

EIBA

European
International
Business
Academy



THE 41ST EIBA CONFERENCE

Hosted by PUC-Rio (Pontifical Catholic University of Rio de Janeiro)



EIBA 2015 Award Winners

Master of Ceremony:

Beatriz Kury

PhD student, PUC-Rio



41st EIBA Annual Conference
Rio de Janeiro
December 1 - 3, 2015

EIBA Distinguished Honorary Fellowship Award 2015

- **Prize:** Plaque
- **Jury:** EIBA Fellows
- **Presentation:**

Francesca Sanna-Randaccio

Dean of the EIBA Fellows

And the award goes to...



41st EIBA Annual Conference
Rio de Janeiro
December 1 - 3, 2015

EIBA Distinguished Honorary Fellowship Award 2015

José Rubens de la Rosa

- Former CEO (2000-2015) and currently member of the Board of Marcopolo
- President of the Business Committee of the BRICS Policy Center
- Marcopolo is a leading Brazilian multinational in the bus body industry and was elected “Company of the Year” in 2014 by top business magazine *Exame*



41st EIBA Annual Conference
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December 1 - 3, 2015

EIBA 2015 Best Reviewer Award

- **Prize:** Certificate
- **Best Reviewer Jury 2015:**
 - Conference Co-Chair (Claude Obadia)
 - Conference Co-Chair's nominee (Irena Vida)
- **Presentation:**

Claude Obadia & Irena Vida

And the winner is...



41st EIBA Annual Conference
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EIBA 2015 Best Reviewer Award

Katrin Held

University of Hamburg



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International Marketing Review (IMR) **International Marketing Award**

- **Prize:** Plaque + €500 (donated to the pool of PhD grants)
- **Jury:** Track Co-Chairs of the International Marketing track
 - Constanza Bianchi (U. Adolfo Ibanez, Chile, and Queensland U. Technology, Australia)
 - Susana Costa e Silva (Catholic U. Porto, Portugal)
 - Raluca Mogos Descotes (U. de Lorraine, France)
- **Presentation:**

Claude Obadia (EIBA 2015 Co-Chair) &
André Jun (Emerald Group Publishing Limited, UK)

And the winner is...



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International Marketing Review (IMR)
**International Marketing
Award**

*Does Being Perceived as Global Pay Off?
An Analysis of Leading Foreign and Domestic
MNCs in India, Japan, and the United States.*

Bernhard Swoboda, Trier University

Johannes Hirschmann, Trier University



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Global Strategy Journal (GSJ) **MNE Strategy and Organization Award**

- **Prize:** Certificate + €500 (donated to the pool of PhD grants)
- **Jury:** Track Chairs of the MNE Strategy and Organization track
 - Pavlos Dimitratos (U. Glasgow, UK)
 - Mario Ogasavara (ESPM, Brazil)
- **Presentation:**

Torben Pedersen

Co-Editor, *GSJ*

And the winner is...



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Global Strategy Journal (GSJ)
**MNE Strategy and
Organization Award**

*Global city connectivity and the establishment of
MNC regional headquarters*

Helen Shanqing Du, University of Leuven

Rene Belderbos, University of Leuven

Anthony Goerzen, Queen's University



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Best Teaching Case Award

- **Prize:** Certificate
- **Jury:**
 - Claude Obadia, EIBA 2015 Conference Co-Chair
- **Presentation:**

Rob van Tulder

Erasmus University

And the winner is...



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Best Teaching Case Award

*Cosac Naify: A Small Brazilian
Publishing House Goes Abroad*

Henrique Pacheco, PUC-Rio

Angela da Rocha, PUC-Rio

Jorge Ferreira da Silva, PUC-Rio



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Particularly Commendable Posters *(in no specific order...)*

*Innovation Portfolio Management by MNC targeting Emerging markets:
The case of a European telco operator in Africa and the Middle East*

Sihem Ben Mahmoud-Jouini, HEC

Florence Charue-Duboc, CRG/I3 – CNRS & Ecole Polytechnique

*Coping with Perception Gaps in Headquarter-Subsidiary Relations:
The Role of Subsidiary Managers in China, Brazil, and the USA*

Inger Beate Pettersen, Bergen University College

Rolv Petter Amdam, Norwegian Business School

Anita Ellen Tobiassen, Oslo and Akershus University College of Applied Sciences

Multilatinas: What Do We Know About Them?

Cyntia Vilasboas Calixto, FGV/EAESP

Marina Amado Bahia Gama, FGV/EAESP

Victor Manuel Coimbra Antonio, FGV/EAESP

Daniela de Paula Cavalheiro, FGV/EAESP



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Best Paper in each Conference Track

- **Prize:** Certificate
(handed out at the session where the paper was presented)
- **Jury:** Track Chairs
- **Presentation:** EIBA 2015 conference organisation staff
(done at the end of the session where the paper was presented)

And the winners are...



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Best Paper in each Conference Track

Track #1 - Conference theme track: International Business after the BRIC's Rush

Dismantling complexity of institutional foundations of international competitiveness of emerging market firms: Explorative study of Russian software firms

Irina Mihailova, Aalto University School of Business

Andrei Panibratov, Graduate School of Management, St. Petersburg State University

Marina Latukha, Graduate School of Management, St. Petersburg State University

Track #2 - Developments in IB theory

Decision-making in international business: conceptualization of uncertainty and role of a manager

Sniazhana Sniazhko, University of Vaasa

Track #3 - International marketing

Does Being Perceived as Global Pay Off? – An Analysis of Leading Foreign and Domestic MNCs in India, Japan, and the United States

Bernhard Swoboda, Trier University

Johannes Hirschmann, Trier University



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Best Paper in each Conference Track

Track #4 - FDI in and from emerging market economies

Top management team influence and discretion in foreign market entry mode decisions

Peder Greve, Henley Business School, University of Reading

Mathias Imbach, University of St. Gallen

Winfried Ruigrok, University of St. Gallen

Track #5 - SMEs, international new ventures and international entrepreneurship

Learning Through Experience: The Impact on SME Entry Mode Choice

Lina Hollender, Heinrich Heine University Düsseldorf

Christian Schwens, Heinrich Heine University Düsseldorf

Keith D. Brouthers, King's College London

Track #6 - International finance, accounting and corporate governance

Contextualizing the cost of financing FDI: The roles of country specific risk, distance and expectations

Jakob Müllner, Vienna University of Economic and Business

Thomas Lindner, WU Vienna

Jonas Puck, WU Vienna



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Best Paper in each Conference Track

Track #7 - International HRM and cross-cultural management

Taking the long way: How international work experience affects managers¹ time to the top

Stefan Schmid, ESCP Europe

Dennis Wurster, ESCP Europe

Track #8 - Foreign entry mode and management of the value chain

*Disentangling the role of modularity and reconsidering the entry mode choice theories:
The case of business service offshoring*

Stefano Elia, Politecnico di Milano

Silvia Massini, University of Manchester

Rajneesh Narula, University of Reading

Track #9 - Headquarters-subsidiary relations, knowledge transfer and inter-firm spillovers

*Productivity Spillovers from Foreign Affiliates and Domestic Firm Internationalization:
Firm-Level Evidence for Belgium*

Vincent Van Roy, The European Commission, Joint Research Centre

Rene Belderbos, University of Leuven



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Best Paper in each Conference Track

Track #10 - MNEs institutional environment, corporate social responsibility and sustainable development

Internationalization: Does politics matter?

Francisco Figueira de Lemos, Uppsala University

Track #11 - MNE Strategy and Organization

Global city connectivity and the establishment of MNC regional headquarters

Helen Shanqing Du, University of Leuven

Rene Belderbos, University of Leuven

Anthony Goerzen, Queen's University

Track #12 - International networks and alliances

The In-between Firm Specific and Country Factors: The Role of Clusters in Internationalization Decisions

Rolv Petter Amdam, BI Norwegian Business School

Randi Lunnan, BI Norwegian Business School

Ove Bjarnar, Molde University College

Lise L. Halse, Molde University College



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EIBA 2015 Award Winners

{10-minute intermission...}



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EIBA Best Doctoral Thesis Proposal Award (JHD-DT 2015)

- **Prize:** Certificate + €1,000
- **John H. Dunning Doctoral Tutorial Faculty & Jury 2015:**
 - Gabriel Benito (BI Norwegian Business School); Timothy Devinney (Leeds University Business School); Jean-François Hennart (Tilburg University); Suzana Rodrigues (Rotterdam School of Management); Udo Zander (Stockholm School of Economics)
- **Presentation:**

Jean-François Hennart & Gabriel Benito

Doctoral Tutorial Co-Chairs

And the winner is...



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EIBA Best Doctoral Thesis Proposal Award (JHD-DT 2015)

*What Drives Sustainability in
Multinational Corporations?
An Examination of the Purchasing Function*

Rilana Riikinen

Aalto University School of Business



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International Business Review (IBR)
**Best Journal Paper of the
Year Award**

- **Prize:** Certificate + €1,000
- **Jury:**
 - Pervez Ghauri, Editor-in-Chief, *IBR*
- **Presentation:**

Pervez Ghauri
University of Birmingham

And the winner is...



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International Business Review (IBR)
**Best Journal Paper of the
Year Award**

*Knowledge outflows from foreign subsidiaries and
the tension between knowledge creation
and knowledge protection:
Evidence from the semiconductor industry*

Alessandra Perri, Università Ca' Foscari di Venezia

Ulf Andersson, Mälardalen University /
BI Norwegian Business School



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Copenhagen Business School (CBS) Prize 2015

Copenhagen Business School (CBS) Prize – for the best conference paper written by a young scholar(s) under 40 years of age

- **Prize:** Certificate + €3,000
- **CBS Prize Jury 2015:**
 - Bent Petersen, Copenhagen Business School, Denmark
 - Jens Gammelgaard, Copenhagen Business School, Denmark
- **Presentation:**

Bent Petersen & Jens Gammelgaard

Copenhagen Business School

And the winner is...



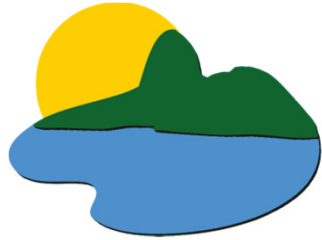
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Copenhagen Business School (CBS) Prize 2015

*Market-Political ambidexterity in Spanish MNEs:
The simultaneous relationship between scope of
internationalization and political risk.*

Alfredo Jiménez

Kedge Business School, France



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Danny Van Den Bulcke (DVDB) Best Paper Prize 2015

- **Prize:** Certificate + €1,000
- **DVDB Prize Jury 2015:**
 - EIBA Chair (Philippe Gugler)
 - EIBA President (Jorge Carneiro)
 - Dean of EIBA Fellows (Francesca Sanna-Randaccio)
 - EIBA President's nominee (Angela da Rocha)
 - Dean of EIBA Fellows nominee (Lucia Piscitello)
- **Candidates:** best paper in each EIBA 2015 conference track
- **Presentation:**

Francesca Sanna-Randaccio & Philippe Gugler

The finalists are...



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Danny Van Den Bulcke (DVDB) Best Paper Prize 2015

1. *Taking the long way: How international work experience affects managers' time to the top*

Stefan Schmid & Dennis Wurster

2. *Global city connectivity and the establishment of MNC regional headquarters*

Helen Shanqing Du, Rene Belderbos & Anthony Goerzen

3. *Disentangling the role of modularity and reconsidering the entry mode choice theories: the case of business service offshoring*

Stefano Elia, Silvia Massini & Rajneesh Narula

4. *Does Being Perceived as Global Pay Off? - An Analysis of Leading Foreign and Domestic MNCs in India, Japan, and the United States*

Bernhard Swoboda & Johannes Hirschmann

5. *Learning through Experience: The Impact on SME Entry Mode Choice*

Lina Hollender, Christian Schwen & Keith D. Brouthers

And the winner is...



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Danny Van Den Bulcke (DVDB) Best Paper Prize 2015

Taking the long way: How international work experience affects managers' time to the top.

Stefan Schmid, ESCP Europe

Dennis Wurster, ESCP Europe



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Let's celebrate!!!

