

PROGRAM

The 13th EIASM Workshop on

International Management

hosted by Ca’Foscari University



*Address: Università Ca' Foscari Venezia - San Giobbe Campus, Fondamenta S. Giobbe - Cannaregio, 873 - 30121 Venice*

**Thursday, 22 October**

18.30  **Welcome cocktail** – **Café Al Fontego** - Campo Santa Margherita, 3426, 30135 Venice.

**Friday, 23 October**

8.30-9.00 **Registration** (lobby of Management Department – Ground Floor)

9.00-9.15 **Welcome by the Workshop Organizers** (Room 9B)

[Andrea Pontiggia](http://www.unive.it/data/persone/5592260/curriculum), Chris Carr, Markus Pudelko & Sebastian Reiche

9.15-10.15 **Keynote Address 1** (Room 9B)

INTERNATIONALIZATION AND TRANSACTION COST THEORY: WHAT YOU NEED TO UNLEARN

By Jean-Francois Hennart

10.15-10.45 **Coffee break** (antechamber Room Volpato)

10.45-12.15 **Workshop Sessions I & II**

**I – MANAGING THE MNC** (Room Saraceno)

Session chair: Sebastian Reiche

INTER-ORGANIZATIONAL BOUNDARY SPANNING IN GLOBAL SOFTWARE DEVELOPMENT: A CASE STUDY OF A MAJOR INDIAN VENDOR   
By Anne-Marie Søderberg & Laurence Romani

LANGUAGE MANAGEMENT TOOLS: AN OVERVIEW

By Guro Refsum Sanden

ORGANIZATIONAL MECHANISMS FOR DEVELOPING AND TRANSFERRING CAPABILITIES IN THE MULTINATIONAL CORPORATION

By Asier Pereda

EXPLORING THE RELATION BETWEEN INTERNATIONAL EXPERIENCE AND CROSS-BORDERS INNOVATION COLLABORATION: CASE OF SMES FROM ADRIATIC REGIONS OF ITALY

By Bernardo Balboni, Guido Bortoluzzi, Claudio Cozza, Gouya Harirchi, & Ales Pustovrh

**II – INTERNATIONALIZATION STRATEGY** (Room Volpato)

Session chair: Chris Carr

THE INTERNATIONALISATION OF BRITISH BREWING: A CASE STUDY AND SOME RAMIFICATIONS

By Gerald Watson Crompton

THE MODERATION EFFECT OF CULTURE ON EXPORT PERFORMANCE: EVIDENCE FROM THE ASIAN EXPORTING RELATIONSHIPS

By Umar Burki

SUB-NATIONAL INSTITUTIONS AS DETERMINANTS OF THE MNE’S LOCATION DECISION: UNDERSTANDING THE GEOGRAPHY OF SPANISH FDI IN USA

By Cristina López Duarte, Juan Duran-Herrera, José García-Cabrera & Antonia Mercedes

CROSS-CULTURAL PERSPECTIVES OF WORD-OF-MOUTH RECOMMENDATION

By Wolfgang Messner

12.15-13.45 **Lunch (**antechamber Room Volpato)

13.45-14.15 **Best student paper** (Room Saraceno)

INSTITUTIONAL ENTREPRENEURSHIP OF MULTINATIONALS IN EMERGING MARKETS: COMPARING EMERGING MARKET MULTINATIONALS (EMNES) AND DEVELOPED MARKET MULTINATIONALS (DMNES)

By Khaled Fourati

14.15-15.45 **Workshop Sessions III & IV**

**III – EXPATRIATION MANAGEMENT** (Room Saraceno)

Session chair: Markus Pudelko

A BIBLIOMETRIC STUDY OF MOST INFLUENTIAL AUTHORS IN EXPATRIATE MANAGEMENT AND NATIONAL CULTURE RESEARCH

By Belén González-Díaz, Cristina López Duarte & Marta M. Vidal-Suárez

SELF-INITIATED EXPATRIATES’ INTENTION TO RETURN TO THEIR HOME COUNTRY: A SOCIAL NETWORK APPROACH

By Daniel Moemken & Alex Mohr

Modes of cross-cultural leadership adjustment: an exploratory study of senior expatriate managers in Thailand

by Chris Carr & Chin-Ju Tsai

Work and family role adjustment of different types of global professionals: Scale development and validation

by Margaret A. Shaffer, B. Sebastian Reiche, Mihaela Dimitrova, Mila Lazarova, Shoshi Chen, Mina Westman & Olivier Wurtz

**IV – CORPORATE STRATEGIES AND THE BUSINESS ENVIRONMENT IN EMERGING MARKETS** (Room Volpato)

Session chair: [Andrea Pontiggia](http://www.unive.it/data/persone/5592260/curriculum)

MANAGING STRATEGY AND RISK IN INTERNATIONAL INVESTING AND A CHINESE EXAMPLE

By Hugh Grove & Mac Clouse

IMPACT OF CULTURAL FACTORS ON THE FAILURE OF ESTABLISHMENT IN RUSSIA: DISCREPANCIES AND ADJUSTMENTS

By Valery Krylov and Vincent Montenero

WHY QUERÉTARO? THE DEVELOPMENT OF AN AERONAUTICAL MANUFACTURING CLUSTER IN CENTRAL MEXICO

By Rodrigo Garza Burgos & Jim Johnson

RISE OF THE EMERGING MARKET MULTINATIONALS AND THE TRANSFORMATION OF THE GLOBAL BUSINESS ENVIRONMENT

By Michal Budryk

15.45-16.15 **Coffee break**

16.15-17.00 **Best overall paper** (Room 9B)

COSMOPOLITANISM AND BROKERAGE PROCESSES ACROSS CULTURAL BOUNDARIES

By Orly Levy, Hyun-Jung Lee, Maury A. Peiperl & Karsten Jonsen

19.30 **Workshop dinner** – **Trattoria Alle Due Gondolette** - Fondamenta de le Capuzine, 3016, 30121 Cannaregio, Venice.

**Saturday, 24 October**

9.00-10.00 **Keynote Address 2** (Room 9B)

THE MULTICULTURAL MIND: IMPLICATIONS FOR MANAGEMENT, OPPORTUNITIES FOR RESEARCH   
 By David Thomas

10.00-10.30 **Coffee break (**antechamber Room Volpato)

10.30-12.00  **Workshop sessions V & VI**

**V – ETHICS AND TRUST IN THE CROSS-CULTURAL CONTEXT** (Room Saraceno)

Session chair: David Thomas

THE IMPACT OF GENDER ON ETHICAL WORK CLIMATES: A CROSS-CULTURAL COMPARISON OF BUSINESS SCHOOL FACULTY

By Gerald Venezia, Chiulien Venezia & Oheneba Ama Nti Osei

EXPLORING THE ROLE OF TRUST IN THE FOREIGN-LOCATION CHOICES OF MULTINATIONAL ENTERPRISES

By Andrew Barron & Peter Hultén

‘SENSE OF JUSTICE’ OF VIETNAMESE EMPLOYEES - BEYOND UNDERSTANDING VIETNAMESE CULTURAL VALUES: THE IMPACT OF CONFUCIAN VALUES IN INTERNATIONAL HUMAN RESOURCE MANAGEMENT

By Thi Thu Thao Lê & Matthieu de Nanteuil

FAIRNESS PERCEPTIONS OF CHINESE AND GERMAN SUBORDINATES AND SUPERVISORS

By Markus Pudelko & Jörg Büechl

**VI – GLOBAL STRATEGY AND TRANSACTION COSTS** (Room Volpato)

Session chair: Jean-Francois Hennart

A CRITICAL PERSPECTIVE OF TRANSACTION COST ECONOMICS THEORY: THE CASE OF THE INQUIRY COMMITTEE INTO THE OIL-FOR-FOOD PROGRAMME SCANDAL

By Maria do Rosario Costa e Silva da Veiga & Maria Joao Major

INSTITUTIONS AND TRANSACTION COSTS AFTER ENTRY: HOW MNES SAFEGUARD AGAINST POST-ENTRY MARKET EXCHANGE HAZARDS

By André van Hoorn

A CORPORATION IS LOOKING AFTER MULTINATIONALS. ARE THEY ATTRACTIVE FOR THEIR SKILLS OR JUST A MEANS OF REDUCING TRANSACTION COSTS?

By José G. Vargas-Hernández & Luis E. González-Armenta

INTERNATIONALIZATION OF SERVICE FIRMS: CASE OF EMERGING BANKS

By Anna Lupina-Wegener

12.00-12.15 **Closing remarks** (Room 9B)

12.15-13.30 **Lunch - La Bella Pollastrella**, Cannaregio, 408, 30121 Venice.

**For participants staying on:**

We are planning to walk from the restaurant to the San Marco area where we will visit sights such as the San Marco Basilica, Palazzo Ducale and the Ponte dei Sospiri, among others. Participation is voluntary and possible entrance fees for sights will need to be covered individually.