

2023 AIB-SE Conference Schedule of Sessions

Thursday, October 26- Events held at Georgia Institute of Technology
Scheller College of Business

[800 W. Peachtree St. NW, Scheller College of Business](#)

Session 0.0.A. - Registration and Badge Pickup for X-Culture

Thursday - 8:00 - 9:00

Location: SpringHill Suites by Marriott

3459 Buckhead Loop NE, Atlanta, GA

Note: X-Culture Students must be on a bus by 9:00 am for transport to YKK Corporation of America

Session 0.0.1. – Registration, Badge Pickup for AIB-SE- Coffee

Thursday - 8:00 - 9:30

Location: GATECH, Bill Moore Student Success Center, *President's Suite A and B*

[800 W. Peachtree St. NW, Scheller College of Business](#)

Session 0.1.1. - Doctoral Consortium

Thursday - 9:00 - 12:00

Location: GATECH, Bill Moore Student Success Center, *Clary Theater*

Session Co-Chairs:

John McIntyre, Georgia Institute of Technology, USA

William Newburry, Florida International University, USA

Session 0.2.2. - Networking Lunch

Thursday - 12:15 - 1:15

Location: GATECH, Bill Moore Student Success Center, *President's Suite A and B*

Networking Lunch for attendees of Doctoral Consortium, IB Teaching Workshop, and Methods Workshop Attendees.

Session 0.3.1. - Teaching International Business: An Interactive Workshop

Thursday - 1:30 - 4:30

Location: GATECH, Executive Education Wing, Room 316

Session Chair: S. Tamer Cavusgil

Teaching International Business: An Interactive Workshop

S. Tamer Cavusgil, Georgia State University, USA

Vandana Pednekar-Magal, Georgia State University, USA

Mourad Dakhli, Georgia State University, USA

Evaristo F. Doria, Georgia State University, USA

Cuneyt Evirgen, Georgia State University, USA

Edward Wang, Georgia State University, USA

Session 0.3.2. - Theory Development and Testing: Using Event System Theory

Thursday - 1:30 - 3:30

Location: GATECH, Executive Education Wing, Room 314

Session Chair: Dong Liu

Theory Development and Testing Workshop

Dong Liu, Georgia Institute of Technology, USA

Session 0.4.1. - Welcome Reception AIB-SE and X-Culture

Thursday - 5:00 - 7:00

Location: Scheller College of Business Courtyard

Session Chair: Malika Richards, AIB-SE Conference Chair and Vasyl Taras, Founder X-Culture

Georgia Institute of Technology – **Welcome address: Bernard Kippelen, Vice Provost for International Initiatives, Steven A. Denning Chair for Global Engagement, Co-President of Institut Lafayette, Metz, France, Georgia Institute of Technology, Atlanta, Georgia**

AIB-SE Board

Carri Reisdorf, Immediate Past Chapter Chair, Elon University

Amit Arora, Chapter Chair, University of District of Columbia

Mohammad (Mo) Sepehri, Chapter Treasurer, University of District of Columbia

Wendy Ritz, Academic Program Chair, Florida State University

Ru-Shiun Liou, University of Tampa, Program Chair Elect

Brittney Bauer, Marketing and Membership Chair, Loyola University Chicago

Leilani O. Baumanis, AIB-SE X-Culture Liaison, Lynn University



Georgia Tech Scheller College of Business

**Center for International Business
Education and Research**

Friday, October 27- Events held at [Georgia State University](#)

J. Mack Robinson College of Business
Buckhead Center – Tower Place 200
[3348 Peachtree Rd NW, Atlanta, GA](#)

Session 1.0.0. – Registration, Badge Pickup for AIB-SE

Friday - 8:00 - 12:30

Location: GSU Buckhead Center, Tower Place 200, *Lobby*
[800 W. Peachtree St. NW, Scheller College of Business](#)

Session 1.0.1. - Coffee with the AIB-SE Fellows

Friday - 8:00 - 9:30

Location: GSU Buckhead Center, Tower Place 200, *12th Floor Lounge*
[800 W. Peachtree St. NW, Scheller College of Business](#)

Session Chair: Daniel Rottig

AIB-SE Fellows and Peter Buckley-AIB Fellow, BAM Fellow, RSA Fellow, EIBA Fellow
Daniel Rottig, Florida Gulf Coast University, USA
John McIntyre, Georgia Institute of Technology, USA
George Nakos, Clayton State University, USA
Mohamad Sepehri, University of the District of Columbia, USA
Vasyl Taras, University of North Carolina Greensboro, USA
Peter Buckley, Alliance Manchester Business School, United Kingdom

Session 1.1.A. - X-Culture Team Presentations I, Track I

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Title: X-Culture Team Presentations I Track 1: Teams 1-3

Session Chair: Timothy Muth

Session 1.1.B. - X-Culture Team Presentations I, Track I

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Title: X-Culture Team Presentations I Track 2: Teams 4-6

Session Chair: Leilani Baumanis

Session 1.1.1. – Interactive, Risk-taking, R&D, and Differentiation Strategies

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Chair: TBA

35 R&D or Marketing? Resource Allocation in High-tech Industries

Shan-Huei Wang, Tunghai University, Taiwan

Jung-Hua Chang, National Sun Yat-sen University, Taiwan

87 Risk Taking Behavior During Times of Crisis

Elzotbek Rustambekov, Bryant University, USA

98 Eighty Percent of People Think They Are Better Than The Average: A Research Note on International Differences in Illusory Superiority

Vasyl Taras, University of North Carolina Greensboro, USA

Vitaliy Strohush, Elon University, USA

Session 1.1.2. – Interactive, Collaboration and Governance of MNEs in Emerging markets

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chair: TBA

6 Escaping the Stigma of Firm Operations in Emerging Markets: Are You Willing to Pay the Price?

Juliet Oriaifo, North Carolina A&T State University, USA

Rui Torres de Oliveira, Queensland University of Technology, Australia

44 Digital Transformation to Foster Logistics Clusters in Emerging Countries: A Case Study in Colombia

Carlos D. Paternina-Arboleda, San Diego State University, USA

Tammana Gaur, San Diego State University, USA

66 Strategic Alliances in International Expansion: Unraveling the Impact of Family Ownership
Sumit Chakraborty, Indian Institute of Management Ahmedabad, India

74 Sino-U.S. MNE Collaboration, Competition, and Co-opetition in Africa

Cazembe Samuel Monds, Georgia State University, USA

77 Agility & Resilience in Emerging Market Multinationals: Integrating two faces of the Same Coin

Celso Pinho, Georgia State University, USA

Maria Luiza Pinho, Widener University, USA

S.Tamer Cavusgil, Georgia State University, USA

Attila Yaprak, Wayne State University, USA

97 Can Family Firms In Emerging Markets Create Value Through Divestitures? Evidence from India

Rama Seth, Copenhagen Business School, Denmark

Vikas Mehrotra, University of Alberta, Canada

Ankit Singhal, IFMR Graduate School of Business, India

Vishwanatha S R, Mahindra University, India

Session 1.1.3. – Panel, Teaching Cafe 1: Integrating AI Tools into IB Teaching

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 619*

Session Title: Teaching Cafe 1: Integrating AI Tools into IB Teaching

Session Chair: Ilke Kardes

10 Teaching Cafe 1: Integrating AI Tools into IB Teaching

Ilke Kardes, Valdosta State University, USA

Vasyl Taras, University of North Carolina Greensboro, USA

Session 1.1.4. – Competitive, Global Sustainability, Data Mining Strategies, and Virtuous Social Robotics

Friday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Anshu Arora

68 Global Sustainability in Agribusiness: Strategies for Honduras

Stephanie L. Torrico, Florida Gulf Coast University, USA

Daniel Rottig, Florida Gulf Coast University, USA

Ana Lucia Gamboa, Florida Gulf Coast University, USA

Dominique Gaetjens, Florida Gulf Coast University, USA

70 An Exploratory Analysis of Strategies and Best Practices for Data Mining in the Chinese Retail Industry

Ryan McCarty, Florida Gulf Coast University, USA

Daniel Rottig, Florida Gulf Coast University, USA

Alfredo Larrea, Florida Gulf Coast University, USA

Jordan Masiero, Florida Gulf Coast University, USA

Ashlee Ritter, Florida Gulf Coast University, USA

Leonor Tarazona, Florida Gulf Coast University, USA

94 Virtuous Integrative Social Robotics: Design for Values and Ethics

Arlene Marshall, University of the District of Columbia, Washington, DC, USA

Anshu Arora, University of the District of Columbia, Washington, DC, USA

Amit Arora, University of the District of Columbia, Washington, DC, USA



Session 1.2.A. - X-Culture, Team Presentations I, Track I

Friday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Title: X-Culture Team Presentations I Track 1: Teams 7-9

Session Chair: Timothy Muth

Session 1.2.B. - X-Culture, Team Presentations I, Track I

Friday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Title: X-Culture Team Presentations I Track I: Teams 10-12

Session Chair: Leilani Baumanis

Session 1.2.1. - Keynote Address, Academic, Dr. Peter Buckley, Professor, Alliance Manchester Business School

Friday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Title: **Resilience Strategies for MNEs in a Hostile Environment**

Comments from S. Tamer Cavusgil, Regent's Professor and Fuller E. Callaway, Executive Director of the Center for International Business Education & Research, Georgia State University. Introduction of the Academic Keynote address: Dr. Peter Buckley, Professor, Alliance Manchester Business School

Session 1.3.0. - Lunch

Friday - 12:00 - 1:15

Location: GSU Buckhead Center, Tower Place 200, *Rooms 802-803*

Session 1.3.1. – Competitive, International Marketing Strategy

Friday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chair: Nik Nikolov

24 Is Foreignness an Asset or Liability for Immigrant Entrepreneurs? A Contingency View Based on the Firm Life Cycle Stages

Kaveh Moghaddam, University of Houston-Victoria, USA

Sara Azarpanah, Lone Star College, USA

28 The Potential of Pop-up Stores: A Response to the Challenges of Managed Ecosystems

Pooja Amrita Ramankutty, Saint Louis University, USA

Bin Chang, Saint Louis University, USA

71 The Success of Emerging Market Professional Service Firms: Does Cultural Intelligence Matter?

Nicholas Mathew, St. Thomas University, USA

Raj Javalgi, Walsh University, USA

Session 1.3.2. – Interactive, Culture and Global Business

Friday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: TBA

30 Using SME' Websites as Virtual Export Channels: The Role of Organizational Cultural Intelligence

Bin Chang, Saint Louis University, USA

Pooja Ramankutty, Saint Louis University, USA

32 Predicting Country Artificial Intelligence Adoption: A Multi-Variable Cultural Analysis

Eric Lawrence Demirjian, Florida Institute of Technology, USA

Kate Ashley Hill, Florida Institute of Technology, USA

58 Effects of CEO' Uncertainty Avoidance-based Cultural Orientation and Age on the Choice of International Joint Ventures

O. Volkan Ozbek, Texas A&M University-San Antonio, USA

60 Unraveling the Influence of Shared African Ancestry on Racial Bias in Higher Education.

Marie Angela Smith, University of North Alabama, USA

Michael Davidson, University of North Alabama, USA

Session 1.3.3. – Interactive, The Impact of Technology and Social Networks on Global Connectedness

Friday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Joie Hain

8 Achieving Environmental Sustainability: the Contribution of Digital Automation Technologies of Industry 4.0 Used by Companies in Nigeria

Tochukwu Gloria Orji-Okafor, Nnamdi Azikiwe University, Awka, Nigeria, Nigeria

Gilbert Ogechukwu Nworie, Nnamdi Azikiwe University, Awka, Nigeria, Nigeria

31 Superteams: An Inter-Industry & Inter-Country Analysis of the Future of Human-Machine Teaming

Eric Lawrence Demirjian, Florida Institute of Technology, USA

Kate Ashley Hill, Florida Institute of Technology, USA

Dr. Abram E. J. Walton, Florida Institute of Technology, USA

33 High-Functioning Virtual Team Members & Quality of Work Life: A Mixed Methods Analysis of Performance in International Businesses

Kate Ashley Hill, Florida Institute of Technology, USA

Eric Lawrence Demirjian, Florida Institute of Technology, USA

50 Managerial Micro-Foundations: A Game Changer in the Internationalization Process

Olga Chev , ESSCA, France

Xavier Lesage, ESSCA, France

Session 1.3.4. – Panel, X-Culture: Developing Global Connectedness in the IB Classroom

Friday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Chair: Karen Lynden

14 X-Culture: Developing Global Connectedness in the IB Classroom

Vasyl Taras, University of North Carolina Greensboro, USA

Raghu Kurthakoti, Arcadia University, USA

Deborah Pembleton, College of St. Benedict and St. John's University, USA

Daniel Rottig, Florida Gulf Coast University, USA

Lee Slater, Old Dominion University, USA

Jing Betty Feng, SUNY-Farmingdale State College, USA

Session 1.3.5. – Panel, Global Connectedness for Student Success: The Value of Virtual Exchange in Building & Sustaining Global Partnerships

Friday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Chair: Mourad Dakhli

47 Global Connectedness for Student Success: The Value of Virtual Exchange in Building & Sustaining Global Partnerships

Mourad Dakhli, Georgia State University, USA

Asma Chaibi, South Mediterranean University, Tunisia

Johan Vogel, University of Pretoria, South Africa

Rihab Abba, ESCA Ecole de Management, Morocco

Session 1.4.1. - Keynote Address- Business Leader, Ms. Jessica Cork, Vice President, Community Engagement and Corporate Communications at YKK Corporation of America

Friday - 2:45 - 4:00 GSU Buckhead Center, Tower Place 200, *Room 1203*

Welcome comments from Dean Richard Phillips, J. Mack Robinson College of Business and the introduction of Ms. Jessica Cork, Vice President, Community Engagement and Corporate Communications at YKK Corporation of America

Session 1.4.2. – Competitive, FDI and Sustainability: Global Insights

Friday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Veselina Vracheva

13 The Influence of GPV, Trust and Satisfaction on Intention to Buy Green in Germany and Brazil

Sandra Simas Graca, Eckerd College, USA

Virginie Khare, Eckerd College, USA

67 A Comparison of U.S., France, and Indian Small Businesses: Can Social Media CRM and Supply Chain Attributes Enhance Sustainability Performance?

Tim Pett, Rollins College, USA

Laurent Sie, ESC Pau Business School, France

Gautam Nagpal, ESC Pau Business School, France

69 Facilitating Backward FDI Productivity Spillovers through the Strengthening of IPR Regimes in the Years after TRIPS: A Meta-Analysis

Nikolaos Papageorgiadis, University of Liverpool, United Kingdom

Chengang Wang, University of Birmingham, United Kingdom

Yingqi Wei, University of Leeds, United Kingdom

Sasa Ding, Southwestern University of Economics and Finance, China

95 Shifting Landscapes: Impact of Climate Risk, Relational Capital, and Structural Embeddedness on FDI Location Decisions of Automotive MNEs.

Soni Jha, Temple University, USA

Snehal Awate, Indian Institute of Technology Bombay (IIT-Bombay), India

Ram Mudambi, Temple University, USA



ELON
UNIVERSITY

Session 1.4.3. – Interactive, Fostering Student Success through International Business Education

Friday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Jun Wu

41 Signature Experiences on Study Abroad with Peers

Mourad Dakhli, Georgia State University, USA

Marta Szabo White, Georgia State University, USA

Salomao Alencar De Farias, Georgia State University, USA

46 Skill Development with Business Support and its Impact on Employability

Venkat Rao Gudivada, Dr L Bullayya P G College, India

54 Leveraging Intercultural Virtual Exchange Programs to Improve Student Performance: An International Business Education Perspective

Fernando Trochez, Georgia State University, USA

91 Unlocking the Institutional Enigma: Embarking on a Scavenger Hunt to Decode International Business Landscapes

Jing Liu, Northern Kentucky University, USA

Carole Cangioni, Northern Kentucky University, USA

Jaclyn Perrmann-Graham, Northern Kentucky University, USA

Daniel Peat, University of Cincinnati, USA

93 Higher Education and Entrepreneurship: Where Do International Business Majors Fit in?

P. Wesley Routon, Georgia Gwinnett College, USA

Phillip Hartley, Georgia Gwinnett College, USA

Luis E. Torres, Georgia Gwinnett College, USA

Session 1.4.C. - AIB-SE Fellows Private Conference

Friday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Fostering Student Success through International Business Education

Session Chair: Daniel Rottig

Session 1.5.A. – Consulting 3.0: The Future of the Consulting Industry and How X-Culture Fits in the Picture

Friday - 4:15 - 5:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Chair: Vasyl Taras

X-Culture Students

Session 1.5.1. – Competitive, MNE's in Rapidly Changing, Emerging Markets

Friday - 4:15 - 5:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Eren Ozgen

7 The Impact of Colonization on Institutional Distance Perception of Emerging Market Multinationals During Mergers and Acquisitions

Juliet Oriaifo, North Carolina A&T State University, USA

Rui Torres de Oliveira, Queensland University of Technology, Australia

17 A Qualitative Comparative Analysis (QCA) of the Evolution of Innovation and Corporate Catching-up in China

Steffen Wolfer, TH Köln – University of Applied Sciences, Germany

37 Journey to ‘El Dorado’: Finding Latin American Riches in Management and Organizational Research

Marleth Judith Morales Marengo, University of Alabama, USA

Stanford A. Westjohn, University of Alabama, USA

Vishal K. Gupta, University of Alabama, India

55 How Do Firms Make Sense of and Adapt to Rapidly Changing Environments? Perspectives From Inter-organizational Networking and Sensemaking

Rifat Sharmelly, Canterbury Institute of Management, Western Sydney University, Australia

Anton Klarin, Curtin University, Australia

Session 1.5.2. - X-Culture, Faculty Development Workshop

Friday - 4:15 - 5:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Vasyl Taras

Workshop: Faculty Development, X-Culture

Karen Lynden, University of North Carolina Wilmington, USA

Session 1.5.3. - AIB-SE Fellows Panel

Friday - 4:15 - 5:30

Location: GSU Buckhead Center, Tower Place 200, *Room 619*

Session Chair: Daniel Rottig

AIB-SE Fellows

John McIntyre, Georgia Institute of Technology, USA

George Nakos, Clayton State University, USA

Mohamad Sepehri, University of the District of Columbia, USA

Peter Buckley, Alliance Manchester Business School, United Kingdom

Session 1.5.4. – Panel, Women in Academia: Perspectives in Research, Teaching, Service, and Beyond

Friday - 4:15 - 5:30

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chair: Saba Colakoglu

16 Women in Academia: Perspectives in Research, Teaching, Service, and Beyond

Saba Colakoglu, Georgia Institute of Technology, USA

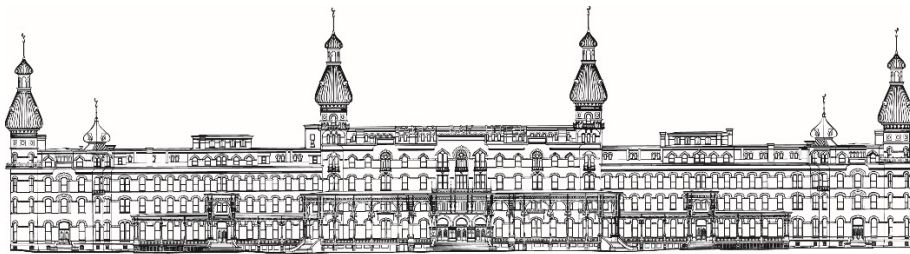
Malika Richards, Penn State University, USA

Amanda E.K. Budde-Sung, United States Air Force Academy, USA

Leigh Anne Liu, Georgia State University, USA

Cecilia Gu, Georgia State University, USA

Kai Xu, University of Texas at San Antonio, USA



The University Of

T A M P A[®]

Saturday, October 28- Events held at Georgia State University

J. Mack Robinson College of Business

Buckhead Center – Tower Place 200

[3348 Peachtree Rd NW, Atlanta, GA](#)

Session 2.0.1. - Registration & Information Desk Open

Saturday - 8:00 - 9:30

Location: GSU Buckhead Center, Tower Place 200, *Outside of the 12th Floor Lounge*

Session 2.1.A. - X-Culture, Team Presentations II, Track I

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Title: X-Culture Team Presentations II Track 1: Teams 1-3

Session Chair: Timothy Muth

Session 2.1.B. - X-Culture, Team Presentations II, Track II

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Title: X-Culture Team Presentations II Track 2: Teams 4-6

Session Chair: Leilani Baumanis

Session 2.1.1. – Competitive, Issues and Perspectives: Cryptocurrency, Globalization, Advertising Fatigue, and Social Robotics in Education

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Anne Marie Zwerg

25 The Effects of Culture, Governmental Trust, and Economic Measurements on a Country's Ownership of Cryptocurrency

Samuel Earl Richards Todd, University of Tampa, USA

Ru-Shiun Liou, The University of Tampa, USA

Kevin Lee, University of Tampa, USA

29 Examining the Impact of Top Management Team International Experience on Firm Performance: A Systematic Review

Jing Han, University of Alabama, USA

45 Advertising Fatigue: Keeping it Between 10 and 2: The Role of Culture, Personality, Age, and the Perception of Creativity, Novelty, and Humor

Ashley Wheeler, King's College, USA

JC Blewitt, King's College, USA

Clark D. Johnson, Pepperdine University, USA

96 Social Robots, Consumers, and Robotic Role Theory: A Field Study of a Commercial Social Robot in Education

Camaren Rogers, University of the District of Columbia, Washington, DC, USA

Anshu Arora, University of the District of Columbia, Washington, DC, USA

Amit Arora, University of the District of Columbia, Washington, DC, USA

Session 2.1.2. – Competitive, Sustainability Amid Crises: Insights into Global Challenges

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Chair: Qian (Cecilia) Gu

3 Towards Achieving Zero Emissions: The Relationship Between a Country's Level of Globalization and Greenhouse Gas Emissions

Sam Njinyah, Manchester Metropolitan University, United Kingdom

Joseph Amankwa-Amoah, University of Kent, United Kingdom

Kenneth Egedi, Manchester Metropolitan University, United Kingdom

72 An Exploratory Analysis of Post-Pandemic Strategic Advances in the Chinese Textile Industry

Sierra Dean, Florida Gulf Coast University, USA

Anne Flores, Florida Gulf Coast University, USA

Daniel Rottig, Florida Gulf Coast University, USA

78 The Role of Multinational Enterprises in Addressing Societal Tensions: A Review of Business-Society Frameworks

Maria Luiza Pinho, Widener University, USA

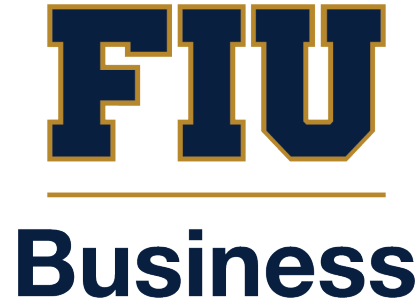
Celso Pinho, Georgia State University, USA

Sevgin Eroglu, Georgia State University, USA

Leigh Anne Liu, Georgia State University, USA

S.Tamer Cavusgil, Georgia State University, USA

Attila Yaprak, Wayne State University, USA



Session 2.1.3. – Interactive, CEO Experience, Divestment, Firm Value, Earnings Management, and Accounting Reform

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chair: Wlamir Xavier

5 Does International Experience of CEOs and Board Chairmen Matter in Different Ownership

Types?: The Impact on Firms' Internationalization

Henry Xie, College of Charleston, USA

Jane Q. Xie, St. Edward's University, USA

40 Exploring the Utilization of Financial Derivatives in Sri Lanka: Factors Influencing Firm Value, Performance, and Cost of Capital

Rudra Prakash Pradhan, Indian Institute of Technology, Kharagpur, India

SMRK Samarakoon, Indian Institute of Technology, Kharagpur, India

RPCR Rajapakse, University of Sri Jayewardenepura, Sri Lanka

Rana Pratap Maradana, Indian Institute of Technology, Kharagpur, India

53 CEO Network Connections and Real Earnings Management: International Evidence

William R. McCumber, Louisiana Tech University, USA

Huan Qiu, Millsaps College, USA

76 The Importance of the Compatibility of the Reforms in Algeria with the International Accounting Standards in the Public Sector for the FDI Attractiveness

Himrane Mohammed, University of Jijel, Algeria

Larioui Abderrezak, University of Jijel, Algeria

88 The Macroeconomic Snags of Divestment in Selected African Countries: A Panel VECM Approach

Rafiu Adewale Aregbeshola, University of South Africa, South Africa

Session 2.1.4. – Panel, Teaching Cafe: Integrating Wellness and Self-care in IB Education

Saturday - 9:00 - 10:15

Location: GSU Buckhead Center, Tower Place 200, *Room 619*

Session Chair: Jing Betty Feng

11 Teaching Cafe: Integrating Wellness and Self-care in IB Education

Jing Betty Feng, SUNY-Farmingdale State College, USA

Karen Lynden, University of North Carolina Wilmington, USA

Session 2.2.A. - X-Culture, Team Presentations II, Track I

Saturday - 10:30 -11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Title: X-Culture Team Presentations II Track 1: Teams 7-9

Session Chair: Timothy Muth

Session 2.2.B. - X-Culture, Team Presentations II, Track II

Saturday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Title: X-Culture Team Presentations II Track 2: Teams 10-12

Session Chair: Leilani Baumanis

Session 2.2.1. – Competitive, Culture and Personality in International Business

Saturday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Chair: Saba Colakoglu

22 Personality and Cultural Influences on the Talent vs. Hard Work Bias

George Nakos, Clayton State University, USA

Ilke Kardes, Valdosta State University, USA

85 The Impact of Corporate Political Activities on Board Gender Diversity: The Moderating Role of Gendered Culture

Amir Shoham, Temple University, USA

Sangmook Lee, Penn State Great Valley University, USA

Shlomo Tarba, The University of Birmingham, United Kingdom

Pervez Ghauri, The University of Birmingham, United Kingdom

Session 2.2.3. - Meet the Editors, AMR, EJIM, JIBS, MRR

Saturday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Kris Byron, Georgia State University, USA. Editor-in-Chief of the Academy of Management Review

Vasyl Taras, University of North Carolina Greensboro, USA. Senior Associate Editor, European Journal of International Management- Area Editor for Cross-Culture Management, Global Virtual Teams, Journal of International Business Studies, and Management Research Review



Session 2.2.4. – Interactive, Culture and Individual Differences

Saturday - 10:30 - 11:45

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Jeffrey A. Kappen and Sangwon Lee

39 Interplay of Culture and Individual Difference on New Product Evaluation
Sangwon Lee, Ball State University, USA

61 Apparel Mass Customization Digital Natives: New Insights into Development and Technology Implementation
Moudi Almousa, King Saud University, Saudi Arabia

75 The Ivory Tower Engages: A Case in Global Academic Entrepreneurship
Jeffrey A. Kappen, Drake University, USA
Matthew C. Mitchell, Drake University, USA

83 Impact of Environmental CSR on Green Customer Loyalty: Mediating Role of Green Customer Satisfaction and Moderating Role of Attitude Towards Green Behavior
Kanza Sohail, IBA University of the Punjab, Pakistan

84 The Democratization of 5G Technology and Climate Change Action: The Dilemma of Mobile Operators, the Case of an Outsider “Free Mobile” in France
Mounir Chaouki, UM6P, Morocco

92 The Rise of Unicorns in South East Asia: A Qualitative Analysis of Trends
John R. McIntyre, Georgia Institute of Technology, USA
James R. Hoadley, Georgia Institute of Technology, USA

Session 2.3.0. – Lunch & Conversations

Saturday - 12:00 - 1:15

Location: GSU Buckhead Center, Tower Place 200, *Rooms 802-803*

Session 2.3.A. - X-Culture, Student Debrief

Saturday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Chair: Leilani Baumanis



Georgia Tech Scheller College of Business

**Center for International Business
Education and Research**

Session 2.3.1. – Competitive, The Impact of Technology and Social Networks on Global Connectedness

Saturday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Joie Hain

15 Unveiling the AI-Driven Monochronic Culture Diffusion Framework

Evaristo Fernando Doria, Georgia State University, USA

Salomao Alencar De Farias, Georgia State University, USA

19 Why Exporters Refuse to Exchange Knowledge in Networks?

Claude Obadia, ESCE, France

Irena VIDA, University of Ljubljana, Slovenia

20 A Multilateral Network Perspective on Inward FDI

Soni Jha, Temple University, USA

Snehal Awate, Indian Institute of Technology Bombay (IIT-Bombay), India

Ram Mudambi, Temple University, USA

64 Processing Relevant Knowledge Spillovers to Local Firms

Nafisat Olawunmi Olabisi, University of Leeds, United Kingdom

Session 2.3.2. – Interactive, The Impact of Technology and Social Networks on Global Connectedness

Saturday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Nik Nikolov

56 Algorithm-based Technologies and Ethics: The Role of Professionalism

Rifat Sharmelly, Canterbury Institute of Management, Western Sydney University, Australia

Anton Klarin, Curtin University, Australia

Hossein Ali Abadi, Edith Cowan University, Australia

79 Are Connected Fitness Machines the New Blue Ocean Marketing Strategy for Tourism Marketing (Red Ocean) or the Wellness Industry (Red Ocean)? An exploration of Connected Signaling

Reccia Natasha Charles, St George's University, Grenada

81 Strategic Forecasting the Role of Information Technology on People Management in African Business Development: A Research Synthesis

Cynthia A Akwei, Liverpool John Moores University, United Kingdom

Session 2.3.3. – Interactive, Global Challenges and Multinational Enterprises

Saturday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Session Chair: Elzotbek Rustambekov

12 From Decoupling to a Multi-foci Network Economy: MNCs Adaptive Responses to the Global Challenges

Md Tareq Bin Hossain, Thammasat University, Thailand

Irina Naoumova, University of Hartford, USA

Nazly Katherine Nardi, Purdue University Global, USA

Ru-Shiun Liou, The University of Tampa, USA

36 Thailand's SMARTS Visa Policy: Its Compatibility with Migrant Entrepreneurship

Shekh Mohammad Altafur Rahman, Thammasat University, Thailand, Thailand

49 Cooperation is Key: An Environmental Strategy for Multinational Firms

Carri Reisdorf, Elon University, USA

62 Balancing the Narratives of Development and Global Challenges for India as a Nation Brand

Mitrajit Biswas, Amity University, India

65 Fifty Shades of Green(washing): A Linguistic Exploration of Multinational Family Enterprises' CSR Disclosure

Santana Pathak, Institute of International Business, Robinson College of Business, GSU, USA

Cecilia Gu, Institute of International Business, Robinson College of Business, GSU, USA

Yanging Wang, Institute of Insight, Robinson College of Business, GSU, USA

73 The Wicked Problem of the Global COVID-19 Vaccine Rollout

Aleksandra Rebeka, Georgia Institute of Technology, USA

Anna Abdulmanova, Robert Morris University, USA

Ellyn Fritz, Franklin and Marshall College, USA



Session 2.3.4. - Case Development Workshop, From Publishing to Teaching Cases Part 1

Saturday - 1:15 - 2:30

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chairs: Idie Kesner and Roberto Garcia

Idie Kesner, Indiana University, USA

Roberto Garcia, Indiana University, USA

Session 2.4.A. - X-Culture, Certificate Ceremony

Saturday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1203*

Session Chair: Leilani Baumanis

Session 2.4.1. – Competitive, International Branding

Saturday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1212*

Session Chair: Clark Johnson

27 lunch and Conversation

Prachi Gala, Kennesaw State University, USA

Samuel Stabler, Tilburg University, Netherlands

34 It's Better to Change than Regret: Counterfactual Advertising, Brand Signals,
Trustworthiness of Information Source and Purchase Intention

Shan-Huei Wang, Tunghai University, Taiwan

Jung-Hua Chang, National Sun Yat-sen University, Taiwan

Meng Chun Syu, Tunghai University, Taiwan

42 Brand Community Membership in a Global World: The Effects of Perceived Psychological
Distance

Brittney C. Bauer, Loyola University Chicago, USA

Clark D. Johnson, Pepperdine University, USA



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Session 2.4.2. – Competitive, Navigating Complexity: Resilience and Strategies in Diverse Economies

Saturday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1215*

Session Chair: Tareq Bin Hossain

26 *Circularity and Knowledge Economy: A Resilience Approach for Managing Spent Lithium Batteries in Southeastern Nigeria.*

Johnson Okorhi, Dennis Osadebay University, Nigeria

Johnson Shorinwa, University of Port Harcourt, Nigeria

Roland Uhunmwangho, University of Port Harcourt, Nigeria

38 *Cornered to Change: Stigmatized Chinese Gaming Firms in Institutional Complexity*

Fan Wang, Saint Louis University, USA

Nitish Singh, Saint Louis University, USA

Khan Zaheer, University of Aberdeen Business School, King's college, United Kingdom

52 *Triumph in Taxing Times? Transatlantic Reverberation and the Taxation of the Digital Economy*

Alasdair Robert Young, Georgia Institute of Technology, USA

59 *Multi-level Diversity Antecedents of Enterprise Strategy for Multinational Firms*

Veselina Vracheva, Chapman University, USA

Session 2.4.3. - From Publishing to Teaching Cases Workshop - Part 2

Saturday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 1216*

Gala drink tickets handed out at this session

Session Chair: Idie Kesner and Roberto Garcia

From Publishing to Teaching

Idie Kesner, Indiana University, USA

Roberto Garcia, Indiana University, USA

Session 2.4.4. – Interactive, International Processes and Emerging Markets

Saturday - 2:45 - 4:00

Location: GSU Buckhead Center, Tower Place 200, *Room 601*

Session Chair: TBA

21 Competitive Strategies of Emerging Market Multinationals in Home Countries: A Case of Indian Telecom Industry

Pradeep Kumar Sharma, Indian Institute of Management Indore, India

Prashant Salwan, Indian Institute of Management Indore, India

48 Unraveling the Black Box of an Emerging Economy Multinational's Organizational Resilience Strategy

Mayukh Sarkar, Indian Institute of Management, Indore, India

Prashant Salwan, Indian Institute of Management Indore, India

57 How the Chinese Government Protects the Interests of Chinese Enterprises Investing Abroad?

Qiuyu GaoYan, National Research University Higher School of Economics, China

80 Stakeholder's Engagement Strategy and Social Value Strategy in Emerging Economies

Cynthia A Akwei, Liverpool John Moores University, United Kingdom

90 Financial Inclusion or Exclusion: Unleashing the Potential of Mobile Money Adoption in Developing Economies

Thomas Anning Dorson, University of the Witwatersrand, South Africa

Bright Senanu, University of Media, Arts and Communication and University of Witwatersrand, Ghana

4 Viewing SWOT through the Johari Window

James Welch, University of Tampa, USA



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Session 2.5.6. – Closing Reception – Social Hour

Saturday - 5:00 - 6:00

Location: GSU Buckhead Center, Tower Place 200, *Room 802-803*

Session 2.5.7. - Awards Gala Dinner

Saturday - 6:00 - 8:00

Location: GSU Buckhead Center, Tower Place 200, *Room 802-803*

Malika Richards, Conference Chair, Pennsylvania State University- Berks

AIB-SE Board Members:

Carri Reisdorf, Immediate Past Chapter Chair, Elon University

Amit Arora, Chapter Chair, University of District of Columbia

Mohammad (Mo) Sepehri, Chapter Treasurer, University of District of Columbia

Wendy Ritz, Academic Program Chair, Florida State University

Ru-Shiun Liou, University of Tampa, Program Chair Elect

Brittney Bauer, Marketing and Membership Chair, Loyola University Chicago

Leilani O. Baurmanis, AIB-SE X-Culture Liaison, Lynn University

The program will include Vasyl Taras, Founding President, X-Culture, University of North Carolina at Greensboro and James K. Reed, President, YKK Corporation of America comments and announcement of the winning X-Culture Team for the YKK Corporation of America challenge. Malika Richards, AIB-SE Conference Chair, Pennsylvania State University- Berks will announce Best Conference Paper, Best Doctoral Student Paper, Best Undergrad/Master's Student Paper, Best Reviewer, and Best Student Reviewer.



Thank you for participating in the 2023 AIB-SE Annual Conference.

Safe Travels Home.

See you next year, in St. Louis, MO