



## Program

# XVIII Iberian International Business Conference

“Resilience and Sustainability of Iberian International Companies”



Granada

October 6th and 7th, 2023



## 6 October

<b>9h00-9h30</b>	Registration and documentation (Assembly Hall)
<b>9h30-10h00</b>	Opening session
<b>10h00-10h45</b>	<p>Presenter: Sonia Suárez-Ortega (Assembly Hall)</p> <p>Keynote speaker – Miguel Gonzalez-Loureiro <b>“The AI revolution in IB Education and Research: Navigating Challenges for Success”</b></p>
<b>10h45-11h15</b>	Coffee break
<b>11h15-12h45</b>	<p><b>Session A1: INTERNATIONAL BUSINESS: THE INFLUENCE OF HOST COUNTRY INSTITUTIONS</b> (Chair: Nuno Rosa Reis) (Assembly Hall)</p> <p><b>The influence of generalized institutional inefficiencies on firms' ownership strategy in the MENA region</b>          Youmna Bouzamel, Nuno Rosa Reis, João Carvalho Santos</p> <p><b>Engage and non-engage approach of nonmarket risk management: A systematic literature review</b>          Adejare Bimbo Onaolapo, Ana Maria Soares</p> <p><b>An inquiry into the pollution halo hypothesis, the environmental Kuznets curve, and foreign affiliates of US multinational enterprises</b>          João Paulo Cerdeira Bento</p> <p><b>Promoting immigrant entrepreneurs' well-being at work: The role of host country institutions in moving towards SDGs</b>          Antonia Mercedes García-Cabrera, Deybbi Cuéllar-Molina, Ana María Lucia-Casademunt, Francisco Javier Gutiérrez Pérez</p> <p><b>Session A2: EXPORT ACTIVITY: PROFILE OF EXPORTING COMPANIES AND MANAGERIAL ATTRIBUTES</b> (Chair: Marta Vidal-Suarez) (Board Room)</p> <p><b>Profiles of exporting companies in Colombia</b>          Daniel Botero-Guzmán, Marisa Ramírez-Alesón</p> <p><b>Managerial attributes of export managers: A matter of gender?</b>          Marta M. Vidal-Suarez, Cristina López-Duarte, Pilar L. Gonzalez-Torre</p> <p><b>Does gender impact the export activity of SMES?</b>          Marta M. Vidal-Suarez, Cristina López-Duarte, Pilar L. Gonzalez-Torre</p> <p><b>Influence of the psychological characteristics of decision-makers on international marketing agility</b>          Filipe Coelho, Nuno Fernandes Crespo, Pedro Silva, Lorena Bellorra</p>

12h45-13h45

Session B1: HOME COUNTRY AND FIRM PERFORMANCE

(Chair: Alexandre Oliveira ) (Assembly Hall)

**How do firms deal with formal institutional quality? The role of firm' characteristics on enhancing firm performance**

Alexandre Martins Oliveira, Fernando Carvalho, Nuno Rosa Reis

**A meta-analysis on exploration, exploitation, and ambidexterity relationships with SME performance: Does the home-country munificence matter?**

Telma Mendes, Miguel González-Loureiro, Carina Silva, Vítor Braga

**The interrelationship of formal and informal institutions, firm' characteristics, and firm' performance: A configurational approach using fsQCA**

Alexandre Martins Oliveira, Fernando Carvalho, Nuno Rosa Reis

Session B2: ASSIGNED EXPATRIATE AND IMMIGRANT ENTREPRENEURSHIP

(Chair: Francisco Puig) (Board Room)

**Surviving the culture shock syndrome: the role of responsible leadership and emotional intelligence in enhancing expatriates' performance**

Tânia M. G. Marques, Christof Miska; Catia Fernandes Crespo; João Jesus

**Immigrant Entrepreneurs and the Use of the Enclave Strategy in The Tourism Industry: Institutional Macro- And Meso-Influences**

María Gracia García-Soto, Antonia Mercedes García-Cabrera, María José Miranda-Martel

**Transforming International Assignments: The Impact of the Pandemic on Expatriates and Global Management**

Francisco Puig, Elena Madrigal-Gascón, Lorenzo Revuelto-Taboada

14h15 -16h15

Lunch at Restaurant

16h30-18h00

Session C: SUSTAINABILITY AND RECOVERY IN INTERNATIONAL BUSINESS

(Chair: Fariza Achcaoucaou) (Assembly Hall)

**On the speed of recovery among new ventures going international early and the definition of learning in internationalisation: the moderation case for age at entry**

Miguel González-Loureiro, Fábio Duarte, Ana Borges

**Natural capital accounting. A strategic challenge for multinational firms**

María José Garcia-Lopez, Juan José Duran Herrera

**Gender diversity in R&D teams and environmental process and product innovations: The effects of home-ecological institutions on foreign subsidiaries.**

Herick Fernando Moralles, Fariza Achcaoucaou, Paloma Miravittles

**Are MNEs Contributing to SDG 5 Gender Equality? A Literature Review and Research**

**Agenda**

Sonia M. Suárez-Ortega, Mar Suarez, Cristina López-Duarte

21h00

Conference Dinner



## 7 October

9h00-10h30

Session D: CHALLENGES IN INTERNATIONAL NEW VENTURES

(Chair: Joana Gomez-Silva) (Assembly Hall)

**Venture capital networks: An internationalization enhancer for new ventures**

Héctor Cortina Diego, Aisling Curley, Isabel Diez-Vial, Natasha Evers

**Familiness, hero or villain? On familiness protection against the hazards of going international early**

Weiyu Wang, Maria João Guedes, Miguel González-Loureiro

**Understanding Long-Term Risk Persistence in International New Ventures: Analysis of Early Exporters**

Joana Gomes-Silva, Miguel González-Loureiro, Fabio Duarte, Ana Borges

**The importance of TMT characteristics in INVs's strategic agility**

Dinis Macedo, Nuno Fernandes Crespo

10h30-11h00

Coffee break

11h00-12h30

Session E: GLOBAL VALUE CHAIN, GLOBAL SUPPLY AND FDI SCREENING

POLICY (Chair: Cátia Fernandes-Crespo) (Assembly Hall)

**Product quality is only skin-deep: the influence of country-of-origin image on B2B customers' perceptions**

Cátia Fernandes Crespo, Nuno Fernandes Crespo, Susana Costa e Silva

**Unveiling the Black Box of Platform Internationalization: Analyzing the Impact of Institutional Factors and Network Effects Strength on Global Supply in the Platform Economy**

Xiayu Wang, Alex Rialp-Criado

**IVCs under strain: How to design IVCs in a fractures world?**

Vitor Corado Simões

**Inward FDI Screening: Recent Development and Selected Case Studies**

Ana Teresa Tavares-Lehmann, Josélia E. Teixeira

12h30-13h15

Presenter: Alex Rialp-Criado (Assembly Hall)

Keynote speaker – Natasha Evers **"Adapting to open eco-Innovation: The challenges of network orchestration in international complex projects"**

13h15-13h45

**Closing session** (Assembly Hall)

Nuria Esther Hurtado Torres

Vitor Corado Simões

Juan José Duran Herrera

14h15

**Farewell Lunch**



## **COMITEES**

### **Conference Chair**

Hurtado Torres, Nuria E. (University of Granada)

### **Scientific committee**

Aragón Correa, Alberto (University of Granada)

Corado Simoes, Vitor Duarte (University of Lisbon)

Costa e Silva, Susana (Universidade Católica Portuguesa)

Crespo, Nuno (ISEG, University of Lisbon)

Durán Herrerra, Juan José (Autonomous University of Madrid)

Evers, Natasha (Trinity Business School)

García Cabrera, Antonia (University of Las Palmas de Gran Canaria)

Lehman, Ana Teresa (University of Porto)

López Duarte, Cristina (University of Oviedo)

Nuno Reis (ESTG – Polytechnic Institute of Leiria)

Ramírez Alesón, Marisa (University of Zaragoza)

Rialp Criado, Alex (Autonomous University of Barcelona)

Suárez Ortega, Sonia María (University of Las Palmas de Gran Canaria)

Vidal Suárez, Marta (University of Oviedo)

### **Organising committee**

Bueno García, Manuel (University of Granada)

Córcoles Gil, Carolina (University of Granada)

Cordón Pozo, Eulogio (University of Granada)

Delgado Márquez, Blanca (University of Granada)

Escudero Torres, M<sup>a</sup> Angeles (University of Granada)

López de Jorge, Sergio (University of Granada)

Lozano Nuevas, Paloma (University of Granada)

Luque-Romero Luque, Virginia (University of Granada)

Mellado García, Elena (University of Granada)

Montalvo, Sandra (University of Granada)

Ordóñez Borrillo, Rubén (University of Granada)

Ortiz Pérez, Alejandro (University of Granada)

Rueda Manzanares, Antonio (University of Granada)

Ruiz Castillo, María (University of Granada)

Urriza, Julian Ignacio (University of Granada)

Valbuena Hernández, Juan Pablo (University of Granada)

Vidal Salazar, M. Dolores (University of Granada)

## LOCATIONS

School of Architecture (University of Granada)

Campo del Príncipe, s/n, 18071 Granada





Iberian International  
Business Conference  
*Granada 2023*