



Conference Sessions
Preliminary Program

BI Norwegian School of Management

Oslo

May 26 – 28, 2010

WEDNESDAY, 26th MAY

13:00- 17:00 Registration

Location: Conference reception area BI

14:00-14:30

Welcome and Opening Ceremony

Location: BI plenary room

14:30 -15:30 Parallel Sessions 1.1 and 1.2

Internationalisation process I

Chairman: Geir Gripsrud

Location: Room C2-040

The Variant Role of Dynamic Capability in Internaitonal Market Entry and Expansion

Saba Kahalid, Ast. Professor, University of Vaasa, Finland

Pervez Ghauri, Professor, Kings College, London, Uk

Path Analysis Between International Risk and International Performance

Xu Hui, Doctor, Professor, Business school, Nankai University

Zou Hui-min, Phd Student, Business school, Nankai University

Guo Jing, Phd Student, Business school, Nankai University

The late mover's route to Excel: Gaining advantages with Growing Dynamic Capabilities and resources

Huifen Fu, University of International Business and Economics, Beijing China

Shaoming Zou, University of Missouri – Colombia, USA

Tiedong Wang, University of International Business and Economics, Beijing China

Relations in channels

Chairman: Claude Obadia

Location: Room C2-005

Meeting the Needs of Your Customer in Export Marketing Channels: a Two-Edged Sword?

Gro Alteren, Norut – Northern Research Institute, Tromsø.

Antecedents and outcomes of supplier driven innovation in international customer supplier relationships: does culture difference matter?

Ruey-Jer Bryan Jean, National Chengchi University, Taiwan
Rudolf Sinkovic, Manchester Business School, UK
Daekwan Kim, Florida State University, USA

15:30-16:00 Break

16:00 -17:00 Plenary session I

Key note speech I

Location: BI plenary room

The world is not what it used to be: how can we cope?

Dr. Øystein Noreng, Professor of petroleum economics, BI Norwegian School of Management.

18:00-19:30 Welcome reception

Location: Oslo Town Hall

THURSDAY, 27th MAY

08:30-10:00 Parallel Sessions 1.1 and 1.2

Session 2.1: Internationalisation process II

Chairman: Rudolf Sinkovic

Location: BI, Room C2-005

Internationalization Processes of Technology-Oriented SMEs: The Role of Regional, National and Global Networks

Inger Beate Pettersen, BI Norwegian School of Management, Bergen Campus

Food Culture Distance and Organizational Performance: An Empirical Study of International Food Enterprises

Goudarz Azar, Swedish University of Agricultural Sciences (SLU)

“Springboard Country” and “Springboard Subsidiary”: a New Perspective on Internationalization in Latin America

José Pla-Barber, University of Valencia, Spain

Joaquín Camps, University of Valencia, Spain

Anoop Madhok, Schulich School of Business, York University, Canada

Session 2.2: Research methodology in marketing

Session Chairwoman: Aysegul Özsumer

Location: BI, Room C2-040

Dealing With Endogeneity in Inter-Organizational and Marketing Strategy Research: a Review

Jon Bingen Sande, BI Norwegian School of Management, Oslo

Lifestyles in Marketing Research: a Review

Mihaela-Cornelia Dan, Academy of Economic Studies of Bucharest

Simona Vasilache, Academy of Economic Studies of Bucharest

New Institutional Perspective on Foreign Market Selection. A Conceptual Framework Development

Oxana Smochin, School of Business, Economics and Law University of Gothenburg

Tailoring the Marketing Mix for Customers at the Bottom of the Pyramid (BOP)

Richard Fletcher, University of Western Sydney

10:00-10:30 Break

10:30-12:30 Parallel Sessions 2.1 and 2.2

Session 3.1: Internationalisation process III

Chairwoman: Barbara Stöttinger

Location: BI, Room C2-005

Acceleration and Withdrawal in the Internationalization Theory

Pieter Pauwels, Maastricht University, The Netherlands
Paul Matthyssens, Antwerp University, Belgium

E-Business Adoption and its Impact on International Business Performance

Wang Jian, School of International Trade and Economics University of International Business and Economics (UIBE)

Chinese Firms' International Expansion and Performance: Based on the View of Industry Risk Perception and Enterprises' Ownership as Moderator

Xu Hui, Doctor, Professor, Business school, Nankai University
Ji Chunli, Ph. D. Candidate, Business school of Nankai University

Session 3.2: Entry modes/distribution in international marketing

Chairman: Dan Bello

Location: BI, Room C2-040

Traditional Fishmarkets vs. Direct Distribution? Japanese Seafood Distribution Coping with a New Reality

Morten H. Abrahamsen, BI Norwegian School of Management, Stavanger Campus
Håkan Håkansson, BI Norwegian School of Management, Oslo

The Impact of Foreignness on Export Relationships

Claude Obadia, Advancia-Negocia, Graduate School of Entrepreneurship, Paris

Switching Export Operation Modes. Partner Dynamics as Inter- and Intra-Mode Switch Motivator

Carl Arthur Solberg, BI Norwegian School of Management, Oslo

12:30-13:30 Lunch

Location: BI campus restaurant

13:30-15:00 Parallel Sessions 3.1 and 3.2

Session 4.1: Country of origin effects/branding/consumer behaviour II

Chairwoman: June Francis

Location: BI, Room C2-005

The Evolution of Brands for Airline Networks

Giulio De Durante, Manchester Business School, University of Manchester

Evaluations, attitudes and purchase intentions of global brands with domestic foreign origins: the impact of globalization attitude and global consumption orientation

Petra Riefler, Department of Marketing, University of Vienna, Austria

Adamantou Diamantopoulos, Department of Marketing, University of Vienna, Austria

Country of Origin Image and Brand Image Congruence: The Impact on Brand Equity

Erik B. Nes, BI Norwegian School of Management

Geir Gripsrud, BI Norwegian School of Management

Session 4.2: Market orientation

Chairman: Pervez Ghauri

Location: BI, Room C2-040

Market Orientation, Organizational Learning, Product Innovation, and New Product Performance in Foreign Markets

Mike Chen-Ho Chao, Baruch College, CUNY

Innovation in Low Performing Technological Exporters: The Trade-off Between Customer and Technology

Paula Hortinha, ISCTE Business School, Lisbon and School of Economics and Management of Universidade Nova Lisboa, Portugal

Luis Filipe Lages School of Economics and Management of Universidade Nova Lisboa, Portugal.

Carmen Lages is Assistant Professor at ISCTE Business School, Lisbon, Portugal

Market Orientation-Export Performance Linkage: The Moderating Role of Competitive Intensity

Carlos M. P. Sousa, Marketing Group, UCD Michael Smurfit School of Business, University College Dublin

Jorge F. B. Lengler, ISCTE Business School - Lisbon University Institute

15:00-15:30 Break

15:30-17:00 Parallel Sessions 4.1 and 4.2

Session 5.1: Country of origin effects/branding/consumer behaviour I

Chairman: Erik B. Nes

Location: BI, Room C2-005

Consumer Confusion of Geographical Indications in International Markets: Implications for Marketing Strategy

June Francis, Simon Fraser University, Burnaby, Canada

Internationalization of remote services: A three country study of perceptions, adaption and relationship marketing

Stefanie Paluch, TU Dortmund University, Dortmund

Hartmurt Holzmüller, TU Dortmund University, Dortmund

Consumers and Their Global (Local) Brands: A Closer Look at Situational Appeals

Nilufer Z. Aydinoglu, Koc University, Istanbul
Rajeev Batra, Ross School of Business, University of Michigan
Aysegul Ozsomer, Koc University, Istanbul

Session 5.2: Born globals

Chairman: Tage Koed Madsen

Location: BI, Room C2-040

Chinese and Norwegian Born Globals Compared

Siv Marina Flø Karlsen, Oslo University College
Youzhen Zhao, Fudan University
Randi Lunnan, Norwegian School of Management, BI

Do Born-Global SMEs Reap More Benefits from ICT Use Than Other Internationalising Small Firms?

Rudolf R. Sinkovics, Manchester Business School
Noemi Pezderka, Manchester Business School

Drivers and Market-Oriented Strategies of International New Ventures From a Transition Economy: Case Studies of New Polish SMEs

Witold Nowiński, Poznan School of Banking
Alex Rialp, Autonomous University of Barcelona(UAB)

17:00-18:00 Special session

Meet the editors (JIBS, IBR)

Location: Room C2-005

Dan Bello, Journal of International Business Studies; Pervez Ghauri, International Business Review

19:00-23.59 Fjord sightseeing and dinner on Board Tall Ship, Christian Radich

Location: Christian Radich, moored in Oslo Harbour (by the Town Hall)

FRIDAY, 28th MAY

08:30-10:00 Parallel Sessions 5.1 and 5.2

Session 6.1: Knowledge management

Chairwoman: Siv Marina Flø Karlsen

Location: BI, Room C2-005

The Importance of Capabilities in the Internationalization Process of Knowledge Based Born Global Service Firms

Nishant Kumar, Stockholm University

Organisational Learning Capability, Innovation Performance and Export Intensity: Evidence from a Technologically Leading Industry

Alegre Joaquín, University of Valencia
Pla-Barber José, University of Valencia
Chiva Ricardo, University Jaume I
Villar Cristina, University of Valencia

The activities and capabilities of global market driving firms

Ulf Elg, School of Economic and Management Lund University, Sweden
Pervez N. Ghauri, Kings College, London, UK
Veronica Tarnovaskaya, School of Economic and Management Lund University, Sweden

Session 6:2: Standardisation and adaptation of the marketing mix

Chairman: José Pla Barber

Location: BI, Room C2-040

International Standardization and Adaptation of Product Strategies – A New Approach to a 50-Year-Old Debate in International Marketing and Management

Stefan Schmid, ESCP Europe, Berlin Campus
Thomas Kotulla, ESCP Europe, Berlin Campus

International Marketing Strategy and Export Performance: Standardization, Adaptation or A Middle Road?

Maria-Cristina Stoian, Universitat Autònoma de Barcelona

Alex Rialp, Universitat Autònoma de Barcelona

Josep Rialp, Universitat Autònoma de Barcelona

Strategy – performance relationships and the impact of globalisation drivers and firm preparedness in international markets

Carl Arthur Solberg, Norwegian School of Management, Oslo

Francois Durrieu, Bordeaux École de Management, Talence, Bordeaux

10:00-10:30 Break

10:30-12:00 Plenary session II:

Future research directions in international marketing

Chairman: Hartmut Holzmuller

Location: Plenary room at BI

Richard Fletcher, University of Western Sydney

Aysegul Özsoy, Koc University, Istanbul

Tage Koed Madsen, University of Southern Denmark

Pervez Ghauri, Kings College, London

Dan Bello, Georgia State University, Atlanta Georgia, USA

12:00-13:00 Lunch

Location: BI campus restaurant

13:00-14:30 Parallel sessions

***New projects NP1, NP2, NP3, NP4, NP5
(to be defined)***

Location: Conference rooms at BI

14:30-15:00 Break

15:00-16:00 Plenary session III

Presentation of project proposals

16:00-17:00 Plenary session IV

Location: Plenary room at BI

Key note speech II

Yara International – A global leader in the fertiliser industry

Senior Vice President Downstream Egil Hogna

17:00-17:30 Summary & Closing Ceremony

19:00-24:00 Farewell Banquet Awards

Location: Grefsenkollen Restaurant

SATURDAY, 29th MAY

09:00-18:00 Optional Oslo sightseeing : Kon Tiki raft, Polar ships, Viking ships, Holmenkollen Ski Jump and Ski museum and more.

SATURDAY/SUNDAY, 29-30th MAY

Optional “Norway in a nutshell”: Take the train over the mountains and see the fjords