



EMERGING MARKETS
Shared Interest Group

SGH
Warsaw School
of Economics

PROGRAM

The 9th Annual International Academic AIB-CEE Chapter Conference on
International Business from “East” to “West”: Global Risks and Opportunities

5-6.07.2023, Warsaw

Venue: SGH Warsaw School of Economics, Building “A”, Rakowiecka St. 24

Wi-Fi: aibceeconf Password: aibcee2023

Wednesday, July 5TH

8:30-9:30 Welcome Coffee & Registration

9:30-10:00 Opening Session

Room: Aula A

10:00-11:30 **Keynote Speech:** Great rebalancing: The Sino-US conflict and foreign direct investment in CEE by Asian multinationals

Room: Aula A



Professor Sea-Jin Chang

Sea-Jin Chang is a Lim Kim San Chair Professor of Business Administration, National University of Singapore and also a Techno-SK Chair Professor at Korea Advanced Institute of Science and Technology (joint appointment). He received his BA and MA in economics from Seoul National University, and Ph.D. in strategic management from the Wharton School, University of Pennsylvania. He was previously a faculty member at the Stern School, New York University and Korea University, and also had visiting appointments at Stanford, INSEAD, London Business School, and Hitotsubashi University. Professor Chang is primarily interested in the management of diversified multinational firms. His current research focuses on understanding the process of creating operating synergies among diversified lines of business and building a strong local organization after foreign entry. His other research interests include organizational learning, corporate growth through joint ventures and acquisitions, foreign direct investment and comparative management studies of Japan, Korea, and China. His book, *Sony vs. Samsung: The Inside Story of the Electronics' Giants Battle for Global Supremacy* (Wiley, 2008) compares and contrasts these two firms' global strategy. His other books include *The Rise and Fall of Chaebols: Financial Crisis and Transformation of Korean Business Groups* (Cambridge, 2003) and *Business Groups in East Asia: Crisis, Restructuring and New Growth* (Oxford, 2006), and *Multinationals in China: Entry Strategies, Competition, and Performance* (Oxford, 2013). He previously served as an Area Editor of the *Journal of International Business Studies*, and an Associate Editor of the *Strategic Management Journal*. He is a Fellow of the Strategic Management Society and of the Academy of International Business. <https://bizfaculty.nus.edu.sg/faculty-details/?profid=218>

11:30-12:00 Coffee Break

12:00-13:15 **Panel Session:** Innovation as proactive response of business to global risks and opportunities

Chair: Łukasz Puślecki

Panelists: Małgorzata Stefania Lewandowska, SGH Warsaw School of Economics

Miklos Kozma, Corvinus University of Budapest, Hungary

Andreja Jaklic, University of Ljubljana, Slovenia

Piotr Trąpczyński, Poznań University of Economics and Business, Poland

Katarzyna Kosel, HR Director, Member of the Board, MAKRO Cash and Carry Polska S.A.

Discussant: Miklos Stocker, Corvinus University of Budapest, Hungary

Short description: The COVID-19 pandemic unleashed an unprecedented global economic crisis which – among its numerous consequences – has significantly affected international business operations in their different forms. Earlier crises, notably the financial crisis of 2007-2009, have demonstrated that the internationalization of the firm can be both affected by the exogenous shock and can be one of the crucial determinants of a firm's affectedness by the crisis, as well as the ability to respond to the crisis more or less effectively. Therefore, in light of the current developments, we will try to explore the question of what drives firm commitment to internationalization and innovation under the conditions of the COVID-19 crisis, as a response of business to global risks and opportunities.

Room: Aula A

13:15-14:15 **Lunch**

14:15-15:45 **Parallel Sessions**

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 1. Global Challenges in International Human Resource Management Room 107 (1st floor)	József Poór	Joanna Tabor-Błażewicz	Artificial Intelligence, Wellbeing and HR Business Partner as New Functions of HR Departments
		Tomasz Gigol	Quiet Quitting, Job Burnout and Turnover Intention
		Emil Velinov Pavel Strach	Diversity & Inclusion Management Strategies and Firm Performance in CEE automotive companies
		Andreas M. Hilger Emil Velinov Thomas Steger	Contextual Impacts on the Transfer of Equality, Diversity, and Inclusion Practices of Western Multinationals to Their Emerging Economy Subsidiaries
SESSION 2. International Strategy and Global Development in Times of Disruption Room 105 (1st floor)	Piotr Trąpczyński	Tiia Vissak	CEE Firms' Outward Internationalization: How is "Failure" Understood and What Causes it?
		Dariusz Siemieniako Krzysztof Kubacki Natalia Szablewska	What is the Role of Power in Interorganisational Relationships with Regard to Modern Slavery in Global Value Chains?
		Li Dai Yongsun Paik	Propagating a Permanent War Economy? U.S. FDI in Warring Host Countries
		Gabriella Tabajdi	Automotive Megatrends in Europe – What is the New(?) Role of Central and Eastern Europe?
SESSION 3. Innovation and Knowledge Management in International Business Room 102 (1st floor)	Andreja Jaklič	Patryk Dziurski	Growth Drivers of Innovative MNCs Before and During the COVID-19 Pandemic
		Łukasz Puślecki	From R&D to Open Innovation Alliances - The Evolution of Innovation Cooperation in the Biopharmaceutical Industry in the CEE Region
		Małgorzata Stefania Lewandowska Tomasz Gołębiowski Scott William Hegerty	External Barriers and Internal Capabilities: Modelling the Impact of Technological Entrepreneurship Indexes on Innovation
		Agnieszka Hajdukiewicz Bożena Pera	Eco-Innovation Performance in the European Union Economies: An Outcomes Perspective

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 4. Global Environment: From Geopolitics to Identity Politics Room 115 (1st floor)	Krzysztof Wach	Ming Cheng	Dynamic Green Capabilities and Environmental Performance by Firms in the International Contexts: The Roles of International Diversification and Country-Specific Advantage
		Krystian Bigos Adam Michalik	Foreign Venture Capital, Foreign Business Angel Investments and their Role in Start-Ups' Early Internationalization. Firm-Level Analysis of Polish Start-Ups
		Yu Han Kristin Brandl	To Understand the Political Governance Strength and Cross-Border Acquisition Completion
		Krzysztof Wach Marek Maciejewski Agnieszka Głodowska	When Do We Pay More Attention to the Cooperation in Female Entrepreneurial Internationalization?
SESSION 5. International and Sustainable Finance, Financial Technologies and Investment Room 117 (1st floor)	Inna Romānova	Magdolna Sass Imre Ferto	What Factors Influence the Roundtripping of FDI? The Case of Selected OECD Countries
		Tomohiko Takahashi	Do Stock Exchanges Work Effectively in CEE? From the Perspective of Feldstein Horioka Paradox
		Kristina Kundeliene	The Effect of BEPS on Avoiding Permanent Establishments: An Empirical Study
		Tomasz Dorożyński Anetta Kuna-Marszałek	The Effects of Outward FDI on Parent Companies: Evidence from Warsaw Stock Exchange
SESSION 6. Digital Enterprises and The Role of Digitalization in International Success Room 213 (2nd floor)	Miklós Attila Kozma	Yu Han Jiayi Wang Jiahui Cheng	Digital Platform in Sustainability Transition - A Case from an MNC
		Joshua Olusegun Fayomi Ayanda Ntanda	Digital Transformation Risks and Strategies for Enterprises Operating in Global Markets
		Jacek Miroński Piotr Zaborek Jędrzej Miroński	Personality Traits as Determinants of Player Performance in Esports
		Maia Maziashvili Izabela Kowalik	Determinants of Marketing Activity of Immigrant Entrepreneurs in Poland

15:45-16:15 Coffee Break

16:15-17:45 Parallel Sessions

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 7. Global Challenges in International Human Resource Management Room 107 (1 st floor)	Anna Krejner-Nowecka	Magdolna Sass Zoltán Gál Andrea Gubik Ágnes Szunomár Gábor Túry	Employee Relations of Foreign Subsidiaries in Hungary: Do Western and Asian Investors Differ?
		József Poór Csilla Judit Suhajda Ildikó Éva Kovács Zsuzsanna Szeiner	Trends and Tendencies in the External Professional Providers of HRM Services in the Light of Four Consecutive Empirical Surveys (2004-2021)
		Anna Xia Chen	Sustainability in Employer Branding of SMEs in Emerging Markets
		Yadira Ixchel Martínez Pantoja	MNEs' Power, Business Diplomacy, and Grand Challenges
SESSION 8. International Strategy and Global Development in Times of Disruption Room 105 (1 st floor)	Albert Tomaszewski	Wioletta Kilar	The Role of Kraków Branches of International IT Corporations in GVCs
		Vít Hincica Lenka Mikulášová	Technical Barriers in Times of Disruption
		Michał Młody Luciano Fratocchi	Drivers, Barriers and Consequences of Reshoring of Supply Chain Activities: A Cross-Case Study Analysis
		Miklós Dr. Stocker Ádám Erdélyi	The Impact of Perceived Macro Environment on the Competitiveness of Internationalized Medium-Sized and Large Enterprises

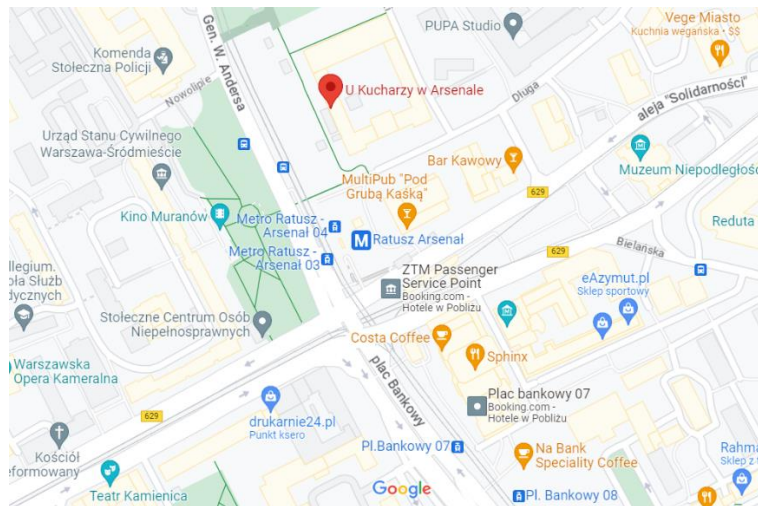
SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 9. Marketing Challenges in International Business Room 102 (1st floor)	Agnieszka Głodowska	Krzysztof Kubacki Dariusz Siemieniako Karolina Malagocka Krzysztof Stepaniuk Krzysztof Chmielewski Chrystyna Misiewicz	An International Consumer Study onto the Role of Cognitive Dissonance in Binge Drinking
		Barbara Jankowska Zuzanna Maleszewska Łukasz Puślecki Piotr Trąpczyński	Legitimacy-Building of Post-Transition Country Firms in an Advanced Economy – A Qualitative Study of Polish Subsidiaries Located in Germany
		Frank Bouchet Mike Troilo Brian Walkup	The Effect of Sponsorship on Rivals' Stock Returns
		Anita Szuszkiewicz	Sustainable Consumer Trends in B2C Enterprises' Marketing Strategies – An Example of Deconsumption
SESSION 10. International Business: From Born Globals to Multinational Corporations Room 115 (1st floor)	Tiia Vissak	Patrik Vanek	Characteristics of the World's Largest Corporations: Focus on the Different Region Levels
		Arnold Schuh Michaela Vecerová	The Fast Track to Global Player Status: Internationalization Patterns of Leading Anti-virus Software Companies from Central and Eastern Europe
		Tairi Leis	The Influence of Decision-Making Logic on the Internationalization of Born Globals: Bolt
		Lidia Danik Malgorzata Stefania Lewandowska	Barriers in the Internationalisation Process of Polish Enterprises

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 11. International Entrepreneurship, Cooperation and Networks Room 117 (1st floor)	Łukasz Puślecki	Anirban Sarkar Aron Perenyi Richard Laferriere	International Entrepreneurs During the COVID-19 Crisis: The Case of Education Agents in Australia
		Anna Sidorenko Hannes Velt	Internationalising Sustainability and Sustainable Business Model: District Heating Perspective
		Wioletta Mierzejewska	Environmental Protection Practices Implemented by Multinational Corporations Operating in Poland
		Monika Sulimowska-Formowicz Piotr Trąpczyński Maja Szymura-Tyc Magdalena Grochal-Brejda	Export Market Experience, Relational Capital, and Export Performance: Moderating Role of Psychic Distance
SESSION 12. Digital Enterprises and The Role of Digitalization in International Success Room 213 (2nd floor)	Patryk Dziurski	Devrim Eskiyerli Xavier Aldape Perez	Foreign Market Selection for Digital Platform Companies: A Review of Internationalization Aspects in a New Era
		Qondeni Brenda Nxumalo	Exploring the Impact of Digitalization on International Business Strategy: A Comparative Study of Traditional and Born-digital Firms
		Miklós Attila Kozma Zoltan Radai	Technology and Digital Models in Higher Education: An Internationalization Perspective
		Diana Madibekova	'You Can Change Friends But Not Neighbours': Exploring How Business Contributes to Peace in a Country Adjacent to Conflict

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 13. Building Emerging Market Firms' Resilience in the Face of Rising Economic Uncertainty and Sustainability Challenges Room 216 (2nd floor)	Asda Chintakananda	Larissa Marchiori Pacheco Elizabeth Moore Luis Alfonso Dau Maria Tereza Fleury Kristin Brandl	The Role of CSR on the Perception of Government Effectiveness in the Latin American Context
		Zhuoran Liu Yameng Zhang Jie Li	Does Corporate Environmental Transparency Help Attract Green- Tech FDI? Evidence from Chinese Cities
		Halina Brdulak Małgorzata Szafranowicz	Responsible Consumption – The Perspective of Consumers in the Cosmetics Market in Poland
		Andreja Jaklič Iris Koleša	How Does Building Resilience in Times of Multiple Crises Influence the Internationalization Strategies of CEE Companies?

19:30 Gala Dinner
 "U Kucharzy w Arsenale"
 ul. Długa 52, 00-238 Warszawa

Metro Station: Ratusz Arsenal
 Tram & Bus Station: Plac Bankowy



Thursday, July 6th

8:00-8:30 Welcome Coffee & Researchers' Networking

8:30-10:00 Parallel sessions

Meet the Editors Session

Chair: Patryk Dziurski

Editors: Nicole Franziska Richter

William Newburry

Mariusz Próchniak

Hussain Rammal

Roger Strange

Thomas Steger

Krzysztof Wach

Room 102 (1st floor)

Meet the Researchers Session

Chair: Wioletta Mierzejewska

Researchers: Yadong Luo

Klaus Meyer

Ilan Alon

Maria Aluchna

Room 117 (1st floor)

10:00-10:30 Coffee Break

10:30-12:00 Panel Session/Parallel Sessions

Panel Session: Thinking About the CEE Region from the Outside: A Panel of CEE Scholars from Around the World

Moderator: Matt Raskovic, Auckland University of Technology, New Zealand

Panelists: Olga Petricevic: Haskayne School of Business, University of Calgary, Canada

Noemi Sinkovics: Adam Smith Business, University of Glasgow, UK

Vas Taras: University of North Carolina at Greensborough and Vice-President Administration at AIB

Áron Perenyi: Swinburn University of Technology, Melbourne, Australia

Michal Lemanski: Wirtschafts Universität- WU Vienna, Austria

Short description: *The round table discussion will bring together a group of diaspora IB scholars from Central and Eastern Europe (CEE) operating outside of the CEE region. The discussion will centre on their career paths from CEE to their current place of employment, if and how their CEE background informs their research and teaching, and how CEE research about and/or from the CEE region can remain relevant for IB scholarship outside the region within the broader IB discipline.*

Room: Aula A

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
<p>SESSION 14. International Entrepreneurship, Cooperation and Networks</p> <p>Room 107 (1st floor)</p>	<p>Jurgita Sekliuckiene</p>	<p>Taras Danko</p>	<p>Global Ecosystem-Based Strategy of International Firm Under Conditions of Increasing Technological Dynamism</p>
		<p>Ming-Chao Wang Cut Irna Setiawati</p>	<p>The Concept, Activities, and Strategies of Small and Medium Enterprises (SMEs) in the Ecosystem</p>
		<p>Marta Joanna Ziółkowska</p>	<p>Social Franchising as a Strategy for Expanding Impact: Challenges and Motives</p>
		<p>Jurgita Sekliuckiene Egidijus Rybakovas Rimgaile Vaitkiene Vaida Pilinkiene</p>	<p>Challenge-Based Learning as Innovative Approach to Encourage Cooperation between University and Business</p>
		<p>Tamas Kovacs</p>	<p>Institution Based View of the Electric Vehicle Transition. Car Manufacturers in Front of Disruptive Changes</p>
<p>SESSION 15. International Business from “East” to “West”: Global Risks and Opportunities</p> <p>Room 105 (1st floor)</p>	<p>Blazenka Knezevic</p>	<p>Anastas Vangeli</p>	<p>Beyond Imagination: Generative AI, International Business and Geopolitical Uncertainty</p>
		<p>Yadira Ixchel Martínez Pantoja Vincent Montenero Emil Velinov Cristina Cazorzi Martinez</p>	<p>Global Managers and their Shifting Role for Global Demands and Local Contexts in the Automotive Industry</p>
		<p>Dilshod Makhmadshoev</p>	<p>Exploring the Relationship between Institutions and Entrepreneurship in Transition Economies`</p>
		<p>Md Mahbubul Haq</p>	<p>Determinants of Consumers' Continuance Intention to Use Fitness and Health Apps: An Integration of the Technology Acceptance Model, the Expectation–Confirmation Model, the Investment Model</p>

SESSION TITLE	CHAIR	AUTHORS	EXTENDED ABSTRACT TITLE
SESSION 16. Post Pandemic Dynamics in International Business Environment in Emerging Markets Room 102 (1st floor)	Mirosław Jarosiński	Yu Han Petr Procházka Jiayi Wang	Understanding the Sustainability Transition of a Cross-institution through Multiple Stakeholders' Perspective: A Case Study of an MNC
		Tatiana Lukoianove James Agarwal Quan Li	Are Multinationals "Missing in Action"? Do Human Rights Responsibilities Matter for MNE Divestment from Russia in 2022?
		Arkadiusz Kowalski Malgorzata Stefania Lewandowska Krystyna Poznańska Dawid Majcherek	Digital Technologies and Access to Health Services in Central and Eastern Europe Countries
		Magdalena Suska	Institutionalization of Economic Integration and its Impact on Trade and Growth: A New Look at RCEP Economies from East Asian Perspective

12:00-12:30 AIB-CEE Chapter Development Session & Closing Session

Room: Aula A

12:30-13:30 Lunch

13:30-15:00 Post Conference Workshop

Workshop Title: Digitainability and the Future(s) of IB Education

Workshop Facilitator: Marina Schmitz, IEDC-Bled School of Management, Slovenia

Workshop Description:

Digitalization has had a meaningful impact on the content creation and delivery in classrooms across the globe. This workshop aims to (1) introduce educators to various pedagogical tools and digital platforms

Workshop Title: Writing a promising paper - get started!

Paper Development Workshop for Young Scholars

Workshop Facilitator: Thomas Steger, University of Regensburg

Workshop Description:

When preparing a (first) paper for submission and publication, young scholars are often faced with different questions and problems: How should I start working on that? What is an appropriate topic for an

focusing on delivering sustainability-related content in IB classes, and (2) provide “behind the scenes” insights on challenges and opportunities regarding content co-creation of selected tools. The resources that will be introduced will not only cover gamified approaches to the Sustainable Development Goals (e.g., 21-Day Challenge, Sustainability Escape Room, SDG Quiz). By going beyond the introduction of the core elements of future studies, participants will get to know selected exercises to understand the (inter)active and experiential learning nature of this discipline for IB. We will tear down the walls between IB and futures studies by introducing e.g., solarpunk-inspired online role plays (inspired by sociodrama and improv in theater studies) or collaboration board enhanced visioning exercises and prototyping. Also, this input will open the discussion about how to incorporate those exercises by addressing emerging IB topics such as sustainability. Lastly, resources on the PRME "Impactful Five (i5)" project and pedagogy will be shared and participants will be asked to use this framework to reflect on their own teaching pedagogy and approaches. Resources will be shared with interested participants to facilitate application in their respective institutions and courses.

REGISTER: <https://forms.office.com/e/EdnFSHHXF>

Room 102 (1st floor)

interesting paper? How can I transform good data into a promising paper? How can I find the right journal to submit my paper etc. This workshop will be particularly dedicated to young scholars (incl. doctoral students, fresh post-docs). Starting with a more general introduction by the workshop chair, broad space should be given to the discussion of the above mentioned issues as well as to the participants' own paper projects.

Potential participants are invited to submit a structured abstract for a planned paper (1 page - research question / methods / main findings / theoretical implications / practical implications / ev. target journal) to thomas.steger@ur.de. Accepted abstracts will be shortly presented (3-5´) by the authors, commented and discussed with the audience.

REGISTER: <https://forms.office.com/e/guVQbwpjNd>

Room 117 (1st floor)

15:00-15:30 Farewell Coffee