

# *Conference Programme*



## **3<sup>rd</sup> AIB-CEE CHAPTER CONFERENCE**

**BOOSTING COMPETITIVENESS OF CENTRAL EUROPE  
THROUGH DIGITAL ECONOMY**

29.9. - 1.10. 2016, Prague, Czech Republic

## AIB CEE Conference, Prague 2016 PROGRAM OF SESSIONS

**September 30, Friday**

8:30 - 9:15

**Research networking session NB 169**

9:15 - 10:45	<b>Successful CEE Firms and the digital age</b>	Chair and organizer: Arnold Schuch, University of Vienna, Austria
NB 169	Miroslaw Jarosiński	Warsaw School of Economics, Poland
	Michal Kratochvíl	BudgetBakers, Czech Republic
	Philip Staehelin	Roland Berger, Czech Republic
	Miklós Stocker	University of Budapest, Hungary
	Lloyd Waldo	StartupYard, Czech Republic

10:45 - 11:15

**Coffee break**

11:15 - 12:45	<b>EIBA Panel - Cluster in the era of the digitalization</b>	Chair: Anna Jankowska, Poznan University of Economics and Business, Poland
NB 169	John Cantwell	Rutgers University, USA
	Phillipe Gugler	University of Fribourg, Switzerland
	Lucia Piscitello	Politecnico di Milano, Italy

12:45 - 13:45

**Lunch break (NB 169)**

13:45 - 15:00	<b>1/A Competitiveness of the CEE Region, its Countries, Industries and Firms</b>	Chair: Erzsébet Czakó, Corvinus University of Budapest, Hungary		
NB 177A	Mike Troilo Michal Zdziarski J. Markham Collins	University of Tulsa, USA Warsaw University, Poland University of Tulsa, USA	Competitiveness, Technology Licensing, and Ease of Paying Taxes: A 30-Country Study	26
	Magdolna Sass Eric Rugraff	Centre for Economic and Regional Studies Hungarian Academy of Sciences, Hungary University of Strasbourg, France	Indigenous technological development through subcontracting linkages from multinationals: evidence from the Hungarian pharmaceutical and biopharmaceutical industry	7
	Boda György	Corvinus University of Budapest, Hungary	To what extent are we a knowledge economy?	15

13:45 - 15:00	<b>2/A Disruptive business models and foreign expansion</b>	Chair: Josef Taušer, University of Economics, Prague, Czech Republic		
	<b>3 Specifics of Financial Management in CEE Countries</b>			
NB 177B	Agnieszka Głodowska Bozena Pera Krzysztof Wach	Cracow University of Economics, Poland	International Environment and its Influence on the Entrepreneurial Internationalisation in the Firm: The Case of Polish Businesses	40
	Anastasiia Ivakina Natalia Silaeva Nikolay Zenkevich	Graduate School of Management Saint Petersburg State University, Russia	Coordinating model of working capital management in collaborative supply chains	47
	Balazs Laki	Corvinus University of Budapest, Hungary	The territorial outreach of financing schemes for the CCS: A study review of cases in CEE and beyond	19
	Pawel Witold Szmaglinski	Gdansk University of Technology, Poland	The essence of amortization and financial consequences for businesses	50

13:45 - 15:00	<b>9/B International HRM and Cross-Cultural Management</b>	Chair: József Poór, Szent István University-Hungary-J.Selye University-Slovakia		
NB 104	Karel Knap	University of Economics, Prague, Czech Republic	Czech-German Intercultural Standards Strengths on Management Level	8
	Nadir Ali Kolachi	Skyline University, UAE	Social Welfare in Europe: A Case of Cognitive HRD in SPRING Countries SPRING (Spain, Portugal, Romania, Italy, Norway and Germany)	17
	Brigitta Chovan Tímea Juhász	Szent István University, Hungary	The means of recovery from the crisis in case of companies of Hungarian and foreign ownership with headquarters in Budapest (on the basis of an empirical examination)	57
	Marina Latukha	Saint-Petersburg state university, Graduate School of Management, Russia	Shaping emerging market firms' results via talent development: The evidence from Russia	2

15:00 - 15:15	<b>Coffee break</b>
---------------	---------------------

15:15 - 16:45	<b>1/B Competitiveness of the CEE Region, its Countries, Industries and Firms</b>	Chair: Erzsébet Czakó, Corvinus University of Budapest, Hungary		
NB 177A	Iris Koleša Andreja Jaklič	University of Ljubljana, Slovenia	Interorganizational network management for successful business internationalization	38
	Maja Szymura-Tyc Mariusz Łapczyński	University of Economics in Katowice, Poland University of Cracow, Poland	Organizational culture dimensions and firms' internationalisation, innovativeness and networking behaviour. Hofstede approach.	34
	Tomasz Grzegorzczak Rafal Sliwinski Joanna Kaczmarek	Poznan University of Economics and Business, Poland	Attractiveness of Augmented Reality to Consumer	25
	Áron Perényi Andras Margytay-Becht	Swinburne University of Technology, Australia St. Mary's College of California, USA	Forecasting firm life-cycle populations using dynamic modelling: the case of Hungary	33

15:15 - 16:45	<b>4/A Internationalization of SMEs and born globals</b>	Chair: Tiia Vissak, University of Tartu, Estonia		
NB 177B	Tomasz Dorożyński Anetta Kuna-Marszalek Janusz Świerkocki	University of Lodz, Poland	Paths of Internationalisation and Motives for International Expansion of Enterprises. The case of the Lodz Region	55
	Miklós Stocker	Corvinus University of Budapest, Hungary	De-internationalization patterns in Hungary	56
	Tiia Vissak Jaan Masso	University of Tartu, Estonia	Estonian born globals' and born internationals' longitudinal development	42

15:15 - 16:45	<b>7/A New Forms of International Marketing in the CEE region. How they can be captured?</b>	Chair: Petr Král, University of Economics, Prague		
NB 104	Maja Arslanagic-Kalajdzic Vesna Žabkar Adamantios Diamantopoulos Arnd Florack	University of Sarajevo, Serbia University of Ljubljana, Slovenia University of Vienna, Austria University of Vienna, Austria	Brothers in blood, yet strangers in response to global brands: A four-country study of the role of consumer personality	24
	Matevž Rašković Zhonghui Ding Davor Vuchkovski Vesna Žabkar Vatroslav Škare Durdana Ozretić Došen Morikazu Hirose	University of Ljubljana, Slovenia University of Ljubljana, Slovenia University of Ljubljana, Slovenia University of Ljubljana, Slovenia University of Zagreb, Croatia University of Zagreb, Croatia Tokyo Fuji University, Japan	Inter- and Intra-Regional Comparison of Young-Adult Consumer Behavior: Different, But Kind of the Same?	20

15:15 - 16:45	<b>China + V4 investment and Trade</b>	Chair: Zuzana Stuchlíková, University of Economics, Prague	
NB 169	Yang Qi	Shandong University of Finance and Economics, China	The spillover effects of China monetary policy to selected European Countries
	Jiang Wenqian	Shandong University of Finance and Economics, China	The Influence Factors of OFDI: Evidence from China and European Countries
	Di Wu	Shandong University of Finance and Economics, China	Analysis of Economic Indicators of China and Country's along "The Belt and Road" Initiatives
	Wang Xiaoxiao	Shandong University of Finance and Economics, China	Research On Countermeasures of China and Central & Eastern European Countries Cultural Trade Under the "One Belt and One Road Initiative" - Basis on cultural industrial international competitiveness
	Li Yang	Shandong University of Finance and Economics, China	Inter-Sub-Platform Network Effects in Two-Sided Markets: Based on Analysis of Horizontal Product Differentiation
	Yingying Shao	Shandong University of Finance and Economics, China	TBC
16:45 - 17:00	<b>Coffee break</b>		

17:00 - 18:30	<b>6/A Developments in FDI and trade in CEE</b>	Chair: Andreja Jaklič, University of Ljubljana, Slovenia		
NB 177A	Liubov Ermolaeva Andrey Panibratov Joan Freixanet Solervicens	Saint-Petersburg State University, Russia	The Interplay of Firms Absorptive Capacity, Export and Innovation Strategies: Evidence from Russia	45
	Magdolna Sass	Centre for Economic and Regional Studies Hungarian Academy of Sciences, Hungary	Financial Services OFDI from Hungary	4
	Áron Perényi Miroslaw Jarosiński Sang-Chul Park	Swinburne University of Technology, Australia Warsaw School of Economics, Poland Korea Polytechnic University, South Korea	The role of perspective in the development of international business relationships: lessons from the Central European Business Forum	52
	Piotr Trapczynski Krystian Barlozewski	Poznan University of Economics and Business, Poland Warsaw School of Economics, Poland	Exploring the contextual character of the multinationality-performance relationship: the role of internationalization motives	53

17:00 - 18:30	<b>4/B Internationalization of SMEs and born globals</b>	Chair: Tiia Vissak, University of Tartu		
NB 169	Patricia McDougall-Covin Andreea Kiss Stephanie Fernhaber	Indiana University, USA Iowa State University, USA Butler University, USA	Slack, innovation, and export intensity: Implications for SMEs	21
	Annamaria Kazai Ónodi János Kiss	Corvinus University of Budapest, Hungary	What can we learn from successful export-oriented foreign manufacturing companies' innovation?	29
	Miklos Kozma Annamaria Kazai Ónodi	Corvinus University of Budapest, Hungary	Challenges in measuring international strategic performance in professional team sports	39
	Tuong Ke Nguyen	Leipzig University, Germany	Internationalization process of SMEs: a case of exporting manufacturing firms	23



17:00 - 18:30	<b>9/A International HRM and Cross-Cultural Management</b>	Chair: József Poór, Szent István University-Hungary-J.Selye University-Slovakia		
NB 177B	Katharina Thill Julia Domnanovich Barbara Covarrubias Venegas	University of Applied Sciences for Management and Communication	About the Importance of the Strategic Competence – the HR Managers point of view: Evidence from Austria, Czech Republic, Hungary and Slovakia	36
	Allen D. Engle Jozsef Poór Kinga Kerekes Monica Zaharie	Eastern Kentucky University, USA Szent István University, Hungary Babes-Bolyai University, Hungary Babes-Bolyai University, Turkey	Human Resource Issues as Seen by HR Managers in MNEs in the CEE Region: Patterns of Professional Preparation, Competency Development, Global- Local Roles and Responsibilities, and Strategic Perspectives on the Future	6
	Jürgen Fonger	Szent István University, Hungary	European mobility regulations and the Human Resource Management (HRM) in European Companies a state of play and tasks ahead	28
	Joanne S. H. Chan Oi Mei Kim Kuok	Avenida da Universidade University of Macau, Macau	The relationships between organizational justice, personal feedback, supervisor communication and organizational citizenship behaviors	27

18:30 - 19:30	<b>AIB-CEE Chapter development session (NB169)</b>
---------------	--

20:00 - 22:30	<b>Gala Dinner - Mánes Art Restaurant</b>
---------------	---

## October 1, Saturday

9:00 - 10:30	<b>5/A IB Teaching and Research in the CEE Region</b>	Chair: Mirosław Jarosiński, Warsaw School of Economics		
NB 177A	Zoltan Godor Lilla Hortovanyi	Corvinus University of Budapest, Hungary	Impact of ICT on Knowledge Management of SMEs	35
	Witold Nowinski Dana Egerová	WSB University in Poznan, Poland University of West Bohemia, Czech Republic	Entrepreneurship education, gender and entrepreneurial intentions of university students in Visegrad countries	58
9:00 - 10:30	<b>10/A Corporate Governance</b>	Chair: Michał Zdziarski, Warsaw University		
NB 177B	Łukasz Bryl	Poznan University of Economics and Business, Poland	Intellectual capital measurement using MCM and ROA methods – evidence from digital economy TNC's	37
	Wioletta Mierzejewska	Warsaw School of Economics, Poland	Corporate government ownership structure and financial performance of enterprises operating in Poland	41
	Annamaria Kazai Ónodi	Corvinus University of Budapest, Hungary	How much do employees matter? Comparison of foreign and domestic firms' management	22

9:00 - 10:30	<b>1/C Internationalisation of firms from the CEE region: does it refute, confirm, or just enrich existing theory?</b>	Chair: Piotr Trapczynski, Poznan University of Economics and Business
NB 169	Piotr Trapczynski	Poznan University of Economics and Business, Poland
	Jorma Larimo	University of Vaasa, Finland
	Tiia Vissak	University of Tartu, Estonia
	Barbara Jankowska	Poznan University of Economics and Business, Poland
	Andreja Jaklic	University of Ljubljana, Slovenia

10:30 - 11:00	<b>Coffee break</b>
---------------	---------------------

11:00 - 12:30	<b>Editor Session - Room</b>	Chair: Łukasz Puślecki Poznan University of Economics and Business (Poland)
NB 169	Desislava Dikova	<i>Journal of East-West Business</i>
	Mirosław Jarosiński	<i>Journal of Management and Financial Sciences (JMFS)</i>
	Daniel Kuttor	<i>Theory, Methodology, Practice (TMP)</i>
	Jorma Larimo	<i>Baltic Journal of Management</i>

	Andrei Panibratov	<i>International Journal of Emerging Markets (IJoEM)</i>
	Thomas Steger	<i>Journal of East European Management Studies (JEEMS)</i>
	Krzysztof Wach	<i>Entrepreneurial Business and Economics Review (EBER)</i>

12:30 - 13:15	<b>Lunch break (Deštník restaurant)</b>
---------------	---

13:15 - 14:45	<b>8/A MNEs, their Subsidiaries and Value Chains in the CEE Region</b>	Chair: Piotr Trapczynski, Poznan University of Economics and Business, Poland		
	<b>2/B Disruptive business models and foreign expansion</b>	Room NB 177A		
track 2	Ireneusz Janiuk Miroslaw Jarosiński Natalia Ribberink Frank Engels	University of Bialystok Warsaw School of Economics Hamburg University of Applied Sciences, Poland	Internationalisation Of Polish And German Furniture Manufacturers – Comparison Of Different Internationalisation Paths	30
track 2	Daniel Folkinshteyn Mark Lennon	Rowan University, USA California University of Pennsylvania, USA	Build it Better with Bitcoin: Lessons from NASDAQ	48
track 8	Konstantin Nefedov Andrei Panibratov	Graduate School of Management St. Petersburg State University, Russia	Dimensions of global value chain analysis: Theoretical developments and methodological issues in russian context	44
track 8	Nataša Vrh	University of Ljubljana, Slovenia	What Drives the Difference in Domestic Value Added of EU Exports?	32

13:15 - 14:45	<b>9/C International HRM and Cross-Cultural Management</b>	Chair: József Poór, Szent István University-Hungary-J.Selye University-Slovakia		
NB 177B	Marina Latukha Anna Veselova Louisa Selivanovskikh	St. Petersburg State University, Russia	Talent management practices, absorptive capacity and a firm's performance in emerging market firms: Does it work in Russia and China?	9
	Johan Vogel	University of Pretoria, South Africa	An assessment of the employee repatriation practices of South African multinational enterprises	31
	Jozsef Poór László Pitlik Katalin Dobrai Zsuzsa Karoliny Ferenc Farkas Ildikó Éva Kovács Zuzana Dvořáková	Szent István University, Hungary Szent István University, Hungary University Pécs, Hungary University Pécs,, Hungary University Pécs, Hungary University Pécs, Hungary University of Economics, Prague, Czech Republic	Knowledge Management in Human Resource Management in Local Foreign Owned Subsidiaries - Focus Central and Eastern Europe	10
	Yim King Penny Wan Joanne S. H. Chan	Colina de Mong-Ha, Macao University of Macau, Macao	Employees` Perceptions on Organizational Justice: Evidence from Macao	18

15:00 - 17:00	<b>Closing remarks, Cake&amp;Coffee&amp;Networking (Deštník Restaurant)</b>
---------------	---

17:30 - 19:00	<b>Guided Tour of Prague - OPTIONAL</b>
---------------	---

# NOTES