



CHAPTER
US West

UNLV | LEE
BUSINESS SCHOOL

**Academy of International Business
U.S. West Chapter**

2023 Annual Conference

“International Business in a Post-COVID World”

March 16 – 18, 2023

University of Nevada, Las Vegas, Nevada, USA

THURSDAY MARCH 16

6:00 – 8:00PM

Welcome Reception at Alexis Park Resort and Hotel (Room: Zeus B/C)
375 E. Harmon Ave, Las Vegas, NV
Direct: 702-796-3300 / <https://www.alexispark.com/>

FRIDAY MARCH 17

8:00 – 9:30am

Registration

(Registration table in front of Beam Hall 241)

8:00 – 8:45am

Continental Breakfast (Beam Hall 239)

Sponsored by BYU's and UC Denver's CIBERs

8:45 – 9:00am

Welcome Remarks (Beam Hall 241)

Anjala Krishen, Chair of the Department of Marketing and International Business, Lee Business School

Melvin (Mel) Jameson, Lee Business School (Local Host)

Tanvi Kothari and Nila Wiese, AIB-US West Conference Co-Chairs

9:00 – 9:45am **Opening Plenary: “Antifragility for a Fragmented World”** (Beam Hall 241)
AIB Fellow Charles Dhanaraj
Chair, Department of Management, and Evelyn & Jay Piccinati Endowed
Chair, Daniels College of Business, University of Denver

9:45 – 10:15am **Coffee Break and Sponsors Showcase** (Beam Hall 239)
Sponsored by BYU and University of Colorado Denver CIBERs

10:15 – 11:30 **Competitive Sessions 1.1**

Competitive Session 1.1a: Global Strategy (Beam Hall 212)
Session Chair: Gary Knight, Willamette University

The Source of Advantages for Domestic and Foreign MNE

Walid Hejazi, University of Toronto, Rotman School of Management (Canada); Jianmin Tang, Productivity & Trade of Strategic, Research and Results Branch at Innovation, Science and Economic Development Canada (ISED) (Canada); Weimin Wang, Statistics Canada (Canada)

Informal Networks as Social Capital in International Business: A Liability or an Asset of Foreignness?

Yongsun Paik, Loyola Marymount University (USA)

Emerging Trends and Challenges for Global Contact Centers

Todd Hart Friends, Whitworth University; Zach Sun, Whitworth University (USA)

Family Firms’ Restructuring: Asset Versus Cost Surger

Ho Wook Shin, California State University Long Beach (USA); Dong Hoon Shin, University of Wisconsin Whitewater (USA)

Competitive Session 1.1b: IB Pedagogy (Beam Hall 216)
Session Chair: Simon Greathead, Brigham Young University

Provincial Energy in Latin America: Executive Kidnapping Across Cultures - Case Study

Amanda Budde-Sung, U.S. Air Force Academy (USA)

Joe and the Juice: Post-Pandemic Challenges and Strategies - Case Study

Lihua Wang, San Francisco State University (USA); Victor Rod Dalgas, San Francisco State University (USA), Sofie Le, San Francisco State University (USA); Rasmus Høngaard, San Francisco State University (USA); Luke Heller, San Francisco State University (USA)

The Sustaining Value of Using Online Software in Teaching IB Courses During the Pandemic and Beyond: The Case of the Global Market Potential & Strategy Online (GMP SO) – Demonstration

Basil John Janavaras, Minnesota State University, Mankato (USA); **Gaye Acikdilli**, The University of North Carolina at Pembroke (USA); **Christopher**

11:30 - 12:45pm **H Ziemnowicz**, The University of Northern Carolina at Pembroke (USA);
Suresh George, Coventry University (United Kingdom)
Women of the Academy of International Business (WAIB) Panel:
“Leadership in the COVID Era” (Beam Hall 241)

Panelists:

Jessica Payne, Supervisory Health Systems Specialist to the Chief of Staff, Veterans Administration
Rose Xinjuan Zhang, Chinese University Academy of Social Sciences
William (Bill) Newburry, Florida International University
Amanda Budde-Sung, US Air Force Academy
Tanvi Kothari, San Jose State University
Moderated by Amanda Budde-Sung and Tanvi Kothari

12:45 – 2:00pm **Lunch**
Student Union – Dining Commons

2:00 – 3:00pm **Competitive Sessions 1.2**

Competitive Session 1.2a: Cultural and Social Issues in International Business (Beam Hall 212)
Session Chair: Todd Hart Friends, Whitworth University

Culture and Innovation: A Human Emancipation Perspective
Kia Hamid Yeganeh, Winona State University (USA)

The Sharp Side of the “Double-Edged Sword”: Diversity-Impacted Transactive Memory Systems and Team Performance
Dennis Wajda, Coastal Carolina University (USA)

Medical Tourism: Babies Across the Border
Florence Neymotin, Nova Southeastern University (USA)

Competitive Session 1.2b: The Effects of COVID on International Business (Beam Hall 216)
Session Chair: Lihua Wang, San Francisco State University

Caribbean’s Global Competitiveness From a Systemic and Multifactorial Perspective for the Trans-COVID-19 Period
Segundo Castro-González, University of Puerto Rico-Rio Piedras Campus (USA); Jairo Ayala-Godoy, University of Puerto Rico (USA); Theany Calderon-Abreu, University of Puerto Rico (USA)

Growing Out of Covid-19? Role of Digitalization in Immigrant and Ethnic Minority Businesses
Narayan Prasad Bhattarai, University of the West of Scotland (United Kingdom); Sarika Pruthi, San Jose State University (USA)

Effect of Home-Country Market Size and Economic Stimuli During COVID-19 on Unicorns’ Valuation

Izzet Sidki Darendeli, California State University East Bay (USA)

3.00 – 3.20pm **Power Break** (light refreshments) (Beam Hall 239)

3.30 – 6:00pm **Site Visit to World Market Center** (3:30 meet in the lobby of Beam Hall for departure)*

* Transportation provided from UNLV to the World Market Center.
Participants are responsible for their own transportation back to their respective hotels.

Dinner: Provided by each participant. We encourage you to explore and enjoy Las Vegas!

SATURDAY MARCH 18

8:00 – 8:45 **Continental Breakfast** (Beam Hall 239)
Sponsored by BYU's and University of Colorado Denver's CIBERs

8:30 – 9:15am **RMCIber-sponsored Session: "IHRM in a Post-Covid World: The Future of Work, AI, and the Role of Global Business Leaders"**
Dr. Wayne F. Cascio, Distinguished Professor Emeritus, University of Colorado Denver
Moderated by:
Manuel G. Serapio, Associate Professor of International Business, Business School; Faculty Director, Institute for International Business & CIBER, University of Colorado Denver
and,
Jonathon Wood, Managing Director Whitmore Global Business Center Brigham Young University

9:15 – 10.15 **AIB Insights Session**
William (Bill) Newburry
AIB Fellow and Editor, *AIB Insights*
Chair, Department of International Business, and Ryder Eminent Scholar of Global Business, Florida International University
and,
Gary Knight, Professor of Global Management; Helen Simpson Jackson Endowed Chair of International Management, Willamette University

10.15 – 10.45 **Coffee Break and Authors' Showcase** (Beam Hall 239)

10:45 – 12:00 **Competitive Sessions 2.1**

Competitive Session 2.1a: Internationalization Strategies and Processes (Beam Hall 212)
Session Chair: Walid Hejazi, University of Toronto

Institutional Environment and Political Strategy Effects on International Expansion

Cinara Gambirage, University of Groningen (Netherlands); Mohamad Amal, Universidade Regional de Blumenau (Brazil); William Newburry, Florida International University (USA); Wlamir Goncalves Xavier, Biola University (USA); Jaison Caetano da Silva, Fundacao Getulio Vargas (Brazil); Ronaldo Parente, Florida International University (USA)

Internationalisation Process, Organisational Learning and Competitive Advantage Attainment: A Conceptual Perspective

Christine Aliyu Makama, Jacksonville University; Doug Johansen, Jacksonville University (USA)

Lost in Translation, Found in Meaning: The Transfer of Family Firm Practices Across Borders as a Carrier of Socioemotional Wealth

Carlos González, ITAM-Instituto Tecnológico Autónomo de México (Mexico); Madeleine Bausch, Universidad de Chile (Chile)

Emerging Market Firm Acquisitions and The Factors Influencing Their Valuations

Rama Krishna Reddy, Indiana University South Bend (USA)

Competitive Session 2.1b: Leadership and Innovation in International Business

Session Chair: Dawn Keig, Whitworth University

Market-driven Impacts of Climate Change and Firms' Renewable Energy Innovation: A Conceptual Review

Hiva Rastegar, Massey University (New Zealand); Gabriel Eweje, Massey University (New Zealand); Aymen Sajjad, Massey University (New Zealand)

Digital Collaborative Consumption in Food Delivery Industry: Lessons from Emerging Markets

Tinayeshe Shumba, Wits University (South Africa)

The Effect of Leadership on Entrepreneurial Orientation, Learning and Internationalisation Performance: A Case of Czech SMEs

Mohit Srivastava, EM Normandie Business School (France); Mattia Scali, Prague University of Business and Economics (Czech Republic)

12:00 – 1:00

Lunch (Dining Commons)

1:00 – 1:45

Publishing in the *Journal of International Business Studies* – Editorial Advice

Rosalie Tung, Incoming Editor-in-Chief, *JIBS*
AIB Fellow and Ming and Stella Wong Professor of International Business, Beedie School of Business, Simon Fraser University

1:45 - 2:15 **Business Meeting and Awards Ceremony** (Beam Hall 241)

2:15 – 2:30 **Coffee break** (Beam Hall 239)

2:30 – 5:00 ***Journal of International Business Studies* - Paper Development Workshop** (Beam Hall 239) - Open to PDW participants only

Led by:

AIB Fellow Dr. Rosalie Tung, Incoming *JIBS* Editor-in-Chief,
Ming and Stella Wong Professor of International Business, Beedie
School of Business, Simon Fraser University (Canada)

AIB Fellow Marjorie Lyles, Chancellor's Professor Emeritus
Kelley School of Business Indianapolis, Indiana University

AIB Fellow Gary Knight, Professor of Global Management and Helen
Simpson Jackson Endowed Chair of International Management,
Atkinson Graduate School of Management, Willamette University

Coordinated by: Sarika Pruthi, San Jose State University

2:30 – 4:30: Roundtables

4:30 - 5:00: Debrief and Final Remarks