



IBC Conference 2018 Programme

Wednesday, 30 May 2018

11:45 – 12:30: Transportation to Comwell Sport in Rebild Bakker (bus leaving from AAU Campus Parking lot, Fibigerstræde, 9220 Aalborg Oest)

12:30 – 12:45: Registration (hotel lobby)

12:45 – 13:30: Lunch (hotel restaurant)

13:30 – 14:00: Opening of the Conference (Auditorium): *Søren Kristiansen, Pro-Dean of Research, Faculty of Social Sciences; Marin Marinov, Professor of International Business at International Business Centre – Aalborg University, Denmark*

14:00 – 14:45: Keynote speech (Auditorium): *Market Driving Strategies: Standardisation vs. Adaptation Revisited, Pervez Ghauri - University of Birmingham, UK*

14:45 – 15:00: Coffee break (hotel lobby)

15:00 – 16:15: Panel Session 1 (Auditorium): *Marketing in the Emerging Markets*

Session chair: *Marin Marinov, Aalborg University, Denmark*

Panellists: *Pervez Ghauri, University of Birmingham, United Kingdom*

Maria Smirnova, St. Petersburg University, Russia

Svetla Marinova, Aalborg University, Denmark

Carl Arthur Solberg, Norwegian School of Management, Norway

16:15 – 16:30: Coffee break

16:30 – 17:15: Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 1 (Auditorium): *Entrepreneurship*

Session Chair: Pervez Ghauri, University of Birmingham, United Kingdom

1: Internationalisation through Social Entrepreneurship. *Pervez Ghauri - University of Birmingham, United Kingdom*



2: An Integrative Framework for Entrepreneurship Research in Africa. *Richard Adu-Gyamfi, John Kuada, Simplice Anutechia Asongu - International Trade Centre, Switzerland; AAU, Denmark; Africa Governance and Development Institute, Cameroon*

Parallel Session 2 (Room F1): *Marketing*

Session Chair: Maria Smirnova, St. Petersburg University, Russia

1: Understanding consumer behavior through a multidimensional approach to persuasion knowledge. *Ksenia Golavacheva, Maria Smirnova* - St. Petersburg State University, Russia*

2: Influences of Customer Value Co-Creation Behavior on Customer Brand Engagement of Furniture and Home Decoration Business in Thailand. *Phanthipha Pansuwan, Sujinda Chemsripong, Siwarit Pongsakornrunsilp, Katechan Jampachaisri - Naresuan University, Thailand*

Parallel Session 3 (Room F2): *Entrepreneurship and Social Networks*

Session Chair: Arnim Decker, AAU, Denmark

1: Does entrepreneur's characteristics complement social network? The implications of network diversity for performance improvement. *Xiahua Li*, Jizhen Li, Thomas Schøtt, Ye Liu - Tsinghua University, China; University of Southern Denmark, Denmark; Zhejiang Sci-tech University, China*

2: The impact of institutions and cognition on context: a case study approach. *Arnim Decker - AAU, Denmark*

Parallel Session 4 (Room F3): *Challenges in International Marketing*

Session Chair: Carl Arthur Solberg, BI Norwegian Business School, Norway

1: Consumer Ethnocentrism and e-Commerce: A Study of Danish Online Consumers and their Ethnocentric Tendencies. *Andreea Bujac, Mads Thomsen - AAU, Denmark*

2: Market orientation in international markets: Challenging the market orientation construct. *Carl Arthur Solberg*, Marit Owe Tryggeset and Even Johan Lanseng - BI Norwegian Business School, Norway*



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17:15 - 18.30: Editor's session (Auditorium): Presenting journal outlets for future publications.

Review of Marketing Research, *Naresh Malhotra, Editor in Chief, Georgia Tech, USA*

International Business Review, *Pervez Ghauri, Editor in Chief, University of Birmingham, UK*

International Journal of Innovation and Technology Management, *Alexander Brem, Editor in Chief, FAU, Germany*

European Journal of International Management, *Svetla Marinova, Senior Editor, Aalborg University, Denmark*

African Journal of Economic and Management Studies, *John Kuada, Editor in Chief, Aalborg University, Denmark*

19:30 – 20:30: Dinner (hotel restaurant)



Thursday, 31 May 2018

08:15 – 09:00: Keynote speech (Auditorium): *The Globalization of Business and Markets: Entry Mode Strategies*, Naresh Malhotra, Georgia Tech, USA

09:00 – 09:15: Coffee break

09:15 – 10:45: Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 5 (Auditorium): *Emerging and Developing Markets*

Session Chair: Jean-Francois Hennart, Tilburg University, The Netherlands

1: Factoring and the Liability of Foreignness of MNEs in Emerging Markets. *Jean-Francois Hennart - Tilburg University, The Netherlands*

2: Post-socialist city brands: from industrial cities to creative cities and the cognitive dissonance in between. *Cătălina-Ionela Rezeanu*, Florin Nechita, Ecaterina Grajdieru Coman, Claudiu Coman - Transilvania University of Braşov, Romania*

3: Locations of Export for Tanzanian Manufacturers. *Deusdedit A. Rwehumbiza, Marin A. Marinov* - University of Dar es Salaam, Tanzania; Aalborg University, Denmark*

Parallel Session 6 (Room F1): *Innovation*

Session Chair: Alexander Brem, FAU, Germany

1: New perspectives on frugal innovation. *Christine Wimschneider, Nivedita Agarwal, Alexander Brem - FAU, Germany*

2: SMEs Innovation Modes in Context of Globalization & Technological Development. *Olav Jull Sørensen - AAU, Denmark*

3: Top Management Mental Models and Radical Innovation. *Jimmi Normann Kristiansen - AAU, Denmark*

4: Public R&D Subsidy, Behavioral Additionality and Technological Output of High-Tech SMEs: An Empirical Study of Jiangsu Province. *Yuchen Gao, Xielin Liu, Yimei Hu - UCAS, China; AAU, Denmark*



Parallel Session 7 (Room F2): *Emerging and Developing Markets 2*

Session Chair: Dmitrij Slepnirov, AAU, Denmark

1: Demographic Variables: A Predictor for Sustaining Consumer Buying Behaviour in Retail Outlets in South-West Nigeria. *AREMU, Mukaila Ayanda**; *OLODO, Hameedat Bukola*; *AREMU, Moriam Adeyemi – University of Ilorin, Nigeria*

2: Impact of Information Technology on Human Resource Management Procurement Functions in Nigerian Universities. *Isiaka, Sulu Babaita**; *Kadiri, Ismaila Bolarinwa*; *AMOSI, Jimoh Rafiu*; *Suleiman, Ahmed Aremu – University of Ilorin, Nigeria*

3: Knowledge Creation Model for the Production of Creative Handicrafts in Upper Northern Thailand. *Nichaphan Pitiniyomrot**; *Nattachet Pooncharoen*; *Atchara Sriphan - Naresuan University, Thailand*

4: Service innovation in China: A case of a logistics platform development. *Dmitrij Slepnirov**, *Jun Jin – AAU, Denmark*; *Zhejiang University, China*

Parallel Session 8 (Room F3): *Organization and Social Impact*

Session Chair: Mohammad Bakhtiar Rana, AAU, Denmark

1: Making sense of community risk: Mining MNEs in Armenia managing community relations. *Jacob Taarup-Esbensen - University College Copenhagen*

2: Influence of Language Strategy on International Performance of firm: A Microfoundation Perspective. *Sazzad Hossain Talukder - Åbo Akademi University, Finland*

3: Buyer-Supplier Relationships, Influence of Working Environment and the relation with Organizational Performance: Review and Research Agenda. *Imranul Hoque, Mohammad B. Rana – AAU, Denmark*

4: A Bibliometric Analysis of Social Franchising. *Felicia Naatu, Ilan Alon – University of Agder, Norway*

10:45 – 11:00: Coffee break

11:00 – 11:45: Keynote speech (Auditorium): *What is so special about Born Globals? Their entrepreneurs or their business model?*, *Jean-Francois Hennart, Tilburg University, The Netherlands*



11:45 – 12:45: Lunch (hotel restaurant)

12:45 – 13:30: Keynote speech (Auditorium): *Frugal Innovation – Trend or Theory?*, Alexander Brem, FAU, Germany

13:30 – 14:45: Panel Session 2 (Auditorium): *Innovation: The Latest Trends*

Session Chair: *Dmitrij Slepniov, Aalborg University, Denmark*

Panellists: *Xielin Liu, UCAS, China*

Jizhen Li, Tsinghua University, China

Alexander Brem, FAU, Germany

Yimei Hu, AAU, Denmark

14:45 – 15:00: Coffee break

15:00 – 17:00: Key note business speeches (Auditorium)

Session Chair: *Olav Jull Sørensen, AAU, Denmark*

15:00 - 15:30: Jørn Lykou, CEO at Dansk Energi Management & Esbensen

<http://www.danishmanagement.com/>



15:30 - 16:00: Michael Glibstrup, CEO at Højer Møbler

<https://hojermobler.dk/en/>

HOJER

16:00 - 16:30: Anders Aakær Jensen, CFO at Bang and Olufsen

<https://www.bang-olufsen.com/en>

BANG & OLUFSEN

16:30 – 17:00: [Common discussion]

17:00 - 19:00: Nature Walk, Relaxation, Networking



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19:00 – 21:30: Conference Dinner (Room A5). Includes Best Paper Award and Best Junior Paper Award. (Dean Rasmus Antoft with Best Paper Awards; Prof. Marin Marinov with PhD course certificates)



Friday, 1 June 2018

08:30 - 10:00: Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 9 (Auditorium): *Marketing Research and Strategy*

Session Chair: Naresh Malhotra, Georgia Tech, USA

1: A General Procedure for Scale Development, *Naresh Malhotra - Georgia Tech, USA*

2: Social Media and B2B Marketing Strategies – Perspectives and Research Agenda. *Philip Mampukia Yakubu*, John Kuada - AAU, Denmark*

3: Bibliometrics of Consumer Behavior Research: a Co-occurrence Analysis. *Mette Marie Næser Seldal - University of Agder, Norway*

4: Branding in franchising: a bibliometric analysis and agenda. *Massiel Henríquez Parodi - University of Agder, Norway*

Parallel Session 10 (Room F1): *Microfinance and M&A*

Session Chair: Jorma Larimo, University of Vaasa, Finland

1: Ownership strategy and subsidiary survival in foreign acquisitions. *Jorma Larimo*, Yi Wang - University of Vaasa, Finland; SDU, Denmark*

2: Internationally initiated Microfinance Institutions and their performance: the moderating effect of size. *Tigist Woldetsadik Sommeno*, Roy Mersland - University of Agder, Norway*

3: Split Sample Skewness. *Iftikhar Hussain Adil, Abdul Wahid - National University of Modern Languages (NUML), Pakistan*

4: International Market Selection Decisions of Social Enterprise: Evidence from European Microfinance Social Enterprises. *Amila Buddhika Sirisena, Roy Mersland, Samuel Anokye Nyarko – University of Agder, Norway; Université Libre de Bruxelles, Belgium*

Parallel Session 11 (Room F2): *Finance and Auditing*

Session Chair: Roy Mersland, University of Agder, Norway



1: Earnings management due to decrease in corporate income tax rate: An Empirical Study in Dutch and German Listed Companies. *Kees van Paridon**; *Sabhi Saleh*; *Kawa Wali* - *Erasmus University-Rotterdam, The Netherlands*; *Salahaddin University-Erbil, Iraq*

2: The financial success of saving groups: A data-intensive analysis with a swarm algorithm. *Rolando Gonzales**, *Roy Mersland*, *Bert D'Espallier* – *University of Agder, Norway*; *KU Leuven, Belgium*

3: Audit fees: a bibliometric analysis of the literature. *Joseph Akadeagre Agana**, *Anna Alon* – *University of Agder, Norway*.

4: Financial Linkages and the Performance of Savings Groups. *Linda Nakato**, *Roy Mersland*, *Bert D'Espallier* - *University of Agder, Norway*; *KU Leuven, Belgium*

Parallel Session 12 (Room F3): *SME Innovation and Internationalization*

Session Chair: Jonas Strømfeldt Eduardsen, AAU, Denmark

1: Value Creation and Value Capture in SMEs' Internationalization. *Marin A. Marinov**, *Svetla T. Marinova*, *Witold Wilinski*, *Elisa Ortlieb*, *Joshua Veldboe* – *AAU, Denmark*; *Warsaw School of Economics, Poland*; *Germany*; *The Netherlands*

2: The Impact of E-Commerce Use on Internationalisation in Small and Medium-sized Firms: The Moderating Role of Perceived Export Barriers. *Jonas S. Eduardsen* - *AAU, Denmark*

3: Cross-cultural leadership challenges in a globally expanding Danish SME. *Li Thuy Dao* – *AAU, Denmark*

4: Open Innovation in SMEs - Bibliometric Literature Review. *Sanja Smiljic* – *UiA Norway and SMIT, Australia*

10:00 – 11:30: Four parallel sessions (15 minute presentation per paper in each session, followed by Q&A)

Parallel Session 13 (Auditorium): *Sustainability*

Session Chair: Olav Jull Sørensen, AAU, Denmark

1: Interfirm knowledge transfer and growth of Ghana's solar energy sector. *John Kuada*, *AAU, Denmark*



2: Managerial implications of green strategy: decision options for innovation managers. *George Tesar, Hamid Moini, Olav Jull Sørensen - Umeå University & University of Winconsin-Whitewater, Sweden and USA; AAU, Denmark; AAU, Denmark*

3: Integrating Sustainability in Marketing - a Literature Review. *Liliyana Makarova Jørsfeldt - AAU, Denmark*

4: Business Model Innovation and the Global Ecosystem for Sustainable Development. *Heather Louise Madsen – AAU and DEM, Denmark*

Parallel Session 14 (Room F1): *Organization and HRM*

Session Chair: Romeo V. Turcan, AAU, Denmark

1: How Do Independent Director Reputation Incentives Affect Corporate Social Responsibility (CSR)? -Evidence from China. *Daojuan Wang*, Lei Yu, Qi Wang - AAU, Denmark; Southwest University of Political Science & China Research Institute of Enterprise Governed by Law, China*

2: Bibliometric Analysis of Projectification and Its Implications for Project Personnel. *Maria Magdalena Aguilar Velasco – University of Agder, Norway*

3: Cultural Intelligence - Status Quo. *Nooria Yari*, Erik Lankut, Ilan Alon, Nicole Franziska Richter – University of Agder, Norway; SDU, Denmark*

4: Legitimation: Uncertainty, Latent Functions and Ignorance. *Romeo V. Turcan, AAU, Denmark*

Parallel Session 15 (Room F2): *Innovation and Knowledge Management*

Session Chair: Dmitrij Slepniov, AAU, Denmark

1: Can R&D subsidy facilitate firms to use new knowledge for technological upgrading? An empirical study of Jiangsu province. *Yuchen Gao*, Xielin Liu, Xuechen Ding – UCAS, China; SDC, China*

2: Relationship between Social Capital, Seniority and Knowledge Sharing Challenges: A Case Study of a Foreign R&D Subsidiary in China. *David Schulzmann*, Raphael Mateus Martins – AAU, Denmark; SDC, China*

3: Knowledge Management in franchising: A Research Agenda. *Judith Jacob Iddy – University of Agder, Norway*



4: Internal Knowledge Sharing Challenges within Western MNE R&D centers in China.
*David Schulzmann**, *Dmitrij Slepnirov* – *AAU, Denmark; SDC, China*

Parallel Session 16 (Room F3): *Emerging Issues in Entrepreneurship*
Session Chair: Reimer Ivang, AAU, Denmark

1: Crowdfunding success: a systematic literature review complemented by a bibliometric analysis. *Amy Ann Vik* – *University of Agder, Norway*

2: Entrepreneurial Ecosystems: A Bibliometric Review. *Ahmad Alaassar* - *RMIT, Australia; University of Agder, Norway*

3: Is Socioeconomic Matching of Staff and Clients Beneficial for Microfinance Social Enterprises? *Naome Otiti**, *Roy Mersland*, *Kjetil Andersson* – *University of Agder, Norway*

4: Digitalization: The largest transformative force in business today. *Reimer Ivang* - *AAU, Denmark*

11:30 - 11:45: Coffee Break

11:45 - 13:00: Panel Session 3 (Auditorium): *Sustainability in a Theory and Business Perspective*

Session Chair: Reimer Ivang, AAU, Denmark

Panellists: George Tesar, Umeå University & University of Winconsin-Whitewater, Sweden and USA
Vera Ivanaj, ICN-Business School, France
Lars Olesen, Circ.eco, Denmark

13:00 – 13:15: Concluding remarks and closing of the Conference (Auditorium)

13:15 – 14:15: Lunch (hotel restaurant)

[End of conference]