

AIB India 2013 Annual Conference
International Business: The Emerging Economies Context

Dates: April 15-17, 2013

Monday, April 15, 2013

0800-9000	Registration
0900-1100	<p>Inauguration and Plenary – Central Pergola Dr. Torben Pederson, AIB Fellow, Co-Editor of Global Strategy Management and Advances in International Management, Professor of International Business, Copenhagen Business School</p> <p>Mr. Milind Kamat, Executive Vice President & Chief Executive Officer, Atos India</p>
1100-1130	<i>Coffee/Tea Break</i>
1130-1300	<p>CLASSROOM P11: Track 2 Housing market in India: A Comparison with the US and Spain Dr Charan Singh, IIM Bangalore</p> <p>Indian Multinationals and the Goldilocks Debate Dr. George Alexandrou, Kingston Business School, Kingston University, London, U.K. Dr. Sanjay Banerjee, Nottingham Business School, University of Nottingham, U.K. Dr. Ashok Thampy, Indian Institute of Management, Bangalore, India. Dr. Hardy M. Thomas, Essex Business School, University of Essex, Colchester, U.K.</p> <p>Business Model Innovation & its Sustainability in International Strategic Alliances Prof. Thomas Joseph, IIM Udaipur Prof. S Raghunath, IIM Bangalore</p> <p>CLASSROOM P12: Track 4 Employee Engagement in Emerging Economies- A Review Prof (Dr.) Arun Sacher, Amity International Business School, Amity University, Mrs. Ankur Lal, Amity International Business School, Amity University</p> <p>INVESTIGATING INFLUENCE OF BRAND EQUITY, TENURE AND LOCALIZATION ON COUNTRY-OF-ORIGIN EFFECTS Harsh Dadhich, Indian Institute of Management Ahmedabad Kamal Sharma, Indian Institute of Management Ahmedabad</p>

Repatriate's Organizational Commitment in the Indian Information Technology (IT) Environment
Dr. Krishnaveni Muthiah , PSG Institute of Management, PSG College of Technology, Coimbatore
B R Santosh, Reva Institute of Technology, Bangalore

1300-1400

Lunch

1400-1530

Paper Development Workshop – Central Pergola
Dr Torben Pedersen, Copenhagen Business School
Dr. Elizabeth L Rose, University of Otago and Aalto University

CLASSROOM P11: Track 3

Determinants of Export Performance: An Empirical Analysis of Indian Pharmaceutical and Automobile Industries
Satyanarayana Rentala, Department of Management, Pondicherry University
Dr. Byram Anand, Department of Management, Pondicherry University
Majid Shaban, Department of Commerce, Pondicherry University

The Division of Entrepreneurial Labour between MNEs AND SMEs: From Differentiation To Interdependence
Dr. Shameen Prashantham, University of Nottingham Ningbo, China
Prof Peter J Buckley, Leeds University

Leadership Excellence in Organizations in the Mekong Region: A Comparative Study of Thailand, Cambodia, Lao and Vietnam
Dr. Christopher Selvarajah, Swinburne University, Melbourne
Dr Denny Meyer, Swinburne University, Melbourne

1530-1600

Coffee/Tea Break

1600-1730

Central Pergola: Paper Development Workshop (Contd.)
CLASSROOM P12: Track 1
Bilateral Relations and Political risk in Outward FDI: Evidence from two Emerging economies-India and China
Kshitij Awasthi, IIM Bangalore

Impact of Business and Politics Nexus in India on Competition
Shailen Kumar Dalbehera, IIM Bangalore

Impact of Emerging Markets' Corruption Index on Cross-border Acquisitions
Prof. P C Narayan
Indian Institute of Management Bangalore
M Thenmozhi
Indian Institute of Technology – Madras, Chennai
Chamu Sundaramurthy
Department of Management, San Diego State University, San Diego

AIB India 2013 Annual Conference
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Dates: April 15-17, 2013

Tuesday, April 16, 2013

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| 0900-1030 | Plenary Session – Central Pergola
Dr. Elizabeth L Rose, University of Otago and Aalto University
Vice President, Academy of International Business (AIB) executive, Programme Chair for the Strategic Management Society's Global Strategy interest group. Founding Chair of the Australia and New Zealand Chapter of the AIB. Research Committee Chair of the International Management Division of the Academy of International Business. Professor of International Management, Otago Business School New Zealand.
Internationalization in the Services Sector: Challenges and Opportunities |
| 1030-1100 | <i>Coffee/Tea Break</i> |
| 1100-1230 | CLASSROOM P12: Track 4

Achieving Business Success by Empowering Women & Communities at the Base of the Pyramid in Emerging Economies
Raji Ajwani-Ramchandani
Symbiosis Centre for Management and Human Resource Development, Pune

Lean Fulfillment proposal of Effective Greening the Global Supply Chain by Value added & Non Value added Mathematical Analysis Approach
Vijay Chander T, Wipro Technologies
Gopinath Kuppan, Pondicherry University

Perceived distributive justice – Study on the Commitment of private banking employees
Prof. Dhiraj Jain
Pacific Institute of Management, Udaipur (Rajasthan)
Ms. Garima Jain
Pacific Institute of Management, Udaipur (Rajasthan)

CLASSROOM P11: Track 2
Identifying key emerging markets for building e-Commerce business strategies – Leveraging business analytics & forecasting techniques
Spriha Sahai
Global Analytics, Hewlett Packard Co.
Saumik Barua
Global Analytics, Hewlett Packard Co. |

A STUDY OF EXPLORING FACTORS FOR RISK MANAGEMENT IN INTERNATIONAL SMEs

Dr. Vishal Vyas, ABV IITM, Gwalior

Ms. Shweta Gigras, ABV IITM, Gwalior

Product placement in Film - Is it an effective tool in emerging market like India

DR.R.K.SRIVASTAVA,DR.M.A KHAN, Ms.PRACHI GALA, Mr. SIDHARTH

Sydenham Management Institute, University of Mumbai

1230-1400

Atos Presentation Lunch

1400-1530

CLASSROOM P12: Doctoral Consortium

Dr Torben Pedersen, Copenhagen Business School

Conducting High Impact International Business Research

Dr Elizabeth L Rose, University of Otago and Aalto University

Managing dissertation stage and Job Search Process

Consortium Mentors:

Dr Ashok Thampy, IIM Bangalore

Dr Charan Singh, IIM Bangalore

Dr Suresh Bhagavatula, IIM Bangalore

CLASSROOM P22: Track 1

How SMEs use the home network resources to internationalize: the case of India

Le Pennec Ekaterina, Gredeg, CNRS, UMR

Ricard Antonin, IAE, Aix Marseille

Saiyed Abrarali, Indian Institute of Management, Ahmedabad.

Managing the trine of internationalisation, innovation and institutional distance in international business

Safal Batra, Indian Institute of Management, Ahmedabad.

Prof. Ajeet N. Mathur, Indian Institute of Management, Ahmedabad

Emerging Indian multinationals in Indian IT services: HR's strategic role, contribution and challenges

Mohan Thite, Griffith University, Australia

Pawan Budhwar, Aston Business School, UK

Adrian Wilkinson, Griffith University, Australia

CLASSROOM P11: Track 3

Global Financial Markets Integration: A comparative study between Developed and Emerging Economies

Dr. Gaurav Agrawal

ABV - IITM, Gwalior

UIDAI – Role of Technology in Financial Inclusion – with special reference to BRICS Nations and the Bottom of the Economic Pyramid Concept (Track III)

Prof Roshny Unnikrishnan, The Oxford College of Business Management, Bangalore

Dr. Lakshmi Jagannathan, Dayanand Sagar College of Engineering, Bangalore.

EXAMINING THE MEDIATING ROLE OF RISK MANAGEMENT IN CROSS-BUYING
INTENTIONS OF SMEs THROUGH THEIR TECHNOLOGY ADOPTION

Ms. Sonika Raitani, Mody Institute of Technology and Science, Sikar

Prof. Durga Prasad, Mody Institute of Technology and Science, Sikar

Dr. Vishal Vyas, Atal Bihari Vajpayee- Indian Institute of Information Technology
and Management, Gwalior

ARE FOREIGN PRODUCTS BETTER? INVESTIGATION ON PERCEIVED PRODUCT
ETHNICITY, BRAND ORIGINS AND THEIR MODERATOR IN EMERGING MARKETS

Dr. Abraham Koshy, Indian Institute of Management Ahmedabad

Harsh Dadhich, Indian Institute of Management Ahmedabad

1530-1600

Coffee/Tea Break

1600-1730

CLASSROOM P12: Doctoral Consortium(Contd..)

Panel Discussion: The Emergent Born Global In Bangalore: Pathways for
International New Ventures via MNE networks – Central Pergola
Chair and Panelist : Prof. Shameen Prashantham, University of Nottingham
Ningbo, China

Panelists: Dr K Kumar, IIM Bangalore

Mr. Avinash Raghava, ProductNation.in

CLASSROOM P22: Track 1

FDI and Economic Growth Nexus between highest FDI recipients Asian Emerging
Economies: A Panel Cointegration Analysis

Preeti Flora, Gaurav Agarwal, Manoj Dash

ABV Indian Institute of Information Technology and Management, Gwalior

CAN SEZs FACILITATE INTERNATIONALIZATION OF DOMESTIC FIRMS? AN INDIAN
PERSPECTIVE

Dr. Shahazadi Begum Shaik, GITAM School of International Busienss, GITAM
University,Visakhapatnam

Prof. Vijaya Rudraraju, GITAM School of International Busienss, GITAM
University,Visakhapatnam

Prof. A Narasimha Rao, GITAM School of International Busienss, GITAM
University,Visakhapatnam

The Combined Impact of Formal and Informal Ethics Training on Indian IT sector,
Pratima Verma , *School of Business, Stockholm University*, Jan Löwstedt, *School
of Business, Stockholm University*

The Cost of Globalization-Vikalpa

Dr Sreenivas Rajan, UWSB

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0900-1030

CLASSROOM P12: Track 2

VICIOUS CROSS LICENSING STRATEGY FOR TECHNOLOGY SPREAD – CASE STUDY OF SAMSUNG ELECTRONICS

Baba Gnanakumar, Sri Krishna Arts and Science College, Coimbatore

Ragul Das, Sri Krishna Arts and Science College, Coimbatore

BUSINESS ANALYSIS USING MULTIPLE ABC APPROACH - A STUDY IN TELECOM SECTOR

Prof. H. Rajeshwari, KSOU Mysore

Sri Hariprasad, Alcatel Lucent India Ltd Bangalore

Problems faced by insurance advisors/agents in marketing for insurance products - An empirical study

Prof. Dhiraj Jain, Pacific Institute of Management , Udaipur (RAJ)

Ms Rashmi Dashora, Pacific Institute of Management , Udaipur (RAJ)

CLASSROOM P11: Track 2

MarkSights – A Framework for developing Market Insights

K Madhukar Anant, HP Global Analytics

Cause Related Marketing: A Review of literature

Dr.N.Thamaraiselvan, Department of Management Studies, National Institute of Technology, Tiruchirapally

J.Daniel Inbaraj, Department of Management Studies, National Institute of Technology, Tiruchirapally

Dr.B.Senthil Arasu, Department of Management Studies, National Institute of Technology, Tiruchirapally

Cultural modelling and its influence on managerial leadership in Indonesia

Swinburne University of Technology

Dr Suku Sinnappan, Swinburne University of Technology, Hawthorn

Dr Christopher Selvarajah, Swinburne University of Technology, Hawthorn

1030-1100

Coffee/Tea Break

1100-1230

CLASSROOM P11: Track 3

The New Conversation: Taking Social Media From Talk Into Action In Developing Countries

Priyanka.P.V, M.P.Birla Institute of Management, Bangalore University.

Corporate Governance in Emerging Economies: A review of developments in Principal-Principal Agency perspective

Kshitij Awasthi, IIM Bangalore

ADOPTION OF GOOD MANAGEMENT PRACTICES IN EMERGING AND DEVELOPED ECONOMY FIRMS: AN EMPIRICAL ANALYSIS

A.S. Ashwin, Center of Innovation for Tomorrow's Enterprise, Infosys Labs

CLASSROOM P12 : Track 4

CEOs' cultural and demographic attributes and organizational performance of Indian SMEs

Carina B. Friedmann, University of Erlangen-Nuremberg, Nürnberg.

Ritam Garg, LM Thapar School of Management, Patiala.

Prof. Dr. Dirk Holtbrügge , University of Erlangen-Nuremberg, Nürnberg

The Influence of Product Related Factors on the Internationalisation Modes of Indian Born Globals: The Case of the Indian Apparel Industry

Professor Dr. Raghunath Subramanyam, *Indian Institute of Management, Bangalore*

Krishna Kumar Balaraman, IIM Bangalore

The Central American Clothing Assembly Industry and the Asian Competition

Dale T. Mathews, University of Puerto Rico's Rio Piedras Campus, San Juan

BELOW CENTRAL PERGOLA: POSTER SESSIONS

1230 - 1400

SBM Award Lunch

1400 - 1530

Panel Discussion: Central Pergola

Domestic companies addressing international markets

Chair and Panelist: Mr. Anand Talwai, Co-Founder& Executive Director, NextWealth Entrepreneurs

Panelists:

Prakash Baskaran Founder& CEO, Pawaa Software

Aditya Sanghi Co-Founder & CEO, Hotelogix

Dr Marin Marinov: Professor of International Business and Management, University of Gloucestershire

CLASSROOM P11: Track 4

Employability skills required for Multinational software companies-A study of the Perception of the Engineering students and their prospective Employers
Chithra R, School of Management, Pondicherry Central University

Innovation and Entrepreneurship in the Informal Economy: Insights from the Ground Zero
Pavan Soni, IIM Bangalore

Formal and Social Control vis-a-vis learning in International Joint Ventures : Antecedents, Role and Design Preference
Rupanwita Dash, IIM Bangalore

1530-1600 *Coffee/Tea Break*

1600-1700 Plenary by John Dineen, President and CEO GE Healthcare

1700-1730 Valedictory