

THE 25TH EIBA/EIASM JOHN H. DUNNING DOCTORAL TUTORIAL

IN INTERNATIONAL BUSINESS

BUCHAREST, ROMANIA, DECEMBER 8, 2011
Academy of Economic Studies, 6, Romana Square,
district 1, Bucharest (Board room-1st floor)

PROGRAMME

Thursday, December 8

- 08:00 – 08:15 Welcome and Introduction
- 08:15 – 08:55 Innovating with Lead-Users from Emerging Markets
Markus JAASKELAINEN
- 08:55 – 09:35 The Internationalization of Emerging Market Firms: A Study of Antecedents,
Dynamics and Outcomes
Tamara STUCCHI
- 09:35 – 10:15 The Value Chain Module Relocation and Competitiveness of Polish
Enterprises
Marlena DZIKOWSKA
- 10:15 – 10:30 Coffee Break
- 10:30 – 11:10 The Decision-Making Process Regarding International Location Choice: An
Investigation in the Solar Industry
Markus GOELZ
- 11:10 – 11:50 Understanding Hidden Costs of Offshoring: The Interplay of Complexity,
Organizational Design and Experience
Marcus Møller LARSEN
- 11:50 – 12:30 Enhancing Global Innovation Performance through Cross-cultural
Collaboration
Karina R. JENSEN
- 12:30 – 13:30 Lunch
- 13:30 – 14:10 R&D Spending during the Financial Crisis: The Impact of Country-Specific
Mechanisms and Financial Incentives
Sebastian SCHRAPP
- 14:10 – 14:50 Unravelling the Subsidiary Initiative Process: A Multilevel Approach
Anna STRUTZENBERGER
- 14:50 – 15:05 Coffee Break
- 15:05 – 15:45 Multinationals in Transition: Responsibly Managing Global Brands
Jacqueline MEES-BUSS
- 15:45 – 16:25 Strategic Alliances as a Tool of Creating Competitive Advantage in the
Pharmaceutical Sector
Michal KASPRZYK