



2013 AIB Special Meeting

September 19-20, 2013
Moscow, Russia



Hosts:



**Graduate
School of Management**
St. Petersburg University

2013 AIB Special Meeting Moscow, Russia



Table of Contents

| | |
|--|----|
| 2013 AIB Special Meeting Program Committee | 4 |
| 2013 AIB Special Meeting Reviewers | 5 |
| 2013 AIB Special Meeting Sponsors | 7 |
| 2013 AIB Special Meeting Program | 8 |
| Notes | 16 |



**Graduate
School of Management**
St. Petersburg University

2013 AIB Special Meeting Moscow, Russia



2013 AIB Special Meeting Program Committee

Program Chairs

Seung Ho "Sam" Park, SKOLKOVO Business School

Alexander Settles, National Research University Higher School of Economics, Rutgers School of Business

Local Conveners

Nikolay Filinov, Dean, Faculty of Management, National Research University Higher School of Economics

Vladimir Preobrajensky, Head of Research, SKOLKOVO Business School

Track Chairs and Discussants

Jose de la Torre, Florida International University

Carl Fey, Nottingham Business School

Anna Gryaznova, Moscow State University

Igor Gurkov, Higher School of Economics

Arie Y. Lewin, Duke University

Valentina Kuskova, Higher School of Economics

Jane Lu, University of Melbourne

Marjorie A. Lyles, Indiana University Kelley School of Business

Lilach Natum, Baruch College, City University New York

William Newburry, Florida International University

Andrei Panibratov, Graduate School of Management, St. Petersburg University

Galina Shirokova, Graduate School of Management, St. Petersburg University

Olga Tretyak, Higher School of Economics

Irina Volkova, Higher School of Economics

Juha Väättänen, Lappeenranta University of Technology

Meng Zhao, SKOLKOVO Business School

Organizing Committee

Nikolay Filinov, Higher School of Economics

Kristen Hartwell, SKOLKOVO Business School

Valentina Kuskova, Higher School of Economics

Seung Ho "Sam" Park, SKOLKOVO Business School

Alexander Settles, Higher School of Economics, Rutgers School of Business

William Newburry, Florida International University

Anastasia Ovsyannikova, SKOLKOVO Business School

Irina Volkova, Higher School of Economics

Meng Zhao, SKOLKOVO Business School



**Graduate
School of Management**
St. Petersburg University

2013 AIB Special Meeting Moscow, Russia



2013 AIB Special Meeting Reviewers

We would like to thank the reviewers that helped make the 2013 Special Meeting in Moscow, Russia a possibility.

Andrei B. Ankudinov, Kazan Federal University

Suma Athreye, Brunel University

Jerry Banks, Tecnologico de Monterrey / Engineering School (USA)

Anastasia Baron, Friedrich-Alexander University of Erlangen-Nuernberg

Sjoerd Beugelsdijk, University of Groningen

Chris Brewster, Reading University

Keith Brouthers, King's College London

Pawan Budhwar, Aston University

Xiaoyun Chen, University of Macau

Natalia Churkina, Lomonosov Moscow State University Business School

Marc Day, Reading University

Henrik Dellestrand, Uppsala University

Sarah Dixon, XJTLU Business School

Alex Eapen, Australian National University

Julia Eisenberg, Rutgers University

Maria Tereza Fleury, FGV-Brasil

Jennifer Gibbs, Rutgers University

Anna Gryaznova, Lomonosov Moscow State University

Igor Gurkov, National Research University Higher School of Economics

Chiung Yi Huang, Yuan Ze University

Jia-Chi Huang, National Chengchi University

K. N. I. KU Ismal, Universiti Utara Malaysia

Liena Kano, University of Calgary

Tatyana Alexander Khodareva, Rostov State Economic University

Nir Kshetri, University of North Carolina - Greensboro

Valentina V. Kuskova, National Research University Higher School of Economics

Marina Latukha, Saint Petersburg University Graduate School of Management

Jiatao Li, HKUST

Peixin Li, Central University of Finance and Economics

Jane Lu, University of Melbourne

Ronny Manos, COMAS Israel and

Cranfield University School of Management

Klaus Meyer, CEIBS

Irina Mihailova, Aalto University

Ottorino Morresi, University Roma Tre

Lilach Nachum, Baruch College, City University New York

Quyen Nguyen, Henley Business School, University of Reading

Ilya Okhmatovskiy, McGill University

Andrei Panibratov, St Petersburg State University

Aron Perenyi, Swinburne University of Technology

Stoyan Petrov, University of Edinburg

Alberto Pezzi, University of Roma Tre

Trond Randoy, Agder University College Norway

Stan Ridgley, Drexel University

Elizabeth L. Rose, Aalto University

Nik Ahmad Rozaidi, Rutgers University

Omar Salgado, Tecnologico de Monterrey / EGADE Business School (Mexico)

Vesna Sedoglavich, Australian National University

2013 AIB Special Meeting Moscow, Russia



Alexander Settles, Rutgers University and
National Research University Higher
School of Economics
Amir Shoham, Temple University Fox
School of Business
Roger Smeets, Rutgers University
Gabriele Suder, SKEMA Business School
Ciara Sutton, Stockholm School of
Economics
Paulo Renato Soares Terra, UFRGS
Pooja Thakur, Virginia Polytechnic
Institute
Anastasia Trofimova, Aalto University
Tatyana Tsukanova, St Petersburg State
University
Juha Väättänen, Lappeenranta University
of Technology

Anna Veselova, Saint-Petersburg
University
Adrian Wilkinson, Griffith University
Richard Woodward, University of
Edinburgh
Jie Wu, University of Macau
Dmitry Zaytsev, Graduate School of
Management, St. Petersburg University
Meng Zhao, SKOLKOVO Business School
Nan Zhou, SKOLKOVO Business School
Anatoly Zhuplev, Loyola Marymount
University
Igor Zibarev, Saint Petersburg Graduate
School of Management



**Graduate
School of Management**
St. Petersburg University

2013 AIB Special Meeting Moscow, Russia



2013 AIB Special Meeting Sponsors

We would like to thank the following sponsors for their valuable contributions to ensure the success of the 2013 AIB Special Meeting in Moscow, Russia.



2013 AIB Special Meeting Moscow, Russia



2013 AIB Special Meeting Program

September 19-20, 2013

Moscow, Russia

Conference Venues:

**National Research University
Higher School of Economics**
20 Myasnitskaya ul., Moscow

SKOLKOVO Business School
100 Novaya ul., Skolkovo Village
Odintsovo District, Moscow Region

Wednesday, September 18th

Pre-Conference Workshop

Higher School of Economics Campus

13:00-17:00 Doctoral Consortium

Room: 309

Chair: William Newburry, Florida International University

Panelists:

- Igor Gurkov, Higher School of Economics
- Arie Y. Lewin, Duke University
- Lilach Nachum, Baruch College, City University New York
- Andrei Panibratov, Graduate School of Management, St. Petersburg University
- Galina Shirokova, Graduate School of Management, St. Petersburg University
- Juha Väättänen, Lappeenranta University of Technology
- Meng Zhao, SKOLKOVO Business School

Thursday, September 19th

Conference Day 1

SKOLKOVO Business School Campus

8:30-8:45 Opening and Welcome Address **Room: Congress Hall**

- Seung Ho "Sam" Park, SKOLKOVO Business School
- Alexander Settles, Rutgers School of Business, Higher School of Economics
- Vladimir Preobrajensky, Head of Research, SKOLKOVO Business School
- Nikolay Filinov, Dean, Faculty of Management, Higher School of Economics

8:45-9:30 Plenary Session **Room: Congress Hall**

Andrei A. Yakovlev: Russian Modernization: Problems and Prospects

Director, Institute for Industrial and Market Studies; Director, International Center for the Study of Institutions and Development, Professor of Theory and Practice of Public Administration, Higher School of Economics

9:30-10:45 Concurrent Paper Sessions **Rooms: Cape Town and Sao Paolo**

Paper Session 1: Internationalization Strategy of Emerging Markets Firms

Room: Cape Town



**Graduate
School of Management**
St. Petersburg University

* *presenting author*

2013 AIB Special Meeting Moscow, Russia



Chair: Carl Fey, Discussant: William Newburry

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Internationalization Intention of Russian SMEs: Determinants and Outcomes*
Galina Shirokova* (Graduate School of Management, St. Petersburg University),
Tatyana Tsukanova* (Graduate School of Management, St. Petersburg University)
- *No New Theory Needed to Study MNEs from Emerging Economies*
Alain Verbeke (University of Calgary), Liena Kano* (University of Calgary)
- *Entrepreneurial Orientation and Performance of a Firm: The Mediating Effect of Internationalization*
Dmitry Vladimirovich Zaytsev* (Graduate School of Management, St. Petersburg University)
- **Discussion and Q&A**

Paper Session 2: Inward and Outward FDI in Emerging Markets

Room: Sao Paolo

Chair: Arie Y. Lewin, Discussant: Andrei Panibratov

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Outward Foreign Direct Investment from Russia*
Anastasia Baron (Friedrich-Alexander University of Erlangen-Nürnberg), Dirk Holtbrügge* (Friedrich-Alexander University of Erlangen-Nürnberg)
- *Outward Investments from China and Russia: Institutional Determinants for FDI Exchange*
Andrei Panibratov* (Graduate School of Management, St. Petersburg University),
Marina Latukha* (Graduate School of Management, St. Petersburg University)
- *Economic and Institutional Determinants of Brazilian Outward Foreign Direct Investment (OFDI): A Host Country Perspective*
Mohamed Amal* (Regional University of Blumenau), Bruno Thiago Tomio (Regional University of Blumenau)
- **Discussion and Q&A**

10:45-11:15 Coffee Break

Cape Town and Sao Paolo Lobby

11:15-12:30 Concurrent Paper Sessions

Rooms: Cape Town and Sao Paolo

Paper Session 1 continued: Internationalization Strategy of Emerging Markets Firms

Room: Cape Town

Chair: Carl Fey, Discussant: William Newburry

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Explaining New Venture Internationalization from Emerging Economies: Case of Russia*
Irina Mihailova* (Aalto School of Business), Galina Shirokova* (Graduate School of Management, St. Petersburg University), Igor Zibarev* (Graduate School of Management, St. Petersburg University)

2013 AIB Special Meeting Moscow, Russia



- *The Liability Reduction Tools of Eastern European Transnational Entrepreneurs*
Stoyan Petrov Stoyanov* (University of Edinburgh), Richard Woodward (University of Edinburgh)
- *Russian Energy Sector: Mega Trends, Drivers, and Strategic Implications*
Anatoly Zhuplev* (Loyola Marymount University)
- **Discussion and Q&A**

Paper Session 2 continued: Inward and Outward FDI in Emerging Markets

Room: Sao Paolo

Chair: Arie Y. Lewin, Discussant: Andrei Panibratov

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *The Impact of FDI on Economic Development – A Preliminary Investigation of a Holistic Framework*
Aron Perenyi* (Swinburne University of Technology)
- *Institutional Determinants of Outward Foreign Direct Investment- OFDI from developing countries: a home country perspective*
Mohamed Amal* (Regional University of Blumenau), Bruno Thiago Tomio (Regional University of Blumenau)
- *Cross-Border Equity Investments: A way to create value for Italian medium-sized firms*
Alberto Pezzi* (University of Roma Tre), Ottorino Morresi* (University Roma Tre)
- **Discussion and Q&A**

12:30-13:30 Lunch

Cafeteria

13:30-15:15 Concurrent Paper Sessions

Rooms: Cape Town and Sao Paolo

Paper Session 3: Innovation and Learning in Emerging Markets

Room: Cape Town

Chair: Marjorie A. Lyles, Discussant: Galina Shirokova

Presentation time: 15 minutes per presenter, Discussion and Q&A: 45 minutes

- *Relationship between Innovativeness and Internationalization: Does the Theory hold True in the Case of Russia?*
Daria Podmetina* (Lappeenranta University of Technology), Daria Volchek (Lappeenranta University of Technology)
- *Sales Management Systems in Contemporary Russian Companies*
Nikolay Akhilles Dimitriadi* (Rostov State Economic University), Natalya Mikhail Aroyan (Rostov State Economic University), Tatyana Alexander Khodareva (Rostov State Economic University)
- *“Social” Knowledge Sharing in a Russian MNC: The Role of Enterprise Social Media in Cross-Boundary Collaboration*

2013 AIB Special Meeting Moscow, Russia



Julia Eisenberg (Rutgers University), Nik Ahmad Rozaidi (Rutgers University), Anna Gryaznova* (Lomonosov Moscow State University Business School), Jennifer Gibbs (Rutgers University)

- *Team's Specific Status Cues and Team Information Elaboration: Safety Climate as a Moderator*
Chiung Yi Huang* (Yuan Ze University)
- **Discussion and Q&A**

Paper Session 4: Understanding the Business Environment in Emerging Markets

Room: Sao Paolo

Chair: Lilach Nachum, Discussant: Juha Väätänen

Presentation time: 15 minutes per presenter, Discussion and Q&A: 45 minutes

- *Educating Future Managers to Do Business in the Russian Markets: Finnish Students' Stereotypes and Willingness to Do Business with Russian Partners*
Asta Salmi* (Aalto University School of Business), Anastasia Trofimova (Aalto University School of Business), Elizabeth L. Rose* (Aalto University School of Business and University of Otago)
- *Business Environment In Russia: Moscow and Regions*
Natalia Churkina* (Lomonosov Moscow State University Business School)
- *Doomed to be sidelined? Exploring Research Findings on Russian-Foreign International Joint Ventures*
Michael C. Nippa* (TU Freiberg), Katja Schneider* (TU Freiberg)
- *Entry Mode of Emerging and Advanced Multinational Firms: Is It Just a Matter of Uncertainty? The Role of Liability of Origin and Institutional Distance*
Stefano Elia* (Politecnico di Milano), Lucia Piscitello (Politecnico di Milano), Filip De Beule (Leuven Centre for Global Governance Studies, Lessius University College)
- **Discussion and Q&A**

15:15-15:45 Coffee Break

Cape Town and Sao Paolo Lobby

15:45-17:15 Plenary Session

Room: Congress Hall

Panel Discussion: Management Research in Russia

Chair: Nikolay Filinov, Dean, Higher School of Economics

Panelists:

- Anna Gryaznova, Moscow State University
- Igor Gurkov, Higher School of Economics
- Andrei Panibratov, Graduate School of Management, St. Petersburg University
- Galina Shirokova, Graduate School of Management, St. Petersburg University
- Elizabeth Sadova, SKOLKOVO Business School

17:15-18:00 Break

18:00-18:30 Reception

Congress Hall Lobby

18:30-21:30 Gala Dinner

Congress Hall Lobby



Graduate
School of Management
St. Petersburg University

2013 AIB Special Meeting Moscow, Russia



Friday, September 20th

Conference Day 2

Higher School of Economics Campus

8:30-8:35 Welcome from HSE **Room: 311**

Vadim V. Radaev, First Vice-Rector of the Higher School of Economics

8:35-10:00 Plenary Session **Room: 311**

Panel Discussion: Opportunities and Challenges in Doing Research in Emerging Markets

Chair: Jose de la Torre, Florida International University

Panelists:

- Arie Y. Lewin, Duke University
- Marjorie A. Lyles, Indiana University Kelley School of Business
- William Newburry, Florida International University
- Andrei Panibratov, Graduate School of Management, St. Petersburg University
- Seung Ho "Sam" Park, SKOLKOVO Business School

10:00-10:50 Concurrent Paper Sessions **Rooms: 309 and 311**

Paper Session 5: Institutional Conditions in Emerging Markets

Room: 309

Chair: Irina Volkova, Discussant: Anna Gryaznova

Presentation time: 15 minutes per presenter, Discussion and Q&A: 20 minutes

- *Attitude to Entrepreneurship in Russia: Three-Dimensional Institutional Approach*
Irina Petrovskaya* (Lomonosov Moscow State University Business School), Sergey M. Zaverskiy* (Lomonosov Moscow State University Business School), Elena Kiseleva (Lomonosov Moscow State University Business School)
- *Institutions and Entrepreneurship: A Comparison of University Students' Perceptions Across Nine Emerging Economies*
Rangamohan V. Eunni (Youngstown State University), Tatiana S. Manolova* (Bentley University)
- **Discussion and Q&A**

Paper Session 6: Firm Structure and Corporate Governance in Emerging Markets

Room: 311

Chair: Igor Gurkov, Discussant: Jane Lu

Presentation time: 15 minutes per presenter, Discussion and Q&A: 20 minutes

- *Corporate Transparency as a Governance Tool: The Case of Emerging Markets*
Andrei B. Ankudinov* (Kazan Federal University)
- *A Shift in Mind-Set to Produce a Change in Corporate Governance: Enabling Reverse Knowledge Flows in Foreign Subsidiaries.*

2013 AIB Special Meeting Moscow, Russia



Omar Salgado* (Tecnologico de Monterrey, EGADE Business School), Jerry Banks (Tecnologico de Monterrey, Engineering School), Deepanjan Mukherjee (CRG), Jonathan I. Lozano-González (CRG)

- **Discussion and Q&A**

10:50-11:15 Coffee Break

11:15-12:30 Concurrent Paper Sessions **Rooms: 309 and 311**

Paper Session 5 continued: Institutional Conditions in Emerging Markets

Room: 309

Chair: Irina Volkova, Discussant: Anna Gryaznova

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Institutional Environment and Value of Companies*
Andrei B. Ankudinov* (Kazan Federal University)
- *Liability of Foreignness on International Bond Markets: A "Nested Legitimacy" Framework*
Gregor Binder* (WU Vienna), Igor Filatotchev (Sir John Cass Business School, City University London), Jonas F. Puck (WU Vienna)
- *Institutional environment and conducive investment climate in modern Russia*
Andrey Yuhanaev* (Northumbria University)
- **Discussion and Q&A**

Paper Session 6 continued: Firm Structure and Corporate Governance in Emerging Markets

Room: 311

Chair: Igor Gurkov, Discussant: Jane Lu

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Self-Regulation of Corporate Governance Practices in Russian Companies*
Ilya Okhmatovskiy* (McGill University)
- *Organizational Structures of Russian MNCs: Factors of influence*
Anna Veselova* (Graduate School of Management, St. Petersburg University)
- *Does Women Presence on Boards Create Value? The Impact of Societal Perceptions and Corporate Governance in Emerging Markets*
Lilach Nachum* (Baruch College), Shamsul Abdullah (International Islamic University Malaysia), K. N. I. KU Ismail (Universiti Utara Malaysia)
- **Discussion and Q&A**

12:30-13:30 Lunch Break

13:30-14:45 Concurrent Paper Sessions **Rooms: 309 and 311**

Paper Session 7: Firm Strategy and Competition in Emerging Markets

Room: 309

Chair: Olga Tretyak, Discussant: Jose de la Torre

2013 AIB Special Meeting Moscow, Russia



Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *All Competitors Are Not Created Equal: The Heterogeneity of MNE Competitors and Its Impact on Competitive Dynamics*
Lilach Nachum* (Baruch College), Marina Carnevale (Fordham University), Helaine Korn* (Baruch College)
- *Large Business Before and After Crisis: Sectoral Distribution and Operation Scale of Companies in Russia and Abroad*
Vera Y. Kononova (Moscow State University Business School), Sergey M. Zaverskiy* (Moscow State University Business School)
- *Cross-listings, Stage of Internationalization, and Firm Performance*
Jane Lu* (University of Melbourne), Xueji Liang (National University of Singapore)
- **Discussion and Q&A**

Paper Session 8: Looking Beyond Profits in Emerging Markets

Room: 311

Chair: Valentina Kuskova, Discussant: Meng Zhao

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *A Framework to Explain Cybercrime Firms' Internationalization Activities*
Nir Kshetri* (University of North Carolina—Greensboro)
- *Why is corruption more harmful in Russia than in China? The role of trust in personal networks*
Päivi Karhunen* (Aalto University School of Business)
- *But is it Love? Expatriate Issues for Russian Businesses*
Sarah Dixon* (XJTLU Business School), Chris Brewster (University of Reading), Marc Day (University of Reading)
- **Discussion and Q&A**

14:45-15:00 Coffee Break

15:00-16:15 Concurrent Paper Sessions **Rooms: 309 and 311**

Paper Session 7 continued: Firm Strategy and Competition in Emerging Markets

Room: 309

Chair: Olga Tretyak, Discussant: Jose de la Torre

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Competing in China: Rivalry and Strategy*
Xiaowen Tian* (Bond University), Jianguyong Lu (Peking University)
- *Investment Patterns of Japanese MNEs in Europe – Insights from a Sector- and Region-Differentiated Perspective.*
David Tanganelli* (Universitat Internacional de Catalunya)
- *Global Competitors from Emerging Markets: Case of Russian IT Firms*

2013 AIB Special Meeting Moscow, Russia



Irina Mihailova* (Aalto School of Business), Andrei Panibratov* (Graduate School of Management, St. Petersburg University), Marina Latukha* (Graduate School of Management, St. Petersburg University)

- **Discussion and Q&A**

Paper Session 8 continued: Looking Beyond Profits in Emerging Markets

Room: 311

Chair: Valentina Kuskova, Discussant: Meng Zhao

Presentation time: 15 minutes per presenter, Discussion and Q&A: 30 minutes

- *Institutional and Social-Structural Drivers of Corporate Social Responsibility: The Worldwide Diffusion of United Nations Global Compact*
Dina M. Abdelzaher (University of Houston Clear Lake), W.G. Douglas Fernandez (Florida International University), William D. Schneper* (Franklin & Marshall College)
- *Religion, Socio-Economic Development, and Work Values: A Cross-Country Analysis*
Hamid Yeganeh* (Winona State University)
- *Political Risk: Towards a New Definition*
Antonio Gelis Filho* (FGV-EAESP)
- **Discussion and Q&A**

16:15-16:30 Coffee Break

16:30-18:00 Plenary Session

Room: 311

Ruben Vardanian: Entrepreneurship in Russia

Founder – SKOLKOVO Business School, Founder and Former Chairman of Troika Dialog, Co-Head of Sberbank CIB

CEO Roundtable: Doing Business in Russia, the CIS, and Eastern Europe

Chair: Arie Y. Lewin

Participants:

- Karl Johansson, Managing Partner, Ernst & Young CIS
- Geoffrey Nicholson, Russia & CIS Consulting Leader, PwC
- Lou Naumovski, General Director, Kinross Gold
- Nikolay Rozin, Production Director, Russia, Mapei
- Alina Safina, Marketing Director, CIS, Lactalis
- Nathan Hunt, Canadian Eurasian Russian Business Association

18:00-19:30 Conference Closing and Reception

Room: 311



EY

Building a better
working world

**GETTING ALL
YOUR EXPERTS
TO THE SAME
PLACE IS GOOD.
GETTING THEM
ALL TO THE
RIGHT PLACE
IS BETTER.**

Being in the same place
doesn't mean much without
mutual understanding. Our
global teams work closely
with yours, to help you
overcome challenges and
grasp opportunities.

Find out more at ey.com

