



2017 ANNUAL CONFERENCE
Host: Lucas College and Graduate School of Business
San Jose State University
San Jose, California, USA
February 23-25, 2017

THURSDAY, FEBRUARY 23

18:00 – 20:00 **Registration & Opening Reception**
McCormick & Schmick's Seafood & Steaks

FRIDAY, FEBRUARY 24

08:30 – 09:30 **Registration (Boccardo Business Complex-BBC 032)**

09:00 – 09:30 **Welcome Remarks (BBC 032)**
Andy Feinstein, Provost and VP of Academic Affairs, San Jose State University
Malu Roldan, Interim Dean, Lucas College and Graduate School of Business, San Jose State University
Nila Wiese, Conference Chair, University of Puget Sound, USA

09:30 – 10:30 **Plenary - Innovation Panel (BBC 032)**
Panelists: Pravin Soni, Patara Pharma & PharMacro LLC, USA
Ben Sihota, Stanley Black and Decker Inc., USA
Murli Thirmuale, Portworx Inc., USA
Moderator: Sarika Pruthi, San Jose State University, USA

10:30 – 10:50 **Coffee Break**

10:50 - 12:00 Competitive Sessions 1.1

1.1a: Innovation (BBC 032)

Session Chair: Simone Vasconcelos Ribeiro Galina

- Entrepreneurship and the Innovation-Internationalization Relationship
Simone Vasconcelos Ribeiro Galina, University of São Paulo, Brazil
Ana Claudia Bansi, University of São Paulo, Brazil
Marlon Fernandes Rodrigues Alves, University of São Paulo, Brazil
Maxwell Ferreira de Oliveira, University of São Paulo, Brazil
- A Cross-National Study on Firm Technology and Innovation Activity in SMEs through the Lenses of Gender: Application of Institutional Anomie Theory
Sahrok Kim, Washington State University, USA
John Brooks Cullen, Washington State University, USA
- Ethnic Ties and Home Country Entry by Transnational Entrepreneurs
Sarika Pruthi, San Jose State University, USA

1.1b: International Business Theory (BBC 301)

Session Chair: Charles A. Funk

- Institution Building in Retreat: The Effects of Co-Devolution on MNE-Emerging Economy Relationships
Charles A. Funk, Northeastern Illinois University, USA
- Overseas M&A, Multi-Threshold Effect and Enterprise Internationalization Performance
Yan Chen, Beijing University of Posts and Telecommunications, China
Kuan Wang, Beijing University of Posts and Telecommunications, China
- Foreign Direct Investment and New Venture Founding: A Cost-Benefit Analysis
Xufei Ma, The Chinese University of Hong Kong, Hong Kong
Yangwen Wang, Renmin University of China, China

1.1c: Emerging Markets (BBC 304)

Session Chair: Frank Latta DuBois

- Empirical Investigation of South Korea-China Joint Ventures
Jungyun Han, National Taiwan University, Taiwan
- Response to Host Market Dynamics Through International Knowledge Network in Multinational Enterprises: A Perspective from Advanced Market Subsidiary in an Emerging Economy
Prashant Salwan, Indian Institute of Management Indore, India

- Emerging Market Multinationals, Operational Flexibility and Competitive Advantage: Contrasting Brazilian and Mexican Multinationals
Frank Latta DuBois, American University, USA

12:00 – 13:00 Lunch

13:00 – 13:50 Keynote Address: "Hammer and Silicon: How the Soviet Diaspora Fuels U.S. Innovation" by Prof. Sheila M. Puffer (BBC 032)
University Distinguished Professor of International Business and Strategy
D'Amore-McKim School of Business
Northeastern University, USA

14:00 – 15:10 Competitive Sessions 1.2

1.2a: Culture (BBC 032)

Session Chair: Monica J. Semeniuk

- The Relative Impact of Leader and Member Cultural Intelligence on Team Cohesion
Monica J. Semeniuk, Simon Fraser University, Canada
- You See Fried Cow Brains, I See a Delicacy: Cultural Influence on Entrepreneurial Opportunity Recognition
Habiba Alambo, Louisiana State University, USA
- How Does Culture Influence Innovation? A Systematic Literature Review
Mu Tian, Universidad Autónoma de Madrid, Spain
Yingying Zhang, Colegio Universitario de Estudios Financieros, Spain
Maria Paz Salmador, Universidad Autónoma de Madrid, Spain

1.2b: Human Resource Management (BBC 301)

Session Chair: Carol Reade

- A Multi-Country Study of Repatriate Characteristics in the Repatriate Knowledge Transfer Process
Joyce Marie Osland, San Jose State University, USA
Betina Szkudlarek, University of Sydney, Australia
Gary Oddou, California State University - San Marcos, USA
Juergen Deller, Leuphana University, Germany
Roger Blakeney, University of Houston, USA
Nori Furuya, IGB Network, Japan

- Knowledge Acquisition in Hostile Environments: The Role of HRM
Carol Reade, San Jose State University, USA
Monica Riviere, ISC Paris Business School, France
Andreas Birnik, CreoPop, Singapore
Niklas Nielsen, Mecom Holding W.L.L., Bahrain
Gabriele Suder, University of Melbourne, Australia
- Measuring Human Capital in Small and Medium Manufacturing Enterprises: What Matters?
Muhammad Shujaat Mubarik, Mohammad Ali Jinnah University, Pakistan

15:10 – 15:30 Coffee Break

**15:30 – 17:10 Pedagogical Workshop (BBC 032)
Session Chair: Gary Knight**

- Teaching International Business Concepts through an Integrated Multimedia Case
Al Rosenbloom, Dominican University, USA
- Course, Classroom, and Lesson Design: Flipped Classroom Exercises, Online Assessments, and Customized Individual Research.
Tim Waid, University of Missouri, USA
- Multiculturalism and Communication: Using Critical Thinking and Culture Profiling Tools for Effective Communication
Juan-Maria Gallego-Toledo, University of Colorado, Colorado Springs, USA
- Contemporary Approaches for Teaching International Business
Gary Knight, Willamette University, USA

SATURDAY, FEBRUARY 25

08:30 – 09:30 Registration (BBC 032)

**09:00 - 10:00 Panel - Women in IB (BBC 032)
Panelists:
Rosalie Tung, Simon Fraser University, Canada
Tanvi Kothari, San Jose State University, USA
Nila Wiese, University of Puget Sound, USA**

10:00 – 10:20 Coffee Break

10:20 – 11:50 Competitive Sessions 2.1

2.1a: International Management (BBC 032)

Session Chair: Ricard Gil

- How Do Global Careers Affect Career Success?
Monica J. Semeniuk, Simon Fraser University, Canada
- Career Concerns and Manager Staffing in Foreign Multinational Subsidiaries
Ricard Gil, Johns Hopkins University, USA
José Enrique Galdón-Sánchez, Universidad Pública de Navarra, Spain
- The Role of National Culture in Shaping the Corporate Management Culture: A Four-Country Theoretical Analysis
Mohammad Ayub Khan, Tecnológico de Monterrey, Mexico
Ekaterina Panarina, Perm National Research Polytechnic University, Russia
- Manufacturing Location and Sustainability
Gregory Theyel, California State University, USA

2.1b: Global Strategy & Competitiveness (BBC 301)

Session Chair: Anatoly Zhuplev

- Business Value of IT in Competitiveness of Kazakhstan's Energy Sector: The Role of International Oil and Gas Companies in Sustainable Development of the Local Industry
Irina Heim, University of Reading, United Kingdom
Kecheng Liu, University of Reading, United Kingdom
Yelena Kalyuzhnova, University of Reading, United Kingdom
- The Impacts of Peer to Peer Lodging on the Traditional Lodging Industry: Trends and Implications for the Los Angeles (USA) and Barcelona (Spain) Regions
Anatoly Zhuplev, Loyola Marymount University, USA
Jonathan Dell, Loyola Marymount University, USA
DaVion Doby, Loyola Marymount University, USA
Joshua Tillipman, Loyola Marymount University, USA
- The Determinants of Remanufacturing Practices in Thailand: The Cases of Potential Industries
Jirapan Chaowanapong, School of Management, Asian Institute of Technology, Thailand
- Consumer's Prior Experience and Information Processing
DongWoo Ko, Hankuk University of Foreign Studies, South Korea
Jayoung Han, Fairleigh Dickinson University, USA
Donghyun Son, Hankuk University of Foreign Studies, South Korea

2.1c: International Business Education (BBC 302)

Session Chair: Nicolas Dahan

- **Program Ranking or Program Rating: An Evaluation of IB Undergraduate Programs**
Nicolas M. Dahan, California State University, Monterey Bay, USA
Michael Hadani, St Mary's College of CA, USA
Anthony Seeton, Temple University, USA
- **Social Media as a Tool for Teaching International Marketing**
Massiel Carolina Henriquez Parodi, University of Agder, Norway
Ilan Alon, University of Agder, Norway
- **Bi-Country Virtual Team Interaction and Coordination Impact on Learning**
Joseph B. O'Donnell, Canisius College, USA
Paul L. Sauer, Canisius College, USA
Ronald Rivas, Canisius College, USA

11:50 – 12:30 Business Meeting & Awards (BBC 032)

12:30 - 13:30 Lunch

13:30 – 15:00 Paper Development Workshop (BBC 032)
Led by: Gary Knight, Willamette University, USA
Tanvi Kothari, San Jose State University, USA