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The Impact of Technology and Social Networks on Global Connectedness

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2023 AIB US Southeast Program Award Winners

Best Conference Paper Award Sponsored by Georgia Institute of Technology

A Qualitative Comparison Analysis (QCA) of the Evolution of Innovation and Corporate Catching-Up in China

Steffen Wolfer, TH Köln University of Applied Sciences

Best Ph.D. Student Paper Sponsored by Georgia Institute of Technology

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

Soni Jha, Temple University
Snehal Awate, Indian Institute of Technology Bombay
Ram Mudambi, Temple University

Best Undergraduate/Graduate Student Paper Sponsored by Georgia Institute of Technology

Global Sustainability in Agribusiness: Strategies for Honduras

Stephanie L. Torrico, Florida Gulf Coast University
Daniel Rottig, Florida Gulf Coast University
Ana Lucia Gamboa, Florida Gulf Coast University
Dominique Gaetjens, Florida Gulf Coast University

Best Reviewer Award Sponsored by Georgia State University

Alfred Coelho, Bordeaux Sciences Agro

Best Student Reviewer Award Sponsored by Georgia State University

Yuanhao Tian, Florida International University

Best Track Chair Award Sponsored by Georgia State University

Amanda Budde-Sung, Air Force Academy

Paper ID # 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

Using distinctive panel data from 2010–2019 from 31 African countries, this study empirically examines the effect of social and economic globalization on different types of greenhouse gas emissions. Using the GMM method of analysis, the study shows that an increase in social and economic globalization and socio-economic globalization is not necessarily a precursor to a greater increase in a single type of greenhouse gas (GHG) emissions or a combination of all of them but actually, reduce them. Our results stimulate an interesting debate about the potential role of globalization on a country's carbon emissions and overall environmental performance.

Keywords: FDI, Globalization, Greenhouse gas emissions

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

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Based on institutional theory and resource-based considerations, this paper provides and exploratory analysis of the post-pandemic, external and internal environments of Chinese textile manufacturing and retail to examine how the recent Covid-19 pandemic has affected this industry. Based on a qualitative research method using semi-structured executive interviews, we explore post-pandemic strategic advances that have been made in specific Chinese textile manufacturing plants and identify supply chain implications that affected US-based multinational retail corporations. Through our executive interviews and literature review, we further identify multiple root causes for the supply chain implications that have led U.S. MNCs to shift their business strategies. Our findings may guide managers of US-based MNCs that operate in or source from the Chinese textile industry to better understand the external and internal institutional environment and to better navigate the related institutional opportunities and challenges.

Keywords: Pandemic, MNCs, China, France

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

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Capitalism has long grappled with ethical and moral challenges arising from the interaction between enterprises operating in free markets and their impact on social welfare. The era of globalization has amplified the public's demand for multinational enterprises (MNEs) to utilize their resources responsibly to address a wide array of social issues. While MNEs are often seen as both contributors to and solutions for social, environmental, and economic problems, there is limited focus on their role as primary actors in simultaneously tackling these issues across all their business operations. By reviewing 469 documents from top-tier academic journals, this study maps the evolution of business-society frameworks and their proposed approaches for addressing and managing underlying societal tensions. However, this mapping reveals fragmented frameworks that lack an integrated perspective on the full range of tensions MNEs encounter in their complex global and local operating contexts. This research contributes to our understanding by tracing the evolution of paradoxes within the responsible global business (RGB) framework and its intellectual foundations, providing valuable insights for future research directions.

Keywords: IB Theory, Capitalism, multinational enterprise, business-society frameworks

Paper ID # 35

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

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This study uses resource-based theory to examine the relationship between resource allocation and high-tech firms' performance under the moderating effect of resource slack of a firm, resource similarity between parent-subsidiary and resource diversification of a business group. By using a sample of 1046 Taiwan firm-year data and using random-effects generalized least squares (GLS) regression to examine the hypotheses. This study shows that resource allocation for R&D activities can enhance a high-tech firm's performance. Moreover, resource similarity of parent-subsidiary has no moderating effects on the relationship of both activities and a high-tech firm's performance. Finally, resource diversification of a business group has negative moderating effects on the R&D activity and performance, but not on marketing activity. On average, as high-tech firms with resource slack, putting more resource on marketing activities could create a better performance than on R&D activities. Besides, a high level of resource diversification for a business group cannot reinforce the effect of marketing activity, but it can reduce the effect of R&D activities on performance. This study is one of the first attempts to explore resource allocation strategy and performance based on resource-based theory and sets guidelines for resource allocations to high-tech firms' R&D and marketing activities.

Keywords: International Business Theory, Resource Allocation Strategy

Risk Taking Behavior During Times of Crisis

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This study examines the relationship between two types of corporate aspirations and corporate risk taking before and after financial crisis, on a sample of global investment banks. Corporate aspirations can be based on past performance and performance of reference group and those two types of aspirations have different effects on risk taking. Aspirations by their very nature have a strong impact on the behavior. In the face of the last financial crisis, the importance of corporate risk-taking cannot be overstated. Findings of this study surprising and show that aspirations based on past performance are irrelevant to corporate risk taking while aspirations based on reference group are relevant, and the relationship between them and risk-taking changes before and after the crisis.

Keywords: International Business Theory, regulatory factors, global value chains, behavioral theory of the firm

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

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The Better-Than-Average Effect (BTAE) has been the focus of extensive research, primarily emphasizing its prevalence and predictors. However, scant attention has been paid to the variations of BTAE across countries. This study aims to address this gap by using a large international sample to offer rankings based on BTAE rates and to investigate potential explanations for the observed cross-country differences. Contrary to commonly held beliefs, the findings suggest that culture does not predict BTAE. Instead, indices of a country's human development and happiness appear to do so. The study further discusses the managerial implications and limitations of these results.

Keywords: International business theory, Better-than-average effect, self-perception, rankings

Paper ID # 7

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

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

Rui Torres de Oliveira, Queensland University of Technology, Australia

Path dependency in the international business literature is often explained as internationalization strategies that are undertaken based on country historical events. Studies in this area have neglected factors surrounding historical events that may influence internationalization strategies differently. In this study, we examine three factors of a historical event (i.e., colonization) that may impact how historical events influence internationalization strategies: colonization experience, colonization duration, and years since colonization. We use emerging market multinationals' cross-border merger and acquisition strategies as the internationalization strategy. Our findings indicate that these factors surrounding historical events impact internationalization strategies. The findings make several contributions to theory and practice, especially to path dependency, explaining that path dependency effect is a function of historical event(s).

Keywords: Emerging economies, international processes, colonization

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

This study extends on the analysis of innovation and corporate catching-up in China's photovoltaic and wind power industries from a configurational perspective. In particular, a case-oriented set-theoretic methodology is applied. In empirical terms, the longitudinal analysis unravels the modal complexity of innovation and corporate catching-up and (some of) the temporal context in which it is embedded, including the modal interplay between localized internal and international external learning on the one hand and within international external learning on the other. Learning orientations are found to differ not only across firms but also across firm performance classes. Overall, the empirical findings seem to support the idea that firms should complement 'sufficiently' dedicated internal localized learning with 'sufficiently' comprehensive external learning from international environments, notably combining classic international kick-off mechanisms, such as infant R&D internationalization, technology licensing, or subcontracting, with international strategic technology alliances for (early) R&D-based joint technology development and/or international technological M&As. In methodological terms, the added value of applying configurational, set-theoretic logic to latecomer development research is demonstrated. This includes demonstrating the potential use and usefulness of a novel patent analytic approach to conceptualizing individual firm-specific – rather than industry-wide uniform – consecutive learning phases in the techno-economic catch-up process of firms.

Keywords: Emerging economies, international processes

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

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Management and organizational research employing a Latin American context has grown over the past two decades. Given the increased interest, we offer an in-depth review of this scholarship, mapping out contributions to the field and identifying possible avenues for future investigation. Specifically, this article examines publications in nine leading journals between 2000 and 2020 to describe contributions in terms of authors, institutions, and theories employed in management research in Latin America. We describe substantive literature in international management, strategic management, organizational behavior, and entrepreneurship, highlighting key findings of research based on Latin America and underlining relevant aspects to guide future research in this region. Finally, this paper aims to stimulate more research to make new contributions to the literature on international business, especially highlighting opportunities in multinational value chains, cross-cultural studies, and entrepreneurship.

Keywords: Emerging economies, international processes, government-private sector cooperation

Paper ID # 6

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

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Emerging market (EM) firms have been extensively theorized and understood as firms that escape their home country's poor institutions via internationalization to gain strategic assets and capabilities in better market-supporting institutions; however, there is a dearth of research that discusses the hindrances EM firms may face as they internationalize into these more-developed markets. By integrating the stigma literature into institutional escapism view, we discuss that as EM firms seek to acquire firms in more developed markets, they face stigma that is often associated with EM institutional environments, and this forces them to pay higher acquisition premiums as a means to compensate for such stigma. By using panel data comprising 33 EM acquirer countries and 52 EM and DM target countries, we found that EM acquirers will increase premiums for target firms that are institutionally distant from their home-country institution. However, this relationship is weakened when the acquiring and target firms possess common colonial traits (colonial heritage and fractionalization). These findings advance institutional escapism and acquisition premium literature by explaining that although stigma results in increased DM firm valuation during their acquisition by EM firms, colonization-based ties mitigate this relationship.

Keywords: Emerging economies, international processes

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

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Digital innovation has revolutionized logistics by improving supply chain visibility, automating processes, increasing efficiency, improving customer experience, and creating opportunities for e-commerce. Logistics play a vital role in the world as it impacts the overall efficiency of the supply chain, customer satisfaction, international trade, job creation and economic growth. But there are various challenges being faced by the developing countries after this digital transition. This paper explores the potential of digital innovation in supply chain management in emerging economies and to provide insights and recommendations for addressing the barriers and challenges that hinders its adoption and effective implementation purpose also by analyzing various quantitative and qualitative aspects. The reasons why people in these countries do not want to collaborate and make use of this digital innovation. We analyze transparency through a digital platform (E-Log Place) drill down for the freight framework to delve into Freight Services. Further, we focus on discussing the applicability which emphasizes the use of freight brokering systems to improve truck utilization by means of visibility, traceability, and efficiency. We discuss the social implications in the sense why truck drivers would become either a barrier or why they would foster the use and growth of this technology.

Keywords: Emerging economies, digital transformation, logistics clusters

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

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This article examines a series of legal documents, policies, and regulations that the Chinese government has adopted since 2000 to protect these direct foreign investments and characterizes them as a ‘system for protecting the interests of Chinese MNEs investing abroad’. This four-part system—involving the adoption of laws and regulations, the implementation of regulatory policies, reliance on preventive measures, and the use of crisis response mechanisms—minimizes the adverse effects of host country political risk while ensuring the stable growth of Chinese foreign direct investment. The article concludes with policy recommendations on how to best protect the investment interests of Chinese MNEs in the new era.

Keywords: Emerging economies, international processes

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

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Africa has been at the center of attention of many countries who are trying to capitalize on the growing economic potential within. Two countries that are leading the charge in foreign direct investment in the African economy are China and the United States. These two superpowers have been channeling funds with the goal of increasing their respective international influence, and because of this, there have been instances in which these countries have clashed and cooperated across boundaries. These cases of competition and collaboration have yet to be explored in detail, and there are some potentially important themes that can be uncovered by doing so. In this study, we will investigate how Chinese and United States Multinational Enterprises (MNEs) manage their global relationship when conducting business in Africa. This paper will contribute to existing literature that explores how countries compete against, and collaborate with, each other overseas. We will qualitatively code archival data supplied by the Carter Center in order to examine the U.S.'s and China's presence in Africa. In doing so, we aim to discover some unapparent themes in their interactions that might provide some insight into how their occupancy in Africa weakens or strengthens their relationship with each other.

Keywords: Emerging economies, international processes, international country co-opetition

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

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S.Tamer Cavusgil, Georgia State University, USA

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This article investigates the interplay between agility and resilience in the context of emerging market organizations (EMNEs). Drawing upon an inductive analysis of empirical data from a range of Brazilian EMNEs, the study reveals that agility and resilience are two complementary facets of the same organizational challenge - effectively managing within volatile and uncertain environments. The findings highlight the existence of varying levels of agility and resilience within EMNEs, leading to the development of a typology for those adaptive abilities. Furthermore, the study uncovers the importance of organizational structure, and the cognitive, behavioral, and responsive abilities in fostering agility and resilience. The proposed theoretical framework integrates the dimensions of cognitive, structural, behavioral, responsive, and improvement abilities, shedding light on the mechanisms through which organizations anticipate, prepare for, and respond to environmental changes. This research contributes to the understanding of how EMNEs navigate turbulent environments, offering insights for enhancing their sustainable competitive advantage.

Keywords: Emerging economies, international processes, strategy

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

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This paper presents an exploratory study of how stakeholders' engagement strategy is integrated into business models for social value creation to develop sustainable development and sustainability in emerging economies. Using the qualitative research approach, data were collected through semi-structured interviews with the managers and consultants of the public sector in Ghana. Data were analyzed using the thematic analysis method and a framework for integrating stakeholders' engagement developed to communicate, deliver, and exchange sustainable social value creation in emerging economies and the finding reveal that it forms an integral part of sustainable value creation in developing economies. Conclusions and implications for theory and practice are delineated.

Keywords: Emerging economies, international processes, stakeholder engagement strategy

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

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In developing African countries, the potential for mobile money to drive financial inclusion is tremendous. However, the progress towards greater financial inclusion is threatened by the presence of hidden charges and restrictive policies. This study delves into the critical relationship between mobile money adoption, usage, and financial inclusion within a dynamic developing economy, examining the moderating role of service charges. Drawing on data from a sample of 406 informal micro-entrepreneurs, this research unveils compelling empirical findings. It unearths the key factors that influence the adoption and utilization of mobile money services: perceived ease of use, perceived usefulness, and trust. Moreover, it establishes a direct link between mobile money adoption, usage, and financial inclusion. However, a dark cloud looms overhead—the impact of service charges on financial inclusion. This study issues a resounding call to action, urging financial institutions to reshape mobile money services into streamlined, invaluable, and trusted solutions. It emphasizes the pressing need for rigorous research into the fees levied on users. Collaboration between policymakers, such as central banks in developing economies, and financial institutions is paramount to championing transformative technologies like mobile money, proven catalysts for financial inclusion. Crucially, effective management of the charges associated with mobile money holds the key to unlocking widespread financial inclusion, propelling societies toward a cash-lite future, and securing lasting financial well-being.

Keywords: Emerging economies, mobile money services, financial inclusion

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

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Family ownership poses particular challenges for managing diversified assets. Unlike shareholders in large, diffusedly held corporations, family owners derive non-pecuniary benefits from managing legacy assets that non-family firms may optimally dispose of. And yet, divestitures by family firms remain an underexplored topic, especially in the context of emerging economies where incomplete markets and institutional voids provide a limited rationale for the diversified business form. Using a sample of Indian family firms, we find the propensity to divest increases in family ownership, the market reacts more positively to divestiture announcements by family vs. non-family firms, and a significant improvement in profitability following divestitures undertaken by family firms but not by non-family firms, underscoring the higher threshold required to trigger such events in the former.

Keywords: Emerging economies, international processes, family ownership, divestitures

Paper ID # 13

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

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This study draws from buyer behavior and green marketing research and from the literature on relationship marketing, to test a model that compares and contrasts strategies to raise consumers' green perceived value (GPV) through green trust and satisfaction with green products. The study explores strategies to increase consumers' intention to buy a brand's green products in one developed (Germany) market and one developing (Brazil) market. Findings reveal that the effects of price value in increasing consumers' trust in a green brand and their satisfaction with green products were greater in Brazil. Perceived quality is found to drive trust and satisfaction in both countries. Mediation results demonstrate that, both green brand trust and satisfaction with green products are key relational mediators between GPV antecedents (quality and price) and a buyer's intention to purchase green products in Germany and Brazil alike. However, country differences exist. Results indicate that perceived quality (in Germany) and price value (in Brazil) drive purchase intention only to the extent that they contribute to build a brand's green reputation and meet customers' expectations.

Keywords: Sustainability, green perceived value

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

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This study examines small business strategy, social media CRM practices and supply chain attributes on performance and sustainability outcomes of small businesses. The paper is an exploratory study on how these managerial practices might result in differences in financial and non-financial performance outcomes compared to competitors. In addition, the study explores these practices for U.S., France, and India. Using an empirical approach, we employed a confirmatory factor analysis followed by multiple regressions to ascertain the comparative outcomes in the 3 countries. The findings suggest differences in managerial practices for business strategy exists across countries and performance outcomes. Interestingly, business strategy had a positive impact on the performance outcomes of small businesses across countries. Further, we offer some conclusions and directions for future research.

Keywords: Sustainability, international, small business, CRM, supply chain

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

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How is the strength of national intellectual property rights (IPR) regimes relevant to backward productivity spillovers from inward foreign direct investment (FDI)? Although the Trade-Related Aspects of IPR (TRIPS) agreement has led to a global trend towards strengthening IPRs protection, public IPR enforcement strength continues to vary significantly between countries. Amassing a database of 50 studies, we explore this important question by conducting a meta-analysis on the FDI spillovers literature and focusing on the host country's integration with the world economy. We find that the impact of the strength of IPR regimes on backward FDI productivity spillovers is insignificant but contingent on the number of bilateral investment treaties that the host country has and the strength of contract enforcement.

Keywords: Environmental regulatory influences, institutional risk, foreign direct investment

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

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We examine how the climate risk in potential host locations impacts multinational enterprises' (MNE) location choice for foreign direct investments (FDIs). We also consider how the relational embeddedness of the home countries of the MNEs and the structural constraints of the MNEs themselves moderate this relationship. We argue and demonstrate that the negative externalities of climate risks reduce the likelihood and magnitude of FDI in high-risk locations. Further, while the increasing relational embeddedness of home countries reduces the likelihood of MNEs locating their FDI in high-climate-risk locations, structural constraints of the MNEs increase their likelihood of locating FDI in high-climate-risk locations. This is because the relational capital of the home country of MNEs reduces the effect of adverse selection, while the structural embeddedness of the MNEs helps them better manage the risks and uncertainties of climate change and reduces the negative impact of climate risk on their FDI location choices. We test our hypotheses in the context of the outward FDI decisions made by MNEs in the global automobile industry between 2003-2019. This study demonstrates the effect of climate change on the FDI location decisions of MNEs and highlights the contingencies faced by MNEs when making these decisions.

Keywords: Climate change, sustainability, environmental regulatory influences, FDI, MNEs

Cornered to Change: Stigmatized Chinese Gaming Firms in Institutional Complexity

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How do stigmatized firms react to institutional complexity, and how do their strategic choices differ domestically and globally? The current research aims to disentangle these questions, using the Chinese 2021 regulation round on the gaming industry as a prototypical context. Integrating institutional logic theory and identity theory while extending stigma literature, the current study uses qualitative data to excavate how institutional complexity challenges gaming firms' already stigmatized identity and how the firms strategically respond domestically and internationally by identity work. Specifically, we delineated how the firms creatively redefine and reconfigure different logics to proactively protect, maintain, reconstruct, and revolutionize their identities for domestic and global markets. Beyond extending institution and stigma literature, this study also offers practical insight into firms' strategies in emerging economies during deglobalization.

Keywords: Institutional risk, environmental regulatory influences, stigma, identity

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

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In October 2021 136 countries reached a political agreement that has the potential to transform the global tax regime for the first time in a century. Although this development was in response to the increase in transnational production and particularly the development of the digital economy that had rendered the global tax system not fit for purpose it remains a puzzle as an attempt only a few years earlier had yielded disappointing results. This paper argues that the 2021 agreement was due reverberation between Europe and America with developments in one region altering the preferences in the other so as to make compromise more acceptable. The adoption of digital services taxes by EU member states (and others) gave the US an incentive to engage in talks so as to reduce the risk of double taxation of its firms. The 2017 US Tax Cut and Jobs Act created the precedent of a minimum tax on the foreign earnings, which altered the traditional reversion point that favored low-tax jurisdictions by reducing the advantages to US firms to shelter profits in low-tax jurisdictions. The conclusion of the talks, however, hinged on the linkage between the two issues, which gave the Biden administration an incentive to reinvigorate the digital services talks as it hoped that a multilateral agreement on a global minimum tax would improve the prospects for raising domestic corporate taxes. This paper, therefore, highlights the importance of reverberation, reversion points and issue linkage, sits at the intersection of Robert Putnam's metaphor of the two-level game and Henry Farrell and Abraham Newman's "new interdependence approach."

Keywords: taxation, digital economy

Paper ID # 12

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

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With ongoing trade tensions and decoupling between the U.S. and China, many multinational corporations (MNCs) are looking for ways to proactively adapt to the changing global challenges, including political, economic, social, technical, legal, and environmental (PESTLE) issues. To achieve this, MNCs are relocating their operations to emerging economies in South America, Africa, India, and ASEAN countries, developing new social contracts to govern international commercial ties. By shedding light on the effects of decoupling on MNCs, we aim to advance knowledge of how businesses can navigate the complexities of the global business environment, leading to a multi-focus network economy

Keywords: Sustainability, US-China decoupling, trade dispute, South America, Africa, ASEAN

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

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Thailand, a middle-income Southeast Asian country, is a major destination for migrants in ASEAN. The migrants were responsible for 4.3 - 6.6 percent of Thailand's GDP in 2010 (ILO/OECD, 2017). International Organization for Migration (IOM) estimates the number of migrants in Thailand is about 5 million (IOM, 2020), which is about 7.6% of its population. However, as of August 2022, there were 2,167,937 registered migrant workers in Thailand (Ministry of Labour, Thailand, 2022), and the rest are irregular migrants. The conditions of migrants in Thailand are challenging. High costs, long waiting times, poor working conditions, exploitation, human smuggling and trafficking, transnational crime, and bureaucratic red tape discourage many from entering to work in Thailand through legal routes.

Keywords: Environmental regulatory influences, institutional risk, use of resources, Thailand

Cooperation is Key: An Environmental Strategy for Multinational Firms

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There has been much debate regarding whether proactive or reactive environmental strategies would perform in various situations. Acknowledging this diverse strategic landscape, this study proposes an environmental strategy that would combine both proactive and reactive elements in order to create an ideal fit for a firm. By considering the effects of uncertainty, irreversibility, path dependencies and hostile environments, a firm can establish an idyllic approach that ultimately leads to higher performance.

Keywords: Sustainability, environmentalism, corporate environmental strategy, proactivity

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

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Due to the simultaneous presence of non-aligned interests of controlling families' socio-emotional wealth (SEW) motives and the need to strategically address external stakeholders' concerns regarding socially responsible business behaviour, family-owned multinational enterprises (FMNEs) face a complex decision regarding disclosure of their socially responsible activities. Family businesses pollute less and practice transparent accounting yet want to entrench information that can increase risk from competitors in communicating CSR disclosures. Given the inconclusive evidence whether SEW is a motivation or a deterrent for family firms, the current study proposes to explore the gap in the understanding CSR disclosure patterns of FMNEs by theorizing their heterogeneous SEW motives and then, examining the resultant selective disclosure patterns. We explore selective disclosure, also known as greenwashing, through methodological innovation by using the state-of-the-art deep learning techniques (Vader Lexicon, Sentiment Analysis, Structural Similarity Index) on annual reports of FMNEs selected from among the top 500 companies of Bombay Stock Exchange (BSE), India. Theoretically, we extend the understanding of diverse SEW motivations in response to non-alignment with stakeholder demands, thus enabling a critical comprehension of the complexity of SEW for FMNEs. Methodologically, we contribute towards understanding of linguistic framing in FMNEs' strategic CSR disclosure to manage/manipulate public perception.

Keywords: Sustainability, use of resources for sustainable processes, family-owned enterprises

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

This paper examines how COVID-19 vaccine manufacturers figured out their role in pandemic and introduces a double-loop model of organizational sensemaking. The inductive study approach allows us to compare how the four companies made sense of the same disruptive environment while handling conflicting expectations of external stakeholders. Our model advances the existing sensemaking literature by separating identity sensemaking from management of stakeholders' expectations. The slow loop of responsibility explains how firms make sense of who they are, while the fast loop of responsiveness shows how they respond to stakeholders' feedback. The loops are interconnected and affected by a combination of organizational factors, stakeholder characteristics and the nature of stakeholder concerns.

Keywords: Organizational sensemaking, external stakeholders management, communication

Paper ID # 22

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

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This paper explores the impact of personality and national culture on the talent versus hard work perceptions of success. Previous research has examined the importance of perceptions in determining the origin of a person's success in talent or hard work. However no previous study has looked at potential antecedents that may influence an individual's bias towards talent or hard work. This paper explores how an individual's personality and national culture may influence a bias towards selecting an individual that displays talent or hard work. Theoretical considerations and propositions are offered to help future researchers.

Keywords: Human resources, cultural diversity, talent, hard work, personal bias

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

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Sangmook Lee, Penn State Great Valley University, USA

Shlomo Tarba, The University of Birmingham, United Kingdom

Pervez Ghauri, The University of Birmingham, United Kingdom

This paper presents an examination of the impact of corporate political activities (CPAs) on board gender diversity. We utilized an extensive international sample to find that the firms engaged in CPAs, such as lobbying and political contributions, tend to appoint more women to the board. More gender-diverse boards stem from the strong social reputation benefits associated with board gender diversity (BGD) and so needed by policymakers in helping the firm. By integrating the informal institutional element of gendered culture, we found that the positive effect of CPA on firms is negatively moderated by grammatical gender marking as an important contingency factor. To mitigate any endogeneity concerns, we subjected our results to a battery of empirical robustness tests, including casualty analysis.

Keywords: Corporate political activity, board gender diversity, linguistic structures

Paper ID # 30

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

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While digital technologies such as the internet offer new and less expensive methods to seize exporting opportunities, more is needed to know how firms selling tangible products use online channels to service international markets. This is particularly the case for their choice between active and default forms of corporate websites (also known as virtual presence modes). Building on the organizational cultural intelligence (CQ) literature, we analyze the differences in organizational cultural intelligence (CQ) influence virtual export channel choice and, consequently, export performance in this paper. We propose that SMEs with higher organizational cultural intelligence (CQ) are more likely to capture exporting opportunities with active websites. Oppositely, SMEs that have lower organizational cultural intelligence (CQ) are more likely to adopt default websites, which we propose operates through threat of cultural distance as a moderator between the two variables. Additionally, SMEs that adopt active websites might have better export performance than same firms that use default websites. Our intention is to add to growing literature on digital internationalization by explaining how firms choose between different website formats.

Keywords: Cultural diversity, virtual presence entry mode

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

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The third wave of intelligence technology (IT) transformation, centering on AI, is forming business opportunities and capabilities with the ability to exceed current boundaries, disrupt value chains, unsettle global operations, and force companies to reconsider nearly every division, strategy, and function within a firm (Porter & Heppelmann, 2014; Porter & Heppelmann, 2015). Touted as the Earth's foremost source for data and analysis into AI, Stanford's yearly AI report fails to consider the role culture may play in AI's growth and adoption at the national level (The AI Index Report, 2021). This quantitative study aims to pilot test a national level understanding of the relationship culture may play in AI adoption by analyzing Hofstede's cultural dimensions' relationship in moderating specific AI national level metrics measured by Stanford's 2021 AI data. This paper aims to explore whether specific cultural dimensions have a more demonstrative impact on AI adoption, propose a method for measuring AI adoption, and investigate whether specific cultural indicators are possible predictors of AI adoption at the national level. Scholarly and managerial impacts of a connection between national culture and AI make it possible to expand on missing countries in Stanford's yearly index, develop AI business policy and decision-making improvements, and improve corporate AI-centric market entry strategies for global corporations.

Keywords: Cultural diversity, global leadership, artificial intelligence

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

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This theoretical paper examines the effects of CEO characteristics on the choice of international joint ventures (IJVs). More specifically, we look at the effects of CEO's cultural orientation based on uncertainty avoidance as well as his/her age to better understand how both characteristics may influence their decision-making process toward IJVs. Grounded in the upper echelon's theory, in particular the risk-taking aspect of this very framework, we argue that CEOs coming from an uncertainty avoidance background will lean toward choosing IJVs as a foreign entry mode. We also argue that the age of CEO will have a positive moderating effect on this relationship. In other words, older CEOs embracing uncertainty avoidance will more strongly support the IJVs as a way of foreign market entry.

Keywords: Cultural diversity, IJVs, CEO age, uncertainty avoidance

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

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Racial bias in higher education continues to be a pressing issue, with enduring disparities in access, representation, and outcomes among students from different racial and ethnic backgrounds (Cabrera, N. L., 2020). This research paper explores the concept that all modern humans share a common African ancestry, tracing back to an ancestral female commonly referred to as "Mitochondrial Eve." (Fleskes, R. E., et al., 2023). By unraveling the potential influence of our shared African heritage on racial bias in higher education, this study will examine the historical, sociocultural, and genetic factors that contribute to the social construction of race (Flint, M. A., 2021). Utilizing a mixed-methods approach, the research will incorporate qualitative data from interviews and focus groups with students, faculty, and administrators, along with quantitative data from surveys and institutional records. The findings will offer valuable insights into the role of shared ancestry in shaping attitudes and behaviors related to race, ultimately contributing to policy-making and educational practices aimed at fostering inclusivity, celebrating diversity, and promoting equity within higher education institutions (Okello, W. K., et al., 2021).

Keywords: Cultural diversity, higher education, racial bias, African ancestry

Paper ID # 24

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

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Employing competing hypotheses based on the liability of foreignness (LOF) and asset of foreignness (AOF) perspectives, this study compares the performance of new ventures launched by immigrant and native-born entrepreneurs. To reconcile the contradictory predictions of the competing perspectives, firm life cycle stage is theorized as a contingency factor. We argue that while the negative effect of an entrepreneur's LOF on the new venture's survival dominates in the infancy stage of the firm life cycle, the AOF affects firm profitability positively as the venture enters the growth stage. Based on matched sample of new ventures founded by 330 immigrants and 330 native-born entrepreneurs over a seven-year period, our data analyses support the predictions. This study refines and extends the LOF and AOF perspectives to yield a more comprehensive understanding of new venture performance.

Keywords: Immigrant entrepreneurship, liability of foreignness, asset of foreignness

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

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Since inception within management and retail literature, pop-up stores have been considered a marketing strategy, and has been investigated under various consumer contexts. Predominantly, these studies research the atmospheric elements of these infrastructures and their effect on consumer loyalty via aesthetic appeal and social networking. Because the dearth of international business literature on the potential utility of pop-up stores apart from this focus is substantial, this study seeks to extend the definition of pop-up stores into an internationalization context. Operating under the framework of platform-based managed ecosystems, the qualities of pop-up stores are postulated to allow firms to overcome the liability of outsidership (LOO) that often hinders their efforts to enter foreign markets primarily through network development. In addition to expanding the scope of these temporary establishments, this study proposes that popup stores may be underutilized as a conducive mechanism towards resource expansion during the process of internationalization.

Keywords: Assessing competitive environments, target markets, marketing

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

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This study explores the impact of counterfactual advertising (known as greenwashing), brand signals and trustworthiness of information on customer satisfaction with and intention to purchase fast fashion products. Three experiment designs were used. This study finds that (1) when consumers face counterfactual advertising, they will feel regret, and their attitude towards environmental protection, satisfaction, willingness to recommend and purchase of fast fashion will drop significantly. (2) Different brands signal (boutique, well-known brands, no brands) have obvious differences in consumer satisfaction with fast fashion products, recommendation willingness and purchase willingness. Among them, the degree of consumers' satisfaction declined was no difference between boutique and well-known brands. However, unbranded firms have higher drop scores of satisfactions than boutique and well-known brands. Besides, the drop score of willingness to recommend and purchase of boutique is most. (3) When the source of information comes from firms and advertisers, consumers' satisfaction, and willingness to recommend farther than the source of information comes from family/friends and environmental groups. Finally, there is a significant interaction effect between brand signal and trust in the source of information. The results of this study have academic and practical implications.

Keywords: Marketing, brand equity, corporate social responsibility, counterfactual theory

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

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Brand communities have experienced a renaissance and have grown in both size and relevance. While scholars and practitioners originally likened brand communities to the Holy Grail of marketing, we have since come to learn that these consumers do not exclusively gift brands with an infinite abundance of longevity and wealth. To explore the complexity of brand community membership in a global world, this research investigates the effects of perceived psychological distance on consumer relationships with the brand and its community. Through two experimental studies, we find that perceived consumer-brand distance (i.e., global/foreign vs. local/national brands) and perceived consumer-consumer distance (i.e., online/hybrid vs. in-person interactions) negatively impact consumers' psychological sense of brand community, brand trust, and brand loyalty. Thus, this research establishes perceived psychological distance as a new and important factor in fostering strong brand community membership.

Keywords: Marketing, assessing competitive environments, psychological distance, brand trust

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

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The purpose of this study is to examine the impact of individual and firm level factors on the emerging market professional service small and medium size enterprise's (PSF SME's) ability to achieve global marketplace success. The sample comprised 251 respondents who were CEOs or managers of globally operating PSF SMEs from a key emerging market-India. Relationships were examined using structural equation modeling of survey data. The results show that: (1) top managers' cultural intelligence positively impacts the PSF SME's service capabilities and differentiation advantage; and (2) the PSF SME's service capabilities positively impact differentiation advantage with both factors also positively affecting firm success. The study's findings have important theoretical and managerial implications for service firms. This study addresses calls for more research into the important, yet relatively understudied, area of globally operating emerging market PSF SMEs.

Keywords: Assessing competitive environments, international entrepreneurship, finance

Paper ID # 4

Viewing SWOT through the Johari Window

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The purpose of this article is to examine the interaction of the SWOT analytical tool with the intelligence variation of the Johari window. Implementing the SWOT analysis with an understanding of these four knowledge-awareness areas can help a company understand their own strengths and weakness in relation to the dynamics of the industry in which they operate while also developing a greater awareness and understanding of their competition, environmental considerations, and future implications. To examine this interaction, the SWOT analysis is developed in relation to the intelligence, risk-oriented, version of the Johari Window and the known knowns, known unknowns, unknown knowns, and unknown unknowns. Through this interaction, a firm can identify all factors that can impact the organization's success now, and in the future, and can develop a comprehensive and realistic strategic plan that adapts to changes and uncertainties in the business environment.

Keywords: Assessing competitive environments, entrepreneurship, target markets, strategy

Interplay of Culture and Individual Difference on New Product Evaluation

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This study investigates the interaction of culture and individual differences (e.g., involvement, innovativeness, tech. sophistication, and knowledge) on new product willingness to buy (WTB) in the USA and South Korea. The results suggest that knowledge and tech. sophistication influence the WTB in the USA. So, the higher the knowledge of the new product. The higher the willingness to buy the new product. However, higher-tech. sophistication of the consumers negatively affects the WTB and leads to lower WTB. In South Korea, involvement affects the WTB such that a higher involvement level leads to higher WTB. In addition, knowledge mediated the effect of countries on WTB.

Keywords: Culture, individual difference, new product, willingness to buy

Paper ID # 75

The Ivory Tower Engages: A Case in Global Academic Entrepreneurship

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In consideration of changing societal demands on higher education, and the evolution of accreditation standards for business schools, this paper explores the implications of these trends on entrepreneurial options for business faculty. To complement existing literature, the paper explores the development of a model of academic consulting through the establishment of a global faculty network. During the conference session, participants would engage in a discussion of the opportunities and challenges for entrepreneurship in universities, the case itself, and the implications for faculty careers.

Keywords: International entrepreneurship, academic entrepreneurship

The Rise of Unicorns in South East Asia: A Qualitative Analysis of Trends

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Entrepreneurial development is a significant driver of economic growth in emerging economies, particularly in Southeast Asia, driven by rapid urbanization and the rise of consumerist middle classes, accelerating digital transformation, in the seven main megalopolises dominating the region. This paper explores the evolution in the entrepreneurial climate and specifically the development of unicorn-sized startup firms in four representative countries in the ASEAN region, Thailand, Indonesia, Philippines, and Singapore. It further seeks to identify the underlying factors influencing the entrepreneurial environment. The data presented shows that many of the typical requirements for a robust entrepreneurial environment are abundant in Singapore, but in early to moderate stages in Indonesia, Thailand and the Philippines conducive to the advent of unicorn-sized startups. It is estimated that some 50 startups in the ASEAN region qualify for the unicorn designation as of 2022. This research project is part of a geographic commitment of the Georgia Tech CIBER center on the Southeast Asian region.

Keywords: International entrepreneurship, target markets, assessing competitive environments

Paper ID # 5

Does International Experience of CEOs and Board Chairmen Matter in Different Ownership Types?: The Impact on Firms' Internationalization

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Firms' internationalization leads to better financial performance with a broader market scope and more sources of revenue for firms. To answer the calls for further efforts to comprehensively study the impact of ownership types on firm strategic decisions such as internationalization, this study investigates the impact of ownership types (i.e., CEO ownership, chairman ownership, and institutional ownership) on internationalization of firms. The moderating role of international experience of both CEOs and chairmen of boards is also examined.

Keywords: Ownership types, internationalization

CEO Network Connections and Real Earnings Management: International Evidence

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This study investigates whether CEO network connections influence non-US firms' decision to manage earnings up with the alteration of real operating activities, as well as the future operating performance of the firms, for the period of 1998-2017. We find that "more connected" CEOs are less likely to induce the firms to alter real activities to manage earnings upward and the results are robust with the use of different regression models. The additional empirical findings demonstrate that the negative effect of CEO network connections on the level of real earnings management used in a firm is stronger in the countries with lower country-level governance quality. We also empirically decompose the effects of CEO network connections into the informational and reputational effects and find that the informational effect positively contributes to the negative effect of CEO network connections on the level of real earnings management used in a firm. Further analysis unveils that, compared with the level of real earnings management activities used in other firms, the ones used in the firms led by "more connected" CEOs are associated with better future operating performance of the firms. Overall, our results suggest that CEOs network connections have a positive impact on the informational environment and operating performance of the non-US firms.

Keywords: Corporate financial reporting, financial choices, risk management

Paper ID # 41

Signature Experiences on Study Abroad with Peers

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Study abroad signature experiences have been providing students with immersive cross-cultural experiences across the globe for many years. This paper aims to explore a unique and impactful iteration of this experience, where students from diverse cultural backgrounds collaborate on projects and present their joint findings when they are in the same time zone. By sharing our experiences in designing, implementing, and assessing international exchange projects, we will underscore the value of cultural connectivity beyond critical thinking and academic learning, using examples from South Africa, Morocco, and Brazil.

The development of cross-cultural intelligence has become a highly sought-after leadership characteristic by recruiters. We observed remarkable outcomes when students were paired with their peers from different home and host institutions. While their presentations demonstrated mastery of hard skills, it was in culturally diverse environments that their soft skills truly thrived. This experience fostered remarkable social, emotional, and professional connections that transcended time and geographic borders. It is important to note that profound experiences like these cannot be replicated by ChatGPT or any other chatbot function, as they require real-world experiences. By showcasing examples from different countries, we aim to emphasize the long-lasting impact of these experiences on students' personal and professional lives.

Keywords: Innovative teaching, study abroad

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

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The research objective of the current project is to further understand the impact of virtual exchange (VE) programs on students' performance and intercultural competencies. Using data from a group of undergraduate business students, we conducted two different analyses. The first analysis focuses on the impact of VE on student performance, measured using final exam scores. For the first analysis, we included a control group of students who had not participated in the VE program. The results from the first analysis highlighted the positive relationship between participating in a VE and higher student final exam scores. The second analysis then focused on the intercultural sensitivity competencies of the group that had participated in the VE programs. Obtaining mixed results, we can report that participating in a VE program has a positive effect on the interaction confidence component, and a marginal effect on the interaction engagement component.

Keywords: International business curriculum, multicultural experiences

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

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Instructors teaching management and international business classes often face a challenge conveying frameworks and analytic techniques for understanding complex business environments. In this article, the focus is on facilitating students' learning of the institutional aspect of business environments. Through the use of a scavenger hunt, students navigate four major facets of the institutional environment: political freedom, economic freedom, corruption, and national culture. The purpose of the scavenger hunt is to provide useful resources to comprehend each facet by providing students the ability to analyze cross-country challenges, understand respective measurements, and explore useful databases for country comparisons. This exercise is intended to be used in an undergraduate Strategy, International Business, or other International Management or Marketing course. Included are ideas for variations.

Keywords: Innovative teaching, IB coursework, international business curriculum

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

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Entrepreneurship accelerates economic growth, develops new enterprises, improves existing ones, and promotes innovation and research. A central purpose of higher education is to increase students' future career stability and satisfaction, and improve their labor market outcomes, generally. This includes careers in entrepreneurship. A business degree program is an obvious choice for those interested in entrepreneurship, but less obvious is the choice of a specific discipline. Here, we focus on international business (IB). One might assume IB is lowly related to entrepreneurship since it commonly prepares students to work for large, existing, multinational firms. Others might assume a strong relationship since it grants a broader variety of business skills and knowledge compared to others, necessary for entrepreneurship. Using a nationwide sample of U.S. students, we compare IB students to others in terms of their likelihoods of having entrepreneurial goals at matriculation, at graduation, forming those goal during college tenure, and abandoning them. We also investigate whether the same student characteristics (demographics, household structure, collegiate experiences, and post-graduation goals and plans) associated with entrepreneurial goals in other disciplines held within IB programs. For context, descriptive analyses of entrepreneurial desires among college students, generally, are also provided. Results have implications for IB pedagogy.

Keywords: International business curriculum, innovative teaching, IB coursework

Paper ID # 25

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

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Kevin Lee, University of Tampa, USA

The Covid-19 pandemic highlighted the inequities of the monetary system, and cryptocurrencies were initially seen as a solution. However, since then, challenges such as fraud, bankruptcy, and regulations have emerged. Our team has conducted research that indicates countries with lower levels of trust in government and higher levels of collectivism tend to have higher cryptocurrency ownership rates. Our findings provide valuable insights for decision-makers considering the adoption of cryptocurrencies.

Keywords: Cryptocurrency, culture, Hofstede, speculative assets

Paper ID # 45

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

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JC Blewitt, King's College, USA

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Using the two-factor theory of communications, this article seeks to establish a relationship between wear-in and wear-out of ads for their target audience. We propose a model with multiple moderating variables that impacts the length of time it takes a consumer to recognize and become familiar with an ad to the point where they become all too familiar with it and reject it or want something new in its place. Variables of age, personality, culture, creativity, humor, and novelty are all proposed as moderators. Data will be collected from three behavioral labs in the summer / fall of 2023. Ultimately, this article seeks to contribute a new understanding of why some ads endure and others wear out early using some contemporary theory in an interdisciplinary conversation.

Keywords: Marketing, advertising fatigue, two-factor theory, personality

Global Sustainability in Agribusiness: Strategies for Honduras

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This exploratory study examines the formal and informal institutional environment of Honduras in the context of the agribusiness industry and develops strategies for US multinational corporations (MNCs) seeking to expand to and sustainably invest in Honduras. Our analysis is based on institutional theory as well as the resource-based view, and guided by the overarching question of: “How can US multinational corporations implementing sustainability strategies navigate the institutional environment in the context of the agribusiness industry in Honduras?” We build on the existing literature, current news, governmental documents, and semi-structured executive interviews to collect and interpret data and information. We examine opportunities and threats for MNCs related to the current political, economic, and legal institutional environment of Honduras that impact investments and sustainability initiatives in the agribusiness industry and develop specific strategies to aid MNCs in their effort to expand to and operate in the country.

Keywords: Sustainability, agribusiness, MNCs

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

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Based on institutional theory and the resource-based view, this paper seeks to systematically answer the research question of: “What are the best strategies and practices for data mining in the context of the retail industry, and how can US-based MNCs strategically implement these methods to gain an advantage when expanding to and operating in Chinese markets?” Based on a review of the literature and a qualitative research methodology using semi-structured executive interviews, we examine and discuss examples of data mining based on simple and complex systems in the US and China. We then analyze the typical methodologies and practices related to data mining usage within the Chinese retail industry and provide a comparison to those used in the United States. We further examine formal data privacy laws related to data mining, with an emphasis on the stricter traditional legal institutions in China when compared to the United States. We further examine the usage of data mining and specific implementation techniques in the Chinese retail industry, explore the related challenges and threats, and discuss specific market entry strategies tailored explicitly to US-based MNCs entering the Chinese retail industry.

Keywords: Data mining, retail industry, China

Virtuous Integrative Social Robotics: Design for Values and Ethics

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This research conceptualizes Virtuous Integrative Social Robotics (VISR) as a value-driven philosophy for developing and designing social robots/robotics applications. It encompasses shared ethical principles highlighted as autonomy, responsibility, and transparency (ART) for social robots in the VISR context. Virtue ethics is explored as a means for programming social robots as artificial moral agents, placing human values as the basis of robot design. It is based on the ‘non-replacement principle’ whereby social robots should behave as a virtuous human would. Finally, this research provides managerial implications and promises to find innovative ways based on ethical decision-making and improving ethical transparency for human-robot interaction, unification, trust, and collaboration (cooperation) more than ever before.

Keywords: Virtuous integrative social robotics, autonomy, artificial intelligence, shared ethics

Paper ID # 15

Unveiling the AI-Driven Monochronic Culture Diffusion Framework

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Monochronic cultures perceive time as a linear and structured concept, whereas polychronic cultures consider time to be flexible and less rigid. In polychronic cultures, workers often operate at a slower pace compared to their counterparts in monochronic cultures. This difference can be attributed to the significance placed on social relationships and the simultaneous completion of multiple tasks. To explore the transition from polychronic to monochronic cultures within AI-driven subsidiaries, various theoretical frameworks are employed. These frameworks include technological determinism, task interdependence, resource-based view, agency theory, and business ecosystem, among others. Furthermore, the paper presents a novel theoretical model called the AI-Driven Monochronic Culture Diffusion Framework. This framework elucidates the potential diffusion of monochronic culture in AI-centric organizations operating in countries with a prevailing polychronic culture. By emphasizing the necessity for workers to adapt their behaviors and skills to effectively engage with intelligent machines, the framework highlights the potential for a cultural shift towards monochronic practices in organizations that embrace AI technology.

Keywords: Monochronic cultures, polychronic cultures, artificial intelligence

Why Exporters Refuse to Exchange Knowledge in Networks?

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This article explains the unwillingness to exchange export knowledge by members of exporters networks. We find that network participants' export experience and age have a negative influence on their willingness to exchange knowledge. This study uses data from a survey of 301 members of an exporter's network to test a set of hypotheses with structural equation modeling.

Keywords: Exporters, knowledge exchange, knowledge network

A Multilateral Network Perspective on Inward FDI

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FDI remains a preferred mode for multinational enterprises to access international markets, resources, and technology. However, there are vigorous debates in the academic literature about the magnitude of inward FDI spillovers and their effect on the economic growth of host countries. In this paper, we argue that these empirical inconsistencies arise from the narrow “home-host” bilateral context in which inward FDI spillovers are analyzed. Further, we show that the inconsistencies can be resolved by adopting a broader, multilateral network perspective to estimate the effects of inward FDI. This perspective allows us to account for the differences in inward FDI spillovers from different investing countries and aggregate these to assess the overall impact of inward FDI. We use quantitative network-centric analysis to model the multilateral connectivity amongst nations engendered by inward FDI. Specifically, we use a panel data set of over 200 host countries spanning two decades to demonstrate that (a) the diversity of inward FDI measured by the number of investing countries and (b) the quality of inward FDI measured by the structural position of investing countries in the global inward FDI network is correlated with higher economic growth of host countries.

Keywords: FDI network, GDP, degree centrality, eigenvector centrality

Paper ID # 8

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

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The study investigated the contribution of digital automation technologies towards environmental sustainability practices of companies in Nigeria. Cross-sectional survey design was used in the study. A sample size of one hundred and eighty-nine respondents were drawn from a target population of accountants, top business managers, and Information Technology experts of manufacturing firms in Nigeria. Primary data were collected from the respondents with the use of a 4-point Likert-based questionnaire. Analysis of data collected was achieved using frequency counts and Spearman Ranked Order Correlation Coefficient. The results showed that only Internet of Services have been implemented to a high degree while Internet of Things, Cyber Physical Systems, and Smart Factory have a low degree of implementation in Nigeria. It was equally found that digital automation technology implementation significantly enhances waste management practices ($\rho = .332, p < .05$), reduction in carbon emission ($\rho = .282, p < .05$), and natural resource use efficiency ($\rho = .157, p < .05$). The study recommends that managers of manufacturing firms in Nigeria should endeavor to acquire, implement and maintain digitized manufacturing facilities that use connected devices, machinery and production systems to continuously collect and share data in order to help the firms achieve more efficiency in their production processes.

Keywords: Environmental sustainability, digital automation technologies, waste management

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

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In 2021, trade literature proposed integrating organizational and international teams with artificial intelligence (AI) to generate transformative business results. These authors suggested the term Superteams as the majority of businesses shift from AI hierarchy models to team-centric models. The ability of scholars to understand and define how AI can increase human workforces in the form of human-machine teaming is a vital area of research. With AI technologies on the verge of augmenting human skills, understanding where and how humans and AI capabilities should merge into radical new teams to increase performance, lower costs, increase effectiveness, and improve innovation is critical as the era of human-only teams and employee performance ceilings ends. With AI's ability to quantify decisions and actions with big data analytics and improve a firm's outcome and ability to maximize success in the future, could Superteams have a significant impact on future businesses? This paper seeks to qualitatively investigate this question, inter alia, and work towards an empirical and pragmatic definition of Superteams, a nascent term that is becoming popularized. This paper also examines how using high-functioning virtual team members as proxies for Superteams may assist scholars in determining how to augment teams with AI and suggests future research to maximize international business operations.

Keywords: Artificial Intelligence, human-machine teams, superteams

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

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Historical events such as industrialization, the advent of computers, and the dawn of the internet have consistently impacted the employee workforce and created risks and opportunities for increased performance and quality of work life (QWL) (Guest, 2014 O'Halloran, 2015). International businesses are increasingly turning to virtual team members (VTMs) to create efficiencies, lower costs, and adapt to the changing implications of the COVID-19 and worker environment (Garro-Abarca, Palos-Sanchez, & Aguayo-Camacho, 2021). At this intersection between global change and altering work practices, the VTM and international business face changing societal views on QWL. Therefore, the individual VTM is the unit of analysis and the study's focal point. This research aims to demonstrate the existence of QWL-based VTM subgroups, define and explain the significance of the formation of QWL-based subgroups on VTM performance, and define high-functioning VTMs.

Keywords: Quality of work life, virtual teams, high-functioning team members

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

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As part of a process of enriching the Uppsala model, and to further develop Coviello's work on micro-foundations (Coviello and al., 2017), we use an original case study to explore how managers metamorphose the internationalization process using digital tools. The results show that in an international, digital context, two micro-foundations are critical: the first concerns information technology management practices related to developing a digital literacy, and the second relates to managers' international vision, in particular their capacity to perceive the importance of international activity in the company's mission. Of these two micro-foundations, we found that the one for digital transformation predominates over that related to international development. This study also proposes two new micro-foundations: the emphasis of digitalization in international outcomes and the capacity to develop the digital literacy of one's international partners. This contribution brings a more refined and detailed understanding of the capabilities required by managers to develop the digitalization of the internationalization process.

Keywords: SME internationalization, Uppsala model, digital transformation, micro-foundations

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

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The question is centered around connected (Internet of Things) Fitness Machines which virtually transports the user of the machine to a destination (Spain, Italy, St. Lucia, Fiji, New Zealand to name a few) while the user is engaged in some form of fitness activity (running, walking, rowing, cycling etc.). The intended idea or primary marketing message is that the user gets a ‘personal’ trainer to aid in their fitness journey while at the same time enjoying the ‘outdoors’ in the comfort of their home. The seemingly unintended consequence is that each ‘outdoor’ location is marketed uninterrupted for 15 to 30 minutes at least. This begs the question – will these connected machines encroach on traditional advertising expenditure for destination marketing? Can connected (internet of things) Fitness machines move two product categories from Red Ocean competitiveness to Blue Ocean Competitiveness? Does the signaling engagement positively affect customer choice/willingness to choose a destination?

Keywords: Signaling theory, destination marketing, blue ocean- red ocean strategy, I-O-T

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

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Increasingly the role of information technology (IT) in people management and business development in developing economies especially African economies is critical. This study explored the impact of IT on people management and growth of the African business to understand their relationship and nature to develop a holistic view of the impact from previous studies. The literature synthesis confirms that the extent of technological impact on HRM still remains dominant on administrative functions but also shows a trajectory towards strategic facilitations. Developing countries are still reluctant to integrate fully the technological systems to business process due to lack of expertise, awareness, and confidence in technological systems. The results of the findings identified various impacts of technological adoption in HRM, highlighting its importance and challenges to the future of business management.

Keywords: IT, digital, emerging economy, business development