ANZIBA 2016

Australia and New Zealand International Business Academy

17–19 February 2016

Conference hosted by:

The University of Sydney Business School

Conference: 17–19 February, 2016 at University of Sydney CBD campus

Doctoral Colloquium: 17 February, 2016
ANZIBA 2016

Welcome to Sydney

Message from the President

On behalf of the ANZIBA Executive Committee it gives me great pleasure to welcome you to the ANZIBA 2016 Conference in Sydney. The annual ANZIBA conference provides opportunities for academics and research students to exchange ideas and network. The theme of this year’s, “Contextualizing theory in the context of IB”, is designed to encourage scholars to share their novel ideas pertaining to theory building through incorporating context in research.

I would like to extend my congratulations to the conference chair, Associate Professor Vikas Kumar, and the local organising committee for compiling a substantial program incorporating both paper and panel sessions. As in previous years, it is particularly encouraging to see a large number of submissions from outside the Australia and New Zealand region. I’d like to thank the Discipline of International Business at the University of Sydney Business School for hosting the conference and the University of New South Wales (UNSW) Business School for hosting the our Doctoral Colloquium.

Finally, I would extend our greetings and appreciation to our two keynote speakers, Professor Jonathan Doh and Mr. S. P. Shukla.

I wish you all a productive and enjoyable conference.

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 Sydney and to the University of Sydney Business School. We have had a large number of paper and panel proposal submitted, as a result of which we have 17 exciting sessions spread over two days. In addition, we have the privilege to have two keynote speakers, one from academia and one from industry to kick start each day’s sessions. Participants will have plenty of opportunity to network during the various coffee breaks and most importantly during the Gala Dinner at the end of the first full day of sessions.

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 Ricardo Flores and Elizabeth Maitland for taking on the management of the Doctoral workshop, and Tine Koehler for organizing the methods workshop. I would like to thank Amanda Sayan from the Office of Global Engagement for providing funds from the South Asia Regional Group at the University of Sydney for one of our keynote speakers. Finally, I would like to wish all the participants a fruitful and enjoyable ANZIBA 2016 conference!

Associate Professor Vikas Kumar
University of Sydney Business School
University of Sydney
Chair, 2016 ANZIBA Organizing Committee
On behalf of the University of Sydney Business School it gives me great pleasure to welcome you to the ANZIBA 2016 Conference.

The theme of the ANZIBA 2016 conference, "Contextualising International Business Research" is ideally poised to take research to the next level and applies equally well to research in the other business areas such as strategy, entrepreneurship and marketing. The annual ANZIBA conference provides a unique opportunity for academics and research students, especially from the Australia-NZ region, to exchange ideas, discuss their latest international business research and above all network. I am pleased to see such a large number of delegates, many from outside the Australia-NZ region, and am confident that the discussions that will ensue over the next two days will be very fruitful and lead to innovative ideas and research papers.

I would like to congratulate the local organizing committee for compiling an interesting and diverse program. I’d also like to thank the two keynote speakers, from Philadelphia and Mumbai, for making the effort to come to Sydney and contribute to the success of this event.

Professor Greg Whitwell
Dean, University of Sydney Business School
University of Sydney
Keynote speaker

Professor Jonathan Doh

Jonathan Doh is Rammrath Chair in International Business, Faculty Director of the Center for Global Leadership, and Professor of Management at the Villanova School of Business. He teaches and does research at the intersection of international business, strategic management, and corporate responsibility. He has been a visiting professor at numerous universities in Europe and Asia, and is an occasional executive faculty member at the Wharton School. Previously, he was on the faculty of American and Georgetown Universities and a trade official with the U.S. Department of Commerce, with responsibilities related to NAFTA.

Jonathan has authored more than 70 refereed articles, 35 chapters, a dozen teaching cases, and eight books. Recent articles appear in AMR, AMP, AMLE, BEQ, JIBS, JOM, JMS, JWB, MISQ, OS, and SMJ. His books include Globalization and NGOs (with Hildy Teegen, Praeger, 2003), Handbook on Responsible Leadership and Governance in Global Business (with Steve Stumpf, Elgar, 2005), Multinationals and Development (with Alan Rugman, Yale University Press, 2007), NGOs and Corporations: Conflict and Collaboration (with Michael Yaziji, Cambridge University Press, 2009), Aligning for Advantage: Competitive Strategies for the Political and Social Arenas (with Thomas Lawton and Tazeeb Rajwani, Oxford University Press, 2014), and International Management: Culture, Strategy, and Behavior (with Fred Luthans, McGraw-Hill/Irwin, 9th ed., 2015), the best selling international management text.

He has presented more than 80 papers at international conferences, and served AOM, AIB, and SMS in numerous capacities, including Chair of AOM’s Organizations and the Natural Environment Division for 2015-2016. He has been Associate Editor and Special Issue Editor for several journals, including JIBS, and is currently Editor-in-Chief of Journal of World Business. He was ranked as the 12th most prolific international business scholar for the period 2001-2009 (Lahiri & Kumar, 2012) and his cases, simulations, and articles have won a number of awards. In March of 2015, he was elected a fellow of the Academy of International Business. He holds a Ph.D. in strategic and international management from George Washington University.
Mr. S. P. Shukla

S.P. Shukla is a Member of the Group Executive Board of Mahindra & Mahindra Limited. He is also the Group President & CEO for the Sector comprising of Aerospace, Defence and Steel businesses. In that position, Shukla is the Chairman of Mahindra Aerospace, Mahindra Defence and Mahindra Sanyo Special Steel and their subsidiaries. Defence and Aerospace are major focus areas for Mahindra Group to harness the vast potential that is emerging in these two sectors under the “Make in India” policy of Indian Government.

Mahindra Defence and its subsidiaries are engaged in development & absorption of cutting-edge technologies for armoured combat vehicles, radars & defence electronics, underwater warfare systems & military helicopters. Mahindra Aerospace is the aerospace arm of the Group which, through its subsidiaries located in both India and abroad, manufactures utility aircrafts and aero structures. Mahindra Airvan 8 aircraft has already been sold in more than 38 countries and Airvan 10 aircraft is under development & certification. Mahindra Sanyo Special Steel is developing new grades of steel for both the automotive industry as well as Indian Railways. Under Shukla’s leadership, the technology collaboration is progressing well with Sanyo, Japan as well as IITs.

Prior to his current role, Shukla was responsible for Corporate Strategy of Mahindra Group. As President of Group Strategy, he oversaw the launch and codification of the Rise Prize (worth USD 1 Million). Rise Prize has been launched to build and nurture a culture of innovation in India and facilitate the relevant ecosystems for it. Two current challenges for the Rise Prize are affordable DIY Solar Kit and Driver less Car.

Even before Rise Prize was launched, Shukla steered the annual Mahindra Innovation Awards within the Group. These Awards are given under various categories such as Product Innovation, Process Innovation & Business Model Innovation. He is also chairman of Mahindra Innovation Academy.

He also helped in creating Mahindra Racing’s current portfolio in MotoGP™ and FIA Formula E which helped to establish Mahindra and more importantly India as a nation in the field of cutting-edge automotive technology on global race-tracks, competing with large multinationals established for decades.
In 2013, Shukla orchestrated the immense makeover of the Group’s visual identity as Mahindra’s Chief Brand Officer. It was a crucial step that set into motion a journey for Mahindra to be amongst the most admired global brand by 2021. His other role included being member of the Investment Committee of Mahindra Partners that oversees the Group’s expansion into new ventures like Solar Energy, Retail, Logistics, and Boats business.

Before joining Mahindra, he was President & CEO, Reliance Infratel Ltd, a large infrastructure company with multibillion dollar investment in telecom towers and optic fibres. His earlier stints included Dunlop India and Swisscom Essar (later Vodafone Essar). A true technocrat, his enviable credentials as a pioneering, hands-on leader include executing large-scale, tech-intensive projects, bringing innovative products & services to the society, and laying the foundations of the Indian ICT industry.

He introduced Radial Car tyres, and Nylon Jeep and 2-wheeler tyres in India during his decade long association with Dunlop India. He led teams which introduced first text messaging (SMS) in India in 1995 and also the first Prepaid Mobile on both GSM & CDMA. He also introduced USB Modem for high-speed internet access on laptops in India. He is widely credited with taking mobile telephony to masses by setting-up telecom infrastructure in remote parts of India.

Shukla completed his education from the most prestigious institutions in India. His stellar academic record includes B.Tech from IIT BHU in 1979 & MBA from IIM Ahmedabad in 1981. He was a rank-holder at both IIT & IIM as well as earlier at Punjab University.

For his outstanding contribution in introducing new technology in India and managing large green-field projects, he was recognised by his alma mater, IIT-BHU, Varanasi in 2014 with Outstanding Alumni Award and he delivered the prestigious Annual Lecture. He has also been invited to speak at IIMs & IITs, Harvard Business School, Washington University - St Louis, Nelson Mandela University - Port Elizabeth, IMD - Switzerland etc.

He has been recipient of many awards & recognitions, including Graham Bell Award for fastest network rollout, Brand Builder of the Year Award at World Marketing Congress in Kuala Lumpur and Life Time Achievement Award in Agile Manufacturing. He was recently presented with the CEO of the Year Award at World Marketing Congress held at Mumbai.
International Business at The University of Sydney

2016 ANZIBA Organizing Committee

- Vikas Kumar (Conference Chair)
- Sid Gray
- Hans Hendrischke
- Bo Nielsen
- Catherine Welch (University of Sydney)
- Ricardo Flores (University of New South Wales)
- Rob Jack (Macquarie University)

Our Work

The IB faculty at the University of Sydney have published over 100 articles in internationally recognized 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
- Asia Pacific Journal of Management
- Business Horizons
- European Management Journal
- Human Resource Management
- Journal of Business Ethics
- Journal of Business Research
Tracks and track chairs

1. Internationalization and Global Strategy
   Gracy Yang, University of Sydney and Karen F. Tian, University of Newcastle

2. International Human Resource Management
   Betina Szkudlarek, University of Sydney

3. Institutional context, institutional evolution and Multinational Corporations
   Chimnay Pattnaik, University of Sydney and Alex Eapen, Australia National University

4. Culture and Cognition
   Stefan Volk, University of Sydney and Andre Sammartino, University of Melbourne

5. International Collaborations: Alliances, Mergers and Acquisitions
   Bo Nielsen, University of Sydney and Siggi Gudergan, University of Newcastle

6. Internationalization Process
   Sid Gray, University of Sydney and Peter Liesch, University of Queensland

7. International Marketing
   Sanjaya Gaur, Sunway University and Hanoku Bathula, University of Auckland

8. Entrepreneurship and Innovation
   Aegean Leung, University of Sydney and Charlene Zietsma, York University

9. Latecomer Firms from Emerging Economies
   Pradeep Ray, University of New South Wales

10. Role of Information Systems in IB
    Simon Poon, University of Sydney and Angsana A. T., Auckland University of Technology

11. Research Methodology
    Catherine Welch, University of Sydney and Tine Koehler, University of Melbourne

12. Teaching in IB
    Ranjit Voola, University of Sydney and Mark Freeman, University of Sydney
University of Sydney Business School, CBD Campus Map

Map of CBD Campus in Sydney City
### ANZIBA 2016

**Conference Program Summary**

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## Conference Program Summary

### Friday 19 February

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<th>Time</th>
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| 9.30 - 10.30  | **Keynote Speech (2.1)**  
                Room#1, University of Sydney Business School, CBD Campus  
                Mr. S.P. Shukla, Group President & CEO, Mahindra Aerospace, Defence and Steel |
| 10.30 - 11.00 | Morning tea  
                Foyer, University of Sydney Business School, CBD Campus |
| 11.00 - 12.30 | **Concurrent Sessions (2.2)**  
                Various Lecture Rooms, University of Sydney Business School |
| 12.30 - 13.15 | Lunch  
                Foyer, University of Sydney Business School, CBD Campus |
| 13.15 - 14.00 | **ANZIBA AGM**  
                Room#1, University of Sydney Business School, CBD Campus |
| 14.00 - 15.30 | **Concurrent Sessions (2.3)**  
                Various Lecture Rooms, University of Sydney Business School |
| 15.30 - 16.00 | Afternoon tea  
                Foyer University of Sydney Business School, CBD Campus |
## Concurrent Session Details

### Session 1.2.1: Culture
**Chair:** Stefan Volk, University of Sydney  
**Location:** Room#2

- **How Can Multicultural Employees Contribute to Multinational Teamwork? The Importance of Cultural Gap Bridging**  
  Julia Backmann, LMU Munich  
  Patrick Hoffmann, LMU Munich  
  Rouven Kanitz, LMU Munich  
  Amy Tian, University of Western Australia  
  Martin Hoegl, LMU Munich

- **Measurement Validity in National Culture Models**  
  Sunil Venaik, University of Queensland  
  Paul Brewer, University of Queensland

- **Culturally varied relationality in buyer-supplier negotiations: A multi-session simulation**  
  Yimin Huang, Fudan University  
  Yong Su, Fudan University  
  Junjun Cheng, Macquarie University

### Session 1.2.2: Global Strategy
**Chair:** Sid Gray, University of Sydney  
**Location:** Boardroom

- **Pre-inception and emergent drivers of internationalization: examining rapidly internationalizing professional service firms**  
  Rob Jack, Macquarie University  
  Susan Freeman, University of Adelaide  
  Murray Taylor, Macquarie University

- **Internationalization process of a firm: Don’t forget the other side of the coin**  
  Cipriano Forza, University of Padova  
  Igor Kalinic, University of Leeds

### Session 1.2.3: Latecomer Firm Strategy
**Chair:** Hans Hendrischke, University of Sydney  
**Location:** Room#3

- **Emerging Economy MNEs: How does home country maturity matter?**  
  Saul Estrin, London School of Economics  
  Klaus Meyer, CEIBS

- **Internationalisation of Latecomer Firms in Cultural Industries: the Case of Korean Music Industry**  
  Joseph Kim, Korea Research Institute

- **Global Staffing and Control in Emerging Multinational Corporations and their Developed Country Subsidiaries: The Case of Indian MNCs in Australia**  
  Parth Patel, Australian Institute of Business  
  Brendan Boyle, University of Newcastle  
  Mark Bray, University of Newcastle

- **A Holistic model of late comers' upgrading in Global Market**  
  Hanh Pham, Sheffield Hallam University
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<tr>
<th>Home-region market orientation: Towards a networks explanation for marketing strategy</th>
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<tr>
<td>Peter Liesch, University of Queensland</td>
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<td>James Clarke, University of Queensland</td>
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<td>Perspectives on strategic internationalization: Developing capabilities for renewal</td>
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<td>Gabriele Suder, University of Melbourne</td>
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<td>Monica Riviere, University of Melbourne</td>
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<tr>
<td><strong>Global Strategy</strong></td>
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<td><strong>Chair:</strong> Bo Nielsen, University of Sydney</td>
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**Expertise and International Strategy**  
Elizabeth Maitland, UNSW  
Andre Sammartino, University of Melbourne

**Internationalization of entrepreneurship and institutional reinforcement in a new global factory**  
Peter Liesch, University of Queensland  
Elizabeth Rose, University of Otago  
Irina Mihailova, Aalto University

**The Rise of “Small Globals” and the New International Environment**  
Manuel Jose III Oyson, Central Queensland University

**International business diplomacy and firm performance**  
Huub Ruel, Windesheim University of Applied Sciences

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<th>Session 1.3.2:</th>
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<td><strong>Institutional Change and Internationalization</strong></td>
<td><strong>Panel:</strong> Training Managers through Masters Program in International Business: Insights and Issues</td>
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<td><strong>Chair:</strong> Jacqueline Mees, University of Sydney</td>
<td><strong>Chair:</strong> Chinmay Pattnaik, University of Sydney</td>
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**Promotion of innovation in turbulent institutional environment**  
Pradeep Ray, UNSW  
Anton Klarin, UNSW

**A process model of rapid SME internationalization: Competitors in context**  
Denis Odlin, University of Auckland  
Maureen Benson-Rea, University of Sydney

**Understanding subsidiary autonomy:**  
**Literature review and research agenda**  
Susan Freeman, University of Adelaide  
Andrew Cavanagh, Monash University  
Paul Kalfadellis, Monash University  
Kendall Herbert, Monash University

**Institutional Dissimilarity of Prior Experience and Subsidiary Performance**  
Sungjin Hong, Yeungnam University

**Flexibility and the Global Factory**  
Peter Enderwick, AUT University  
Chandra Sekhar Singh  
Manoj Patwardhan  
Vishal Vyas

**Trust and investments into relation-specific assets in supplier–buyer relationships**  
Tomasz Ingram, University of Economics in Katowice  
Anna Wójcik-Karpacz, University of Economics in Katowice  
Jaroslaw Karpacz, Kochanowski University in Kielce

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**Panel:** Training Managers through Masters Program in International Business: Insights and Issues

**Panelist:**  
Sid Gray, University of Sydney  
Rob Jack, Macquarie University  
Hussain Rammal, University of Technology Sydney
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| **Leveraging off the OECD base erosion and profit shifting (BEPS) outcomes: cross-border intra-group payments in China**  
Daniel H K Ho, Hong Kong Baptist University |
| **Turning Points and International Environments: Multilateral Negotiations in the GATT and the WTO**  
Larry Crump, Griffith University  
Daniel Druckman, George Mason University |
## Concurrent Session Details

### Session 1.4.1:
**Institutional Context and IB**

**Chair:** Sandra Seno-Alday, University of Sydney  
**Location:** Room#2  

- Institutional overlap as basis for international business  
  Robbert Maseland, University of Groningen  
- Exploring the Role of Human Resource Management in Sustaining Hybrid Organizations: A study of Faith-based Hospitals in India  
  Aditya Moses, IIM Bangalore  
- Institutional Context of the Recent Corporate Governance Reforms in Japan  
  Kostiantyn Ovsiannikov, University of Tsukuba  
- Explaining The Rise of “Small Globals”: A Macro Perspective  
  Manuel Jose III Oyson, Central Queensland University  
- Overcoming Organisational Inertia to Internationalisation Towards Asia  
  Gordon R. Perchthold, University of Sydney

### Session 1.4.3:
**Entrepreneurship and Innovation in MNEs**

**Chair:** Jarrod Ormiston, University of Sydney  
**Location:** Room#3  

- Corporate entrepreneurship in an MNE: the interplay of strategic HRM and a process orientation in organisational design  
  Sara McGaughey, Griffith University  
  Joe Amberg, V-ZUG AG, Switzerland  
- The Impact of Leadership on Employees’ Creativity and Innovation in the Australian Hotel Industry  
  Nuttawuth Muenjohn, RMIT  
  Solmaz Moghimi, RMIT  
  Adela McMurray, RMIT  
  Professor Rosalie Holian, RMIT  
- The Business Model Innovation in Practice and its Implications for Entrepreneurship Research  
  Carlos DaSilva, HEG School of Management  
- Exploring the Relationship between Leader Narcissism and Team Creativity – Evidence from R&D Teams in Chinese High-Technology Enterprises  
  Karen Tian, University of Newcastle  
  Lulu Zhou, Southeast University, Nanjing

### Session 1.4.2:
**Managing Talent**

**Chair:** Betina Szkudlarek, University of Sydney  
**Location:** Boardroom  

- Towards the Dialectical Approach to Organizational Talent Management: Empirical Research Results  
  Tomasz Ingram, University of Economics in Katowice

### Session 1.4.4:
**Panel: Managing the Early and Middle Years of an Academic Career**

**Chair:** Vikas Kumar  
**Location:** Room#1  

- Panelist:  
  Jonathan Doh, Villanova University  
  Vikas Kumar, University of Sydney  
  Ricardo Flores, UNSW
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<th>Title</th>
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<td>The use and management non-traditional expatriates in the Chinese</td>
<td>Jie Shen, Shenzhen University \n Haiying Kang, Australia Institute of Business \n John Benson, Monash University</td>
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<td>subsidiaries of South Korean multinational enterprises</td>
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<td>Employees Can Help Or Harm Teams</td>
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<td>Revisiting translators’ role for knowledge transfer in multinational</td>
<td>Taeyoung Yoo, Hankuk University of Foreign Studies</td>
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<td>organizations: Translators’ job identities and HRM practices for</td>
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<td>translators</td>
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<td>Expatriates in Luxembourg: How Cultural Specificities Impact the Use</td>
<td>Ursula Schinzel, United Business Institutes</td>
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<td>of Social Networking Technologies and Human Resource Practices in</td>
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<td><strong>Internationalization &amp; Top Management Team</strong></td>
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<td><strong>Chair</strong>: Tamara Oyarce, University of Sydney</td>
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<tr>
<td>Ethicality as a base for segmentation in international markets: Country defined or individually defined?</td>
<td>Location choices and top management team task-related faultlines: do CEO characteristics matter too?</td>
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<td>Frank J Carmone, University of New Mexico</td>
<td>Ricardo Flores, UNSW</td>
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<td>Gerald Albaum, Wayne State University</td>
<td>Esha Mendiratta, UNSW</td>
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<td>Ali Kara, Pennsylvania State University-York</td>
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<td><strong>Ingredient Branding: The effect of Country disposition and ethnocentric bias</strong></td>
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<td>Sergio Carvalho, Dalhousie University</td>
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<td>Subramanian Sivaramakrishnan, University of Manitoba</td>
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<td><strong>Consumer Value Creation in Unfamiliar Markets</strong></td>
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<td>Laura Browne, University of Auckland</td>
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<td>Antje Fiedler, University of Auckland</td>
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<td>Nigel Haworth, University of Auckland</td>
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<td><strong>Global consumption of social media by international and national travellers</strong></td>
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<td>Michael M. Dent, Sunway University Business School</td>
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<td>Sanjaya Gaur, Sunway University Business School</td>
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<td>Hexue Wang, Auckland University of Technology</td>
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<td>Sheau-Fen Yap, Auckland University of Technology</td>
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<td>Developing managerial talent through flipped classroom approach</td>
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<td><strong>Journal of World Business</strong></td>
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<td>Assessments in multicultural classrooms</td>
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<td>Amanda Budde-Sung, University of Sydney</td>
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<td>Sandra Seno-alday, University of Sydney</td>
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<td>Becoming 'Business Ready': An Overview of the International Internship Component of the Advanced Specialisation in International Business</td>
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<td>Bridgette Sullivan-Taylor, University of Auckland</td>
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<td>Responsive video blog research in international business</td>
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<td>Varina Paisley, UNSW</td>
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<td>When international orientation is (not) helpful: The non-linear effects of top management experience and diversity on foreign acquisition performance</td>
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<td>Dorota Piaskowska, University College Dublin</td>
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<td>Rajesh Tharyan, University of Exeter</td>
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<td>Grzegorz Trojanowski, University of Exeter</td>
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| Internationalization of emerging market multinational companies: The role of industry internationalization and home country urbanization |
| Sabina Nielsen, University of Sydney |
| Bo Nielsen, University of Sydney |
| Saul Estrin, London School of Economics |

| Trade missions (impossible): new evidence on trade mission effectiveness |
| Huub Ruel, Windesheim University of Applied Sciences |

| Academy of Management Learning & Education |
| Tine Koehler, University of Melbourne |

| International Journal of Human Resource Management |
| Peter Dowling, La Trobe University |

| Journal of International Business Studies |
| Bo Nielsen, University of Sydney |

**ANZIBA AGM**

**Location: Room#1**

*University of Sydney Business School, CBD Campus*
## Concurrent Session Details

### Session 2.3.3:
Panel: Asian Management Research: What Have We Achieved and Where Can We Go?
**Chair:** Gracy Yang and Chinmay Pattnaik, University of Sydney
**Location:** Room #1

**Speakers:**
- Douglas Dow, University of Melbourne
- Dean Xu, University of Melbourne
- Sunil Venaik, University of Queensland
- Anthony D’costa, Australia India Institute, University of Melbourne

### Session 2.3.2:
**IB Potpurri**
**Chair:** Gordon Perchthold, University of Sydney
**Location:** Room #2

**The role of foreign investors in designing and developing a capital city from scratch**
Hanoku Bathula, University of Auckland

**Risk and Resilience Among Private Sector Organisations: The Post-Sendai Framework Context in Australia and New Zealand**
Bridgette Sullivan-Taylor, University of Auckland

**Ties that bind’ - a study into ambassadors’ roles in commercial diplomacy effectiveness**
Huub Ruel, Windesheim University of Applied Sciences

**Combining Institutional Theory and Context bound Firms: Evidence from an FMCG industry**
Symeon Mandrinos, University Malaysia Kelantan
Nik Malini Nik Mahdi, University Malaysia Kelantan
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