2021 Annual ANZIBA Conference

Online via Zoom
17-19\textsuperscript{th} February 2021

“International business in a virtual world: people, prospects and resilience”
President’s Message

On behalf of the ANZIBA Executive Committee, it gives me great pleasure to welcome you to the 2021 Annual ANZIBA Conference. Now we all know that this conference will be very different from, and more challenging than past ANZIBA conferences - thanks to COVID-19. In particular, doing it entirely virtual makes networking with colleagues much more difficult. However, there are some positives, and I have a lot of generous colleagues to thank for that.

First of all, I want to thank our Keynote speaker – Professor Dana Minbaeve – for sticking with us and agreeing to present her keynote address via Zoom. I am sure she will eventually get her ‘trip to down-under’; we are just not sure in which year (or decade) it might be allowed.

I also want to thank our 11 Track Chairs (see page 4), and all of the reviewers; as well as the impressive cast of 13 different faculty members volunteering their time to our Doctoral Colloquium. Despite going virtual, the number of doctoral students at the colloquium is quite high historically (11).

And last but not least I want to thank my executive, which has tirelessly stepped up to make this happen; and all of you – the various people submitting papers, proposing panels, and offering to run workshops. You have done so despite the fact that I think we are all very tired of ‘doing it virtually’. Thank you one and all. I wish you all a productive and enjoyable conference.

Professor Douglas Dow
University of Melbourne, Australia
President - ANZIBA
www.anziba.org

ANZIBA Executive Committee

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Hina Mehreen (University of Technology Sydney, Australia)

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Conference Chair 2022:
Siah Hwee Ang (Victoria University of Wellington, New Zealand)

Past President:
Peter Dowling (LaTrobe Business School - Retired)
Our virtual Keynote Speaker for the conference will be Professor Dana Minbaeva of the Copenhagen Business School. Professor Minbaeva is a leading scholar in the area of International HRM and is the recipient of several national and international awards for research achievements and knowledge dissemination, including the prestigious JIBS Decade Award in 2013. The title and abstract for the keynote address are provided below.

**The end of global mobility?**

**Challenges and opportunities for IB**

The COVID-19 pandemic closed borders and removed a taken-for-granted assumption in international business (IB): the assumption of global mobility. Peoples’ freedom to move across borders is foundational to core IB areas such as expatriation, migration, global talent management, global teams, and alike. Beyond these micro topics, IB’s main theoretical mainstreams rely to some extent on people meeting others from different countries in person. For example, institutional pressures are often transmitted person-to-person, cross-cultural management was founded to improve interpersonal interactions across borders, and knowledge is often transferred through globally-mobile individuals. Even research on macro entities and topics such as intergovernmental organizations and global value chains assume site visits, procurement negotiations, and personnel rotation – all requiring people to cross borders.

The COVID pandemic not only reduced both the frequency and extent of global mobility, but fundamentally questioned its need. What happens to international business when people are not free to travel? If the mobility of people is indeed essential to the spread and activities of the MNEs, how might restrictions to mobility affect the ways we manage them? The keynote explores these questions.
Tracks & Chairs

1. Internationalization, International Entrepreneurship and SMEs
   Co-chairs:
   Meena Chavan, Macquarie University
   Eldrede Kahiya, University of Victoria Wellington

2. Culture and International HRM
   Co-chairs:
   Jane Menzies, Deakin University
   David Guttormsen, USN School of Business, University of South-Eastern, Norway
   Lailani Alcantara, Ritsumeikan Asia Pacific University, Japan

3. International Marketing
   Co-chairs:
   Magnus Hultman, Leeds University
   Kelly La Venture, Bemidji State University, USA

4. MNEs, Global Strategy, and Global Supply Chains
   Co-chairs:
   Goudarz Azar, Brunel University London
   Gabriele Suder, RMIT University

5. Global Services (incl accounting, finance, tourism and health)
   Co-chairs:
   Jakob Müllner, Vienna University of Economics and Business
   Dorota Piaskowska, University College Dublin

Time Zone References

Please note that all dates and times in the conference programme are based on the local time in Melbourne and Sydney. This is known as Australia Eastern Standard Time (AEST). However, given the large number of conference attendees ‘Zooming in’ from overseas, we have provided a table below indicating the time difference from AEST 17-19 February.

<table>
<thead>
<tr>
<th>Location</th>
<th>Time Difference</th>
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<tbody>
<tr>
<td>Los Angeles, Vancouver</td>
<td>- 19 hours</td>
</tr>
<tr>
<td>New York, Atlanta, Toronto</td>
<td>- 16 hours</td>
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<tr>
<td>Great Britain</td>
<td>- 11 hours</td>
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<td>Austria, Denmark, France, Spain &amp; Switzerland</td>
<td>- 10 hours</td>
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<td>Finland</td>
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<td>Oman</td>
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<td>Georgia</td>
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<td>India</td>
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<td>Thailand</td>
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<td>Perth, Hong Kong</td>
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<td>Brisbane</td>
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<td>Adelaide</td>
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<td>Melbourne, Canberra &amp; Sydney</td>
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<td>Auckland &amp; Wellington</td>
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# Conference Schedule Summary

## Wednesday, 17 February

<table>
<thead>
<tr>
<th>Time (AEST)</th>
<th>Activity</th>
<th>Zoom Meeting #</th>
<th>Password</th>
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<tbody>
<tr>
<td>5:00 pm to 7:00 pm</td>
<td>Doctoral Colloquium</td>
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<td>Supplied separately</td>
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## Thursday, 18 February

<table>
<thead>
<tr>
<th>Time (AEST)</th>
<th>Activity</th>
<th>Zoom Meeting #</th>
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<tbody>
<tr>
<td>8:00 am to 10:00 am</td>
<td>Session 1.1a Workshop</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<tr>
<td></td>
<td>Session 1.1b Workshop</td>
<td>441 839 0454</td>
<td>ANZIBA</td>
</tr>
<tr>
<td>10:00 am to 10:30 am</td>
<td>Coffee &amp; networking break</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<tr>
<td></td>
<td></td>
<td>and 441 839 0454</td>
<td>ANZIBA</td>
</tr>
<tr>
<td>10:30 am to 11:45 am</td>
<td>Session 1.2a Competitive Papers</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<tr>
<td></td>
<td>Session 1.2b Panel</td>
<td>441 839 0454</td>
<td>ANZIBA</td>
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<tr>
<td>11:45 am to 12:30 pm</td>
<td>Lunch &amp; networking break</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<tr>
<td></td>
<td></td>
<td>and 441 839 0454</td>
<td>ANZIBA</td>
</tr>
<tr>
<td>12:30 pm to 1:45 pm</td>
<td>Session 1.3a Panel</td>
<td>921 9927 0130</td>
<td>ANZIBA</td>
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<tr>
<td></td>
<td>Session 1.3b Competitive Papers</td>
<td>905 793 8846</td>
<td>ANZIBA</td>
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<tr>
<td>1:45 pm to 2:00 pm</td>
<td>Break for changing Zoom Rooms</td>
<td></td>
<td></td>
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<tr>
<td>2:00 pm to 3:15 pm</td>
<td>Session 1.4a Competitive Papers</td>
<td>921 9927 0130</td>
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<tr>
<td></td>
<td>Session 1.4b Panel</td>
<td>905 793 8846</td>
<td>ANZIBA</td>
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<tr>
<td>3:15 pm to 7:00 pm</td>
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<td>7:00 pm to 8:00 pm</td>
<td>Session 1.5 Keynote Address</td>
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<td>ANZIBA</td>
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<tr>
<td>8:00 pm to 9:00 pm</td>
<td>Session 1.6a Competitive Papers</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<td></td>
<td>Session 1.6b Competitive Papers</td>
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## Friday, 19 February

<table>
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<th>Activity</th>
<th>Zoom Meeting #</th>
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<tbody>
<tr>
<td>10:00 am to 11:15 am</td>
<td>Session 2.1 Competitive Papers</td>
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<tr>
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<tr>
<td>11:30 am to 12:30 pm</td>
<td>Session 2.2 Competitive Papers</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
</tr>
<tr>
<td>12:30 pm to 1:00 pm</td>
<td>Lunch &amp; networking break</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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<tr>
<td>1:00 pm to 2:00 pm</td>
<td>Session 2.3 AGM &amp; Awards</td>
<td>474 567 1060</td>
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<tr>
<td>2:00 pm to 3:15 pm</td>
<td>Session 2.4 Competitive Papers</td>
<td>474 567 1060</td>
<td>ANZIBA</td>
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</table>
Thursday, 18 February 2021
8:00 am - 10:00 am (AEST – e.g. Melb, Syd)

Zoom Link: 474 567 1060                       Password: ANZIBA

Session 1.1 a  Workshop
Zoom Host: Douglas Dow, Melbourne Business School

Measuring and Conceptualizing Internationalization – Innovative Measures and Empirical Approaches

Workshop Coordinators
Jakob Müllner, WU Vienna, Austria
Harald Puhr, WU Vienna, Austria

Internationalization, its drivers, determinants, and strategies form the core of IB research. Despite this prominent role, both empirically and theoretically, IB research has made only limited progress in measuring this central construct.

Traditional measures used in IB can be categorized into performance-based measures, structural measures, or attitudinal measures (Sullivan, 1994). As such, they include quite different aspects of firms operations such as foreign sales to total sales (FSTS), foreign assets to total assets (FATA) (Marshall, Brouthers, & Keig, 2020, Qian, Li, Li, & Qian, 2008, Sullivan, 1994), foreign subsidiaries, or top managers’ international experience.

While these measures have contributed substantially to the advances of IB research, they have several drawbacks, especially regarding data availability. If data are available, they are available only on a yearly basis. In addition, researchers are often forced to settle for a crude distinction between foreign or domestic because detailed country-level data is unobtainable.

As a result, the core theoretical construct of IB research still has empirical and data limitations that impede scientific progress of the field. This is surprising as science is increasingly embracing big data sources and techniques.

In the proposed workshop, we want to highlight some of the conceptual and empirical advances made in measuring firm-level internationalization in most recent IB research. This includes innovative and more accurate measures and novel sources of data. We will showcase data collection with the globaltrends R package (Puhr, 2020) and some preliminary applications of this entirely novel approach to measure internationalization.

In a second step, we invite a panel discussion on the topic with senior scholars to discuss the measures proposed.
Session 1.1 b Workshop

Zoom Host: Siah Hwee Ang, Victoria University of Wellington

An Interactive Workshop on Teaching International Business

Workshop Coordinators

S Tamer Cavusgil, Georgia State University
Ilke Kardes, Valdosta State University
Elizabeth Napier, University of Toledo

The practice of international business continues to evolve in the current environment with mega disruptions and much uncertainty. For international business educators, the changing environment of cross-border business implies new and novel approaches to educating tomorrow’s managers. Among other things, business educators need to reflect new realities including: risk management, trade conflicts, increased polarization, and another phase of prolonged recession.

Yet, our teaching must be relevant, engaging, and innovative. The new generation of students, both undergraduate and graduate, provides new challenges for educators. How can we share the excitement of international markets with our students? How can we best connect and communicate with them via such pedagogical approaches as: experiential exercises and projects; web-based learning; videos; and cases and exercises?

The presenters will share experience and teaching tools that have been especially developed for IB educators. Tamer will focus on: (a) “what” – content; (b) “how” – pedagogy; and (c) “resources” – for teaching international business. How what we teach remains the same and, at the same time, also changes. Ilke will discuss an innovative approach that includes the use of digital platforms in teaching IB. These include: Pinterest, Pocket, Facebook, Flipboard, news apps, Podcasts, and more. Takeaways on learning outcomes of integrating digital tools will be reviewed. She will also share a practical handout she has prepared: Comprehensive Handbook of Online Resources for Teaching IB. Elizabeth will introduce the Student Goal Centered Syllabus© she has helped design to cultivate a more collaborative, relationship-building environment. She will also share her techniques for student engagement, including the use of GroupMe, and combining video and in-person learning for hybrid classes.
Session 1.2 a  Competitive Papers

Zoom Host & Session Chair: Douglas Dow, Melbourne Business School

1. Education and International Business in a Virtual World: the need to create a resilient society (CP12)
   Sunaina Gowan, Excelsia College, Sydney, Australia

2. Benefits of corporate social responsibility on small and medium enterprises (CP14)
   Esti Dwi Rinawiyanti, RMIT University, Australia
   Xueli Huang, RMIT University, Australia
   Sharif As-Saber, RMIT University, Australia

3. ‘International’ as a contested term: Authenticity work of internationalising craft breweries (CP18)
   Pavlina Jasovska, UTS Business School, Australia

Session 1.2 b  Panel

Zoom Host: Siah Hwee Ang, Victoria University of Wellington

Navigating the digital learning & teaching landscape in the “New Normal”: best practices, opportunities and challenges

Panel Members:
   Matevz Raskovic, Victoria University of Wellington [Chair of the panel]
   Jane Menzies, Deakin University, Australia
   Revti Raman, Victoria University of Wellington, New Zealand
   Zhanna Rodina, Victoria University of Wellington, New Zealand
### Session 1.3 a Panel
**Zoom Host:** Matt Raskovic, Victoria University of Wellington

**Economic integration and international business after Covid-19**

**Panel Co-Chairs:**
- Peter Zámborský, University of Auckland, New Zealand
- Gabriele Suder, RMIT University, Australia

**Panel Members:**
- Maureen Benson-Rea, University of Auckland Business School, New Zealand
- Stefano Riela, University of Auckland and The Europe Institute
- Caroline Lambert, Head of Trade and Economics, Delegation of the EU to NZ

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### Session 1.3 b Competitive Papers
**Zoom Host & Session Chair:** Jane Menzies, Deakin University

1. **Toward transformative international experience (IE): Experiences that lead to reflection** (CP22)
   - Marina Iskhakova, ANU College of Business & Economics, Australia
   - Dana L Ott, Otago Business School, New Zealand
   - Andrew Bradly, ANU College of Business & Economics, Australia

2. **The impact of foreign skilled labour on host country nationals: A preliminary review and proposed research agenda** (CP4)
   - Vanvilay Phommalath, University of Queensland, Australia
   - Andre Pekerti, University of Queensland, Australia
   - Alexandra Kriz, University of Queensland, Australia
   - John R. Owen, University of Queensland, Australia

3. **Has entrepreneurial capability tended to be a prioritized talent feature in the digital context?** (CP8)
   - Jianqing Lin, Monash University, Australia
Session 1.4 a Competitive Papers

Zoom Host & Session Chair: Matt Raskovic, Victoria University of Wellington

1. The breadth and depth of the international diversification: The influence of CEO hubris (CP17)
   Nongnapat Thosuwanchot, Chulalongkorn University, Thailand
   Kiattichai Kalasin, NIDA Business School, Thailand

2. A Dynamic Capabilities View of Innovation in Global Value Chains: Some Preliminary Results (CP6)
   Tarikul Islam, Torrens University Australia
   Doren Chadee, School of Business, Deakin University, Australia
   Michael Jay Polonsky, School of Business, Deakin University, Australia

3. Parent-subsidiary temporal separation and expatriate staffing: The communication synchronicity effect (CP19)
   Jing Yu (Gracy) Yang, University of Sydney, Australia
   Liang Wen, University of Sydney, Australia
   Stefan Volk, University of Sydney, Australia
   Jane Lu, City University of Hong Kong

Session 1.4 b Panel

Zoom Host: Jane Menzies, Deakin University

What constitutes a good paper? (Sponsored by IBR)

Panel Chair: Fang Lee Cooke, Monash University
Panel Members:
   Liang Chen, University of Melbourne, Australia
   Lin Cui, Australian National University, Australia
Thursday, 18 February 2021
7:00 pm – 8:00 pm (AEST – e.g. Melb, Syd)
Zoom Link: 474 567 1060  Password: ANZIBA

Session 1.5 a  Keynote Address
Zoom Host: Douglas Dow, Melbourne Business School

The end of global mobility?
Challenges and opportunities for IB

Professor Dana Minbaeva
Copenhagen Business School, Denmark
Thursday, 18 February 2021
8:00 pm - 9:00 pm  (AEST – e.g. Melb, Syd)

Zoom Link: 474 567 1060  Password: ANZIBA

Session 1.6 a  Competitive Papers
Zoom Host & Session Chair: Douglas Dow, Melbourne Business School

1. Export Learning from MNCs? Evidence from Swiss manufacturing industry (CP21)
   Lamia Ben Hamida, University of Applied Sciences and Arts Western Switzerland

2. Corporate isolationalism vs. global immunity: MNE internationalization and resilience to the COVID-19 pandemic (CP15)
   Harald Puhr, WU Vienna, Austria
   Olga Venger, WU Vienna, Austria
   Jakob Müllner, WU Vienna, Austria

Thursday, 18 February 2021
8:00 pm - 9:00 pm  (AEST – e.g. Melb, Syd)

Zoom Link: 873 461 9031  Password: ANZIBA

Session 1.6 b  Competitive Papers
Zoom Host & Session Chair: Susan Freeman, University of South Australia

1. Business models in context: Entrepreneurs (re)modelling their business towards an international venture (CP23)
   Agnes Asemokha, School of Business and Management, LUT University, Finland
   Satu Korhonen, School of Business and Management, LUT University, Finland

2. Internationalisation of R&D in a resilient industry. A Review (CP9)
   Ruth Rama, (IEGD) Institute of Economics, Geography and Demography, Spain
Session 2.1  Competitive Papers

Zoom Host & Session Chair: Andre Sammartino, University of Melbourne

1. The Challenges and Triumphs of Trinidad and Tobago’s African Women in STEM (CP3)
   Roshnie Doon, The University of the West Indies, St Augustine

2. A Peer Mentoring Social Learning Perspective of Cross-Cultural Adjustment: The Rapid Acculturation Mateship Program (CP11)
   Andre A Pekerti, University of Queensland
   Fons J.R. van de Vijver, University of Queensland
   Miriam Moeller & Tyler G. Okimoto, University of Queensland

3. Understanding headquarters-subsidiary relations throughout COVID-19: A Tripolar Time Conceptualisation for MNE learning and unlearning (CP2)
   Gabriele Suder, RMIT University, Australia
   Monica Riviere, ISC Paris, France
   Carol Reade, San Jose State University

Session 2.2  Competitive Papers

Zoom Host & Session Chair: Andre Sammartino, University of Melbourne

1. Small and medium-sized enterprises and sustainable development—in the shadows of large lead firms in global value chains (CP24)
   Noemi Sinkovics, University of Auckland, New Zealand
   Rudolf Sinkovics, University of Auckland, New Zealand

2. A Case Study of Chinese Cross-Sector Fintech (CP1)
   Yingying Zhang Zhang-Zhang, International University of Japan
ANZIBA Annual General Meeting & Best Paper Awards

Session 2.4  Competitive Papers
Zoom Host & Session Chair: Douglas Dow, Melbourne Business School

1. Links between corporate social responsibility, emerging market multinationals and sustainable internationalization? An area for further study (CP7)
   Jiahui Tan, Monash University, Australia

2. Government-MNEs relations: A systematic review and future research agenda (CP13)
   Anna Earl, The University of Canterbury, New Zealand
   Christina Stringer, University of Auckland, New Zealand

3. Measuring the impact of convergent technologies on work and resultant organisational performance in service industry (CP20)
   Sanjeev Kumar, Sohar University, Oman