



5th AIB-CEE Chapter
Annual Conference on

**INTERNATIONAL ENTREPRENEURSHIP
AS THE BRIDGE BETWEEN
INTERNATIONAL ECONOMICS
AND INTERNATIONAL BUSINESS**

CONFERENCE
PROGRAM

12-14 September 2018
Cracow, Poland



SSID: **AIBconference**
Password: **AIB.cee2018**



Find out more about us:
www.aibcee2018.uek.krakow.pl

Conference Program —

Program Overview

Tuesday, 11 September 2018 (only for AIB-CEE Board members)	
19:00-21:00*	AIB-CEE Executive Board Meeting (only invited participants) WORKING MEETING SPONSORED BY AIB MICHIGAN Instructions of AIB Representatives for AIB-CEE Executive Board Venue: via invitation

Wednesday, 12 September 2018 (Building C – Auditorium “Nowa Aula”)			
10:00-12:00*	AIB-CEE Executive Board Meeting (only invited participants) ANNUAL STATUTORY MEETING Venue: via invitation		
12:00-18.15 Building C, hall	Registration		
13:30-14:00 Auditorium “Nowa Aula”	Welcome and opening speeches - Maria-Alejandra Gonzalez-Perez, Vice President for Administration 2015-2018 - Aleksy Poczowski, Vice Rector for Research - Wojciech Giza, Associate Dean for Research - Łukasz Puślecki, Chair of AIB-CEE Chapter - Krzysztof Wach, Conference Programme Chair		
14:00-15:00 Auditorium “Nowa Aula”	<table border="0"> <tr> <td> Inside our AIB Community - welcoming new members of the AIB - info on recent election and the AIB Executive Board - info on the annual meetings 2018 and 2019 - info on journals published by AIB - info on AIB Fellows - info on chapters </td> <td> <i>Session Co-Chairs:</i> - Łukasz Puślecki - Krzysztof Wach <i>Panellists:</i> - Maria-Alejandra Gonzalez-Perez, Chair of AIB-LAT - William Newburry, previous Chair of AIB-LAT - John M. Mezas, AIB Insights - Immanuel Azaad Moonesar, Chair of AIB-MENA </td> </tr> </table>	Inside our AIB Community - welcoming new members of the AIB - info on recent election and the AIB Executive Board - info on the annual meetings 2018 and 2019 - info on journals published by AIB - info on AIB Fellows - info on chapters	<i>Session Co-Chairs:</i> - Łukasz Puślecki - Krzysztof Wach <i>Panellists:</i> - Maria-Alejandra Gonzalez-Perez, Chair of AIB-LAT - William Newburry, previous Chair of AIB-LAT - John M. Mezas, AIB Insights - Immanuel Azaad Moonesar, Chair of AIB-MENA
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15:00-15:30 Auditorium “Nowa Aula”	Keynote speech Joe F. Hair Jr., University of South Alabama, USA “Reflections on Social Sciences Research: Past - Present - Future”		
15:30-16:00	Afternoon Snack & Networking (Sandwiches & Tea)		
16:00-17:30 Auditorium “Nowa Aula”	Methodology Session 1: How to craft articles for top journals? <i>Session Co-Chairs:</i> - Łukasz Puślecki - Piotr Trąpczyński		

<p>16:00-17:30</p> <p>Auditorium "Nowa Aula" (cont'd)</p>	<p><i>Presentations:</i></p> <ol style="list-style-type: none"> 1) How to write a good article and successfully submit it to highly ranked journals? 2) How to prepare a review for highly ranked journals? 3) How to reply to reviewers and editors? 4) How to follow good practices in publishing and why it is important for editors and publishers? <p><i>Editors:</i></p> <ul style="list-style-type: none"> - John M. Mezas "AIB Insights" - Ilan Alon "European Journal of International Management" (SSCI - Impact Factor) - Thomas Steger "Journal of East European Management Studies" (SSCI - Impact Factor) - Marco Cucculelli "Journal for Small Business Management" (SSCI - Impact Factor) - Desislava Dikova "Journal of East-West Business" (ESCI, SCOPUS) - Krzysztof Wach "Entrepreneurial Business and Economics Review" (ESCI, SCOPUS) - Craig C. Julian "Journal for International Business and Entrepreneurship Development" (ESCI) 	
<p>17:30-17:45</p>	<p>Coffee Break & Networking</p>	
<p>17:45-19:00</p> <p>Auditorium "Nowa Aula"</p>	<p>Plenary panel</p> <p><i>"International Entrepreneurship in Central and Eastern Europe: Present Conditions and Prospects of Future Development"</i></p>	<p><i>Session Chair:</i></p> <ul style="list-style-type: none"> - Marin A. Marinov <p><i>Panellists:</i></p> <ul style="list-style-type: none"> - László Szerb - Marina Dabić - Svetla Marinova - Balázs Páger - Arnold Schuh
<p>19:00-19:30</p>	<p>Technical break – walking tour to the restaurant on the Main Market Square <i>(The university bus can take 40 attendees, but prior registration at the reception is required)</i></p>	
<p>19:30-21:30</p>	<p>Gala Dinner: Welcome Reception on the Main Market Square <i>(Formal dressing or Semi-Formal dressing)</i> Hawelka Restaurant, established in 1876 Venue: Main Market Square 34 - Rynek Główny 34, http://www.hawelka.pl/</p>	
<p>21:30* -</p>	<p>*Optional Karaoke Evening in the Old Town (You will pay for yourself in the club) <i>(Optional Informal Integrating Event in the City)</i> Please contact Adam at michalia@uek.krakow.pl in order to get more information</p>	

<p>Thursday, 13 September 2018 (Building C – various rooms)</p>												
<p>8:00-12:30</p> <p>Building C, hall</p>	<p>Late registration</p>											
<p>8:00-8:45</p> <p>Rooms A, B, C</p>	<p>Researchers' Networking Session: Let's create an international team! <i>"Networking Meeting for Cross-Country Collaboration"</i></p> <p><i>Session Chair:</i></p> <ul style="list-style-type: none"> - Mirek Jarosiński <p>– please send your proposals directly to mjaros@sgh.waw.pl</p> <p>Venue: Room C</p>											
	<p>Development Session #A <i>(see Detaild Program)</i></p> <p>Venue: Room A</p>	<p>Development Session #B <i>(see Detaild Program)</i></p> <p>Venue: Room B</p>										
<p>9:00-10:45</p> <p>Rooms A-F</p>	<p>Parrallel Sessions 1-6 <i>(see Detaild Program)</i></p> <table border="1" data-bbox="311 1310 949 1367"> <tr> <td data-bbox="311 1310 418 1367"> <p>Session #01 Room A</p> </td> <td data-bbox="418 1310 526 1367"> <p>Session #02 Room B</p> </td> <td data-bbox="526 1310 633 1367"> <p>Session #03 Room C</p> </td> <td data-bbox="633 1310 741 1367"> <p>Session #04 Room D</p> </td> <td data-bbox="741 1310 848 1367"> <p>Session #05 Room E</p> </td> <td data-bbox="848 1310 949 1367"> <p>Session #06 Room F</p> </td> </tr> </table>						<p>Session #01 Room A</p>	<p>Session #02 Room B</p>	<p>Session #03 Room C</p>	<p>Session #04 Room D</p>	<p>Session #05 Room E</p>	<p>Session #06 Room F</p>
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10:45-11:15	Coffee Break & Networking											
11:15-12:45 Auditorium "Nowa Aula"	<p>Plenary session with invited speakers</p> <p><i>Session Chair:</i> - Arnold Schuh, Vienna University of Economics and Business, Austria</p> <p><i>Invited speakers:</i> - William Newburry, Florida International University, USA "Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination" - Marco Cucculelli, Università Politecnica delle Marche, Italy "Stages of market development and the internationalisation strategy of Family Firms" - Thomas Steger, University of Regensburg, Germany "Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research" - James Nebus, Suffolk University Boston, USA "The New Tax Laws: How Effective will they be against Tax Havens?"</p>											
12:45-14:00	Lunch Break											
14:00-15:45 Rooms A-F	<p>Parallel Sessions 7-12 (see Detailed Program)</p> <table border="1"> <tr> <td>Session #07 Room A</td> <td>Session #08 Room B</td> <td>Session #09 Room C</td> <td>Session #10 Room D</td> <td>Session #11 Room E</td> <td>Session #12 Room F</td> </tr> </table>						Session #07 Room A	Session #08 Room B	Session #09 Room C	Session #10 Room D	Session #11 Room E	Session #12 Room F
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18:00-20:00*	<p>*Bowling Afternoon in the City (You will pay for yourself in the club) (Optional Informal Integrating Event in the City)</p> <p>Please contact Adam at michalia@uek.krakow.pl in order to get more information</p> <p>We meet at 17:45 at the campus, we have bowling lines reserved for 1h from 18:15 till 19:15, and afterward we will go directly to the evening dinner – the regional feast.</p>											
20:00-22:30	<p>Regional Feast in a Galician Restaurant (Casual dressing)</p> <p>Pod Wawelem Restaurant established in 1856 Venue: Św. Gertrudy 26-29, http://podwawelem.eu/</p>											



Friday, 14 September 2018 (Building G, Building C and Main Building)

<p>9:00-12:00 Room G13 (Building G)</p>	<p>Methodology Session 2: WORKSHOP ON PLS-SEM</p> <p><i>Keynote instructor: Joe F. Hair Jr., University of South Alabama, USA (This session is co-financed by Academy of International Business)</i></p> <p>REQUIREMENTS: Participants must bring a laptop with the SmartPLS 3 Professional version of the software already installed. The software is available from http://www.smartpls.de – a two month free license will be issued to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator. A mouse is recommended.</p> <p>COURSE SET-UP: The workshop builds on the contents and data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2nd Edition, 2017). You are encouraged to purchase and bring the book with you to the workshop (available for about \$30 on Amazon). Most of the workshop will involve "hands-on" analysis of data using the SmartPLS 3 software. The SmartPLS 3 software output diagnostics and interpretation of the results will be covered. Potential obstacles and "rules-of-thumb" to ensure appropriate application of the techniques will be covered.</p>
<p>12:00-13:00</p>	<p>Lunch Break</p>
<p>13:00-14:15 Auditorium "Nowa Aula"</p>	<p>AIB-CEE Chapter Development Session</p> <p><i>Session Chair:</i></p> <ul style="list-style-type: none"> - Łukasz Puślecki (Chapter Chair) <p><i>Panellists:</i></p> <ul style="list-style-type: none"> - Andreja Jaklič (Vice-Chair for Advancement of Membership) - Tiia Vissak (Vice-Chair for Events) - József Poór (Vice-Chair for Talent Development) - Michał Staszów (Vice-Chair for Finance/Treasurer) - Piotr Trzpczyński (Vice-Chair for Communication) - Erzsébet Czákó (Vice-Chair for Program 2014) - Mirosław Jarosinski (Vice-Chair for Program 2015) - Josef Taušer (Vice-Chair for Program 2016) - Matevž Raskovic (Vice-Chair for Program 2017) - Krzysztof Wach (Vice-Chair for Program 2018) - Jurgita Sekliuckiene (Vice-Chair for Program 2019) - Blaženka Knežević (Vice-Chair for Program 2020) <ul style="list-style-type: none"> - info on the developments and achievements of AIB-CEE Chapter 2013-2018 (5 years) - info on plans and future challenges for AIB-CEE Chapter - info on the forthcoming election of a new Executive Board <ul style="list-style-type: none"> - 6th AIB-CEE Chapter Annual Conference – Kaunas 2019 Presenter: Jurgita Sekliuckiene, Vice Chair of AIB-CEE Chapter for Program 2019 - 7th AIB-CEE Chapter Annual Conference – Croatia 2020 - Call for Proposals for forthcoming annual conferences 2021 (Slovakia, Bulgaria, Romania, Estonia, Latvia)
<p>14:15-14:45 Senate Hall (Main Building)</p>	<p>Conference Conclusions and Award Ceremony</p> <p><i>Session Co-Chairs:</i></p> <ul style="list-style-type: none"> - Krzysztof Wach, Conference Chair - Łukasz Puślecki, AIB-CEE Chapter Chair
<p>14:45-15:30 Senate Hall (Main Building)</p>	<p>Birthday Cake for 5th Anniversary of AIB-CEE Chapter Farewell Reception: Light Refreshments, Cake & Coffee</p>

15:45-17:30*	*Optional Guided Tour of Kraków (Walking tour, free of charge, prior registration is required) (Optional Informal Integrating Event in the City) We meet in front of main entrance to the Main Building
20:00-22:30*	*Optional Clubbing Night in the Jewish District Kazimierz (You will pay for yourself in the club) (Optional Informal Integrating Event in the City) Please contact Adam at michalia@uek.krakow.pl in order to get more information

Saturday, 15 September 2018 (on your own)	
The whole day	<p>*Optional social program (You will pay for yourself at the travels agent)</p> <p>Please contact Adam at michalia@uek.krakow.pl in order to get more information</p> <ul style="list-style-type: none"> > Auschwitz Birkenau (UNESCO) - 129 PLN (ca. 30 EUR), 8 hours > Wieliczka Salt Mine (UNESCO) - 139 PLN (ca. 33 EUR), 4 hours > Auschwitz + Salt Mine (2 trips in one, both UNESCO) - 250 PLN (ca. 60 EUR), 10 hours > Communism Tour of Nowa Huta Kraków - up to 160 PLN (ca. 40 EUR), 2,5 hours > Dunajec River Rafting/Gorge - 250 PLN (ca. 60 EUR), 7-8 hours
	<p>In Kraków we do recommend to visit on your own:</p> <ul style="list-style-type: none"> > The Old Town (UNESCO Heritage Site) <ul style="list-style-type: none"> - Main Square, St. Mary's Basilica, Cloth Hall, City Hall Tower, Main Square Underground - Barbican, St. Florian's' Gate, Defensive Walls - Collegium Maius and Latin Quarter > Wawel Castle and the Cathedral (UNESCO Heritage Site) > Old Jewish District Kazimierz with historical synagogues > Schindler's Factory Museum > various art museum (e.g. Lady with an Ermine by Leonardo da Vinci) > unique cafes, pub, bars and restaurants <p>Nearby Kraków we do recommend to visit on your own:</p> <ul style="list-style-type: none"> > Wieliczka Salt Mine (UNESCO) > Bochnia Salt Mine (UNESCO) > Silver Mine in Tarnowskie Góry (UNESCO) > Auschwitz Concentration Camp (UNESCO) > Ojców National Park > Pieskowa Skala Castle > Pszczyna Castle

Detailed Program

PLENARY PANEL, Wednesday 17:45-19:00, Auditorium "Nowa Aula"

International Entrepreneurship in Central and Eastern Europe: Present Conditions and Prospects of Future Development (T12-0021)

Session Chair: **Marin A. Marinov** (Aalborg University, Denmark)

The panel session with a duration of 75 minutes start with a short introductory presentation by Professor Marin Marinov. Then there will be four different presentations based on papers and current research results. Each presentation will be with about 15 minute duration. These are as follows:

Panellists:

Multidimensional comparative analysis of the regional entrepreneurship ecosystem performance in the Central and Eastern European EU member countries

- **László Szerb** (University of Pécs, Hungary), **Éva Komlósi** (University of Pécs, Hungary), **Balázs Páger** (University of Pécs, Hungary)

The role of regional entrepreneurship ecosystem in the presence of high-growth oriented firms in the CEE regions

- **Balázs Páger** (University of Pécs, Hungary)

Enhancing firms' boundaries while improving inbound and outbound knowledge flows through open innovation

- **Marina Dabić** (University of Zagreb, Croatia)

International Entrepreneurship of Family Manufacturing Firms in South-East Europe

- **Svetla Marinova** (Aalborg University, Denmark)

Labour shortages in CEE and its impact on international entrepreneurship at present and in the future

- **Arnold Schuh** (Vienna University of Economics and Business, Austria)

OPTIONAL NETWORKING PANEL (Thursday, 08:00-08:45), Building C, Lecture Hall C

Researchers' Networking Session: Let's collaborate cross national borders

Session Chair: **Mirek Jarosiński** (Warsaw School of Economics, Poland)

- please send your research proposals for networking directly to mjaros@sgh.waw.pl

Research collaboration in our region and comparative studies in particular are among key goals of AIB-CEE Chapter. The development of the AIB-CEE Chapter so far resulted, among the others, in increasing collaboration between researchers from the region doing joint research projects and developing various publications. To enhance such collaboration we would like to invite all conference participants to the Researchers' Networking Session. Participants of the session are invited to share with the others their research ideas and welcome their peers to collaborate with them in the research and future publications. This will be an early start of the conference day but it will give the chance to all people interested in collaboration to further develop research and/or publication ideas over whole Thursday and Friday and then of course beyond the conference time. The session will start with a small encouragement from a team that has begun similar collaboration at one the previous conferences. Then the new research proposals will be presented.

SESSION A:

"Contemporary tendencies in international business"

Development Session for PhD Students
(Lecture Hall A)

Session Chair: **Łukasz Puślecki** (Poznań University of Economics and Business, Poland)

- > T02-1077 **Peter Kiss** (Corvinus University of Budapest, Hungary)
Digital Transformation with MNEs
- > T09-0008 **Khaloud Abdullah AL-Sulaiti** (Szent István University, Hungary)
Contemporary tendencies of IHRM/ Focus on Qatar

SESSION B:

"Business environment in International Business"

Development Session for Young Researchers
(Lecture Hall B)

Session Chair: **Michał Staszków** (Poznań University of Economics and Business, Poland)

- > T03-0014 **Joanna Szarek**, Jakub Piecuch (University of Agriculture in Krakow, Poland)
The Importance of Startups for Construction of Innovative Economies
- > T03-0026 **Martin Jurek** (University of Economics in Prague, Czech Republic)
Conflicts in Family Firms in the International Context: A literature Review



FIRST PARALELL SESSIONS (01-06), Thursday, 9:00-10:45

SESSION 01 based on TRACK 01, Thursday, 9:00-10:45, Lecture Hall A

IB theory: from going international to designing international business models

Session Chair: **Piotr Trąpczyński** (Poznań University of Economics and Business, Poland)

- > T01-0012 **Arthur Rubens** (Florida Gulf Coast University, USA), Soňa Ferencčíková (City University, School of Management, Slovakia)
Case Update: Whirlpool Slovakia Transformation from Local Manufacturer to a Whirlpool Worldwide Network
- > T01-1050 Oliver Lukason, **Tiia Vissak** (University of Tartu, Estonia)
Export and financial patterns: evidence from young Estonian manufacturing firms
[Award of the Best Paper in Track 1]
- > T01-1100 **Wioletta Mierzejewska**, Patryk Dziurski (Warsaw School of Economics, Poland)
Performance of Polish Business Groups in the Context of Diversification and Internationalisation Strategy
- > T01-1102 **Andreja Jaklič** (University of Ljubljana, Slovenia), Slobodan Šešum (Ministry of Foreign Affairs of the Republic of Slovenia)
Economic diplomacy at foreign market entry; difficult entry modes or difficult markets?
- > T01-1103 **Nelly Daszkiewicz** (Gdańsk University of Technology, Poland)
Determinants of internationalization of high-tech SMEs: Exploratory study from Poland
- > T01-1094 **Agnieszka Gtódowska**, **Marek Maciejewski**, **Krzysztof Wach** (Cracow University of Economics, Poland)
How entrepreneurial orientation stimulates different types of knowledge in the internationalization process of firms from Poland as an emerging market?

SESSION 02 based on TRACKS 01, 05 and 06, Thursday, 9:00-10:45, Lecture Hall B

International production ecosystem and foreign trade

Session Chair: **Tomohiko Takahashi** (Takushoku University in Tokyo, Japan)

- > T01-1109 **Michał Młody** (Poznań University of Economics and Business, Poland)
New production patterns and the future of production relocation - the perspective of consumers
- > T05-1055 **Ganna Duginets** (Kyiv National University of Trade and Economics, Ukraine)
Global imperatives for the development of international production networks
- > T05-1084 **Mei-Hsin Lin**, Hsin-Hui Chou (National Cheng Kung University, Taiwan)
The Investigation of Mobilization in the Emergence of Ecosystems: Evidence from the Service Ecosystems of Inward Investment Agencies of Taiwan, Singapore, and Korea
- > T06-1104 **Wojciech Zysk** (Cracow University of Economics, Poland)
Fair Trade movement and the countries of the Visegrad Group (V4)
- > T06-1106 **Agnieszka Hajdukiewicz** (Cracow University of Economics, Poland)
Specific trade concerns regarding the application of sanitary and phytosanitary measures by WTO member countries - the European Union's perspective

SESSION 03 based on TRACK 03 – Part 1 of 4, Thursday, 9:00-10:45, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Thomas Steger** (Regensburg University, Germany)

- > T03-0007 **Krzysztof Szczygielski, Andrzej Cieřlik, Jan Jakub Michatek** (University of Warsaw, Poland)
Market choice, technology intensity and group ownership: Empirical evidence for Polish manufacturing firms
- > T03-0020 **Jan Jakub Michatek, Andrzej Cieřlik** (University of Warsaw, Poland)
Does managerial and firm experience matter for exporting? The case of CEE countries and Turkey
- > T03-0037 **Lidia Danik**, Izabela Kowalik (Warsaw School of Economics, Poland)
Network payees or smarties? Network knowledge gathering approaches of International New Ventures
[Award of the Best Paper in Track 3]
- > T03-1080 **Paola Garrone**, Giulia Bartezzaghi, Federica Ciccullo, Louis Giacomo Pranlas Descours (Politecnico di Milano, Italy)
Born Sustainable, Soon International? An empirical analysis of agri-food startups
- > T03-1120 **Mirořlaw Jarosiński, Krystian Bartoźewski** (Warsaw School of Economics, Poland)
Differences in competitive strategies between rapidly and incrementally internationalizing firms

SESSION 04 based on TRACK 04 – Part 1 of 2, Thursday, 9:00-10:45, Lecture Hall D

Regional cooperation, development and competitiveness

Session Chair: **Erzsébet Czakó** (Corvinus University of Budapest, Hungary)

- > T04-1074 **Anna Matysek-Jedrych**, Katarzyna Mroczek-Dąbrowska (Poznań University of Economics and Business, Poland)
Global financial crisis – short- or long-term factor of economic instability? Comparative study of the European countries
- > T04-1099 **Małgorzata Źmuda** (Cologne Business School, Germany), Elżbieta Czarny (Warsaw School of Economics, Poland)
Global imperatives for the development of international production networks
- > T04-1066 **Magdolna Sass** (Hungarian Academy of Sciences, Hungary)
Post-transition multinationals
- > T04-1049 **Beata Stępień** (Poznań University of Economics and Business, Poland), Patrick Maximilian Weber (University of Konstanz, Germany)
Conform or Fiddle? Adjustment Strategies of Sanction-affected Enterprises
- > T06-1106 T04-1045 **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates), Jawahitha Sarabdeen (University of Wollongong in Dubai, United Arab Emirates)
International Business Policy Perspectives on Dubai E-Health Care Services & Data Privacy

SESSION 05 based on TRACK 08, Thursday, 9:00-10:45, Lecture Hall E

Global marketplace and international marketing around the globe

Session Chair: **Michał Lemański** (Nottingham University Ningbo, China)

- > T08-1096 **Craig Julian** (Southern Cross University, Australia), Zafar Ahmed (American University of Ras Al Khaimah, United Arab Emirates), Aniza Binti Che Wel (University Kebangsaan, Malaysia)
The Mediating Effect of Customer Satisfaction on Customer Retention Levels in Malaysian Retailing
- > T08-0034 **Marzanna Katarzyna Witek-Hajduk** (Warsaw School of Economics, Poland)
Motives for the localization and standardization of the Polish brands' websites
- > T08-1051 **Piotr Zaborek, Jolanta Mazur** (Warsaw School of Economics, Poland)
Internet mediated dialog with customers: A case study of four Polish exporters
- > T08-1079 **Elżbieta Wąsowicz-Zaborek** (Warsaw School of Economics, Poland)
Influence of national culture on website characteristics in international business
- > T07-1101 **Agnieszka Żur** (Cracow University of Economics, Poland)
The role of entrepreneurial identity in managing social-business tensions by social entrepreneurs: an international study

SESSION 06 based on TRACK 09 – Part 1 of 2, Thursday, 9:00-10:45, Lecture Hall F

International HRM and cross-cultural management

Session Chair: **Áron Perényi** (Swinburne University of Technology, Australia)

- > T09-0004 **Raquel Felisa Sastre** (Buenos Aires University, Argentina)
The meaning of work. A semiotic perspective for a cross cultural analysis
- > T09-0030 **Emil Velinov** (Skoda Auto University, Czech Republic), Paweł Dobrzański, Sebastian Bobowski (Wrocław University of Economics, Poland)
HR practices on diversity: Evidence from the US pharmaceutical companies' subsidiaries in CEE region
- > T09-0033 **József Poór** (J. Selye University, Slovakia), Boróka Viktória Musztyné Bátfai, Zsuzsanna Pótó, Zsuzsa Karoliny (University of Pécs, Hungary)
Global and Regional Trends in the HR Practice of the Private and Public Sectors in the Light of Three Consecutive CRANET Surveys (2004-2016)
- > T09-0036 Jana Blžtáková (Economic University in Bratislava, Slovakia), **József Poór** (J. Selye University, Slovakia), Zsuzsa Karoliny (University of Pécs, Hungary), **Ildikó Csapo** (Szent István University, Hungary), Adam Szobi (J. Selye University, Hungary)
Practices of Human Resource Management in Light of Cranet Empirical Research 2015-2016
- > T03-0018 (*) **Orapan Khongmalai**, Anyanitha Distanont, Wathu Rojanavongse (College of Innovation, Thailand)
Sustainability Model for Social Enterprise: Experience from Thai Healthcare Sector

Various Faces of Present-Day International Business

Session Chair: **Arnold Schuh**, Vienna University of Economics and Business

> T07-0040 Abraham Stefanidis (St. John's University, USA), Moshe Banai (City University of New York, USA), **William Newbury** (Florida International University, USA), Stav Fainshmidt (Florida International University, USA), Ulf Henning Richter (Tongji University, China), Ursula Schinzel (UNICAF University, Cyprus), Yin Kong (Shan University of Science and Technology, Turkey), Ahmet Erkus (Bahçesehir University, Kazakhstan), Svetlana Shakirova (Kazakh State Women's Teacher Training University, Turkey), Mehmet Ferhat Ozbek (Gümüşhane University, Turkey), Herbert Goelzner (Fachhochschule Salzburg, Austria), Ana Shetach (Max Stern Yezreel Valley College, Izrael), Ünsal Sigrı (Baskent University, Turkey)

Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination

[Award of the Best Paper in Research Methods]

> T09-1086 **Thomas Steger** (University of Regensburg, Germany), Rainhart Lang (Chemnitz University of Technology, Germany)

Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research

[Award of the Best Paper in Track 9]

> T12-1121 **Marco Cucculelli** (Università Politecnica delle Marche, Italy)

Stages of market development and the internationalisation strategy of Family Firms

> T12-1122 **James Nebus** (Suffolk University in Boston, USA)

The New Tax Laws: How Effective will they be against Tax Havens?



SECOND PARALELL SESSIONS (07-12), Thursday, 14:00-15:45

SESSION 07 based on TRACK 05, Thursday, 14:00-15:45, Lecture Room A

Global value chains and developments in FDI

Session Chair: **Andreja Jaklič** (University of Ljubljana, Slovenia)

- > T05-1044 **Lin Zhang**, Xian Qiong Hao (Shanghai University of International Business and Economics, China)
The Impact of Political Relations on China's Outward Direct Investment
- > T05-1059 **Priit Vahter**, Jaan Masso (University of Tartu, Estonia)
The Contribution of Multinationals to Wage Inequality: Foreign Ownership and Gender Pay Gap
- > T05-1065 **Magdolna Sass**, Éva Ozsvald, Shobha Kiran, Ágnes Szunomár (Hungarian Academy of Sciences, Hungary)
Asian foreign direct investments in Hungary: home or host country factors dominate?
- > T05-1070 **Tomasz Doroczyński**, Bogusława Dobrowolska, Anetta Kuna-Marszalek (University of Lodz, Poland)
Institutional Quality As A Determinant of FDI Inflow: The case of Central and Eastern European Countries
- > T05-1085 **Małgorzata Jaworek**, Włodzimierz Karaszewski, Małgorzata Szalucka (Nicolaus Copernicus University in Toruń, Poland)
Limiting Factors of Foreign Direct Investment Undertaken by Polish Enterprises

SESSION 08 based on TRACK 06, Thursday, 14:00-15:45, Lecture Room B

International trade - rethinking convergence and fair trade

Session Chair: **Agnieszka Głodowska** (Cracow University of Economics, Poland)

- > T06-0005 **Andrzej Cieślak** (University of Warsaw, Poland), Yi Qu (Dongbei University, China), Ting Qu (Hunan Academy of Social Sciences, China)
Innovations and export performance: Firm level evidence from Chinese firms
[Award of the Best Paper in Track 6]
- > T06-0022 **Łukasz Bryl** (Poznan University of Economics and Business, Poland)
Knowledge-intensive exports of CEE and developed nations - driven by foreign or domestic capital?
- > T06-0025 **Daiva Dumciuvienė**, Grazina Startienė, Alina Stundziene, Andrius Januskevicius (Kaunas University of Technology, Lithuania)
The impact of euro adoption on international trade of new EMU members: Lithuanian case
- > T06-1072 **Luboš Smutka**, Irena Benesova, Adriana Laputkova (Czech University of Life Sciences in Prague, Czech Republic)
Specifics of Mutual Trade of the Post-Soviet Countries
- > T06-1095 **Craig Julian** (Southern Cross University, Australia), Chutima Wangbenmad (Hadyai University, Thailand), Osman Mohamad (Multimedia University, Malaysia), Zafar Ahmed (American University of Ras Al Khaimah, United Arab Emirates)
Market Orientation and New Product Performance when Mediated by New Product Development: The Empirical Link in Thai Export Ventures

SESSION 09 based on TRACK 03 – Part 2 of 4, Thursday, 14:00-15:45, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Maria Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia)

- > T03-1091 **Qihai Huang** (Keele University, UK), Jing Yuan (Guangdong University of Foreign Studies, China)
Overseas ties, strategic flexibility and exploitative and exploratory learning of exporting SMEs in China
[Award of the Best Paper in Track 3]
- > T03-1092 **Miklós Stocker** (Corvinus University of Budapest, Hungary)
Survival, Growth and Performance of Hungarian International New Ventures
- > T03-1069 **Áron Perényi** (Swinburne University of Technology, Australia), Miklós Losoncz (MTA-BGE Macroeconomic Sustainability Research Group, Hungary), Lehel Kovács (Bestseller Wholesale Ltd, UK)
International entrepreneurship research in Hungary - A review of literature and direction for further development
- > T03-1114 **Piotr Trąpczyński** (Poznań University of Economics and Business, Poland), **Áron Perényi** (Swinburne University of Technology, Australia)
The causes and effects of firm de-internationalisation – a systematic review of literature
- > T03-1056 **Zofia Patora-Wysocka** (University of Social Sciences in Łódź, Poland)
Was it merely a coincidence? Towards a practice-based perspective on early internationalization of SMEs

SESSION 10 based on TRACK 10 – Part 1 of 2, Thursday, 14:00-15:45, Lecture Hall D

IB teaching, entrepreneurship education, and networking in the CEE region

Session Chair: **Jurgita Sekliuckiene** (Kaunas University of Technology, Lithuania)

- > T10-1089 **Witold Nowiński** (WSB University in Poznań, Poland), Mohamed Haddoud (Plymouth Business School, UK), **Krzysztof Wach** (Cracow University of Economics, Poland), Renata Schaefer (Sonoma State University, USA)
Risk Attitudes and Entrepreneurial Intentions from a Social Cognitive Perspective: A Study of Polish and US Students
[Award of the Best Paper in Track 10]
- > T10-1111 **Andrea S. Gubik** (University of Miskolc, Hungary), Szilveszter Farkas (Budapest Business School, Hungary)
Entrepreneurial intention in the Visegrad countries
- > T10-1105 **Tomasz Rachwał**, **Wioletta Kilar** (Pedagogical University of Cracow, Poland)
Changes in Entrepreneurship Education in Poland under Curriculum Reform as a Factor of Entrepreneurship Development
- > T10-1112 **Celina Sołek-Borowska** (Warsaw School of Economics, Poland), Haruthai Numprasertchai (Kasetsart University, Thailand)
Exploring entrepreneurial intentions of students: international perspective
- > T10-1088 (*) **Abderrezak Benhabib**, Mohamed Fouzi Boudia (University of Tlemcen, Algeria)
Determinants of student's entrepreneurial intentions Toward their career choice in Algeria

SESSION 11 based on TRACK 11 – Part 1 of 2, Thursday, 14:00-15:45, Lecture Hall E

International finance, risk, venture capital, taxation and investment

Session Chair: **William Newburry** (Florida International University, USA)

- > T11-1052 **Mária Hudáková, Matej Masár** (University of Žilina, Slovakia)
Assessment of the Key Business Risks of the SMEs in Slovakia and Their Comparison with Other EU Countries
- > T11-1060 **Valdone Darskuviene** (ISM University of Management and Economic, Lithuania)
Bendoraitiene Evelina (Vytautas Magnus University, Lithuania), CSR, Stakeholder's Behaviour and Financial Risks
- > T11-1098 **Inna Romanova** (University of Latvia, Latvia), Simon Grima (University of Malta, Malta)
Application of Fintech Payment Solutions: Case of CEE airlines
- > T11-1097 **Krystian Bigos** (Cracow University of Economics, Poland)
Venture Capital and Exporting – Some Evidence from CEE Countries
- > T02-1128 **Mingchun Cao** (Kozłmiński University, Poland)
Chinese FDI Strategy in Poland: Motivation, Entry Mode and Liability of Foreignness

SESSION 12 based on TRACK 09 – Part 2 of 2, Thursday, 14:00-15:45, Lecture Hall F

International HRM and cross-cultural management

Session Chair: **József Poór** (Szent Istvan University, Hungary)

- > T09-0041 **Tomasz Olejniczak** (Kozłmiński University, Poland), Masato Itohisa (Hosei University, Japan), Tetsuo Abo (The University of Tokyo, Japan), Hiroshi Kumon (Hosei University)
Measuring Change in 'Hybrid Factories' Longitudinal Study of Japanese Manufacturing Subsidiaries in Poland
- > T09-1046 **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates), Lionel Thibaud (Toyota Middle East, United Arab Emirates)
Cross-cultural Communication and Language perspective: Moving from Localisation to Glocalization
- > T09-1058 **Simone Grabowski-Faulkner** (University of Technology Sydney, Australia)
The acculturation of professional services repatriates
- > T09-1071 **Ildiko Csapo**, Ibrahim Halil Ergün (Szent István University, Hungary), Zsuzsa Szeiner (Selye Janos University, Slovakia)
The role of external service providers in HR processes – comparative analysis Hungary - Slovakia
- > T03-0024 **Alicja Hadryś-Nowak** (Poznań University of Economics and Business, Poland)
When successor becomes the leader of international family business? – a case study from Poland

THIRD PARALELL SESSIONS (13-18), Thursday, 16:15-18:00

SESSION 13 based on TRACK 02, Thursday, 16:15-18:00, Lecture Hall A

Internationalization theory and practice: from rethinking MNEs, to SMEs and BGs

Session Chair: **Tiia Vissak** (University of Tartu, Estonia)

- > T02-0038 **Federica De Vanna** (University of Sannio, Italy), Riccardo Resciniti (Sannio Univeristy, Italy), Michela Matarazzo (Marconi Univeristy)
A literature review on firms' internationalisation through e-commerce
[Award of the Best Paper in Track 2]
- > T02-1068 **Piotr Wójcik, Mariola Ciszewska-Mlinaric** (Kozminski University, Poland)
International growth of Polish firms: A dynamic capabilities perspective
[Award of the Best Paper in Track 2]
- > T02-1078 **Magdalena Grochal-Brejdak, Maja Szymura-Tyc** (University of Economics in Katowice, Poland)
The internationalization process of an e-commerce entrepreneurial firm – the inward outward connections and the development of experiential internationalization knowledge
- > T02-1053 **Jurgita Sekliuckiene, Rimgaile Vaitkiene, Vestina Vainauskiene** (Kaunas University of Technology, Lithuania)
Organizational learning in startup development and international growth: theoretical approach
- > T02-0015 **Aneliya Töke** (Vienna University of Economics and Business, Austria)
Company-specific reactions to country risk changes: A case study from the perspective of Austrian subsidiaries in the Russian Federation

SESSION 14 based on TRACK 04 – Part 2 of 2, Thursday, 16:15-18:00, Lecture Hall B

Regional cooperation, development and competitiveness

Session Chair: **Simone Faulkner** (University of Technology Sydney, Australia)

- > T04-1075 **Bence László Pistruj, Erzsébet Czakó** (Corvinus University of Budapest, Hungary)
Ready, Steady, Go!?? – A V4 Country Comparison of Readiness for the Future of Production
- > T04-1082 **Liviu George Maha, Cristian Incaltarau** (Alexandru Ioan Cuza University of Iasi, Romania)
Easing Economic Transition in Romania: What Role for Migration and Remittances?
[Award of the Best Paper in Track 4]
- > T04-1083 **Levente Szasz** (Babes-Bolyai University, Romania), Krisztina Demeter, Dávid Losonci (Corvinus University of Budapest, Hungary), Béla-Gergely Rácz (Babes-Bolyai University, Romania)
Improving performance through Industry 4.0: the role of MNCs, plant size and country competitiveness
- > T04-1067 **Cornelia Pop** (Babes-Bolyai University, Romania), Maria-Andrada Georgescu (National School of Political Studies and Public Administration, Romania)
Romanian Rural World Heritage Sites
- > T03-1115 **Piotr Kopyciński** (Cracow University of Economics, Poland)
City lab as a platform for implementing urban innovation. The role of the companies

SESSION 15 based on TRACK 03 – Part 3 of 4, Thursday, 16:15-18:00, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates)

- > T03-1081 **Malgorzata Stefania Lewandowska**, Malgorzata Rószkiewicz, **Marzena Anna Weresa** (Warsaw School of Economics, Poland)
Measuring additionality effects of public support to R&D in the European Union member states
[Award of the Best Paper in Track 3]
- > T03-0023 **Eugene Terungwa Agoh**, Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology, Lithuania)
Theoretical Analysis of Migrant Entrepreneurs' to Host Countries
- > T09-1130 **Aleksei Samoilenko**, **Michał Lemański** (University of Nottingham Ningbo, China)
What attracts Russian talent to China?
- > T03-1042 **Irina Ervits** (Cologne Business School, Germany)
Economic potential of internationally-oriented patenting activity in Russia
- > T03-0031 (*) **Jean-Michel Sahut** (IDRAC Business School, France), Math Mazra (University of Maroua, Cameroon), Lubica Hikkerova (IPAG Business School, France)
The entrepreneur's Psychological Capital and performance of a new Venture in Cameroon: Moderating role of the strengths of the social capital's links

SESSION 16 based on TRACK 10 – Part 2 of 2, Thursday 16:15-18:00, Lecture Hall D

IB teaching, entrepreneurship education, and networking in the CEE region

Session Chair: **Mirek Jarosiński** (Warsaw School of Economics, Poland)

- > T10-1117 **Leonie Jooste** (University of Wollongong in Dubai, United Arab Emirates)
An Evaluation of Emotional Intelligence of Business Students in the MENA Region
- > T10-1063 **Łukasz Sułkowski** (Jagiellonian University, Poland), Andrzej Woźniak, Robert Seliga (University of Social Sciences in Łódź, Poland)
Strategic challenge of mergers and acquisitions in higher education sector
- > T10-1061 **Paul Lane** (Grand Valley State University, USA)
Dreaming, Designing, Doing, Developing and Innovation Orientation: A Case Study of Working in Innovation Stanford Style in Remote Rural Nicaragua
- > T03-1123 **Marek Ćwiklicki** (Cracow University of Economics, Poland)
Requirements of Scaling International Social Enterprises
- > T10-0002 **József Poór** (J. Selye University, Slovakia), Csaba Kollar, Zoltán Szira (Szent István University, Hungary), Vas Taras (University of North Carolina at Greensboro, USA), Erika Varga (Szent István University, Hungary)
Central and Eastern European Experience of the X-Culture Project in Teaching International Management and Cross-Cultural Communication

SESSION 17 based on TRACK 11 – Part 2 of 2, Thursday, 16:15-18:00, Lecture Hall E

International finance, risk, venture capital, taxation and investment

Session Chair: **Blaženka Knežević** (University of Zagreb, Croatia)

- > T11-0019 **Halina Beata Waniak-Michalak**, Jan Wojciech Michalak (University of Lodz, Poland)
The financial situation of non-banking institutions providing loans for SMEs. The case of support system in Poland after more than 20 years of experience
- > T11-1048 **Maria Kukurba** (Warsaw University of Technology, Poland), Aneta Waszkiewicz (Warsaw School of Economics, Poland)
Crowdfunding as a Form of Funding for Businesses – Literature Review
- > T08-0013 **Mina Fanea-Ivanovici** (Bucharest University of Economic Studies, Romania)
Prosumers Starring in Successful Filmmaking Crowdfunding Projects
- > T11-0017 (*) **Anyanitha Distanont**, Orapan Khongmalai, Apichai Lertjanyakul (Thammasat University, Thailand)
Criteria of Venture Capital for Considering Investment in Start-ups in Thailand
- > T11-0028 (*) **Junaid Waheed** (Xi'an Jiaotong University - School of Economics & Finance, China), Anser Muhammad Khalid (Shaanxi Normal University - College of International Business, China)
Residential Asset Prices and Consumption: A Case Study of Urban Households of Pakistan
[Award of the Best Paper in Track 11]

SESSION 18 based on TRACK 03 – Part 4 of 4, Thursday, 16:15-18:00, Lecture Hall F

Domestic entrepreneurship, strategy, innovation, and society

Session Chair: **Agnieszka Żur** (Cracow University of Economics, Poland)

- > T03-1073 **Wojciech Dyduch**, Katarzyna Bratnicka (University of Economics in Katowice, Poland)
Creative Strategy stimulating Entrepreneurship: The Construct, its Operationalization and Link with Performance
[Award of the Best Paper in Track 13]
- > T03-1108 **Zoltan Bartha, Andrea S. Gubik**, Adam Bereczk (University of Miskolc, Hungary)
The social dimension of the entrepreneurial motivation in the Central and Eastern European countries
- > T03-1113 **Piotr Trąpczyński, Łukasz Puślecki, Michał Staszaków** (Poznań University of Economics and Business, Poland)
Innovation cooperation performance: what do we know and what should we know?
- > T03-1116 **Łukasz Marnica** (Cracow University of Economics, Poland)
Student theses oriented on solving business problems as an effective factor of firms' innovativeness
- > T03-1125 **Anna Komarnicka** (University of Science and Technology in Bydgoszcz, Poland)
Entrepreneurial Competencies and the Factors Determining the Success of an Entrepreneurs in the Market

- > T04-0006 **Łukasz Sułkowski**, Bartłomiej Stopczyński (University of Social Sciences in Łódź, Poland)
Innovativeness of Polish Enterprises in the Development of Competitive Advantage
- > T08-0009 **Małgorzata Bartosik-Purgat** (Poznań University of Economics and Business, Poland)
The level of internationalization and the use of social media in marketing communication
- > T04-0010 **Jarosław Kaczmarek** (Cracow University of Economics, Poland)
Competitiveness Profiles of Manufacturing Mesostructure
- > T03-0016 **Łukasz Sułkowski**, Maciej Dębski (University of Social Sciences in Łódź, Poland)
Hospitality in the Image of Small Family Accommodation Businesses
- > T03-0029 **Andrzej Marjański, Łukasz Sułkowski** (University of Social Sciences in Łódź, Poland)
Evolution of Entrepreneurship in Polish Family Businesses
- > T04-1047 **Barbara Jankowska** (Poznań University of Economics and Business, Poland), Marta Götz (Vistula University, Poland)
Compatibility as the pre-requisite for transnational cooperation in the era of Industry 4.0 – the Polish-German perspective
- > T01-1093 **Agnieszka Głodowska, Bożena Pera, Krzysztof Wach** (Cracow University of Economics, Poland)
How strategy determines the speed, the scope, and the scale of internationalization?
- > T06-1107 **Elżbieta Bombińska** (Cracow University of Economics, Poland)
Measuring International Trade in Services: New Concepts, Old Research Needs
- > T01-1110 **Marek Maciejewski, Krzysztof Wach** (Cracow University of Economics, Poland)
International Startups from Poland: Born Global or Born Regional?
- > T03-1118 **Adam Michalik** (Cracow University of Economics, Poland)
Entrepreneurship or Corporation? The path to the professional success
- > T06-1119 **Bożena Pera** (Cracow University of Economics, Poland)
Challenges for International Trade in the European Union after Brexit
- > T03-1126 **Tomasz Bernat** (Szczecin University, Poland)
Students entrepreneurship intentions - cross country analysis
- > T04-1127 **Aleksandra Gašior** (Szczecin University, Poland)
Pro-ecological management of a microenterprise - case study



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