

CONFERENCE PROGRAMME – UPDATED August 16

WEDNESDAY AUGUST 16th 2023**8.30** **Bus from Hotel Scandic to the University**

8.30-9.00 **REGISTRATION**
Place **Fabriikki building lobby**

9.00-11.00 **OPENING SESSION**
Place **Fabriikki building, room 118***Welcome*

Rector of the University of Vaasa Minna Martikainen
Conference Chairs Peter Gabrielsson and Tiina Leposky, University of Vaasa, Finland

Plenary I In Memoriam of Professor Jorma Larimo

- **From Entry to Exit: International Business in Russia 1989-2022**
Klaus Meyer, China Europe International Business School, China
 - **Forget Uppsala! Selling abroad can be quick and cheap**
Jean-François Hennart, Tilburg University, the Netherlands
 - **Upper Echelons in Europe: Have they further globalized?**
Stefan Schmid, ESCP Business School, Berlin Campus
 - **The Contribution and Legacy of Professor Jorma Larimo to International Business Research**
Ahmad Arslan, University of Oulu
Minnie Kontkanen, University of Vaasa
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11.00-11.30 **COFFEE BREAK**
Place **Fabriikki building lobby**

11.30-13.00 **PARALLEL SESSION 1**
Place **Fabriikki building, rooms 118, 119, 104, 140**

Session 1.1: Enhancing Sustainability in International Business: The Roles of SMEs and MNEs

Chair Man Yang, Hanken School of Economics, Finland

Room 118

- Yang, Man, Hanken School of Economics, Finland
 - Zucchella, Antonella, University of Pavia, Italy
 - Knight, Gary, Willamette University, USA
 - Ghauri, Pervez, University of Birmingham, UK
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Session 1.2: IB Decision-Making in Practice

Chair Niina Nummela, University of Turku, Finland

Room 119

- **Causation and effectuation perpetually in motion: Decision-making logic of INTVs and established SMEs**
Wathen, Pertti, University of Vaasa, Finland
Ojala, Arto, University of Vaasa, Finland
 - **International business as a practice of international entrepreneuring**
Servais, Per, Linnéuniversitetet, Sweden
Mainela, Tuija, Oulu University
Puhakka, Vesa, Oulu University
 - **Securing Initial Co-Creative Stakeholder Commitments in Early Stage Effectuation Processes**
Mumford, Jonathan Van, University of Turku School of Economics, Finland
Fuerst, Sascha, EGADE Business School, Tecnológico de Monterrey, Mexico
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Session 1.3: Managing Digitalization in IB

Chair Aušrinė Šilenskytė, University of Vaasa, Finland

Room 140

- **Advancing the design of international business management concepts along the digitalization dimension: A review of 43 capital investment markets-related concepts published in the years 1990-2022**
Huovinen, Pekka, Business Management PJH, Finland
 - **An Assessment of Factors Driving Digitalization of Trinidad's Fast-Food Industry Based on Customers' Online Behavioural Intention: An Empirical Investigation from the Caribbean Market**
Shah, Syed Rashid Hussain, The University of the West Indies, Trinidad and Tobago
Syed, Sumera, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia
Buchoon, Aliyah, The University of the West Indies, Trinidad and Tobago
 - **Navigating the Digital Seas: Introducing Legal Perspectives on Data Governance in International Business**
Coche, Eugénie, University of Amsterdam, The Netherlands
Ocelík, Václav, University of Amsterdam, The Netherlands
Kolk, Ans, University of Amsterdam, The Netherlands
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13.00-14.00 **LUNCH**
Place **Domus Bothnica building, opposite to Fabriikki**

14.00-15.30 **PARALLEL SESSION 2**
Place **Fabriikki building, rooms 118, 119, 104, 140**

Session 2.1: The Helsinki internationalization process model: How Reijo Luostarinen's legacy can generate a new agenda for IB research

Chair Rebecca Piekkari, Aalto University School of Business, Finland
Room 118

- Piekkari, Rebecca, Aalto University School of Business, Finland
- Arslan, Ahmad, University of Oulu, Finland
- Kontkanen, Minnie, University of Vaasa, Finland
- Kähäri, Perttu, Aalto University School of Business, Finland
- Niittymies, Aleks, Aalto University School of Business, Finland
- Niskavaara, Johanna, Aalto University School of Business, Finland
- Paavilainen-Mäntymäki, Eriikka, Turku University
- Hurmerinta, Leila, Turku University
- Ghauri, Pervez, University of Birmingham, UK

Session 2.2: AI in IB

Chair Jean-François Hennart, Tilburg University, the Netherlands
Room 119

- **Converging artificial intelligence into firm-specific advantages: Towards a sustainable international expansion of firms**
 Hasan, Rakibul, University of Vaasa, Finland
 Ojala, Arto, University of Vaasa, Finland
- **Evaluating the usefulness of open AI chatbots for studying nonlinear internationalization: a user's experience**
 Vissak, Tiia, University of Tartu, Estonia
- **The value of managerial - AI collaboration in mergers and acquisitions: Agenda for future research**
 Diduc, Sniazhana Ana, University of Vaasa, Finland

Session 2.3: International Opportunity Creation and Discovery

Chair Antonella Zucchella, University of Pavia, Italy
Room 140

- **Many roads lead to Rome? Configurational approach to decision-making logics and entrepreneurial opportunity recognition among international and domestic firms of different ages**
 Vuorio, Anna Maija, LUT University, Finland
 Kuivalainen, Olli, LUT University, Finland
 Velt, Hannes, LUT University, Finland
- **Schumpeterian and Kirznerian EO, opportunity recognition, exploitation, and international performance: Does status quo bias play a role?**
 Faroque, Anisur R, University of Vaasa, Finland
 Shimul, Anwar Sadat, Curtin University, Australia
 Xu, Joseph, Union University, USA
 Kuivalainen, Olli, LUT University, Finland
 Murshed, Feisal, Kutztown University, USA
 Sundqvist, Sanna, Aalto University, Finland
- **Why businesses do (not) grow? Navigating the temporal and contextual complexity inherent in international opportunity pursuit.**
 Sivolapova, Elena, University of Turku, Finland

Session 2.4: Sustainability in Context**Chair** Gary Knight, Willamette University, USA**Room** 104

- **Sustainability Attitudes and Behaviors: A Gender and Cultural Perspective**
Gugenishvili, Iliia, Åbo Akademi University, Finland
Laine-Kronberg, Annika, Åbo Akademi University, Finland & University of Vaasa, Finland
Barner-Rasmussen, Wilhelm, Åbo Akademi University, Finland
- **From bedroom to billboard - emerging organizational through digital musicing**
Järventie-Thesleff, Rita Maria, Aalto University School of Business, Finland
- **Contexts in theories and contexts in empirical IB research – Building contextual explanations of firm internationalization**
Leppäaho, Tanja, LUT University, Finland
Mainela, Tuija, University of Oulu, Finland
Paavilainen-Mäntymäki, Eriikka, University of Turku, Finland

15.30-15.50 **COFFEE BREAK**
Place **Fabriikki building lobby**

15.50-17.20 **PARALLEL SESSION 3**
Place **Fabriikki building, rooms 118, 119, 104, 140**

Session 3.1: Digital IB**Chair** Arto Ojala, University of Vaasa, Finland**Room** 118

- **Transformation of Cultural Industries: Innovating Through Digital Business Models for International Markets**
Mihailova, Irina, University of Eastern Finlan, Finland
- **Borderless Web3 ecosystems and blockchain-based business entrepreneurs' competence**
Butkeviciene, Jurgita, Kaunas University of Technology, Lithuania
Šilenskytė, Aušrinė, University of Vaasa, Finland
Sinkovics, Rudolf, Glasgow University, UK
- **Social media content strategies and customer engagement: The moderating role of national culture**
Li, Fang Fang, Lancaster University, UK
Larimo, Jorma, University of Vaasa, Finland
Leonidas, Leonidou, University of Cyprus, Cyprus
Korfiatis, Nikolaos, University of East Anglia, UK

Session 3.2: International Networks and Environments**Chair** Tuija Mainela, University of Oulu, Finland**Room** 119

- **Analyzing Entrepreneurial Networks in Achieving Export Performance: The Mediating role of Opportunity Recognition**
Faroque, Anisur R., University of Vaasa, Finland
Gani, Mohammad Osman, Bangladesh University of Professional, Bangladesh
Ahmed, Jashim Uddin, North South University, Bangladesh
Mortazavi, Sina, LUT University, Finland

- **SME operations during adversity and turbulent business environment: lesson from crises**
Sebuwufu, Joseph Awali, University of Vaasa, Finland

Understanding an entrepreneurial ecosystem network strategy for inter-regional and international growth: a microfoundation approach

Vieru, Kaarina, LUT University, Finland
Adibe, Pia, LUT University, Finland
Hakala, Henri, LUT University, Finland
Kuivalainen, Olli, LUT University, Finland

Session 3.3: Global Talents and Expatriates

Chair Stefan Schmid, ESCP Business School, Germany

Room 140

- **Antecedents of expatriate career success: A follow-up study**
Mello, Rodrigo, University of Vaasa, Finland
Suutari, Vesa, University of Vaasa, Finland
Dickmann, Michael, Cranfield University
- **Cultural Orientations and Expatriation Outcomes: Evidence from Expatriates in an Emerging Market**
Koveshnikov, Alexei, Aalto University School of Business, Finland
Van der Giessen, Mark, Aalto University School of Business, Finland
- **Global talent marketplace – A Finnish perspective on recruitment and onboarding**
Paavilainen-Mäntymäki, Eriikka Johanna, Turku School of Economics, University of Turku, Finland
Nummela, Niina, Turku School of Economics, University of Turku, Finland
Raitis, Johanna, Turku School of Economics, University of Turku, Finland
Harikkala-Laihinen, Riikka, Turku School of Economics, University of Turku, Finland

17.30 **Bus to Hotel Scandic**

18.45 **Bus from Hotel Scandic to Villa Sandviken, conference dinner venue**

19.00 **CONFERENCE DINNER**

22:00 **1st bus round to hotel**

c. 22:30 **2nd bus round to hotel**

THURSDAY AUGUST 17th 2023

8.00 **Bus from Hotel Scandic to the University**

8.30-10.00 **PARALLEL SESSION 4**
Place **Fabriikki building, rooms 118, 119, 140, 104**

Session 4.1: Innovations in International Business Doctoral Education

Chair Aušrinė Šilenskytė, University of Vaasa

Room 118

- Šilenskytė, Aušrinė, University of Vaasa
- Knight, Gary, Willamette University, USA
- Piekari, Rebecca, Aalto University School of Business, Finland
- Zucchella, Antonella, Pavia University, Italy

Session 4.2: Strategies and Practices in Different Environments

Chair Arnold Schuh, WU Wien, Austria

Room 119

- **Revisiting Springboarding Reconfigurations: Triple-loop Springboarding Simulacrum Service Enterprises**
Hu, Haixia, Warwick University, United Kingdom
Bryson, John, University of Birmingham, United Kingdom
Beaverstock, Jonathan, University of Bristol, United Kingdom
- **Variations in suppliers' resilience strategies to adverse political environments across different subnational regions**
Choksy, Umair, University of Stirling, UK
Golgeci, Ismail, Aarhus Universitet, Denmark
Khan, Muhammad Naveed, The University of Kent, UK
Khan, Zaheer, University of Aberdeen, UK
Shi, Xiaohui, University of Aberdeen, UK
Mirza, Zarak, The University of Kent, UK
- **Sustainability practices for value-related activities within international entrepreneurial ecosystems**
Leposky, Tiina, University of Vaasa, Finland
Gabrielsson, Peter, University of Vaasa, Finland
Chabowski, Brian, University of Tulsa, USA

Session 4.4: Identity and Locality in Global Business

Chair Vesa Suutari, University of Vaasa, Finland

Room 104

- **A Typology of International CEOs and CFOs**
Baldermann, Sebastian, VU Amsterdam, The Netherlands
Schmid, Stefan, ESCP Business School, Berlin Campus, Germany
- **“What’s the difference between Brexit and a Dyson? Nothing, they both suck!”: Cross-border business decisions in the social construction of national identity**
Saittakari, Iris, Aalto University School of Business, Finland
Kähäri, Perttu, Aalto University School of Business, Finland
Angouri, Jo, University of Warwick, UK
Savolainen, Dominic, United Kingdom Government Economic Service
- **Regionalization and downside risks: The role of regional sub-additivity**
Yang, Xuejing, ESCP, France
Coerderoy, Regis, ESCP, France
Duplat, Valérie, Vrije Universiteit Amsterdam, The Netherlands

10.00-10.30 **COFFEE BREAK**
Place **Fabriikki building lobby**

10.30-12.00 **PARALLEL SESSION 5**
Place **Fabriikki building, rooms 118, 119, 140, 104**

Session 5.1: Advances in International Business research methods – Studying the past, present and future with qualitative and mixed methods approaches

Chair Eriikka Paavilainen-Mäntymäki, Turku School of Economics, University of Turku, Finland
Room 118

- Paavilainen-Mäntymäki, Eriikka Johanna, Turku School of Economics, University of Turku, Finland
 - Barner-Rasmussen, Wilhelm, Åbo Akademi University, Finland
 - Nummela, Niina, Turku School of Economics, University of Turku, Finland
 - Piekkari, Rebecca, Aalto University, Finland
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Session 5.2: Managing (or not?) Sustainable IB

Chair Klaus Meyer, Ivey Business School, Canada
Room 119

- **Armageddon of Financial Markets: Is the U.S. equity market eventually going to collapse?**
Grobys, Klaus, University of Vaasa, Finland
 - **Internationalization of Social Ventures: A Business-Model-Change Perspective**
Mahmood, S M Feroj, University of Vaasa, Finland
Galkina, Tamara, Aalto University, Finland
Gabrielsson, Peter, University of Vaasa, Finland
 - **Bricolage Behavior in Entrepreneurial Internationalization: The Role of Sensemaking and Institutions**
Vuorio, Anna, LUT School of Business, Finland
Ivanova-Gongne, Maria, Åbo Akademi, Finland
Torkkeli, Lasse, LAB University of Applied Sciences, Finland
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Session 5.3: Pro-/Reactive Approaches to International Opportunities

Chair Roger Strange, University of Sussex, United Kingdom
Room 140

- **Fear of Failure: A Review of Entrepreneurship & Psychology Literature and Implications for International Entrepreneurship**
Ahmed, Imtiaz, University of Vaasa, Finland
Faroque, Anisur, University of Vaasa, Finland
Gabrielsson, Peter, University of Vaasa, Finland
- **Founders' identity and international business opportunity recognition. A study of Ghanaian women's international micro businesses**
Quagraine, Fanny Adams, Ghana Institute of Management and Public Administration, Ghana
Owusu, Richard Afriyie, School of Business and Economics, Linnaeus University, Sweden
Servais, Per, School of Business and Economics, Linnaeus University, Sweden
- **Top management team strategic consensus and new ventures' international expansion**
Haapanen, Lauri, Oulu University Business School, Finland

Juntunen, Mari, Oulu University Business School, Finland
 Juntunen, Jouni, Oulu University Business School, Finland

Session 5.4: Local Realities in International Entry & Expansion

Chair Tahir Ali, University of Vaasa, Finland

Room 104

- **Antecedents of Customer-based Brand Equity: A Leading Beer Brand in Estonia**
 Coudounaris, Dafnis, Hanken School of Economics, Finland
 Bjork, Peter, Hanken School of Economics, Finland
 Asadli, Rustam, University of Tartu
 Bujac, Andreea, Aalborg University Business School
 - **Distance and international entry mode decisions: Decision-maker bias as a boundary condition of the TCE perspective**
 June, Hyeyoon, University of Tennessee at Chattanooga, Tennessee, USA
 Magnusson, Peter, University of Texas Rio Grande Valley, Texas, USA
 Westjohn, Stanford, University of Alabama, Alabama, USA
 Peng, Yi, Tennessee Technological University, Tennessee, USA
 Dow, Douglas, Melbourne Business School, Victoria, Australia
 - **State ownership, political connections and transferability of technological innovation: an institutional perspective**
 Yang, Xuejing, ESCP Business school
 Coeurderoy, Régis, ESCP Business school
 Duplat, Valérie, Vrije Universiteit Amsterdam
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12.00-13:00 **LUNCH**
Place **Domus Bothnica building, opposite to Fabriikki**

13:00-14.30 **PARALLEL SESSION 6**
Place **Fabriikki building, rooms 118, 119, 140, 104**

Session 6.1: Cultural Complexity and IJV Performance

Chair Anisur Faroque, University of Vaasa, Finland

Room 118

- **A meta-analysis on IJV performance**
 Coudounaris, Dafnis, Hanken School of Economics, Cyprus
 - **The Dark Side of Generalization: The Case for Culture-Specific Research**
 Malika, Malika, Indian Institute of Management Bangalore, India
 Maheswaran, Durairaj, NYU Stern School of Business, NY, USA
 Ghoshal, Tanuka, Baruch College, CUNY, NY, USA
 - **The role of communication modes in business-to-business (B2B) relationships: A systematic literature review**
 Onopko, Mariya, Nord University, Norway
 Henk, Anastasiya, Nord University, Norway
 Nilssen, Frode, Nord University, Norway
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Session 6.2: International Sustainability in Action

Chair Minnie Kontkanen, University of Vaasa

Room 119

- **International Sustainable Entrepreneurship: A Systematic Review of Literature**
 Mahmood, S M Feroj, University of Vaasa, Finland

Gabrielsson, Peter, University of Vaasa, Finland
 Galkina, Tamara, Aalto University, Finland

- **Imagining sustainable headquarters of the future: A comparative case study of future-oriented place-making**
 Ritvala, Tiina, Aalto University School of Business, Finland
 Piekkari, Rebecca, Aalto University School of Business, Finland
 Myllymäki, Dina, Aalto University School of Business, Finland
 Reunamäki, Riku, Aalto University School of Business, Finland

Session 6.3: Risky (International) Business

Chair Pervez Ghauri, University of Birmingham, United Kingdom
Room 140

- **Foreign Divestment and the Insolvency Risk: Evidence from Nordic Firms**
 Iqbal, Arshed, University of Vaasa, Finland
 Ojala, Arto, University of Vaasa, Finland
 Iqbal, Jamshed, University of Jyväskylä, Finland
- **Institutional Support in SME Internationalization: Road to Rise or Demise**
 Niittymies, Aleks, Aalto University, Finland
 Yrjölä, Mika, Tampere University, Finland
 Mohammadparast Tabas, Abdollah, University of Oulu, Finland
 Pajunen, Kalle, Tampere University, Finland

14.30-16:00 **CLOSING SESSION**
Place **Fabriikki building room 118**

Plenary 2 Final Words on Sustainable International Business in the Digital Era

Digital Business Model Innovation for Inclusive Development
 Pervez Ghauri, University of Birmingham, UK

Technological Advances and Sustainability in International Entrepreneurship
 Gary Knight, Willamette University, USA

Sustainable International Business Model Innovations for a Globalizing Circular Economy
 Brian Chabowski, University of Tulsa, USA

Farewell from the Co-Chairs and Closing

16.10 **Bus to railway station/hotel**
16.10 **Bus to airport (no stopping at hotel)**