

**6TH COPENHAGEN CONFERENCE ON “EMERGING MULTINATIONALS”:
OUTWARD INVESTMENT FROM EMERGING ECONOMIES**

THURSDAY 11 OCTOBER

9:30-10:00 **Registration**, Copenhagen Business School, Porcelænshaven 26, 4th floor, 2000 Frederiksberg

10:00 **Welcome Address:** Peter Gammeltoft
Room 408

10:15 **Plenary 1: Contemporary Issues of EMNEs**
Chair: Peter Gammeltoft
Room 408

Andrei Panibratov: Russian Multinationals and the Role of Government

Ilan Alon: Institutional and Political Determinants of Chinese International Investments

Lourdes Casanova: Speed, Global Reach and Flexibility: The Rise of Chinese Multinationals

11:15 **Coffee Break**

11:30 **Session 1A: Institutional Mediation of Internationalization**
Chair: Björn Jindra
Room 407

Florian Becker-Ritterspach, Knut Lange, Matthew Allen: Home Institutional Support in Firm Internationalization: Varieties of Home Country Measures
Discussant: Hsia Hua Sheng

Jia Li, Ling Liu: Exploring institutional uncertainty by knowledge-based entrepreneurial firms in emerging economies
Discussant: Pavida Pananond

Saul Estrin, Michael Carney, Zhixiang Liang, Daniel Shapiro: Initiating internationalization: business group affiliation, export intensity and institutional quality
Discussant: Huan Zou

Session 1B: EMNEs' Locational Decisions
Chair: Lourdes Casanova
Room 408

Ping Lv, Elisa Barbieri, Francesca Spigarelli, Louise Curran: An industry-based view of FDI – exploring the motivations for Chinese OFDI in Europe across industries
Discussant: Jianhong Zhang

Renata Laczi: Location choice of the emerging market multinationals
Discussant: Diego Quer Ramon

Konstantin Nefedov, Anastasia Ivakina: The Impact of Crisis Shocks of 2008 and 2014 on OFDI from Russia: Host Country Characteristics and Investment Risks (Replacing Nigel Driffield, cancelled)
Discussant: Eunsuk Hong

13:00 **Lunch**, Råvarebygningen, Porcelænshaven 22, 4th floor

14:00 **Session 2A: Foreign and Domestic Policy Impacts**
Chair: Bersant Hobdari
Room 407

Diego Quer Ramon, Laura Rienda, Rosario Andreu, Si Miao: Bilateral Diplomatic Relations as an Uncertainty-Reduction Device: The Case of Chinese Firms in Latin America
Discussant: Sanne van der Lugt

Pietro Rodrigues: Foreign Policy and institutional determinants of FDI
Discussant: Mohamed Amal

Tong Yin, Lisa De Propriis, Liza Jabbour: The Effects of Policies on China's OFDI to the World at National Level – A Quantitative Study
Discussant: Ling Liu

Session 2B: EMNEs and the Internationalization Process
Chair: Saul Estrin
Room 408

Irina Surdu, Kamel Mellahi, Keith W. Glaister: Boomerang Multinationals? Strategic flexibilities or rigidities? A Perspective on the Foreign Market Re-Entry Strategies of Developed versus Emerging Market Re-Entrants
Discussant: Ho-Wei Hsu

Oludotun Fasanya: SSA-MNE's and Taxonomy of Internationalisation Strategies: Five Case Studies from Sub-Saharan Africa
Discussant: Salman Bahoo

Robert N. Mefford: Reverse Technology Transfer as a Globalization Strategy for EMNE's
Discussant: Sharon Poczter

Yuanyuan Li, John Cantwell: Internationalization Process of Emerging Market Firms: Does Foreign Ownership Make a Difference?
Discussant: Henrique Corrêa da Cunha

15:30 **Transport to Asia House**
16:30 **EMNEs in Practice**
-18:30 Chair: Bent Petersen
Asia House
18:45 **Dinner**
-21:15 The history of Asia House: Susanne Hækkerup
Asia House
21:30 **Transport to CBS**

FRIDAY 12 OCTOBER

9:15-9:30 **Arrival/Coffee**, Porcelænshaven 26, 4th floor, 2000 Frederiksberg (same venue as Thursday)

9:30 **Plenary 2: Contemporary Issues of EMNEs**
Chair: Jens Gammelgaard
Room 408

Alvaro Cuervo-Cazurra: State-Owned Multinationals from Emerging Markets and Host Country Policies
Axele Giroud: Differential Impact of EMNEs in Emerging Markets
Ram Mudambi: The Role of Emerging Markets in Global Innovation Systems
Ravi Ramamurti: What Is "Chinese" about Chinese Multinationals?

10:45 **Coffee Break**

11:00 **Session 3A: State Ownership and OFDI**
Chair: Ilan Alon
Room 407

Hsia Hua Sheng, Jose Marcos Carrera: State Ownership and Financial Performance of Brazilian Multinational Enterprises: An Analysis Before and After the Crisis
Discussant: Saul Estrin

Sharon Poczter, Aldo Musacchio: Do State-Owned Multinationals Internationalize Differently?
Discussant: Volkan Ozbek

Tega Ogbuigwe, Hongzhi Gao, Eldrede Kahiya: Hybridization as a Coping Mechanism to Institutional Challenges in Emerging Market Firms Outward Foreign Direct Investment
Discussant: Robert N. Mefford

12:30 **Lunch**, Råvarebygningen, Porcelænshaven 22, 4th floor

13:30 **Session 4A: Distances and OFDI**
Chair: Axele Giroud
Room 407

Henrique Corrêa da Cunha, Mohamed Amal, Dinorá Eliete Floriani, Svante Andersson: The moderating effects of formal institutional distance on the relationship between cultural distance and performance: the case of foreign subsidiaries in Latin America
Discussant: Pietro Rodrigues

Ricardo Floriani, Mohamed Amal, Dinorá Eliete Floriani: From Added Distance to Relative Added Distance: The Role of Firms to Overcome Distances
Discussant: Tega Ogbuigwe

Session 3B: Global Value Chains
Chair: Faith Hatani
Room 408

Ho-Wei Hsu: The internationalization of emerging market multinationals: An alternative typology
Discussant: Yuanyuan Li

Andrey Medvedev, Konstantin Nefedov: How well can indicators of internationalisation reflect regional configuration of Value Chain Activities? A multiple case study of Russian MNCs
Discussant: Renata Laczi

Pavida Pananond: Emerging Market Multinationals and Upgrading in Global Value Chains: Implications for Home-Country Development
Discussant: Arianna Martinelli

Session 4B: Country of origin effects and EMNE branding
Chair: Ravi Ramamurti
Room 408

Carolina Castaldi, Arianna Martinelli, Elisa Giuliani: Emerging market Multinational Enterprises taking over United States trademarks: predating or leveraging?
Discussant: Ping Lv

Félix Barahona Márquez, Paloma Miravittles, Fariza Achcaoucaou: Facing the Liability of Origin: EMNE Subsidiaries in Developed Countries
Discussant: Bent Petersen

Sanne van der Lugt, Adalbert F.X. Wilhelm, Marco Sanfilippo: Institutional distance in comparative perspective: Chinese and U.S. FDI to Africa
Discussant: Suhail M. Ghouse

Afonso Fleury, Maria Tereza Fleury, Luis Oliveira: The Evolution of Studies on Emerging Market Multinationals: What is New?
Discussant: Konstantin Nefedov

15:00 **Coffee Break**

15:30 **Session 5A: Performance factors and effects**

Chair: Ram Mudambi
Room 407

Inge Ivarsson, Bent Petersen: Market-Political Ambidexterity and Bundling of Local Resources and Foreign Strategic Assets: A Recipe for Competitive Advantage?
Discussant: Florian Becker-Ritterspach

Eunsuk Hong, Jong Kook Shin, Huan Zou: The impact of technological augmentation on post-acquisition performance: A comparison between domestic and cross-border mergers and acquisitions (M&As) from emerging economies firms
Discussant: Irina Surdu

Volkan Ozbek: How to better govern emerging multinational corporations: do CEO characteristics matter?
Discussant: Oludotun Fasanya

17:00 **Coffee Break**

17:15 **Plenary 3: Publishing research on emerging economies**

-18:15 Dos and don'ts of publishing in specific journals
Room 408

JIM SI: Peter Gammeltoft
JIBP: Axele Giroud/Ram Mudambi
JEWB: Andrei Panibratov
MOR: Peter Ping Li
IJoEM: Ilan Alon
GSJ: Alvaro Cuervo-Cazurra

18:30 **Walk to the restaurant**

19:00 **Dinner**

Belis Bar, Smallegade 1, 2000 Frederiksberg

Jianhong Zhang, David L. Deephouse, Désirée van Gorp, Haico Ebbers: Assessing the Legitimacy of EMNEs to Alleviate the Liabilities of Foreignness and Emergingness
Discussant: Tong Yin

Session 5B: Country variations in OFDI behavior

Chair: Alvaro Cuervo-Cazurra
Room 408

Taotao Chen, Lourdes Casanova, Chen, Run Xu: Emerging Multinationals from China and Latin America, a Comparative Analysis
Discussant: Felix Barahona Marquez

Salman Bahoo, Ilan Alon, Andrea Paltrinieri: Sovereign Wealth Funds: Past, Present and Future
Discussant: Luis Oliveira

Suhail M. Ghouse: Outward Foreign Direct Investment and its Economic Implications on Indian Economy: A Pre and Post Demonetization Analysis
Discussant: Lourdes Casanova