2022 Annual ANZIBA Conference

Business in the Asia Pacific: People, Planet and Prosperity

21-23 February 2022
President's Message

On behalf of the ANZIBA Executive Committee, it gives me great pleasure to welcome you to the 2022 Annual ANZIBA Conference.

Like last year, this conference will be very different from ‘normal’ – thanks to COVID-19. In particular, we are hoping that participants will be able to attend in person (either in Wellington or Melbourne) or virtually. But all along, we have a contingency plan to do it entirely virtual if necessary. Flexibility is the essential element in planning a conference these days. Along the way, there are a lot of people to thanks.

First of all, I want to thank our Conference Chair - Siah Hwee Ang. He has had to put up with a huge amount of ambiguity and uncertainty, and has stood up to the test.

Secondly, I want to thank our Keynote speaker – Professor Tamer Cavusgil – for stepping up and agreeing to present his keynote address via Zoom. Tamer has been a long-time supporter of ANZIBA over the years, and once again he has come forward to help us.

I also want to thank Snejina Michailova for volunteering to lead our Doctoral Colloquium, our Track Chairs (see page 3), and all of the reviewers. Despite all the uncertainty, they have stepped up to help out.

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

ANZIBA Executive Committee

President:
Douglas Dow (Melbourne Business School, University of Melbourne, Australia - Retired)

Secretary:
Jane Menzies (Deakin University, Australia)

Treasurer:
Rob Jack (Macquarie University, Australia)

Vice President - Membership:
André Sammartino (University of Melbourne, Australia)

Vice President - Marketing:
Matevz Raskovic (Victoria University of Wellington, New Zealand)

Appointed Members:
Susan Freeman (University of South Australia, Australia)
Doren Chadee (Deakin University, Australia)
Pavlina Jasovska (University of Technology Sydney, Australia)

Doctoral Student Representatives:
Joanne Wright (University of Auckland, New Zealand)
Hina Mehreen (University of Technology Sydney, Australia)

Past President:
Peter Dowling (LaTrobe Business School -Retired)
Conference Host
Conference will be hosted by Te Herenga Waka Victoria University of Wellington and the School of Marketing and International Business. The Chair of the conference will be Siah Hwee Ang, Professor of International Business and Strategy and the Director of the Southeast Asia Centre of Asia-Pacific Excellence, supported by Matt Rašković, ANZIBA Vice-President Marketing from Victoria University of Wellington.

Keynote Speaker
The keynote speaker will be Professor S. Tamer Cavusgil. Professor Cavusgil holds the Fuller E. Callaway Professorial Chair at Georgia State University, is the founding Executive Director of the Center for International Business Education & Research (CIBER) at Georgia State University and also a Fellow of the Academy of International Business (AIB). As a Senior Fulbright Scholar to Australia, Professor Cavusgil also taught at Monash University. He has authored more than a dozen books and over 200 papers in the areas of firm internationalization, global strategy and research on emerging markets. In his recent research, he has been focussing on the evolution of middle-class in rapidly transforming economies.

Tracks & Chairs

Track 1: Changing global institutions & the future of IB
Track co-Chairs: Gracy Yang, University of Sydney
Siah Hwee Ang, Victoria University of Wellington

Track 2: Internationalization, SMEs and international entrepreneurship
Track co-Chairs: Joanna Scott-Kennel, University of Waikato
Eldrede Kahiya, Victoria University of Wellington

Track 3: MNEs, global strategy (incl. nonmarket strategies) & global value chains
Track co-Chairs: Andre Sammartino, University of Melbourne
Hongzhi Gao, Victoria University of Wellington

Track 4: International marketing
Track co-Chairs: Susan Freeman, University of South Australia
Maureen Benson-Rea, University of Auckland

Track 5: Culture and international HRM
Track co-Chairs: Jane Menzies, Deakin University
Dana Ott, University of Otago

Track 6: IB and sustainable development
Track co-Chairs: Rudolf Sinkovics, University of Auckland

Track 7: Special conference track: Business in the Asia Pacific
Track co-Chairs: Fuming Jiang, RMIT University
Weiting Zheng, University of New South Wales

Doctoral Colloquium
Co-Leads: Snejina Michailova, University of Auckland
Grigorij Ljubownikow, University of Auckland
Time Zone References

Please note that all dates and times in the conference programme are based on the local time in New Zealand. This is known as New Zealand Time (NZDT). However, given the large number of conference attendees ‘Zooming in’ from overseas, we have provided a table below indicating the time difference from NZDT 21-23 February.

<table>
<thead>
<tr>
<th>Location</th>
<th>Time Difference</th>
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<tbody>
<tr>
<td>Los Angeles, Vancouver, Santa Clara</td>
<td>-21 hours</td>
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<tr>
<td>New York, Atlanta, Toronto, Ottawa, Newark,</td>
<td>-18 hours</td>
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<tr>
<td>Montreal, Ontario, Philadelphia, Columbia</td>
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<td>Rio de Janeiro</td>
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<td>Cyprus, Great Britain, Ireland</td>
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<td>Oman</td>
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<td>India</td>
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<td>Bangladesh</td>
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<td>Thailand</td>
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<td>China, Perth, Hong Kong, Singapore, Taipei</td>
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<td>Japan, South Korea</td>
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<td>Queensland</td>
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<td>Adelaide</td>
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<tr>
<td>Melbourne, Canberra, Sydney, Newcastle (Aus)</td>
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# Conference Schedule Summary

## Monday, 21 February

<table>
<thead>
<tr>
<th>Time (NZDT)</th>
<th>Activity</th>
<th>Locations</th>
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<tbody>
<tr>
<td>11:00am - 5:00pm</td>
<td>Doctoral Colloquium</td>
<td>LT1 (Melbourne)</td>
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<td>Zoom ID: DC Leaders to organise</td>
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<tr>
<td>1:00pm - 2:30pm</td>
<td>Panel on International Business Curriculum</td>
<td>LT2 (Melbourne)</td>
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<td>Zoom ID: 642 161 0268</td>
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<tr>
<td>2:30pm - 5:00pm</td>
<td>Paper Development Workshop</td>
<td>Zoom ID: Individual PDW Lead to organise</td>
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## Tuesday, 22 February

<table>
<thead>
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<th>Time (NZDT)</th>
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<th>Locations: LT2 (Melbourne)</th>
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<td>9:30am - 11:00am</td>
<td>LT1 (Melbourne) Zoom ID: 954 203 0479</td>
<td>LT2 (Melbourne) Zoom ID: 642 161 0268</td>
</tr>
<tr>
<td>11:00am - 12:30pm</td>
<td>Track 1 Session 1</td>
<td>Track 2 Session 1</td>
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<tr>
<td>12:30pm - 2:00pm</td>
<td>Track 3 Session 1</td>
<td>Track 2 Session 2</td>
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<td>2:00pm - 3:30pm</td>
<td>Track 3 Session 2</td>
<td>Track 5 Session 1</td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td>Track 4 Session 1</td>
<td>Track 5 Session 2</td>
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## Wednesday, 23 February

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<td>Track 5 Session 3</td>
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<td>12:30pm - 2:00pm</td>
<td>Track 3 Session 3</td>
<td>Track 5 Session 4</td>
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<tr>
<td>2:00pm - 3:30pm</td>
<td>Track 3 Session 4</td>
<td>Track 2 Session 4</td>
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<tr>
<td>3:30pm - 4:30pm</td>
<td>ANZIBA AGM</td>
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## Conference Schedule

### Doctoral Colloquium

**Zoom Host & Session Chair:** Snejina Michailova

*All other details concerning the Doctoral Colloquium will be communicated directly to the participants prior to the event.*

<table>
<thead>
<tr>
<th>Monday, 21 Feb 2022</th>
<th>11:00 am - 5:00 pm</th>
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<tr>
<td>Melbourne: LT1;</td>
<td>Zoom ID: to be supplied separately</td>
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### Special Panel

**Zoom Host & Session Chair:** Jane Menzies

**Topic:** Embedding career education and employability in MBA and international business courses

**Panel Presenters:**

- Dr Jane Menzies, Senior Lecturer of International Business at Deakin University, Course Director for the MBA (International).
- Dr Matt Raskovic, Director of the Executive MBA at Victoria University of Wellington.
- Professor Siah Hwee Ang at Victoria University of Wellington.
- Dr Dana L. Ott, Lecturer in International Management and Director, Postgraduate International Business Programmes at University of Otago.
- Ken Lee, Director MBA and Professional Masters programmes at Auckland University of Technology.

<table>
<thead>
<tr>
<th>Monday, 21 Feb 2022</th>
<th>1:00 pm - 2:30 pm</th>
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<tbody>
<tr>
<td>Melbourne: LT2;</td>
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### Paper Development Workshop

*All participants of the Paper Develop Workshop will be contacted directly by the mentors, and separate Zoom rooms will be arranged for each.*

<table>
<thead>
<tr>
<th>Monday, 21 Feb 2022</th>
<th>2:30 pm - 5:00 pm</th>
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<tbody>
<tr>
<td>Zoom ID:</td>
<td>to be arranged separately for each paper</td>
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</table>
Tuesday, 22 Feb 2022  
Melbourne: LT1;  Zoom ID: 954 203 0479

Track 1 Session 1  
Zoom Host & Session Chair: Revti Raman

1. **Belt and Road Initiative – Challenges and Opportunities for Europe**  
   T. Y. Leung, Open University of Hong Kong, Hong Kong  
   Piyush Sharma, Curtin University, Australia

2. **Controlling ownership and environmental sustainability around the world**  
   Jimi Kim, University of New South Wales, Australia  
   Jongmoo Jay Choi, Temple University, United States  
   Hoje Jo, Santa Clara University, United States

3. **The moderating role of top management team diversity on reducing institutional uncertainty in FDI locations**  
   Umar Ahmed, Ministry for Primary Industries, New Zealand  
   Siah Hwee Ang, Victoria University of Wellington, New Zealand

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Tuesday, 22 Feb 2022  
Melbourne: LT2;  Zoom ID: 642 161 0268

Track 2 Session 1  
Zoom Host & Session Chair: Anna Earl

1. **Dynamic internationalisation behaviour of emerging market firms**  
   Rui Torres de Oliveira, Queensland University of Technology, Australia  
   Tam Nguyen, University of Queensland, Australia  
   Janine Lay, University of Queensland, Australia  
   Martie-Louise Verreynne, RMIT, Australia  
   Marta Indulska, University of Queensland, Australia

2. **De-internationalizations impact on re-internationalization**  
   Ansab Qureshi, University of Auckland, New Zealand  
   Brent Burmester, University of Auckland, New Zealand  
   Peter Zamborsky, University of Auckland, New Zealand

3. **Repositioning the Uppsala model: A process theory of growth in the international firm**  
   Peter Liesch, University of Queensland, Australia  
   Catherine Welch, University of Sydney, Australia
Tuesday, 22 Feb 2022  
12:30 pm - 2:00 pm  
Melbourne: LT1;  Zoom ID: 954 203 0479

Track 3 Session 1  
Zoom Host & Session Chair: Hongzhi Gao

1. Corruption distance and FDI location choice in a VUCA world  
   Zhanna Rodina, Victoria University of Wellington, New Zealand  
   Matt Raskovic, Victoria University of Wellington, New Zealand  
   Siah Hwee Ang, Victoria University of Wellington, New Zealand

2. Internationalization of I-business firms: The role of distance on location choice  
   Heasun Lee, The University of Sydney, Australia  
   Chinmay Pattnaik, The University of Sydney, Australia  
   Ajai Gaur, Rutgers University, United States

3. Institutional and network embeddedness and subsidiary role development  
   Shane Win, Massey University, New Zealand  
   Yuanfei Kang, Massey University, New Zealand  
   Joanna Scott-Kenel, University of Waikato, New Zealand

Tuesday, 22 Feb 2022  
12:30 pm - 2:00 pm  
Melbourne: LT2;  Zoom ID: 642 161 0268

Track 2 Session 2  
Zoom Host & Session Chair: Yu Yang

1. Framework for SME upgrading in emerging market clusters  
   Anna Gerke, Audencia Business School, France  
   Maureen Benson-Rea, University of Auckland, New Zealand  
   Denis Odlin, Auckland University of Technology, New Zealand

2. Not too little, not too much: The congruence effect of subsidiary embeddedness on reverse knowledge transfer  
   Lei Wang, Donghua University, China  
   Yang Yu, Victoria University of Wellington, New Zealand

3. From entrepreneur-driven to client-driven models A proposed typology of internationalizing entrepreneurial PSFs  
   Murray Taylor, Macquarie University, Australia  
   Robert Jack, Macquarie University, Australia
### Track 3 Session 2
Zoom Host & Session Chair: Doren Chadee

1. **Inward FDI and local firm innovation—the dual role of IPR infringement in knowledge diffusion**
   - Fushu Luan, Nanjing Audit University, China
   - Tao Bai, The University of Queensland, Australia
   - Yang Chen, Xi'an Jiaotong-Liverpool University, China

2. **Culture and innovation Relationship in an international business context**
   - YingYing Zhang-Zhang, International University of Japan, Japan

3. **Inward internationalization, ownership heterogeneity and cross border acquisitions A study of Indian multinational enterprises**
   - Sharmistha Chowdhury, Victoria University of Wellington, New Zealand
   - Revti Raman Sharma, Victoria University of Wellington, New Zealand
   - Yang Yu, Victoria University of Wellington, New Zealand

4. **Social (dis)embeddedness Effects and mechanisms in IB settings**
   - Alex Bitektine, Concordia University, Canada
   - Pavlina Jasovska, University of Technology Sydney, Australia

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### Track 5 Session 1
Zoom Host & Session Chair: Dana Ott

1. **Theoretically anchoring and contextualizing international career research**
   - Alfred Presbitero, Deakin University, Australia
   - Dana L. Ott, University of Otago, New Zealand

2. **The relationship between global talent management philosophies and practices**
   - Emily Russo, The University of Queensland, Australia
   - Miriam Moeller, The University of Queensland, Australia
   - Peter W. Liesch, The University of Queensland, Australia

3. **How can MNEs contextualise global talent strategies in the COVID-19 period A review and research agenda**
   - Jianqing Lin, Monash University, Australia
   - Xiaoguang Peng, Wuhan University of Technology, China
Tuesday, 22 Feb 2022  
3:30 pm - 5:00 pm

Melbourne: LT1;  Zoom ID: 954 203 0479

**Track 4 Session 1**
Zoom Host & Session Chair: Eldrede Kahiya

1. **Fit to outcompete: The interface between international marketing capabilities, competitive strategy, and export performance**
   - Insik Jeong, Korea University, Korea
   - Hyo Eun Cho, Korea University, Korea
   - Eunmi Kim, Pusan National University, Korea
   - Jinwan Cho, Korea University, Korea

2. **Role of advertisement and celebrity endorsement on purchase intention via fashion involvement**
   - Mubbsher Munawar Khan, University of the Punjab, Pakistan
   - Muhammad Ali, University of the Punjab, Pakistan
   - Muntaha Ahmad, University of the Punjab, Pakistan

3. **Game on: A conceptual review on the internationalization of sports brands**
   - Eldrede Kahiya, Victoria University of Wellington, New Zealand
   - Oliver Perkinson, Victoria University of Wellington, New Zealand

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Tuesday, 22 Feb 2022  
3:30 pm - 5:00 pm

Melbourne: LT2;  Zoom ID: 642 161 0268

**Track 5 Session 2**
Zoom Host & Session Chair: Andre Pekerti

1. **Academic resilience and international careers A multi-level integrated framework**
   - Anna Earl, University of Canterbury, New Zealand
   - Matevz (Matt) Victoria University of Wellington, New Zealand

2. **Cultural metacognition: A large, well-stocked, organized, and well-illuminated toolshed in the mind**
   - Andre A. Pekerti, The University of Queensland, Australia

3. **A multilevel analysis of the impact of sustainable human resource management on employee outcomes**
   - Ying Lu, Macquarie University, Australia
   - Mingqiong Mike Zhang, Macquarie University, Australia
   - Miles M. Yang, Macquarie University, Australia
   - Yue Wang, Macquarie University, Australia
1. The Influence of a competitor orientation on international entrepreneurs’ coopetition activities
   James M. Crick, Loughborough University, UK
   Dave Crick, University of Ottawa, Canada

2. Export barriers in the creative economy: A case study with Brazilian SMEs
   Fernando Soares, PUC-Rio, Brazil
   Jorge Ferreira da Silva, PUC-Rio, Brazil
   Fábio de Oliveira Paula, PUC-Rio, Brazil
   Jorge Brantes Ferreira, PUC-Rio, Brazil

3. Relationships in the internationalization of Brazilian Franchising companies
   Paula Holanda Cavalcanti Sirimanco, PUC-Rio, Brazil
   Jorge Ferreira da Silva, PUC-Rio, Brazil
   Angela Maria Cavalcanti da Rocha, PUC-Rio, Brazil
   Fábio de Oliveira Paula, PUC-Rio, Brazil
   Jorge Brantes Ferreira, PUC-Rio, Brazil
Track 7 Session 1  
Zoom Host & Session Chair: Revti Raman

1. Nursing excellence: A knowledge-based view of developing healthcare workforce in an emerging market  
   Ashish Malik, University of Newcastle, Australia  
   Pawan Budhwar, Aston University, UK  
   Kiran Kandade, Aston University, UK  

2. The role of trade associations as hybrid network facilitators of Chinese firms  
   Shuting Yu, University of Auckland, New Zealand  
   Maureen Benson-Rea, University of Auckland, New Zealand  

3. Got an app to ride? A qualitative study of UBER driver experiences in Auckland, New Zealand  
   Niroshini Godakande Arachchi, ICL Graduate School of Business, New Zealand  
   Zarqa Shaheen, ICL Graduate School of Business, New Zealand  
   Michèle Akoorie, ICL Graduate School of Business, New Zealand

Track 5 Session 3  
Zoom Host & Session Chair: Jane Menzies

1. Commitment or collaboration? Exploring different HRM practices and innovation activities for Australian SMEs operating in China  
   Connie Zheng, University of South Australia, Australia  
   Jane Menzies, Deakin University, Australia  
   Anthony McDonnell, University College Cork, Ireland  

2. Country-level contingencies on the high-performance work systems and organisational performance association: A meta-analysis  
   Xiaoxuan Zhai, Monash University, Australia

3. What can strategic HRM learn from refugee recruitment?  
   Betina Szkudlarek, University of Sydney, Australia  
   Eun Su Lee, University of Newcastle, Australia  
   Chris Brewster, University of Reading, UK
Wednesday, 23 Feb 2022  
12:30 pm – 2:00 pm

Melbourne: LT1;  Zoom ID: 954 203 0479

Track 3 Session 3
Zoom Host & Session Chair: Andre Sammartino

1. Watching the sun, not only the clock- how time differences in influence MNE’s entry mode choice
   Liang Wen, Xi’an Jiaotong-Liverpool University, China
   Jing Yu (Gracy) Yang, The University of Sydney, Australia
   Stefan Volk, The University of Sydney, Australia
   Jane Lu, City University of Hong Kong, Hong Kong

2. How does the Chinese Government manage institutional distance for investment in Belt and Road countries
   Shuang Li, RMIT University, Australia
   Xueli Huang, RMIT University, Australia

3. The effect of nationalism on governance in cross-border collaborations
   Ilya Cuypers, Singapore Management University, Singapore
   Gokhan Ertug, Singapore Management University, Singapore
   Douglas Dow, Melbourne Business School, Australia

4. Symmetry of learning and teaching intent in IJVs and knowledge transfer to parents: The mediation roles of knowledge distinctiveness and accumulation
   Fuming Jiang, RMIT University, Australia
   Lixian Liu, James Cook University, Australia
   Yuanfei Kang, Massey University, New Zealand
**Track 5 Session 4**  
Zoom Host & Session Chair: Dana Ott

1. **Emerging market expatriation: A review and recommendations for future research**  
   Dana L. Ott, University of Otago, New Zealand  
   Anna Earl, University of Canterbury, New Zealand

2. **“Homeward bound”: A systematic review of the repatriation literature**  
   Hina Mehreen, University of Technology Sydney, Australia  
   Hussain G. Rammal, University of Technology Sydney, Australia  
   Nico Schulenkorf, University of Technology Sydney, Australia  
   Najmeh Hassanli, University of Technology Sydney, Australia

3. **Transformative experiences across four regions Does the destination of short-term study abroad matter**  
   Marina Iskhakova, Australian National University, Australia  
   Andrew Bradly, Australian National University, Australia  
   Dana L. Ott, University of Otago, New Zealand
### Track 3 Session 4
Zoom Host & Session Chair: Brent Burmester

1. **How human-rights-minded MNEs narrate about and address modern slavery**  
   *Benjamin James Hudson Robb, The University of Auckland, New Zealand*  
   *Snejina Michailova, The University of Auckland, New Zealand*

2. **Multinationals responses to the UK Modern Slavery Act Textile, apparel, and luxury goods firms and their global value chains**  
   *Christina Stringer, The University of Auckland, New Zealand*  
   *Snejina Michailova, The University of Auckland, New Zealand*  
   *Smita Paul, The University of Auckland, New Zealand*

3. **Co-evolutions and dynamic balancing in deglobalization and global decoupling**  
   Learning from the global semiconductor industry and Taiwanese foundry businesses during the US-China trade war  
   *Hongzhi Gao, Victoria University of Wellington, New Zealand*  
   *Tsui-Yii Shih, National Taipei University of Business, Taiwan*

4. **MNEs and exogenous pandemic shock through COVID-19 From context to GVC agility**  
   *Gabriele Suder, RMIT University, Australia*  
   *Bo Meng, IDE-JETRO, Japan*  
   *Yuning Gao, Tsinghua University, China*

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### Track 2 Session 4
Zoom Host & Session Chair: Meena Chavan

1. **How slack resource impacts firms OFDI A matrix between stickiness and affection**  
   *Fei Tang, Xi’an Jiaotong-Liverpool University, China*  
   *Tao Bai, The University of Queensland, Australia*

2. **Services, productivity, and the internationalization of manufacturing firms in emerging markets**  
   *Saiful Islam, University of Dhaka, Bangladesh*  
   *Laura Márquez-Ramos, Universitat Jaume I, Spain; University of Adelaide, Australia*

3. **Entrepreneurial orientation and SME international performance: Analyzing the role of ownership structure**  
   *Santhosh Channappa, NMIMS, India*
**ANZIBA AGM**

*Zoom Host & Session Chair: Douglas Dow*

As the title implies, this is the Annual General Meeting for ANZIBA, but we promise to keep it brief,

... and at the end of the AGM we will present the Prizes and Awards that would normally be given during the Gala Dinner.