2018 Annual Conference
Academy of International Business
US-West Chapter

October 18-20, 2018
Denver, Colorado, USA
Executive Committee 2018-2019

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Acknowledgements

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Dr. Manuel Serapio, CIBER and Business School at the University of Colorado Denver.

Dr. Tanvi Kothari and Dr. Sarika Pruthi, Lucas College and Graduate School of Business, San Jose State University.

Tunga Kiyak, Managing Director, Academy of International Business.

Kathy Kiessling, Member Services Coordinator, Academy of International Business.

Tami Hulbert, School of Business and Leadership, University of Puget Sound.

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We also acknowledge the sponsorship and support received from the Global Business Center, Foster School of Business at the University of Washington.
Dear Colleagues,

Welcome to the annual conference of the Academy of International Business, Western United States Chapter (AIB US-W). We are pleased to welcome you to this event, hosted by the Daniels College of Business at the University of Denver. The AIB US-W chapter’s purpose is to provide AIB members with opportunities to present their research, exchange ideas, and establish professional contacts in the field of international business.

AIB US-W is a chapter of the Academy of International Business, the leading association of scholars and specialists in international business. AIB membership now exceeds 3,000 scholars, researchers, practitioners, and officials from around the world. It also includes 18 chapters worldwide, such as AIB US-W, whose goal is to facilitate knowledge exchange and networking about international business in a more regional setting.

The success of our chapter would not be possible without the efforts of our many supporters and friends. We are grateful to our Program Chair, Dr. Nila Wiese, University of Puget Sound, who has made this conference possible. We are also grateful to our executives, Dr. Tanvi Kothari and Dr. Sarika Pruthi, both from San Jose State University.

We are deeply indebted to Dr. Dan Baack and the Daniels College of Business at the University of Denver for hosting the conference and for providing this year’s venue. We also acknowledge Dr. Manuel Serapio and the support of the Centers for International Business Education and Research (CIBERs) at Brigham Young University and University of Colorado Denver. Finally, we are obliged to the conference authors, reviewers, panelists, participants, and volunteers, without whom this event would not be possible.

Nestled alongside the Rocky Mountains, Denver combines 300 days of sunshine, a thriving cultural scene, and natural beauty that together make for one of the world's most spectacular playgrounds. Denver has been ranked No. 1 on Forbes magazine’s list of the Best Places for Business and Careers. The region is home to large multinationals and innovative firms in a wide range of industries. Denver is a unique venue for the 2018 conference, and provides a wonderful opportunity to learn and converse on many topics vital to international business.

Best wishes for a great conference, and thank you for your participation!

Gary Knight
Chair, AIB US-W
Professor and Helen Jackson Chair
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Welcome Letter from Chapter Chair
All Conference Events will be in the Joy Burns Center #11 on map below.
Program at a Glance

Thursday, October 18

18:00-20:00  Registration & Opening Reception
Flagstone’s Restaurant—Holiday Inn Denver, Cherry Creek

Friday, October 19

08:30-09:30  Registration
09:00-09:20  Welcome Remarks
09:20-10:40  Panel: Executives’ Perspectives on International Business
10:40-11:00  Executive Panel - Coffee Break
11:00-12:30  Competitive Sessions 1.1
12:30-13:50  Luncheon and Plenary Session: The Globalization of Chinese Companies
14:00-15:10  Competitive Sessions 1.2
15:10-15:30  International Entrepreneurship Workshop - Coffee Break
15:30-18:00  Faculty Development Workshop on International Entrepreneurship

Saturday, October 20

08:30-09:30  Registration
09:00-10:15  Panel: Gender Issues in IB
10:15-10:30  Gender in IB Panel - Coffee Break
10:30-12:00  Competitive Sessions 2.1 & Paper Development Workshop
12:00-13:30  Luncheon & Meet the Editor Session
13:30-14:40  Competitive Sessions 2.2
14:45-15:30  Business Meeting & Awards
FRIDAY OCTOBER 19

08:30 - 09:30 Registration (Joy Burns Center, Atrium)
09:00-09:20 Welcome Remarks
Joy Burns Center (JBC) - 231

Gary Knight is the Helen Jackson Chair in International Business at Willamette University in Salem and Portland, Oregon, USA. Gary has co-authored six books, including two textbooks on international business and a book on international marketing research. He has won awards for excellence in teaching at Willamette University and in the MBA program at Florida State University, where he directed the school’s International Business Program for 15 years.

Dr. Knight’s research emphasizes international strategy, international marketing, international entrepreneurship, and technology in international business. Gary has authored more than 100 refereed articles in academic journals and conference proceedings, including *Journal of the Academy of Marketing Science, Journal of International Marketing, International Business Review, Journal of International Business Studies*, and *Journal of World Business*, among others. Along with his co-author S. Tamer Cavusgil, Dr. Knight won the 2014 *Journal of International Business Studies Decade Award* for their article on international entrepreneurship and born global firms. Prior to joining academia, he was an executive in international business, with a focus in Europe, Japan, and Mexico.

Dr. Knight earned his MBA at the University of Washington and PhD at Michigan State University, in marketing and international business. Earlier degrees were in Finance and Modern Languages.

Nila M. Wiese is Professor of International Business and Marketing in the School of Business and Leadership at the University of Puget Sound, in Tacoma, Washington. At Puget Sound, she has been named the Nat S. and Marian W. Rogers Professor (2007 -09 & 2017-19), and was the Director of the Business Leadership Program from 2012-2017. Dr. Wiese has taught extensively in undergraduate, graduate and EMBA programs in the USA, Central America, and Asia. She has professional experience in banking, consulting, and executive training. Prior to joining Puget Sound, Dr. Wiese worked in small business development in Central America and for the State of Washington. Dr. Wiese’s current research interests are in the areas of international business strategy particularly focusing on base of the pyramid markets and Latin America, and on gender issues in international management.

Dr. Wiese has a Ph.D. in Marketing from the University of Oregon and a Master in International Management from Baylor University.

Daniel W. Baack is the Associate Dean and Faculty Director for the Full-time, Executive, and Professional MBA programs at the Daniels College of Business, as well as Associate Professor of Marketing. Dr. Baack’s research focuses on advertising effectiveness and the influence of culture in international marketing. He is currently working on the second edition of his textbook *International Marketing* by Sage Publications. Dr. Baack has published his research in various journals including the *Journal of International Business Studies, Journal of Advertising, Journal of Advertising Research, Journal of International Management, Journal of International Marketing, European Journal of Marketing, Journal of Business Research, International Business Review*, and the *Journal of Product and Brand Management*. 
Randy Engel was elected Executive Vice President, Strategic Development in September 2008, after having served as Senior Vice President, Strategy and Corporate Development since 2007. Mr. Engel has been with Newmont since 1994, and has served in various capacities in the areas of business planning, corporate treasury, and human resources. Mr. Engel holds a Master of Science degree in Finance from the University of Denver, and a Bachelor degree in Business Administration from the University of Colorado.

Rahul Goyal During his 15 years at Molson Coors, Rahul has had the opportunity to work across multiple functions and countries. Currently the Chief Strategy Officer at Molson Coors, Rahul has also lead large transformational projects and provided cross-functional leadership in IT and Finance. He is currently responsible for driving the in-organic growth agenda at Molson Coors. Rahul thinks the best part about working in beer is twofold: connecting with anybody from around the world over one of life's simple pleasures (beer), and the opportunity to travel and work in different countries.

Luis Felipe Rodrigues Vega serves as Head of Growth, Innovation and Delivery for WUWay, a transformation initiative launched in 2016 to improve the way Western Union serves customers and drives growth. Luis Felipe joined Western Union in 2010 as VP and General Manager Mexico, overseeing all aspects of the corporation in country. Luis was promoted and relocated to the US in 2014 as VP Head of Commercial Sales U.S., where he led a business representing approximately 20% of WU global revenue. Prior to WU, Luis Felipe served four years as CEO of a Mexico City-based joint venture owned by BBVA and Telefonica, offering electronic payment services and mobile solutions to government and corporate segments across Latin America. Luis Felipe began his career as Stock Market Analyst and Portfolio Manager with BBVA in Mexico City. He held several leadership roles with Telefonica starting in 2001 and gained entrepreneurial experience as founder of an internet startup in 2000. Luis Felipe has lived and worked in Mexico, the U.S., Canada, and Costa Rica. He holds a Bachelor’s degree in International Business from the Monterrey Institute of Technology (ITESM), an Executive degree in General Management from IPADE Business School and a Blockchain Program Diploma from Massachusetts Institute of Technology.
Brent Chrite  E. LaBrent (Brent) Chrite is Dean of the University of Denver’s Daniels College of Business, where he is leading the organization through a major strategic shift. His specialization is on change management, strategic innovation, and globalization. Dr. Chrite is known for taking on some of the world’s toughest markets using fresh approaches and pursuing a passion for building individual and institutional capacities and enabling environments. His experiences include working on behalf of the World Bank to address poverty challenges in Ethiopia and Tanzania; for the Eurasia Foundation to strengthen private sector enterprises in Uzbekistan; and on the landmark Millennium Promise Initiative, a program led by Jeffrey Sachs to evaluate the efficacy and impact of the Millennium Village business models throughout East Africa. He is currently working on behalf of the US State Department on economic and workforce development activities in Afghanistan.

Dr. Brent developed market entry strategies in Poland and Namibia for Whirlpool and General Motors respectively in his capacity as managing director of the William Davidson Institute while at University of Michigan. During his 30 year career, Dr. Chrite has held positions in both higher education and the private sector, including as dean of the Feliciano School of Business at Montclair State, and Senior Associate Dean at the University of Arizona’s Eller College of Management. He also worked in the healthcare practice for Rathmoor Company, a small boutique consulting firm, and served in leadership capacities with the Sisters of Mercy and the University of Michigan hospital systems. He serves on the boards of Gordon Food Service, the Denver Metropolitan Chamber of Commerce and Junior Achievement Rocky Mountain, Inc.

Dr. Chrite has an undergraduate degree from Michigan State University, an MS from University of Missouri-Columbia, and a PhD from the University of Michigan.

10:40 - 11:00 Executive Panel - Coffee Break
11:00 - 12:30 Competitive Sessions 1.1

1.1a: IB Theory, FDI, and Entry Modes (JBC 231)
Session Chair: Jorge Heredia Perez

- Ownership Choice in Cross-Border Acquisitions of U.S and Chinese Digital MNEs: The Prominence of Market Size over Institutional Distance
  Yu-Yuan Shih, National Taiwan University, Taiwan
  Yi-Long Jaw, National Taiwan University, Taiwan

- The Impact of Strategic Motives on Mode of Entry Choice: The Moderating Role of Regulative Institutional Environment in Ghana
  Samuel Bucklock Ato Dadzie, Ghana Institute of Management and Public Administration, Ghana

- Transitory Market Reforms: Mechanisms and Effects over Firms’ Performance
  Octavio Augusto Darcie de Barros, Fundação Getulio Vargas, Brazil
  Paulo Roberto Arvate, Fundação Getulio Vargas, Brazil

- Foreign Direct Investment, Institutions, and Innovativeness of Latin American Firms
  Jorge Heredia Perez, Universidad del Pacifico, Peru
  Alejandro Flores, Universidad del Pacifico, Peru

1.1b: Corporate Social Responsibility (JBC 211)
Session Chair: Dawn Keig

- Ownership, Institutions and Sustainability Practices
  Jimi Kim, University of New South Wales, Australia

- Bound to Look Good: Firm Commitment to CSR Initiatives and Related Strategic Pressure
  Randika Sanjeewa Eramudugoda Gamage, University of Texas El Paso, USA

- Making Sense of Political Connections: Corruption or Strategy?
  Tolga Ulusemre, Hawaii Pacific University, USA

- Multinational Enterprise Tolerance of Slavery Environments: A Portfolio Approach
  Dawn Keig, Whitworth University, USA
  Lance Eliot Brouthers, Kennesaw State University, USA
12:30 - 13:50 — JBC 231
Luncheon & Plenary Session
“The Globalization of Chinese Companies”
Dr. Ilan Alon—University of Agder, Norway

Ilan Alon is Professor of Strategy and International Marketing at the School of Business and Law, University of Agder. He holds a Ph.D. from Kent State University (USA).

Dr. Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets. His publications have appeared in various journals including *Harvard Business Review, Management International Review, International Business Review, Journal of International Marketing*, and *International Marketing Review*.

Dr. Alon is the Head of International Affairs for the School of Business and Law at the University of Agder, and leader of the Emerging Markets research group. He is also Editor-in-Chief of the *International Journal of Emerging Markets* and the *European Journal of International Management*.

Dr. Alon has held research positions at Harvard University, Georgetown University, and University of International Business and Economics in China. He has worked with government bodies, non-profit organizations, MNCs, and international associations on projects ranging from capacity development to international business strategy. Dr. Alon is also a frequent speaker on international networks including National Public Radio and Voice of America (USA), RTV (Russia) and Dagens Næringsliv (Norway).
1.2a: Internationalization Strategies (JBC 231)
Session Chair: Richard Lobron

- Evolution of Smaller Early Internationalizing Firms: A Critical Events Approach
  Luisa Antunes Garcia de Campos, University of South Australia, Australia
  Susan Freeman, University of South Australia, Australia
  Tamer Cavusgil, University of South Australia, Australia
  Catherine Axinn, Ohio University, USA

- Internationalization of SMEs: Evidence from Switzerland
  Vijaya Narapareddy, University of Denver, USA
  Philippe Lamb, Universite de Neuchatel, Switzerland
  Oussama Darouichi, Universite de Neuchatel, Switzerland

- Internationalization Process of Emerging Market Firms: Does Foreign Ownership Make a Difference?
  Yuanyuan Li, Rutgers University of New Jersey, USA

- Strategic Internationalization Starts at Home: The Case of Capacity Creation in the Democratic Republic of Congo-DRC
  Richard John Lobron, Temple University, USA
  Bertrand Guillotin, Temple University, USA

1.2b: Emerging Markets (JBC 211)
Session Chair: Alejandro Flores

- Localization and Subsidiary Development of Foreign Multinationals in China
  Tung-Lung Steven Chang, Long Island University, USA
  Meng-Chun Liu, Chung-Hua Institution for Economic Research, Taiwan
  Baoming Li, Tsinghua University, China

- How an Emerging Economy Firm—Tata Consultancy Services—Sustains its Competitiveness: A Case Study through a Business Model Lens
  Prashant Salwan, Indian Institute of Management Indore, India
  Nivisha Singh, Indian Institute of Management Indore, India

- Managing Technological Innovation under the Effects of Informal Economic Activity
  Jorge Heredia Perez, Universidad del Pacifico, Peru
  Alejandro Flores, Universidad del Pacifico, Peru

  Alejandro Flores, Universidad del Pacifico, Peru
  Jorge Heredia Perez, Universidad del Pacifico, Peru
Patricia McDougall-Covin is a Professor Emeritus at Indiana University’s Kelley School of Business. Formerly, she was the William L. Haeberle Professor of Entrepreneurship and the Faculty Director of the Institute for International Business. She served as Associate Dean of the Kelley School of Business from 2004-2009. Dr. McDougall-Covin is a Fellow in the Academy of International Business and a 21st Century Entrepreneurship Research Fellow. She is the former Vice President-Programs for the Academy of International Business and former Entrepreneurship Division Chair in the Academy of Management. In 2017, she was named as one of the 40 Best Undergraduate Business Professors in the U.S. by Poets and Quants.

Dr. McDougall-Covin and her frequent co-author are widely credited with pioneering the growing academic field of international entrepreneurship and were presented with the Journal of International Business Studies Decade Award for their article on the early internationalization of new ventures. Their article was also awarded the Foundational Paper Award by the Academy of Management Entrepreneurship Division for its lasting and positive influence on the field of entrepreneurship.

Dr. McDougall-Covin has received several teaching and research recognitions, including Indiana University’s Trustees’ Teaching Excellence Recognition Award, the Kelley School’s Full Professor Research Excellence Award and Indiana University’s John W. Ryan Award for Distinguished Contributions to International Programs and Studies. She has co-edited four books and published numerous articles which appear in a variety of academic journals. She has served on ten editorial boards. Her business teaching cases appear in more than twenty-five leading textbooks. Her research has been presented in the business press, including Inc. magazine, USA Today, and The Wall Street Journal.

Manuel G. Serapio is Faculty Director of the Center for International Business Education and Research (CIBER) at the University of Colorado Denver’s Institute for International Business, and Associate Professor of International Business and Entrepreneurship at the Business School, University of Colorado Denver. Dr. Serapio specializes in the design and development of global business education programs, and actively consults with entrepreneurial and multinational companies. He received his PhD from the University of Illinois at Urbana Champaign and MBA from the University of Hawaii. In collaboration with Dr. Patricia McDougall-Covin, Dr. Serapio co-developed the Faculty Development in International Entrepreneurship Program and offered it to more than 200 faculty members from 25+ countries. He is co-author (with Antonella Zucchella and Birgit Hagen, University of Pavia) of a new book in International Entrepreneurship (Edward Elgar).

The International Entrepreneurship Faculty Workshop is sponsored by the University of Colorado Denver’s Center for International Business Education and Research (CIBER).
SATURDAY, OCTOBER 20

08:30-09:30  Registration (JBC Atrium)

09:00-10:15  Panel: Gender Issues in International Business – A Research and Pedagogical Agenda (JBC 231)
Sponsored by
WAIB - Women in the Academy of International Business

Panelists:  Dawn L. Keig, Whitworth University, USA
Tanvi Kothari, San Jose State University, USA
Nila Wiese, University of Puget Sound, USA

Dawn Keig is an Associate Professor of Strategic Management and International Business and Chair of the Business and Economics Department at Whitworth University in Spokane, Washington. She received her doctorate from Kennesaw State University in Kennesaw, Georgia. Her research examines how multinational firm outcomes are shaped by the institutional characteristics of their diverse international operating location environments. In particular, she is interested in how firm corporate social responsibility and irresponsibility are impacted by formal and informal institutions. Her work has been published in journals including the Journal of International Business, Journal of Management Studies, and Management International Review. Prior to entering academia, Dr. Keig spent 27 years in the global management consulting and information technology industries.

Tanvi Kothari is an Associate Professor of International Business and Strategic Management in the Lucas College and Graduate School of Business. Extensively published in leading international business journals, she contributes substantially as a scholar in entrepreneurship and international business. Her research focuses on internationalization of innovations originating in emerging markets, specifically India and China. Currently, Dr. Kothari is involved in multiple research projects involving study of Women Entrepreneurs from India, China, Philippines and the U.S. She is also evaluating the impact of migration on diaspora entrepreneurship. In her role as a faculty member she has led many initiatives to globalize the campus, led study abroad programs and participates in international conferences and workshops. Prior to joining SJSU in 2012, Dr. Kothari was a faculty member at University of Wisconsin Oshkosh and Fox School of Business, Temple University. She earned a PhD and a Master in Business Administration from Temple University and a Bachelor’s from Mumbai University, India. Dr. Kothari has held management and research positions with international companies and research organizations like Thomas Cook, Philadelphia Marriott, Melrose Hotel Co. and the National Laboratory of Tourism & eCommerce.

10:15-10:30 Gender in IB Panel — Coffee Break
10:30 - 12:00 Competitive Sessions 2.1 & PDW

2.1a: International Entrepreneurship (JBC 231)
Session Chair: Gary Knight

- The Role of Exporting Efficacy as an Antecedent of Entrepreneurial Actions for U.S. Exporting Small and Medium Sized Enterprises
  Travis Jody Simkins, Arkansas State University, USA
  Mark Peterson, University of Wyoming, USA

- The Exigency of Social Networks in Entrepreneurial Orientation: A Study of Networking Ability and Proactiveness among University Students in North Central Zone of Nigeria
  Abu Amodu Ameh, Kogi State University, Anyigba, Nigeria
  Kenneth Chukwuma Nwekpa, Ebonyi State University, Abakaliki, Nigeria

- The Role of Dynamic Managerial Capability in Identifying International Opportunity: An Empirical Investigation of Born Global Firms from an Emerging Economy
  Imtiaz Mostafiz, Taylor’s University, Malaysia
  Murali Sambasivan, Taylor's University, Malaysia
  Goh See Kwong, Taylor's University, Malaysia

- Emotions in Strategizing: Founder Leaders’ Emotions in Internationalization Decision
  Prashant Salwan, Indian Institute of Management Indore, India
  Rameshwar Arora, Indian Institute of Management Indore, India

Paper Development Workshop (JBC 211)
Led by Professors Tanvi Kothari and Sarika Pruthi

12:00 - 13:30 Luncheon & Meet the Editor Session
JBC 231
Dr. Ilan Alon
Editor of the International Journal of Emerging Markets and the European Journal of International Management
13:30 - 14:40 Competitive Sessions 2.2

2.2a: International Economics and Finance (JBC 231)
Session Chair: Jun Park

- Linkage Analysis and US-Chile Free Trade Negotiations
  Larry Crump, Griffith University, Australia

- Crowdlending: An Emerging Investment Platform in the EU
  Manuel Gutierrez, Loyola Marymount University, USA
  Anatoly Zhuplev, Loyola Marymount University, USA

- Do Cross-Listed Targets Make a Difference in Cross-Border Acquisitions?
  Ryan L. Mason, Chapman University, USA

2.2b: Culture and Management (JBC 211)
Session Chair: Mario Krenn

- Online Education: Culture Theory and Praxis (Case Study)
  Biff Baker, Metropolitan State University of Denver, USA

- A Diaspora Management Framework for the 21st Century
  Masud Chand, Wichita State University, USA

- Culture, Shareholder Protection Laws, and the Ownership Concentration of Public Corporations Around the World
  Mario Krenn, Southeastern Louisiana University, USA

14:45 - 15:30 Business Meeting & Awards
(JBC 231)
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