honours List for service to international relations particularly the development of legal and business links with China. On 3 November 2012 the University of New South Wales, at its Shanghai Graduation ceremony, awarded Jim the Degree of Doctor of Laws honoris causa for his work in China.
**Keynote Address**

**SATURDAY**

**9.00am – 10.00am**

CSC Forum

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**Prof. Peter Liesch**

Peter is Professor of International Business and Chair of the Strategy Cluster, UQ Business School at The University of Queensland, Australia. He has been Head of the School of Management at both the University of Tasmania and The University of Queensland. He is a Professional Member of the Economic Society of Australia and a Fellow of the Australian Institute of Management. His Ph.D in Economics, written on the topic of government mandated-countertrade, was awarded by The University of Queensland.


Peter is also Editor of the Management & Entrepreneurship Department at the Journal of World Business and serves on the Editorial Board of the Journal of International Management.

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**Session 4**

**10.30am – 12.00pm**

ESA & E6A Precinct

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**Concurrent Sessions**

**ESA Building, Room 110**

Chair: Dr. Greg Fisher

**Flinders University, Australia**

**Barriers facing Australian firms in GCC countries: An institutional view (ID#28)**

Doran Chadee

Deakin University, Australia

Banjo Roxas

Deakin University, Australia

**Diametric institutional forces constraining or progressing internationalisation: the case of Australian universities (ID#56)**

Mark Tayar

Macquarie University, Australia

Robert Jack

Macquarie University, Australia

**Born-global growth: An Austrian perspective (ID#37)**

Arash Najmaei

Macquarie Graduate School of Mgmt, Aust.

**Complex supply network revisited: An integrated framework for managing knowledge between and across organisations (ID#30)**

Ki-Hoon Lee

Griffith University, Australia

Robert Ogulin

Griffith University, Australia

Gustavo Guzman

Griffith University, Australia

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**ESA Building, Room 120**

Chair: Dr. Hongzhi Gao

**Victoria University of Wellington, NZ**

**China: Hegemonic heir apparent? (ID#95)**

Antony Drew

University of Newcastle, Australia

Anton Kriz

University of Newcastle, Australia

Egbert Groen

University of Newcastle, Australia

David Cunneen

University of Newcastle, Australia

**International investment by state controlled enterprises: A source for concern? (ID#8)**

Peter Enderwick

AUT University, New Zealand

**Relational or rules-based? Perceptions of the Chinese legal system by Australian managers doing business in China (ID#38)**

Janes Menzies

Deakin University, Australia

Mona Chung

Deakin University, Australia

Stuart Orr

Deakin University, Australia

**Experiential driver of sequential FDI entry modes in emerging economy firms: An empirical study of Chinese listed companies in manufacturing industry (ID#45)**

Liu Chang

Univ. of Int'l Business & Economics, China

Zijie Li

Univ. of Int'l Business & Economics, China

Xinli Huang

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Gang Li

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### Concurrent Sessions – (cont’d)

**ESM Building, Room 170**  
Chair: Prof. Elizabeth Rose  
University of Otago, New Zealand & Aalto University, Finland

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| What drives and determines competitiveness and sustainability in small to medium-sized Australian wineries? (ID#49) | Yuka Sakurai, Meiji Gakuin University, Japan  
Shane Mathews, Queensland Univ. of Technology, Aust. |
| Professional service firms and their influence in the born global internationalisation process (ID#53) | Murray Taylor, Macquarie University, Australia  
Robert Jack, Macquarie University, Australia |
| Exploring the international market selection of small to medium sized enterprises (ID#77) | Alvin Tan, Queensland Univ. of Technology, Aust.  
Todd Kluever, Queensland Univ. of Technology, Aust.  
Rumintha Wickramasekera, Queensland Univ. of Technology, Aust. |
| Entrepreneurs’ search for resources in the internationalisation process (ID#76) | Frances Chang, Macquarie University, Australia  
Cynthia Webster, Macquarie University, Australia |
| Dynamic capabilities and internationally-active high-tech SMEs: A critique and proposed future research agenda (ID#88) | Alexandra Kriz, University of Sydney, Australia  
Catherine Welch, University of Sydney, Australia  
Ranjit Voola, University of Sydney, Australia |

### Session 4 Panel

**E6A Building, Room 102**  
Chair – Prof. Peter Dowling  
La Trobe University, Australia

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<td>Helen De Cieri</td>
<td>Monash University, Australia</td>
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<td>Cherrie Zhu</td>
<td>Monash University, Australia</td>
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**Program**

**Chinese multinationals operating in Australia and their strategies**  
Mike Zhang, Peter Dowling and Tim Bartram

‘Crossing river by touching the stone’  
Can this successful pragmatic way in Chinese domestic economic reform be applied to Chinese MNEs’ FDI?  
Cherrie Zhu, Peter Dowling and Helen De Cieri

**Evaluation of a perceptual measure of organisational performance in China**  
Helen De Cieri, Tracy Shea and Cherrie Zhu
Concurrent Sessions

Be better: An evaluation of the revised national benefit test for overseas investment in New Zealand’s land-based industries (ID#66)
Brent Burmester, University of Auckland, New Zealand

Inspired by long distance relationship: Exploring how and when geographical distance increases (ID#40)
Qin Xin, Peking University, China
Minya Xu, Peking University, China
Dong Ju, Peking University, China

Advantages and disadvantages of offshore outsourcing experienced by SMEs in the New Zealand printing, publishing and packaging industries (ID#79)
Hayden Skifflington, Waikato University, New Zealand
Paresha Sinha, Waikato University, New Zealand
Michele Akoorie, Waikato University, New Zealand
Glyndwr Jones, Waikato University, New Zealand

Some extensions to social network analysis methods: An overview (ID#63)
Michael McGrath, Victoria University, Australia
Elisabeth Wilson-Evered, Victoria University, Australia
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### The role of institutions in emerging markets: Current research trends and emerging issues

#### E6A Building, Room 102

**Co-Chairs – Prof. Doren Chadee and Banjo Roxas**

**Deakin University, Australia**

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<td>Retvi Raman</td>
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#### Program

1. Introduction and overview of institutional research in IB
   - Doren Chadee

2. Institutions and international entrepreneurship: Some recent research developments
   - Banjo Roxas

3. Support to SMEs’ exports by formal government agencies: The case of Vietnam
   - Viet Le

4. Institutional differences and international outsourcing: Insights from a small New Zealand firm’s outsourcing experiences in India and China
   - Retvi Raman

5. Institutions in developing countries: Barriers or enablers?
   - Fara Azmat
University Room Naming Convention: The building number comes first, then the level or floor, and finally the room, e.g. E5A 120 refers to Building E5A, Level 1, Room 120.
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