Monday, April 15, 2013

0800-900  Registration

0900-1100  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

Mr. Milind Kamat, Executive Vice President & Chief Executive Officer, Atos India

1100-1130  Coffee/Tea Break

1130-1300  CLASSROOM P11: Track 2
Housing market in India: A Comparison with the US and Spain
Dr Charan Singh, IIM Bangalore

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.

Business Model Innovation & its Sustainability in International Strategic Alliances
Prof. Thomas Joseph, IIM Udaipur
Prof. S Raghunath, IIM Bangalore

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

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
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
International Business: The Emerging Economies Context

Dates: April 15-17, 2013

Tuesday, April 16, 2013

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 Coffee/Tea Break

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 IIITM, Gwalior
Ms. Shweta Gigras, ABV IIITM, 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 - IIITM, 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 Business, GITAM University, Visakhapatnam
Prof. Vijaya Rudraraju, GITAM School of International Business, GITAM University, Visakhapatnam
Prof. A Narasimha Rao, GITAM School of International Business, 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
AIB India 2013 Annual Conference  
International Business: The Emerging Economies Context

Dates: April 15-17, 2013

Wednesday, April 17, 2013

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

ADOPOTION 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