

ANZIBA 2015  
CONFERENCE  
MELBOURNE • 11–13 FEBRUARY



**ANZIBA**

Australia and New Zealand  
International Business Academy

**mbs.edu**

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BUSINESS  
SCHOOL

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MELBOURNE BUSINESS SCHOOL



LA TROBE BUSINESS SCHOOL



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# Welcome

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## Welcome to Melbourne: Message from the President



On behalf of the ANZIBA Executive Committee it gives me great pleasure to welcome you to the ANZIBA 2015 Conference.

The annual ANZIBA conference provides opportunities for academics and research students to exchange ideas and network, and I am confident that ANZIBA 2015 will be no exception. It is encouraging to see a large number of delegates from outside the Australia and New Zealand region. This year the accepted papers include authors or co-authors from 26 different countries.

I would like to congratulate the local organizing committee for compiling an interesting and diverse program. I'd also like to thank the Melbourne Business School and University of Melbourne for co-hosting the conference, Deakin University for hosting the Doctoral Symposium, and La Trobe University for sponsoring the Keynote Speaker.

**Professor Peter Dowling**  
La Trobe University  
President, ANZIBA Executive Committee

## Message from the Conference Chair



On behalf of all the conference organising committee, I want to welcome everyone to Melbourne. We have had a huge surge of interest in terms of papers submitted (96) and panel sessions proposed (6) this year. We obviously cannot accommodate everyone but we have done our best. In total the conference will have 27 sessions spread across two days, culminating in the Gala Dinner Friday night (or in the World Cup Cricket match the next day for those of that persuasion).

At a personal level I want to thank everyone who has helped out with the conference from the local organizing committee, the ANZIBA Executive, and Conference Solutions, to the Track Chairs, the Session Chairs and Reviewers. The level of cooperation and willingness of everyone to pitch in has been exceptionally encouraging. I also want to thank Doran Chadee and his gang at Deakin for taking on the management of the Doctoral Symposium, and La Trobe University for their sponsorship of our Keynote Speaker – S Tamer Cavusgil. And in closing, I want to welcome both Tamer as our Keynote Speaker, and Peter Buckley as our Gala Dinner Speaker, to Melbourne and thank them for their willingness to help us out.

**Associate Professor Douglas Dow**  
Melbourne Business School, The University of Melbourne  
Chair, 2015 ANZIBA Organizing Committee

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## Message from the Dean



On behalf of the ANZIBA Executive Committee it gives me great pleasure to welcome you to the ANZIBA 2015 Conference.

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**Zeger Degraeve**  
Dean, Melbourne Business School

## Dinner Speaker: Professor Peter Buckley



Peter J Buckley is Professor of International Business and Founder Director of the Business Confucius Institute at the University of Leeds, and founding Director of the Centre for International Business, University of Leeds. He has published 27 books and has published over 190 refereed articles in European, American and Japanese journals including 21 contributions to the Journal of International Business Studies (JIBS).

He was listed as one of the most “successful academic writers” in The Times Higher Education Supplement (January 2006). He was elected a Fellow of AIB in 1985 for “outstanding achievements in international business”. He was President of the Academy of International Business 2002-04 and served as Immediate Past President 2004-06. Most recently he was appointed an Officer of the Order of the British Empire (OBE) in the Queen’s New Year Honours List 2012.

# Keynote Speaker

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## Keynote Speaker: Professor S. Tamer Cavusgil



Professor Cavusgil holds the Fuller E. Callaway Professorial Chair at Georgia State University in Atlanta Georgia, and is the Executive Director of the Center for International Business Education and Research at Robson College of Business. He specializes in the internationalization of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business. Most recently, he has been researching the evolution of middle-class in rapidly transforming economies.

Tamer's professional career spans teaching, research and administrative responsibilities in international business and marketing at Georgia State University (2008- present), Michigan State University (1987-2008; Inaugural holder of John W. Byington Endowed Chair in Global Marketing), Bradley University (1983-87), University of Wisconsin-Whitewater (1978-83), and the Middle East Technical University (ODTU), Turkey (1976-78). Tamer is also a Visiting Professor at Leeds University Business School. He also holds adjunct professorships at the University of Adelaide (Australia) and Xi'an Jiaotong University (China). He serves on the Hong Kong Research Grants Council.

Tamer is the recipient of numerous awards and recognitions. In May 2014, he was inducted as Doctor Honoris Causa (Honorary Doctorate) by the Universiteit Hasselt, Belgium, "in recognition of seminal research in, and ground breaking contributions to the field of int'l marketing and int'l business performance." Other awards include: The Journal of International Business Studies Decade Award (2014), American Marketing Association's Excellence in Global Marketing Research Award (2002 and 2012); Distinguished Faculty, and Ralph H. Smuckler Award for Advancing International Studies and Programs (Michigan State University).



# International Business at Melbourne Business School



## Our Team

Majid Abdi  
Douglas Dow  
Helen Hu  
Tine Koehler  
Jane Lu  
Tom Osegowitsch  
Andre Sammartino

Gary Sampson  
Gabriele Suder  
Denice Welch  
Lawrence Welch  
Dean Xu  
Sachiko Yamao

## Our Work

The IB faculty at the University of Melbourne have published over 120 articles in internationally recognised peer-reviewed journals including:

### IB Journals

Journal of International Business Studies  
International Business Review  
International Journal of HRM  
Journal of International Management  
Journal of International Marketing  
Journal of World Business  
Management International Review  
Scandinavia International Business Review

### Other Management Journals

Academy of Management Journal  
Academy of Management Review  
Administrative Science Quarterly  
Asia Pacific Journal of Management  
Business Horizons  
California Management Review  
European Management Journal  
Human Resource Management  
Journal of Business Ethics

Journal of Business Research  
Journal of Management  
Journal of Management Studies  
Journal of Operations Management  
Production and Operations Management  
Strategic Management Journal

## Tracks and Track Chairs

- 1. International Human Resource Management and Global Mobility**  
Denice Welch, University of Melbourne  
Sachiko Yamao, University of Melbourne
- 2. MNEs & their Subsidiaries**  
Ricardo Flores, University of NSW
- 3. International Entrepreneurship**  
Susan Freeman, University of Adelaide  
Sylvia Chetty, University of Otago
- 4. Networks, Alliances & Inter-firm Relations**  
Alex Eapen, Australian National University
- 5. International Marketing**  
Lawrence Welch, University of Melbourne
- 6. Teaching IB**  
Peter Liesch, University of Queensland  
Tom Osegowitsch, University of Melbourne
- 7. International Economics, Finance & Accounting**  
Hussain Rammal, University of South Australia
- 8. Global Strategy & Logistics**  
Vikas Kumar, University of Sydney
- 9. Culture, Language and IB**  
Andre Pekerti, University of Queensland  
Paul Brewer, University of Queensland
- 10. Emerging Markets: Institutions, Organisations and Markets**  
Banjo Roxas, Deakin University



# University of Melbourne and MBS Campus

## THE UNIVERSITY OF MELBOURNE — LOCATION MAP



### PUBLIC TRANSPORT

Trams to and from the University via the city centre run daily on both Swanston and Elizabeth Streets / Royal Parade. Scheduled times are listed at each stop.

**Swanston Street:** Routes 3 / 5 / 6 / 8 / 16 / 22 / 64 / 67 / 72

**Elizabeth Street:** Routes 19 / 57 (Diverts at Vic. Market)  
59 (Diverts at Flemington Rd Roundabout)

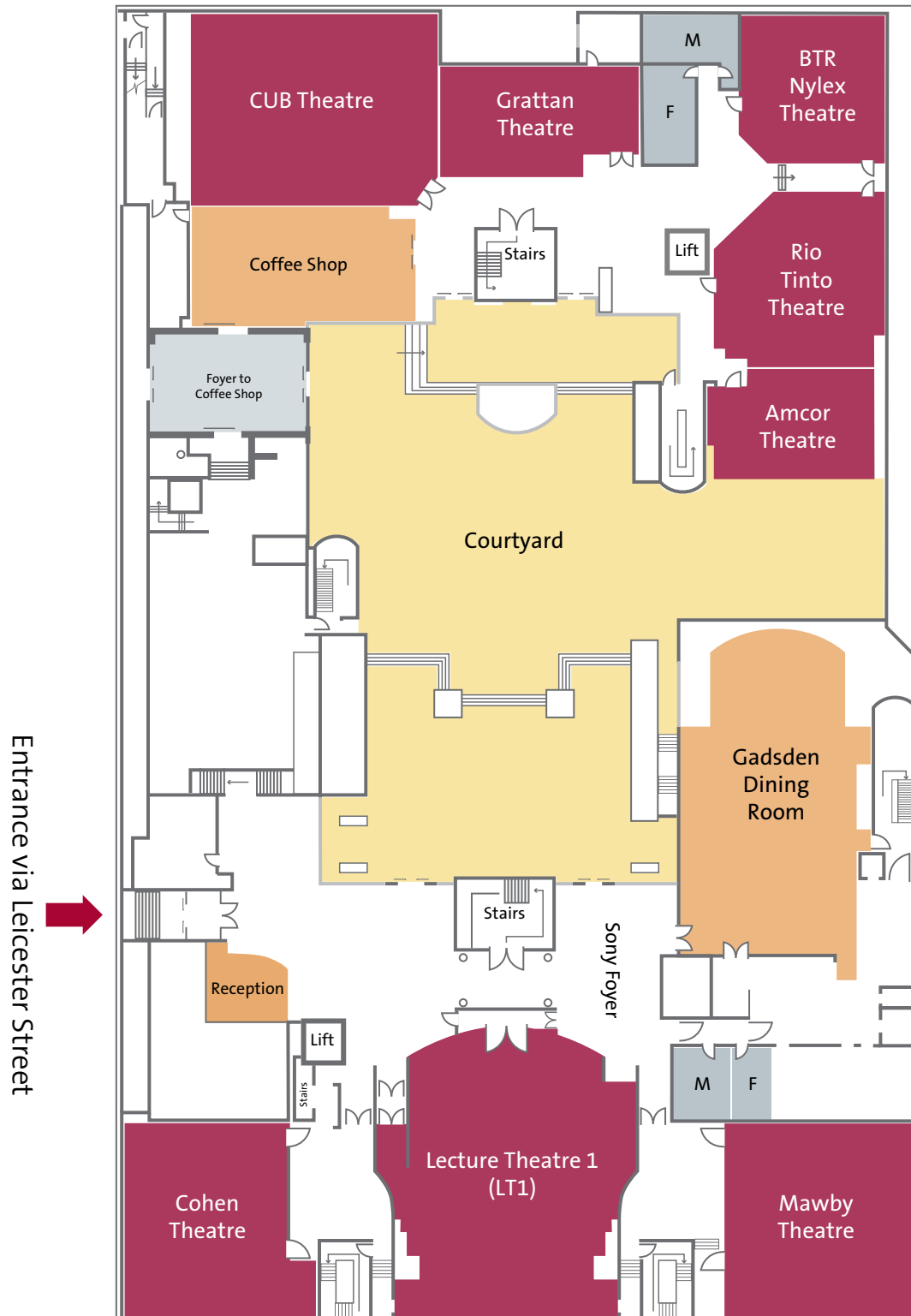
**Royal Parade:** Route 19

### LEGEND

- Places of Interest
- Hotels (Residential)
- Parks and Gardens
- Car Parking
- Tram Routes & Stops



## MELBOURNE BUSINESS SCHOOL — CARLTON CAMPUS



# ANZIBA 2015

## CONFERENCE PROGRAMME

### Summary

#### WEDNESDAY 11 FEBRUARY

8.30-17.00

**Doctoral Colloquium (By invitation only)**  
Deakin University City Centre  
3rd Floor Deloitte Building, 550 Bourke Street

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18:00 - 20:00

**Welcome Reception**  
Gadsden Dining Room,  
Melbourne Business School

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#### THURSDAY 12 FEBRUARY

8.30 – 9.30

**Registration**  
Sony Foyer, Melbourne Business School

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9:30 - 10:30

**Conference Opening (1.1)**  
LT1 Theatre, Melbourne Business School  
Associate Professor Douglas Dow

**Keynote Address**  
Professor S. Tamer Cavusgil

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10.30 - 11.00

**Morning tea: Sony Foyer**

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11.00 - 12.30

**Concurrent Sessions (1.2)**  
Various theatres, Melbourne Business School

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12.30 - 13.30

**Lunch: Sony Foyer**

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13.30 - 15.00

**Concurrent Sessions (1.3)**  
Various theatres, Melbourne Business School

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15.00 - 15.30

**Afternoon tea: Sony Foyer**

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15.30 - 17.00

**Concurrent Sessions (1.4)**  
Various theatres, Melbourne Business School

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# ANZIBA 2015

## CONFERENCE PROGRAMME

### Summary

#### FRIDAY 13 FEBRUARY

**8.30 – 10.00** **Concurrent Sessions (2.1)**  
Various theatres, Melbourne Business School

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**10.00 – 10.30** **Morning tea: Sony Foyer**

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**10.30 – 12.00** **Concurrent Sessions (2.2)**  
Various theatres, Melbourne Business School

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**12.00 – 12.45** **Lunch: Sony Foyer**

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**12.45 – 13.30** **ANZIBA AGM**  
Cohen Theatre, Melbourne Business School

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**13.30 – 15.00** **Concurrent Sessions (2.3)**  
Various theatres, Melbourne Business School

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**15.00 – 15.30** **Afternoon tea: Sony Foyer**

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**15.30 – 17.00** **Concurrent Sessions (2.4)**  
Various theatres, Melbourne Business School

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**17.00 – 18.00** **Break**

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**18:00 for**  
**18:30 – 21:00** **Gala Dinner**  
Dinner Speaker – Professor Peter Buckley  
Woodward Conference Centre, 10th Floor  
Melbourne Law School Building

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### Concurrent Session Details

THURSDAY 12 FEBRUARY 11:00am – 12:30pm

**Session 1.2.1:** Track 3 – Panel

**Chair:** Freeman, Susan (University of Adelaide, Australia)  
*COHEN Theatre*

**Researching Services in South East Asia**

Freeman, Susan (University of Adelaide, Australia)  
Lemaire, Jean-Paul (ESCP Europe, France)  
Cavusgil, S Tamer (Georgia State University, USA)  
Sullivan Mort, Gillian (La Trobe University, Australia)  
Chadee, Doren (Deakin University, Australia)  
Weerawardena, Jay (University of Queensland, Australia)  
Jack, Robert (Macquarie University, Australia)

**Session 1.2.2:** Track 1 – Workshop Session

**Chair:** Welch, Denise (University of Melbourne, Australia)  
*AMCOR Theatre*

**The Transfer of Human Resource Policies and Practices in American Subsidiaries in Saudi Arabia**

Alkhalidi, Amal (Curtin University, Australia)  
Connell, Julia (University of Technology Sydney, Australia)  
Burgess, John (Curtin University, Australia)

**Approaches to Validation of Management Development and Training Framework in China**

Wang, Ying (Charles Sturt University, Australia)  
Bhanugopan, Ramudu (Charles Sturt University, Australia)  
Farrell, Mark (RMIT University, Australia)

**Session 1.2.3:** Track 9 – Mixed Session

**Chair:** Pekerti, Andre (University of Queensland, Australia)  
*BTR NYLEX Theatre*

**Experiences of International Students in the Australian Higher Education System: An Extreme Groups Comparison**

Pekerti, Andre (Uni of Queensland, Australia)  
Moeller, Miriam (Uni of Queensland, Australia)  
van de Vijver, Fons (Tilburg University, Netherlands)  
Okimoto, Tyler (University of Queensland, Australia)

**Teaching in Iran: Culture and Consequences**

Cray, David (Carleton University, Canada)  
McKay, Ruth (Carleton University, Canada)  
Mittelman, Robert (Royal Roads University, Canada)

**Globalization and Skilled Immigrants: The Role of Emotional Labour**

Sinha, Paresha (University of Waikato, NZ)  
Dyer, Suzette (University of Waikato, NZ)  
Akoorie, Michele (University of Waikato, NZ)  
Ho, Ai-Hsin (University of Waikato, NZ)

### Concurrent Session Details

THURSDAY 12 FEBRUARY **11:00am — 12:30pm**

**Session 1.2.4:** Track 7 – Workshop Session  
**Chair:** Thorne, Kym (University of South Australia)  
*RIO TINTO Theatre*

**What Do You Need? The Accounting Services Needed by Technology-Based Companies in Incubators: the Case of an Incubator from São Paulo-Brazil**

Silva, Cintia (Universidade de São Paulo/FEA, Brazil)  
Casa Nova, Silvia (Universidade de São Paulo/FEA, Brazil)

**The OECD Base Erosion and Profit Shifting (BEPS) Action Plan and the China Tax Climate**

Ho, Daniel Hoi Ki (Hong Kong Baptist University, China)  
Ting, Antony (University of Sydney, Australia)

**Session 1.2.5:** Track 8 - Workshop  
**Chair:** McGaughey, Sara (Griffith University, Australia)  
*MAWBY Theatre*

**The Impact of Product Traceability on Australian Dairy Exports to China: An Industry Perspective**

Marano, Somo George (RMIT University, Australia)  
Huang, Charles (RMIT University)  
Booth, Chris (RMIT University)

**The Japanese Way of e-Business and Online Network Usage: A Japanese Country Context**

Maruyama, Masahiro (Meiji Gakuin University, Japan)  
Mathews, Shane (Queensland University of Technology, Australia)

**Governance Challenges from Shifting Roles in Offshoring/Outsourcing Networks: Bounded Reliability, Bounded Rationality and Influence**

Lunnan, Randi (BI Norwegian Business School, Norway)  
McGaughey, Sara (Griffith University, Australia)

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### Concurrent Session Details

THURSDAY 12 FEBRUARY 13:30pm – 15:00pm

#### Session 1.3.1: Panel Session

**Chair:** Buckley, Peter (University of Leeds, United Kingdom)

**COHEN Theatre**

#### W(h)ither IB?

Gray, Sid (University of Sydney, Australia)  
Liesch, Peter (University of Queensland, Australia)  
Lamb, Peter (La Trobe University, Australia)  
Steen, Adam (Charles Sturt University, Australia)  
Welch, Denice (Melbourne Business School, Australia)

#### Session 1.3.2: Track 10 – Competitive Session

**Chair:** Nielsen, Bo Bernhard (University of Sydney, Australia)

**RIO TINTO Theatre**

#### Specification Uncertainty and Model Averaging: Do Natural Resources and Institutions Matter for Foreign Direct Investment? A Bayesian Approach

Rogmans, Tim (Zayed University, UAE)  
Nandialath, Anup (Zayed University, UAE)

#### The Role of Resource-Seeking Intent in Outward FDI Decisions Under Institutional Constraints: Evidence from China as an Emerging Economy

Kang, Yuanfei (Massey University, NZ)  
Liu, David (Massey University, NZ)

#### When Do Non-Market Resources Matter in Advanced Economies? An Implication for Emerging Market Firms

Kalasin, Kiattichai (Mahidol University, Thailand)  
Rivera Santos, Miguel (Babson College, USA)

#### Session 1.3.3: Track 4 – Competitive Session

**Chair:** Weber, Clarissa (University of Goettingen, Germany)

**BTR NYLEX Theatre**

#### Does Cultural Distance Impact R&D International Alliance Contract Design?

Vidot-Delerue, Hélène (University of Quebec at Montreal, Canada)  
Cronje, Tom (Curtin University, Australia)

#### Acquiring Knowledge from Local Partners: The Role of Inter-Organizational and Institutional Trust in International Relationships of Market-Seeking Firms

Weber, Clarissa (University of Goettingen, Germany)

#### Interfirm Alliance Interactions and Knowledge Learning: A Conceptual Research Model

Ding, Ken Qiang (Nanjing University, China)  
Akoorie, Michele (University of Waikato, NZ)

#### Session 1.3.4: Track 5 – Mixed Session

**Chair:** Cunningham, Lawrence (University of Colorado Denver, USA)

**AMCOR Theatre**

#### An Examination of the Effects of Consumer Racism and Consumer Ethnocentrism on Willingness to Buy Products Associated with Ethnic Chinese

Abdul-Latif, Samshul-Amry (Universiti Utara, Malaysia)  
Abdul-Talib, Asmat-Nizam (Universiti Utara, Malaysia)

#### Repositioning Tourism and Travel Research: An International Business Opportunity?

Steen, Adam (Charles Sturt University, Australia)

### Concurrent Session Details

THURSDAY 12 FEBRUARY 15:30pm — 17:00pm

**Session 1.4.1: Track 10 – Panel**

**Chair:** Rammal, Hussain (University of South Australia)  
*COHEN Theatre*

**International Business in India and South Asia:  
Opportunities and Challenges**

Rammal, Hussain (University of South Australia)  
Bhanugopan, Ramudu (Charles Sturt University, Australia)  
Thorne, Kym (University of South Australia)  
Austin, Ian (Edith Cowan University, Australia)

**Session 1.4.2: Track 3 – Competitive**

**Chair:** Lamb, Peter (La Trobe University, Australia)  
*RIO TINTO Theatre*

**The Genesis of De Novo Marketing Capabilities and  
the Subsequent Development of Dynamic Marketing  
Capabilities: A Qualitative Perspective**

Eriksson, Taina (University of Turku, Finland)  
Ketolainen, Mari (University of Turku, Finland)  
Kriz, Alexandra (University of Sydney, Australia)

**Internationalisation Competence as Task  
Accomplishment and Relational**

Lamb, Peter (La Trobe University, Australia)  
Sandberg, Jorgen (University of Queensland, Australia)  
Liesch, Peter (University of Queensland, Australia)

**The Impact of Internet Marketing Capabilities on  
International Network Capability: A Cross Country  
Study Comparison Between Australia, Chile and Taiwan  
Internationalised SMEs**

Mathews, Shane (Queensland University of  
Technology, Australia)  
Constanza, Bianchi (Queensland University of  
Technology, Australia)  
Perks, Keith (Brighton Business School, UK)  
Chen, Hsiu-Li (Ming-Chuan University, Taiwan)  
Glavas, Charmaine (University of Sunshine Coast,  
Australia)

**Session 1.4.3: Track 6 – Mixed Session**

**Chair:** Liesch, Peter (University of Queensland, Australia)  
*BTR NYLEX Theatre*

**Improving IB Learning Through Multidisciplinary  
Simulations: Lessons from a Mock-Up of EU-US  
Trade Negotiations**

Suder, Gabriele (University of Melbourne, Australia)  
Nance, Mark (North Carolina State University, USA)  
Hall, Abigail (George Mason University, USA)

**What Do I Get Out of It? Individual Learning in  
Team Settings**

Fischlmayr, Iris (Johannes Kepler University, Austria)  
Koehler, Tine (University of Melbourne, Australia)

**Teaching International Business Through Storytelling:  
A Systematic Review**

Taylor, Murray (Macquarie University, Australia)  
Marrone, Mauricio (Macquarie University, Australia)  
Tayar, Mark (Macquarie University, Australia)  
Kalnins-Cole, Tristan (Macquarie University, Australia)

**Session 1.4.4: Track 9 – Mixed Session**

**Chair:** Weerawardena, Jay (University of Queensland,  
Australia)  
*AMCOR Theatre*

**Cultural Intelligence Experiential Education And  
Systems Of Thought: The Missing Cultural Link**

Dawidowski, Roxana (University of NSW, Australia)  
Thomas, David (Simon Fraser University, Canada)

**Exploring the Links Between Cultural Exposure,  
Intercultural Sensitivity and Intercultural Competence**

Dias, Davina (Monash University, Australia)  
Zhu, Cherrie (Monash University, Australia)  
Samaratunge, Ramanie (Monash University, Australia)

### Concurrent Session Details

FRIDAY 13 FEBRUARY **8:30am — 10:00am**

#### **Session 2.1.1: Track 8 – Panel**

**Chair:** Presbitero, Alfred (Deakin University, Australia)  
**COHEN Theatre**

#### **Cross Cultural Research: New Insights**

Chadee, Doren (Deakin University, Australia)  
Pekerti, Andre (University of Queensland, Australia)  
Presbitero, Alfred (Deakin University, Australia)  
Ott, Dana (University of Auckland, NZ)  
Ren, Shuang (University of Melbourne, Australia)

#### **Session 2.1.2: Track 10 – Competitive Session**

**Chair:** Roxas, Banjo (Deakin University, Australia)  
**RIO TINTO Theatre**

#### **Corporate Social Responsibility Reporting in Vietnam: Evidence from Large Companies**

Do, Lan (RMIT University, Australia)

#### **The Rise of BRIC: Growth, Development and Challenges for the Future**

Werle Rodrigues, Jacira (University of NSW, Australia)  
Ramburuth, Prem (University of NSW, Australia)

#### **Resources vs Agency: Disentangling the Impact of Government Ownership on the Performance of Emerging Market Firms**

Kalasin, Kiattichai (Mahidol University, Thailand)  
Rivera Santos, Miguel (Babson College, USA)  
Dussauge, Pierre (HEC Paris, France)

#### **Session 2.1.3: Track 3 – Competitive Session**

**Chair:** Freeman, Susan (University of Adelaide, Australia)  
**BTR NYLEX Theatre**

#### **Impact of Internationalization Age on Internationalization Speed – Evidence from Swiss SMEs**

Amann, Wolfgang (HEC Paris, France)  
Baldegger, Rico (HEG Fribourg, Switzerland)  
Schueffel, Patrick (HEG Fribourg, Switzerland)

#### **Internationalisation Speed of Maturing International New Ventures – A Comparative Case Study Analysis of German Renewable Energy Firms**

Chahabadi, Dominik (Macquarie University, Australia)  
Chavan, Meena (Macquarie University, Australia)

#### **Comparing ‘Born Globals’ and Other Exporting Firms: A Longitudinal Study**

Gripsrud, Geir (BI Norwegian School, Norway)  
Solberg, Carl Arthur (BI Norwegian School, Norway)  
Hunneman, Auke (BI Norwegian School, Norway)

#### **Session 2.1.4: Track 9 – Competitive Session**

**Chair:** Brewer, Paul (University of Queensland, Australia)  
**AMCOR Theatre**

#### **The Global Pattern of National Cultures**

Venaik, Sunil (University of Queensland, Australia)  
Brewer, Paul (University of Queensland, Australia)

#### **Internationalisation and Language Strategy**

Welch, Denice (University of Melbourne, Australia)  
Welch, Lawrence (University of Melbourne, Australia)  
Piekkari, Rebecca (Aalto University, Finland)



### Concurrent Session Details

FRIDAY 13 FEBRUARY 10:30am — 12:00pm

#### Session 2.2.1: Meet the Editors Panel

**Chair:** Dow, Douglas (University of Melbourne, Australia)  
*COHEN Theatre*

#### Journal of World Business

Doh, Jonathan (Villanova University, USA)

#### International Journal of HRM

Dowling, Peter (La Trobe University, Australia)

#### International Marketing Review

Freeman, Susan (University of Adelaide, Australia)

#### Australian Journal of Management

Liesch, Peter (University of Queensland, Australia)

#### Journal of International Business Studies

Nielsen, Bo Bernhard (University of Sydney, Australia)

#### Asia Pacific Journal of Management

Rose, Elizabeth (University of Otago, NZ)

#### Session 2.2.2: Track 10 – Workshop Session

**Chair:** Presbitero, Alfred (Deakin University, Australia)  
*RIO TINTO Theatre*

#### Spreading the Life (Logic): Institutional Contradictions as Opportunities to Engage in Developmental Logic Work

Leung, Aegean (University of Sydney, Australia)  
Zietsma, Charlene (York University, UK)

#### Socially Oriented Economic Models: Development Paths, Knowledge Trajectories and Stakeholder Interactions

Serdyukov, Svetlana (HEC Montreal, Canada)  
Bitektine, Alex (HEC Montreal, Canada)

#### The Action-Reaction in the Global Trade:

#### The Cases of Four Global Industries

Kingkaew, Suthikorn (Thammasat Business School, Thailand)

#### Chinese Investment Migration Investment:

#### A New Phenomenon

Chung, Mona (Deakin University, Australia)  
Mascitelli, Bruno (Swinburne University of Technology, Australia)

#### Session 2.2.3: Track 3 – Competitive Session

**Chair:** Jack, Robert (Macquarie University, Australia)  
*BTR NYLEX Theatre*

#### Product Inseparability and Foreign Entry Modes: Trans-Human Export as a Mechanism in Entering a Foreign Market

Jack, Robert (Macquarie University, Australia)

#### A Micro-Foundations Approach to Understanding the Knowledge Development and Deployment Processes Leading to Early Internationalization

Weerawardena, Jay (University of Queensland, Australia)  
Sullivan Mort, Gillian (La Trobe University, Australia)  
Liesch, Peter (University of Queensland, Australia)

#### International Experience and Export Performance of Ghanaian Exporters: The Mediating Role of Export Commitment

Sraha, Gloria (Victoria University of Wellington, NZ)  
Raman, Revti (Victoria University of Wellington, NZ)  
Crick, David (Victorian University of Wellington, NZ)

#### Session 2.2.4: Track 7 – Mixed Session

**Chair:** Min, Byung (Griffith University, Australia)  
*AMCOR Theatre*

#### Demand for International Higher Education and Its Impact on Bilateral Market Integration

Min, Byung (Griffith University, Australia)  
Falvey, Rodney (Bond University, Australia)

#### Do Foreign Missions Reduce institutional Distance Between Countries?

Visser, Robin (Deakin University, Australia)

### Concurrent Session Details

FRIDAY 13 FEBRUARY **13:30pm — 15:00pm**

**Session 2.3.1: Track 10 – Panel**

**Chair:** Roy, Achinto (Deakin University, Australia)  
**COHEN Theatre**

**Doing Business in China and India - The Institutions, Challenges and Strategies**

Roy, Achinto (Deakin University, Australia)  
Raman, Revti (Victoria University, NZ)  
Pattnaik, Chinmay (University of Sydney, Australia)  
Menzies, Jane (Deakin University, Australia)  
Yu, Yang (Victoria University, NZ)

**Session 2.3.2: Track 1 – Competitive Session**

**Chair:** Yamao, Sachiko (University of Melbourne, Australia)  
**RIO TINTO Theatre**

**What Keeps Them Going? A Study OF Career Anchors and Cross-Cultural Adjustment Among Expatriates**

Koveshnikov, Alexei (Aalto University, Finland)  
Wechtler, Heidi (Macquarie University, Australia)

**Employee Perceptions in an MNC Subsidiary: The Role of Workgroup Identification**

Lindsay, Sarah (Monash University, Australia)  
Sheehan, Cathy (Monash University, Australia)  
DeCieri, Helen (Monash University, Australia)

**How Should Leadership be Shared in Multicultural Global Virtual Teams? The Relationship Between Shared Leadership and Team Performance**

Mockaitis, Audra (Monash University, Australia)  
Zander, Lena (Stockholm School of Economics, Sweden)  
Herbert, Kendall (Monash University, Australia)  
Zettinig, Peter (University of Turku, Finland)

**Session 2.3.3: Track 5 – Competitive Session**

**Chair:** Welch, Catherine (University of Sydney, Australia)  
**BTR NYLEX Theatre**

**The Evolution of Backpacker Accommodation**

Steen, Adam (Charles Sturt University, Australia)  
Peel, Vicki (Monash University, Australia)

**The Internationalisation and Innovation Pathways of High-Tech Firms: Evidence from the Australian Biotechnology Industry**

Chen, Anny Yu-Ling (University of Sydney, Australia)  
Welch, Catherine (University of Sydney, Australia)

**Session 2.3.4: Track 3 – Workshop Session**

**Chair:** Chetty, Sylvie (University of Otago, NZ)  
**AMCOR Theatre**

**The Integration of Chinese State-Owned Enterprises in Australia**

Hendrischke, Hans (University of Sydney, Australia)  
Li, Wei (University of Sydney, Australia)  
Ferguson, Doug (University of Sydney, Australia)

**Internationalisation of Small Family Firms: The Influence of Family from a Socioemotional Wealth Perspective**

Mustafa, Michael (University of Nottingham, UK)  
Chen, Stephen (University of Newcastle, Australia)

### Concurrent Session Details

FRIDAY 13 FEBRUARY 15:30pm — 17:00pm

#### **Session 2.4.1: Track 3 – Competitive Session**

**Chair:** Gabrielsson, Mika (University of Eastern Finland)  
*COHEN Theatre*

#### **Networking and Foreign Market Entry Decision-Making**

Chetty, Sylvie (University of Otago, NZ)  
Weerawardena, Jay (University of Queensland, Australia)  
Freeman, Susan (University of Adelaide, Australia);  
Etemaddar, Mitra (University of Otago, NZ)

#### **Opportunity Formation of International New Ventures Through Networking**

Gabrielsson, Mika (University of Eastern Finland);  
Gabrielsson, Peter (University of Vaasa, Finland)

#### **Financing Rapidly Growing Firms and Managers' Networks in Vietnam**

Jean-Louis, Pare (Novancia Business School Paris, France)  
Demerens, Frédéric (ESCP Europe, France)  
Geraud, Bénédicte (IAE de Poitiers, France)

#### **Session 2.4.2: Track 2 – Competitive Session**

**Chair:** Flores, Ricardo (University of NSW, Australia)  
*RIO TINTO Theatre*

#### **Home-Regionalization versus Host-Regionalization? The Case of Australian MNEs**

Kim, Youngok (University of NSW, Australia)  
Gray, Sidney (University of Sydney, Australia)

#### **Novelty of International Location Decisions: Exploring the Effects of Top Management Social Category and Task Based Faultlines**

Mendiratta, Esha, (University of NSW, Australia)

#### **Session 2.4.3: Track 10 – Workshop Session**

**Chair:** Chadee, Doren (Deakin University, Australia)  
*BTR NYLEX Theatre*

#### **Governance Reform, Leverage Regulation and Corporate Strategies for Borrowing in an Emerging Market**

Min, Byung (Griffith University, Australia)

#### **In With The Old, Out With the New: Green Marketing and the Used Merchandise Sector**

La Venture, Kelly (Bemidji State University, USA)  
Norrgard, Chantal (USA)

#### **Status and Dynamics of Host-Country Institutional Quality and The Post-Internationalization Speed of Foreign Firms in Emerging Markets**

Putzhammer, Moritz (WU Vienna, Austria)  
Puck, Jonas (WU Vienna, Austria)  
Lindner, Thomas (WU Vienna, Austria)

#### **Session 2.4.4: Track 4 – Competitive Session**

**Chair:** Wong, Caroline (James Cook University, Singapore)  
*AMCOR Theatre*

#### **Does Trust Affect Suppliers' Performance? The Mediating Effect of Relational Learning**

Sukoco, Badri Munir (Universitas Airlangga, Indonesia)  
Hardi (Astra Group, Indonesia)

#### **Managing Collaboration in Co-Production: The Serangoon Road Case**

Wong, Caroline (James Cook University, Singapore)  
Matthews, Judy (Queensland University of Technology,  
Australia)  
Defillippi, Robert (Suffolk University, USA)



Notes

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# ANZIBA 2015

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