

2ND COST-EIBA / EIASM DOCTORAL THINK TANK

EMERGING MARKETS AND THEIR CORPORATE PLAYERS: SIGNIFICANCE AND IMPACT

BUCHAREST, ROMANIA, DECEMBER 7, 2011
Academy of Economic Studies, 6, Romana Square,
district 1, Bucharest (Board room-1st floor)

PROGRAMME

Tuesday, December 6

20:00 Dinner at the restaurant La Mama Athenaeum: (Str. Episcopiei, no. 9 close to the Athenaeum and Hilton Hotel)

Wednesday, December 7

08:30 – 08:35 Welcome by Louis Brennan, Chair of the COST Action Programme IS 0905

08:35 – 08:45 Introduction by Danny Van den Bulcke, Co-Chair Doctoral Think Tank and Honorary Chair of the EIBA/EIASM Doctoral Tutorial

08:45 – 09:25 Evaluating and Exploring the Resource Evolution of Airline Network Brands upon Entry of New Partners in the Cases of the Skyteam Airline Alliance and its Competitors
Giulio DE DURANTE

09:25 – 10:05 Organizational Capabilities in the Context of Offshore Product Development Transfers
Petra EDOFF

10:05 – 10:45 Location Decisions, Locational Value and Managerial Agency: A Comparative Study of British and German Investments in China's Cities
Conor MCDONALD

10:45 – 11:00 Coffee Break

11:00 – 11:40 Managing Buyer-Supplier Relationships as a Source of Competitive Advantage in Transnational Companies
Matevz RASKOVIC

11:40 – 12:20 Acquisitions from Emerging Market Multinationals in Developed Economies: Are They Paying a Higher Acquisition Price for Their Targets?
Dieter SOMERS

12:20 – 13:20 Lunch

13:20 – 14:00 An Essay on Public Supports for Outward Foreign Direct Investments
Miguel TORRES

14:00 – 14:40 The Impact of Subsidiary Autonomy on Innovation: Theory and Empirical Evidence from CEE Countries
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