

**4th COST-EIBA / EIASM DOCTORAL THINK TANK
COST ACTION IS0905: THE EMERGENCE OF SOUTHERN MULTINATIONALS
AND THEIR IMPACT ON EUROPE**

**BREMEN, GERMANY, DECEMBER 11, 2013
UNIVERSITY OF BREMEN**

PROGRAMME

Co-chairs: Daniel VAN DEN BULCKE (University of Antwerp) & Lucia PISCITELLO (Politecnico di Milano)

Faculty: Louis BRENNAN (Trinity College Dublin), Jorge CARNEIRO (Pontifical Catholic University of Rio de Janeiro) & Filip DE BEULE (KU Leuven University)

Wednesday, December 11

- 08:30 – 08:35 Welcome by Louis Brennan, Chair of the COST Action Programme IS0905 :
“The Emergence of Southern Multinationals. Their Impact on Europe”
- 08:35 – 08:45 Introduction by Lucia Piscitello, Co-Chair Doctoral Think Tank
- 08:45 – 09:25 The Emergence of Born Global Firms: An Emerging Economy Perspective
Farhad Uddin AHMED
- 09:25 – 10:05 Corporate Political Capabilities, Intercountry Connectedness and
International Expansion Strategies of Emerging Country Firms
João Eduardo ALBINO PIMENTEL
- 10:05 – 10:20 Coffee Break
- 10:20 – 11:00 Does Regional Integration Matter to Emerging Economy MNEs?
A Transaction Cost Economics Analysis
Jenny HILLEMANN
- 11:00 – 11:40 Swedish IT-based MNCs Interacting with Socio and Political Actors in the
BRIC Countries: The Effects on Business Activities
Emilene LEITE
- 11:40 – 12:20 The Role of HRM in Developing Absorptive Capacities
Emilia Anna OZGO
- 12:20 – 13:20 Lunch
- 13:20 – 14:00 A Product Value Chain Perspective of Emerging Countries Multinationals
Rasha REZK
- 14:00 – 14:40 The Impact of Political Embeddedness of State MNCs from Emerging
Markets on HQ-Subsidiary Relationships: The Case of China
Cong SU
- 14:40 – 15:20 Networks Structures in China – Impact of Interlocking Directorate on
Internationalization Process of Chinese MNEs
Iwona SULINSKA
- 15:20 – 15:35 Coffee Break
- 15:35 – 16:15 The Impact of Institutional Distance on the Establishment Mode Selection of
Chinese MNEs in Europe
Laura VANOLI PARIETTI
- 16:15 – 16:55 Organizational Structures of Russian Multinationals: If Context Matters
Anna VESELOVA