



**EIASM Workshop on International Strategy and Cross-Cultural Management**  
**Groupe ESC TOULOUSE Business School, France**

		<b>Day One: Friday 29 September 2006</b>	
		Plenary Session	
Start	End	Session A	Session B
08:30	09:00	Registration Amphi 1	
09:00	09:15	Host's Welcome	
09:15	10:15	<b>Key-Note Address:</b> Decisive Leadership in a Turbulent World <b>Jonathan Miller</b> , Vice President Human Resources, Training, Skills & Culture Development AIRBUS S.A.S.	
10:15	10:45	Coffee	
		Amphi MBA 311 Chair: Markus PUDELKO	Room 322 Chair: Cordula BARZANTNY
10:45	11:15	WHAT? ARE NORWEGIAN CEOs PAID ONLY FOUR TIMES AS MUCH AS ORDINARY WORKERS? By TOR GRENNES	Please contact COEN HEIJES (C.P.A.Hejjes@rug.nl) for more details
11:15	11:45	HOW DOES HR INFLUENCE ORGANIZATIONAL COMMITMENT? By GURHAN UYSAL	CULTURAL DIVERSITY IN TOP MANAGEMENT TEAMS: MODELS, METHODS, DEFINITIONS By TIMURS UMANS
11:45	12:15	CHALLENGES FOR THE MANAGEMENT OF GLOBAL INNOVATION TEAMS By MARC SHAFFU & RONALD GLEICH	PERFORMANCE OF MULTINATIONAL TEAMS IN THE HIGH-TECH INDUSTRY - EMPIRICAL EVIDENCE FROM AN AUSTRIAN COMPANY By AIDA NUMIC
12:15	13:45	Lunch	
		Amphi MBA 311 Chair: Chris CARR	Room 322 Chair: Markus PUDELKO
13:45	14:15	INTERNATIONALIZATION PROCESSES OF FIRMS AS A CHALLENGE TO HANDLE EXCHANGE RELATIONSHIPS By GABRIEL BAFFOUR AWUAH	DETERMINANTS OF THE INNOVATION SOURCING STRATEGY By CLAUDIO CRUZ
14:15	14:45	CROSS-BORDER ACQUISITION PROGRAMMES: THE IMPORTANCE OF STRUCTURAL ADAPTATION CAPACITY FOR LONG-TERM CORPORATE GROWTH By PATRICIA KLARNER	THE VALUE HONESTY IN FORMER SOVIET BLOC COUNTRIES: SOME HINTS TO ETHICS By MAAJA VADI & KRISTA JAAKSON
14:45	15:15	ALLIANCES AND THE EXCESS BAGGAGE OF TRANSACTION COST ECONOMICS By SETH MAENEN	CONVERGENCE AND DIVERGENCE IN INTERNATIONAL HRM By MARKUS PUDELKO and ANNE-WIL HARZING
15:15	15:45	Coffee	
		Amphi MBA 311 Chair: Christophe FAVOREU	Room 322 Chair: Markus PUDELKO
15:45	16:20	INTERNATIONAL COMMITMENT OF SPANISH FAMILY FIRMS: SOME INFLUENTIAL FACTORS By LAURA RIENDA GARCÍA et al.	A NEW APPROACH TO INTERNATIONAL MOBILITY: THE GLOBAL MANAGER By TINEKE CAPPELLEN & MADDY JANSSENS
16:20	16:55	INTERNATIONALISATION STRATEGY FOR SMES – THE CASE OF CYPRUS By ALKIS THRASSOU and DEMETRIS VRONTIS	AN APPROACH TO HUMAN RESOURCES DUE DILIGENCE: THE CASE FOR PRIVATIZATION AND CHANGE By CHRISTOPHER STRATFORD
16:55	17:30	THE WORLD'S TOP FAMILY FIRMS: JUST HOW DISTINCTIVE ARE THEIR INTERNATIONAL STRATEGIES AND HOW WELL DO THEY PERFORM? By CHRISTOPHER CARR & SUZANNE BATEMAN	DEVELOPING VIRTUAL LEADERS FOLLOWING A CROSS-BORDER MERGER - A CASE FROM BANKING INDUSTRY By MIRUNA RUSU MIRUNA et al.
17:30	18:00	Amphi MBA 311 <b>Best Student Paper Presentation</b> "EXPLORING KNOWLEDGE TRANSFER IN MULTICULTURAL TEAMS: HOW DOES CULTURE AFFECT INTERNAL STICKINESS?" By Alexandra KAAR	
20:00		Social Event: Dinner: <b>Palais Consulaire: Salle G. Doumergue</b> Chambre de Commerce et d'Industrie, 2 rue d'Alsace Lorraine	
			Depart 19.30 in front of ESC Toulouse on foot

**Day Two: Saturday, 30 September 2006**

		Plenary Session	
Start	Stop	Session A	Session B
		Amphi 27	
		<b>Key-note address:</b> Current Research in International Strategy & Cross-Cultural Management <b>Professor Anne-Wil Harzing</b> Associate Professor in International Management, University of Melbourne	
09:15	10:15		
10:15	10:30	Coffee	
		Amphi 34 Chair: Cordula BARZANTNY	Amphi 27 Chair: Markus PUDELKO
10:30	11:00	INTERNATIONAL JOINT VENTURE (IJV) DIRECTORS' CONTRIBUTION TO BOARD EFFECTIVENESS: LEARNING FROM PRACTICE By JELENA PETROVIC	DISTRIBUTED DECISION-MAKING IN CROSS-BORDER NETWORKS: AN ACCOUNTING APPROACH By ROLAND BARDY
11:00	11:30	MANAGEMENT PRACTICES OF THE MULTINATIONAL COMPANY – CROSS CULTURAL MANAGEMENT DURING CHANGE By ALISON WARD	BEST PRACTICE' DIFFUSION IN CHINESE MNCs By MIAO ZHANG & CHRISTINE EDWARDS
11:30	12:00	ETHNOCENTRIC ORGANIZATIONS: HOW HOSTS PERCEIVE MNCs USING HR POLICIES AS A MEANS OF DOMINATION By WES HARRY and CHIZU NAKAJIMA	WILL THE SCANDINAVIAN LEADERSHIP MODEL SURVIVE THE FORCES OF GLOBALIZATION. A SWOT ANALYSIS By TOR GRENNES
12:00	13:30	Lunch	
		Amphi 34 Chair: Chris CARR	
13:30	14:00	FIT TO INTERNATIONALISE - INTERNATIONALISATION IN THE HEALTH AND FITNESS SECTOR By STEFAN LAGROSEN	
14:00	14:30	PARTNERSHIPS STRATEGIES IN THE TELECOM INDUSTRY: A CASE OF SUCCESS By SONIA DAHAB & JOSÉ VENTURA MENDES NAZÁRIO	
14:30	15:00	INTERNATIONAL MARKET ENTRY STRATEGIES: LOCATION- AND FIRM-SPECIFIC FACTORS IN THE HOTEL INDUSTRY By DIEGO QUER & al.	
15:00	15:15	Coffee	
		Amphi 27	
		<b>Best Paper Award:</b> "THE PRIMACY OF PRIMARY SOCIALIZATION: A STUDY OF LEADERSHIP PREFERENCES, TENURE, AND NATIONALITY IN THE MNC" By Lena Zander & Ciara Sutton	
15:15	16:00	Closing Remarks	