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 Bansí, 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-Sanchez, 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, Hanakuk 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