I. Current and Incoming Officers

Provide details on names, position, term of office, and email address for each officer (current and incoming).

The AIB-SE Executive Board consists of six voting members, each with a one-year appointment. The first 4 officer positions are elected in a lockstep fashion, in reverse order as listed below: an elected Program Chair will serve in this position for one (1) year and then progress automatically to Vice-Chair / Conference Chair in year two (2), to Chapter Chair in year three (3) and to Immediate Past Chair in year (4).

Officer positions 5 and 6 are one-year appointments, elected every year and renewable.

Current Executive Board Members (until November 2014):

1. Immediate Past Chair
   Daniel Rottig (DRottig@fgcu.edu)
   Associate Professor of International Business and Strategy
   Lutgert College of Business
   Florida Gulf Coast University, Fort Myers, Florida, USA

2. Chapter Chair
   Matthew C. Mitchell (matthew.mitchell@drake.edu)
   Assistant Professor of International Business and Strategy
   Drake University College of Business and Public Administration
   Drake University, Des Moines, Iowa, USA

3. Chapter Vice-Chair / 2013 Conference Chair
   Peter Magnusson (peter.magnusson@fiu.edu)
   Assistant Professor of International Business and Marketing
   Florida International University, Miami, Florida, USA

4. Program Chair
   Anshu Saxena Arora (aroraa@savannahstate.edu)
   Associate Professor of Marketing
   Savannah State University, Savannah, Georgia, USA

5. Membership Director
   Susan Forquer Gupta (sgupta@monmouth.edu)
   Associate Professor of Marketing
   Monmouth University, West Long Branch, New Jersey, USA
II. Summary of Membership

The membership of the AIB US-Southeast Chapter as of June 1, 2014 stood at 301 members:

- Members as of last report (May 8, 2013): 251
- Number of old members who renewed: n/a
- Number of new members: 50
- Membership as of June 1, 2014: 301

Summary of membership promotion efforts:
- Annual conference with a “developmental” and thematic focus attracting new members with focus on doctoral, master and undergraduate students and academics from emerging countries
- Updated of a website with a new design, content and functionality that includes a member resources section as well as information about our annual conferences and peer-reviewed journal
- Development of AIB-SE Listserv to support integrated marketing campaign that combines all tangible and virtual activities of chapter
- Complete redesign of chapter’s peer-reviewed journal *International Business: Research, Teaching and Practice* with Drake University contributing $4000/year for the second year in three year commitment.
- Recruitment of new membership director to focus on membership promotion and recruitment
- Establishment of AIB-SE LinkedIn Group and @AIBSoutheast Twitter Account
- Continued to support inclusion of US-Southwest chapter

III. Summary of Financial Status

Please see Appendix I for a summary of Chapter income and expenses.

IV. Summary of Meetings Held This Year

a. Annual Conference
The 2013 Annual AIB-SE Conference, hosted by Georgia Tech in Atlanta, Georgia, from October 25-27, 2013 (conference chair: Matthew C. Mitchell, Program Chair: Peter Magnusson and local host representative: John McIntyre) built on the momentum that AIB-SE generated with our 2012 Conference that was hosted by Florida Atlantic University and continued the significant development and growth of the chapter and its annual conferences.
Please see the attached 2013 program for a complete description of AIB-SE 2013 Annual Meeting Highlights.

b. Chapter board meeting(s) – summary (include date, location and listing of participants)
Executive board meetings are held once a year when members are together at our annual conferences and are supplemented by e-mail communication, telephone conference calls and video conferences throughout the year, if necessary.

- 2013 Annual Board Meeting – Held in Atlanta, Georgia on October 24th, 2013.
  o Voting Members In Attendance: Ilan Alon, Daniel Rottig, Matthew Mitchell, Peter Magnusson, Jase Ramsey, Mo Sepehri. Invited Participants: John McIntyre
  o Reviewed conference operations.
  o Officially nominated Anshu Arora for election to the Program Chair position.
  o Officially nominated Susan Gupta for election to the Membership Director position.
- 2013 Chapter Executive Committee Meeting – Teleconference on December 4th, 2013.
  o Officially received Anshu Arora and Susan Gupta into the AIB-SE Executive committee.
  o Voted to give 2014 AIB-SE Annual Meeting Organizing Committee the authority to sign a contract on behalf of the organization.

V. Plans for Future Meetings

Detail dates and locations of future meetings (as known). Also if available include the future conference organizer name and email address.

Future meetings are as follows:
- Annual Meeting 2016 – Search for host cities is currently active.

Please see www.aibse.org for a full listing of upcoming meetings and highlights of AIB-SE Annual Meeting 2014 in Miami, Florida.

VI. Other Initiatives

Summarize other chapter activities such as: newsletters, awards, doctoral consortium, publication arrangements, website, etc.
Journal Operations: International Business: Research, Teaching and Practice

- The official, peer-reviewed publication of the AIB-SE chapter, publishing scholarly work of significant interest that contributes to the advancement of knowledge in international business theory, pedagogy and practice. The journal’s purpose is also to draw attention to the annual AIB-SE conferences, to provide a respected outlet for the work by international business scholars, and to attract new members to the Academy of International Business.
- The AIB-SE board decided to establish a peer-reviewed journal in 2006 and the first volume was published in 2007 as a special issue from the best AIB-SE conference papers from previous years, which went through a new, separate review process. Under the great leadership of the founding editor and managing editor, Bob Goddard and Neil Slough, from 2006-2009, the journal established itself as a respected outlet for international business research and was listed in Cabell (19% acceptance rate) and Google Scholar. The journal was able to secure financial support from Stetson University and the University of North Florida and was published out of the latter institution in the past three years under Steven Williamson (editor) and Cheryl van Deussen (managing editor).
- At its 2012 executive board meeting, AIB-SE appointed a new editor, Matthew Mitchell from Drake University in Iowa, which has committed funds of $12,000 for the next three years to support the journal operations. The AIB-SE executive board decided to use some of these funds to employ a production editor on an hourly basis, and the journal is currently in the process of publishing an special issue out of the 2012 annual conference.
- Journal revenues and expenses are accounted separately and editors are expected to keep journal expenses at or below journal revenues

Strategic Operations

In addition to our annual conferences and journal operations, AIB-SE is strategically investing in the long-term growth and development of the chapter.

- Website: Over the past two years, AIB-SE has established a brand new website featuring a new design, content and functionality. The website is used as a tool to facilitate and promote our conference and journal operations, to provide a password-protected area with membership resources and information, and to attract new members to the chapter (see www.aibse.org)
- Membership Development: AIB-SE has conducted a number of membership recruitment efforts over the past year (see summary of membership promotion efforts on page 2 of this report)
- External Growth: In addition to the organic growth of our chapter conferences over the past two years, AIB-SE has been exploring external growth through the possible consolidation as well as cooperation of regional chapters in order to create synergies and build a the critical mass necessary to continue to organize impactful regional conference. We look forward to continuing these efforts at the 2014 AIB Chapter Chair Meeting and Workshop in Vancouver.
- In addition to publishing its own peer-review journal, International Business: Research, Teaching and Practice, AIB-SE has been seeking the cooperation with other journals. We published a special journal issue out of the 2011 annual conference with Thunderbird International Business Review (guest editors: Ilan Alon and Daniel Rottig) and are currently in the process of publishing a special issues out of the 2012 annual conference with the International Journal of Emerging Markets (guest editors: Daniel Rottig and...
Matthew Mitchell) and will again publish a special issue out of the 2013 annual conference in collaboration with AIB-L with the International Journal of Emerging Markets (guest editors: William Newbury, John McIntyre and Xavier Goncalves).

VII. Other Issues or Concerns

Detail other issues which you think will/should be of interest to the AIB executive board and/or other chapter officers.

The following items may be of interest to the AIB executive board and/or other chapter officers:

- **Better Inter-Chapter Coordination and Cooperation**: We appreciate the AIB initiative to offer a more extensive Chapter Chair Workshop at the 2013 conference in Istanbul to facilitate inter-chapter coordination and cooperation and to transfer best practices across chapters. We would be interested in exploring ways for chapters to coordinate more tightly, such as avoiding geographically overlapping annual conferences by different regional chapters (e.g. AIB-SE and AIB-LAT conferences in 2012) as well as possible joint conferences by regional chapters to tap into a specific region more effectively. In addition, we would be interested in exploring how AIB may facilitate inter-chapter collaboration between annual AIB Chapter Chair Meetings, such as by providing an online platform for chapter chairs to connect, communicate and share best practices.

- **Financial Support by AIB**: We continue to be thankful for the financial support AIB has extended to AIB-SE for our 2013 conference, which allowed AIB-SE to organize a very successful doctoral student consortium and so attract a higher quality and quantity of paper submissions by students. We would therefore appreciate continued financial support and also be interested in exploring additional ways of financial support that AIB may be able to provide to its regional chapters (e.g. help with conference logistics, such as conference hotel negotiations, financial support of AIB board members and Fellows to travel to regional conference and act as keynote speakers etc.)

- **Online Submission/Review/Registration Support by AIB**: We are very grateful for having been able to use the AIB online submission and review system for our past two conferences and to receive the support by AIB to manually process our credit card conference registrations. We would be interested in exploring how AIB may extend its automatic conference registration system to regional chapters to facilitate the registration process and make the annual set-up and programming of a third-party registration system unnecessary.
Appendix I

Southeast USA Chapter
Annual Statement of Income and Expenses
(for the period 6/1/2013 to 5/31/2014)

Beginning Balance (06/01/2013 - last report’s ending balance)

Income
  Conference profit (excess) $3,474.59
  Interest income $12.09
  Donations $23,460
  Other (please specify)

Expenses
  Meetings (excluding conference)
  Printing/postage
  Fund raising
  Membership drive
  Other (please specify) $6,844.70 (Web domain & email, AIBSE Fellow Plaques, IBRTP)

Ending Balance (5/31/2014) $44,709.37

Notes

Full conference budget can be provided upon request.
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Welcome to the 2013 AIB-SE Conference and to the Capital of the South!

It is our pleasure to welcome you to the 2013 Academy of International Business Southeast USA (AIB-SE) conference, hosted by Georgia Tech in Atlanta, Georgia.

The AIB-SE chapter has become one of the largest and most active worldwide chapters of the Academy of International Business, supporting an annual conference, a journal, as well as undergraduate, master and doctoral student consortia. Once again, we have received a record-number of submissions and we hope that this year’s conference will be the best ever in the history of AIB-SE. The Chapter’s mission is to encourage and assist research activities that advance knowledge of international business, increase the available body of teaching materials, and facilitate the exchange of information and ideas among educators and between international business and academic fields.

The specific mission of our AIB-SE annual meetings is to be “developmental” by providing our participants with the opportunity to present their work in a collegial setting, obtain and provide constructive feedback, advance their research toward submission for publication, and interact with world-class scholars, speakers, panelists and keynoters. The conference provides developmental opportunities for students, junior and senior scholars alike, and integrates international business research, teaching and practice.

Conference Highlights!
This year’s meeting offers competitive and interactive paper sessions, a variety of panels, a doctoral consortium, a meet-the-editors session with representatives from international business journals and publications including the Journal of International Business Studies (JIBS), AIB Insights, AIB-SE’s own journal International Business: Research, Teaching and Practice (IBRTP), the International Journal of Emerging Markets (IJoEM), and the International Marketing and Management Research Series, supported by Savannah State University, our platinum sponsor.

In an effort to integrate students into the international business research process, we have increased the number of student participants. Home Depot is sponsoring the X-Culture symposium providing an exciting opportunity for undergraduate and master’s students from around the world to participate in the conference. As always, the conference features several
exciting social networking events, highlighted by this year’s gala dinner and the Taste of Atlanta!

Thanks to the generous support of our sponsors, the conference also features several prestigious awards, including the Drake University Best Conference Paper, the Georgia Tech Best Thematic Paper, and the Ziegler Best Ph.D. Student Paper Award, which is sponsored by Kennesaw State University. This award is named after the late William J. Ziegler for his invaluable contributions to AIB-SE. For the first time, AIB-SE is also offering an award to the best paper by an undergraduate student, sponsored by Savannah State University and a best paper by a Master’s student, sponsored by Monmouth University. Finally, true to our developmental mission, AIB-SE also offers two best reviewer awards, sponsored by the University of North Carolina at Greensboro and the University of Alabama.

We would like to thank our sponsors for their generous contributions and support for our annual conference. We would also like to thank all of our reviewers, authors, panelists, speakers, keynoters, organizers, student assistants, contributors and conference participants without whom this conference would not happen. Furthermore, we would like to thank the exceptional faculty and staff of Georgia Tech for hosting our 2013 conference and for their enthusiastic support and assistance. Last but not least, we would like to thank the excellent management and staff of the Georgia Tech Hotel & Conference, our official 2013 conference hotel.

We sincerely hope you will enjoy the packed and exciting conference program, and we hope you will also find the time to visit many of Atlanta’s top attractions. We look forward to welcoming you to this year’s conference and seeing you again at our annual conferences in the years to come!

GO SOUTHEAST!

Matthew C. Mitchell, Ph.D.  
2013 AIB-SE Conference Chair

Peter Magnusson, Ph.D.  
2013 AIB-SE Program Chair

John McIntyre, Ph.D.  
2013 Conference Co-Chair  
2013 Local Host Representative
Program Committee

Matthew C. Mitchell, Ph.D.
Conference Chair
Assistant Professor of
International Business and Strategy
Drake University
matthew.mitchell@drake.edu

Peter Magnusson, Ph.D.
Program Chair
Assistant Professor of
International Marketing
Florida International University
peter.magnusson@fiu.edu

John McIntyre, Ph.D.
Conference Co-Chair
Professor and Executive Director,
Georgia Tech CIBER
Georgia Institute of Technology
John.McIntyre@scheller.gatech.edu

Organizing Committee
James Hoadley, Georgia Tech
Irina Naoumova, U of Hartford
Jase Ramsey, U of Alabama

Track Chairs
Ruby Lee, Florida State U
Sjoerd Beugelsdijk, U of Groningen
Carolyn Mueller, Stetson U

Consortium Chairs
Lance Brouthers, Kennesaw State U
George Nakos, Clayton State U
Vas Taras, UNC - Greensboro

AIB Southeast USA Executive Board

Daniel Rottig, Florida Gulf Coast University, Chairman
Matthew Mitchell, Drake University, Conference Chair
Peter Magnusson, Florida International University, Program Chair
Mohamad Sepehri, Jacksonville University, Treasurer
Jase Ramsey, University of Alabama, Membership Director
Ilan Alon, Rollins College, Immediate Past Chair

Conference Hotel
Georgia Tech Hotel & Conference Center
800 Spring St. NW, Atlanta, GA 30308
Phone: 404-347-9440

Conference Location
Georgia Tech
Scheller College of Business
800 West Peachtree NW
Atlanta, GA 30308
Phone: 404-894-2600

Our participants will be provided with complimentary wireless Internet in the conference hotel.

Map of Atlanta showing the Georgia Tech Hotel & Conference Center and Scheller College of Business. An interactive map of the Atlanta area is available here.
With its top-ranked undergraduate and graduate programs, exceptional faculty, and strong ties to the Des Moines community, Drake is recognized nationally as a leader in higher education.

- U.S. News & World Report ranks Drake as No. 3 among Midwest master’s universities in its 2013 college rankings.
- Drake’s actuarial science program is among the best programs in the nation.
- Both Barron’s and Peterson’s identified Drake as a best value in education.
- Drake is a top producer of Fulbright Scholars among the nation’s master’s institutions.
- Forbes named Des Moines the No. 1 city for young professionals.

www.drake.edu
When You Arrive

Getting from the Airport:

Atlanta’s rapid train system (MARTA) provides a convenient way to get from the airport to Georgia Tech. The airport station is attached to the airport and right off baggage claim. One-way fares are only $2.50 and the trip to downtown is about 20 minutes.

Take the red or yellow line and exit at the North Avenue Station. The Georgia Tech Hotel & Conference Center (800 Spring St. NW) is one block west and three blocks north from the station, <10 minute walk. The Melia hotel is one block south of the train station.

Arriving by Car:

If you arrive by car, to avoid temporary road closures, please take Exit 249D from I-85/75. Turn left on W Peachtree Street NW and then turn left onto 4th Street NW. The Tech Square parking garage serves both the Georgia Tech Hotel & Conference Center and the Scheller College of Business. Parking rates are $2/hour or $12/day.

Registration:

Please check in with the AIB-SE staff at our registration desk to pick up your name badge and conference materials when you arrive. The registration desk is located in the lobby of the Georgia Tech Hotel & Conference Center.

Hours: Thursday, Oct. 24 17:00-19:00
          Friday, Oct. 25: 8:00-17:00
          Saturday, Oct. 26: 9:00-17:00
          Sunday, Oct. 27: 9:00-11:00

Breaks:

Lunches on Saturday and Sunday will be served in the dining area of the Georgia Tech Hotel & Conference Center. The opening reception is at the Taste of Atlanta and the gala dinner is at Hotel Melia. Abundant restaurant options are available surrounding Tech Square and the hotel concierge will have more details.
Georgia Tech Scheller College of Business
Prestigious Programs. Proven Results.

Georgia Tech Scheller College of Business develops leaders with a deep understanding of how technology and globalization are changing the world of business.

Located in Technology Square, at the heart of Midtown Atlanta’s thriving business community, the Scheller College is internationally recognized for offering a range of exceptional educational programs:

- Undergraduate
- MBA (Full-time and Evening)
- Executive MBA Program in Global Business
- Executive MBA Program in Management of Technology
- PhD
- Customized Executive Education Programs

http://Scheller.gatech.edu
Awards Nominees

2013 AIB-SE Program Awards

Drake University Best Paper Award
All papers accepted for competitive sessions and submitted to the “International Business” or “Education” research tracks are eligible for this award. The awards committee consisted of the program chair and the track chairs. All awards winners receive a plaque and a cash prize. The nominees are, in alphabetic order based on the first author:

1. Teaching International Business via Social Media Projects, Ilan Alon, Rollins College and Ruwanthi Kumari Herath, Rollins
2. FDI in Tax Havens: Do Corporate Tax Rates Matter?, Chris Jones, Aston U and Yama Temouri, Aston U
3. The Impact of Consumer Ethnocentrism on Willingness to Buy Global Products: A Construal-Level Perspective, Jieqiong Ma, Saint Louis U
4. Unpacking Embeddedness in Firm’s Adoption of CSR Practices in Global Business Networks, Valentina Marano, U of Alabama, Tuscaloosa and Tatiana Kostova, U of South Carolina
5. Common Factors and The Exchange Rate: Results from the Brazilian Case, Jose Luiz Rossi Junior, Insper and Wilson Felicio, Insper

Georgia Tech Best Innovation, Institutions, and Emerging Markets Paper Award
All papers accepted for competitive sessions and submitted to the “Innovation, Institutions, and Emerging Market” track are eligible for this award. The nominees are, in alphabetic order based on the first author:

3. Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities, Kwangwook Gang, Rensselaer Polytechnic Institute, Byung-Chul Choi, Rensselaer Polytechnic Institute, and Judy Ma, Rensselaer Polytechnic Institute
5. Financial Internationalization and Corporate Governance: Evidence from Brazil, Jefferson Lana, FGV/EAESP, Wlamir Goncalves Xavier, FGV/EAESP & UNISUL, and Rosilene Marcon, UNIVALI

John P. Ziegler Best Ph.D. Student Paper sponsored by Kennesaw State University
All papers accepted for competitive sessions with a Ph.D. student as the lead author are eligible for this award. The award is named after the late John P. Ziegler for his invaluable contributions to AIB-SE. The nominees are, in alphabetic order based on the first author:

1. Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring firms, Min Du, U of Nottingham and Agyenim Boateng, U of Huddersfield
2. Country-Related Factors, Firm-Specific Assets and Methodological Issues in the
MBA

In today’s highly competitive business environment, your value is directly related to the skills and knowledge you bring to your organization. It’s a simple equation—the more you bring, the more you get. The Monmouth MBA will prepare you to bring your very best.

- The Princeton Review
  “Best Business Schools”
- AACSB Accredited
- One hour from New York City

Monmouth University
Where leaders look forward

www.monmouth.edu/AIB-SE

West Long Branch, New Jersey  |  gradadm@monmouth.edu  |  732-571-3452

Jeana M. Piscatelli
BS ’01, MBA ’02
Director at
Wells Fargo Bank

3. A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization, Jieqiong Ma, Saint Louis U and Hangxin Zhao, Saint Louis U

4. The Impact of Home-Host Cultural Distance on Foreign Affiliate Sales: The Moderating Role of Cultural Variation within Host Countries, Marjolijn Onrust, U of Groningen, Sjoerd Beugelsdijk, U of Groningen Robbert Maseland, U of Groningen, and Arjen Slangen, Erasmus U

5. Transnational Entrepreneurs’ Strategic Organizational Processes for Overcoming Liabilities of Foreignness, Stoyan Petrov Stoyanov, U of Edinburgh and Rick Woodward, U of Edinburgh

Monmouth Best Master’s Student Paper
To further integrate students in the AIB-SE program and to emphasize the developmental nature, the program committee has instituted two new student paper awards. The first one recognizes papers with a Master’s student as the lead author. The nominees are, in alphabetic order based on the first author:

2. Measuring Slice-of-Life vs. Slice-of-Death Advertising Appeals, Christina King, Savannah State U, Anshu Arora, Savannah State University, and Reginald Leseane, Savannah State University
3. A Case Study on the Consequences of the Recent Global Financial Crisis on the Travel and Hospitality Industry and Strategies to Manage these Consequences, Savika Tilakhdin, Florida Atlantic U, Renee Johnson, Florida Atlantic U, Manohar Patanjali, Florida Atlantic U, Ishe Mutowembgwa, Florida Atlantic U, and Daniel Rottig, Florida Gulf Coast U

Savannah State Best Undergraduate Student
This award recognizes the best paper with an undergraduate student as the lead author. The nominees are, in alphabetic order based on the first author:

1. Your Global Footprint, Navreet Dhaliwal, Rollins, Ilan Alon, Rollins
2. Towards an Institutional Model of Organizational Corruption Controls: The Case of FIFA, William R. Heaston, Drake U
3. The Role of Social Media in the Arab Spring – A Case Study of Tunisia, Amel Chaouachi Nefatni, Savannah State U, Dominique White, Savannah State U, and Amit Arora, Savannah State University

UNC – Greensboro Best Reviewer Award
This award recognizes AIB-SE’s best reviewer. The winner receives a plaque and a cash prize.

University of Alabama Best Student Reviewer Award
This award recognizes AIB-SE’s best student reviewer. The winner receives a plaque and a cash prize.
Study Without Borders

To truly know global business one must experience it first hand. Coles College of Business reflects a 21st century environment where time zones, country borders and cultures seamlessly connect. Coles faculty are shaping new technologies, producing ground-breaking research and forging innovative partnerships through our top international centers of business. From study abroad programs on five continents to cutting-edge global business and humanitarian projects, Coles students are prepared for the challenges that await.

Make an impact. Go global with Coles. Learn more today at ColesCollege.com
Conference Reviewers

We would like to thank the 160 reviewers from 33 countries that helped make the 2013 conference a possibility. All of our conference reviewers are listed below in alphabetical order:

Asmat-Nizam Abdul-Talib, Universiti Utara Malaysia
Frederick Ahen, University of Turku
Edward Akoto, Henderson State University
Jorge Alcaraz, Columbia University
Darlene Alexander-Houle, Uop
Priscila Alfaro-Barrantes, Southern New Hampshire University
Yao Aleawogbe Amewokunu, Paine College
Mia Anderson, University of Tampa
Eunice Mareth Areola, University of Santo Tomas and Manila Tytana Colleges
Daniel Baack, University of Denver
Krishna Kumar Balaraman, IIT Madras
Krishna Chandra Balodi, Cambridge Judge Business School
Roland Bardy, Florida Gulf Coast University
Drew Korey Blazure, Florida Atlantic U
Agyenim Boateng, University of Huddersfield
Philip Boutin, Jr., University of Tennessee
Dragos Bozdog, Stevens Institute of Technology
Wendy Brooke, U of Wisconsin-Platteville
Recca Natasha Charles, St. George’s U
Kale Chen, University of Hawaii
Dina Clark, Mount Mercy University
Betty S Coffey, Appalachian State University
Frank Florinel Cotae, Mount Royal University
Madhavi CV, Pagwon
Mourad Dakhli, Georgia State University
Saad Znad Darwish, Applied Science U
John Raymond Dilyard, St. Francis College
Randall Dupont, University of Mobile
Robin Euskirchen, Philipps-Universitat Marburg
Rachel Dupree, Drake University
Gary Dusek, Nova Southeastern University
Eman Elshenawy, Suez Canal University
Laetitia Em, University of Groningen
Jing Betty Feng, Georgia State University
Andrew Beheregara Fingar, UFAL
Josanco Floreani, University of Udine
Jefferson De Araujo Funchal, Federal Institute of Rio Grande Do Sul
Thomas Garsombke, Clayton State University
Niharika Garud, Harvard University
Sue Godar, William Patterson University
Maria Alejandra Gonzalez-Perez, Universidad EAFIT
Nicholas Grigoriou, Monash University
Hannah Jane Grimm, Drake University
Andy Wei Hao, University of Hartford
William R. Heaston, Drake University
Ruwanthi Herath, Rollins College
James Hoadley, Georgia Tech
Durim Hoxha, Kolegji FAMA - Phillip Wayne Imel, Northern Virginia Community College
Eduardo Jarque, The University of Tokyo
Nancy Joan Mendoza Javier, U of Michigan
Mohd Haniff Jedin, Universiti Utara Malaysia
Gregg Johnson, AIB College
Zeynep Kacmaz, University of Bradford
Jeff Kappen, Drake University
Christian Keen, Stratekey Canal
Mark Kendrick, Methodist University
Jacob Krive, Nova Southeastern University
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**Thursday, October 24th**
A pre-conference social event will be held for all attendees at Gordon Biersch at 7:00pm
The Newly Redesigned IBRTP
~ Now Accepting Submissions Online ~

International Business: Research, Teaching and Practice
2013 | VOLUME 7.1

Academy of International Business - Southeast USA Chapter

aibse.org
FRIDAY, OCTOBER 25

Doctoral Student Consortium, Friday, October 25, 8:30-13:30, GTH&C #2

Chairs:

Lance Brouthers, Kennesaw State University

George Nakos, Clayton State University

Participants:

Frederick Ahen, University of Turku, Finland
Nicholas James Bailey, University of South Carolina, USA
Gary Arthur Dusek, Nova Southeastern University, USA
Laetitia Em, University of Groningen, the Netherlands
Michael Frechette, Saint Louis University, USA
Jose-Mauricio Geleilate, Florida International University, USA
James Robert Hoadley, Grenoble École de Management/Georgia Tech, France
Ozlem Tuba Koc, Georgia State University, USA
Jingting Liu, Georgia State University, USA
Jieqiong Ma, Saint Louis University, USA
Marjolijn Onrust, University of Groningen, the Netherlands
Ayse Ozturk, Georgia State University, USA
Arilova A Randrianasolo, Saint Louis University, USA
Alexey V Semenov, Saint Louis University, USA
Stoyan Stoyanov, University of Edinburgh, UK
Agata Iwona Wancio, Warsaw School of Economics, Poland
Call for Papers

AIB Insights is the Academy of International Business official publication that provides an outlet for short (around 2,500 words), interesting, topical, current and thought provoking articles. Articles can discuss theoretical, empirical, practical or pedagogical issues affecting the international business community. The publication seeks articles that have an international business and cross-disciplinary orientation with IB researchers and faculty as the intended primary audience.

Authors should highlight the insight of their article in the first paragraph. They should present the reader to think about international business and international business teaching/learning in new ways. Articles should be grounded in research, but presented in a readable and accessible format.

Articles written for AIB Insights should be free of professional jargon and technical terms, light on references, but heavy on insight from the authors' experiences and research. Terminology should be defined if it is not in the common domain of the IB literature. Authors should remember the intended audience of the publication and write accordingly. A regression equation, a correlation matrix, a table, or a graph needed to support a point may be included.

AIB Insights does not seek the kind of articles that are intended for refereed journals in international business, such as the Journal of International Business Studies.

The publication is intended to inform, educate, and enlighten readers with state-of-the-art information on a topic with broad appeal to the profession. Acceptable articles may fall into one of several categories:

1. Research insights from authors' stream of research
2. Current issues affecting international business as a discipline
3. The use of technology in international business
4. The International Business discipline/department/ function/discipline evolving nature
5. Internationalisation of the curriculum
6. Innovative approaches to teaching international business
7. Teaching pedagogy and content articles
8. Other topics of interest

Please include a cover page with all the authors' contact details (email, university affiliation, full address, telephone, fax). The second page should include 50-75 word biographies of participating authors. Articles submitted should follow AIB referencing style for consistency.

AIB Insights will be published 4 times a year with the AIB Newsletter. Please send your submission or submission idea to the editorial team: Ronnie Littrell, Editor and Daniel Rottig, Associate Editor via e-mail to insights@aib.msu.edu

AIB Insights (ISSN: print: 1938-9590; online: 1938-9604) provides an outlet for short, topical, stimulating, and provocative articles. Past copies of the AIB Insights can be accessed through the AIB website at http://aib.msu.edu/publications/aibinsights.aspx
Session 1.1.1 – Competitive, Friday, October 25, 12:15-13:30, Room: GTH&C #2

The Financial Environment
Chair: Clark Wheatley, Florida International University

FDI in Tax Havens: Do Corporate Tax Rates Matter?
Chris Jones, Aston University
Yama Temouri, Aston University

Random Walk Tests in Presence of Multiple Structural Breaks: Evidence from Emerging markets
Geoffrey Ngene, Mercer University

The Convergence Between Islamic and Conventional Exchanges: Performances and Governance
Josanco Floreani, University of Udine
Andrea Paltrinieri, University of Verona
Maurizio Polato, University of Udine
Flavio Pichler, University of Verona

An Empirical Analysis of Monetary Policy Effectiveness and Bank Concentration
Sean Severe, Drake University

Session 1.1.2 – Competitive, Friday, October 25, 12:15-13:30, Room: GTH&C #8

An Evolutional Perspective on Internationalization
Chair: Edison P. Moura, Sul Ross State University

Exploring the Performance Implication of Multi-Agency Problems among Public Family Businesses
Qian Gu, Georgia State University
Lin-Hua Lu, National Cheng Kung University

An Evolutional View on Russian Media Domestication
Irina Naoumova, University of Hartford
Anna Kachkaeva, Federal Research University - Higher School of Economics
Ilya Kiria, Federal Research University - Higher School of Economics
Annette Rogers, University of Hartford

Worldwide Web's Impact on the Financial Industry: The Emergence of Cloud Computing
Karen Lue, Florida Atlantic University
Jennifer Fowler, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University
Session 1.1.3 – Interactive, Friday, October 25, 12:15-13:30, Room: GTH&C #5

Emerging Market Multinationals

Chair: Penny Prime, Georgia State University

Flexible Replication as a model of International Expansion within Africa
Emmanuel T. Kodzi Jr., Rollins College
Velile M. Memela, Gordon Institute of Business Science

Non-Linear Growth: Innovations in the Growth Strategies: A Case Study of an Emerging Economies Company
Prashant Salwan, Indian Institute of Management Indore

Standard Certifications and Export Performance of Colombian Top Four Banana Exporters
Cristina Robledo-Ardila, Universidad EAFIT
Alejandro Londono-Avila, Universidad EAFIT

A Knowledge Creation Model of Market Maturity
Ted Bibbes, Georgia State University
Minna Rollins, University of West Georgia

The Impact of the Ramadan Effect upon Sharia-Compliant Stocks in Malaysia
Muhamad Iqbal Mohd Rafi, Drake University

Session 1.1.4 – Panel, Friday, October 25, 12:15-13:30, Room: GTH&C #C

Strategic International Partnerships in Emerging Markets
Thomas Root, Drake University
Debra Bishop, Drake University
Annique Kiel, Drake University
Jimmy Senteza, Drake University

Break – 13:30-13:45
Session 1.2.1 – Competitive, Friday, October 25, 13:45-15:00, Room: GTH&C #2

Cultural Values and Consumer Behavior
Chair: George Nakos, Clayton State University

Brand Community or Community Brands?
Drew Korey Blazure, Florida Atlantic University

The Roles of Brand Positioning Through Advertising in Collective Identity and Willingness to Buy
Alexey V Semenov, Saint Louis University

The Role of Social Media in the Arab Spring – A Case Study of Tunisia
Amel Chaouachi Nefatni, Savannah State University
Dominique White, Savannah State University
Dominique White, Savannah State University

An Empirical Investigation into the Effects of Culture on Ethical Decision-Making
Daniel Rottig, Florida Gulf Coast University

Session 1.2.2 – Competitive, Friday, October 25, 13:45-15:00, Room: GTH&C #8

Sustainable Development in Emerging Markets
Chair: Valentina Marano, University of Alabama

Measuring Social Capital and Well Being: Essential Components of Achieving Sustainable Development in Less Developed Countries
Roland Bardy, FGCU
Arthur Rubens, FGCU
Maurizio Massaro, Universite di Udine

Universal Health Insurance and Traditional Medicine Alternatives: Perceptions from the Taiwanese Health System
Charles Chuang, Appalachian State University
Betty S Coffey, Appalachian State University
David R Williams, Appalachian State University
Richard W. Pouder, Appalachian State University

Advancing Innovations in Sustainable Health: Pharmaceutical Business in Africa
Frederick Ahen, University of Turku

Measuring Slice-of-Life vs. Slice-of-Death Advertising Appeals
Christina King, Savannah State University
Anshu Arora, Savannah State University
Reginald Leseane, Savannah State University
Session 1.2.3 – Interactive, Friday, October 25, 13:45-15:00, Room: GTH&C #5

Social Development and Entrepreneurship
  Chair: Carri R. Tolmie, Elon University

Understanding Sustainability Across Religious Cultures and Environments
  Mackenzie Leigh Russo, Drake University

Legitimizing CSR in the BOP
  Arilova A Randrianasolo, Saint Louis University

Does Necessity-Based Entrepreneurship Lead to Higher Levels of Satisfaction Than Opportunity-Based Entrepreneurship in Developing Economies?
  Nazly Katherine Nardi, Kaplan University
  Reccia Natasha Charles, St. George’s University

Using institutional theory to explain differences between women’s and men’s decision to exploit entrepreneurial opportunities: Puerto Rico and the United States of North America
  Grisel Melendez, University of Puerto Rico Rio Piedras

Social Entrepreneurs’ Efforts to Promote Youth Unemployment in Uganda: A Case of Apple Foundation.
  Waswa Balunywa, Makerere University Business School
  Agnes Nassuna, Makerere University Business School
  Shakira Nagujja, Makerere University Business School
  Joy Galaige, Makerere University Business School

Session 1.2.4 – Panel, Friday, October 25, 13:45-15:00, Room: GTH&C #C

Promoting Undergraduate Business Research: A Student-Faculty Perspective
  Anshu S. Arora, Savannah State University
  Matthew C. Mitchell, Drake University
  Carolyn Mueller, Stetson University
  Amit Arora, Savannah State University
  Michael Raisinghani, Texas Woman’s University

Coffee Break, 15:00-15:30, Room: GTH&C Registration Area
Session 1.3.1 – Competitive, Friday, October 25, 15:30-16:45, Room: GTH&C #2

The Socially Responsible MNE  
Chair: Arthur Rubens, Florida Gulf Coast University

Does Corruption-Driven Social Irresponsibility Affect Multinational Enterprise Performance?  
Dawn L. Keig, Brenau University  
Lance Eliot Brouthers, Kennesaw State University

Values and Governance and Policies, Oh My: An Institutional-Stakeholder Perspective on Corporate Social Responsibility  
Carri R. Tolmie, Elon University  
Hongxin Zhao, Saint Louis University  
Seung H. Kim, Saint Louis University

Unpacking Embeddedness in Firm’s Adoption of CSR Practices in Global Business Networks  
Valentina Marano, University of Alabama, Tuscaloosa  
Tatiana Kostova, University of South Carolina

Why Are Firms Irresponsible? A Case Study of Thornburg’s Fraudulent Accounting Practices  
Ariel Shead, Savannah State University  
Anshu Arora, Savannah State University  
Shalonda Bradford, Savannah State University  
Reginald Leseane, Savannah State University

Session 1.3.2 – Competitive, Friday, October 25, 15:30-16:45, Room: GTH&C #8

International Marketing Strategy  
Chair: Francis Ulgado, Georgia Tech

Export Constraints Facing Manufacturing Enterprises  
Adolf Johan Vogel, University of Pretoria  
Motselisi Christine Mokhethi, National University of Lesotho

The Impact of Consumer Ethnocentrism on Willingness to Buy Global Products: A Construal-Level Perspective  
Jieqiong Ma, Saint Louis University

Country-of-Origin and Country-of-Manufacture on Diffusion Branding  
Yao Yao, Savannah State University  
Anshu Arora, Savannah State University

Antecedents and Impact of the Structural Choice of a SME as a Top Management Team Member in Multinational Corporations  
Kurt Gleichauf, University of South Carolina
Session 1.3.3 – Interactive, Friday, October 25, 15:30-16:45, Room: GTH&C #5

**MNE Strategy and Subsidiary Development**

*Chair: Martin Felix, Johnson & Wales University*

Location, Entry Mode, and Performance: Examining the Moderating Effect of Geographic Distance between MNE’s Headquarters and Subsidiaries  
Alexey V Semenov, Saint Louis University

System Dynamics & Organizational Inertia – A Quick Interdisciplinary Bundling in Cross-Border M&As  
Chakravartula Vasanta Madhavi, PAGWON  
SS Sahay, IIM Lucknow

The Linkages between FDI, Institutions and Innovation in Emerging Economies: The Case of India  
Agata Iwona Wancio, Warsaw School of Economics

Taking Stock of International Business Strategy from the Eye of Professional Service (Consulting) Firms: Bifurcating Theory And Practice  
Chakravartula Vasanta Madhavi, PAGWON  
AK Jain, IIM Lucknow

Creating Value Post Acquisition: A study of Emerging Economy Multinational  
Prashant Salwan, Indian Institute of Management Indore

Session 1.3.4 – Panel, Friday, October 25, 15:15-16:45, Room: Scheller 201

**NOTE:** This is as joint special panel between France-Atlanta 2013 and AIB-SE. Please observe the starting time and the session takes place in Scheller College of Business, room 201.

The Proposed US-EU Free Trade Agreement: Implications for the Southeastern Region of the United States  
*Moderator: John McIntyre, Professor and Executive Director, Georgia Tech CIBER*

*Panelists:*
Jean-Francois Boittin, Minister-Counselor, Embassy of France (invited)  
Alasdair Young, Jean Monnet Chair, Sam Nunn School of International Affairs, Georgia Tech  
Cedric Suzman, Executive Vice President, World Affairs Council of Atlanta  
Jim Blair, Managing Director, German-American Chamber of Commerce South Services

Session 1.3.5 – Panel, Friday, October 25, 15:30-16:45, Room: GTH&C #C

**Meet the Editors Panel**

Ilan Alon, Rollins College – International Journal of Emerging Markets  
Anshu Arora, Savannah State University – International Marketing and Management Research  
Dan Bello, Georgia State University – Journal of International Business Studies  
Matthew C. Mitchell, Drake University – International Business: Research, Theory, and Practice  
Daniel Rottig, Florida Gulf Coast University – AIB Insights
Break, 16:45-17:00

Session 1.4.1 – Panel, Friday, October 25, 17:00-18:00, Room: Scheller 100

Welcome to the 2013 AIB-SE
   Yves H. Berthelot, Vice Provost for International Initiatives, Georgia Tech
   John McIntyre, CIBER Executive Director, Georgia Tech

Welcome Plenary: Innovation, Institutions, and Emerging Markets
   Moderator: Matthew C. Mitchell, Drake University

   Keynote Presenter: Ilan Alon, Rollins College
   Keynote Presenter: Tamer S. Cavusgil, Georgia State University

Dr. Ilan Alon

Ilan Alon is George D. and Harriet W. Cornell Chair of International Business, Director of The China Center at Rollins College, and Visiting Scholar and Asia fellow at Harvard University. Among his recent books are Chinese Entrepreneurs, China Rules, Globalization of Chinese Enterprises, Service Franchising: A Global Perspective, and Business Education and Emerging market Economies: Perspectives and Best Practices. Dr. Alon is a recent recipient of the Chinese Marketing Award, a dual award from the Tripod Marketing Association (China) and the Society for Marketing Advances (USA). He is also an international business consultant, with experience in China as well as other countries, and a featured speaker in many professional associations.

Dr. Tamer Cavusgil

Tamer has focused his research and teaching on international business, global strategy, internationalization of the firm and Emerging Markets. At GSU he leads the Institute of International Business, an academic unit of the RCB, and serves as Fuller E. Callaway Professorial Chair. Tamer is an elected Fellow of the Academy of International Business. He has authored more than a dozen books and over 180 refereed journal articles. His work is among the most cited contributions in international business. He is the founding editor of the Journal of International Marketing, now published by the American Marketing Association, and Advances in International Marketing, published by Elsevier/JAI Press.
Session 1.5.1 – Friday, October 25, 18:00-18:30, Room: Scheller 100

AIB-SE Fellows Induction Ceremony

**AIB-SE Fellows Inductees:**

Ilan Alon, Rollins College  
Faramarz Damanpour, James Madison University  
Robert Engle, Quinnipiac University  
Sue Godar, William Paterson University  
Robert D. Goddard, Appalachian State University  
Richard D. Hays, Tulane University  
Carolyn Mueller, Stetson University  
George Nakos, Clayton State University  
William Renforth, Angelo State University  
Daniel Rottig, Florida Gulf Coast University  
John Rushing, Barry University  
Mohamad Sepehri, Jacksonville University  
Cedric Suzman, World Affairs Council of Atlanta, Georgia State University  
Neil Slough, Milwaukee Area Technical College  
Brian Toyne, University of South Carolina  
M. Reza Vaghefi, University of North Florida  
Cheryl Van Deusen, University of North Florida

**Posthumous Inductee**

Jeffrey S. Arpan

**AIB-SE Welcome Reception**

@ Taste of Atlanta  
18:30-21:00  
Located between Scheller College of Business and Georgia Tech Hotel & Conference Center
SATURDAY, OCTOBER 26

AIB-SE Fellows Breakfast and Business Meeting, 8:30-10:30, Room: GTH&C Dining

Closed session: AIB-SE Fellows only

Session 2.1.1 – Competitive, Saturday, October 26, 9:30-10:45, Room: Scheller 201

Managing the Internationalization Process

Chair: Kun Yang, Central Michigan University

The Internationalization of Colombian Small Game Studios Analyzed Through Different Internationalization Theories and Frameworks: The Case of C2 Game Studio

Camilo Gomez, EAFIT

Internationalization and Corporate Cash Holdings: Evidence from Brazil and Mexico

Hsia Hua Sheng, Getulio Vargas Foundation (FGV-EAESP)
Newton Arata, Getulio Vargas Foundation (FGV-EESP)

Financial Internationalization and Corporate Governance: Evidence from Brazil

Jeferson Lana, FGV/EAESP
Wlamir Goncalves Xavier, FGV/EAESP & UNISUL
Rosilene Marcon, UNIVALI

Institutional Uncertainty, Managerial Cognition and Internationalization Strategy

Tolga Ulusemre, University of South Carolina

Session 2.1.2 – Competitive, Saturday, October 26, 9:30-10:45, Room: Scheller 102

International Finance and Accounting

Chair: Andrea Paltrinieri, University of Verona

Common Factors and the Exchange Rate: Results from the Brazilian Case

Jose Luiz Rossi Junior, Insper Institute of Education and Research
Wilson Felicio, Insper

The Effect of Firm Size on the Leverage-Performance Relationship during the Financial Crisis of 2007–2009

Chaiporn Vithessonthi, University of Otago
Jittima Tongurai, National Institute of Development Administration

Tax Havens and Firm Performance

Chris Jones, Aston University
Yama Temouri, Aston University
The Impact of Elimination of the Reconciliation Requirement on Home Bias

Elizabeth H. Turner, University of Southern Mississippi
Clark M. Wheatley, Florida International University

Session 2.1.3 – Interactive, Saturday, October 26, 9:30-10:45, Room: Scheller 103

Doing Business in Emerging Markets
Chair: Jun Wu, Savannah State University

Exploring the Limits of Relational Governance in Sino-Brazilian Commerce
Jeffrey A Kappen, Drake University

Trans-Cultural Diffusion of Innovations in Emerging Markets
Harish Chandan, Argosy University

Comparative Analysis of Service Orientation and Employer’s Service Climate in Russia and the United States
Gary Arthur Dusek, Nova Southeastern University
Cynthia P Ruppel, Nova Southeastern University
Ruth Clarke, Nova Sotheastern University
Yulia Yurova, Nova Southeastern University

E-commerce in the Hypercube Model
Chakravartula Vasanta Madhavi, PAGWON
Abhisek Nirjar, IMI

Elections, Politics and FDI: Post-War Angola
Chipo Runesu, Drake University

Maximizing Corporate Value through Open Innovation: Lessons from an Emerging Economy IT Service Company
Prashant Salwan, Indian Institute of Management Indore

Session 2.1.4 – Panel, Saturday, October 26, 9:30-10:45, Room: Scheller 100

China and the Global Business Environment
Penelope Prime, Georgia State University
Xuepeng Liu, Kennesaw State University
Yujia He, Georgia Institute of Technology
Jing Betty Feng, Georgia State University

Break 10:45-11:00
Session 2.2.1 – Competitive, Saturday, October 26, 11:00-12:15, Room: Scheller 101

The Prevailing Effects of Distance
Chair: Claude Obadia, ESCE International Business School

The Impact of Home-Host Cultural Distance on Foreign Affiliate Sales: The Moderating Role of Cultural Variation within Host Countries
Marjolijn Onrust, University of Groningen
Sjoerd Beugelsdijk, University of Groningen
Robbert Maseland, University of Groningen
Arjen Slangen, Erasmus University Rotterdam

Institutional Distance Effects on International Entry Mode Choice of Brazilian Multinationals
Daiane Polesello, FURB - University of Blumenau
Mohamed Amal, FURB - University of Blumenau

Modeling Cultural Differences in Cross-Border M&As in Emerging countries
Chakravartula Vasanta Madhavi, PAGWON
Neeraj Dwivedi, IIM Lucknow

Entry Modes, Uncertainty and Distance: An Experimental Investigation into an Important but Contentious Relationship
Daniel W. Baack, University of Denver
Douglas Dow, Melbourne Business School
Ronaldo Parente, Florida International University

Session 2.2.2 – Competitive, Saturday, October 26, 11:00-12:15, Room: Scheller 102

Creating an Innovative Environment
Chair: Prashant Salwan, Indian Institute of Management Indore

Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities
Kwangwook Gang, Rensselaer Polytechnic Institute
Byung-Chul Choi, Rensselaer Polytechnic Institute
Judy Ma, Rensselaer Polytechnic Institute

Japan: Energy Efficiency Superpower, Green Growth Laggard
Brian Woodall, Georgia Institute of Technology

The Logic of China’s Indigenous Technology Standards Policy
Michael Bruce Murphree, Georgia Institute of Technology

The Axis of Power: Institutional Path Dependence of Global Health Diplomacy
Frederick Ahen, University of Turku, Finland
Session 2.2.3 – Interactive, Saturday, October 26, 11:00-12:15, Room: Scheller 103

Best Practices in International Business Education
Chair: Anshu Arora, Savannah State University

Analyzing an Emerging Market: Case Study of a Student Project
Susan Godar, William Paterson University

Institutions and Private Higher Education in Decision of Foreign Students
Melissa Wendy Migin, UCSI University
Ali Khatibi, Management and Science University
Mohammad Falahat NejadMahani, Universiti Tunku Abdul Rahman (UTAR)
Berna Mutlu, University of Florida

Singapore Disney Theme Park: Assessing Project Viability (A Case Study)
Lauren Hall, The Walt Disney Company
John Hampton, The Walt Disney Company
John-Michael Carrick, Stetson University
Carolyn Mueller, Stetson University

Adoption of Social Media as Teaching Tools in Institutions of Higher Learning
Waswa Balunywa, Makerere Univeristy Business School
Joy Galaige, Makerere University Business School

Promoting Critical Thinking through Inclusion of International Students in Classroom Discussions
Mario Norman, Clayton State University

Social Support, Self-Efficacy and Depression of College Students
Christina King, Savannah State University
Jun Wu, Savannah State University
Suman Niranjan, Savannah State University

Session 2.2.4 – Panel, Saturday, October 26, 11:00-12:15, Room: Scheller 100

One Size Does Not Fit All: Reflections on Research in the BRICS
Jeffrey A Kappen, Drake University
Irina Naoumova, University of Hartford
Jun Wu, Savannah State University
Wlamir Xavier, Fundação Getúlio Vargas and Universidade do Sul de Santa Catarina

Session 2.2.5 – Panel, Saturday, October 26, 11:00-12:15, Room: Scheller 201

AIB-SE Fellows Panel
Light Lunch, 12:15-13:30 sponsored by UNC - Greensboro
GTH&C Dining Room

Session 2.3.1 – Competitive, Saturday, October 26, 13:30-14:45, Room: Scheller 101

International Entrepreneurship

Chair: Irena Vida, University of Ljubljana

Contribution of External Resources in the Performance of Small Entrepreneurial Firms in Emerging Markets

Mohammad Falahat NejadMahani, Universiti Tunku Abdul Rahman (UTAR)
Berna Mutlu, University of Florida
Melissa Wendy Migin, UCSI University

Transnational Entrepreneurs’ Strategic Organizational Processes for Overcoming Liabilities of Foreignness

Stoyan Petrov Stoyanov, University of Edinburgh
Rick Woodward, University of Edinburgh

Measuring Social Entrepreneurship: A Review of Qualitative and Quantitative Approaches

Barbara Riederer Dastoor, Nova Southeastern University
Leilani Obispo Baumanis, Johnson & Wales University

Organizational Configuration and Entrepreneurial Orientation: Issues of Theoretical Specification and Orchestrating Theme

Krishna Chandra Balodi, Cambridge Judge Business School
Jaideep Prabhu, Cambridge Judge Business School
Shubhabrata Basu, Indian Institute of Management Indore

Session 2.3.2 – Competitive, Saturday, October 26, 13:30-14:45, Room: Scheller 102

Developing Dynamic Capabilities

Chair: Andrei Panibratov, St. Petersburg State University

Moving Headquarters in Search of Dynamic Capabilities

Elzotbek Rustambekov, Bryant University

Emergence of a New Dynamic Resource-Capability-Based Theory of Real Options (DRO) for International Business

Chakravartula Vasanta Madhavi, PAGWON

Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations (FEMNCs)

Ayse Ozturk, Georgia State University
A Case Study on the Consequences of the Recent Global Financial Crisis on the Travel and Hospitality Industry and Strategies to Manage these Consequences

Savika Tilakhdin, Florida Atlantic University
Renee Johnson, Florida Atlantic University
Manohar Patanjali, Florida Atlantic University
Ishe Mutowembgwa, Florida Atlantic University
Daniel Rottig, Florida Gulf Coast University

Session 2.3.4 – Panel, Saturday, October 26, 13:30-14:45, Room: Scheller 100

Hands-On, Minds-On: Experiential Learning Projects in International Business Education

Vas Taras, University of North Carolina - Greensboro
Susan Forquer Gupta, Monmouth University
Terri Lituchy, University of the West Indies
Kevin B. Lowe, University of North Carolina – Greensboro
DEVELOPING MINDS WITH A GLOBAL PERSPECTIVE
TO MEET THE NEEDS OF A GLOBAL MARKETPLACE

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Session 2.3.5 JIBS Paper Development Session, Sat., October 26, 13:30-14:45, Room: Scheller 201

**NOTE: Closed session, invited participants only**

Common Factors and The Exchange Rate: Results from the Brazilian Case
  *Jose Luiz Rossi Junior, Insper Institute of Education and Research*
  *Wilson Felicio, Insper*

Country-Related Factors, Firm-Specific Assets and Methodological Issues in the Multinationality-Performance Relationship within Emerging Economies Firms: A Meta-Analysis
  *Jose Mauricio Galli Geleilate, Florida International University*
  *Ronaldo Parente, Florida International University*
  *Sumit Kundu, Florida International University*

The Convergence Between Islamic and Conventional Exchanges: Performances and Governance
  *Josanco Floreani, University of Udine*
  *Andrea Paltrinieri, University of Verona*
  *Maurizio Polato, University of Udine*
  *Flavio Pichler, University of Verona*

A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization
  *Jieqiong Ma, Saint Louis University*
  *Hongxin “John” Zhao, Saint Louis University*

Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring firms
  *Min Du, University of Nottingham*
  *Agyenim Boateng, University of Huddersfield*

Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities
  *Kwangwook Gang, Rensselaer Polytechnic Institute*
  *Byung-Chul Choi, Rensselaer Polytechnic Institute*
  *Judy Ma, Rensselaer Polytechnic Institute*

Does Corruption-Driven Social Irresponsibility Affect Multinational Enterprise Performance?
  *Dawn L. Keig, Brenau University*
  *Lance Eliot Broughters, Kennesaw State University*

Break, 14:45-15:00
Session 2.4.1 – Competitive, Saturday, October 26, 15:00-16:15, Room: Scheller 101

From Local Origins to Global Dominance
Chair: Leilani Obispo Baumanis, Johnson & Wales University

Institutional Origins of Emerging MNEs’ Strategy: Two-Sided Role of Home Government in Shaping Competitive Advantages of Russian Firms
Andrei Panibratov, St. Petersburg State University
Marina Latukha, St. Petersburg State University

A Humble Start, So What? The Impact of Institutional Imprinting on Chinese Private Enterprises’ Inward Internationalization
Jieqiong Ma, Saint Louis University
Hongxin “John” Zhao, Saint Louis University

Global Orientation and Emerging Country (China) Firms’ Survival in the U.S.
Kun Yang, Central Michigan University
William Newburry, Florida International University

Decision-Making Challenges in a Global Organization
Michael Raisinghani, Texas Woman’s University
Anshu Arora, Savannah State University

Session 2.4.2 – Competitive, Saturday, October 26, 15:00-16:15, Room: Scheller 102

Cultural Intelligence
Chair: Kevin Lowe, University of North Carolina - Greensboro

Your Global Footprint
Navreet Dhaliwal, Rollins College
Ilan Alon, Rollins College

Cultural Intelligence’s Impact on Transformational Leaders from Developing Country Multinational Companies
Raina M. Rutti, Dalton State College
Jase Ramsey, University of Alabama
Livia L. Barakat, Fundacao Dom Cabral
Anderson Sant’anna, Fundacao Dom Cabral

A Process-Based Explanation of the Psychic Distance Paradox: Evidence from Global Teams
Peter Magnusson, Florida International University
Anja Schuster, University of St Gallen
Vas Taras, University of North Carolina - Greensboro
The Global Manager’s Ticket to Success: A Mediation Approach Connecting Cultural Intelligence, Job Satisfaction, and Job Performance

Melanie Lorenz, University of Alabama
Livia L. Barakat, Fundacao Dom Cabral
Jase Ramsey, University of Alabama
Ellen Levet, University of Alabama

Session 2.4.3 – Interactive, Saturday, October 26, 15:00-16:15, Room: Scheller 103

International Human Resource Management

Chair: Dawn L. Keig, Brenau University

Antecedents and Effects of Job Motivation and Job Satisfaction

Yao Yao, Savannah State University
Jun Wu, Savannah State University
Suman Niranjan, Savannah State University

Exploring the Effect of Islamic Leadership on Handling Strikes Crises After The 25th Of January Revolution In Egypt

Eman Lotfy ElShenawy, Suez Canal University

Intercultural Negotiation: U.S.-American and Colombian Negotiators

Juan Fernando Velez-Ocampo, Institución Universitaria Salazar y Herrera
Luis E. Torres, Georgia Gwinnett College

Exceptional or Exploitative? Tourism and Indigenous Identity

Rachel May Dupree, Drake University
Mollie Wheeler, Drake University

Information Communication Technology (ICT): An Analysis of How Socioeconomic, Demographic, and Political Determinants Have Affected The Development of ICT in the United States and Colombia

Luis E. Torres, Georgia Gwinnett College
Lauren Cransto, Georgia Gwinnett College
Andres Machado, Florida Gulf Coast University

Session 2.4.4 – Panel, Saturday, October 26, 15:00-16:15, Room: Scheller 201

Practitioners Panel: An Executive View on Emerging Markets

Moderator: John McIntyre, Georgia Tech

Philippe Grosbois, Emerging Markets Sales and Solutions Director, UPS
Ani Agnihotri, Managing Partner, USIBRC; Chairman, Board of Asian Heritage Foundation
Don Nay, Foreign Commercial Service Officer, Director, US Export Assistance Center, Southeast
Coffee Break, 16:15-16:45, Room: Scheller Atrium

Session 2.5.1 – Competitive, Saturday, October 26, 16:45-18:00, Room: Scheller 101

Managing Institutional Uncertainty
Chair: Robbert Maseland, University of Groningen

Jose Mauricio Galli Geleilate, Florida International University
Ronaldo Parente, Florida International University
Sumit Kundu, Florida International University

When International Retailers Face Institutional Challenges in Emerging Markets: Walmart’s Experience in South Africa
Gladys Torres Baumgarten, Ramapo College of NJ

Efficiency and Performance of Conventional and Islamic Banks in GCC Countries
Lawrence Tai, Zayed University

Towards an Institutional Model of Organizational Corruption Controls: The Case of FIFA
William R. Heaston, Drake University

Session 2.5.2 – Competitive, Saturday, October 26, 16:45-18:00, Room: Scheller 102

Drivers of Success in Mergers & Acquisitions
Chair: Agyenim Boateng, University of Huddersfield

Due Diligence In M&A: Is The Role of HRM Strategic in a Deal Success?
Marina Latukha, Saint-Petersburg State University
Andrei Panibratov, Saint-Petersburg State University

Long-term Value Creation of Cross-border Mergers and Acquisitions: Evidence from Chinese Acquiring Firms
Min Du, University of Nottingham
Agyenim Boateng, University of Huddersfield

Relationship Between Organizational Inertia and The Merger & Acquisition Activity in India
Chakravartula Vasanta Madhavi, PAGWON

An Event Study of EM MNE Strategic Asset Acquisitions: The Case of Patent Generation In Chinese Acquisitions In Developed Markets
John Anderson, University of Northern Iowa
Dylan Sutherland, Durham University
Sean Severe, Drake University
Session 2.5.3 – Interactive, Saturday, October 26, 16:45-18:00, Room: Scheller 103

Building National Competitiveness
Chair: Johan Vogel, University of Pretoria

Culture Clash in the BPO Industry, its Economic and Legal Ramifications: A Challenge to Emerging Market Economy (Focus on the Philippines)
Nancy Joan Mendoza Javier, University of Michigan

Alternative Energy Sources and the Effect on the Global Economy
Mahesh Raisinghani, Texas Woman's University
Anshu Arora, Savannah State University

Globalization, Regions and the Pursuit of Knowledge-based Industrial Growth: Building Bioscience in Quebec
Diane Alleva Caceres, Georgia Institute of Technology

The Challenge of Implementation of International Financial Standards (IFRS): Russian Case
Dina Clark, Mount Mercy University
Rebekah A Heath, MTSU

Does 'Political Bias' Undermine Korea Investment Corporation?
Andrea Paltrinieri, University of Verona
Flavio Pichler, University of Verona
Stefano Miani, University of Udine

Nuclear Energy Industry in China: A Viable Role Model for Newly Industrialized Economies
Berna Mutlu, University of Florida

Session 2.5.4 – Panel, Saturday, October 26, 16:45-18:00, Room: Scheller 100

From 1st to 2nd Generation Distance Research in International Business
Sjoerd Beugelsdijk, University of Groningen
Dan Baack, University of Denver
Daiane Polesello, FURB - University of Blumenau

Session 2.5.5 – Panel, Saturday, October 26, 16:45-18:00, Room: Scheller 201

X-Culture Finalist Presentations
Chairs: Vas Taras, University of North Carolina - Greensboro
Daniel Rottig, Florida Gulf Coast University

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The Bryan School of Business and Economics helps students develop the knowledge and experience to become exceptional problem solvers that organizations and communities need. One of the largest business schools in North Carolina, the Bryan School boasts an AACSB International accreditation in business and accounting that puts it among the top 3 percent of business schools in the world.

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AIB-SE All-Conference Picture

18:00

Scheller Atrium

AIB-SE Gala Dinner sponsored by Savannah State University

@ The Hotel Melia
19:00 – The Sun Rises

AIB-SE Awards Presentations

Keynote Presentation by Dr. Lou Wells, Harvard Business School
Entertainment by Shreeps

Dr. Lou Wells

Professor Louis T. Wells is the Herbert F. Johnson Professor of International Management at the Harvard Business School. He has served as consultant to governments of a number of developing countries, as well as to international organizations and private firms. His principal consulting activities have been concerned with foreign investment policy and with negotiations between foreign investors and host governments.

His research interests include multinational enterprises; international business-government relations; foreign investment in developing countries; and foreign investment by firms from developing countries. Professor Wells received a BS in Physics from Georgia Tech and his MBA and DBA from the Harvard Business School.
SUNDAY, OCTOBER 27

Session 3.1.1 – Competitive, Sunday, October 27, 9:30-10:45, Room: Scheller 101

Managing Human Resources in the MNE
Chair: Elzotbek Rustambekov, Bryant University

Leader Innovation Profile: Assessing the Role of Leader Sagacity
Cynthia P Ruppel, Nova Southeastern University
Eleanor Lawrence, Nova Southeastern University
Leslie Cauthan Tworoger, Nova Southeastern University

Firm Internationalization as an Entrepreneurial Process: The Role of Entrepreneurs and their Networks
Tugba Kalafatoglu, ESADE Business School
Xavier Mendoza, ESADE Business School

State of Women in the Maritime Industry: The Effects of Women Organizations in Breaking Gender Barriers
Ana M. Albert, Florida Atlantic University

The Internationalization of Emerging Market MNCs and the Challenge of Staffing Subsidiaries Overseas – The Case of Brazil.
Edison P. Moura, Sul Ross State University
David Moura, Florida Atlantic University

Session 3.1.2 – Competitive, Sunday, October 27, 9:30-10:45, Room: Scheller 102

Advancing International Business Education
Chair: Helenka Nolan, University of Alabama

Teaching International Business via Social Media Projects
Ilan Alon, Rollins College
Ruwanthi Kumari Herath, Rollins College

Predictors of Success and Academic Performance of College Students
Christopher M. Jenner, Savannah State University
Suman Niranjan, Savannah State University
Jun Wu, Savannah State University

Comparing Students’ Performance in an International Business Class Across Two Nations: An Exploratory Study
Mourad Dakhli, Georgia State University
Ihsen Ketata, Georgia State University
Hiring a Real Marketing Consultant for International Market Entry Project

Emin Civi, University of New Brunswick
Elif Persinger, Eastern Michigan University

Session 3.1.3 – Interactive, Sunday, October 27, 9:30-10:45, Room: Scheller 103

Market Orientation, Brand Management, and Consumer Perceptions
Chair: Susan Godar, William Paterson University

Distinguishing Psychic Distance and Psychological Distance
Michael Andrew Frechette, Saint Louis University

Combining Entrepreneurial and Market Orientation: Towards an Integrative Strategic Orientation Typology
Krishna Chandra Balodi, Cambridge Judge Business School
Shubhabrata Basu, Indian Institute of Management Indore

Marketing Strategies for Global Corporate Scandals
Sally Sledge, Norfolk State University

An Analysis of Counterfeit Purchase Intention Deterrents
Irena Vida, University of Ljubljana
Claude Obadia, ESCE International Business School
Mateja Kos Koklic, University of Ljubljana

A Conceptual Framework for Product Promotion and Placement in Motion Pictures
Sierra D Blake, Savannah State University

Session 3.1.4 – Panel, Sunday, October 27, 9:30-10:45, Room: Scheller 100

Extending the Frontiers of Distance Research in International Business
Sjoerd Beugelsdijk, University of Groningen
Chakravartula Vasanta Madhavi, PAGWON
Robbert Maseland, University of Groningen
Session 3.2.1 – Panel, Sunday, October 27, 11:00-12:15, Room: Scheller 100

Closing Plenary: The Emerging Multinationals sponsored by Kennesaw State University

Moderator: John McIntyre, Georgia Tech

Keynote Presenter: Jagdish Sheth, Emory University

Keynote Presenter: Nancy Buchan, University of South Carolina

Dr. Jagdish Sheth

Dr. Jagdish Sheth is the Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University. Prior to this, he was a distinguished faculty member at the University of Southern California, the University of Illinois, Columbia University and the Massachusetts Institute of Technology.

Dr. Sheth is a renowned scholar and world authority in the field of marketing. His insights on global competition, strategic thinking and customer relationship management are considered revolutionary. Professor Sheth has published more than 200 books and research papers in different areas of marketing and business strategy. Many of these are considered classic references.

Dr. Nancy Buchan

Dr. Nancy R. Buchan is an Associate Professor at the Moore School of Business at the University of South Carolina. In her first research streams, she applies an interdisciplinary approach to the study of norms such as fairness, trust, and cooperation in cross-cultural relationships. In the second stream she investigates Communication and Social Interaction Styles (CSIS) across cultures. Her work has been published in the Proceedings of the National Academy of Science, the American Economic Review, the American Journal of Sociology, Psychological Science, the Journal of Consumer Research, the Journal of International Business Studies, and others. She serves(ed) on the Editorial Board of the Journal of International Business Studies and Organizational Behavior and Human Decision Processes. She earned a PhD from the Wharton School and a Masters in International Administration from the Lauder Institute, both at the University of Pennsylvania, and a Bachelor’s degree from the University of Wisconsin – Madison.

AIB-SE Farewell Luncheon
GTH&C Dining Room
12:15-13:30
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