

**3rd COST-EIBA / EIASM DOCTORAL THINK TANK
COST ACTION IS0905: THE EMERGENCE OF SOUTHERN MULTINATIONALS
AND THEIR IMPACT ON EUROPE**

**BRIGHTON, U.K., DECEMBER 6, 2012
BRAMBER HOUSE CONFERENCE CENTRE (MEETING ROOM 1)**

PROGRAMME

Thursday, December 6

- 08:30 – 08:35 Welcome by Louis Brennan, Chair of the COST Action Programme IS 0905 :
The Emergence of Southern Multinationals and their Impact on Europe
- 08:35 – 08:45 Introduction by Danny Van den Bulcke, Co-Chair Doctoral Think Tank and
Honorary Chair of the EIBA/EIASM Doctoral Tutorial
- 08:45 – 09:25 Organizational Attractiveness of Southern Multinational Firms Operating in
Europe and the United States
Terry D. ALKIRE
- 09:25 – 10:05 Emerging Market Multinationals, Business Groups and Group-Specific
Advantages
Roderick BUGADOR
- 10:05 – 10:20 Coffee Break
- 10:20 – 11:00 The Influence of Risk Perception on Internationalisation: Evidence from
Chinese Private Investment in Africa
Liang CHEN
- 11:00 – 11:40 The Internationalization Process: A Political Based View
Francisco FIGUEIRA DE LEMOS
- 11:40 – 12:20 Strategies of Emerging Multinational Banks in Sub-Saharan Africa
Adeline PELLETIER
- 12:20 – 13:20 Lunch
- 13:20 – 14:00 Trust and Relational Capabilities in Strategic Alliances: An Empirical Study of
MNE Subsidiaries in Thai Manufacturing Sector
Rapeeporn RUNGSITHONG
- 14:00 – 14:40 FDI Performance of Polish Firms : The Role of Firm and Host-Country
Determinants and Entry Modes
Piotr TRAPCZYNSKI
- 14:40 – 15:20 Internationalisation of Developing Country Multinationals: A Study of Process,
Motivation, and Strategy of Indian Firms in the U.K.
Varun Chaturbhuj TRIPATHI
- 15:20 – 15:35 Coffee Break
- 15:35 – 16:15 Co-Location, Social Capital and Knowledge Exchange of European MNCs
through Country-Of-Origin Industrial Agglomeration in China: - Evidence from
Mondragon Kunshan Industrial Park, East China-
BERRBIZNE URZELAI