



**ACADEMY OF INTERNATIONAL
BUSINESS (AIB) INDIA CHAPTER
CONFERENCE 2019**

&

**Ind-IB RESEARCH WORKSHOP
MODULE 1**

PROGRAMME

ICFAI Foundation for Higher Education

(Deemed-to-be University under
Section 3 of the UGC Act, 1956)

Hyderabad – 501203

April 22-24, 2019



Academy of International Business (AIB)

The AIB is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB has 3185 members in 89 different countries around the world. Members include scholars from the leading global academic institutions as well as consultants, researchers, government, and NGO representatives. The AIB also has chapters established around the world to facilitate networking as well as the exchange of knowledge at a more local level. The AIB-India chapter is one of the most active, with a strong focus on developing a thriving research community among India-based scholars with interests in the broad field of international business.

ICFAI Foundation for Higher Education

The ICFAI Foundation for Higher Education (IFHE) is a Deemed to be University established under Section 3 of the UGC Act, 1956. It is accredited by NAAC with 'A++' grade, with an impressive score of 3.43 out of 4. IFHE is ranked 2nd in Telangana State and 15th out of 130 NAAC accredited universities in the country.

IFHE has three constituents-ICFAI Business School (IBS), Faculty of Science and Technology (FST) and ICFAI Law School. The University has an excellent Case Research Centre (CRC) which has a repository of 5000+ cases covering all areas of management. Some of the Indian Institute of Managements and leading business schools in India and abroad use the cases developed by the CRC. ICFAI Business School (IBS), a constituent of the ICFAI Foundation for Higher Education, has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A** by CRISIL, EB2 IN by ICRA and as an "Excellent" Business School by Eduniversal. The World Consulting & Research Corporation (WCRC)–Asian Edition has ranked IBS Hyderabad, among the Asia's Best Private Educational Institutions for the year 2012-13. In 2018, National Institute Ranking Framework (NIRF) rated the Institute 22nd in the category of Management colleges.



Event Summary

- AIB India Conference Inauguration (22nd April 2019)
- Plenary Workshops, Regular Paper Presentations and Interactive sessions (22nd & 23rd April 2019)
- Ind-IB Research Workshop (23rd & 24th April 2019)

Day 1 (22nd April 2019)

AIB India Conference Inaugural Plenary

Venue: Auditorium

09.30- 10.00	Conference Registration
10.00- 10.10	Welcome Address by Prof. S. Raghunath, Chair, AIB India Chapter
10.10- 10.25	Welcome remarks by Prof J Mahender Reddy, Vice-Chancellor, ICFAI Foundation for Higher Education
10.25- 10.55	Keynote Address by Dr C Rangarajan, Chancellor, ICFAI Foundation for Higher Education
10.55- 11.00	Introductory remarks to the conference by Prof Rajesh S Upadhyayula, Conference Chair, AIB India 2019 Annual Conference and Faculty, Indian Institute of Management, Kozhikode
11.00- 11.05	Introductory remarks to Ind-IB Research Workshop by Prof Elizabeth Rose, AIB Fellow and Professor at University of Leeds
11.05- 11.10	Closing remarks by Conference Co- Chair, Dr. K G Suresh, Associate Professor, ICFAI Foundation for Higher Education
11.15- 11.30	Tea Break (Placement cell area, outside Auditorium)

Day 1 (22nd April 2019)

AIB India Conference Inaugural Plenary

Venue: Auditorium

11.30-12.30	Panel Discussion: Changing World Order - Opportunities and Challenges for Multinationals Panelists: <ul style="list-style-type: none">• Mr V Ramakrishnan, Chief Financial Officer, Tata Consultancy Services• Mr Praveen P.A. (IAS), Director, Aerospace and Defense, Government of Telangana Moderator: Prof S Raghunath, Chair, AIB India Chapter and Professor, Indian Institute of Management, Bangalore
12:30-13:30	Lunch (1st floor, Seminar hall)

Day 1 (22nd April 2019)

Paper Presentations Session 1 - International Business (Track 1)

Venue:LT (G)

Chair: Prof Satyajit Gubbi (University of Groningen, The Netherlands)

Time	Presenter	Title of the paper
13:30- 13:50	Arun Kumar, Indian Institute of Management, Tiruchirappalli Kumaravel, Indian Institute of Management, Tiruchirappalli	Internationalization Actions: A missing link between BG affiliation and Performance
13:50- 14:10	Krishna Kumar Balaraman, Indian Institute of Technology, Madras Sundar Parthasarathy, Indian Institute of Management, Indore	The Influence of Foresight on International Attention of Firms: An Exploratory Study of Indian EMNEs
14:10- 14:30	Rishika Nayyar, Indian Institute of Foreign Trade, New Delhi Jaydeep Mukherjee, Indian Institute of Foreign Trade, New Delhi Sumati Varma, Sri Aurobindo College, New Delhi	Indian MNEs foreign market selection: Beyond the traditional “motives-location” typology
14:30- 14:50	Vikas Prabhu, Indian Institute of Management, Bangalore	How Innovative Capacity Aids Firms in Emerging Economies to Internationalize? A Process Study to Understand the Underlying Role of Innovation
14:50- 15:00	Final Comments	Chair
15:00- 15:30	Tea Break (Dome area 1st floor)	

Day 1 (22nd April 2019)

Paper Presentations Session 1 – International Entrepreneurship (Track 2)

Venue: LT (E)

Chair: Prof Elizabeth Rose (University of Leeds,
AIB Fellow and Former AIB Vice President)

Time	Presenter	Title of the paper
13:30- 13:50	Venkataraman, Indian Institute of Management, Kozhikode	Influence of National Culture on Corporate Sustainability Orientations
13:50- 14:10	Puja Priyadarsini Sahoo, University of Hyderabad	Does growth in MSME output and Employment reduce Income inequality in India? A Panel Model Approach
14:10- 14:30	Bhimashankar Vaijinath Halmandge, Gramin Mahavidyalaya, Mukhed	Trends an Entrepreneurship and Economic Development in India: A Co-integration Analysis
14:30- 14:50	Amit Soni, Shaheed Bahagat Singh College, University of Delhi Sumati Varma, Sri Aurobindo College, University of Delhi Surender Munjal, Center for International Business, Leeds University Business School	The role of quality certification in cross border mergers and acquisitions: evidence from Indian IT Industry
14:50- 15:00	Final Comments	Chair
15:00- 15:30	Tea Break (Dome area 1st floor)	



Day 1 (22nd April 2019)

Paper Presentations Session 1 – International Economics (Track 3)

Venue:LT (H)

Chair: Prof Vighneswara Swamy (IBS Hyderabad)

Time	Presenter	Title of the paper
13:30- 13:50	Arti Mishra, School of Business, Lovely Professional University Sushanta Kumar Mahapatra, School of Business, ICFAI Business School, Hyderabad	Analyzing India's 'Look East to Act East Policy' in India's trade pattern with ASEAN
13:50- 14:10	Aruna Kumar Dash, ICFAI Business School, Hyderabad	Does Economic Globalization Hinder India's Aggregate Exports: An Empirical Analysis
14:10- 14:30	Madan Lal, Delhi School of Economics, Delhi University	Export Performance and Poverty Connection in Indian Context
14:30- 14:40	Final Comments	Chair
15:00- 15:30	Tea Break (Dome Area 1st Floor)	

Day 1 (22nd April 2019)

Paper Presentations Session 1 – Internationalization (Track 4)

Venue:LT (F)

Chair: Prof S. Venkata Seshaiyah (Director, IBS Hyderabad)

Time	Presenter	Title of the paper
13:30- 13:50	Bibek Bhattacharya, Indian Institute of Management, Bangalore	Firm Socially Responsible Behaviour and Foreign Directors: Evidence from an involuntary CSR Paradigm
13:50- 14:10	Siraj Basha Mohammed, KL University Business School, Guntur Jagadeesha, KL U University Business School, Guntur	Indian Factoring Business
14:10- 14:30	Kavitha Mathad, Institute of Management, Christ University, Bangalore	Are the Pull Factors also the Push Factors of Indian Outward FDI?
14:30- 14:50	Surjit Kumar Kar, IBS Hyderabad	Interpretivist Entrepreneurial Research on Indian Millennials: An R/ R-QDA Based Approach
14:50- 15:00	Final Comments	Chair
15:00- 15:30	Tea Break (Dome Area 1 st Floor)	

Day 1 (22nd April 2019)

Paper Presentations Session 1 – Interactive

Sessions

Venue: Big Conference Hall

Chair(s): Prof S Raghunath (AIB India Chapter Chair) and Prof Elizabeth Rose (University of Leeds, AIB Fellow and Former AIB Vice President)

Time	Presenter	Title of the paper
15:30-15:45	Shiv Tripathi, Management Development Institute, Gurgaon	Open Innovation in Emerging Market Firms: The International Imperative
15:45-16:00	Subramanian, Indian Institute of Management, Kozhikode	Relationship between failures of joint ventures involving foreign partners and the value system of the family owned business group- A study of Godrej Group
16:00-16:15	Anam Aslam, Jamia Millia Islamia, New Delhi	The Use of Importance-Performance Analysis (IPA) in Evaluating Expatriates' Experiences
16:15-16:30	Rishika Nayyar, Indian Institute of Foreign Trade, New Delhi Jaydeep Mukherjee, Indian Institute of Foreign Trade, New Delhi	Institutional reforms and outward foreign direct investment from India: The moderating role of firm traditional and institutional advantage
16:30-16:45	Tea Break	

Day 1 (22nd April 2019)

Paper Presentations Session 2 – Interactive

Sessions

Venue: Big Conference Hall

Chair(s): Prof S Raghunath (AIB India Chapter Chair) and Prof Elizabeth Rose (University of Leeds, AIB Fellow and Former AIB Vice President)

Time	Presenter	Title of the paper
16:45- 17:00	Naoki Nagashima, Toyo University	A possible Approach to understand Emerging Markets Consumers before market entry: Examples from food chains in India
17:00- 17:15	Debajani Sahoo, ICFAI Business School, Hyderabad	Consumer Experience and Engagement Behaviour towards Baby Care toiletries: An Empirical Study in Emerging Economy among Millennial Mothers
17:15- 17:30	Shambhavi Agarwal, Indian Institute of Management Kozhikode Anubha Shekhar Sinha, Indian Institute of Management, Kozhikode	Social Innovation Process Framework
17.30 – 17.45	Gurpriya Sadana, Indian Institute of Foreign Trade, New Delhi Jaydeep Mukherjee, Indian Institute of Foreign Trade, New Delhi	FDI Flows and Exports: Substitutes or Complements in Indian Context



Day 2 (23rd April 2019)

AIB India Conference Plenary

Venue: Big Conference Hall

9:30- 10:30	Panel Discussion: Small and Medium Business – Driving Global Footprint Panelists: <ul style="list-style-type: none">• Mr. Ravi Uday Bhaskar, Director General, The Pharmaceutical Exports Promotion Council• Dr. Sanjeev Chaturvedi, Director, National Institute of MSME, Hyderabad• Ms. Uzamma, Founding Trustee, Dastkar Andhra Trust Moderator: Prof Alka Maurya, Associate Professor, International Business, Amity International Business School, Amity University, Noida
10:30- 10:50	Tea Break (Outside big conference hall)

Day 2 (23rd April 2019)

Paper Presentations Session 1 – International Economics (Track 1)

Venue:LT (G)

Chair: Prof. T. Koti Reddy (IBS Hyderabad)

Time	Presenter	Title of the paper
10:50- 11:10	Radha Raghuramapatruni, GITAM School of International Business, Visakhapatnam, Srinivas Chary, GITAM School of International Business, Visakhapatnam	Increase in Working Age Gap in Asia: Opportunities for India
11:10- 11:30	Ratna Vadra, Institute of Management Technology, Ghaziabad	India and South Africa: The new buoyance in trade
11:30- 11:50	Alka Maurya, Amity International Business School, Noida	US China Trade war: Opportunities for India
11:50- 12:10	Srinivasa Reddy, Xi'an Polytechnic University, China	Globalization of Sovereign Wealth Funds: A Contemporary view of Wealth, Comparative advantage and Competitiveness of Nations
12:10- 12:20	Break	

Day 2 (23rd April 2019)

Paper Presentations Session 1 –

International Organization behaviour(Track 2)

Venue: LT (F)

Chair: Prof Satyajit Gubbi

Time	Presenter	Title of the paper
10:50- 11:10	Richa Awasthy, Ambedkar University Delhi (AUD), Delhi	Importance of in-class and virtual experiential exercise in learning group dynamics
11:10- 11:30	Swati Bhargava, Indian Institute of Management, Indore	The coping strategies of Indian Expatriate to Vietnam: Narrative of an Indian couple
11:30- 11:50	Biyun Hu, Temple University, Philadelphia, USA; Ramakanth Tallapragada, Xavier Institute of Management, Bhubaneswar Arup Verma, Loyola University, Chicago Srinivas Rao, Hyderabad Vivek Ganguly, Lucknow	India Host country Nationals' Willingness to support Expatriates: A policy Capturing Study."
11:50- 12:10	Sunny Bose, IBS Hyderabad Vaibhav Sekhar, IBS Hyderabad Sudepta Pradhan, IBS Hyderabad	Environmental 'unfavorableness' as a cue for international strategic exit/ withdrawal: A measurement and typology perspective
12:10- 12:20	Break	

Day 2 (23rd April 2019)

Valedictory Session of AIB India Annual Conference

Venue: Big Conference Hall

12:20- 12:30	Reflections from Conference- Prof Rajesh S Upadhyayula, Conference Chair, AIB India Conference, Indian Institute of Management, Kozhikode
12:30- 12:45	Certificate Distribution
12:45- 12:50	Concluding Remarks by Prof. S. Raghunath, Chair, AIB India Chapter
12:50- 13:00	Vote of Thanks by Prof K G Suresh, Conference Co-Chair, AIB India Conference, ICFAI Business School, Hyderabad
13:00- 14:00	Lunch (Seminar hall)

Day 2 (23rd April 2019)

Ind -IB Case Workshop

Venue: Big Conference Hall

<p>14:00- 14:15</p>	<p>Brief Introduction to Ind-IB: Prof Elizabeth Rose, University of Leeds</p>
<p>14:15- 15:30</p>	<p>IBS Case Workshop by Prof.Debapratip Purakayastha, Dean- Case research centre, IBS Hyderabad</p>
<p>15:30- 16:00</p>	<p>Tea (Outside Big Conference Hall)</p>
<p>16:00- 17:30</p>	<p>IBS Case Workshop by Prof.Debapratip Purakayastha, Dean- Case research centre, IBS Hyderabad</p>

Day 3 (24th April 2019)

Ind -IB Research Workshop

Venue: Big Conference Hall

09:00-10:00	Introduction to Ind-IB – Prof Elizabeth Rose, AIB Fellow, University of Leeds
10:00-10:45	What is IB? – Prof Elizabeth Rose, AIB Fellow, University of Leeds
10:45-11:15	Tea / Coffee (Outside Big Conference Hall)
11:15-12:00	Strategic Issues of Emerging Market Multinationals – Prof Saptarshi Purkayastha, Indian Institute of Management, Kolkatta
12:00-12:45	Cross Border Mergers and Acquisitions – Prof Satyajit R Gubbi, University of Groningen, Netherlands
12:45-13:00	Questions
13:00-14:00	Lunch (Seminar hall)
14:00-14:45	Nature of Space and Place in International Business – Prof Rajesh S Upadhyayula, Indian Institute of Management, Kozhikode
14:45-15:30	International Strategic Alliances – Prof S Raghunath, Indian Institute of Management, Bangalore
15:30-16:00	Tea/Coffee (Outside Big Conference Hall)
16:00-17:30	Publishing Panel (Prof Elizabeth Rose) Panelists: Prof S Raghunath, Prof Satyajit R Gubbi, Prof Saptarshi Purkayastha, Prof Rajesh S Upadhyayula

**Accommodation:**

The accommodation for participants is arranged in the Hostel H Block, from the evening of 21 st April up to the morning of 25th April 2019.

Breakfast/Dinner

Breakfast and dinner will be provided in Mess I. However lunch during the conference days will be served in the seminar hall.

How to Reach

IFHE campus is located in the lush green area of Donthanapally, Shankarapalli Road. The location (IFHE campus or IBS campus) can be reached by Bus & Taxi (Cab service). From the Shamshabad Airport (Rajiv Gandhi Airport) cab services are available to the campus (40km). Similarly from Kachiguda and Nampally railway station Bus and taxi services are available up to Mehdipatnam bus-stop. From Mehdipatnam bus stop public transportation is available up to campus.