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


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

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 Slepniov, 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


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 Slepniov*, 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


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)


   Session Chair: Dmitrij Slepiov, 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/

   16:00 - 16.30: Anders Aakær Jensen, CFO at Bang and Olufsen
       https://www.bang-olufsen.com/en

16:30 – 17.00: [Common discussion]

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


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


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


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 Wisconsin-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


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 Slepniov – 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]