

5th AIB-CEE Chapter
Annual Conference on

**INTERNATIONAL ENTREPRENEURSHIP
AS THE BRIDGE BETWEEN
INTERNATIONAL ECONOMICS
AND INTERNATIONAL BUSINESS**

CONFERENCE
BOOKLET

12-14 September 2018
Cracow, Poland



SSID: **AIBconference**
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Welcome to Cracow!



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1. Organizers and Sponsors —

1.1. Organizers

The **Academy of International Business (AIB)** is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. The AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.



The objectives of the Academy of International Business, as set forth in its constitution, are to foster education and advance professional standards in the field of international business.

These objectives include the following:

- > facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business,
- > encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material,
- > cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB.

AIB was founded in 1959, and has 3534 members in 82 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government and NGO representatives. The Academy also has seventeen chapters established around the world to facilitate networking as well as the facilitation and exchange of knowledge at a more local level. For further information, please visit the AIB website.



About AIB-CEE Chapter

The Central & Eastern Europe Chapter of Academy of International Business, known as the AIB-CEE Chapter is one of the youngest AIB chapters. It was established in 2013, during the 2013 AIB Annual Meeting in Istanbul (Turkey). The new Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter covers 19 countries from the CEE region. The overarching purpose of AIB-CEE is to foster the cooperation amongst scholars and specialists from Central and Eastern Europe in regard to conducting joint research, disseminating research outcomes and improving international business education standards.

19

Countries from
CEE region

82

Countries around
the world

3534

AIB members



Cracow University of Economics (UEK / CUE) came into existence in 1925. It is located in a very attractive city – Kraków, which is a leading academic center and very popular tourist destination in Poland.



The University's mission is to provide sound and universal education, combining professional knowledge with methodological and theoretical expertise. CUE is the largest university of economic science in Poland, one of the five public universities of economics in Poland. CUE is the third largest university in Kraków (just after Jagiellonian University and AGH University of Technology and Science).

CUE has 5 faculties, all of which have full academic rights (PhD and Habilitated Doctor Degrees). These are:

- > Faculty of Economics and International Relations,
- > Faculty of Finances and Law,
- > Faculty of Management,
- > Faculty of Commodity Science and Product Management,
- > Faculty of Public Economy and Administration.

The University (its five faculties) consists of numerous departments, offers various study opportunities for students and professionals and conduct basic and applied research. The University offers all possible courses at all levels: full – time and part – time level, bachelor – master and doctoral level, post – graduated courses as well as a wide range of programs adjusted to the latest trends and labour market requirements.

Prospective students can choose among 30 study fields in Polish and 5 study fields in English (International Business, Corporate Finance and Accounting, Applied Informatics, Modern Business Management, Quantitative

Methods in Modern Management). The University was the first institution of higher education in Poland to introduce studies in English in the early 1990s and it is one of the most internationalized universities in Poland. CUE hosts about 500 international student every year and sends similar number for study abroad programs. It has about 200 partners across the world and cooperate with universities and various international organizations from Europe, the Americas and Asia. Cracow University of Economics is also a member of many prestigious international organizations (i.e. European University Association, Network of International Business and Economics Schools, etc.).



Department of International Trade of CUE is one of 62 departments at Cracow University of Economics. The beginnings of the Department are dated back to 1969. Department of International Trade is re-

cognized teaching and research unit operating in the area of international trade and international business. It provides substantive supervision over International Trade specialization on International Economics major. The Department hosts Center for Strategic and International Entrepreneurship, which is the publisher of two scientific journals: Entrepreneurial Business and Economics Review and International Entrepreneurship Bi-Annual. Currently there are 14 members in the Department, which is led by prof. Krzysztof Wach, who is the third head of the department since its inception (1969-1984 doc. S. Chociej, 1988-2016 prof. S. Wydymus, since 2016 prof. K. Wach).



1.2. Partners and Sponsors



Polskie Towarzystwo Ekonomiczne

Polish Economic Society

web: http://www.pte.pl/198_English_version.html



WODOCIĄGI
Miasta Krakowa

Kraków Waterworks

web: <http://en.wodociagi.krakow.pl/>



**Municipal Heat Supply Company
in Kraków**

web: <https://www.mpec.krakow.pl/>

1.3. Conference Committees

Honorary International Advisory Board:

- > **Ilan Alon**, University of Agder, Norway
- > **Garry D. Bruton**, Texas Christian University, USA
- > **John Cantwell**, AIB Fellow, Rutgers University, USA
- > **Marco Cucculelli**, Università Politecnica delle Marche, Italy
- > **Howard A. Davies**, retired, Hong Kong Polytechnic University, Hong Kong
- > **Desislava Dikova**, Vienna University of Economics and Business, Austria
- > **Maria Alejandra Gonzalez-Perez**, AIB Executive Board, Universidad EAFIT, Colombia
- > **Marian Gorynia**, Poznań University of Economics and Business, Poland
- > **Robert Grosse**, AIB Fellow, Past-President, Thunderbird School of Global Management, USA
- > **Phillipe Gugler**, University of Fribourg, Switzerland
- > **Jörg Freiling**, University of Bremen, Germany
- > **Joseph F. Hair, Jr.**, University of South Alabama, USA
- > **Barbara Jankowska**, Poznań University of Economics and Business, Poland
- > **Rūta Kazlauskaitė**, ISM University of Management and Economics, Lithuania
- > **Sarianna Lundan**, AIB Board, University of Bremen, Germany
- > **Marin Marinov**, Aalborg University, Denmark
- > **Svetla Trifonova Marinova**, Aalborg University, Denmark
- > **Patricia McDougall-Covin**, AIB Fellow, Indiana University Bloomington, USA
- > **James Nebus**, Suffolk University, USA
- > **Krzysztof Obłój**, Koźmiński University, Poland
- > **J. Hanns Pichler**, retired, Vienna University of Economics and Business, Austria
- > **Lucia Piscitello**, Politecnico di Milano, Italy
- > **Panikkos Poutziouris**, University of Central Lancashire, Cyprus
- > **Arnold Schuh**, Vienna University of Economics and Business, Austria
- > **Thomas Steger**, University of Regensburg, Germany
- > **Aviv Shoham**, University of Haifa, Israel
- > **Marjan Svetličič**, University of Ljubljana, Slovenia

Conference Scientific Committee:

- > **Lukasz Puślecki**, Chair of AIB-CEE Chapter - AIB-CEE Executive Board, Poznan University of Economics, Poland
- > **Andreja Jaklič**, AIB-CEE Executive Board - Vice-Chair for Advancement of Membership, University of Ljubljana, Slovenia
- > **József Poor**, AIB-CEE Executive Board - Vice-Chair for Talent Development, Szent Istvan University, Hungary
- > **Michał Staszaków**, AIB-CEE Executive Board - Vice-Chair for Finance/Treasurer, Poznan University of Economics, Poland
- > **Piotr Trąpczyński**, AIB-CEE Executive Board - Vice-Chair for Communication, Poznan University of Economics, Poland
- > **Tiia Vissak**, AIB-CEE Executive Board - Vice-Chair for Events, University of Tartu, Estonia
- > **Erzsébet Czakó**, AIB-CEE Executive Board - Vice-Chair for Program 2014, Corvinus University of Budapest, Hungary
- > **Mirosław Jarosiński**, AIB-CEE Executive Board - Vice-Chair for Program 2015, Warsaw School of Economics, Poland
- > **Josef Taušer**, AIB-CEE Executive Board - Vice-Chair for Program 2016, University of Economics in Prague, Czech Republic
- > **Matevž Raškovič**, AIB-CEE Executive Board - Vice-Chair for Program 2017, Victoria University of Wellington, New Zealand
- > **Krzysztof Wach**, AIB-CEE Executive Board - Vice-Chair for Program 2018, Cracow University of Economics, Poland
- > **Jurgita Sekliuckienė**, AIB-CEE Executive Board - Vice-Chair for Program 2019, Kaunas University of Technology, Lithuania
- > **Agnieszka Głodowska**, Cracow University of Economics, Poland
- > **Michał Lemanski**, University of Nottingham in Ningbo, China
- > **Marek Maciejewski**, Cracow University of Economics, Poland



Patronage Editorial Committee:

- > **Ilan Alon**, Editor-in-Chief, European Journal of International Management (IF, SSCI WoS)
- > **Adam Balcerzak**, Editor-in-Chief, Equalilibrium. Quarterly Journal of Economics and Economic Policy (ESCI WoS)
- > **Zoltan Bartha**, Editor-in-Chief, Theory, Methodology, Practice
- > **Sławomir I. Bukowski**, Editor-in-Chief, Central European Review of Economics & Finance
- > **Dafnis N. Coudounaris**, Editor-in-Chief, International Journal of Export Marketing
- > **Marco Cucculelli**, Editor, Economia Marche – Journal of Applied Economics
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- > **Desislava Dikova**, Editor-in-Chief, Journal of East-West Business (SCOPUS)
- > **Alen Ježovnik**, Editor-in-Chief, Managing Global Transitions
- > **Rūta Kazlauskaitė**, Editor-in-Chief, Baltic Journal of Management (IF, SSCI WoS)
- > **Paweł Korzyński**, Editor-in-Chief, Journal of Management and Business Administration Central Europe (SCOPUS)
- > **Tonći Lazibat**, Editor-in-Chief, Business Excellence
- > **Ondřej Machek**, Editor-in-Chief, Central European Business Review (SCOPUS)
- > **Marin A. Marinov**, Editor, Palgrave Studies of Internationalization in Emerging Markets
- > **Sveta T. Marinova**, Co-Editor, Palgrave Studies of Internationalization in Emerging Markets
- > **Cornelia Pop**, Executive Editor, Studia Negotia
- > **Tjaša Redek**, Editor, Economic and Business Review
- > **Thomas Steger**, Editor-in-Chief, Journal of East European Management Studies (IF, SSCI WoS)
- > **Zhan Su**, Editor-in-Chief, Transnational Corporations Review
- > **Łukasz Sułkowski**, Editor-in-Chief, Journal of Intercultural Management
- > **Attila Tasnádi**, Editor-in-Chief, Society & Economy
- > **Krzysztof Wach**, Editor-in-Chief, Entrepreneurial Business and Economics Review (SCOPUS)



Conference Local Committee:



Krzysztof Wach
Conference Chair

Associate Professor, International Business/International Entrepreneurship

Research expertise:

international entrepreneurship, International business, internationalization of firms, international marketing, global strategies, europeanization processes.

Marek Maciejewski
Conference Secretary

Assistant Professor, International Trade/International Finance

Research expertise:

international competitiveness, international financial markets, hedging instruments.



Agnieszka Głodowska
Conference Committee Member

Assistant Professor, International Business/International Trade

Research expertise:

international business, finance and risk in international business, convergence/divergence processes.

Adam Michalik
Conference Committee Member

Assistant Professor, International Marketing/International Trade

Research expertise:

expansion of companies into foreign markets, investment climate, economic cooperation of Poland with Asian and Eastern European countries, advertisement and e-marketing, international competitiveness, business intelligence and crime in international trade



Agnieszka Hajdukiewicz
Conference Committee Member

Senior Lecturer, International Marketing/International Trade

Research expertise:

trade protectionism, trade policy measures, tariff policy, export subsidies, trade conflicts, activity of the World Trade Organization, international trade in agri-food products, export marketing, international market analysis.



Bożena Pera
Conference Committee Member

Senior Lecturer, International Trade/International Business

Research expertise:

European economic integration, trade regionalism, trade policy, international transactions, business and international negotiations.

Krystian Bigos
Conference Committee Member

Research Assistant, International Trade/International Entrepreneurship

Research expertise:

sustainable development, international new ventures, start-ups and their financing sources, venture capital in financing of innovative ventures, sales analysis, international trade.



Anna Marcinek-Markowska
Conference Committee Member

Secretary



2. Welcome Letters —

2.1. Letter from the AIB-CEE Chapter Chair

Dear AIB-CEE Members,

Welcome to Cracow for the fifth 2018 Academy of International Business Central and Eastern Europe (AIB-CEE) Chapter Conference.

The overarching purpose of AIB-CEE, which covers 19 countries from the CEE region is to foster cooperation amongst scholars and specialists from Central and Eastern Europe in regard to conducting joint research, disseminating research outcomes and improving international business education standards, mainly through the organization of regional conferences, seminars and initiation of international research projects. The membership of the AIB-CEE Chapter as of 1.08.2018 stood at 102 members. The Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project received the support of such organizations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics and Business (Poland).

As a one of the AIB chapters we have already organized 6 important events during our five years of activity.

The first kick-off event of AIB-CEE was the seminar „Challenges for International Business and Teaching in the CEE region - Towards an Integrative Perspective”, which took place on 24 January 2014 at the Poznań University of Economics and Business (Poland). The semi-



nar gathered almost 100 scholars and business representatives from altogether 10 countries. The purpose of the event was to involve top CEE scholars and managers in a joint discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region so as to outline a research program for future projects.

The first AIB-CEE conference “Competitiveness of the CEE Region in Global Economy”, took place on October 9-11, 2014 at the Corvinus University of Budapest in Hungary. The conference gathered more than 100 scholars and business representatives from altogether 22 countries. The aim of the conference was to provide a platform and opportunity for discussing International Business and Competitiveness research findings on Central and Eastern European business and management practices, firms, industries and countries; meeting and learning insights of internationally recognized scholars with long lasting international research credits on the CEE region as well as networking to build research and academic collaborations, and developing skills supporting paper publication.

The 2nd AIB-CEE Seminar took place on January 9-10, 2015 hosted by the Centre of International Relations, Faculty of Social Sciences; University of Ljubljana, Slovenia. The topic “Recognising the changing character of the CEE region: towards an updated agenda of business, IB research and teaching” attracted truly international group. Over 50 registered participants of 14 different nationalities from 9 different countries gathered in Ljubljana. IB scholars and practitioners from the region discussed recent research findings in the area of international business from the region and about the region, exchange challenges and innovation in IB teaching and meet innovative multinational enterprises from CEE.

The 2nd AIB-CEE Conference took place on September 17-19, 2015 at SGH Warsaw School of Economics in Poland. The conference theme “International Business and Research in the CEE Region. Why Is It Worth Doing?” was chosen in order to draw more attention to doing business and research in Central and Eastern Europe and to promote collaboration among businesspeople, scholars and specialists, which is in line with a general idea of establishment of the Central and Eastern European Chapter of the Academy of International Business. The conference gathered more than 90 scholars and business representatives from altogether 14 countries.

The 3rd AIB-CEE Conference “Boosting the competitiveness of Central Europe through digital economy”, which took place on September 29-October 1, 2016 at University of Economics in Prague, Czech Republic, focused on issues such as new forms of businesses, role of digital economy in Central Europe, digital entrepreneurship and possible impacts of dig-

ital economy on competitiveness and economic growth in the CEE region. The conference gathered more than 90 scholars and business representatives from altogether 20 countries.

The 4th AIB-CEE Conference “Changing global landscape and regional cooperation: from regional value chains to China’s One Belt, One Road initiative and beyond” which took place in Ljubljana, Slovenia on September 26-28, focused on key aspects of current trends in international business and implications for countries, markets, companies and consumers in CEE, taking into account the CEE and China perspective. The conference was preceded by the 1st AIB-CEE Chapter Doctoral and Junior Faculty Development Workshop on “Relevance and rigor in IB research: capturing CEE context richness”. The conference gathered more than 90 scholars and business representatives from altogether 19 countries.

We were also very active during AIB 2018 Annual Meeting in Minneapolis, in USA, which took place on June 25-28, 2018. As a chapter we have organized AIB-CEE Chapter Panel: “New Modes of Cooperation in Emerging Markets: a CEE and Russia perspective” and were the member of the panel: “Think Global, Act Local: Best Practices for Managing and Developing AIB Chapters” organized by AIB-Southeast US Chapter as well as participated in AIB Chapter Chairs Dinner.

We have to be aware of the fact that AIB-CEE is one of the youngest chapters in AIB community; however, the region has a long tradition in global business and IB teaching. In fact, this year AIB-CEE Chapter will celebrate 5 years of its activity.

The fifth AIB-CEE Chapter Conference in Cracow: “International Entrepreneurship as the Bridge between International Economics and International Business” will focus on the relationships between International Entrepreneurship, International Economics and International Business in the CEE region. During the conference, we will have a lot of interesting sessions and panels. I would like to invite you all to a special Methodology Session with Prof. Joe F. Hair Jr. – Workshop on PLS-SEM. Moreover, we will also have time to learn more about AIB and AIB Community. In this session we will have the opportunity to discuss with AIB Vice-President Administration (2015-2018) – Maria Alejandra Gonzalez Perez and two Chairs from AIB Chapters – AIB-LAT (Latin America) – William Newbury and AIB-MENA (Middle East and North Africa) – Immanuel Azaad Moonesar as well as with AIB Insights Editor – John M. Mezas. There will be also a special session devoted to the AIB-CEE Chapter – AIB-CEE Chapter Development Session where we will discuss the developments and achievements of AIB-CEE Chapter in last 5 years (2013-2018) plans and future challenges for the AIB-CEE Chapter. With more than 130

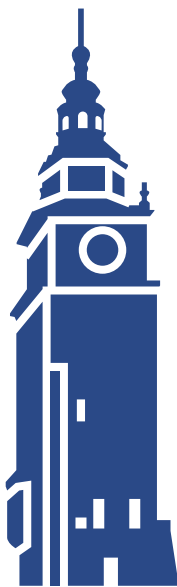
submissions and more than 150 participants the 5th AIB-CEE Conference will be the largest conference in the history of the AIB-CEE Chapter.

We would like to thank our host institution, the University of Economics in Cracow, Faculty of Economics and International Relations for welcoming us to Cracow. We particularly thank Professor Krzysztof Wach, our Conference Chair, for his dedication and key role in making this meeting happen. We hope that the diversity of conference tracks will prompt many IB scholars to draw their attention to the CEE region and enable them to share the outcomes of their research and to develop during the conference networks focused on joint research, comparative studies and publications.

We really appreciate the hard work carried out by Organizing Committee and all Track Chairs, AIB-CEE Executive Board members to put together the meeting for us in Cracow. Moreover, we would like to thank all people, especially local Cracow team including Agnieszka Głodkowska, Marek Maciejewski, Bożena Pera, Krystian Bigos and others, all Reviewers, who have contributed so much of their time to make this conference happen.

We are looking forward to a warm atmosphere during the conference, great sessions and panels, as well as fruitful networking during these unforgettable days in Cracow.

Łukasz Puślecki
AIB-CEE Chapter Chair



5th AIB-CEE Chapter Annual Conference

**INTERNATIONAL ENTREPRENEURSHIP
AS THE BRIDGE BETWEEN INTERNATIONAL
ECONOMICS AND INTERNATIONAL BUSINESS**

12-14 September 2018, Cracow, Poland

2.2. Letter from the Conference Program Chair

Dear AIB-CEE Conference Attendees!

Welcome to Kraków for the 5th AIB-CEE Chapter Annual Conference dedicated to the main theme of “International Entrepreneurship as the bridge between International Economics and International Business”!

International entrepreneurship is a wonderful human activity, expression of our creativity and basic fuel of our development in the global context. The overarching aim of AIB-CEE conferences has been to promote and advance research on international business through meeting, research dissemination and cooperation of academics from different parts of the world. We believe we all have much to share and much to learn from each other. We hope this AIB-CEE conference will once again foster inspiring exchange between researchers and result in enhanced collaboration between our guests.

This conference is very special for two reasons. First, this year we celebrate the 5th Anniversary of our relatively young Chapter, so this is the fifth jubilee conference and we will celebrate with the Birthday Cake on Friday, so please DO NOT miss this opportunity. Second, this conference turned out to be the largest AIB-CEE annual meeting ever. This is thanks to You All that this year we have reached the following statistics:

- > 128 submissions,
- > 146 conference attendees from 31 countries,
- > and what is more attendees represent 6 continents (Australia, North America, South America, Asia, Africa and Europe of course),
- > 127 reviewers who done altogether 283 reviews,
- > 13 editors,



> as well as 32 supporting journals, including 3 impact factor journals, 7 SCOPUS journals and 22 regional international journals, what is more we have been supported also by a Palgrave series offered by Marin Marinov.

This is the 5th Anniversary so we will celebrate for 5 days (from Tuesday till Saturday). On Tuesday we will have a special working meeting of the AIB-CEE Executive Board with the representatives of the AIB Headquarters. The pure scientific feast is designed for three days (Wednesday – Friday). During the first day we start with an excellent keynote address delivered by esteemed professors from very different backgrounds and different parts of the world. On Wednesday we have the pleasure to invite all to a special session designed especially for those interested in publishing in top journals where we all will have a unique chance to learn from the best and discuss issues related to crafting articles for highly ranked journals with our keynote editors. The conference working sessions on Thursday embrace and illustrate the many faces of international business, especially international entrepreneurship. On Friday we will practice our new methodological skills, followed by AIB-CEE Chapter Development Session and Official Celebration of 5th Anniversary! We are certain that you will find many occasions to engage in lively discussions during our various working sessions during these three days. On Saturday we provided the opportunities for additional social and tourist programs.

After a long conference day on Wednesday and Thursday, we cordially invite you to a time of integration and fine dining in Cracow Old Town, and for those of you who have no limits in integrating we offer additional social events. On Friday afternoon, after working sessions, we have planned a city tour for our guests. We want to share with you the many wonders of our city and hope you will discover and experience its unique atmosphere.

We want to thank all those who contributed to this event including the organizing committee team, volunteers, authors and our invaluable reviewers.

We wish you a fruitful and beneficiary stay in Cracow, a fascinating city where history and tradition meet with innovation and modern lifestyle. We trust 5th AIB-CEE Chapter Annual Conference will bring long lasting research insights, numerous opportunities for network and academic collaborations and, last but not least, many lasting memories to take home.

Krzysztof Wach
Conference Chair

2.3. Letter from the Rector as the Local Host

Dear Sir or Madam,

On behalf of the entire University of Economics in Krakow as well as my own, let me welcome to the hospitable walls of our University all Jubilee Participants of 5th Annual AIB-CEE Chapter Conference. I am very pleased that such a great group of representatives of the world of science, both from Poland, as well as from many foreign centers, wanted to participate in the beginning of the conference. Welcome to the Royal City of Krakow. Above all, I am happy with your presence at our University.



The University of Economics in Krakow is a modern academic center with traditions dating back to 1925, conducting numerous research and education projects.

Currently there are over 17.5 thousand students at five faculties: Economics and International Relations; Finance and Law; Public Economy and Administration, Commodities and Product Management, and Management, it is one of the largest research centers of the economic profile in Poland.

The University, continuously for almost a hundred years, have been faithfully implementing the mission indicated by its founders: *Rerum Cognoscere Causas et Valorem* (Know the causes and values of things), shaping the hearts and minds of successive generations of outstanding specialists.

Currently the University of Economics in Krakow offers 30 tracks of studies in Polish and English, postgraduate studies and prestigious MBA studies. It conducts studies for PhD students and has the right to award all degrees and academic titles provided for by Polish law in the field of economic sciences. It also cooperates with over 200 universities from Poland and abroad, carrying out joint research and educational projects.

In the era of universal internationalization, which we observe almost everywhere around, it is necessary to discuss and take specific outgoing activities to meet the expectations of the changing world. Business management in the international space, management of information, knowledge and intellectual capital, methods and tools as well as information systems in management are just some areas, which must be diagnosed, researched and described to search for real solutions for contemporary challenges.

Welcoming once again in the walls of the University of Economics in Krakow, I wish you that the conference that is just beginning becomes an opportunity for dialogue for building platforms for the exchange of ideas, as well as many creative discussions and networks of scientific contacts.

Andrzej Chochół

Rector

Cracow University of Economics



3. Contributors —

3.1. Keynote Speakers and Invited Speakers

Keynote Speaker



Joseph F. Hair, Jr.
University of South
Alabama, USA

Joe F. Hair, Jr. is Professor of Marketing, DBA Director and the Cleverdon Chair of Business in the Mitchell College of Business, University of South Alabama. Prof. Dr. Joe Hair brings extensive experience as the founder and director of the Kennesaw State University DBA program. Prior to his appointment at USA he founded the Kennesaw State University DBA program, and before that held the Copeland Endowed Chair of Marketing in the Ourso College of Business Administration, Louisiana State University. He was a United States Steel Foundation Fellow at the University of Florida, where he earned his Ph.D. in Marketing.

Prof. Dr. Hair has authored over 60 books, including Marketing, Cengage Learning, 12th edition 2017; Multivariate Data Analysis, Prentice-Hall, 7th edition 2010 (cited 110,000+ times and is in the top five all time social sciences research methods textbooks); Essentials of Business Research Methods, Routledge, 3rd edition 2016; Essentials of Marketing Research, McGraw-Hill, 4th edition 2017; and A Primer on Partial Least Squares Structural Equation Modeling, Sage, 2nd edition 2017.

He also has published numerous articles in scholarly journals such as the Journal of Marketing Research, Journal of Academy of Marketing Science, Organizational Research Methods, Journal of Advertising Research, Journal of Business Research, Journal of Long Range Planning, Industrial Marketing Management, Journal of Retailing, and others. His work has been cited more than 144,600 times in academic literature. A popular guest speaker, Professor Hair often presents seminars on research techniques, multivariate data analysis, and marketing issues for organizations in Europe, Australia, China, India, and South America.



Ilan Alon
University of Agder,
Norway

Ilan Alon (Ph.D., Kent State University, USA) is Professor of Strategy and International Marketing at the University of Agder. Prior to that he also had research positions in Harvard University, Georgetown University (USA) and University of International Business and Economics (China). Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets.

Ilan Alon publications have appeared in the Harvard Business Review, Management International Review, International Business Review, Journal of International Marketing, International Marketing Review and others. His books were published by Palgrave, Routledge, McGraw-Hill among other imprints.

In addition to being a professor, Alon is the Head of International Affairs for the School of Business and Law at the University of Agder, and leader of the Emerging Markets research group. He is also Editor-in-Chief of the International Journal of Emerging Markets and the European Journal of International Management. Ilan Alon has worked with government bodies, non-profit organizations, multinational companies and international association on various projects ranging from capacity development at the macro level to international business development at the firm or project level. Clients include USAID, illy, Darden, Disney, and others.

Ilan Alon has been a frequent speaker on various international networks including National Public Radio (USA), Voice of America (USA), RTV (Russia), Dagens Næringsliv (Norway).





Marco Cucculelli

Università Politecnica delle Marche, Italy

Marco Cucculelli holds a PhD in Economics from the University of Rome – Tor Vergata, Italy. He is Professor of Economics at the Department of Economics and Social Sciences, Università Politecnica delle Marche (UNIVPM).

He has been a visiting professor at the Kelley School of Business, Indiana University (USA) and the School of Economics and Finance, St. Andrews University (Scotland). He is currently involved in research activity at the Cracow University of Economics and the George Washington University. Marco has been a Fulbright Distinguished Chair at the University of Pittsburgh, Fall Term 2016-17, where

he has taught a course on “Entrepreneurship, small business and economic development”.

He is an Associate Editor of the Journal of Small Business Management and the Journal of Small Business and Entrepreneurship, co-editor of the EM-Journal of Applied Economics, and member of the editorial board of L'Industria. He has published inter alia in the Journal of Corporate Finance, Research Policy, Small Business Economics, Economics Letters, Journal of Evolutionary Economics, Management Decision, Entrepreneurship and Regional Development, J. of Small Business Management, L'Industria and other journals. In addition to the regular editorial activity, he has edited five special issues in international journals, including EBER.

He has been awarded the JSBM 2014 Associate Editor of the Year, and acted as chairman of the Selection Committee for Competitive Papers for the ICSB Annual World Conferences in 2017 (Argentina), 2016 (USA) and 2015 (UAE). He has worked as expert evaluator for the Italian Ministry for Education and University (Young Researcher Program “Rita Levi Montalcini”), for FWO – The Research Foundation in Flanders – Brussels, and for the UAE University in Dubai, the University of Florence and Rome – Tor Vergata. He has also participated as senior expert to several EU funded projects and worked as external consultant for Italian companies and associations. Marco is the director of the Giorgio Fuà Foundation, a member of the Money and Finance Research Group (MoFiR), and the director of the Master in Economics and Finance at the Dept of Economics – UNIVPM. As for the international activity, he is a founding member of the Industry Studies Association (Pittsburgh, USA) and a founding member of the Asian Entrepreneurship Association (Indian Institute of Technology in Kanpur). In 2011 he has been elected – as Director at-large 2012-14 – to the Board of the International Council for Small Business and Entrepreneurship – ICSB, Washington, D.C. (USA).



Desislava Dikova

**Vienna University of
Economics and Business,
Austria**

Desislava Dikova is Professor in International Business CEE focus at WU Wien/ Vienna University of Economics & Business. She previously held positions at the University of Groningen, the Netherlands and King's College London, the UK. She earned her doctorate degree from the University of Groningen, the Netherlands, an Executive Master in International and European relations from the University of Amsterdam, the Netherlands and a Master of Science in International Economics from the Academy of Economics D.A.Tzenov, Bulgaria.

Desislava Dikova is the Editor-in-chief of the Journal of East West Business (published by Taylor Francis) and has been a member of the editorial board of the Journal of International Business Studies since 2007 and serves as an add hoc reviewer for multiple journals such as International Business Review, Thunderbird International Business Review, Organization Studies, Journal of Management Studies and others. For her outstanding research she has been awarded twice the Academy of Management Best Reviewer Award (2007, 2009), the 2009 WAIB Emerald Award for Highly Commended Paper, she has also been the Academy of International Business Best Paper Nominee in 2009, and the Academy of Management International Management Best Paper Finalist in 2006 and 2008.



**Maria Alejandra
Gonzalez Perez**

Universidad EAFIT, Colombia

Maria-Alejandra Gonzalez-Perez (PhD, MBS, Psy) is Full Professor of Management at Universidad EAFIT (Colombia). Maria-Alejandra is the Vice-President of Administration at the Academy of International Business (AIB) (2015-2018), coordinator of the Colombian universities in the virtual institute of the United Nations Conference for Trade and Development (UNCTAD) since 2009, Distinguished Fellow of the Association of Certified Commercial Diplomats; Research Partner at the CEIBS Center for Emerging Market Studies (CEMS), and Editor-in-Chief of

the business journal AD-minister. Dr. Gonzalez-Perez holds a PhD in Commerce (International Business and Corporate Social Responsibility), and a Master's degree in Business Studies in Industrial Relations and Human Resources Management from the National University of Ireland, Galway. She also did postdoctoral research at the Community Knowledge Initiative (CKI) in NUI Galway. Prof. Gonzalez-Perez was the Head of the Department of International Business (2009-2013) and Director of the International Studies Research Group (2008-2013) at Universidad EAFIT (Colombia). Prior to her positions in Colombia, she worked as a researcher in various organisations such as the Centre for Innovation and Structural Change (CISC), Irish Chambers of Commerce, and the Economics of Social Policy Research Unit (ESPRU) in Ireland. She also has been a Visiting Professor at ESAN (Lima, Peru); Foreign Trade University (Hanoi, Vietnam); and the Universidad de Granada (Ceuta, Spain).

Dr. Gonzalez-Perez has published 12 books, over 40 academic peer-reviewed papers and several book chapters in the areas of internationalisation, sustainability, corporate social responsibility and international migration. She is a regular contributor to Latin American business media. Her research results have been presented in nearly 90 international academic conferences in all the continents. Also, she was trained as a Clinical Psychologist at the Universidad Pontificia Bolivariana (UPB) in Colombia. Maria-Alejandra has lived, studied or worked in the UK, USA, Ireland, France, Spain, and Colombia, and have travelled as a tourist to over 70 countries.



Craig C. Julian
Southern Cross University,
Australia

Craig C. Julian received his PhD in 1999 and it studied "The Marketing Performance of International Joint Ventures (IJVs) in Thailand." Dr. Julian has accumulated approximately 140 publications in books, journals, and highly rated double blind reviewed conference proceedings. Dr. Julian's work has appeared in numerous high quality international journals including the European Journal of Marketing, Journal of Business Research, Journal of Small Business Management, Journal of Macromarketing, Journal of Services Marketing, Journal of Global Marketing, International Business Re-

view, Thunderbird International Business Review, Asia Pacific Journal of Marketing and Logistics and the Journal of Small Business and Enterprise Development to name just a few. His books have focused on joint ventures in the Asia Pacific Region as well as the globalization of Chinese Firms and a Research Handbook on Export Marketing. He has also won competitive research grants including the prestigious Australian Research Council (ARC) Discovery Grant as an Early Career Researcher as well as a Small ARC Grant. In 2012 Dr. Julian was awarded an Erasmus Scholarship by Corvinus University in Budapest to study Hungarian Joint Venture performance. Dr. Julian is also the Editor-in-Chief of the Journal for International Business and Entrepreneurship Development. Dr. Julian's research interests are strategic alliances, export/international marketing and international joint ventures (IJVs). He is also on the editorial review boards of the Journal of Management and World Business Research, Asian Academy of Management Journal, Journal of International Marketing and Exporting, International Journal of Trade and Global Markets, Journal for Global Business Advancement, FIIB Review, Strategies in Accounting and Management journal and the Annals of Constantin Brancusi University – Economics in Romania.



Marin A. Marinov
Aalborg University,
Denmark

Marin A. Marinov is Professor of International Business and Management at Aalborg University, Denmark. He has thought and conducted research in many countries on both sides of the Atlantic and Asia including Bulgaria, the United Kingdom, the United States, Finland, Sweden, France, Germany, Portugal, Spain, Italy, and China among others. His research interests include internationalization of business, management and marketing of multinational firms in general and internationalizing firms originating from emerging economies in particular, areas in which he has researched and published at length over many years. He has consulted for numerous multinational firms, such as Kraft Foods, and national governments, including Brazil, Pakistan and the Sultanate of Oman on country and firm-specific strategies in the process of interna-

tionalization. He is Book Series Editor of the Palgrave Studies of Internationalization in Emerging Markets and Routledge Frontiers of International Business, Management and Marketing. Professor Marinov's latest publication, *Research Handbook of Marketing in Emerging Economies*, came on the market in 2017. He is on the editorial boards of a large number of reputable academic journals and periodicals, has published seventeen books, numerous book chapters and more than 90 academic articles.



Svetla Marinova
Aalborg University,
Denmark

Svetla Marinova's research focuses on the internationalization of emerging economies and firms and the role of company internationalization and foreign direct investment in fostering sustainable business development and growth. She has been involved in research on outward foreign direct investment (with Child and Marinov), internationalization of SMEs from emerging markets (in SI-NET), attitudes toward advertising in emerging markets (with Petrovici, Marinov and Ford), the role of relationships and branding in emerging market contexts (with Cui, Shiu, Kumar), and technology

transfer in emerging markets (with Khan and Ramirez). Svetla is co-author (with Czinkota, Ronkainen, Moffett and Marinov) of the first European Edition of *International Business*, a textbook that was specifically designed for the European context. She has published in *European Journal of Marketing*, *International Marketing Review*, *Thunderbird International Business Review*, *Advances in International Management*, *Advances in International Marketing*, *Journal of Global Marketing*, *Journal of Euro-marketing*, *Journal of East-West Business*, and *Revista Faces*, among others. Svetla has co-edited (with Marinov) three books on FDI and internationalization of emerging economies and firms, She has also guest co-edited special issues of *European Journal of Marketing* (with Paliwoda) and of *International Marketing Review* (with Carrigan and Szmigin).



John M. Mezas
University of Miami,
USA

John M. Mezas is a tenured Associate Professor at the University of Miami's Miami Business School. He received his Ph.D. from New York University's Stern School of Business in 1998. He teaches Executive MBAs, MBAs, and Custom Executive Programs at the University of Miami and has taught in Executive Programs at London Business School, INSEAD, New York University, and Seoul National University. His teaching awards include five Excellence in Teaching award from Miami Business School and the Most Popular Professor award from BusinessWeek Magazine's Survey of University of Miami MBAs.

Dr. Mezas' research was nominated for several awards, and he won the Best Paper award from the Academy of Management's International Management Division. He has published in such scholarly journals as the Harvard Business Review, Strategic Management Journal, Journal of International Business Studies, Organization Science, Journal of Management, Strategic Organization, British Journal of Management, Long Range Planning, Journal of International Management, AIB Insights, Asia Pacific Journal of Management, and Journal of Organizational Behavior. He is Associate Editor of AIB Insights and has long served on Editorial Boards of the Strategic Management Journal and the Journal of International Business Studies. Dr. Mezas was also Chair of the Academy of Management's International Management Division during 2013-2104.

Dr. Mezas has organized Leadership Development and Innovation programs in China, England, France, Switzerland, and the United States, and managed consulting projects in Brazil, Colombia, and the United States. He has worked with such firms as AstraZeneca, Audi Latin America, Celistics, Covidien, Fujitsu, GE Infrastructure, Havas Media, LG, Louis Vuitton Moet Hennessy, Monsanto, Nestle, Novartis, PepsiCo Brazil, Roche, Royal Caribbean, SeaLand, Symantec, and Visa Latin America. He has consulted for many not-for-profit organizations and served on several Boards of Directors. Before embarking on an academic career, he co-founded and remains a Director of a New York-based entertainment company.



Immanuel Azaad Moonesar

Mohammed Bin Rashid School of Government, United Arab Emirates

Immanuel Azaad Moonesar R.D., the Assistant Professor- Health Policy and Research Leader of Health Policy at the Mohammed Bin Rashid School of Government, Dubai, United Arab Emirates. His qualifications include a Doctor of Philosophy (PhD) in Health Services: Leadership (Superior Distinction) from Walden University, USA; Master of Quality Management (Distinction) from the University Of Wollongong Australia (UOW); a Postgraduate Diploma in Institutional Community Nutrition & Dietetics (Distinction) & a Bachelor of Science in Human Ecology: Nutrition and Dietetics from the University of West Indies (UWI), Trinidad & Tobago. He is also the Managing Director, at “I AM Consulting” (Trinidad & Tobago, Caribbean), in addition to, the role of the President (Chapter Chair) and Executive Board member of the Academy of International Business – Middle East North Africa (AIB-MENA) Chapter. He is also a Registered Dietitian and possesses professional certifications in ‘NEBOSH Occupational Health and Safety’, ‘Project Management: Certified Business Professional (CBP)’ and ‘Quality Management System Internal Auditors (ISO 9001:2008)’. He has published in over 85 publications with high impact factors in peer-reviewed journals, peer-reviewed international conferences, co-authored books and book chapters to date. His PhD dissertation manuscript was entitled: The Role of UAE Health Professionals in Maternal and Child Health Policy. His career experience includes quality assurance and management, nutrition and dietetics, health & safety, teaching and institutional research. While, his research interest is in public policy, international business policy, healthcare management & leadership, maternal & child health, health policy and innovation, nutrition, and quality management.

He has published in over 85 publications with high impact factors in peer-reviewed journals, peer-reviewed international conferences, co-authored books and book chapters to date. His PhD dissertation manuscript was entitled: The Role of UAE Health Professionals in Maternal and Child Health Policy. His career experience includes quality assurance and management, nutrition and dietetics, health & safety, teaching and institutional research. While, his research interest is in public policy, international business policy, healthcare management & leadership, maternal & child health, health policy and innovation, nutrition, and quality management.





James Nebus
Suffolk University,
USA

James Nebus is Associate Professor of Strategy and International Business and Director of the Undergraduate Global Business Program at Suffolk University in Boston (MA, US). He has published in the Journal of International Business Studies, Academy of Management Review, and Journal of International Management among others. He received a Ph.D. in international business and MBA from the University of South Carolina (SC, US), as well as BS in Electronic Engineering and BA in Economics from Rutgers (NJ). Jim teaches international business and global strategy, and is on the editorial review board

for the Journal of International Business Policy. He has 22 years of industry experience including 10 years in international management positions in Europe and Asia.



William Newburry
Florida International
University, USA

William (Bill) Newburry is Chair of the Department of International Business and the Ryder Eminent Scholar of Global Business at Florida International University. He also serves as a Non-Resident Senior Research Fellow at the China Europe International Business School (CEIBS) Center for Emerging Market Studies. Bill served as Chapter Chair of the Academy of International Business Latin America (AIB-LAT) Chapter from 2012-2018. He previously served as Chair of the Global Strategy Interest Group of the Strategic Management Society. Dr. Newburry earned his Ph.D. in 2000 from New York

University's Stern School of Business, with co-majors in the fields of international business and management. Prior to pursuing an academic career, he worked six years in the F-15 Contracts and Pricing Department at McDonnell Douglas Corporation in St. Louis.

Dr. Newburry's research focuses on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest in foreign countries, with an emphasis on issues related to corporate reputation in emerging markets.

He co-authored *Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth* (2016, Cambridge University Press), and has co-edited two additional books. Bill has published 40+ articles in top-tier, peer-reviewed journals, along with another 20 chapters in edited books. Dr. Newburry is Series Editor for *Research in Global Strategic Management*. He currently serves on the Senior Advisory Board of the *Review of International Business and Strategy*, and on the editorial boards of the *Journal of International Business Studies*, *Journal of World Business*, *Journal of Management Studies*, *Global Strategy Journal*, *Thunderbird International Business Review*, *Cross Cultural and Strategic Management*, and *Canadian Journal of Administrative Sciences*.



Arnold Schuh
Vienna University of
Economics and Business,
Austria

Arnold Schuh is Director of the Competence Center for Emerging Markets & Central and Eastern Europe (CEE) and Assistant Professor at the Vienna University of Economics and Business (WU Vienna). He is also Adjunct Associate Professor of International Business Studies at the Carlson School of Management, University of Minnesota, USA, and Honorary University Professor at Corvinus University of Budapest, Hungary. He received his Master in Business Administration and his Doctorate in Economic and Social Sciences from the WU Vienna. He was Visiting Professor at the College of Business and Economics, University of Kentucky in Lexington, USA, and Visiting International Business Scholar at the International Business Department of the University of South Carolina in Columbia, USA.

His primary research areas are marketing and strategic management in CEE and Europe. Current research focuses on strategies of foreign multinational companies in CEE and competitive strategies of local firms in CEE ("Local Heroes in CEE"). In addition to his academic work, Arnold Schuh has served as a consultant and management trainer to a number of companies including Rank Xerox, Philips-Whirlpool, Philips Medical Systems, Skandia, Bosch Austria, RHI, Boehringer-Ingelheim, Commerzbank, Bank Austria and Austrian Post AG.



Thomas Steger
Regensburg University,
Germany

Thomas Steger is Full Professor of Leadership and Organization at the University of Regensburg. He has graduated from the University of Fribourg (Switzerland) and received his doctoral degree as well as his habilitation from the Chemnitz University of Technology. Moreover, he acted as professor (ad interim) at the University of Hohenheim and at the University of Erfurt.

His research interests focus on corporate governance (especially boards of directors) and employee owned companies. Particular emphasis is placed on the transforming countries of Central and Eastern Europe.

Since more than two decades, Thomas is intensively engaged in the area of management in Central and Eastern Europe. He was a co-founder (and currently editor-in-chief) of the Journal of East European Management Studies. He was involved in setting up an MA program in European Studies at the Bulgarian-Romanian Interuniversitarian Centre for Europe in Rousse and Giurgiu. Moreover, he was a guest lecturer at different universities in Central and Eastern Europe and has led and contributed to several research projects in the field, related to topics such as business elites, corporate governance, talent management, MNC subsidiaries, and business corruption.

Besides his academic career, Thomas has served as a member of the Executive Committee of a large Swiss non-profit organization and as HR manager of an industrial medium-sized company. Since many years he is also engaged in numerous executive training and education programs in several European countries.



3.2. Editors in the Meet-the-Editors Session

„How to craft articles for Top Journals”

The aim of this session is to allow scholars from the CEE region to find out more about the top journals' profiles and requirements. The format of the session includes journal presentations and discussion on important issues regarding publications of IB papers from the CEE region in top journals.

This session with no doubt will help participants to discover promising research areas and research agenda for the CEE as well as motivate them for more intensive joint research, which results could be later published in Editors' journals.

Session Co-Chairs:

- > **Łukasz Puślecki**
- > **Piotr Trąpczyński**

Editors:

- > **John M. Mezas** “AIB Insights”
- > **Ilan Alon** “European Journal of International Management” (SSCI - Impact Factor)
- > **Thomas Steger** “Journal of East European Management Studies” (SSCI - Impact Factor)
- > **Marco Cucculelli** “Journal for Small Business Management” (SSCI – Impact Factor)
- > **Desislava Dikova** “Journal of East-West Business” (ESCI, SCOPUS)
- > **Krzysztof Wach** “Entrepreneurial Business and Economics Review” (ESCI, SCOPUS)
- > **Craig C. Julian** “Journal for International Business and Entrepreneurship Development” (ESCI)

Key questions in this session:

- 1) How to write a good article and successfully submit it to highly ranked journals?
- 2) How to prepare a review for highly ranked journals?
- 3) How to reply to reviewers and editors?
- 4) How to follow good practices in publishing and why it is important for editors and publishers?

3.3. Conference Journals

Journal of East European Management Studies (JEEMS)

Journal affiliation: University of Regensburg, Germany

Editor-in-Chief: Thomas Steger

Associate Editors: Rainhart Lang, Irma Rybnikova

Advisory Board: Eckhard Dittrich, Miklós Dobák, Ivan Nový, Anna Soulsby, Dieter Wagner

Editorial Board: G. Bakacsi, K. Balaton, Y.E. Blagov, S. Blazejewski, D.J. Bourne, Z. Buzády, D. Catana, T. Čater, S.-O. Collin, B. Dalago, M. Dowling, T. Elenurm, J. Erpenbeck, J.H. Fisch, A. Geigenmüller, M. Geppert, V. Golikova, I. Gurkov, B. Heidrich, J. Hentze, N. Hermes, N. Holden, G. Hollinshead, S. Hüsig, A. Ishikawa, A. Jaklič, J. Kovac, K. Liuhto, S. Llací, C. Makó, M. Malý, W. Mayrhofer, S. Michailova, J.-P. Neveu, R. Nurmi, A. Panibratov, M. Pawlak, A. Poczowski, E. Polyakov, T. Postma, D. Pučko, A. Remisova, A. Schuh, T. Specker, E. Szabo, P. Wald, A. Wasowska

Disciplines of interest: Business, Management, Sociology, Organizational Psychology.

Key research topics of interest: See above, distinctive focus on Central and Eastern Europe required.

Number of issues per year and number of papers per issue: 4 issues per year, 6-8 articles per issue.

Special issues per year: 1 additional special issue per year.

Submission procedure: All submissions have to be sent electronically to the Editor-in-Chief.

Review procedure: After initial screening by the editors, the selected papers are submitted to a double-blind review process, including at least two anonymous reviewers. The reviews are sent back to the authors together with an editorial letter (containing an editorial decision).

Average review duration:

Category	2015	2016	2017
Days to review	58	60	70
Months from accept. to publication	12,5	14	13,5

Desk rejection policy and duration: Submissions found not to fit with the journals policy and mission by the editors are rejected within two weeks approximately.

Acceptance rate (overall):

Category	2013	2014	2015	2016	*2017
Acceptance rate	21.0%	22.0%	19.0%	20.0%	7.0%



Baltic Journal of Management

Journal affiliation: Emerald Publishing

Editor-in-Chief: Rūta Kazlauskaitė

Associate Editors: Audra Mockaitis, Brent McKenzie, George Puia, Timurs Umans

Advisory Board: Johan Alvehus, Rolv Petter Amdam, Jannis Angelis, Daniela Argento, Vilte Auruskeviciene, Phil Benson, Pernilla Broberg, Richard Brunet-Thornton, Bella Butler, Shawn M Carraher, Catherine Cassell, Jurga Duobiene, Tatiana E Andreeva, Tiit Elenurm, Víctor García Morales, Alexandra Gerbasi, Olli-Pekka Hilmola, Martin Johanson, Aldas Kriauciunas, Tore Kristensen, Nir B. Kshetri, Virginijus Kundrotas, Rainhart Lang, Jorma Larimo, Jon Erland Lervik, Jura Liaukonyte, Enn Listra, Randi Lunnan, Zigmas Lydeka, Kristina Maiksteniene, Oscar Martin Martin, Alexandros Psychogios, Torger Reve, Max Rolfstam, Minna Saunila, Rotem Shneor, Vida Skudiene, Amrik Sohal, Pedro Soto-Acosta, Leslie Thomas Szamosi, Maaja Vadi, Sinikka Vanhala, Tatjana Volkova, Magnus Willeson, Colin C. Williams, Joakim Wincent, Antonella Zucchella

Disciplines of interest: Topics on major disciplines in management from and outside the Baltic Sea region.

Key research topics of interest: Strategic management, International business and management, Marketing, Human resource management and organisational behaviour, Entrepreneurship and management of technology and innovation, Business ethics, corporate social responsibility and sustainability, Corporate governance.

Number of issues per year and number of papers per issue: 4 issues a year (9 papers per issue).

Special issues per year: May vary, max. 2.

Submission procedure: Submissions to Baltic Journal of Management are made using ScholarOne Manuscripts system. For detailed info on submission, please see Author Guidelines at http://emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=bjm.

Review procedure: After initial screening by the editors, the selected papers are submitted to a double-blind review process, including at least two anonymous reviewers. The reviews are sent back to the authors together with an editorial letter (containing an editorial decision).

Average review duration:

Category	2015	2016	2017	*2018
Days to review	49	32	28	25

Desk rejection policy and duration: In the initial evaluation of a submitted manuscript, the editors evaluate whether it meets the criteria specified in the author guidelines, such as correspondence to the journal mission and scope, academic rigour, contribution to theory, adherence to the journal format requirements, the standard of English, and the likelihood of positive reviewer feedback.

Acceptance rate (overall):

Category	2014	2015	2016	2017	*2018
Acceptance rate	10.0%	9.8%	8.6%	6.6%	6.0%

Baltic Journal of Management



Journal of East-West Business

Journal affiliation: Vienna University of Economics and Business, Austria

Editor-in-Chief: Desislava Dikova

Associate Editors: Myroslaw Kyj, Tiiu Paas, Val Samonis

Editorial team: Ahmad Arslan, Maja Makovec Brencic, Piotr Bula, Tomas Cahlik, Claude Cellich, Petr Chadraba, Michael R. Czinkota, Sonia Ferencikova, Carolyn Erdener, J. Michael Geringer, Tomasz Golebiowski, Nigel Holden, Patricia Huddleston, Peter Hult n, Fr d ric Jallat, Kalman Kalotay, Besnik Krasniqi, Andrei Kuznetsov, Jorma Larimo, Donghong Li, Kari Liuhto, Ivan M. Manev, Marin Marinov, Rick Molz, Ivan Montiel, Jan Nowak-Tischner, Arto Ojala, Durdana Ozretic-Dosen, Andrei Panibratov, Nicolas Papadopoulos, Evgeny Polyakov, Jan Napoleon Saykiewicz, Arnold Schuh, Habte Gebre Selassie, Bruno Sergi, Alexander Settles, Dmitry A. Shtykhno, David E. Smith, Marjan Svetlicic, George Tesar, Shawn Thelen, Anatoly Zhuplev

Disciplines of interest: Economics and Business / Management Studies focusing on Russia, Central and Eastern Europe as well as Emerging Markets.

Key research topics of interest: Entrepreneurship, Management and Business Studies, International Business and International Economics, Marketing, HR.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 4-5 articles per each issue.

Special issues per year: 1-2.

Submission procedure: Submissions are handled through ScholarOne electronic system. When your work is ready for submission, visit the online submission website at <https://mc.manuscriptcentral.com/wjeb>.

Review procedure: Reviews are managed through a double-blind peer review. The reviews are prepared by at least 2 independent reviewers indicated by the editorial board. Reviews are submitted electronically (later revealed to the Author) and the editor in chief (or the special issue guest editor) issues a recommendation for a revision/publication or against publication.

Average review duration:

Category	2015	2016	2017
Days to review	23	28	68

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our focus & scope, as well as with a reviewing recommendation(s) against publication. The Duration depends on the reviewers.

Acceptance rate (overall):

Category	2014	2015	2016	2017
Acceptance rate	57.7%	41.5%	28.6%	33.3%



International Journal of Emerging Markets

Journal affiliation: Emerald Publishing



Editor-in-Chief: Ilan Alon

Associate Editors: Shuming Bao, Sumon Kumar Bhaumik, Pawel Gajewski, M. Kabir Hassan, Ali Kutan, Bersant Hobdari, Marcelo Klotzle, Valeriy I. Zakamulin, Desislava Dikova, Rangamohan V Eunni, Solmaz Filiz Karabag, Christoph Lattemann, Paresha N. Sinha, Anna Matysek-Jedrych, Justin Paul

Advisory Board: Raj Aggarwal, Paul Beamish, Peter Buckley, John Cantwell, John Child, Farok Contractor, Alvaro Cuervo-Cazurra, Michael R Czinkota, Simon L. Dolan, Pervez Ghauri, Jean-Francois Hennart, Shaomin Li, Jane Lu, Yadong Luo, Marshall W Meyer, Sam Park, Torben Pedersen, Mike Peng, Sheila Puffer, Ravi Ramamurti, Karl P Sauvart, Oded Shenkar, Jagdish N Sheth, Mary Teagarden, Rosalie L. Tung, Maurizio Zollo

Disciplines of interest: Issues related to business in emerging markets from multidisciplinary (economics, finance, marketing, and management) and multinational geographic perspectives.

Key research topics of interest: International business and strategy, Emerging markets multinationals, Marketing and entrepreneurship, International trade, finance and investment.

Number of issues per year and number of papers per issue: 2018 – 4 issues per year with 9 papers per issue 2019 – 5 issues per year with 10 papers per issue.

Special issues per year: Around 2-3 per year.

Submission procedure: We use Scholar One for submissions. <https://mc.manuscriptcentral.com/ijoem>.

Review procedure: Reviews are prepared using a double-blind peer review. The reviews are prepared by at least 2 independent reviewers. Each review is issued in written form (later revealed to the Author) and ends with a recommendation for or against publication.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	76	62	47	48

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and that do not sit within our focus and scope, as well as with a reviewing recommendation(s) against publication. The Duration depends on the reviewers and potential copyright issues.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	12.0%	8.0%	15.0%	15.0%	14.0%	10.0%

Entrepreneurial Business and Economics Review

Journal affiliation: Cracow University of Economics, Poland

Editor-in-Chief: Krzysztof Wach



Associate Editors: Jan Brzozowski, Marek Ćwiklicki, Marek Dąbrowski, Remigiusz Gawlik, Agnieszka Głodowska, Michał Głuszak, Jacek Klich, Małgorzata Kosała, Bartłomiej Marona, Joanna Purgał-Popiela, Tomasz Rachwał, Piotr Stanek, Marek Szarucki, Agnieszka Wałęga, Agnieszka Żur

International Advisory Board: Paweł Capik, Vesna Čančer, Byung June Chun, Franz Clement, Nicola Daniele Coniglio, Jérôme Creel, Marco Cucculelli, Etienne Farvaque, Jörg Freiling, Geoff Goldman, Antonio Duréndez Gómez-Guillamón, Elena Horská, Andreja Jaklič, Blaženka Knežević, Jonathan Levie, Youenn Loheac, Pierre-Guillaume Méon, Anna Pilková, Aleksy Poczowski, Cornelia Pop, Panikkos Poutziouris, Matevž Raškovič, Jurgita Raudeliūnienė, Anne H. Reilly, Elena Rogova, Aidin Salamzadeh, Arnold Schuh, Maura Sheehan, Aviv Shoham, Gerry Simons, Harinder Singh, Jelena Stankevičienė, Tomohiko Takahashi, Elena Tkachenko, Kiril Todorov, Stephane Vigeant, Fuming Wang, Crystal Zhang

Disciplines of interest: Economics and Business Studies focusing on Central and Eastern Europe as well as Emerging Markets.

Key research topics of interest: Entrepreneurship and Business Education, Management and Business Studies, International Business and International Economics, Applied Economics and Statistics.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 6-12 articles per each issue.

Special issues per year: None.

Submission procedure: We use the OJS system for submissions. After having finished your article, when your files are ready, visit the online submission website at <https://eber.uek.krakow.pl/index.php/eber/login>.

Review procedure: Reviews are prepared using a double-blind peer review. The reviews are prepared by at least 2 independent reviewers indicated by the editorial board. Each review is issued in written form (later revealed to the Author) and ends with a recommendation for or against publication.

Average review duration:

Category	2015	2016	2017
Days to review	55	53	38
Days to publication	39	198	174

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our focus & scope, as well as with a reviewing recommendation(s) against publication. The Duration depends on the reviewers.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	67.0%	63.0%	60.0%	59.0%	59.0%	40.0%

Central European Business Review

Journal affiliation: Faculty of Business Administration, University of Economics, Prague

Editor-in-Chief: Ondřej Machek



Associate Editors: Carmen Giorgiana Bonaci, Gina Cook, Jiří Hnilica, Miroslav Karlíček, Petr Kolář, Josef Krause, Martin Lukeš, Hana Machková, Václav Stříteský, Josef Taušer

Editorial Board: David Alexander, Michael Dowling, Jean-Francois Gajewski, Agnes Hofmeister, Bernd Irlenbusch, Dariusz Jemielniak, Elzbieta Kawecka-Wyrzykowska, Jörg Kraigher-Krainer, Mansoor Maitah, Nikos E. Mastorakis, Antonín Mikš, Markus Prandini, Arnold Schuh, Mathias Schüz, Barbara Stöttinger, Donna Street, Gyula Vastag, Štefan Žák, Zita Zoltayné Paprika

Disciplines of interest: Strategic business issues with a Central European perspective.

Key research topics of interest: Strategy and Management, Marketing and Sales, Corporate Finance, Supply Chain Management, International Business.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 4-6 articles per each issue.

Special issues per year: Occasionally.

Submission procedure: We use the Actavia system for submissions. Guidelines of paper submission including the link can be found at https://cebr.vse.cz/artkey/inf-990000-0700_For-Authors.php.

Review procedure: Review process is double-blind. The reviews are prepared by at least 2 independent reviewers indicated by the editorial board. Each review is issued in written form (later revealed to the Author) and ends with one of the following decisions: accept with no revisions, minor revision, major revision, decline submission.

Average review duration:

Category	2015	2016	2017
Days to review	40	42	45
Days to publication	85	98	110

Desk rejection policy and duration: Papers which are not relevant for Central European researchers or business practitioners are desk rejected. Also, submissions prepared in bad English or with an unacceptable methodology cannot be sent to review. The authors are notified about a possible desk rejection within two weeks after submission.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	70.0%	65.0%	60.0%	44.0%	46.0%

Journal of Eastern European and Central Asian Research

Journal affiliation: Webster University, St. Louis, MO, USA

Editor-in-Chief: Nikolay Megits

Deputy Editor: Charlotte Davis

Associate Editors: Natalia Delcour, Jitka Hilliard, Brent McKenzie, Nazar Mustapha, Serhij Reverchuk, and Richard Brunet-Thornton

Editorial Review Board: David Ahlstrom, Samila Amanyraoufpoor, Shivakumar Deene John R. Dilyard, James Hagen, Can Inci, Mauricio Garita, Aleksand Gevorkyan, M. Jagadeesha, Ruth Chatelain-Jargon, Alfredo Jiménez, Magdalena Kachniewska, Ibrahim Keles, Alex Kouznetsov, Anna Matysek-Jędrych, Kimberly Millier, Arkadiusz Mironko, Chu Nguen, József Poór, Milena Ratajczak-Mrozek, Chittipa Ngamkroekjoti, Alla Roşca, Rommel P. Sergio, Francis Schortgen, Daniel A. Sauer, Sylwia E. Starnawska, Michal Szymanski, Vas Taras, Yulia Tolstikov-Mast, Hanna Trojanowska, and Jonathan Ying

Disciplines of interest: A multi-disciplinary journal on doing business in countries of Central and Eastern European and Central Asian region.

Key research topics of interest: Economics, Management, Strategy, Marketing, Banking and Finance, Organizational Development, Human Resource Management, and International Affairs.

Number of issues per year and number of papers per issue: By-annually (2 issues per year) with 10-12 articles each.

Special issues per year: One special issue per year.

Submission procedure: We implemented the OJS system for submissions that allows authors to monitor the editorial process in progress. Submitter need to register as "Author" <https://ieeca.org/journal/index.php/JEECAR/user/register>.

Review procedure: Double-blind, peer review.

Average review duration:

Category	2015	2016	2017
Days to review	46	38	32
Days to publication	175	164	130

Desk rejection policy and duration: We informed author(s) about the rejection reason in case if submitted manuscript does not meet the requirements indicated on Journal's site <https://ieeca.org/journal/index.php/JEECAR/about>. We always advise on how to improve a submitted article, and recommend re-submitting it for a second or third round of review.

Acceptance rate (overall):

Category	2014	2015	2016	2017	*2018
Acceptance rate	75.0%	64.0%	58.0%	53.0%	47.0%



Economia e Politica Industriale

Journal affiliation: Associazione Amici di Economia e Politica Industriale

Editors-in-Chief: Carlo Cambini, Massimo G. Colombo, Lucia Piscitello, Laura Rondi, Antonello Zanfei



Honorary Editors: Sergio Mariotti, Francesco Silva

Associate Editors: Marco Bellandi, Maria Bigoni, Davide Castellani, Douglas Cumming, Axèle Giroud, Monica Giulletti, Stefan Haefliger, Simona Iammarino, Silvia Massini, Giovanni Ramello, Toke Reichstein, Cristina Rossi Lamastra, Salvatore Torrisi, Marco Vivarelli

Advisory Board: Ashish Arora, Alessandro Arrighetti, Maria Rosa Battaggion, Mario Benassi, John Cantwell, Roberto Cellin, Stefano Colombo, Gianni Cozzi, Giovanni B. Dagnino, Giuseppe De Feo, Nicolai J. Foss, Faïz Gallouj, Miguel García Cestona, Marc Goergen, Andrea Goldstein, Luca Grilli, Michele Grillo, Harald Gruber, Fabrizio Guelpa, Suting Hong, Elisabetta Iossa, Andreja Jaklič, John E. Kwoka, Francine Lafontaine, Keld Laursen, Michael Leatherbee, Francesca Lotti, Franco Malerba, Fumitoshi Mizutani, Sadao Nagaoka, Rajneesh Narula, Richard R. Nelson, Augusto Ninni, Maria Elena Perretti, Mario Pianta, Evila Piva, Larissa Rabbiosi, Enzo Rullani, Grazia Santangelo, Frederic M. Scherer, Ornella Tarola, Paola Valbonesi, Reinhilde Veugelers, Dmitri Vinogradov, Silvio Vismara, Anu Wadhwa, Mike Wright, Enrico Zaninotto, Vera Zipperer

Disciplines of interest: Firm and industrial organization, innovation, internationalization, regulation policy.

Key research topics of interest: It publishes research papers in economics and management that display a sound theoretical background and rigorous (quantitative and qualitative) methodology, as well as case studies and experimental and mixed method studies. Occasionally, the journal publishes symposia and qualified surveys documenting the state of the art in special topics.

Number of issues per year and number of papers per issue: 4 issues per year, about 6-8 articles per each issue.

Special issues per year: One special issue per year.

Submission procedure: https://www.springer.com/economics/microeconomics/journal/40812?detailsPage=pltdci_2570515.

Review procedure: Single blind peer-review.

Average review duration:

Category	2015	2016	2017
Days to review	71	58	60
Days to publication	243	118	203

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our focus & scope.

Acceptance rate (overall):

Category	2015	2016	2017
Acceptance rate	50.0%	84.0%	43.0%

Journal of Management and Business Administration. Central Europe



Journal affiliation: Kozminski University, Poland

Editor-in-Chief: Pawel Korzynski



Associate Editors: Wojciech Czakon, Marco Dall'Aglio, Alberta Di Giuli, Aneta Hryckiewicz, Dominika Latusek-Jurczak, Grzegorz Mazurek, Jordi Paniagua, Bruno Schivinski, Anna Sender, Chiara Succi, Javier Tafur, Jacek Tomkiewicz, Krzysztof Wach

Editorial Board: Mariusz Andrzejewski, Heidrich Balazs, Zbigniew Bochniarz, Paweł Bryła, Kurt Johnny Burneo Farfan, Zoltan Buzady, Gosia Ciesielska, Katarzyna Cieslak, Sylwia Ciuk, Nick Chandler, Giovanna Devetag, Percy S. Marquina Feldman, Monika Golonka, Toshio Goto, Giuseppe Grossi, Julita Haber, Gábor Harangozó, Ilona Hunek, Krzysztof Jackowicz, Dariusz Jemielniak, Sten Jonsson, Zvi Joshman, Andreas Kaplan, Eugeniusz Kąciak, Izabela Koładkiewicz, Oskar Kowalewski, Józefa Kramer, Monika Marcinkowska, Gianluca Mattarocci, Czesław Mesjasz, Paweł Mielcarz, Henryk Mruk, Bogdan Nogalski, Bartłomiej Nowak, Daria Peljhan, Maria S. Plakhotnik, Narcyz Roztocki, Robert Rządca, Jan Napoleon Saykiewicz, Giovanni Schiuma, Zeljko Sevic, JC Spender, Charles Vincent, Linying (Lin) Dong, Rong Zhang

Disciplines of interest: Business and management-related studies important for decision-makers from Central and Eastern Europe.

Key research topics of interest: Management, finance, marketing, economics.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 7–9 articles per each issue.

Special issues per year: None.

Submission procedure: We use Scholar One Manuscript System for submissions. See more on: <https://mbace.eu/resources/html/cmsi/462>.

Review procedure: Double-blind peer review. Two independent reviewers indicated by associated editor. Each review is prepared via Scholar One Manuscript System. See more on: <https://mbace.eu/resources/html/cmsi/462>

Average review duration:

Category	2015	2016	2017	*2018
Days to review	30	30	30	30
Days to publication	90	90	90	90

Desk rejection policy and duration: We reject the articles not prepared according to the Information for authors. The duration depends on the associated editors.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	80.0%	80.0%	70.0%	70.0%	60.0%	50.0%

Academica Turistica

Journal affiliation: University of Primorska Press, Slovenia

Editor-in-Chief: Gorazd Sedmak



Associate Editors: Aleksandra Brezovec, Mitja Gorenak, and Dejan Križaj

Editorial Board: Tanja Armenski, Rodolfo Baggio, Štefan Bojnec, Dimitrios Buhalis, Alan Clarke, Frederic Dimanche, Jesse Dixon, Johan Edenheim, Felicite Fairer-Wessels, Doris Gomezelj Omerzel, Sotiris Hji-Avgoustis, Jafar Jafari, Sandra Jankovič, Anna Karlsdóttir, Maja Konečnik Ruzzier, Sonja Sibila Lebe, Mara Manente, Yoel Mansfeld, Tanja Mihalič, Matjaž Mulej, Milena Peršič, Jasna Potočnik Topler, Caroline Ritchie, Vinod Sasidharan, Regina Schlüter, Marianna Sigala, Cristina Roxana, Andreja Trdina, John K. Walton, Suosheng Wang

Disciplines of interest: Tourism and Innovation.

Key research topics of interest: Tourism, Innovation, HRM, Entrepreneurship.

Number of issues per year and number of papers per issue: 2 issues per year, about 8-10 articles per issue.

Special issues per year: None.

Submission procedure: OJS system, <http://academica.turistica.si>.

Review procedure: Each manuscript, meeting the technical standards and falling within the aims and scope of the journal, will be subject to double-blind review by two reviewers.

Average review duration:

Category	2015	2016	2017
Days to review	42	31	37
Days to publication	128	165	182

Desk rejection policy and duration: We reject submissions not prepared according to the instructions for authors.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	72.0%	75.0%	51.0%	39.0%	42.0%

Transnational Corporations Review

Journal affiliation: Denfar Transnational Development, Canada

Co-Editors: Zhan Su and Ari Van Assche

Senior/Associate/Regional Editors: Eliane Araugo, Sedat Aybar, Arthur Cheung, Wulong Gu, Walid Hejazi, Andreja Jaklič, Anne Miroux, Cristina Reis, Jianmin Tang, and Weimin Wang

International Advisory: Abbas J. Ali, Manfred A. Bienefeld, Lourdes Casanova, Marvin Hough, Badar Alam Iqbal, Uma Kumar, Narendar V. Rao, Someshwar Rao, Val Samonis, Karl P. Sauvant

Disciplines of interest: Business and Economics Studies focusing Emerging Markets on Asia Pacific Area.

Key research topics of interest: Transnational Corporations, Foreign Direct Investment, Institutional Innovation, International Development.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 8-10 articles per each issue.

Special issues per year: One special issue per year.

Submission procedure: We use the Taylor & Francis Online system for submissions. After having finished an article, when ready, visit the Taylor & Francis website at <http://www.editorialmanager.com/rncr/default.aspx>.

Review procedure: The journal is taking a double-blind peer review process. The submissions are reviewed by at least 2 independent reviewers from the submission related field. Each review is issued in written form (later revealed to the Author) and ends with a recommendation for or against publication.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	35	30	30	30
Days to publication	30	45	40	30

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our aims & scope, as well as with an editorial recommendation(s) against publication. The duration is about a week or so depends on assigned editor's general review.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	50.0%	35.0%	40.0%	35.0%	30.0%	30.0%

Economics and Business Review

Journal affiliation: Poznań University of Economics and Business, De Gruyter Open, Poland

Editor-in-Chief: Tadeusz Kowalski, PUEB, Poland



Associate Editors: Horst Brezinski, Maciej Cieślukowski, Gary Evans, Witold Jurek, Jacek Mizerka, Henryk Mruk, Ida Musiałkowska, Jerzy Schroeder

International Advisory Board: Edward I. Altman, Udo Broll, Conrad Ciccotello, Wojciech Florkowski, Christopher J. Green, Mark J. Holmes, Niels Hermes, Bruce E. Kaufman, Steve Letza, Victor Murinde, Hugh Scullion, Yochanan Shachmurove, Richard Sweeney, Thomas Taylor, Clas Wihlborg, Habte G. Woldu

Disciplines of interest: Economics, Finance and Management studies focused on new market economies.

Key research topics of interest: International Economics, Business Administration and Business Economics, Economic Development, Innovation and Technological Change.

Number of issues per year and number of papers per issue: Quarterly (4 issues per year); 6-10 articles per issue.

Special issues per year: None.

Submission procedure: Submissions should be sent to secretary@ebr.edu.pl.

Review procedure: Each paper that is pre-selected by the Editorial team is evaluated by at least two independent reviewers. The reviewers use EBR templates to assess each submission following the double-blind review rules. Quantitative papers are additionally assessed by the EBR statisticians and econometricians. The written reviewers' recommendations are basis for Editorial board decisions.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	48	45	35	35
Days to publication	148	130	126	98

Rejection policy and duration: Submissions are rejected by the Editorial board if they are not within the aims and scope of EBR, as well as if they received a 'reject entirely' recommendation from the independent reviewers. The duration of reviewing process depends on the reviewers. The Editorial board confers daily.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	65.0%	70.0%	69.0%	69.0%	63.0%	62.0%

Economic and Business Review

Journal affiliation: University of Ljubljana, Faculty of Economics



Editor-in-Chief: prof.dr. Tjaša Redek

Associate Editors: Neven Borak, Matej Černe, Mateja Kos Koklič, Miro Gradišar, Darja Peljhan, Miroslav Verbič, Katja Zajc Kežzar

Advisory Board: Mary Amity, Adamantios Diamantopoulos, Polona Domadenik, Jay Ebben, Neil Garrod, Anja Geigenmüller, Laszlo Halpern, Nevenka Hrovatin, Robert Kaše, Gayle Kerr, Josef Konings, Maja Makovec Brenčič, Igor Masten, Rasto Ovin, Daniel Örtqvist, Marko Pahor, Danijel Pučko, John Romalis, Friederike Schröder-Pander, Christina Sichtmann, Sergeja Slapničar, Beata Smarzynska Javorcik, Jan Svejnar, Marjan Svetličič, Miha Škerlavaj, Bobek Šuklev, Janez Šušteršič, Fiti Taki, Bob Travica, Peter Trkman, Aljoša Valentinčič, Irena Vida, Joakim Wincent, Jelena Zorić, Vesna Žabkar

Disciplines of interest: Economics and business and interdisciplinary topics related to the economic and business issues.

Key research topics of interest: Applied business and economic studies, including various fields of economic research, bank and financial management, business informatics, entrepreneurship, international business, management and marketing.

Number of issues per year and number of papers per issue: 4 issues per year (usually 5 papers per issue, but not limited)

Submission procedure: <http://ojs.ebrjournal.net/ojs/index.php/eb/about/submissions>

Average review duration:

Category	2015	2016	2017
Days to review	n.a.	n.a.	115
Days to publication	n.a.	n.a.	199

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	n.a.	n.a.	n.a.	n.a.	46.0%	33.0%

Economia Marche

Journal affiliation: Department of Economics – Università Politecnica delle Marche & Fondazione Merloni



Editors: Marco Cucculelli, Donato Iacobucci, Andrea Presbitero

Disciplines of interest: Economics, business and managerial studies focused on local economy and industry/sectoral analysis.

Key research topics of interest: Economics; Applied Economics; Development and Innovation economics; Managerial and Business Economics.

Number of issues per year and number of papers per issue: 2 issues per year; 4 to 8 papers per issue.

Special issues per year: One or more (occasional).

Submission procedure: We use the OJS system for submissions. Link: <http://economiamarche.univpm.it/index.php/em/index>

Review procedure: Reviews are prepared using a double-blind peer review. The reviews are prepared by at least 2 independent reviewers indicated by the editorial board. Each review is issued in written form and ends with a recommendation for or against publication. It is communicated to the submitting author.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	65	68	54	50
Days to publication	121	134	111	95

Desk rejection policy and duration: We reject submissions not prepared according to requirements and outside the Journal scope. We reject some weak papers after the review by Editors.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	85.0%	76.0%	70.0%	81.0%	68.0%	60.0%

Journal of Management and Financial Sciences

Journal affiliation: SGH Warsaw School of Economics, Poland

Editorial board: Ryszard Bartkowiak (Chairman),

Michał Matuszewicz (Vice-Chairman), Małgorzata Iwanicz-Drozdowska,

Tomasz Michalski, Wojciech Pacho, Piotr Płoszajski, Anna Karpińska, Zbigniew Nagalski, Mirosław Szymański

The Scientific Council: Ryszard Bartkowiak, Michał Matuszewicz, Luisa Anderloni, Edward Altman, Erzsébet Czakó, Paul H. Dembinski, Ivo Drahotský, Mikhail A. Eskindarov, Jan Głuchowski, Małgorzata Iwanicz-Drozdowska, Mirosław Jaroński, Jan Komorowski, David Mayes, Friedrich Schneider, Biswa Swarup Misra, Mileti Mladenov, Janusz Ostaszewski, Maria Romanowska, Piotr Wachowiak

Disciplines of interest: Management, Finance and Economics.

Key research topics of interest: International Management, Internationalisation of Firms, Human Resource Management, E-learning in Management, Macroeconomic studies, International Finance.

Number of issues per year and number of papers per issue: 4 issues a year; 6-8 papers per issue

Special issues per year: None.

Submission procedure: Article prepared in line with journal's editorial requirements, together with an abstract and key words in the Word file should be mailed to the editor's address (akarpi2@sgh.waw.pl).

Review procedure: Double-blind review process.

Average review duration: 3 months.

Desk rejection policy and duration: Only articles from outside the areas of journal's interest are desk rejected with immediate notification to the author/s, all the other articles are reviewed.

Acceptance rate (overall): 70%.

JMFS

Journal of Management
and Financial Sciences

Associate Editors: Michał Chmielecki, Roman Patora, Zofia Patora-Wysocka, Urszula Żuławska, Ryszard Piasecki, Dan Nicoles, Max Hess, Robert Seliga, Katarzyna Kolasińska-Morawska, Dorota Świeczewska, María Elvira López Parra, Elba Myriam Navarro Arvizu, Evelia de Jesús Izábal de la Garza, Cecilia García Muñoz Aparicio, María Estela Torres Jaquez

Advisory Board: Ewa Bogalska-Martin, Natalia Czuchraj, Karol Görner, Geoff Goldman, Rong Huag, Dariusz Jemielniak, Jerzy Kociatkiewicz, Igor Kosir, Monika Kostera, Barbara Kożuch, Jewgienij Krikawskij, Marek Kwiek, Jan Lichtarski, Sławomir Magala, Yasser Mahfooz, Hartmut Marchold, Claude Martin, Bogdan Nogalski, Aleksander Noworól, Roman Patora, Torsten Pieper, Maria Romanowska, David Smallbone, Stanisław Sudoł, Tulus Tambunan, Michał Trocki, Simcha Werner, Matthias Waechter, Hugh Wilmott, Alessandro Figus, Pavel Necas, Iulia Alecu, Ionica Onciolu, Marian Kovac, Marijana Budec-Stanicic, Lucian Grigore, Tyge Payne, Tawfiq Rkibi

Disciplines of interest: Management, business, economics.

Key research topics of interest: Intercultural management, international business.

Number of issues per year and number of papers per issue: 4 issues per year (5-10 articles per issue).

Special issues per year: None.

Submission procedure: www.joim.pl, articles sent via e-mail to wydawnictwo@san.edu.pl or mchmielecki@san.edu.pl.

Review procedure: Submitted texts - in the process of so called preliminary assessment - are evaluated by the members of the editorial office, according to formal criteria and the subject matter. If there are no negative comments, the article is sent to two independent external reviewers, experts in the given academic field, who are not members of the editorial board of the journal and who have at least the title of PhD, associate professor in the case of Polish reviewers. The reviews are anonymous and confidential (according to double-blind review process). Each review gives a recommendation for or against publication.

Average review duration:

Category	2015	2016	2017
Days to review	60	50	60
Days to publication	50	50	90

Desk rejection policy and duration: Articles that are not linguistically and stylistically correct or prepared in disciplines of interest are returned to authors without being reviewed. We reject articles having one negative review. Duration depends on the reviewer.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	79.0%	75.0%	60.0%	70.0%	60.0%

Society and Economy

Journal affiliation: Corvinus University of Budapest, Hungary

Editor-in-Chief: Attila Tasnádi

Managing Editor: Balázs Szent-Iványi

Co-Editors: István Benczes, Helga Habis, Lilla Hortoványi, Klára Major, Péter Marton, Tamás Mizik

Associate Editors: Tamás Bokor, Sándor Bozóki, Christian Ewerhart, Szabina Fodor, Sándor Gallai, László Gulácsi, Dóra Gyórfy, György Hajnal, Calin Hintea, Bronwyn Howell, Sergei Izmalkov, Réka Juhász, Krisztina Kolos, Alexandra Köves, Béla Kuslits, Lubor Lacina, Attila Lindner, Péter Medvegyev, Ariel Mitev, Éva Perpék, Petrus H. Potgieter, Clemens Puppe, Miroslava Rajčániová, Trenton G. Smith, Anita Szűcs, László Trautmann, Krzysztof Wach, György Walter

Disciplines of interest: Economics, social sciences, and business studies, which address social and economic issues in Central and Eastern Europe or have relevance for social and economic development in this region.

Key research topics of interest: The journal welcomes submissions of high-quality and multi-disciplinary articles that address social, demographic, political, economic and industrial trends and challenges.

Number of issues per year and number of papers per issue: A quarterly journal with issues published in March, June, September, and December.

Special issues per year: optional special issue on a specific topic or related to a conference organized at the Corvinus University of Budapest.

Submission procedure: <https://akademai.com/loi/204>

Review procedure: double-blind per review with at least two reviewers per submission.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	90	90	90	90
Days to publication	60-270	60-270	60-270	60-270

Desk rejection policy and duration: all articles which are not relevant to the scope of the journal, or are obviously poor quality will receive a desk rejection. Desk rejection is done within 2 weeks of submission.

Acceptance rate (overall):

Category	2014	2015	2016	2017	*2018
Acceptance rate	53.8%	47.2%	27.0%	21.4%	20.3%



International Journal of Export Marketing

Journal affiliation: Inderscience Publishers



Editor-in-Chief: Dafnis N. Coudounaris

Associate Editors: Stanley J. Paliwoda

Disciplines of interest: IJExportM offers an international, peer-reviewed outlet for export marketing, which is an increasingly important research topic mainly because exporting largely deals with marketing-related issues (foreign market selection, marketing strategy adaptation, export-overseas distributor relations) and its multifaceted character makes it possible to enrich the field with insights from different theoretical and practical perspectives.

Key research topics of interest: Internationalisation strategies and stages, Pathways/approaches i.e. born globals, Uppsala model I, Uppsala model II, networks, Export performance of firms and related constructs, The export-import relationship and unethical behaviour, Export marketing (stimulation/motivation, barriers, strategy, standardisation vs. adaptation, Export sales management, Export promotion programmes and government export policies, Green export marketing, Attitudinal studies of managers in different export market environments, Country-of-origin and constructs relevant to exporting, Corporate social responsibility and supply chain management related to exporting/importing, Theoretical studies (resource based view, transaction cost approach, institutional theory, eclectic paradigm), Studies of managers related to importing, Meta-analyses on various modes of entry, Modes of entry other than exporting, e.g. franchising agreements/licensing, FDIs, divestments.

Number of issues per year and number of papers per issue: 4 issues per year, 4 papers per issue

Special issues per year: One.

Submission procedure: http://www.inderscience.com/info/inauthors/author_submit.php

Review procedure: Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.

Average review duration:

Category	2015	2016	2017	*2018
Days to publication	193	156	179	143

Desk rejection policy and duration: Within one week the authors see on-line whether their paper goes into the review process.

Acceptance rate (overall):

Category	2015	2016	2017	*2018
Acceptance rate	72.7%	50.0%	54.6%	25.0%

Management

Journal affiliation: University of Primorska Press, Slovenia

Editor-in-Chief: Klemen Kavčič

Associate Editors: Claude Meier and Maja Meško

Editorial Board: Josef C. Brada, Birgit Burböck, Andrzej Cieslik, Liesbeth Dries, Henryk Gurgul, Timotej Jagrič, Ladislav Kabat, Pekka Kess, Masaaki Kuboniwa, Mirna Leko-Šimić, Zbigniew Pastuszak, Katarzyna Piorkowska, Najla Podrug, Cezar Scarlet, Hazbo Skoko, Marinko Škare, Janez Šušteršič, Milan Vodopivec

Disciplines of interest: Management

Key research topics of interest: Management, HRM, Entrepreneurship

Number of issues per year and number of papers per issue: 4 issues per year, 5 articles per issue.

Special issues per year: One.

Submission procedure: The manuscripts should be submitted as e-mail attachment to the editorial office at mng@fm-kp.si. Detailed guide for authors and publishing ethics statement are available at www.mng.fm-kp.si.

Review procedure: All manuscripts are double-blind peer reviewed by at least two independent reviewers using a standard review form.

Average review duration:

Category	2015	2016	2017
Days to review	45	39	31
Days to publication	92	117	103

Desk rejection policy and duration: We reject submissions not prepared according to the instructions for authors.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	52.0%	56.0%	43.0%	38.0%	33.0%



Managing Global Transitions

Journal affiliation: University of Primorska Press, Slovenia

Editor-in-Chief: Maja Meško



Associate Editors: Andrej Bertoneclj, Gandolfo Dominici, Alexander Laszlo

Editorial Board: Jani Bekő, Heri Bezić, Guido Bortoluzzi, David L. Deeds, Evan Douglas, Dean Fantazzini, Henryk Gurgul, András Inotai, Felicetta Iovino, Hun Joon Park, Renata Karkowska, Tanja Kosi Antolič, Leonard H. Lynn, Massimiliano Marzo, Judita Peterlin, Mirjana Pejić Bach, Sanja Peković, Sandra Penger, Zdenko Prohaska, José Solana Ibáñez, Marinko Škare, Nada Trunk Širca, Šárka Velčovská, Manfred Weiss

Disciplines of interest: Transition Studies.

Key research topics of interest: Transitions in Societies, Transitions in Organizations, Transitions in Technologies.

Number of issues per year and number of papers per issue: 4 issues per year, 5 articles per issue.

Special issues per year: One.

Submission procedure: The manuscripts should be submitted as e-mail attachment to the editorial office at mgt@fm-kp.si. Detailed guide for authors and publishing ethics statement are available at www.mgt.fm-kp.si.

Review procedure: All manuscripts are double-blind peer reviewed by at least two independent reviewers using a standard review form.

Average review duration:

Category	2015	2016	2017
Days to review	52	47	36
Days to publication	78	129	98

Desk rejection policy and duration: We reject submissions not prepared according to the instructions for authors.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	39.0%	42.0%	45.0%	31.0%	37.0%

Theory, Methodology, Practice

Journal affiliation: University of Miskolc, Hungary

Theory, Methodology, Practice

Editor-in-Chief: Mária Illés

Associate Editors: Károly Balaton, György Kocziszky, Aladár Nagy, István Piskóti, Gyula Pulay, Mariann Somosi Veresné, Zoltán Bartha

Advisory Board: József Benedek, Lajos Besenyei, Iván Bélyácz, Péter Ákos Bod, Zoltán Gaál, Lovorka Galetic, János Kövesi, Petro Pererva, Helmut Poltzer, Michael Schenk, Vincent Soltés, Ádám Török, Anna Dunay Törőné, Mária Vincze, Krzysztof Wac, Birgitta Wolff

Disciplines of interest: Economics, statistical methods, and business studies.

Key research topics of interest: Business and Economics Comparative Studies, Applied Economics and Statistics.

Number of issues per year and number of papers per issue: Two issues per year, 6-12 articles per issue.

Special issues per year: Occasionally, max one per year.

Submission procedure: <http://tmp.gtk.uni-miskolc.hu/static/papersubmission.html>

Review procedure: Reviews are prepared using a double-blind peer review. The reviews are prepared by 2 independent reviewers chosen by the editorial board. Each review contains detailed suggestions, ends with a recommendation for or against publication. Accepted papers go through a second round of formatting review/language proofreading.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	31	35	29	30
Days to publication	148	161	159	125

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our focus & scope, as well as with a reviewing recommendation(s) against publication. Duration: 30-60 days.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	81.0%	77.0%	83.0%	83.0%	79.0%	80.0%

Equilibrium. Quarterly Journal of Economics and Economic Policy

Journal affiliation: Nicolaus Copernicus University, Poland



Editor-in-Chief: Adam P. Balcerzak (Poland)

Associate Editors: Ilona Pietryka, Jong-Rong Chen, Andrea Szalavetz, Jadvyga Ciburiene, Christian Breuer, Hans-Georg Petersen, Kalim Siddiqui, Mehmet H. Bilgin, Marek Zinecker

Advisory Board: Savrina Baiba, Péter Bihari, Giovanni Capannelli, Catherine Deffains-Crapsky, Vivian Carstensen, Michaëla Chocholata, Ruta Ciutiene, Leonardo Costa, Hardy Hanappi, Zlatko Kovacic, Robert Paweł Kruszewski, Janusz Kudła, Eugeniusz Kwiatkowski, Natalja Lāce, Adam Lipowski, Martin Lukačik, Elżbieta Mączyńska, María del Carmen Melgar Hiraldo, Tomáš Meluzín, Mustafa Ozer, David Pollard, Janez Prašnikar, Jacek Prokop, Miguel Ángel Santolino Prieto, Yochanan Shachmurove, Miklós Szanyi, El Thalassinos, Tomasz Tokarski, Sofia de Sousa Vale, Darko B. Vukovic

Disciplines of interest: Empirical studies on Central and Eastern European economies and Emerging Markets.

Key research topics of interest: Macroeconomics and Monetary Economics, International Economics, Financial Economics and Banking, Public Economics, Labor and Demographic Economics, Economic Development, Technological Change, and Growth.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 8-12 articles per each issue.

Special issues per year: None

Submission procedure: <http://economic-policy.pl/index.php/paper-submission>

Review procedure: Review procedure includes: I stage - Formal assessment and preliminary evaluation of the paper by the editorial board; II stage - External (double-blind review) publishing review. Detailed information on reviewing process: <http://economic-policy.pl/index.php/reviewing>.

Average review duration:

Category	2015	2016	2017
Days to review	65	71	87
Days to publication	76	110	98

Desk rejection policy and duration: I stage - Formal assessment and preliminary evaluation of the paper by the editorial board - we reject submissions not prepared according to our requirements and against our focus & scope, and that do not fulfil plagiarism detection policy requirements, which is based on Similarity Check provided by the CrossRef – Standard duration up to four weeks; II stage - External publishing review - a reviewing recommendation(s) against publication. Standard duration is about three months, but sometimes depends on the reviewers.

Acceptance rate (overall):

Category	2015	2016	2017
Acceptance rate	69.0%	64.0%	58.0%

Oeconomia Copernicana

Journal affiliation: Nicolaus Copernicus University, Poland

Editor-in-Chief: Adam P. Balcerzak, Michał Moszyński



Associate Editors: Walter E. Block, Bärbel Held, Kornélia Lazányi, Ruta Ciutiene, Iveta Šimberová, Tomáš Meluzín, Magdolna Sass, Diana Mihaela Țircă, Nikodem Szumilo

Advisory Board: Larysa Antoniuk, Ivars Brivers, Robert W. Ciborowski, Andrzej Cieślak, Antonio Fasano, Alena Kocmanová, Witold Kwaśnicki, Natalja Lāce, Marina Malkina, Jan J. Michałek, José Antonio Ordaz Sanz, Diana-Mihaela Pociovălișteanu, David Pollard, Hans-Georg Petersen, Piotr Pysz, Rastislav Rajnoha, Marian Reiff, Oldřich Rejnuš, Cristina Rovera, Stanisław Rudolf, Greg Sand, Yochanan Shachmurove, Asta Savanevičiene, Ligita Simanskiene, Stanislav Škapa, Nikolaos Theriou, Anna Ząbkowicz, Marek Zinecker

Disciplines of interest: Empirical studies on business and Central and Eastern European economies; and Emerging Markets.

Key research topics of interest: History of Economic Thought, Methodology and Heterodox Approaches; Microeconomics; Financial Economics: Financial Institutions and Services, Corporate Finance and Governance; Health, Education and Welfare; Law and Economics; Industrial Organization; Business Administration and Business Economics; Economic History; Economic Systems; Agricultural and Natural Resource Economics; Environmental and Ecological Economics; Urban, Regional, Real Estate and Transportation Economics.

Number of issues per year and number of papers per issue: A quarterly (4 issues per year), about 8-12 articles per each issue.

Special issues per year: None.

Submission procedure: <http://oeconomia.pl/index.php/paper-submission>

Review procedure: Review procedure includes: I stage - Formal assessment and preliminary evaluation of the paper by the editorial board; II stage - External (double-blind review) publishing review. Detailed information on reviewing process: <http://oeconomia.pl/index.php/reviewing>

Average review duration:

Category	2015	2016	2017
Days to review	48	75	93
Days to publication	53	99	125

Desk rejection policy and duration: I stage - Formal assessment and preliminary evaluation of the paper by the editorial board - we reject submissions not prepared according to our requirements and against our focus & scope, and that do not fulfil plagiarism detection policy requirements, which is based on Similarity Check provided by the CrossRef – Standard duration up to four weeks; II stage - External publishing review - a reviewing recommendation(s) against publication. Standard duration is about three months, but sometimes depends on the reviewers.

Acceptance rate (overall):

Category	2015	2016	2017
Acceptance rate	73.0%	64.0%	66.0%

Studia Negotia

Journal affiliation: Babes-Bolyai University, Cluj-Napoca, Romania

NEGOTIA

Editor-in-Chief: Ioan Alin Nistor

Associate Editors: Cornelia Pop, Sven M. Laudien

Advisory Board: Partenie Dumbrava, Masahiko Yoshii, János Száz, Philippe Burny, Marilen Pirtea, Sedef Akgüngör, Stanislava Acin Sigulinski, Djula Borozan Ioan Cristian Chifu, Smaranda Cosma, Miroslav Svatoš, Simeon Karafolas, Marek Ćwiklicki, Krzysztof Wach, Medet Yolal, Ivana Kraftova, Karel Tomšik, Berna Kirkulak-Uludag, Phapruek Ussahawanit-chakit, Ovidiu Ioan Moisescu, Elena Dana Bako, Maria-Andrada Georgescu, Gurhan Aktas, Peter John Ras, Susanna Levina Middelberg, Gamon Savatsomboon, Oana Gică, Elisa Rinastiti Muresan

Disciplines of interest: Business and Economics studies

Key research topics of interest: Business economics, management and marketing, finance, venture capital, business angels, entrepreneurship, globalization and innovation, hospitality, tourism and hotel industry

Number of issues per year and number of papers per issue: Quarterly (4 issues per year); 4 to 8 papers per issue

Special issues per year: None.

Submission procedure: Direct to the executive editor via e-mail. http://studia.ubbcluj.ro/serii/negotia/pdf/call_studia.pdf.

Review procedure: The review process is structured on two levels. The first screening is ensured by the executive editors who will desk reject any paper which does not fulfill the journal standards. The papers which pass the preliminary screening are submitted to a double blind peer review process. The reviewers have to fill up a review standard form. Their suggestions are sent to the author, for further changes. The reviewers are not aware of the authors' names, as well as the authors don't have the information regarding reviewers' names.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	50	60	65	65
Days to publication	35	40	45	45

Desk rejection policy and duration: The first screening is ensured by the executive editors who will desk reject any paper which does not fulfill the journal standards. Duration of desk rejection 1 to 10 days.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	63.0%	75.0%	62.0%	75.0%	60.0%	60.0%

Business Excellence

Journal affiliation: Faculty of Economics and Business Zagreb
and Croatian Institute for Quality in Zagreb, Croatia

POSLOVNA IZVRSNOST
BUSINESS EXCELLENCE

Editor-in-Chief: Tonći Lazibat

Associate Editors: Nikola Knego

Advisory Board: Sasho Atanasoshi, Tomislav Baković, Ivo Ban, Silvio Bašić, Đuro Benić, Léo-Paul d'Ana, Miroslav Drljača, Dario Dunković, Dženan Đonlagić, Dragana Grubišić, Nikola Knego, Blaženka Knežević, Marko Kolaković, Ivan Kovač, Zoran Kovačević, Aleksandra Krajnović, Ines Lazibat, Tonći Lazibat, Alberto Mattiacci, Božo Matić, Alka Obadić Anita Peša, Kiril Postolov, Sanda Rašić, Sanda Renko, Boris Sisek, John I. Stanton, Željko Sutlić, Marek Szarucki, Eduardo Tomé, Veljko Trivun, Darko Ujević, Claudio Vignali Ivona Vrdoljak Raguž, Vesna Vrtiprah, Krzysztof Wach

Disciplines of interest: all aspects of quality and business excellence.

Key research topics of interest: Quality, Business excellence, Business processes in international environment, Creation of competitive advantage in various industries and sectors.

Number of issues per year and number of papers per issue: 2 issues, 8 paper per issue (on average).

Special issues per year: None.

Submission procedure: <http://www.efzg.unizg.hr/istrazivacki-rad-15/casopisi-fakulteta/poslovna-izvrnost-12284/instructions-to-authors-upute-autorima-17496/17496>

Review procedure: <http://www.efzg.unizg.hr/istrazivacki-rad-15/casopisi-fakulteta/poslovna-izvrnost-12284/instructions-to-reviewers-upute-recenzentima/17497>

Average review duration:

Category	2015	2016	2017	*2018
Days to review	85	90	93	80
Days to publication	125	130	135	120

Desk rejection policy and duration: <http://www.efzg.unizg.hr/istrazivacki-rad-15/casopisi-fakulteta/poslovna-izvrnost-12284/ethics-and-publication-malpractice-statement-izjava-o-eticnosti-i-pravila-postupanja-u-vezi-s-neetic-kim-ponasanjem/22546>

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017	*2018
Acceptance rate	73.0%	65.0%	60.0%	62.0%	57.0%	60.0%

International Entrepreneurship

Journal affiliation: Cracow University of Economics, Poland

International Entrepreneurship
Przedsiębiorczość Międzynarodowa 

Editor-in-Chief: Krzysztof Wach

Associate Editors: Krystian Bigos, Elżbieta Bombińska, Beata Buchelt, Mariola Ciszewska-Mlinarič, Wojciech Giza, Agnieszka Głodowska, Agnieszka Hajdukiewicz, Marek Maciejewski, Bożena Pera, Marcin Salamaga, Stanisław Wydymus,

Advisory Board: Zoltán Bartha, Sławomir I. Bukowski, Elżbieta Czarny, Victor Claar, Marian Gorynia, Marta Hawkins, Barbara Jankowsk, Doris Kiendl-Wendner, Blaženka Knežević, Ewa Oziewicz, Janusz Świerkocki, Josef Taušer, Marzena Anna Weresa, Crystal Zhang

Disciplines of interest: International microeconomics and international macroeconomics .

Key research topics of interest: International business, International trade, Global economy, International finance, Economic integration, Entrepreneurship.

Number of issues per year and number of papers per issue: 2 issues per year, about 10-15 articles per each issue.

Special issues per year: **None.**

Submission procedure: We use the OJS system for submissions. After having finished your article, when your files are ready, visit the online submission website at <https://pm.uek.krakow.pl/login>

Review procedure: Reviews are prepared using a double-blind peer review. The reviews are prepared by at least 2 independent reviewers indicated by the editorial board. Each review is issued in written form (later revealed to the Author) and ends with a recommendation for or against publication.

Average review duration:

Category	2015	2016	2017
Days to review	63	76	91
Days to publication	92	105	120

Acceptance rate (overall):

Category	2015	2016	2017	*2018
Acceptance rate	90.0%	95.0%	93.0%	90.0%

Journal for International Business and Entrepreneurship Development

Journal affiliation: Inderscience Publishers



Editor-in-Chief: Craig C. Julian

Managing Editor: Sambasivan, Murali, Taylor's University, Malaysia

Advisory Board: Abdullah Haim Hilman Bin, Abdullah Muhammad Madi Bin, Akhter Javaid, Al-Ghamdi Salem, Al-Kwafi Osama Sam, Alabdali Obaid Saad, Ali Yunus, Ali Abdel Hafiez, Aliyu Shehu, Amin Muslim, Azizan Noor Azlinna, Bakar Abdul Rahim Abu, Bojei Jamil, Carraher Shawn M., Chaker Mohammed Naim, Chaney Rick, Chelminski Piotr, Dusan Soltes, Fedorikhin Alexander (Sasha), Habiyakare Evariste, Hashim Fariza, Hassan Arif, Hassan Mostafa Kamal, Hooi Lai Wan, Ibrahim Abdul Razak, Islam Rafikul, Josiam Bharath M., Justinek Gorazd, Kara Murat, Kargwell Samia, Lombardi Rosa, Madichie Nnamdi O., McArthur David N., Mohamad Osman, Mohamed Zainal Abidin, Mukhtar Syeda-Masooda, Ogunmokun Gabriel, Pashtenko Valentin H., Ramaseshan Ram, Ramayah Thurasamy, Rammal Hussain, Rubino Michele, Saleh Abu, Sikander Arif, Tao Meng, Uniyal Dwarika Prasad, Veres Zoltan, Vrontis Demetris, Wachter Renee M., Warokka Ari, Wel Che Aniza Binti Che, Wright Norman, Xu Junqian

Disciplines of interest: International Business; Entrepreneurship; International Marketing; International Trade.

Key research topics of interest: Theories in international business and entrepreneurship e.g., Resource Based View (RBV), Industrial Organization Theory, etc.

Number of issues per year and number of papers per issue: 2 issues and 6 papers per issue.

Special issues per year: On an ad hoc basis.

Submission procedure: We use the OSPEERS system for submissions. After having finished your article, when your files are ready, visit the online submission website at <https://www.inderscience.com/jibed//login>

Review procedure: Double Blind Review.

Average review duration:

Category	2015	2016	2017	*2018
Days to review	90	90	90	90
Days to publication	180	180	180	180

Desk rejection policy and duration: We reject submissions not prepared according to our requirements and against our focus & scope.

Acceptance rate (overall):

Category	2013	2014	2015	2016	2017
Acceptance rate	36.0%	18.0%	73.0%	50.0%	25.0%

3.4. Tracks and Track Chairs

1

12
submissions

IB theory: from going international to designing international business models



Track Chair:

Piotr Trąpczyński

Poznań University of Economics, Poland
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The transformation process which started in Central and Eastern Europe back in the 1990s has led to a wave of FDI which resulted in knowledge spillovers and thus a transfer of innovations to the region. However, the region has recently witnessed an increasing shift from being a recipient of innovations to becoming an actual source of innovations. These can be related not only to products or services, but also to organisational designs, processes or models of business expansion. Also the ongoing evolution on the consumer side, including such trends as the spectacular growth of mobile applications in the CEE region, clearly demonstrates new opportunities.

Not surprisingly, therefore, the region is currently witnessing an emergence of firms driven by innovations which also expand beyond their home markets. These phenomena, which are not only relevant to the CEE region, open ground to a discussion of extant explanations of firm internationalisation, since relevant questions reach beyond the issues of location or entry mode choice. More importantly, it becomes increasingly important to investigate internationalisation from the perspective of business models, as well as to examine how the latter is affected by the former. The track welcomes submissions related to business model re-engineering, internationalisation of firms in innovative service and manufacturing sectors, as well as new models of internationalisation and marketing for foreign markets using online tools.

Keywords: *business models, business models of internationalisation, disruptive models, IB theory, concepts of firm internationalisation, strategy adaptation.*

Internationalization theory and practice: from rethinking MNEs, to SMEs and BGs



Track Chair:

Tiia Vissak

University of Tartu, Estonia

e-mail: tiia.vissak@ut.ee

This track focuses on internationalization, including exports, foreign investments and other foreign entry and/or foreign operation modes. Qualitative, quantitative and conceptual papers on internationalization processes of SMEs and born globals – for instance, on factors leading to or affecting their initial internationalization and further growth, but also factors leading to their de- and re-internationalization (complete and/or partial exits and re-entries) and foreign operation mode changes – are welcome to this track. Papers focused on differences between born globals and other internationalizers (for instance, slow internationalizers and born-again globals) and those on positive and/or negative consequences of internationalization for different firms are also suitable for this track. Papers on CEE firms entering CEE and other regions or other firms entering CEE, but also those comparing CEE firms' internationalization with internationalization of other firms are especially welcome.

Keywords: *SMEs, international business, internationalization process, international expansion, de- and re-internationalization, born globals, MNEs.*

International entrepreneurship, strategy, innovation and international family firms



Track Chair:

Krzysztof Wach

Cracow University of Economics, Poland
e-mail: wachk@uek.krakow.pl

This track seeks to extend our knowledge about entrepreneurial internationalization of firms. Currently international entrepreneurship (IE) as an area of research is only 25-30 years old, nevertheless IE has been developing very intensively. This track seeks papers that discuss and analyse such issues as: international entrepreneurship as a new field of research, traditional versus rapid internationalisation of firms, role of the entrepreneur in the process of internationalisation of firms, internationalisation of small and medium-sized enterprises (SMEs vs. LEs), internationalisation of family businesses, recognising and exploring international business opportunities, international strategies of businesses (SMEs vs. LEs), international competitiveness of businesses (SMEs vs. LEs).

We encourage submissions of all kind of papers, i.e. papers based on quantitative and qualitative methods as well as mixed method papers are welcome.

Keywords: *international business; international entrepreneurship; internationalization of firms; internationalisation of SMEs (small and medium-sized enterprises); international new ventures (INVs), born globals (BGs), international startups, clusters, innovation, international strategies, internationalization of family firms, international entrepreneurial orientation (IEO).*

Regional cooperation, development and competitiveness



Track Chair:

Erzsébet Czakó

Corvinus University of Budapest, Hungary
e-mail: erzsebet.czako@uni-corvinus.hu

Conceptual and empirical papers devoted to both current state and changes of the international competitive position of the CEE region, its countries, selected industries, and firms, are expected for this track. Contributions on theoretical foundations of competitiveness, particularly interrelatedness of national-, industry- and firm-level concepts are welcome. Moreover, attention will also be paid to studies addressing the sources of competitive advantage of CEE countries and firms, given the recent debates about the threat of the middle-income trap and the potential solutions to it, and the essence, impacts and potential of so called unconventional economic policies to boost the competitiveness at national levels in some CEE countries. However, other contributions broadly related to the aforesaid aspects are also welcome.

Keywords: *competitiveness, regional cooperation, integration, development, international economics.*

Global value chains and developments in FDI



Track Chair:

Andreja Jaklič

University of Ljubljana, Slovenia
e-mail: andreja.jaklic@fdv.uni-lj.si

Foreign direct investment (FDI) significantly influence competitiveness of Central and Eastern Europe (CEE) and its participation in GVC. Though CEE firms have been traditionally integrated in GVC through manufacturing industries they are recently rising their participation with services and services industries. What are the recent changes GVC, how do CEE firms participate in GVC and how (if) they develop into lead firms of global value chains? How has been the process of upgrading in GVC proceeding after global economic crises, what are structural changes and impacts of FDI in the region, are FDI and GVC seen as the key driver of national development and what are strategies of upgrading and value capturing in GVC? Are existing frameworks on GVC useful and sufficient to understand changes in CEE?

The track welcomes the papers analysing the changing nature, dynamics and structural impacts of GVC and FDI, both extra and intra-CEE FDI, case studies as well as papers related to government policies and investment promotion.

Keywords: *global value chains (GVCs), foreign direct investment (FDI).*

International trade – rethinking convergence and fair trade



Track Chair:

Agnieszka Głodowska

Cracow University of Economics, Poland
e-mail: glodowska@uek.krakow.pl

The significance of the international trade is driven by progressive globalization and integration processes which result in growing interdependence of countries and intensification of economic cooperation. Nowadays, almost every enterprise directly or indirectly cooperates with foreign partner. International trade influences the size of GDP and its structure, reduces costs, improves productivity, leads to specialization, facilitates innovation and eliminates technological gap between economies. Finally, the international trade is treated as a driving force for the economic development and consequently quality of life improvement. Thus, the track focuses on broadly understood international trade – its current state and future changes, convergence processes including its various types: social, economic, nominal, technological, productivity, as well as different aspects of fair trade.

Conceptual and empirical papers are expected to this track considering the cases of individual economies or group of countries, regions, industries as well as firms. The other issues related to the topic are also welcome.

Keywords: *international trade, export competitiveness, convergence, economic convergence, social convergence, technological convergence, productivity convergence, catching up process, technological gap, fair trade, social responsibility, global value chains.*

Societies, markets and cultures in Europe and beyond



Track Chair:

Matevž Rašković

Victoria University of Wellington, New Zealand
e-mail: matevz.raskovic@vuw.ac.nz

Bridging the “hostile worlds” divide between economics and sociology, this track address issues at the intersection of international business and society. Suitable papers for this track might examine the role of institutions, not as merely “game rules”, but from a broader and more social perspective. MNEs, firms and organizations are not just economic actors pursuing performance, but also spaces for social relationships. What kind of social mechanisms drive economic behavior in such spaces? NGOs, governments, civil society and other stakeholders play an equally important role in the international and local business environments, and interact with traditional international business actors. International markets are not merely “destinations” for FDIs and MNEs, or sources of comparative advantage, but can also be viewed as socially constructed spaces in which economic behavior is both socially constructed and constrained. Culture is not just a source of variation and distance in IB, but also a context giving meaning to economic actors and their behavior. All these perspectives and issues become particularly relevant for understanding the context richness beyond traditional Western markets.

Keywords: *sociology, economic sociology, institutions, markets, networks, NGOs, cultures, interdisciplinarity, social mechanisms.*



Global marketplace and international marketing around the globe



Track Chair:

Michał Lemański

University of Nottingham in Ningbo, China
e-mail: Michal.Lemanski@nottingham.edu.cn

The development of technology coupled with socio-cultural changes result in consumers developing new shopping habits, discovering new forms of purchasing, and demanding new services. New generations of consumers manifest their values with their consumption, and cause some products and services to fade away, transform others, and let new ones flourish.

The global marketplace is changing also because of political and economic developments. Some nations rise barriers to their markets. At the same time others open up, and new regional markets emerge because of political initiatives such as China's "One Belt – One Road" project – in which CEE countries are to play a key role. Within the European Union, crisis in the south of Europe, and the uncertainty related to Brexit, significantly influence the competitiveness of CEE markets, and causes international firms to revise their market strategies.

We hope that presentations and discussions in this conference track will facilitate a renewed discussion of how changes in the international business environment affect the practice of marketing in the CEE region and around the world, and how scholars should respond to these changes.

We welcome both theoretical and empirical papers that extend our understanding of the current marketing strategies of firms operating in CEE, as well as firms of the CEE origin around the globe. We are also open to papers based on personal insights of CEE marketing managers reporting on how do they respond to the shifts in the economic, cultural, and political, environment, and how do they adjust to the changes caused by technological developments, such as the availability of Big Data. We welcome papers that investigate these problems at various levels for different units of analysis, as well as in different industry contexts, as long as the work is significantly related to CEE.

Keywords: *international marketing, global marketplace, foreign entrepreneurs in China.*

International HRM and cross-cultural management



Track Chair:

József Poór

Szent István University, Hungary

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The importance of our track lies in the on-growing cooperation between companies from differing cultural backgrounds. Today's manager increasingly has to work in international and cross cultural environments. The human aspect in the multinational context can be characterized by two important fields. The first approach of this track is cross-cultural management which investigates the influence of culture on management across countries. Coping with diverse cultural and institutional frameworks is just one of the challenges faced by an international venture planning to enter or expand its presence in Central and Eastern European (CEE) markets. Regarding this matter can be developed discussion around three major topic areas: (1) Introducing into similarities and differences of CEE environment; (2) Managing cultural differences in local subsidiaries of multinational firms from and emerging world (3) X-culture teaching program as cross-culture competency development tool and (4) Learning about the implementation of an international business plan in transitional environment. The second approach of this track is focused on Human Resource Management (HRM) in multinational firms. Topics to be explored include internationalization/globalization and its impacts on the personnel function, the different fields (i.a. staffing, pay and benefit, competency model, training and development, new training tools – e.g. e-learning etc. – and industrial relations) of IHRM in the international environment, and the debate over the transportability of specific HR tools into Central and Eastern European (CEE) countries of the world.

Keywords: *Cultural diversity, Cultural Similarities and Differences, Cultural Models, Cross-Cultural Communication, Team-Building within Virtual International Projects, Comparative HRM, Internationalization and Globalization in HRM, Personal Function in Local Subsidiaries, Expatriates, Inpatriates, Role of Consultants and Trainers in HRM in International Ventures and Impacts of Migration on International Ventures.*

IB teaching, entrepreneurship education and networking in the CEE region



Track Co-Chairs:

Mirosław Jarosiński

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Jurgita Sekliuckienė

Kaunas University of Technology, Lithuania
e-mail: jurgita.sekliuckiene@ktu.lt



CEE Region has gone through unprecedented changes since early 1990s of the previous century. Its transition to market economy opened new business opportunities and the global technological prowess brought new ways of doing business and new business models. This has created a window of opportunity for new research within the region and for comparative studies. Also the way that International Business is taught has changed over the years as new methods of teaching and learning were developed. This track is first of all about the methodologies used in IB research and teaching with a special focus on innovative and non-traditional methodological approaches. Another major topic that can be discussed here is business and academia collaboration both in research and teaching. These and also other related topics can be discussed in paper and panel proposals submitted to this track.

Keywords: *IB teaching, research methodology, business-academia collaboration, networking.*

International finance, risk, venture capital and investment



Track Chair:

Marek Maciejewski

Cracow University of Economics, Poland
e-mail: marek.maciejewski@uek.krakow.pl

A good financial management is one of the key prerequisites for a high international competitiveness of the companies. Temporal or permanent lack of resources, excessive risk exposures, ineffective use of money, poor tax management etc. may cause serious damages to companies' core businesses and thus weaken their competitive positions on international markets. Due to a relatively short history of their financial markets on one hand and because of a large part of business sector being in hand of foreign companies on the other hand CEE countries exhibit many specifics in terms of companies' financial management. What are these specifics? What are the differences in financial management between domestically owned companies and subsidiaries of foreign multinational corporations? How do the companies in CEE countries manage their risk exposures? How do they optimize tax obligations? These are just few of many issues to be addressed in this track.

Keywords: *international finance, international investment, venture capital and financing start-ups, corporate finance, real estate and construction economics, crowdfunding, international risk, risk management, international commodities exchanges, international stock exchanges, international business insurance, exchange rates, international monetary integration, international banking.*

3.5. List of Reviewers

No.	Last Name, First Name	Affiliation	Country	No. of reviews
1	Balcerzak, Adam	Nicolaus Copernicus University	Poland	1
2	Barlozewski, Krystian A.	SGH Warsaw School of Economics	Poland	1
3	Bartosik-Purgat, Malgorzata	UEP Poznan University of Economics and Business	Poland	3
4	Bednarz, Joanna	University of Gdansk	Poland	1
5	Benhabib, Abderrezzak	University of Tlemcen	Algeria	1
6	Blštáková, Jana	University of Economics in Bratislava	Slovakia	1
7	Bombinska, Elzbieta	UEK Cracow University of Economics	Poland	1
8	Bryl, Lukasz	UEP Poznan University of Economics and Business	Poland	2
9	Brzozowska, Agnieszka	University of Warsaw	Poland	1
10	Brzozowski, Jan	UEK Cracow University of Economics	Poland	4
11	Buchanan, F. Robert	Indiana University of Pennsylvania	USA	1
12	Buchelt, Beata	UEK Cracow University of Economics	Poland	2
13	Bukowski, Slawomir I.	University of Technology and Humanities in Radom	Poland	1
14	Capik, Pawel	Keele University	UK	3
15	Cepec, Jaka	University of Ljubljana	Slovenia	1
16	Cieslik, Andrzej	University of Warsaw	Poland	1
17	Ciszewska-Mlinaric, Mariola	Kozminski University	Poland	1
18	Cwiklicki, Marek	UEK Cracow University of Economics	Poland	2
19	Czakó, Erzsébet	Corvinus University of Budapest	Hungary	4
20	Dakung, Reuel	University of Jos	Nigeria	1
21	Danik, Lidia	SGH Warsaw School of Economics	Poland	2
22	Darskuviene, Valdone	ISM University of Management and Economics	Lithuania	1
23	Daszkiewicz, Nelly	Gdansk University of Technology	Poland	2
24	Dorozynski, Tomasz	University of Lodz	Poland	1
25	Dryglas, Diana	AGH University of Science and Technology	Poland	1
26	Duginets, Ganna	KNUTE	Ukraine	2
27	Dumciuviene, Daiva	KTU Kaunas University of Technology	Lithuania	1
28	Dziembala, Malgorzata	University of Economics in Katowice, Poland	Poland	2
29	Dziurski, Patryk	SGH Warsaw School of Economics	Poland	2
30	Élteto, Andrea	Hungarian Academy of Sciences	Hungary	1
31	Ervits, Irina	Cologne Business School	Denmark	2
32	Fanea-Ivanovici, Mina	Bucharest University of Economic Studies	Romania	1
33	Ferencikova, Sona	Higher School of Management in Bratislava affiliated to City University of Seattle	Slovakia	1
34	Gabrys, Bartlomiej J.	University of Economics in Katowice	Poland	1
35	Gaikwad, Rajan	Nottingham University Business School China	China	1
36	Galova, Jana	Slovak University of Agriculture in Nitra	Slovakia	2

No.	Last Name, First Name	Affiliation	Country	No. of reviews
37	Gancarczyk, Marta	Jagiellonian University	Poland	2
38	Garrone, Paola	Politecnico di Milano	Italy	2
39	Gawlik, Remigiusz	UEK Cracow University of Economics	Poland	3
40	Glodowska, Agnieszka	Cracow University of Economics	Poland	3
41	Glód, Grzegorz	University of Economics in Katowice	Poland	1
42	Gluszak, Michal	UEK Cracow University of Economics	Poland	1
43	Grabowski, Simone	University of Technology Sydney	Australia	1
44	Gubik, Andrea	University of Miskolc	Hungary	2
45	Hadrys-Nowak, Alicja	UEP Poznan University of Economics and Business	Poland	2
46	Hajdukiewicz, Agnieszka	UEK Cracow University of Economics	Poland	4
47	Hristova, Snezhana	University American College Skopje	Macedonia	1
48	Huang, Qihai	Keele University	UK	1
49	Hudáková, Mária	University of Žilina	Slovakia	2
50	Jaklic, Andreja	University of Ljubljana	Slovenia	6
51	Jankowska, Barbara	UEP Poznan University of Economics and Business	Poland	1
52	Janus, Jakub	UEK Cracow University of Economics	Poland	3
53	Jaworek, Malgorzata	Nicolaus Copernicus University in Torun	Poland	1
54	Jurek, Martin	University of Economics in Prague	Czech Republic	2
55	Kaczmarek, Jaroslaw	UEK Cracow University of Economics	Poland	2
56	Kalfadellis, Paul	Monash University	Australia	1
57	Khan, Muhammad	Effat University	Saudi Arabia	2
58	Klich, Jacek	UEK Cracow University of Economics	Poland	1
59	Klimek, Artur	Wroclaw University of Economics	Poland	3
60	Kopycinski, Piotr	UEK Cracow University of Economics	Poland	3
61	Kozma, Miklos	Corvinus University of Budapest	Hungary	2
62	Krejner-Nowecka, Anna	SGH Warsaw School of Economics	Poland	1
63	Kukurba, Maria	Warsaw University of Technology	Poland	2
64	Kumpikaite-Valiuniene, Vilmante	KTU Kaunas University of Technology	Lithuania	1
65	Lane, Paul	Grand Valley State University	USA	1
66	Lemanski, Michal	Nottingham University Business School	China	7
67	Lewandowska, Malgorzata Stefania	SGH Warsaw School of Economics	Poland	2
68				
69	Maciejewski, Marek	UEK Cracow University of Economics	Poland	6
70	Maha, Liviu-George	Alexandru Ioan Cuza University of Iasi	Romania	2
71	Marona, Bartlomiej	UEK Cracow University of Economics	Poland	2
72	Matejun, Marek	Lodz University of Technology	Poland	1
73	Michalak, Jan Wojciech	University of Lodz	Poland	1
74	Michalczyk, Wawrzyniec	Wroclaw University of Economics	Poland	2
75	Mierzejewska, Wioletta	SGH Warsaw School of Economics	Poland	1
76	Montenero, Vincent	Mendel University	Czech Republic	2

No.	Last Name, First Name	Affiliation	Country	No. of reviews
77	Moonesar, Immanuel Azaad	Mohammed Bin Rashid School of Government	UAE	2
78	Mubarik, Muhmmad Shujaat	Mohammad Ali Jinnah University	Pakistan	2
79	Nagy, Szabolcs	University of Miskolc	Hungary	1
80	Najda-Janoszka, Marta	Jagiellonian University	Poland	1
81	Nefedov, Konstantin	St. Petersburg State University	Russia	5
82	Nowinski, Witold	WSB University in Poznan	Poland	1
83	Olejniczak, Tomasz	Kozminski University	Poland	2
84	Pera, Bozena	UEK Cracow University of Economics	Poland	2
85	Perényi, Áron	Swinburne University of Technology	Australia	3
86	Poór, József	J. Selye University	Hungary	6
87	Pop, Cornelia	Babes-Bolyai University	Romania	3
88	Puslecki, Lukasz	UEP Poznan University of Economics and Business	Poland	7
89	Qu, Yi	Dongbei University of Finance and Economics	China	1
90	Rachwal, Tomasz	Pedagogical University of Cracow	Poland	3
91	Rajcanova, Miroslava	Slovak University of Agriculture in Nitra	Slovakia	1
92	Raskovic, Matevz	Victoria University of Wellington	New Zealand	2
93	Raudeliuniene, Jurgita	Vilnius Gediminas Technical University	Lithuania	1
94	Sahut, Jean-Michel	IDRAC Business School	France	1
95	Salamzadeh, Aidin	University of Teharn	Iran	3
96	Sass, Magdolna	Hungarian Academy of Sciences	Hungary	2
97	Sastre, Raquel Felisa	Buenos Aires University	Argentina	1
98	Sekliuckiene, Jurgita	KTU Kaunas University of Technology	Lithuania	2
99	Siuta-Tokarska, Barbara	UEK Cracow University of Economics	Poland	2
100	Smutka, Lubos	Czech University of Life Sciences Prague	Czech Republic	2
101	Solek-Borowska, Celina	Warsaw School of Economics	Poland	1
102	Stanek, Piotr	UEK Cracow University of Economics	Poland	2
103	Startiene, Grazina	KTU Kaunas University of Technology	Lithuania	1
104	Staszów, Michal	UEP Poznan University of Economics and Business	Poland	9
105	Steger, Thomas	University of Regensburg	Germany	1
106	Stepien, Beata	UEP Poznan University of Economics and Business	Poland	2
107	Swiadek, Arkadiusz	Univeristy of Zielona Gora	Poland	1
108	Szasz, Levente	Babes-Bolyai University	Romania	2
109	Szira, Zoltán	Szent istván University	Hungary	1
110	Tome, Eduardo	European University of Lisbon	Portugal	2
111	Trapczynski, Piotr	UEP Poznan University of Economics and Business	Poland	12
112	Trojane, Radoslaw	UEP Poznan University of Economics and Business	Poland	1
113	Vahter, Priit	University of Tartu	Estonia	2
114	Varga, Erika	Szent istván University	Hungary	2
115	Vasilka, Maria	University of National and World Economy	Bulgaria	1
116	Velinov, Emil	Skoda Auto University	Czech Republic	3

No.	Last Name, First Name	Affiliation	Country	No. of reviews
117	Vissak, Tiia	<i>University of Tartu</i>	<i>Estonia</i>	5
118	Vuchkovski, Davor	<i>University of Ljubljana</i>	<i>Slovenia</i>	1
119	Wach, Krzysztof	<i>UEK Cracow University of Economics</i>	<i>Poland</i>	25
120	Witek-Hajduk, Marzanna Katarzyna	<i>SGH Warsaw School of Economics</i>	<i>Poland</i>	2
121	Wójcik, Piotr	<i>Kozminski University</i>	<i>Poland</i>	2
122	Wyrobek, Joanna	<i>UEK Cracow University of Economics</i>	<i>Poland</i>	1
123	Yasser, Qaiser Rafique	<i>Preston University</i>	<i>Pakistan</i>	1
124	Zajackowska, Magdalena	<i>UEK Cracow University of Economics</i>	<i>Poland</i>	2
125	Zhang, Lin	<i>Shanghai University of International Business and Economics</i>	<i>China</i>	2
126	Ziemiński, Paweł	<i>Gdansk University of Technology</i>	<i>Poland</i>	2
127	Zysk, Wojciech	<i>UEK Cracow University of Economics</i>	<i>Poland</i>	1

4. Conference Program —

4.1. Program Overview

Tuesday, 11 September 2018 (only for AIB-CEE Board members)	
19:00-21:00*	<p>AIB-CEE Executive Board Meeting (only invited participants) <i>WORKING MEETING SPONSORED BY AIB MICHIGAN</i> <i>Instructions of AIB Representatives for AIB-CEE Executive Board</i> Venue: via invitation</p>
Wednesday, 12 September 2018 (Building C – Auditorium “Nowa Aula”)	
10:00-12:00*	<p>AIB-CEE Executive Board Meeting (only invited participants) ANNUAL STATUTORY MEETING Venue: via invitation</p>
12:00–18.15 Building C, hall	Registration
13:30-14:00 Auditorium “Nowa Aula”	<p>Welcome and opening speeches</p> <ul style="list-style-type: none"> - Maria-Alejandra Gonzalez-Perez, Vice President for Administration 2015-2018 - Aleksy Poczowski, Vice Rector for Research - Wojciech Giza, Associate Dean for Research - Łukasz Puślecki, Chair of AIB-CEE Chapter - Krzysztof Wach, Conference Program Chair
14:00-15:00 Auditorium “Nowa Aula”	<p>Inside our AIB Community</p> <ul style="list-style-type: none"> - welcoming new members of the AIB - info on recent election and the AIB Executive Board - info on the annual meetings 2018 and 2019 - info on journals published by AIB - info on AIB Fellows - info on chapters <p><i>Session Co-Chairs:</i></p> <ul style="list-style-type: none"> - Łukasz Puślecki - Krzysztof Wach <p><i>Panellists:</i></p> <ul style="list-style-type: none"> - Maria-Alejandra Gonzalez-Perez, Chair of AIB-LAT - William Newburry, previous Chair of AIB-LAT - John M. Mezas, AIB Insights - Immanuel Azaad Moonesar, Chair of AIB-MENA
15:00-15:30 Auditorium “Nowa Aula”	<p>Keynote speech</p> <p>Joe F. Hair Jr., University of South Alabama, USA <i>“Reflections on Social Sciences Research: Past – Present – Future”</i></p>
15:30-16:00	Afternoon Snack & Networking (Sandwiches & Tea)
16:00-17:30 Auditorium “Nowa Aula”	<p>Methodology Session 1: How to craft articles for top journals?</p> <p><i>Session Co-Chairs:</i></p> <ul style="list-style-type: none"> - Łukasz Puślecki - Piotr Trąpczyński

<p>16:00-17:30 Auditorium "Nowa Aula" (cont'd)</p>	<p><i>Presentations:</i></p> <ol style="list-style-type: none"> 1) How to write a good article and successfully submit it to highly ranked journals? 2) How to prepare a review for highly ranked journals? 3) How to reply to reviewers and editors? 4) How to follow good practices in publishing and why it is important for editors and publishers? <p><i>Editors:</i></p> <ul style="list-style-type: none"> - John M. Mezias "AIB Insights" - Ilan Alon "European Journal of International Management" (SSCI - Impact Factor) - Thomas Steger "Journal of East European Management Studies" (SSCI - Impact Factor) - Marco Cucculelli "Journal for Small Business Management" (SSCI - Impact Factor) - Desislava Dikova "Journal of East-West Business" (ESCI, SCOPUS) - Krzysztof Wach "Entrepreneurial Business and Economics Review" (ESCI, SCOPUS) - Craig C. Julian "Journal for International Business and Entrepreneurship Development" (ESCI) 	
<p>17:30-17:45</p>	<p>Coffee Break & Networking</p>	
<p>17:45-19:00 Auditorium "Nowa Aula"</p>	<p>Plenary panel "International Entrepreneurship in Central and Eastern Europe: Present Conditions and Prospects of Future Development"</p>	<p><i>Session Chair:</i> - Marin A. Marinov</p> <p><i>Panellists:</i> - László Szerb - Marina Dabić - Svetla Marinova - Balázs Páger - Arnold Schuh</p>
<p>19:00-19:30</p>	<p>Technical break – walking tour to the restaurant on the Main Market Square (The university bus can take 40 attendees, but prior registration at the reception is required)</p>	
<p>19:30-21:30</p>	<p>Gala Dinner: Welcome Reception on the Main Market Square (Formal dressing or Semi-Formal dressing) Hawelka Restaurant, established in 1876 Venue: Main Market Square 34 - Rynek Główny 34, http://www.hawelka.pl/</p>	
<p>21:30* -</p>	<p>*Optional Karaoke Evening in the Old Town (You will pay for yourself in the club) (Optional Informal Integrating Event in the City) Please contact Adam at michalia@uek.krakow.pl in order to get more information</p>	

Thursday, 13 September 2018 (Building C – various rooms)						
<p>8:00-12:30 Building C, hall</p>	<p>Late registration</p>					
<p>8:00-8:45 Rooms A, B, C</p>	<p>Researchers' Networking Session: Let's create an international team! "Networking Meeting for Cross-Country Collaboration"</p> <p><i>Session Chair:</i> - Mirek Jarosiński</p> <p>- please send your proposals directly to mjaros@sgh.waw.pl</p> <p>Venue: Room C</p>					
	<p>Development Session #A (see Detailed Program)</p> <p>Venue: Room A</p>			<p>Development Session #B (see Detailed Program)</p> <p>Venue: Room B</p>		
	<p>Parallel Sessions 1-6 (see Detailed Program)</p>					
<p>9:00-10:45 Rooms A-F</p>	<p>Session #01 Room A</p>	<p>Session #02 Room B</p>	<p>Session #03 Room C</p>	<p>Session #04 Room D</p>	<p>Session #05 Room E</p>	<p>Session #06 Room F</p>

10:45-11:15	Coffee Break & Networking											
11:15-12:45 Auditorium "Nowa Aula"	<p>Plenary session with invited speakers</p> <p><i>Session Chair:</i></p> <ul style="list-style-type: none"> - Arnold Schuh, Vienna University of Economics and Business, Austria <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> - William Newbury, Florida International University, USA "Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination" - Marco Cucculelli, Università Politecnica delle Marche, Italy "Stages of market development and the internationalisation strategy of Family Firms" - Thomas Steger, University of Regensburg, Germany "Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research" - James Nebus, Suffolk University Boston, USA "The New Tax Laws: How Effective will they be against Tax Havens?" 											
12:45-14:00	Lunch Break											
14:00-15:45 Rooms A-F	<p>Parrallel Sessions 7-12 (see Detaild Program)</p> <table border="1"> <tr> <td>Session #07 Room A</td> <td>Session #08 Room B</td> <td>Session #09 Room C</td> <td>Session #10 Room D</td> <td>Session #11 Room E</td> <td>Session #12 Room F</td> </tr> </table>						Session #07 Room A	Session #08 Room B	Session #09 Room C	Session #10 Room D	Session #11 Room E	Session #12 Room F
Session #07 Room A	Session #08 Room B	Session #09 Room C	Session #10 Room D	Session #11 Room E	Session #12 Room F							
15:45-16:15	Coffee Break & Networking											
16:15-18:00 Rooms A-F	<p>Parrallel Sessions 13-18 (see Detaild Program)</p> <table border="1"> <tr> <td>Session #13 Room A</td> <td>Session #14 Room B</td> <td>Session #15 Room C</td> <td>Session #16 Room D</td> <td>Session #17 Room E</td> <td>Session #18 Room F</td> </tr> </table>						Session #13 Room A	Session #14 Room B	Session #15 Room C	Session #16 Room D	Session #17 Room E	Session #18 Room F
Session #13 Room A	Session #14 Room B	Session #15 Room C	Session #16 Room D	Session #17 Room E	Session #18 Room F							
18:00-20:00*	<p>*Bowling Afternoon in the City (You will pay for yourself in the club) (Optional Informal Integrating Event in the City)</p> <p>Please contact Adam at michalia@uek.krakow.pl in order to get more information</p> <p>We meet at 17:45 at the campus, we have bowling lines reserved for 1h from 18:15 till 19:15, and afterward we will go directly to the evening dinner – the regional feast.</p>											
20:00-22:30	<p>Regional Feast in a Galician Restaurant (Casual dressing)</p> <p>Pod Wawelem Restaurant established in 1856 Venue: Św. Gertrudy 26-29, http://podwawelem.eu/</p>											



Friday, 14 September 2018 (Building G, Building C and Main Building)

<p>9:00-12:00 Room G13 (Building G)</p>	<p>Methodology Session 2: WORKSHOP ON PLS-SEM</p> <p><i>Keynote instructor: Joe F. Hair Jr., University of South Alabama, USA (This session is co-financed by Academy of International Business)</i></p> <p>REQUIREMENTS: Participants must bring a laptop with the SmartPLS 3 Professional version of the software already installed. The software is available from http://www.smartpls.de – a two month free license will be issued to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator. A mouse is recommended.</p> <p>COURSE SET-UP: The workshop builds on the contents and data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2nd Edition, 2017). You are encouraged to purchase and bring the book with you to the workshop (available for about \$30 on Amazon). Most of the workshop will involve “hands-on” analysis of data using the SmartPLS 3 software. The SmartPLS 3 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered.</p>
<p>12:00-13:00</p>	<p>Lunch Break</p>
<p>13:00-14:15 Auditorium “Nowa Aula”</p>	<p>AIB-CEE Chapter Development Session</p> <p><i>Session Chair:</i> - Łukasz Puślecki (Chapter Chair)</p> <p><i>Panellists:</i> - Andreja Jaklič (Vice-Chair for Advancement of Membership) - Tiia Vissak (Vice-Chair for Events) - József Poór (Vice-Chair for Talent Development) - Michał Staszaków (Vice-Chair for Finance/Treasurer) - Piotr Trąpczyński (Vice-Chair for Communication) - Erzsébet Czakó (Vice-Chair for Program 2014) - Mirostaw Jarosiński (Vice-Chair for Program 2015) - Josef Taušer (Vice-Chair for Program 2016) - Matevz Raskovic (Vice-Chair for Program 2017) - Krzysztof Wach (Vice-Chair for Program 2018), - Jurgita Sekliuckiene (Vice-Chair for Program 2019) - Blaženka Knežević (Vice-Chair for Program 2020)</p> <p>- info on the developments and achievements of AIB-CEE Chapter 2013-2018 (5 years) - info on plans and future challenges for AIB-CEE Chapter - info on the forthcoming election of a new Executive Board</p> <p>- 6th AIB-CEE Chapter Annual Conference – Kaunas 2019 Presenter: Jurgita Sekliuckiene, Vice Chair of AIB-CEE Chapter for Program 2019</p> <p>- 7th AIB-CEE Chapter Annual Conference – Croatia 2020</p> <p>- Call for Proposals for forthcoming annual conferences 2021 (Slovakia, Bulgaria, Romania, Estonia, Latvia)</p>
<p>14:15-14:45 Senate Hall (Main Building)</p>	<p>Conference Conclusions and Award Ceremony</p> <p><i>Session Co-Chairs:</i> - Krzysztof Wach, Conference Chair - Łukasz Puślecki, AIB-CEE Chapter Chair</p>
<p>14:45-15:30 Senate Hall (Main Building)</p>	<p>Birthday Cake for 5th Anniversary of AIB-CEE Chapter Farewell Reception: <i>Light Refreshments, Cake & Coffee</i></p>

15:45-17:30*	<p>*Optional Guided Tour of Kraków (Walking tour, free of charge, prior registration is required) <i>(Optional Informal Integrating Event in the City)</i></p> <p>We meet in front of main entrance to the Main Building</p>
20:00-22:30*	<p>*Optional Clubbing Night in the Jewish District Kazimierz (You will pay for yourself in the club) <i>(Optional Informal Integrating Event in the City)</i></p> <p>Please contact Adam at michalia@uek.krakow.pl in order to get more information</p>

Saturday, 15 September 2018 (on your own)

The whole day	<p>*Optional social program (You will pay for yourself at the travel's agent)</p> <p>Please contact Adam at michalia@uek.krakow.pl in order to get more information</p> <ul style="list-style-type: none"> > Auschwitz Birkenau (UNESCO) - 129 PLN (ca. 30 EUR), 8 hours > Wieliczka Salt Mine (UNESCO) - 139 PLN (ca. 33 EUR), 4 hours > Auschwitz + Salt Mine (2 trips in one, both UNESCO) - 250 PLN (ca. 60 EUR), 10 hours > Communism Tour of Nowa Huta Kraków - up to 160 PLN (ca. 40 EUR), 2,5 hours > Dunajec River Rafting/Gorge - 250 PLN (ca. 60 EUR), 7-8 hours <p>In Kraków we do recommend to visit on your own:</p> <ul style="list-style-type: none"> > The Old Town (UNESCO Heritage Site) <ul style="list-style-type: none"> - Main Square, St. Mary's Basilica, Cloth Hall, City Hall Tower, Main Square Underground - Barbican, St. Florian's' Gate, Defensive Walls - Collegium Maius and Latin Quarter > Wawel Castle and the Cathedral (UNESCO Heritage Site) > Old Jewish District Kazimierz with historical synagogues > Schindler's Factory Museum > various art museum (e.g. Lady with an Ermine by Leonardo da Vinci) > unique cafes, pub, bars and restaurants <p>Nearby Kraków we do recommend to visit on your own:</p> <ul style="list-style-type: none"> > Wieliczka Salt Mine (UNESCO) > Bochnia Salt Mine (UNESCO) > Silver Mine in Tarnowskie Góry (UNESCO) > Auschwitz Concentration Camp (UNESCO) > Ojców National Park > Pieskowa Skala Castle > Pszczyzna Castle
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4.2. Detailed Program

PLENARY PANEL, Wednesday 17:45-19:00, Auditorium "Nowa Aula"

International Entrepreneurship in Central and Eastern Europe: Present Conditions and Prospects of Future Development (T12-0021)

Session Chair: **Marin A. Marinov** (Aalborg University, Denmark)

The panel session with a duration of 75 minutes start with a short introductory presentation by Professor Marin Marinov. Then there will be four different presentations based on papers and current research results. Each presentation will be with about 15 minute duration. These are as follows:

Panellists:

Multidimensional comparative analysis of the regional entrepreneurship ecosystem performance in the Central and Eastern European EU member countries

- **László Szerb** (University of Pécs, Hungary), **Éva Komlósi** (University of Pécs, Hungary), **Balázs Páger** (University of Pécs, Hungary)

The role of regional entrepreneurship ecosystem in the presence of high-growth oriented firms in the CEE regions

- **Balázs Páger** (University of Pécs, Hungary)

Enhancing firms' boundaries while improving inbound and outbound knowledge flows through open innovation

- **Marina Dabić** (University of Zagreb, Croatia)

International Entrepreneurship of Family Manufacturing Firms in South-East Europe

- **Svetla Marinova** (Aalborg University, Denmark)

Labour shortages in CEE and its impact on international entrepreneurship at present and in the future

- **Arnold Schuh** (Vienna University of Economics and Business, Austria)

OPTIONAL NETWORKING PANEL (Thursday, 08:00-08:45), Building C, Lecture Hall C

Researchers' Networking Session: Let's collaborate cross national borders

Session Chair: **Mirek Jarosiński** (Warsaw School of Economics, Poland)

- please send your research proposals for networking directly to mjaros@sgh.waw.pl

Research collaboration in our region and comparative studies in particular are among key goals of AIB-CEE Chapter. The development of the AIB-CEE Chapter so far resulted, among the others, in increasing collaboration between researchers from the region doing joint research projects and developing various publications. To enhance such collaboration we would like to invite all conference participants to the Researchers' Networking Session. Participants of the session are invited to share with the others their research ideas and welcome their peers to collaborate with them in the research and future publications. This will be an early start of the conference day but it will give the chance to all people interested in collaboration to further develop research and/or publication ideas over whole Thursday and Friday and then of course beyond the conference time. The session will start with a small encouragement from a team that has begun similar collaboration at one the previous conferences. Then the new research proposals will be presented.

PAPER DEVELOPMENT SESSIONS (Thursday, 08:00-08:45)

SESSION A:

“Contemporary tendencies in international business”

*Development Session for PhD Students
(Lecture Hall A)*

*Session Chair: **Łukasz Puślecki** (Poznań University of Economics and Business, Poland)*

- > T02-1077 **Peter Kiss** (Corvinus University of Budapest, Hungary)
Digital Transformation with MNEs
- > T09-0008 **Khaloud Abdullah AL-Sulaiti** (Szent István University, Hungary)
Contemporary tendencies of IHRM/ Focus on Qatar

SESSION B:

“Business environment in International Business”

*Development Session for Young Researchers
(Lecture Hall B)*

*Session Chair: **Michał Staszków** (Poznań University of Economics and Business, Poland)*

- > T03-0014 **Joanna Szarek, Jakub Piecuch** (University of Agriculture in Krakow, Poland)
The Importance of Startups for Construction of Innovative Economies
- > T03-0026 **Martin Jurek** (University of Economics in Prague, Czech Republic)
Conflicts in Family Firms in the International Context: A literature Review



FIRST PARALELL SESSIONS (01-06), Thursday, 9:00-10:45

SESSION 01 based on TRACK 01, Thursday, 9:00-10:45, Lecture Hall A

IB theory: from going international to designing international business models

Session Chair: **Piotr Trąpczyński** (Poznań University of Economics and Business, Poland)

- > T01-0012 **Arthur Rubens** (Florida Gulf Coast University, USA), Soňa Ferenčíková (City University, School of Management, Slovakia)
Case Update: Whirlpool Slovakia Transformation from Local Manufacturer to a Whirlpool Worldwide Network
- > T01-1050 Oliver Lukason, **Tiia Vissak** (University of Tartu, Estonia)
Export and financial patterns: evidence from young Estonian manufacturing firms
[Award of the Best Paper in Track 1]
- > T01-1100 **Wioletta Mierzejewska**, Patryk Dziurski (Warsaw School of Economics, Poland)
Performance of Polish Business Groups in the Context of Diversification and Internationalisation Strategy
- > T01-1102 **Andreja Jaklič** (University of Ljubljana, Slovenia), Slobodan Šešum (Ministry of Foreign Affairs of the Republic of Slovenia)
Economic diplomacy at foreign market entry; difficult entry modes or difficult markets?
- > T01-1103 **Nelly Daszkiewicz** (Gdańsk University of Technology, Poland)
Determinants of internationalization of high-tech SMEs: Exploratory study from Poland
- > T01-1094 **Agnieszka Głodowska, Marek Maciejewski, Krzysztof Wach** (Cracow University of Economics, Poland)
How entrepreneurial orientation stimulates different types of knowledge in the internationalization process of firms from Poland as an emerging market?

SESSION 02 based on TRACKS 01, 05 and 06, Thursday, 9:00-10:45, Lecture Hall B

International production ecosystem and foreign trade

Session Chair: **Tomohiko Takahashi** (Takushoku University in Tokyo, Japan)

- > T01-1109 **Michał Młody** (Poznan University of Economics and Business, Poland)
New production patterns and the future of production relocation - the perspective of consumers
- > T05-1055 **Ganna Duginets** (Kyiv National University of Trade and Economics, Ukraine)
Global imperatives for the development of international production networks

- > T06-1104 **Wojciech Zysk** (Cracow University of Economics, Poland)
Fair Trade movement and the countries of the Visegrad Group (V4)
- > T06-1106 **Agnieszka Hajdukiewicz** (Cracow University of Economics, Poland)
Specific trade concerns regarding the application of sanitary and phytosanitary measures by WTO member countries - the European Union's perspective

SESSION 03 based on TRACK 03 – Part 1 of 4, Thursday, 9:00-10:45, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Thomas Steger** (Regensburg University, Germany)

- > T03-0007 **Krzysztof Szczygalski, Andrzej Cieřlik, Jan Jakub Michalek** (University of Warsaw, Poland)
Market choice, technology intensity and group ownership: Empirical evidence for Polish manufacturing firms
- > T03-0020 **Jan Jakub Michalek, Andrzej Cieřlik** (University of Warsaw, Poland)
Does managerial and firm experience matter for exporting? The case of CEE countries and Turkey
- > T03-0037 **Lidia Danik, Izabela Kowalik** (Warsaw School of Economics, Poland)
Network payees or smarties? Network knowledge gathering approaches of International New Ventures
[Award of the Best Paper in Track 3]
- > T03-1080 **Paola Garrone, Giulia Bartezzaghi, Federica Ciccullo, Louis Giacomo Pranlas Descours** (Politecnico di Milano, Italy)
Born Sustainable, Soon International? An empirical analysis of agri-food startups
- > T03-1120 **Mirořlaw Jarosiński, Krystian Bartoźewski** (Warsaw School of Economics, Poland)
Differences in competitive strategies between rapidly and incrementally internationalizing firms

SESSION 04 based on TRACK 04 – Part 1 of 2, Thursday, 9:00-10:45, Lecture Hall D

Regional cooperation, development and competitiveness

Session Chair: **Erzsébet Czakó** (Corvinus University of Budapest, Hungary)

- > T04-1074 **Anna Matysek-Jedrych, Katarzyna Mroczek-Dąbrowska** (Poznań University of Economics and Business, Poland)
Global financial crisis – short- or long-term factor of economic instability? Comparative study of the European countries
- > T04-1099 **Małgorzata Źmuda** (Cologne Business School, Germany), **Elżbieta Czarny** (Warsaw School of Economics, Poland)
Global imperatives for the development of international production networks
- > T04-1066 **Magdolna Sass** (Hungarian Academy of Sciences, Hungary)
Post-transition multinationals
- > T04-1049 **Beata Stępień** (Poznań University of Economics and Business, Poland), **Patrick Maximilian Weber** (University of Konstanz, Germany)
Conform or Fiddle? Adjustment Strategies of Sanction-affected Enterprises
- > T06-1106 T04-1045 **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates), **Jawahitha Sarabdeen** (University of Wollongong in Dubai, United Arab Emirates)
International Business Policy Perspectives on Dubai E-Health Care Services & Data Privacy

SESSION 05 based on TRACK 08, Thursday, 9:00-10:45, Lecture Hall E

Global marketplace and international marketing around the globe

Session Chair: **Michał Lemański** (Nottingham University Ningbo, China)

- > T08-1096 **Craig Julian** (Southern Cross University, Australia), Zafar Ahmed (American University of Ras Al Khaimah, United Arab Emirates), Aniza Binti Che Wel (University Kebangsaan, Malaysia)
The Mediating Effect of Customer Satisfaction on Customer Retention Levels in Malaysian Retailing
- > T08-0034 **Marzanna Katarzyna Witek-Hajduk** (Warsaw School of Economics, Poland)
Motives for the localization and standardization of the Polish brands' websites
- > T08-1051 **Piotr Zaborek, Jolanta Mazur** (Warsaw School of Economics, Poland)
Internet mediated dialog with customers: A case study of four Polish exporters
- > T08-1079 **Elżbieta Wąsowicz-Zaborek** (Warsaw School of Economics, Poland)
Influence of national culture on website characteristics in international business
- > T07-1101 **Agnieszka Żur** (Cracow University of Economics, Poland)
The role of entrepreneurial identity in managing social-business tensions by social entrepreneurs: an international study

SESSION 06 based on TRACK 09 – Part 1 of 2, Thursday, 9:00-10:45, Lecture Hall F

International HRM and cross-cultural management

Session Chair: **Áron Perényi** (Swinburne University of Technology, Australia)

- > T09-0004 **Raquel Felisa Sastre** (Buenos Aires University, Argentina)
The meaning of work. A semiotic perspective for a cross cultural analysis
- > T09-0030 **Emil Velinov** (Skoda Auto University, Czech Republic), Pawel Dobrzanski, Sebastian Bobowski (Wrocław University of Economics, Poland)
HR practices on diversity: Evidence from the US pharmaceutical companies' subsidiaries in CEE region
- > T09-0033 **József Poór** (J. Selye University, Slovakia), Boróka Viktória Musztyné Bátfai, Zsuzsanna Pótó, Zsuzsa Karoliny (University of Pécs, Hungary)
Global and Regional Trends in the HR Practice of the Private and Public Sectors in the Light of Three Consecutive CRANET Surveys (2004-2016)
- > T09-0036 Jana Blštáková (Economic University in Bratislava, Slovakia), **József Poór** (J. Selye University, Slovakia), Zsuzsa Karoliny (University of Pécs, Hungary), **Ildiko Csapo** (Szent István University, Hungary), Adam Szobi (J. Selye University, Hungary)
Practices of Human Resource Management in Light of Cranet Empirical Research 2015-2016
- > T03-0018(*) **Orapan Khongmalai**, Anyanitha Distanont, Wathu Rojanavongse (College of Innovation, Thailand)
Sustainability Model for Social Enterprise: Experience from Thai Healthcare Sector

Various Faces of Present-Day International Business

Session Chair: **Arnold Schuh**, Vienna University of Economics and Business

> T07-0040 Abraham Stefanidis (St. John's University, USA), Moshe Banai (City University of New York, USA), **William Newburry** (Florida International University, USA), Stav Fainshmidt (Florida International University, USA), Ulf Henning Richter (Tongji University, China), Ursula Schinzel (UNICAF University, Cyprus), Yin Kong (Shan University of Science and Technology, Turkey), Ahmet Erkus (Bahçesehir University, Kazakhstan), Svetlana Shakirova (Kazakh State Women's Teacher Training University, Turkey), Mehmet Ferhat Özbek (Gümüşhane University, Turkey), Herbert Goelzner (Fachhochschule Salzburg, Austria), Ana Shetach (Max Stern Yezreel Valley College, Izrael), Ünsal Sigri (Baskent University, Turkey)

Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination

[Award of the Best Paper in Research Methods]

> T09-1086 **Thomas Steger** (University of Regensburg, Germany), Rainhart Lang (Chemnitz University of Technology, Germany)

Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research

[Award of the Best Paper in Track 9]

> T12-1121 **Marco Cucculelli** (Università Politecnica delle Marche, Italy)

Stages of market development and the internationalisation strategy of Family Firms

> T12-1122 **James Nebus** (Suffolk University in Boston, USA)

The New Tax Laws: How Effective will they be against Tax Havens?



SECOND PARALELL SESSIONS (07-12), Thursday, 14:00-15:45

SESSION 07 based on TRACK 05, Thursday, 14:00-15:45, Lecture Room A

Global value chains and developments in FDI

Session Chair: **Andreja Jaklič** (University of Ljubljana, Slovenia)

- > T05-1044 **Lin Zhang**, Xian Qiong Hao (Shanghai University of International Business and Economics, China)
The Impact of Political Relations on China's Outward Direct Investment
- > T05-1059 **Priit Vahter**, Jaan Masso (University of Tartu, Estonia)
The Contribution of Multinationals to Wage Inequality: Foreign Ownership and Gender Pay Gap
- > T05-1065 **Magdolna Sass**, Éva Ozsvald, Shobha Kiran, Ágnes Szunomár (Hungarian Academy of Sciences, Hungary)
Asian foreign direct investments in Hungary: home or host country factors dominate?
- > T05-1070 **Tomasz Dorożyński**, Bogusława Dobrowolska, Anetta Kuna-Marszalek (University of Lodz, Poland)
Institutional Quality As A Determinant of FDI Inflow: The case of Central and Eastern European Countries
- > T05-1085 **Małgorzata Jaworek**, Włodzimierz Karaszewski, Małgorzata Szalucka (Nicolaus Copernicus University in Toruń, Poland)
Limiting Factors of Foreign Direct Investment Undertaken by Polish Enterprises

SESSION 08 based on TRACK 06, Thursday, 14:00-15:45, Lecture Room B

International trade - rethinking convergence and fair trade

Session Chair: **Agnieszka Głodowska** (Cracow University of Economics, Poland)

- > T06-0005 **Andrzej Cieślik** (University of Warsaw, Poland), Yi Qu (Dongbei University, China), Ting Qu (Hunan Academy of Social Sciences, China)
Innovations and export performance: Firm level evidence from Chinese firms
[Award of the Best Paper in Track 6]
- > T06-0022 **Łukasz Bryl** (Poznan University of Economics and Business, Poland)
Knowledge-intensive exports of CEE and developed nations - driven by foreign or domestic capital?
- > T06-0025 **Daiva Dumciuvienė**, Grazina Startienė, Alina Stundziene, Andrius Januskevicius (Kaunas University of Technology, Lithuania)
The impact of euro adoption on international trade of new EMU members: Lithuanian case
- > T06-1072 **Luboš Smutka**, Irena Benesova, Adriana Laputkova (Czech University of Life Sciences in Prague, Czech Republic)
Specifics of Mutual Trade of the Post-Soviet Countries
- > T06-1095 **Craig Julian** (Southern Cross University, Australia), Chutima Wangbenmad (Hanyai University, Thailand), Osman Mohamad (Multimedia University, Malaysia), Zafar Ahmed (American University of Ras Al Khaimah, United Arab Emirates)
Market Orientation and New Product Performance when Mediated by New Product Development: The Empirical Link in Thai Export Ventures

SESSION 09 based on TRACK 03 – Part 2 of 4, Thursday, 14:00-15:45, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Maria Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia)

- > T03-1091 **Qihai Huang** (Keele University, UK), Jing Yuan (Guangdong University of Foreign Studies, China)
Overseas ties, strategic flexibility and exploitative and exploratory learning of exporting SMEs in China
[Award of the Best Paper in Track 3]
- > T03-1092 **Miklós Stocker** (Corvinus University of Budapest, Hungary)
Survival, Growth and Performance of Hungarian International New Ventures
- > T03-1069 **Áron Perényi** (Swinburne University of Technology, Australia), Miklós Losoncz (MTA-BGE Macroeconomic Sustainability Research Group, Hungary), Lehel Kovács (Bestseller Wholesale Ltd., UK)
International entrepreneurship research in Hungary - A review of literature and direction for further development
- > T03-1114 **Piotr Trąpczyński** (Poznań University of Economics and Business, Poland), **Áron Perényi** (Swinburne University of Technology, Australia)
The causes and effects of firm de-internationalisation – a systematic review of literature
- > T03-1056 **Zofia Patora-Wysocka** (University of Social Sciences in Łódź, Poland)
Was it merely a coincidence? Towards a practice-based perspective on early internationalization of SMEs

SESSION 10 based on TRACK 10 – Part 1 of 2, Thursday, 14:00-15:45, Lecture Hall D

IB teaching, entrepreneurship education, and networking in the CEE region

Session Chair: **Jurgita Sekliuckiene** (Kaunas University of Technology, Lithuania)

- > T10-1089 **Witold Nowiński** (WSB University in Poznań, Poland), Mohamed Haddoud (Plymouth Business School, UK), **Krzysztof Wach** (Cracow University of Economics, Poland), Renata Schaefer (Sonoma State University, USA)
Risk Attitudes and Entrepreneurial Intentions from a Social Cognitive Perspective: A Study of Polish and US Students
[Award of the Best Paper in Track 10]
- > T10-1111 **Andrea S. Gubik** (University of Miskolc, Hungary), Szilveszter Farkas (Budapest Business School, Hungary)
Entrepreneurial intention in the Visegrad countries
- > T10-1105 **Tomasz Rachwał, Wioletta Kilar** (Pedagogical University of Cracow, Poland)
Changes in Entrepreneurship Education in Poland under Curriculum Reform as a Factor of Entrepreneurship Development
- > T10-1112 **Celina Sołek-Borowska** (Warsaw School of Economics, Poland), Haruthai Numprasertchai (Kasetsart University, Thailand)
Exploring entrepreneurial intentions of students: international perspective
- > T10-1088 (*) **Abderrezzak Benhabib**, Mohamed Fouzi Boudia (University of Tlemcen, Algeria)
Determinants of student's entrepreneurial intentions Toward their career choice in Algeria
- > T10-1062 (*) **Muhammad Shujaat Mubarik** (Mohammad Ali Jinnah University, Pakistan)
Developing Entrepreneurial Intentions among Students in Pakistan: What matters?

SESSION 11 based on TRACK 11 – Part 1 of 2, Thursday, 14:00-15:45, Lecture Hall E

International finance, risk, venture capital, taxation and investment

Session Chair: **William Newburry** (Florida International University, USA)

- > T11-1052 **Mária Hudáková, Matej Masár** (University of Žilina, Slovakia)
Assessment of the Key Business Risks of the SMEs in Slovakia and Their Comparison with Other EU Countries
- > T11-1060 **Valdone Darskuvienė** (ISM University of Management and Economic, Lithuania)
Bendoraitienė Evelina (Vytautas Magnus University, Lithuania), CSR, Stakeholder's Behaviour and Financial Risks
- > T11-1098 **Inna Romanova** (University of Latvia, Latvia), **Simon Grima** (University of Malta, Malta)
Application of Fintech Payment Solutions: Case of CEE airlines
- > T11-1097 **Krystian Bigos** (Cracow University of Economics, Poland)
Venture Capital and Exporting – Some Evidence from CEE Countries
- > T02-1128 **Mingchun Cao** (Kožmiński University, Poland)
Chinese FDI Strategy in Poland: Motivation, Entry Mode and Liability of Foreignness

SESSION 12 based on TRACK 09 – Part 2 of 2, Thursday, 14:00-15:45, Lecture Hall F

International HRM and cross-cultural management

Session Chair: **József Poór** (Szent Istvan University, Hungary)

- > T09-0041 **Tomasz Olejniczak** (Kozminski University, Poland), **Masato Itohisa** (Hosei University, Japan), **Tetsuo Abo** (The University of Tokyo, Japan), **Hiroshi Kumon** (Hosei University)
Measuring Change in 'Hybrid Factories' Longitudinal Study of Japanese Manufacturing Subsidiaries in Poland
- > T09-1046 **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates), **Lionel Thibaud** (Toyota Middle East, United Arab Emirates)
Cross-cultural Communication and Language perspective: Moving from Localisation to Glocalization
- > T09-1058 **Simone Grabowski-Faulkner** (University of Technology Sydney, Australia)
The acculturation of professional services repatriates
- > T09-1071 **Ildiko Csapo**, **Ibrahim Halil Ergün** (Szent István University, Hungary), **Zsuzsa Szeiner** (Selye Janos University, Slovakia)
The role of external service providers in HR processes – comparative analysis Hungary - Slovakia
- > T03-0024 **Alicja Hadryś-Nowak** (Poznań University of Economics and Business, Poland)
When successor becomes the leader of international family business? – a case study from Poland

THIRD PARALELL SESSIONS (13-18), Thursday, 16:15-18:00

SESSION 13 based on TRACK 02, Thursday, 16:15-18:00, Lecture Hall A

Internationalization theory and practice: from rethinking MNEs, to SMEs and BGs

Session Chair: **Tiia Vissak** (University of Tartu, Estonia)

- > T02-0038 **Federica De Vanna** (University of Sannio, Italy), Riccardo Resciniti (Sannio Univeristy, Italy), Michela Matarazzo (Marconi Univeristy)

A literature review on firms' internationalisation through e-commerce

[Award of the Best Paper in Track 2]

- > T02-1068 **Piotr Wójcik, Mariola Ciszewska-Mlinaric** (Kozminski University, Poland)

International growth of Polish firms: A dynamic capabilities perspective

[Award of the Best Paper in Track 2]

- > T02-1078 **Magdalena Grochal-Brejdak, Maja Szymura-Tyc** (University of Economics in Katowice, Poland)

The internationalization process of an e-commerce entrepreneurial firm – the inward outward connections and the development of experiential internationalization knowledge

- > T02-1053 **Jurgita Sekliuckiene, Rimgaile Vaitkiene, Vestina Vainauskiene** (Kaunas University of Technology, Lithuania)

Organizational learning in startup development and international growth: theoretical approach

- > T02-0015 **Aneliya Töke** (Vienna University of Economics and Business, Austria)

Company-specific reactions to country risk changes: A case study from the perspective of Austrian subsidiaries in the Russian Federation

SESSION 14 based on TRACK 04 – Part 2 of 2, Thursday, 16:15-18:00, Lecture Hall B

Regional cooperation, development and competitiveness

Session Chair: **Simone Faulkner** (University of Technology Sydney, Australia)

- > T04-1075 **Bence László Pistru, Erzsébet Czakó** (Corvinus University of Budapest, Hungary)

Ready, Steady, Go!?? – A V4 Country Comparison of Readiness for the Future of Production

- > T04-1082 **Liviu George Maha, Cristian Incaltarau** (Alexandru Ioan Cuza University of Iasi, Romania)

Easing Economic Transition in Romania: What Role for Migration and Remittances?

[Award of the Best Paper in Track 4]

- > T04-1083 **Levente Szasz** (Babes-Bolyai University, Romania), Krisztina Demeter, Dávid Losonci (Corvinus University of Budapest, Hungary), Béla-Gergely Rácz (Babes-Bolyai University, Romania)

Improving performance through Industry 4.0: the role of MNCs, plant size and country competitiveness

- > T04-1067 **Cornelia Pop** (Babes-Bolyai University, Romania), Maria-Andrada Georgescu (National School of Political Studies and Public Administration, Romania)

Romanian Rural World Heritage Sites

- > T03-1115 **Piotr Kopyciński** (Cracow University of Economics, Poland)

City lab as a platform for implementing urban innovation. The role of the companies

SESSION 15 based on TRACK 03 - Part 3 of 4, Thursday, 16:15-18:00, Lecture Hall C

International entrepreneurship, strategy, innovation, and international family firms

Session Chair: **Immanuel Azaad Moonesar** (Mohammed Bin Rashid School of Government, United Arab Emirates)

> T03-1081 **Malgorzata Stefania Lewandowska**, Malgorzata Rószkiewicz, **Marzena Anna Weresa** (Warsaw School of Economics, Poland)

Measuring additionality effects of public support to R&D in the European Union member states

[Award of the Best Paper in Track 3]

> T03-0023 **Eugene Terungwa Agoh**, Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology, Lithuania)

Theoretical Analysis of Migrant Entrepreneurs' to Host Countries

> T09-1130 Aleksei Samoilenko, **Michał Lemański** (University of Nottingham Ningbo, China)

What attracts Russian talent to China?

> T03-1042 **Irina Ervits** (Cologne Business School, Germany)

Economic potential of internationally-oriented patenting activity in Russia

> T03-0031 (*) **Jean-Michel Sahut** (IDRAC Business School, France), Math Mazra (University of Maroua, Cameroon), Lubica Hikkerova (IPAG Business School, France)

The entrepreneur's Psychological Capital and performance of a new Venture in Cameroon: Moderating role of the strengths of the social capital's links

> T03-1054 (*) Reuel Dakung (University of Jos, Nigeria), Cyril Tsenyil (Office of the Accountant General, Jos, Nigeria), **Meshach Goyit** (University of Jos, Nigeria)

Innovative Service Delivery and Competitive Advantage of Small Scale Hotels in Nigeria: The moderating role of Opportunity Connectedness

SESSION 16 based on TRACK 10 – Part 2 of 2, Thursday 16:15-18:00, Lecture Hall D

IB teaching, entrepreneurship education, and networking in the CEE region

Session Chair: **Mirek Jarośniński** (Warsaw School of Economics, Poland)

> T10-1117 **Leonie Jooste** (University of Wollongong in Dubai, United Arab Emirates)

An Evaluation of Emotional Intelligence of Business Students in the MENA Region

> T10-1063 **Łukasz Sułkowski** (Jagiellonian University, Poland), Andrzej Woźniak, Robert Seliga (University of Social Sciences in Łódź, Poland)

Strategic challenge of mergers and acquisitions in higher education sector

> T10-1061 **Paul Lane** (Grand Valley State University, USA)

Dreaming, Designing, Doing, Developing and Innovation Orientation: A Case Study of Working in Innovation Stanford Style in Remote Rural Nicaragua

> T03-1123 **Marek Ćwiklicki** (Cracow University of Economics, Poland)

Requirements of Scaling International Social Enterprises

> T10-0002 **József Poór** (J. Selye University, Slovakia), Csaba Kollar, Zoltán Szira (Szent István University, Hungary), Vas Taras (University of North Carolina at Greensboro, USA), Erika Varga (Szent István University, Hungary)

Central and Eastern European Experience of the X-Culture Project in Teaching International Management and Cross-Cultural Communication

SESSION 17 based on TRACK 11 – Part 2 of 2, Thursday, 16:15-18:00, Lecture Hall E

International finance, risk, venture capital, taxation and investment

Session Chair: **Blaženka Knežević** (University of Zagreb, Croatia)

- > T11-0019 **Halina Beata Waniak-Michalak**, Jan Wojciech Michalak (University of Lodz, Poland)
The financial situation of non-banking institutions providing loans for SMEs. The case of support system in Poland after more than 20 years of experience
- > T11-1048 **Maria Kukurba** (Warsaw University of Technology, Poland), Aneta Waszkiewicz (Warsaw School of Economics, Poland)
Crowdfunding as a Form of Funding for Businesses – Literature Review
- > T08-0013 **Mina Fanea-Ivanovici** (Bucharest University of Economic Studies, Romania)
Prosumers Starring in Successful Filmmaking Crowdfunding Projects
- > T11-0017 (*) **Anyanitha Distanont**, Orapan Khongmalai, Apichai Lertjanyakul (Thammasat University, Thailand)
Criteria of Venture Capital for Considering Investment in Start-ups in Thailand
- > T11-0028 (*) **Junaid Waheed** (Xi'an Jiaotong University - School of Economics & Finance, China), Anser Muhammad Khalid (Shaanxi Normal University - College of International Business, China)
Residential Asset Prices and Consumption: A Case Study of Urban Households of Pakistan
[Award of the Best Paper in Track 11]

SESSION 18 based on TRACK 03 – Part 4 of 4, Thursday, 16:15-18:00, Lecture Hall F

Domestic entrepreneurship, strategy, innovation, and society

Session Chair: **Agnieszka Żur** (Cracow University of Economics, Poland)

- > T03-1073 **Wojciech Dyduch**, Katarzyna Bratnicka (University of Economics in Katowice, Poland)
Creative Strategy stimulating Entrepreneurship: The Construct, its Operationalization and Link with Performance
[Award of the Best Paper in Track 13]
- > T03-1108 **Zoltan Bartha, Andrea S. Gubik**, Adam Bereczk (University of Miskolc, Hungary)
The social dimension of the entrepreneurial motivation in the Central and Eastern European countries
- > T03-1113 **Piotr Trąpczyński, Łukasz Puślecki, Michał Staszków** (Poznań University of Economics and Business, Poland)
Innovation cooperation performance: what do we know and what should we know?
- > T03-1116 **Łukasz Mamica** (Cracow University of Economics, Poland)
Student theses oriented on solving business problems as an effective factor of firms' innovativeness
- > T03-1125 **Anna Komarnicka** (University of Science and Technology in Bydgoszcz, Poland)
Entrepreneurial Competencies and the Factors Determining the Success of an Entrepreneurs in the Market

POSTER SESSION, Friday 14:45-15:30

- > T04-0006 **Łukasz Sułkowski**, Bartłomiej Stopczyński (University of Social Sciences in Łódź, Poland)
Innovativeness of Polish Enterprises in the Development of Competitive Advantage
- > T08-0009 **Małgorzata Bartosik-Purgat** (Poznań University of Economics and Business, Poland)
The level of internationalization and the use of social media in marketing communication
- > T04-0010 **Jarostaw Kaczmarek** (Cracow University of Economics, Poland)
Competitiveness Profiles of Manufacturing Mesostructure
- > T03-0016 **Łukasz Sułkowski**, Maciej Dębski (University of Social Sciences in Łódź, Poland)
Hospitality in the Image of Small Family Accommodation Businesses
- > T03-0029 **Andrzej Marjański, Łukasz Sułkowski** (University of Social Sciences in Łódź, Poland)
Evolution of Entrepreneurship in Polish Family Businesses
- > T04-1047 **Barbara Jankowska** (Poznań University of Economics and Business, Poland), Marta Götz (Vistula University, Poland)
Compatibility as the pre-requisite for transnational cooperation in the era of Industry 4.0 – the Polish-German perspective
- > T01-1093 **Agnieszka Głodowska, Bożena Pera, Krzysztof Wach** (Cracow University of Economics, Poland)
How strategy determines the speed, the scope, and the scale of internationalization?
- > T06-1107 **Elżbieta Bombińska** (Cracow University of Economics, Poland)
Measuring International Trade in Services: New Concepts, Old Research Needs
- > T01-1110 **Marek Maciejewski, Krzysztof Wach** (Cracow University of Economics, Poland)
International Startups from Poland: Born Global or Born Regional?
- > T03-1118 **Adam Michalik** (Cracow University of Economics, Poland)
Entrepreneurship or Corporation? The path to the professional success
- > T06-1119 **Bożena Pera** (Cracow University of Economics, Poland)
Challenges for International Trade in the European Union after Brexit
- > T03-1126 **Tomasz Bernat** (Szczecin University, Poland)
Students entrepreneurship intentions - cross country analysis
- > T04-1127 **Aleksandra Gašior** (Szczecin University, Poland)
Pro-ecological management of a microenterprise - case study

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76	Seliga, Robert	University of Social Sciences in Łódź	Poland
77	Šešum, Slobodan	Ministry of Foreign Affairs of the Republic of Slovenia	Slovenia

No.	Last Name, First Name	Affiliation	Country
78	Shakirova, Svetlana	<i>Kazakh State Women's Teacher Training University</i>	<i>Turkey</i>
79	Shetach, Ana	<i>Max Stern Yezreel Valley College</i>	<i>Izrael</i>
80	Sigri, Ünsal	<i>Baskent University</i>	<i>Turkey</i>
81	Startiene, Grazina	<i>Kaunas University of Technology</i>	<i>Lithuania</i>
82	Stefanidis, Abraham	<i>St. John's University</i>	<i>USA</i>
83	Stopczyński, Bartłomiej	<i>University of Social Sciences in Łódź</i>	<i>Poland</i>
84	Stundziene, Alina	<i>Kaunas University of Technology</i>	<i>Lithuania</i>
85	Szalucka, Małgorzata	<i>Nicolaus Copernicus University in Toruń</i>	<i>Poland</i>
86	Szeiner, Zsuzsa	<i>Selye Janos University</i>	<i>Slovakia</i>
87	Szira, Zoltán	<i>Szent István University</i>	<i>Hungary</i>
88	Szobi, Adam	<i>J. Selye University</i>	<i>Hungary</i>
89	Szunomár, Ágnes	<i>Hungarian Academy of Sciences</i>	<i>Hungary</i>
90	Taras, Vas	<i>University of North Carolina at Greensboro</i>	<i>USA</i>
91	Thibaud, Lionel	<i>Toyota Middle East</i>	<i>UAE</i>
92	Tsenyil, Cyril	<i>Office of the Accountant General</i>	<i>Nigeria</i>
93	Varga, Erika	<i>Szent István University</i>	<i>Hungary</i>
94	Viktória, Boróka	<i>University of Pécs</i>	<i>Hungary</i>
95	Vytautas, Bendoraitiene E.	<i>Magnus University</i>	<i>Lithuania</i>
96	Wangbenmad, Chutima	<i>Hadyai University</i>	<i>Thailand</i>
97	Waszkiewicz, Aneta	<i>Warsaw School of Economics</i>	<i>Poland</i>
98	Weber, Patrick M.	<i>University of Konstanz</i>	<i>Germany</i>
99	Woźniak, Andrzej	<i>University of Social Sciences in Łódź</i>	<i>Poland</i>
100	Yuan, Jing	<i>Guangdong University of Foreign Studies</i>	<i>China</i>
101	Zafar, Ahmed	<i>American University of Ras Al Khaimah</i>	<i>UAE</i>

5. Local Information —

5.1. Kraków

Krakow, the second largest Polish city after Warsaw, is the best tourist icon of Poland. For several centuries, it used to be a capital city and the seat of most of Polish kings. It is one of the most recognizable Polish cities in the world and the most visited Polish city by international tourists. Krakow was untouched during the Second World War and the whole district of the Old Town was added to the first-ever UNESCO World Heritage List in 1978. The European Commission honoured Krakow with the title of the European Capital of Culture in 2000.

What is more, Krakow is indeed an academic city having more than 200 000 students altogether and more than 30 universities and higher schools.



What to see in Kraków?

THE OLD TOWN

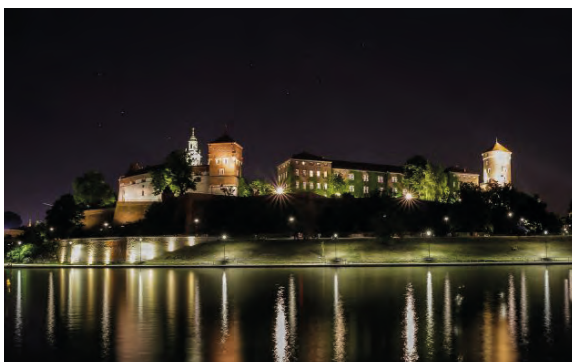
(UNESCO Heritage Site)

The historical centre of Krakow, the oldest part of the city, is situated at the foot of the Royal Wawel Castle and is surrounded by the remains of fortifications walls and the unique Planty park. As an exceptional example of an urban and architectural composition with the Europe's largest market square and historical monuments which represent almost all architectural styles, the Old Town was listed as a Unesco World Heritage Site in 1978.



THE WAWEL CASTLE

(UNESCO Heritage Site)



The centre of Krakow, the former capital of Poland, is situated at the foot of the Royal Wawel Castle, which is one of the largest in Poland. It was once the seat of the Polish kings and today there is a great museum and court rooms. The castle represents nearly all European architectural styles of medieval, renaissance and baroque periods. In 1978 it was declared a UNESCO World Heritage Site as part of the Historic Centre of Krakow.

BARBICAN, ST. FLORIAN'S GATE AND DEFENSIVE WALLS

(UNESCO Heritage Site)

The tourists can visit the few remaining fragments of fortifications complex which surrounded the medieval town: the Gothic-style Barbican, the city walls and three defensive towers (the Carpenters', Haberdashers' and Joiners' Towers) connected to St. Florian's Gate.



In place of city walls, which were demolished by the Austrian authorities in the 19th century, there was created a unique park, Planty, encircling the oldest part of the city.

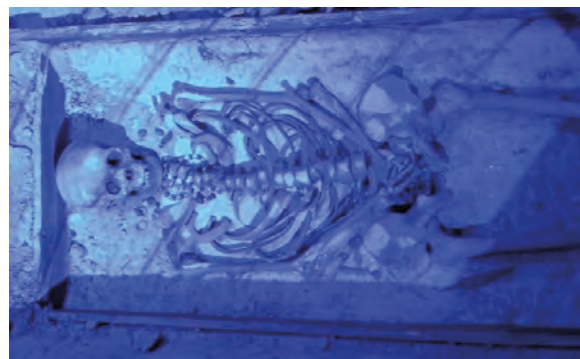


We should mention that the Barbican, built around 1498, is one of Europe's three such fortified outposts, and probably the best preserved. Apart from being a tourist attraction it is now a venue for many exhibitions and occasional theatre productions.

MAIN SQUARE UNDERGROUND MUSEUM

(online booking required in advance)

Main Square Underground, the museum opened in September 2010, is a hi-tech and highly popular place. Visitors are taken on a fascinating historical journey four metres under the surface of the market square to explore the city's entire life.



Audio guides are available in English, German, French, Russian, Italian and Spanish.

MAIN MARKET SQUARE

WITH ST. MARY'S BASILICA, CLOTH HALL AND CITY HALL TOWER

Measuring 200 metres square, the Main Market Square is one of the largest medieval squares in Europe. It is surrounded by many townhouses and you can find there plenty of cafes, pubs and restaurants!



On the Square's there is the 70 metre City Hall Tower which is the only remaining part of the 14th century Krakow Town Hall.

The Cloth Hall (Sukiennice), situated in the centre of the Main Square, is a medieval trading hall and a very popular shopping venue where you can buy souvenirs and jewellery made by Polish artists.

St. Mary's Basilica is one of most recognized Polish historical monuments with two towers dominating over the city, famous for its amazing wooden altarpiece carved by Veit Stoss (Wit Stwosz). You should find a moment to listen to a traditional, five-note Polish anthem – St. Mary's Trumpet Call played every hour to the four parts of the world from the higher of the towers.

COLLEGIUM MAIUS

(THE OLDEST BUILDING OF THE UNIVERSITY, A TUNE SHOW EVERY 2 HOURS)



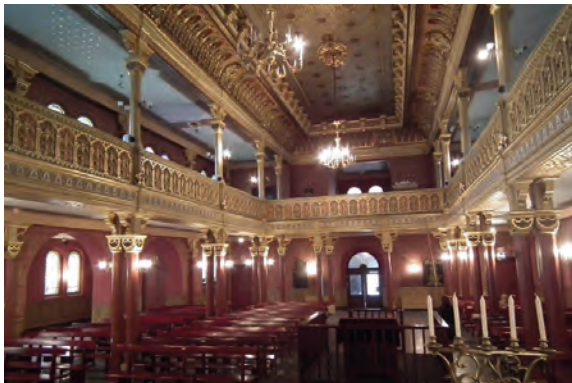
In 1364, the King Casimir III the Great founded the Academy of Krakow (the second oldest university in Central Europe, after the Prague University), transformed later into the Jagiellonian University. Collegium Maius is the Jagiellonian University's oldest building and at the same time the oldest university edifice in Poland.

In XX century it was designated as the seat of the Jagiellonian University Museum which features lecture rooms, communal halls, professors' quarters, a library and a treasury containing rectors' Gothic maces and the Jagiellonian

globe. Exhibits also include medieval scientific instruments, globes, paintings, collectibles, furniture, coins and medals. You can see there as well the 15th century clock which performs a little show with wooden figures of kings and famous professors parading to solemn music (it is tuned every two hours from 9:00 am until 5:00 pm).

KAZIMIERZ

OLD JEWISH DISTRICT WITH HISTORICAL SYNAGOGUES
(INCLUDING OLD SYNAGOGUE MUSEUM, TEMPEL SYNAGOGUE, REMUH SYNAGOGUE)



Once a separate town – the centre of Jewish life in Krakow for over 500 years, today a district of the city. Abandoned during the Second World War (the Jews of Krakow were forced by the Nazis into a ghetto in Podgórze

district, on the other side of the Vistula river), in the communist era became one of Krakow's unsafe and neglected places. As a great example of a successful process of revitalization and development of public space, Kazimierz became an open cultural space offering the unique atmosphere. A centuries-old coexistence of two cultures: Jewish and Christian creates an area vibrant with life. The tourists are amazed by Jewish historical monuments, synagogues, antique shops, works of art, all kinds of live music in pubs and restaurants as well as festivals (for example one of the highlights of Krakow: The Jewish Culture Festival).



HOUSE OF THE HIPOLITS

(A TYPICAL BOURGEOIS HOUSE OF 17TH AND 19TH CENTURY, FREE SIGHTSEEING ON WEDNESDAYS)

Worth a visit is the building located in the Krakow Old Town which belonged to a merchant family, the Hipolits, around the end of the 16th and beginning of the 17th centuries. You can feel there the climate of a typical life of former Polish citizens. The decoration of the interiors, rich with antiques, paintings and fabrics let the visitors travel back in time and know better the history of Krakow.



NOWA HUTA

(KRAKÓW'S SOCIAL REALISTIC SUBURB, IT WAS TO BE A FIRST SOCIALIST TOWN IN POLAND)

Nowa Huta, built by the Soviets after the II World War, was intended as an ideal socialist town, independent of Krakow. It was designed for the workers of Lenin Steelworks and was meant to be a “working class’ paradise”, providing employment for them and homes for their families.

It is interesting to recall that the location of steelworks was impractical, because all necessary materials were distant (coal had to be transported from Silesia, and iron from the Soviet Union). The reason for this was to counteract Krakow, known as a religious and intellectual centre with the oldest University in Poland.



Nowa Huta is a district of Krakow from 1951. Today, it is also the historical and cultural monument of communism. The socialist-realist urban complex and buildings are unique in the world and attract tourists. But above all, Nowa Huta became the centre of anti-communist revolution, with its leader Karol Wojtyła—at that time the bishop of Krakow, better known to the world as pope John Paul II.

SŁOWACKI NATIONAL THEATRE

(THE ONLY THEATRE IN UNEXISTING POLAND WHERE POLISH PLAYS WERE ALLOWED TO BE PERFORMED)

The Słowacki National Theatre was opened in 1893 and named after the very famous Polish poet Juliusz Słowacki in 1909. The theatre was modeled after some of the best European baroque buildings such as the Paris Opera, and it was the first building in Krakow equipped with electric light. During the occupation of Poland by Prussia, Austria and Russia, which lasted 123 years in the XIX century, many Polish artists, writers and politicians were forced to emi-



grate. The Słowacki National Theatre was the only theatre in non-existing Poland where Polish plays were allowed to be performed. Located in the province of Galicia, which at the turn of the XIX century was a center of modernist art, the theatre became the birthplace of the theatrical concepts of the Young Poland movement.

SCHINDLER'S FACTORY MUSEUM

(ONLINE BOOKING REQUIRED IN ADVANCE)



While visiting Krakow you should not skip the Historical Museum of the city of Krakow with its permanent exhibition: Kraków under Nazi Occupation 1939–1945. It is a Second World War story of Krakow's Polish and Jewish inhabi-

tants. The Polish-Jewish relations, which lasted over many centuries, were brutally interrupted by Nazi Germans in September 1939. The exhibition is located in the former administrative building of Oskar Schindler's Enamel Factory and it shows the everyday life of the city affected by the tragedy of the Second World War.

5.2. Kraków Sightseeing Tour

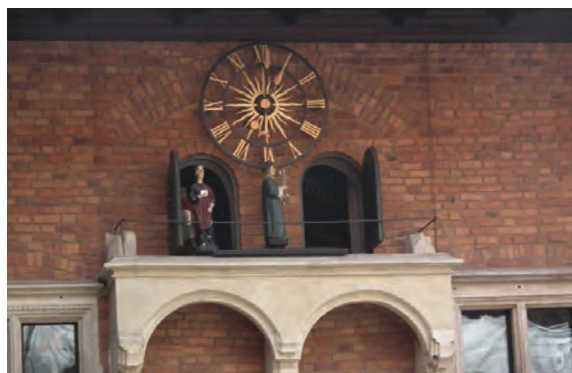
Friday at 15:50-17:30 for all interested in (fee of charge):

Coordinator: **Dr Bożena Pera** [perab@uek.krakow.pl]

Think you know all there is to know about Polish history? Think again! This walking tour of Krakow will tell you all you need to know about the history of this area, from a local perspective that you won't find in the guidebooks!

Join your expert local guide and start your Krakow tour with a short walk to the top of Wawel Hill. The view over the city from here is nothing short of spectacular, making it an excellent place to take scenic snapshots, so don't forget your camera!

Continue your Krakow city tour by walking to the Royal Palace and Cathedral nearby, where Polish kings were crowned for centuries. Learn a little about the history of these buildings before moving on to satisfy your stomach! Stop and buy a typical Polish snack called 'obwarzanek'. This doughy treat is sometimes referred



to as a symbol of Krakow, and if you really want to feel like a local your guide can give you some phrases to use to order your snack in Polish!

Refreshed with snacks, we'll move on with this Krakow tour and head to the historic Collegium Maius, where Nicolaus Copernicus and Pope John Paul II once studied. Listen to stories of Copernicus, who went on to become one of the world's most influential scientists and astronomers.

Continue to tour Krakow by strolling to what could be considered the real heart of the city – Rynek Główny (Main Market Square). This medieval square is the perfect place to observe local life in action, as people wander through the market and sip coffee. Next, visit St Mary's Basilica and admire the ancient, wooden altar crafted in the Gothic style many years ago by Weitz Stoss.

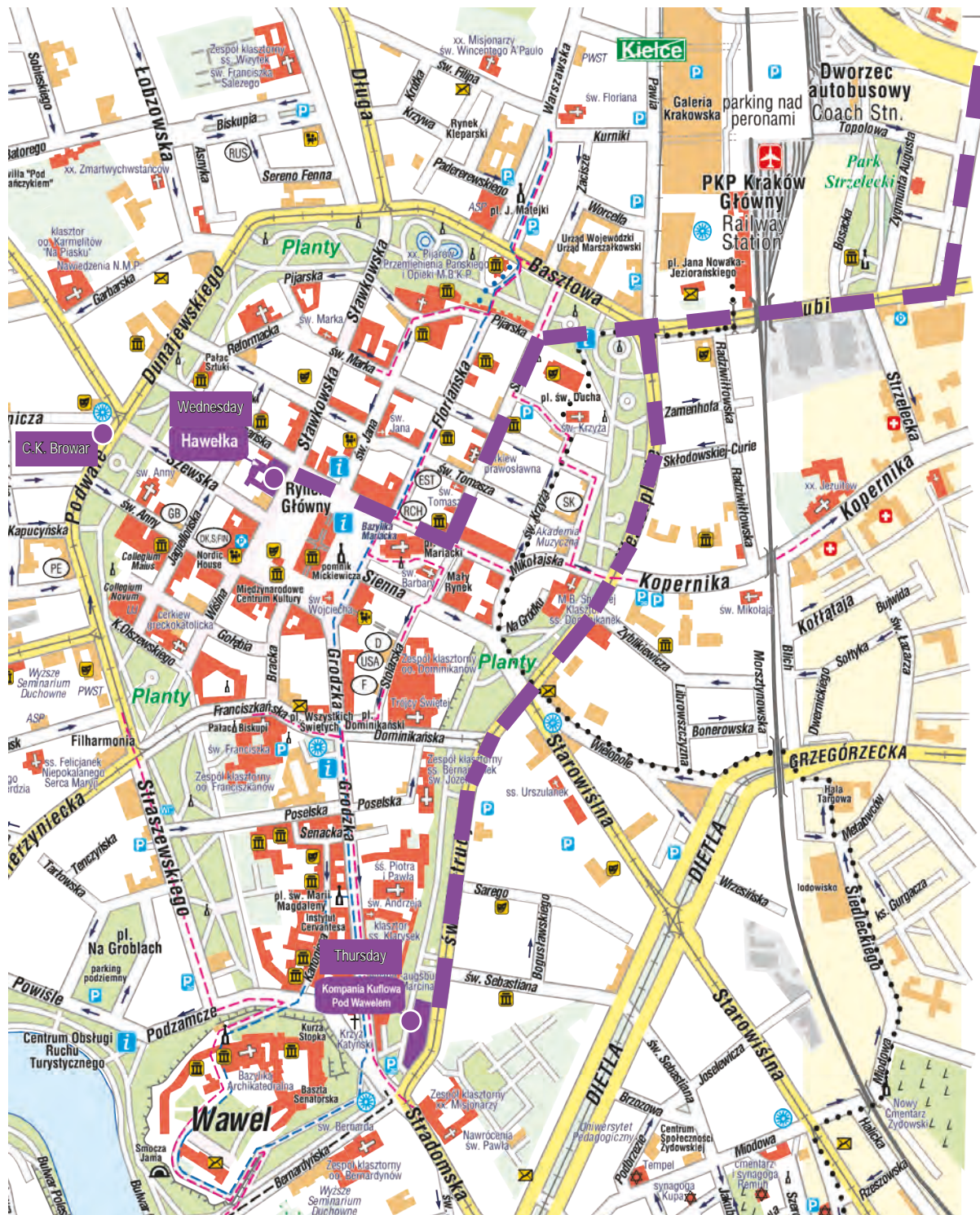
Finish up your Krakow tour by listening to the unforgettable sounds of the traditional bugle call, which is played each hour by a local trumpeter. This melody has come to be the signature tune of Krakow and is a fitting finale to this adventure through one of Poland's oldest and most loved cities. What's not to love about a tour that ends with a soundtrack?

5.3. Restaurants for Gala Dinners

How to get to “Hawelka” Restaurant and “Kompania Kufłowa Pod Wawelem” Restaurant?

Hawelka Restaurant, established in 1876
Venue: Main Market Square 34 - Rynek Główny 34
<http://www.hawelka.pl/>

Pod Wawelem Restaurant, established in 1856
Venue: ul. Św. Gertrudy 26-29
<http://podwawelem.eu/>



5.4. Campus Map



6. Acknowledgements for Outstanding Achievements —

6.1. Outstanding papers

The Committee of Tracks Chairs and the AIB-CEE Executive Board nominated the following outstanding papers to the Best Paper Awards:

> T01-1050 Oliver Lukason, **Tiia Vissak** (University of Tartu, Estonia), *Export and financial patterns: evidence from young Estonian manufacturing firms*

[Award of the Best Paper in Track 1]

> T02-0038 **Federica De Vanna** (University of Sannio, Italy), Riccardo Resciniti (Sannio University, Italy), Michela Matarazzo (Marconi University, Italy), *A literature review on firms' internationalisation through e-commerce*

[Award of the Best Paper in Track 2]

> T02-1068 **Piotr Wójcik, Mariola Ciszewska-Mlinaric** (Kozminski University, Poland), *International growth of Polish firms: A dynamic capabilities perspective*

[Award of the Best Paper in Track 2]

> T03-1091 **Qihai Huang** (Keele University, UK), Jing Yuan (Guangdong University of Foreign Studies, China), *Overseas ties, strategic flexibility and exploitative and exploratory learning of exporting SMEs in China*

[Award of the Best Paper in Track 3]

> T03-0037 **Lidia Danik**, Izabela Kowalik (Warsaw School of Economics, Poland), *Network payees or smarties? Network knowledge gathering approaches of International New Ventures*

[Award of the Best Paper in Track 3]

> T03-1081 **Malgorzata Stefania Lewandowska**, Malgorzata Rószkiewicz, **Marzenna Anna Weresa** (Warsaw School of Economics, Poland), *Measuring additionality effects of public support to R&D in the European Union member states*

[Award of the Best Paper in Track 3]

> T03-1073 **Wojciech Dyduch**, Katarzyna Bratnicka (University of Economics in Katowice, Poland), *Creative Strategy stimulating Entrepreneurship: The Construct, its Operationalization and Link with Performance*

[Award of the Best Paper in Track 3]

> T04-1082 **Liviu George Maha**, Cristian Incaltarau (Alexandru Ioan Cuza University of Iasi), *Easing Economic Transition in Romania: What Role for Migration and Remittances?*

[Award of the Best Paper in Track 4]

> T06-0005 **Andrzej Cieřlik** (University of Warsaw, Poland), Yi Qu (Dongbei University, China), Ting Qu (Hunan Academy of Social Sciences, China), *Innovations and export performance: Firm level evidence from Chinese firms*

[Award of the Best Paper in Track 6]

> T08-1051 **Piotr Zaborek, Jolanta Mazur** (Warsaw School of Economics, Poland), *Internet mediated dialog with customers: A case study of four Polish exporters*

[Award of the Best Paper in Track 7]

> T09-1086 **Thomas Steger** (University of Regensburg, Germany), Rainhart Lang (Chemnitz University of Technology, Germany), *Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research*

[Award of the Best Paper in Track 9]

> T10-1089 **Witold Nowiński** (WSB University in Poznań, Poland), Mohamed Haddoud (Plymouth Business School, UK), **Krzysztof Wach** (Cracow University of Economics, Poland), Renata Schaefer (Sonoma State University, USA), *Risk Attitudes and Entrepreneurial Intentions from a Social Cognitive Perspective: A Study of Polish and US Students*

[Award of the Best Paper in Track 10]

> T11-0028 **Junaid Waheed** (Xi'an Jiaotong University - School of Economics & Finance, China), Anser Muhammad Khalid (Shaanxi Normal University - College of International Business, China), *Residential Asset Prices and Consumption: A Case Study of Urban Households of Pakistan*

[Award of the Best Paper in Track 11]

The AIB Special Interests Group in Research Methods nominated the following outstanding paper to the Best Paper Award in Research Methods:

Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination

(T07-0040)

Abraham Stefanidis (St. John's University, USA), Moshe Banai (City University of New York, USA), **William Newburry** (Florida International University, USA), Stav Fainshmidt (Florida International University, USA), Ulf Henning Richter (Tongji University, China), Ursula Schinzel (UNICAF University, Cyprus), Yin Kong (Shan University of Science and Technology, Turkey), Ahmet Erkus (Bahçesehir University, Kazakhstan), Svetlana Shakirova (Kazakh State Women's Teacher Training University, Turkey), Mehmet Ferhat Özbek (Gümüşhane University, Turkey), Herbert Goelzner (Fachhochschule Salzburg, Austria), Ana Shetach (Max Stern Yezreel Valley College, Izrael), Ünsal Sigri (Baskent University, Turkey)



The objectives of the Research Methodology Special Interest Group are to:

- > Provide AIB members with a worldwide forum for scholarly engagement about research methodologies;
- > Advance the quality, diversity and understanding of research methodologies in the AIB;
- > Provide a repository of knowledge for AIB members on the range of, and trends in, research methodologies;
- > Stimulate innovation in research methodologies and promote the use of novel methodologies;
- > Organize doctoral training and professional development opportunities for AIB members on research methodologies;
- > Alongside the AIB, assist in building the research capacity of new researchers and emerging countries and regions.

Membership is currently free for all AIB members.

6.2. Outstanding Reviewers

The Committee of Track Chairs and the AIB-CEE Executive Board would like to distinguish the following outstanding reviewers:

- > **Krzysztof Wach** (Cracow University of Economics, Poland)
[Double nomination for reviews done for Track 1 and Track 4]
- > **Áron Perényi** (Swinburne University of Technology, Australia)
[Nomination for reviews done for Track 2]
- > **Jan Brzozowski** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 3]
- > **Michał Staszów** (Poznań University of Economics and Business, Poland)
[Nomination for reviews done for Track 3]
- > **Magdalena Zajązkowska** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 4]
- > **Piotr Trąpczyński** (Poznań University of Economics and Business, Poland)
[Nomination for reviews done for Track 5]
- > **Piotr Stanek** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 6]
- > **Łukasz Puślecki** (Poznań University of Economics and Business, Poland)
[Nomination for reviews done for Track 6]
- > **Jaka Cepec** (University of Ljubljana, Slovenia)
[Nomination for reviews done for Track 7]
- > **Andreja Jaklic** (University of Ljubljana, Slovenia)
[Nomination for reviews done for Track 8]
- > **Beata Buchelt** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 9]
- > **Agnieszka Żur** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 10]
- > **Jakub Janus** (Cracow University of Economics, Poland)
[Nomination for reviews done for Track 11]

6.3. Outstanding Engagement

The AIB-CEE Chapter Chair and the Conference Chair (AIB-CEE Vice Chair for Program 2018) would like to distinguish the following outstanding engagement in the 5th AIB-CEE Chapter Annual Conference Kraków 2018 in the following categories:

The Best Mentor in Research Methods

- > **Joe F. Hair, Jr.** (University of South Alabama, USA)

The Best Supporter of the AIB-CEE Conference

- > **Arnold Schuh** (Vienna University of Economics and Business, Austria)

The Best Promoter of AIB-CEE in the World

- > **Áron Perényi** (Swinburne University of Technology, Australia)

The Most Dedicated Editor for AIB-CEE

- > **Thomas Steger** (University of Regensburg, Germany)

The Most Engaged Track Chair

- > **Tiia Vissak** (University of Tartu, Estonia)

The Most Engaged Local Team Member

- > **Krystian Bigos** (Cracow University of Economics, Poland)
- > **Agnieszka Głodowska** (Cracow University of Economics, Poland)
- > **Marek Maciejewski** (Cracow University of Economics, Poland)
- > **Bożena Pera** (Cracow University of Economics, Poland)

The Engagement in the Local Conference Committee

- > **Marcin Dąbkiewicz** (Cracow University of Economics, Poland)
- > **Agnieszka Hajdukiewicz** (Cracow University of Economics, Poland)
- > **Anna Marcinek-Markowska** (Cracow University of Economics, Poland)
- > **Adam Michalik** (Cracow University of Economics, Poland)

The Best Friend of Kraków Team

- > **Marco Cucculelli** (Università Politecnica delle Marche, Italy)

6.4. Five Years with Us – Thank You!

This year we celebrate the 5th Anniversary of AIB-CEE Chapter. We would like to thank all these of you who have been with us five consecutive years during our annual meetings:

- > **Erzsebet Czako** (*Corvinus University of Budapest, Hungary*)
- > **Andreja Jaklič** (*University of Ljubljana, Slovenia*)
- > **Mirek Jarosiński** (*Warsaw Schoool of Economics, Poland*)
- > **Aron Perenyi** (*Swinburne University of Technology, Australia*)
- > **Jozsef Poor** (*Szent Istvan University, Hungary*)
- > **Łukasz Puślecki** (*Poznan University of Economics and Business, Poland*)
- > **Magdolna Sass** (*Hungarian Academy of Sciences, Hungary*)
- > **Miklós Stocker** (*Corvinus University of Business, Hungary*)
- > **Piotr Trąpczyński** (*Poznan University of Economics and Business, Poland*)
- > **Tiia Vissak** (*University of Tartu, Estonia*)
- > **Krzysztof Wach** (*Cracow University of Economics, Poland*)



7. Call for Proposals —

Annual Conferences of AIB-CEE Chapter

AIB-CEE holds annual conferences each fall (September-October) in various pre-determined locations around Central and Eastern Europe. Each conference features a combination of plenaries, panels, and papers. All papers presented at AIB-CEE conferences go through a double-blind review process.

Future Meetings

Future conferences are scheduled for:

- > 6th AIB-CEE Chapter Conference – Lithuania, *Kaunas 2019*
- > 7th AIB-CEE Chapter Conference – *Croatia 2020*

Past Meetings

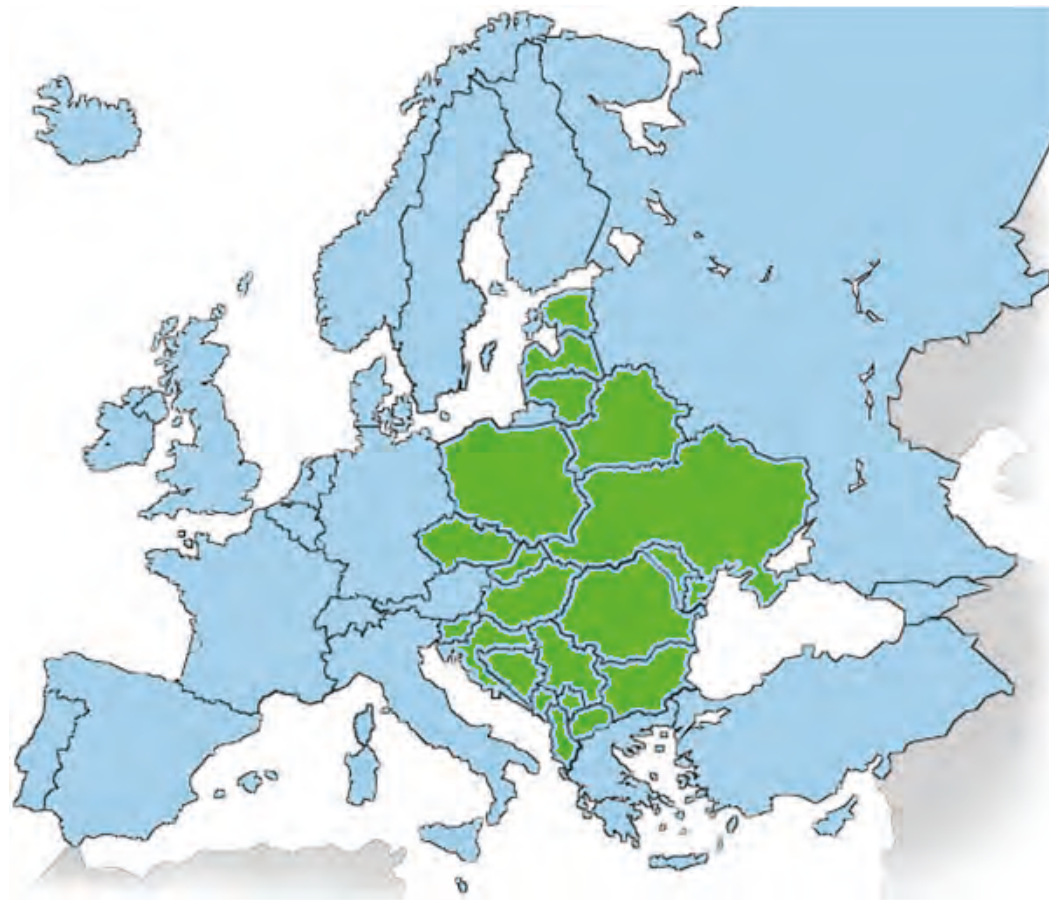
So far we have organized the following annual conferences:

- > 5th AIB-CEE Chapter Conference – Poland, *Krakow 2018*
- > 4th AIB-CEE Chapter Conference – Slovenia, *Ljubljana 2017*
- > 3rd AIB-CEE Chapter Conference – Czech Republic, *Prague 2016*
- > 2nd AIB-CEE Chapter Conference – Poland, *Warsaw 2015*
- > 1st AIB-CEE Chapter Conference – Hungary, *Budapest 2014*

Call for Proposals

The AIB-CEE is seeking proposals from host schools wishing to host the AIB-CEE Annual Conferences for next years (2021, 2022). The board has identified preferred locations for these conferences as **Slovakia, Bulgaria, Romania, Estonia, Latvia, Serbia.**

Interested host schools should contact the AIB-CEE Chapter Chair directly. A host school representative should attend the prior conference as well as the AIB board meeting that occurs just before the conference for face-to-face planning.



1. Albania
2. Belarus
3. Bosnia and Herzegovina
4. Bulgaria
5. Croatia
6. Czech Republic
7. Estonia
8. Hungary
9. Latvia
10. Lithuania
11. Kosovo
12. Macedonia
13. Moldova
14. Montenegro
15. Poland
16. Romania
17. Serbia
18. Slovakia
19. Slovenia
20. Ukraine

8. Conference Statistics —

Attendees

154

154 conference attendees from 31 countries, and what is more attendees represent all 6 continents (Australia, North America, South America, Asia, Africa and Europe of course).

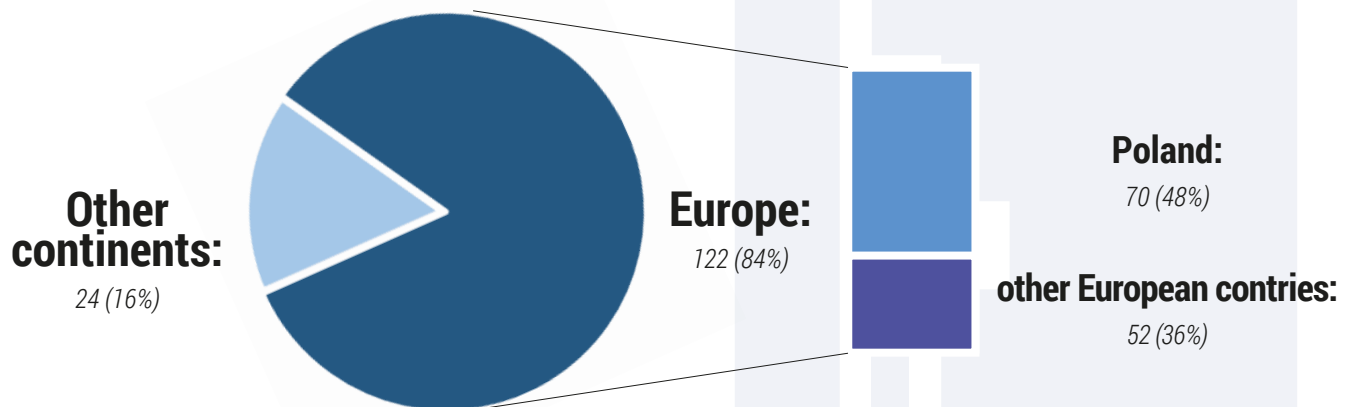
Attendees by Country

Country	PL	HU	USA	LT	RO	DE	CN	IT	CZ	AT
No. of Attendees	80	11	6	6	4	4	4	4	3	3

Country	AU	UAE	EE	DK	HR	TH	JP	UK	TW	SE
No. of Attendees	3	2	2	2	2	2	2	1	1	1

Country	SI	QA	PK	NO	LG	LV	UA	FR	CO	AR	DZ
No. of Attendees	1	1	1	1	1	1	1	1	1	1	1

Attendees by Geographic Regions



Submissions & Presentations

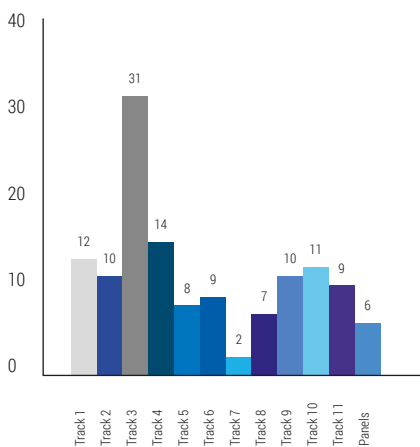
Acceptance

Number of Submissions: **129**
 Number of Presentations: **119**
 Overall Acceptance Rate: **92%**
(for example for EIBA Vienna 2016 it was 88%)

Reviewing

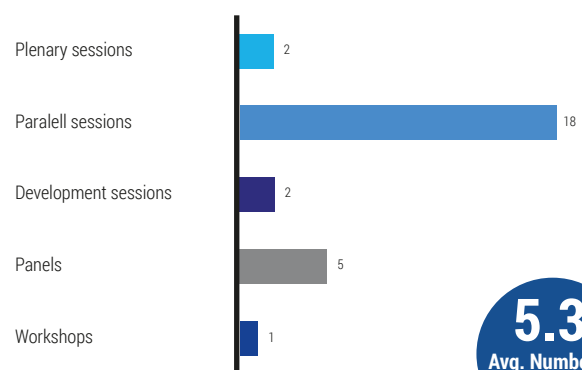
Number of reviewers: **127**
 Number of reviews: **283**
 Avg. Number of Reviews per Reviewer: **2.3** *(from 1 to 25)*
 Avg. Number of Reviews per Submission: **2.2**

Number of Submissions by Tracks



129
submissions

Number of Sessions by Type



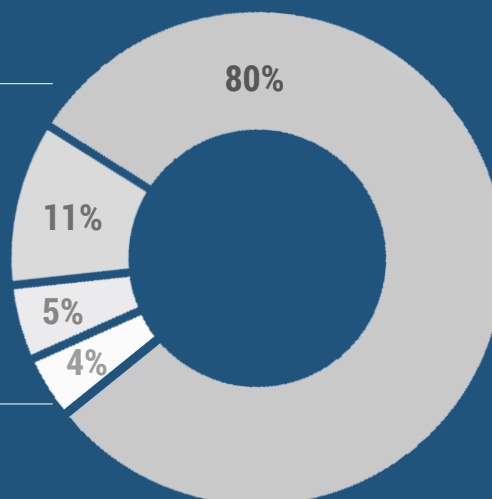
5.3
Avg. Number of Papers per Session

Competitive (97)

Posters (13)

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BOOK OF ABSTRACTS

prepared by Marek Maciejewski



5th AIB-CEE Chapter Annual Conference

INTERNATIONAL ENTREPRENEURSHIP
AS THE BRIDGE BETWEEN INTERNATIONAL
ECONOMICS AND INTERNATIONAL BUSINESS

12-14 September 2018, Cracow, Poland

Track 01: 1-IB theory: from going international to designing international business models

T01-0011

Houda Qasim Aleqedat (Szent Istvan University),

The Role of Corporate Social Responsibility and Sustainability in achieving the corporate goals and its impact on profitability

Abstract: Social responsibility is an idea that has been of concern to mankind for many years. Over the last two decades, however, it has become of increasing concern to the business world. Corporate social responsibility is becoming a key initiative and an essential tool in the growth of multinational corporations throughout the globe. And the competition between institutions and companies in various markets such as health care, financial services, software, etc. become more and more intensive in order to contribute in social responsibility in the society and provide society with various activities. Most of literature showed that the consumers take in their account the firms' CSR activities in their purchase, and they may increase their purchase from this firms' products and services.

This paper is a review paper; that will make a review for a number of previous studies, and highlight the main definitions for CSR and sustainability. This paper depends on previous studies to describe the role of CSR and sustainability in achieving the corporate goals and its impact on profitability. And it will take into consideration how other managerial decisions or other factors within the organization is affected by the CSR and sustainability and this is did not take in the account of most previous studies.

The findings are mixed. In this paper we explore the role of CSR and sustainability in achieving the corporate goals and its impact on profitability. Most of companies focusing on the CSR activities recently, the reason for that (CSR) is a doctrine that promotes expanded social stewardship by businesses and organizations. Furthermore modern theoretical and empirical analyses indicate that firm engage in socially responsible activities can increase private profits. And the firm can obtain additional benefits from these activities, including: enhancing the firm's reputation and the ability to generate profits by differentiating its product, the ability to attract more highly qualified personnel or the ability to extract a premium for its products.

CSR is part of the Governance of the company. The governance mechanism should ensure the stakeholders interests are protected. The CG comprises of CSR and both well implemented would enhance the sustainability of the company. Other studies assert this result by show that firms use governance mechanisms, along with CSR engagement, to reduce conflicts of interest between managers and non-investing stakeholders.

On the other hand some studies found a positive and significant effect of sustainability reporting on a firm's profitability. (Robert G. Eccles, 2014) provide evidence that High Sustainability companies significantly outperform their counterparts over the long-term, both in terms of stock market and accounting performance.

Keywords: Corporate social responsibility, Sustainability, Corporate goals, Profitability.

T01-0012

Arthur Rubens (Florida Gulf Coast University), Sona Ferenciková (City University, School of Management),

Case Update: Whirlpool Slovakia Transformation from Local Manufacturer to a Whirlpool Worldwide Network

Abstract: The fall of the Berlin Wall, the Velvet Revolution, and many other similar events ultimately led to the breakup of the Soviet Union and the opening of Central and Eastern Europe (CEE) from a planned economy, modeled after the former Soviet Union, to a free market economy. This move provided investment opportunities for MNCs around the world. Around this same time, Whirlpool Corporation, one of the world's leading manufacturers and marketers of home appliances, made a strategic decision to globalize its production and market. In pursuit of this decision, Whirlpool entered Slovakia in the new CEE market. This paper provides an update on previous case studies which described transition of Whirlpool Slovakia from a sub-standard producer of washing machines in Czechoslovakia and Poland, to where Whirlpool Slovakia is not only one of the leading producers of white appliances in the Whirlpool global value chain, but one of the models of efficiency in the production of top loader washing machines.

Keywords: CEE; Emerging Nations; MNEs; Quality Transformation; Case Report.

T01-1050

Oliver Lukason, **Tiia Vissak** (University of Tartu),

Export and financial patterns: evidence from young Estonian manufacturing firms

Abstract: This paper aims to find out what kind of export and financial patterns exist for young Estonian manufacturing firms and if they are interlinked. The sample consisted of 208 newly founded Estonian manufacturing firms. Export patterns were detected with a consecutive three-stage clustering of the following variables: export sales share from total sales, outside-Europe sales share from export sales, number of target markets. Financial patterns were detected by clustering two sets of variables: factored financial ratios and failure probabilities based on a universal prediction model. The interconnection of export and financial patterns was studied with a contingency test. The results showed that six main internationalization patterns existed for new exporters. 49% of firms were exporting to a single European market and their export share was constantly very low, while even among the firms with high export shares (39% of the sample), most were also only active on one European market every year. In terms of financial patterns, 74% of firms followed a pattern characterized by a low likelihood of failure, while 26% of firms followed a pattern characterized by a somewhat higher (but not dangerously so) likelihood of failure. Export patterns and financial patterns were not interconnected.

Keywords: Export patterns; Internationalization; Financial patterns; Financial ratios; Target markets, Failure risk.

T01-1064

Łukasz Sułkowski (Jagiellonian University), Zofia Patora-Wysocka (University of Social Sciences in Łódź),

University-based International Entrepreneurship Perspective

Abstract: Entrepreneurial performance of a university has been explored mainly through the lens of knowledge creation. Numerous researchers indicate the diverse directions of development of contemporary universities. Higher education institutions become the “producers” of educational services available at the competitive market. The entrepreneurial university is a concept developed and popularized by Burton Clark. The objective of the paper is to propose the model of process-oriented dimension and capabilities perspective on the basis of existing literature and together with concept university based international entrepreneurship. In New Public Management perspective higher education is increasingly becoming business activity, in case of which competitiveness plays the key role. These changes reinforce actions taken by the executive committee composed of the leaders of respective units. Also, the intrapreneurship inside of the academic units is stronger stimulated. The directions of changes in contemporary higher education systems leading toward international entrepreneurship have been diagnosed in numerous studies and are they reflected in the extensive literature. The article, based on method of systematic review of literature, is financed from the project „Doskonalenie organizacyjne uczelni przyszłości (UNIFUT.PL)” (University of the Future), DIALOG nr 0146/2017.

Keywords: International entrepreneurship, higher education, entrepreneurial university, entrepreneurship in higher education.

T01-1093

Agnieszka Głodowska, **Bożena Pera**, Krzysztof Wach (Cracow University of Economics),

How strategy determines the speed, the scope, and the degree of internationalization?

Abstract: This article aims at discussing the conceptual framework of strategic thinking in the process of internationalization of firms as well as verifying the state-of-the-art of strategic thinking among the surveyed Polish firms. The article, in addition to the literature review, presents the results of research on the stratified random sample of 355 Polish internationalized firms. The survey was conducted using CATI technique. The results confirm that the size of the firm affects the fact of having the internationalization strategy. Strategic thinking in the process of internationalization is reflected in the basic characteristics describing the process of internationalization of the firms. The results confirm the three main relationships: internationalization speed, internationalization scope, internationalization index.

Keywords: IB theory, CEE MNEs, international management, strategy, internationalization of the firm

T01-1094

Agnieszka Głodowska, Marek Maciejewski, Krzysztof Wach (Cracow University of Economics),

How entrepreneurial orientation stimulates different types of knowledge in the internationalization process of firms from Poland as an emerging market?

Abstract: This paper aims at the verification of the impact of entrepreneurial orientation on the use of knowledge at various stages of the internationalization process of Polish companies. The article, in addition to the literature review, presents the results of research on the stratified random sample of 355 Polish internationalized firms. The survey was conducted using CATI technique. The results confirm that higher international orientation entrepreneurial intensifies the use of entrepreneurial and network knowledge at the stage of a mature internationalization (but not in its initial stage). At the initial phase of internationalization in addition to market knowledge (which is consistent with the theoretical foundations), firms with higher entrepreneurial orientation intensely use socio-cultural knowledge.

Keywords: IB theory, emerging market MNEs, knowledge management, international entrepreneurship

T01-1100

Wioletta Mierzejewska, Patryk Dziurski (Warsaw School of Economics),

The Diversification and Internationalisation Strategy and Business Groups' Performance in Poland

Abstract: The paper aims to identify the scope in which business groups in Poland apply two growth strategies, i.e. diversification and internationalisation and examine their influence on the performance of a business group. The conducted research revealed that business groups in Poland are more likely to implement the internationalisation strategy than the diversification strategy. It can be stated that business groups decreased the diversification degree and increased the internationalisation degree between 2010 and 2016. The literature on the strategic management provides ambiguous results on the influence of diversification and internationalisation strategy on business performances. Some authors argue that growth strategies impact business performance positively and negatively, but some claim that the relationship does not exist. There is also lack of clarity regarding the nature of the correlation between the diversification as well as the internationalisation strategy and business performance. Some authors support that there is a linear correlation, but some provide evidence that the correlation is nonlinear. In the paper, authors argue that relationship between the diversification strategy as well as the internationalisation strategy and business group performance is not linear, but curvilinear.

Keywords: Strategy, internationalisation, diversification, business groups.

T01-1102

Andreja Jaklic (University of Ljubljana), Slobodan Šešum (Ministry of Foreign Affairs of the Republic of Slovenia),

Economic diplomacy at foreign market entry; difficult entry modes or difficult markets?

Abstract: Both, firm-level foreign entry strategies and economic diplomacy have faced many new challenges in the age of global value chains. We explore the relations between firm-level entry to foreign markets and the support of economic diplomacy. Based on in-depth interviews with enterprises entering foreign markets and economic counsellors in foreign diplomatic units we investigate their mutual cooperation; in particular needs, developments of services, results and barriers of cooperation. Both, the type of market and the type entry mode influence the need for economic diplomacy, being the highest in less developed and institutionally and politically instable countries and when using internalization related entry modes. Findings suggest that the role of economic diplomacy increases with investment mode and in rapidly changing or institutionally different and distant markets. Economic diplomacy influences the success of market entry and operation afterwards, yet the results depend on the timing of established relationship and capabilities of economic counsellors.

Keywords: economic diplomacy, foreign entry modes, market entry success, heterogeneous firms, new trade policy

T01-1103

Nelly Daszkiewicz (Gdańsk University of Technology),

Determinants of internationalization of high-tech SMEs: Exploratory study from Poland

Abstract: The main objective of the article is to present the role and importance of determinants of internationalization process of high-tech firms in Poland. A quantitative research design was used. A survey was conducted on the sample of 263 firms operating in high-tech industries in the territory of Poland. To verify the assumed hypotheses the statistical instruments were used including Chi-Square test and Cramer's V contingency coefficient. The investigated high-tech firms adopt a whole range of entry modes in their internationalization process. However, research results show that the choice of foreign entry modes is determined by the size of the company, pace of internationalization and internationalization intensity (measured by TNI index), namely bigger firms, born global and firms with high internationalization index are more likely to use more advanced and entry modes characterized by high-control. Implications and recommendations: Polish high-tech companies use more advanced entry modes in comparison with whole business population. Foreign entry mode choice is a multilevel phenomenon and it is influenced by a multiplicity of factors. Thus, it is also difficult to investigate empirically. However, it provides significant future opportunities for further studies that bring us closer to understanding the phenomenon of entry mode choice decision. The research results presented in this article are one of the first in Poland investigating internationalization and foreign entry modes of firms operating in high-tech industries. The obtained results remain in line with the majority of empirical evidence world-wide.

This article came into being within the research project OPUS 6 entitled "Patterns of internationalization of high-tech small and medium-sized enterprises" (UMO-2013/11/B/HS4/02135) realized in the years 2014-2018.

Keywords: High-tech, designing international business, knowledge and technology transfer, knowledge management

T01-1109

Michał Młody (Poznan University of Economics and Business),

New production patterns and the future of production relocation - the perspective of consumers

Abstract: The significance of Industry 4.0 for the future of the global economy is beyond any question, therefore the discussion of business practitioners, politicians and academics about the conditions and potential consequences of implementing this concept is becoming more and more turbulent. The actual value of technologies 4.0 does not result only from the opportunities that they offer, but rather from the integration of huge amounts of data, automation, robotics and production systems in a way that provides companies with a competitive advantage. Innovative business models and the digitization of the value chain aim, among others, to improve customer experience, increase the speed of response to market needs and reduce costs.

While some studies provide evidence for the existence of benefits resulting from the implementation of the concept 4.0 from the perspective of enterprises, the attitude from a demand-side perspective both to the technological transformation itself and its potential effects is analyzed to a very limited extent. The article explains the complexity of the 4.0 concept and indicates the selected levels of its use in the economy. In addition, based on the results of questionnaire survey, the general attitude of consumers to the trend of automation and robotization of production as well as their relation to the reshoring of production was presented. The results of the survey showed that while consumers are aware of the need to implement technology 4.0 and some of the benefits associated with it, they also have a relatively low level of confidence in the new trend. Consumers also expect a gradual relocation of production to Poland, but at the same time a relatively low degree of acceptance of potential negative consequences of this phenomenon is noticeable.

Keywords: Industry 4.0, reshoring, offshoring, business model, automation, robotization, 3D printing.

T01-1110 **Marek Maciejewski**, Krzysztof Wach (Cracow University of Economics),

International Startups from Poland: Born Global or Born Regional?

Abstract: The article aims at discussing the pace of internationalisation at empirically verifying the speed of internationalisation of Polish internationalised firms, trying to identify which pattern is more frequently used by international startups from Poland – born global or born regional. Based on the prior studies from other parts of the globe, we assume that among Polish companies the number of born regionals, i.e. businesses that are international from the beginning of their inception in the market, is growing, and their activity is mainly restricted to the European Union. The article is based on the sample of 355 internationalized business from Poland (a CATI survey). Among Polish internationalized firms there are many born globals. In the studied sample (selected randomly), the share of born globals was 61.5%, and global startups 43%, which is a very high rate. The results enable to adopt hypothesis claiming that among Polish firms the number of so-called born regionals, that is firms which are international at inception, is relatively high in comparison with the traditional path and born globals, and their activity is mainly limited to the European Union.

Keywords: Startup, born regional, born global, international entrepreneurship, Poland

Track 02: Internationalization theory and practice: from rethinking MNEs, to SMEs and BGs

T02-0015

Aneliya Töke (Vienna University of Economics and Business),

Company-specific reactions to country risk changes: A case study from the perspective of Austrian subsidiaries in the Russian Federation

Abstract: Country risk is a term that is not only difficult to define but also difficult to assess. The following research project shows a company perspective of the understanding of country risk in the broader sense, considering country risk changes over time. Moreover, it examines ongoing operations of foreign wholly owned subsidiaries after a successfully realized market entry. From the perspective of Austrian affiliates in the Russian Federation, the author will identify specific company strategic reactions to appeared changes of the Russian country risk ratings.

Keywords: country risk, foreign direct investment, market engagement, company strategies, Russia

T02-0038

Federica De Vanna (University of Sannio), Riccardo Resciniti (Sannio Univeristy), Michela Matarazzo (Marconi Univeristy),

A literature review on firms' internationalisation through e-commerce

Abstract: The rise of e-commerce has brought considerable changes to the relationship between firms and consumers, especially within international business. Hence, understanding the use of such means for entering foreign markets has become critical for companies. However, the research on this issue is new and so it is important to evaluate what has been studied in the past. In this study, we conduct a systematic review of e-commerce and internationalisation studies to explicate how firms use e-commerce to enter new markets and to export. The studies are classified by theories and methods used in the literature. Moreover, we draw upon the internationalisation decision process (antecedentstrategies-consequences) to propose an integrative framework for understanding the role of ecommerce in internationalisation. We believe that the literature review will be a picture of the “status quo” and provide a useful basis for scholars and managerial decisions.

Keywords: E-commerce; international business strategies; literature review; entry mode decisions.

T02-1053

Jurgita Sekliuckiene, Rimgaile Vaitkiene, Vestina Vainauskiene (Kaunas University of Technology),

Organizational learning in startup development and international growth: theoretical approach

Abstract: This article explores the conceptual link between the development stages of a startup and organizational learning with the aim to conceptualise the practices of organizational learning levels emerging in specific life cycle stages of a global startup. The research integrates the theories of organizational learning and international entrepreneurship and offers a conceptual framework that reveals interactions between the constructs in question. In order to grasp the concepts, the 5I Organizational Learning Framework and Entrepreneurial Learning Framework were used in each developmental stage of a startup. In every developmental stage of a startup (from the bootstrapping stage to the scale-up stage - expansion in the global market), propositions related to the process (intuiting, interpreting, integrating, institutionalising and intertwining) and level of dominating organizational learning, its intensity, and emerging challenges, are offered, which influences each next developmental stage of a startup leading it to global expansion. The results of the research suggest propositions for the discussion, offer prerequisites for the achievement of scientific results, and allow forming a set of important considerations for further research.

Keywords: startup, international growth, startup life cycle/startup development cycle, organizational learning.

Keywords: Startup, international growth, startup life cycle/startup development cycle, organizational learning.

T02-1068

Piotr Wójcik, Mariola Ciszewska-Mlinaric (Kozminski University),

International growth of Polish firms: A dynamic capabilities perspective

Abstract: The purpose of the current study is to explore how individual-level cognitive and organizational-level behavioral factors influence the level of firms' internationalization, as firms adapt to challenges of foreign expansion. In doing so, we introduce a model of internationalization dynamic capability (IDC) and test it empirically on a sample of 93 Polish internationalized firms which constitutes a theoretical contribution. Overall, our findings demonstrate positive association between dynamic capability and international performance.

Keywords: internationalization, SMEs, MNEs.

T02-1077

Peter Kiss (Corvinus University of Budapest),

Digital Transformation with MNEs

Abstract: 2016 was the year of Transformation, according to Gartner Senior Vice President. Since 2010 the replacement of old obsolete (legacy) IT systems has become increasingly popular at these MNEs. “Digital business transformation” is a popular phrase nowadays. At first, I will give an overview about the different definitions from the selected consulting corporations about digital transformation, and I will give my own definition. In this first section I will present the relevance of my research topic. At the second section I will give an overview about the selected business consulting corporations through their historical milestones, organization structure, financial performance.

Keywords: Digitalization, digitization, digital business transformation, telecommunications sector.

T02-1078

Magdalena Grochal-Breidak, Maja Szymura-Tyc (University of Economics in Katowice),

The internationalization process of an e-commerce entrepreneurial firm – the inward outward connections and the development of experiential internationalization knowledge

Abstract: Paper aims at presentation the internationalisation of an e-commerce firm in a process form as a single longitudinal case study. Primary data has been collected in two in-depth interviews, undertook in a two-year period of time. Purposive sampling is used in choosing the firm to the case: it is the internationalised e-commerce micro-enterprise, involved in both the import and export activities, established and operating in Polish market. The case study shows relatively turbulent nature of internationalisation, starting from the inward activities, through the period of simultaneous and temporal occurrence of the linked activities and the restrained outward activities, and 'ending' with the final commencement of the outward activities. Presented events comprising the internationalisation process encompass also organizational evolution, as well as the role of the company's founder motivation in initiating the internationalisation. The below description of the process may be used as a background for modelling the internationalisation process of e-commerce firms, even though a mechanism based on knowledge and experience, known from the already developed models, can be identified within the stages.

Keywords: Internationalisation Theory, Exports, Longitudinal, E-Commerce.

T02-1128

Mingchun Cao (Kozminski University)

Chinese multinational companies in Poland: motivation and entry mode

Track 03: 3-International entrepreneurship, strategy, innovation, and international family firms

T03-0007

Krzysztof Szczygielski, Andrzej Cieřlik, Jan Jakub Michaćek (University of Warsaw),

Market choice, technology intensity and group ownership: Empirical evidence for Polish manufacturing firms

Abstract: The main objective of this paper is to study empirically the relationship between the market choice, technology intensity and business group membership of the manufacturing firms located in Poland using the multinomial logit model. Our study is based on the unique firmlevel dataset for manufacturing companies patterned on CIS 2010 that covers 9846 observations for the 2008-2010 period. Our empirical results show that the relative probability of exporting is higher for firms that operate in medium and high technology sectors. We also find that the relative probability of exporting is positively related to the membership in the foreign business groups. These findings contribute to better understanding of firm-level determinants of export performance of manufacturing firms located in Poland.

Keywords: Strategy, internationalisation, innovation.

T03-0014

Joanna Szarek, Jakub Piecuch (University of Agriculture in Krakow),

The Importance of Startups for Construction of Innovative Economies

Abstract: The end of the twentieth century is a period of transformation of material-intensive economy towards a knowledge-based economy. The power of the modern state is created by technological development, increasing the competitiveness and innovation of the region. Innovators of innovative products or services set up startup companies to materialize ideas, becoming a symbol of modernity and technical progress. The aim of this article is to determine the impact of startup businesses on the innovation of the economy. The statistics are from foundation reports, specializing in the study of the startup environment in Poland, Eurostat databases and the Central Statistical Office. The article attempts to define the concept of startup as a business, based on an innovative idea or pioneering business. As a result, they are companies that create a completely new product or service, not based on replicated offers from other market players, and do not replicate existing ones. Business activity is subject to a considerable degree of risk. The analysis of the correlation between the number of Micro-enterprises and GDP per capita (PPS) as well as the number of patents issued for national inventions by the Polish Patent Office and GDP per capita (PPS) showed a strong correlation between the variables tested. The benefits of developing a country-wide startup ecosystem contribute to government-directed R & D, in order to create a favorable environment for a new business model. The development of new businesses is an opportunity to improve the condition of national economies and the situation of society, and above all to increase the innovativeness of regions.

Keywords: Startup, innovation, innovative economy, ecosystem of startup.

T03-0016

Łukasz Sułkowski, Maciej Dębski (University of Social Sciences in Łódź),

Hospitality in the Image of Small Family Accommodation Businesses

Abstract: Small and micro businesses form the largest group of entities offering services to tourists in tourist destinations. A majority of them are family businesses being accommodation facilities. The study tests the hypothesis that the family character of a business offering accommodation services can be a source of real competitive advantage being of significance for a certain group of clients. The advantage can be shaped by creating an image based on the owner's involvement and hospitality. As the literature research indicated, in the case of the businesses described it is relatively easy to develop a bond between the facility's manager and their clients. The deliberations were extended by an empirical study conducted on a group of young people from Poland and Ukraine. Its results have indicated that accommodation services are significant elements of the satisfaction among the clients surveyed, and that in the group surveyed the key reason for a trip is the intention to "experience and learn" and not comfort. It has also been confirmed that the determinants of accommodation services related to broadly defined hospitality are significant, however, not key in the group analysed.

Keywords: Family firms, internationalization, tourism, hospitality.

T03-0018

Orapan Khongmalai, Anyanitha Distanont, Wathu Rojanavongse (College of Innovation),

Sustainability Model for Social Enterprise: Experience from Thai Healthcare Sector

Abstract: The purpose of this research is to develop sustainability model for social enterprise (SMSE), especially, in the context of healthcare sector in Thailand. This study is a qualitative research, including 3 main phases i.e. model development, model testing, and model adjustment. Research findings show that there are 3 groups of activities in the sustainability model; which are 1) core activity, 2) supporting activity, and 3) externality; to contribute as success factors for Thai social enterprise in healthcare sector.

Keywords: Social Enterprise, Sustainable Development, Sustainability Model, Healthcare.

T03-0020

Jan Jakub Michałek, Andrzej Cieślik (University of Warsaw),

Does managerial and firm experience matter for exporting? The case of CEE countries and Turkey

Abstract: The main goal of this paper is to study empirically the importance of managerial and firm experience for export performance and interactions between gender of managers and size of the firms, having controlled for a number of individual firm characteristics. These controls include firm productivity, size, multiple product profile, share of university graduates in productive employment, foreign capital share, state ownership, use of foreign licenses, R&D spending, as well as product and process innovations. The empirical analysis is based on the probit model, applied to the fifth edition of the BEEPS firm level dataset covering the Central and East European (CEE) countries plus Turkey over the period 2011-2014. Our empirical results indicate that the probability of exporting is positively related to both managerial and firm experience if we control only for sectoral effects. Moreover, the interaction between managerial experience and firm's age is significant only for the larger companies.

Keywords: CEE countries; managerial experience, firm age, firm export performance; probit model, Turkey.

T03-0023

Eugene Terungwa Agoh, Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology),

Theoretical Analysis of Migrant Entrepreneurs' to Host Countries

Abstract: This theoretical paper presents a critical review of the literature on migrant entrepreneur's contributions to the host countries published from 2002 to 2017 to provide the current state and future research trend for this rapidly growing research field, the paper provide both thematic analysis and detailed assessment of the research quality of the selected twenty publications spanning fifteen years which are all indexed in SCOPUS and Clarivate Analytics.

The results shows a diverse research nature of migrant entrepreneur's contributions to the host countries mostly coming from Asian countries and in particular south-east Asia, countries such as India, Bangladesh, China, Sri-Lanka, and Pakistan to Australia, the UK, Germany. We also found that most of their reasons for venturing in entrepreneurship were lack of jobs opportunities, discrimination in workplaces, skills and ease for starting online businesses and talent to exploit business opportunities in the host country.

This paper is also able to identify research gaps on migrant entrepreneurs and highlighted them appropriately while suggesting relevant areas of further studies that could contribute significantly to the enhancement of the body of knowledge on migrant entrepreneurship.

Keywords: Migrants, Migration, migrant entrepreneurs, Entrepreneurs, Host country.

T03-0024

Alicja Hadryś-Nowak (Poznań University of Economics and Business),

When successor becomes the leader of international family business? – a case study from Poland

Leadership succession is a significant challenge for all family businesses. Despite this many family businesses do not have clear plans nor systematic processes for implementation trans-generational change (Fang et al, 2015). Family business owners beliefs that succession is natural process and successors became leaders naturally. If that was it, then more than 30% would survive the first generation, around 15% would survive to the third generation, and more than 3% would survive to the fourth generation (Vera and Dean, 2005). Although much research has been dedicated to family business succession and preparing successors there is still no in depth research showing the path needed to cross from successor to a true leader in family firm. The idea that a family business succession can have an impact on the financial structure and performance of a firm should be no surprise given that a business transfer is one of the most important and critical events in the life cycle of any family firm. Moreover, successions will gradually gain more importance in the next coming years because of the retirement of a substantial amount of business leaders. It is therefore important to study business transfers, as doing so can lead to more insights into best practices regarding how to carry out a succession and on the way in which the business is expected to change because of the transition event. Martin and Lumpkin (2004) find that in successive generations entrepreneurial orientation tends to diminish and give way to family orientation, as stability and inheritance concerns become the business's principal drivers. Central in the succession process is that the management of the family business end up in the hands of a competent and well-motivated successor. But there is still not clear what are what does it mean for successor and family business. We know that succession process has the potential to disrupt and even to destroy successful businesses, irrespective of their financial or market power (Bozer, Levin, Santora, 2017) but in some cases a succession, particularly when an successor is involved, can lead a family business to new markets, new ways of acting and thinking (Ward, 1987; Ibrahim et al. , 2001; Menendez-Requejo, 2005; Graves and Thomas, 2008). Assuming the topic of succession is one of the most critical challenges in the family business literature, this paper attempts to address the factors that act as driving forces for the successor to become a leader of international family businesses. Thus, author is analyzing the following research questions:

Q1: What are the factors that facilitate or inhibit the process of becoming the leader for international family business?

Q2. What are the major characteristics that the successor to become the leader of international family business?

Succession planning has scope for the personal approach especially exploring people's stories and narratives and case histories. Working with individuals or small groups in a case study is the type of research needed in this area.

Keywords: Family firms, succession, leadership.

T03-0026

Martin Jurek (University of Economics in Prague),

International Family Firms: A literature Review on Conflicts

Abstract: The family business has been the most prevalent and pervasive form of business. Family firms in Central and Eastern Europe virtually re-emerged after the fall of communism. The vast majority of them are, as a result, currently in a phase of their first successions from founders to their descendants. This paper reviews the major family business research papers that address factors related to relationship and work-to-family conflicts. Its aim is to outline the state of the art of these theoretical and empirical studies by applying a resource-based view. It summarizes that, although family business research is progressing in terms of theory building, it continues to lack a systematic adoption of longitudinal, cross-national and multi-theoretical approaches.

Keywords: international family firm, family-owned business enterprise, relationship conflict, work-to-family conflict.

T03-0029

Andrzej Marjański, Łukasz Sułkowski (University of Social Sciences in Łódź),

Evolution of Entrepreneurship in Polish Family Businesses

Abstract: The article deals with the issue of family entrepreneurship, which plays an increasingly important role in the Polish economy. The aim of the article is to analyze the phenomenon of family entrepreneurship in Poland in a market economy and to analyze the evolution of family enterprises. Reference was also made to the methodological conditions related to conducting studies of this type of entities. In their development, family businesses need to take into account coping with the principles and practices of the market economy and internationalization processes, as well as problems related to family and business relationships that are specific only to them and the multi-generational perspective of functioning. Understanding the specificity of family entrepreneurship requires learning their essence and criteria for distinguishing these entities from other enterprises. The article is based on a review of the subject literature, its critical analysis and the results of research conducted in this field by the authors. It also indicates the methodological determinants for studying family enterprises.

Key words: family firms, strategy, entrepreneurship, research methods.

T03-0031

Jean-Michel Sahut (IDRAC Business School), Math Mazra (University of Maroua), Lubica Hikkerova (IPAG Business School),

The entrepreneur's Psychological Capital and performance of a new Venture in Cameroon: Moderating role of the strengths of the social capital's links

Abstract: Research on the performance of new ventures have arguably been among the most explosive fields of study within recent years in management sciences, yet results often diverge on the explanatory factors of the performance. Considering the above mentioned divergence and given the crucial role of human capital resource for new venture, the purpose of this article is first, to analyze the impact of the entrepreneur's psychological capital on the performance of new venture and second to highlight the role played by the strengths of the entrepreneur's social capital links on that impact. Thus, the results of the moderate multiple regression analysis based on sample (N=202) of Cameroonian new ventures show that: (1) the entrepreneur's psychological capital has a positive impact on the performance of new venture, 2) weak links as opposed to weak links play a more positive moderating role, and 3) strong and weak links, put together have a more positive moderating impact rather than taken separately. These results lead to significant managerial implications.

Keywords: New venture, performance, psychological capital, social capital, weak links, strong links.

T03-0037

Lidia Danik, Izabela Kowalik (Warsaw School of Economics),

Network payees or smarties? Network knowledge gathering approaches of International New Ventures

Abstract: The paper contributes to the growing stream of research on knowledge gathering in the internationalisation process and networking of International New Ventures (INVs). It identifies two dimensions describing the network knowledge gathering approaches: Relationship approach (wellwishing or opportunistic) and Activeness (being active or reactive in the search for information), as a result indicating four approaches: ruthless smartie, accidental smartie, active or reactive network payee. These results were obtained in the qualitative study conducted on four Polish INVs. Our results prove that INVs may behave opportunistically in their knowledge gathering behaviour and that some of their knowledge is gathered in a passive way, however active and conciliatory approaches are more frequent. One company can present different approaches towards various partners or simultaneously act selfishly and be kind towards different network partners.

Keywords: Central and Eastern Europe, Knowledge Sourcing, Organizational Learning, International New Ventures, Network internationalisation, Opportunism.

T03-1041

Paul Kalfadellis, Alex Pucar, Peter O'Neill (Monash University),

From 'Clicks to Bricks': A growth Strategy for SMEs

This study sought to gain an understanding of the nature and complexity of the 'clicks to bricks' phenomenon as it pertains to small and medium enterprises (SMEs) operating in Australia. Using Porter's Value Chain as the theoretical lens to underpin the research, this exploratory study investigated the nature of the 'clicks to bricks' phenomenon and its efficacy as an expansion strategy for SMEs. In so doing the study also tested some of the underlying assumptions of Porter's Value Chain and its application to the 'clicks to bricks' phenomenon.

Data was collected through the use of semi-structured interviews with six SME owners and managers that have adopted this strategy. The study's findings revealed that the nature of 'clicks to bricks' is that of a growth strategy, utilised to derive additional value for firms that cannot be derived purely from an online presence, but requires expansion into the physical space. The study also found that there was no clearly defined path, group of resources, or the type of physical presence that must be employed to implement such a strategy, as numerous different approaches were shown to have worked.

Keywords: Strategy, international entrepreneurship, internationalisation, strategy.

T03-1042

Irina Ervits (Cologne Business School),

Economic potential of internationally-oriented patenting activity in Russia

Abstract: This paper investigates the dynamics of internationally-oriented patenting activity in Russia, with the objective of exploring the link between innovation and entrepreneurship in an emerging economy. By using the Patent Cooperation Treaty (PCT) statistics, we create a typology of PCT applicants. Patent categories are compared based on their technological footprint, measured as consequential patent references. The article reveals a shortage of domestic companies engaged in internationally-oriented innovation in Russia. The majority of international patent applications published by WIPO in 2013 were filed by individuals, which indicates low potential for their commercialization. Russian companies, as well as individual applications, demonstrate lower technological impact, measured as citations, than foreign subsidiaries operating in Russia. From a theory point of view, this discovery, as well as the active involvement of individual Russian inventors in international patenting, points to the imbalanced nature of the Russian national innovation system (NIS). This imbalance manifests in the domineering role of the government, as well as the weak role of the domestic private sector.

Keywords: Internationalization of innovation, national innovation system; Russia; patent statistics; patent data; innovation; invention; entrepreneurship.

T03-1054

Reuel Dakung (University of Jos), Cyril Tsenyil (Office of the Accountant General, Jos), Meshach Goyit (University of Jos),

Innovative Service Delivery and Competitive Advantage of Small Scale Hotels in Nigeria: The moderating role of Opportunity Connectedness

Abstract: In recent times, the growth rate of small scale hotels in Nigeria is fast declining (estimated at about 7.4% per annum) due to stiff competition. Also, they are faced with a myriad of challenges like poor customer services, little or no standardization in operations and skilled labour shortages resulting to premature death. This study investigated the moderating effect of opportunity connectedness in the relationship between innovative service delivery and competitive advantage of small scale hotels in Nigeria. The study utilized data from 264 small scale hotels in Nigeria, using a cross sectional and quantitative approach. Data were analyzed using descriptive statistics, zero-order correlation and hierarchical regression. The research findings showed a positive and significant relationship between innovative service delivery and competitive advantage. Similarly, it revealed that opportunity connectedness positively moderated the relationship between innovative service delivery and competitive advantage of small scale hotels in Nigeria.

This study indicates a number of implications for hotel institution and policymakers, particularly that innovation and opportunity connectedness play significant contributions to competitive advantage of small scale hotels.

Keywords: Competitiveness, connectedness, innovation, international entrepreneurship.

T03-1056

Zofia Patora-Wysocka (University of Social Sciences in Łódź),

Was it merely a coincidence? Towards a practice-based perspective on early internationalization of SMEs

Abstract: The article provides a new insight into the phenomenon of early internationalization of small and medium-sized enterprises (SMEs). This study explores a practice-based perspective on internationalisation of textile and apparel enterprises. The aim of this paper is to analyse the relation between some aspects of reflexive actions and the routinization within the internationalization process. In management studies it has become increasingly common to draw attention to the notion of a process. A practice-based lens shows the notion of routine as a constitutive element of the day-to-day practice that represents the emergence and reproduction of organizational processes and structures. The recent theoretical studies put emphasis on the routine as a twofold category of organizational persistence and transformation. It seems that the notions of routines and the reflexivity overlap and therefore, they may contribute to solving the dilemma of stability vs. change in everyday internationalization practice. Since the relation between routine and reflexive actions underlies the direction of everyday processes in enterprises, the activities of early internationalization of SMEs may comprise here a promising research area and therefore, a 'theoretical bridge' between the practice-based perspective and IE may develop. A qualitative research offers an alternative approach to the problem of how enterprises explore foreign opportunities in the realms of daily performed activities.

Keywords: textile and apparel, integration of pre-existing theoretical approaches, routine, opportunism, small and medium-sized enterprises (SMEs), early internationalization (and INVs).

T03-1069

Áron Perényi (Swinburne University of Technology), Miklós Losoncz (MTA-BGE Macroeconomic Sustainability Research Group), Lehel Kovács (Bestseller Wholesale Ltd),

International entrepreneurship research in Hungary - A review of literature and direction for further development

Abstract: The internationalisation of small and medium sized enterprises is a substantial opportunity by which local entrepreneurs can contribute to the macroeconomic sustainability of small open economies in Central Eastern Europe. The global body of knowledge offers substantial insight into international entrepreneurship, mostly in the context of established market economies, building conceptually primarily on international business and entrepreneurship literatures. And although the phenomenon is equally important in emerging and transitional economic contexts, in contrast to the global body of knowledge, the availability of studies focussing on Central Eastern European economies is relatively limited. Therefore, tailored theories and robust evidence regarding the international entrepreneurship phenomena in these contexts is in demand. The contribution of this article lies in the provision of a systematic review of international entrepreneurship literature, to establish the boundaries of the current body of knowledge in Hungary, in relation to SME internationalisation. This provides a basis for future conceptualisation and empirical investigation of international entrepreneurship related topics in Hungary, and potentially other Central Eastern European countries.

Keywords: SME internationalisation, international entrepreneurship, systematic review, Hungary.

T03-1073

Wojciech Dyduch, Katarzyna Bratnicka (University of Economics in Katowice),

Creative Strategy stimulating Entrepreneurship: The Construct, its Operationalization and Link with Performance

Abstract: The objective of the paper is to theoretically develop and empirically test the construct of creative strategy as offered by Bilton and Cummings (2010). The construct is understood as reconciling strategic paradoxes in four key areas: innovativeness, entrepreneurship, leadership and creative design of the organization. Although the term 'creative strategy' is mentioned in literature (eg. Kuhn 1989, Leigh 2012), the construct of was thoroughly described by Bilton and Cummings (2010). Their perspective takes however a consulting lens. We develop this construct by adding the strategic management concepts, where creativity can be analyzed on the organizational level, and seen as a dynamic capability that leads to stimulate entrepreneurship and firm performance. From the research carried out among 606 organizations in the transition economy in Poland, it seems that the theoretical dimensions of creative strategy (innovativeness, entrepreneurship, leadership and design) are well-reflected in the business practice. However, only a small number of organizations is able to reconcile paradoxes present in the dimensions of creative strategy, thus being able to transform creative ideas into entrepreneurial actions. The dimensions of creative strategy are not positively related to financial measures of performance, however they are related to performance measured with non-financial, subjective measures.

Keywords: Strategy, innovation, strategic entrepreneurship, creativity, performance.

T03-1080

Paola Garrone, Giulia Bartezzaghi, Federica Ciccullo, Louis Giacomo Pranlas Descours (Politecnico di Milano),

Born Sustainable, Soon International? An empirical analysis of agri-food startups

Abstract: Sustainable development challenges create unexplored opportunities for innovative ventures. At the same time, an increasing number of young enterprises are embracing an ambitious internationalisation strategy right from inception. The paper aims at understanding whether the orientation of startups toward sustainability favour their internationalisation. The agri-food sector is an interesting domain to investigate the research question owing to its multiple impacts on society and the environment. The paper performs an econometric analysis on a sample of 205 agri-food startups using both logistic regressions and propensity score matching models. Preliminary empirical results shows that the relationship between the internationalisation chances and sustainability orientation of new ventures is not univocal. While orientation to environmental sustainability appears to hinder the internationalisation process, socially-oriented startups are more likely to internationalise than nonsustainable ones if a distinction is made between commercial and productive internationalisation. Implications for both managers and policymakers are highlighted.

Keywords: International entrepreneurship, international new ventures, innovation, sustainability.

T03-1081

Malgorzata Stefania Lewandowska, Malgorzata Rószkiewicz, Marzenna Anna Weresa (Warsaw School of Economics),

Measuring additionality effects of public support to R&D in the European Union member states

Abstract: This paper seeks to identify what results European Union financial support to innovation has produced in EU member states. The main objective of this empirical research is to find out what is the impact of this public financial support on: 1) input for innovation (measured by acquisition of R&D related knowledge or by acquisition of advanced machinery, equipment to produce new or significantly improved products and processes); 2) innovation output (measured as logarithm of fraction of turnover from innovative products introduced in 2010-2012 in total turnover); 3) the behavior of innovative enterprises (measured by cooperation with suppliers, customers, competitors, research institutes, universities as well as personnel training). The study is based on microdata for representative sample of 16 865 enterprises from 13 countries (majority of them from CEE region) that took part in the Community Innovation Survey (CIS) over the period of 2010-2012 and received public financing from EU. Path analysis was employed to assess the relationships between the variables, examining the structure and strength of the linear direct and indirect relationship. Next, the bootstrapping – a method for assigning measures of accuracy to sample estimates, followed by correction Bootstrap for Goodness-of-Fit Measures were applied.

Keywords: innovation, public funds, additionality, European Union, innovation policy; CEE countries.

T03-1091

Qihai Huang (Keele University), Jing Yuan (Guangdong University of Foreign Studies),

Overseas ties, strategic flexibility and exploitative and exploratory learning of exporting SMEs in China

Abstract: Much research has suggested that networks have played an important role in internationalization of SMEs (Martineau and Pastoriza 2016; Coviello and Munro 1997; Zhou, Wu and Luo 2007). However, relatively less is known how different types of network ties can have an impact on SMEs' learning, which is critical to their survival and success. Our paper examines how two important types of ties, namely, overseas business ties and ethnic ties respectively, can influence exporting SMEs' explorative and exploitive learning. Using a survey data from China, our paper find that overseas business ties are positively associated with exploitive learning but not explorative learning. Overseas ethnic ties are positively associated with explorative learning but not exploitive learning. Strategic flexibility of firms moderates the relationships mentioned above in different ways.

Key words: Overseas business ties, overseas ethnic ties, exploitative learning, exploratory learning, strategic flexibility, small and medium enterprise (SME), China.

T03-1092

Miklós Stocker (Corvinus University of Budapest),

Survival, Growth and Performance of Hungarian International New Ventures

Abstract: There is a growing debate in the literature about International New Ventures. This study examines International New Ventures and some of their key aspects. Survival of INVs seem to be an interesting phenomenon which has been tackled only in small sample studies as well as their growth and their financial performance as well. This paper focuses on International New Ventures in the Hungarian context from the 2010's. The Hungarian Corporate Tax Database was used, with which the whole population of Hungarian companies in years 2009, 2010, 2011, 2012, 2013 and 2014 was analysed. The database consists 385,723 companies in 2009 and 422,500 companies in 2014, which is the whole Hungarian private sector. Among these companies 6,547 can be identified as International New Venture in the period of analysis. In this paper the survival, growth and business performance characteristics of Hungarian International New Ventures are uncovered. Hungarian Sustainable International New Ventures employed around 25 employees on average, registered extremely high export intensity (around 75%), their earnings and equity were steadily growing (43.6% and 56.3% mean CAGR), their return on equity stabilized around 10% after their first year of existence and they created added value around 37 thousand EUR per employee.

Keywords: International New Ventures, Survival, Growth, Financial performance, Hungarian Companies.

T03-1108

Zoltan Bartha, Andrea S. Gubik, Adam Bereczk (University of Miskolc),

The social dimension of the entrepreneurial motivation in the Central and Eastern European countries

Abstract: Discovering and categorising the entrepreneurial motivations of university student entrepreneurs in the CEE region, and uncovering the influencing factors behind the different motivation factors. The study focuses on the social dimension of entrepreneurial motivations, so special attention is given to the Social mission factor. The study is based on the 2016 GUESSS (Global University Entrepreneurial Spirit Students' Survey) database that contains 19,338 answers for the eight selected CEE countries. Factor analysis was used to detect the motivation factors; descriptive statistics and stochastic relationship tests were used to describe them; a General Linear Model (GLM) was set up to identify the influencing factors of the Social mission, one of the motivation factors of the university student entrepreneurs. Five factors of entrepreneurial motivations were identified: Social mission, Customer focus, Competition/market focus, Individual goals, and Collective/community goals. Most of the factors are intrinsic in nature. According to the GLM model the Social mission factor is influenced by education, the entrepreneurship-related courses and programmes, a cultural dimension called uncertainty avoidance, and country-level characteristics that are not cultural in nature. According to our findings entrepreneurship courses and programmes influence attitudes and motivations as well, and so higher education institutions should focus on such programmes. The standard entrepreneurial courses do not enhance the importance of intrinsic motivations, such as the social mission, so more emphasis should be put on the social dimensions. Our study contributes to the entrepreneurial motivations literature, and calls for further comparative research, as the social mission GLM showed that country-level differences exist in the CEE region. The study also contributes to the literature of social enterprises and social innovation.

Keywords: Entrepreneurial motivation; entrepreneurship; social innovation.

T03-1113

Piotr Trąpczyński, Łukasz Puślecki, Michał Staszaków (Poznań University of Economics and Business),

Innovation cooperation performance: what do we know and what should we know?

Abstract: The engagement of firms in different innovation cooperation with different partners has become a ubiquitous phenomenon in today's business landscape. Our article offers a review of the extant alliance, innovation, open innovation and inter-firm collaboration literature and organizes it based on a unique conceptual framework featuring three levels of analysis: (a) the location of innovation cooperation, (b) the features of the inter-firm cooperation, and (c) the models of cooperation. The article identifies roadmaps in each of these areas and also highlights existing gaps in the present understanding of innovation cooperation and outlines a research agenda by identifying key research questions and issues in the areas where further research is needed.

Keywords: International entrepreneurship, innovation, high tech, alliances.

T03-1114

Piotr Trąpczyński (Poznań University of Economics and Business), Áron Perényi (Swinburne University of Technology),

The causes and effects of firm de-internationalisation – a systematic review of literature

Abstract: Firm internationalisation has been an emerging phenomenon, related to globalisation and competitiveness. The implications of withdrawing from international markets on firm performance and economic competitiveness have remained absent from the mainstream debate in international business. This paper presents a systematic review of literature on firm de-internationalisation, focussing on firm motives and symptoms, in contemporary scholarly discussion. The results show that de-internationalisation research does not discuss firm level implications, such as competitiveness, opening a gap for further scholarly enquiry.

Keywords: De-internationalisation, firm strategy, competitiveness, internationalisation.

T03-1115

Piotr Kopyciński (Cracow University of Economics),

City lab as a platform for implementing urban innovation. The role of the companies

Abstract: This article has two goals. The first is to show the city lab as a specific innovation management platform in urban areas. The second goal is to show the reasons why companies should get involved in the city lab. The article begins by showing the evolution of the innovation's perception from strictly technological view to the approach related to satisfying social needs (social and urban innovation). Next, the understanding of city lab will be presented, taking into account the well-known living lab concept. Subsequently, based on the quadruple helix concept, city lab actors will be shown (public authorities, enterprises, city users, scientific units and intermediaries), as well as their roles will be defined, taking into account the concept of public-private-people partnership (4P). Considering these observations, similarities and differences between living lab and city lab will be indicated. An integral part of the article, based, among others, on stakeholders theory as well as CSR and public-private-people partnership (4P) concepts, is to indicate the reasons why companies, especially multinational ones, should get involved in city lab initiatives.

Keyword: City lab, living lab, innovation, multinational companies, social innovation, urban innovation.

T03-1116

Łukasz Mamica (Cracow University of Economics),

Student theses oriented on solving business problems as an effective factor of firms' innovativeness

Abstract: This aim of this paper is to explore the role and usefulness of applied student theses dedicated to solve specified firms' problems from the perspective of firms manage. The additional value of such theses is connected with increase of interpersonal relations between universities and firms as well as decrease costs of recruitment in enterprises. The paper presents the results of research based on 50 interviews conducted in Krakow with representatives of firms for which such theses were prepared by students of five universities. Positive opinion about students engagement, high level of satisfaction of contacts with universities, usefulness and possibility of students theses implementation confirm that such kind of knowledge generated within this process is important for effective strategy of innovative development.

Keywords: Innovation, entrepreneurship education in global context, strategy, student theses.

T03-1118

Adam Michalik (Cracow University of Economics),

Entrepreneurship or Corporation? The path to the professional success

Abstract:

Keywords: International entrepreneurship, family firms, career.

T03-1120

Mirostaw Jarosiński, Krystian Barłożewski (Warsaw School of Economics),

Differences in competitive strategies between rapidly and incrementally internationalizing firms

Abstract: The paper presents a qualitative study of rapidly and incrementally internationalizing firms that compares these two types of firms with a special attention to their competitive strategies. The results show that there are more similarities than differences between the two groups of firms from emerging markets. These findings must be interpreted with a lot of caution but the similar strategic behaviour of incrementally internationalizing firms to rapidly internationalizing firms may stem from the fact that the former want to quickly reduce the distance to their counterparts in highly developed countries and thus take some strategic actions similar to rapidly internationalizing firms.

Keywords: Internationalization, strategy.

T03-1123

Marek Ćwiklicki (Cracow University of Economics)

Requirements of Scaling International Social Enterprises

Abstract: The aim of the paper is to define requirements for social enterprise to scale internationally. The study employs multiple case study analysis based on systematic literature review used to identify papers examining international social enterprises. At total six cases were analysed using criteria of organisational capabilities included in the SCALERS model. The analysis showed that the most significant for scaling social enterprises internationally are: earnings-generation and alliance building; next staffing, communicating, and replicating. The less significant are lobbying and stimulating market forces. The article ends with limitations of the study and formulation of directions of future research.

Keywords: International entrepreneurship, internationalization, international entrepreneurial orientation.

T03-1125

Anna Komarnicka (UTP University of Science and Technology)

Entrepreneurial Competencies and the Factors Determining the Success of an Entrepreneurs in the Market

Abstract: The aim of the paper is to identify the key range of entrepreneurial competencies. The article seeks to answer the question: What factors have a significant impact on the success of entrepreneurs in the market? Is it necessary to have adequate predispositions? Which abilities does an entrepreneur need to possess to run a successful business? What is more, are these innate features? Or quite the contrary, features and entrepreneurial abilities, shaped and strengthened through various educational programs? National qualitative research: 10 in-depth expert interviews. The recipients of the study are: scientists, business psychologists, certified business coaches, certified coaches, experts with several years of experience in advising small and medium-sized enterprises and business environment institutions in the field of business incubation and innovation. Research techniques used in qualitative research: In-depth interview (IDI) and Telephone In-Depth Interview (TDI). The qualitative data are based on a small sample of experts in Poland. However in the qualitative study took part experts from various Universities and institutions: University of Warsaw, Poznan University of Economics and Business, Warsaw School of Economics, Lodz University of Technology, Centers Association for Innovation and Entrepreneurship. The paper provides the knowledge in the range of the key entrepreneurial competencies that enable to set up, survival and development of a business ventures. The paper might be valuable to scholars who wish to understand the key range of entrepreneurial competencies.

Keywords: Entrepreneurial competence, business success, entrepreneurial skills, entrepreneurial orientation.

Track 04: Regional cooperation, development and competitiveness

T04-0006

Łukasz Sułkowski, Bartłomiej Stopczyński (University of Social Sciences in Łódź),

Innovativeness of Polish Enterprises in the Development of Competitive Advantage

Abstract: In today's fast-paced competitive environment, firms face the need to be increasingly nimble and adaptive. Sustainable competitive advantage no longer arises from positioning or resources. They need to embrace the notion of transient advantage, learning to launch new strategic initiatives again and again, and creating a portfolio of advantages that can be built quickly and abandoned just as rapidly. This has led firms to move to a new paradigm of competitiveness, namely solutions innovation. A constant source of innovation, used to build transient advantage, becomes a new source of competitive advantage. Innovation thus becomes the most important tool for competition.

The aim of this article was to analyse the effect of innovation on the competitiveness of organisations and to assess the level of innovativeness of Polish enterprises. The authors' research question was whether Polish enterprises are competitive enough to successfully compete in today's environment. Sources of information included literature review and secondary research.

Based on the data analysis it can be said that Polish enterprises are not sufficiently innovative, which has a negative effect on their competitiveness. Enterprises spent too little on innovation, and the structure of their expenditure is inappropriate. They also have too little support from the State.

Keywords: Innovation, competition, competitive advantage, transient advantage, innovativeness.

T04-0010

Jarosław Kaczmarek (Cracow University of Economics),

Competitiveness Profiles of Manufacturing Mesostructure

Abstract: The objective of this article is assessment of competitiveness and identification of manufacturing mesostructure characteristics in Poland in 1990–2017. The analysis is presented in the context of an assessment of transformation effects in the countries of Central Europe (CEB, SEE) with regard to structural changes and macroeconomic competitiveness. The author's own research concerned 14,000 enterprises (full test, whole group of enterprises included in the public statistics in Poland) and concerned mesostructure development phases, changes of PKD divisions, the focal point way, objects classification and comparative analysis of submesostructure profiles.

The research includes synthetic (multivariate) competitiveness measures. The measurement concerned the synthetic measure, its two partial measures (productiveness of labour and export productiveness of costs) and its factors (unit costs and efficiency of labour and intensity of export activity and general effectiveness).

The value of the conducted research is its uniqueness – the analysis concerns all enterprises covered by public statistics and included in the manufacturing mesostructure of the Polish economy. This is the first research of this type in Poland. An important added value is the constructed model of factor analysis of the competitiveness and variability of the mesostructure and its profiling in terms of the size classes of enterprises. This is the first model to be used in the assessment of competitiveness at the mesoeconomic level of the countries undergoing transformation in Central Europe.

Keywords: competitiveness, productivity, mesostructure.

T04-0032

Jamal Adghough (Slovak University of Agriculture in Nitra),

Strategic Suggestions to Make Renewable Energy Economically More Efficient

Abstract: The term Energiewende (German for energy transition) is a call for the complete abandonment of conventional energies to stop the established climate change. This behavior is interminable and could be achieved only in successive steps. According to this, deployments of renewable energy technologies is considered as a critical approach to sustainable development. Obviously, the renewable energy use can lower a nation's dependency on imported fuels and purchase of energy from foreign markets. It also drives technological innovation and generates employment scheme while enhancing clean development mechanism. Consequently, this paper presents existing renewable energy use in Morocco and it also makes some critical recommendations to induce development of renewable and sustainable energy systems further. The structure of the study is based on suggestions on how to implement innovative processes using renewable energy (solar and wind energy) to use the local resources to develop the economics of the country.

The main characteristic of this paper is that it summarizes approaches for renewable energy use tailored for a case of Morocco and that this was not done in literature so far. The recent literature conducted similar case studies for other countries like, e.g., Germany (Jürgen Blazejczaka, 2012), China (Hancheng Dai, 2016), or for whole economic areas like the European Union, USA (Nina Kelsey, 2018) or like the MENA-Region (Montassar Kahia, 2017), and Africa (Presley K., 2016), but for Morocco there is a gap in literature.

Finally, some key interventions are proposed to achieve economic growth.

Keywords: Development, competitiveness of firms (micro-competitiveness), competitiveness of economies and regions (macro-competitiveness).

T04-1045

Immanuel Azaad Moonesar (Mohammed Bin Rashid School of Government), Jawahitha Sarabdeen (University of Wollongong in Dubai),

International Business Policy Perspectives on Dubai E-Health Care Services & Data Privacy

Abstract: The move towards e-healthcare in various countries is envisaged to reduce the cost of provision of healthcare, improve the quality of care and reduce medical errors. The most significant problem is the protection of patients' data privacy. If the patients are reluctant or refuse to participate in health care system due to lack of privacy laws and regulations, the benefit of the full-fledged e-health care system cannot be materialized. The exploratory research tries to investigate the available e-health data privacy protection laws and the perception of the people using the e-health care facilities using the case of Dubai in order to inform the Gulf Cooperation Countries. The researchers used content analysis to analyze the availability and comprehensive nature of the laws and regulations. The researchers also used survey method. Participants in the study comprised of Health Care Professionals (n=46) and Healthcare Users (n=187) who are based in the Dubai, United Arab Emirates. The researchers applied descriptive statistics mechanisms and correlational analysis to analyze the data in the survey. The content analysis revealed that the available health data protection laws are limited in scope. The survey results, however, showed that the respondents felt that they could trust the e-health services systems offered in the UAE as the data collected is protected, the rights are not violated. The research also revealed that there was no significance difference between the nationality and the privacy data statements. All the nationality agreed that there is protection in place for the protection of e-health data. There was no significance difference between the demographic data sets and the many data protection principles. The findings on the users' perception could help to evaluate the success in realizing current strategies and an action plan of benchmarking could be introduced across the other Gulf Cooperation Countries as international business policy implication and perspectives.

Keywords: E-health privacy, public perceptions, privacy laws, benchmarking of e-health, data privacy.

T04-1047

Barbara Jankowska (Poznań University of Economics and Business), Marta Götz (Vistula University),

Compatibility as the pre-requisite for transnational cooperation in the era of Industry 4.0 – the Polish-German perspective

Abstract: The fourth industrial revolution generates new opportunities and threats for companies. Nevertheless, the literature provides quite positive perception of this phenomenon since it is recognized as a chance to improve international competitiveness of companies and their involvement in cooperative forms of internationalisation. However, this optimistic scenario calls for compatibility among business partners. The goal of this paper is to propose the analytical framework for the research on compatibility as the pre-requisite for international business co-operation in the context of the fourth industrial revolution. Conceptual considerations referring to the theory of international competitiveness and selected aspects of Industry 4.0 are accompanied by the literature studies on Germany, German enterprises, Poland and Polish enterprises and their implementation and absorption of Industry 4.0 solutions. The focus on German-Polish context is purposeful since companies from both countries cooperate and German companies are very much involved in the implementation of the solutions characteristic for Industry 4.0.

Keywords: fourth industrial revolution, cooperation, internationalisation, survey, Poland, Germany.

T04-1049

Beata Stepien (Poznań University of Economics and Business), Patrick Maximilian Weber (University of Konstanz),

Conform or Fiddle? Adjustment Strategies of Sanction-affected Enterprises

Abstract: Sanctions aim to interrupt economic transactions between firms in the sender and target countries. Companies are thus key actors in the sanctioning game. The literature on sanctions, however, often neglects the role of the senders' domestic firms even though the way these economic actors operate in a sanctions regime crucially determines the effectiveness of the restrictive measures. Sanctions only have a real economic effect when firms in the sender states reduce their activities on the target's market. In contrast, surpassing sanctions or increasing investments in the target country mitigate their effectiveness. In this article we investigate the way enterprises, directly or indirectly affected by sanctions adjust to new political orders and look for the drivers of their respective strategic choices.

We analyze the adjustment strategies of companies facing EU sanctions and Russian countersanctions (both imposed in 2014) by evaluating more than 1.000 responses from enterprises to an online survey distributed in 2017 in France, Germany, Italy, Poland and the United Kingdom. We divide adjustment strategies into conformance and challenging types of reactions and show the grounds for the respective strategic choices. We find that while administrative burdens make conformance to sanctions more likely, market dependency and non-fungible assets induce strategic choices that challenge sanctions goals.

Keywords: EU sanctions, Russian countersanctions, Sanction-torn companies, Business strategies under sanctions.

T04-1066

Magdolna Sass (Hungarian Academy of Sciences),

Post-transition multinationals

Abstract: After 1990, there has been many successfully internationalising through FDI locally-owned and/or controlled firms in the Central and Eastern European post-socialist countries. The article, which presents preliminary results of a work in progress, tries to elaborate a typology of these firms in order to better understand and explain, which companies are able to invest abroad. Relying on the industry-based view, the literature on emerging (state-owned) multinationals, and detailed company case studies, the article distinguishes four main types of foreign investors with distinct characteristics. This typology may help us to better understand the similarities and differences between post-transition multinationals and multinational firms originating from developed or emerging countries. Furthermore, it may help the better understanding of newly emerging multinational companies, both in terms of the capabilities of the firms and in terms of the institutional and economic environment, which supports internationalisation.

Key words: post-transition multinationals, Central and Eastern Europe, state ownership

T04-1067

Cornelia Pop (Babes-Bolyai University), Maria-Andrada Georgescu (National School of Political Studies and Public Administration),

Romanian Rural World Heritage Sites

Abstract: A World Heritage Site (WHS) can represent a catalyst for increasing the tourist inflow toward the respective destination by drawing the world's attention to its significance. With eight WHSs, Romania is well behind the neighboring countries with a similar number of sites. The present paper investigates the Romanian rural WHSs situation in order to understand their position within Romanian rural tourism. The rural localities hosting WHSs appear to have an advantage over regular communes since they experienced a higher lodging and room growth rates and also attracted more tourists than compared to similar domestic destinations. The accommodation survival rate and the continuity rate of the respective economic entities owning the lodgings is encouraging and points toward an economic sustainability, though most of the economic entities are lifestyle enterprises. Most of the communes hosting WHSs do not fully exploit their tourist potential due to the absence of (authentic) entertainment facilities. Nevertheless, this situation can become the base for a sustainable and authentic rural tourism development, configured to attract and engage the appropriate visitors and to avoid the threaded excessive visitation phenomenon.

Key words: World Heritage Sites, rural, tourism, Romania.

T04-1074

Anna Matysek-Jedrych, Katarzyna Mroczek-Dabrowska (Poznań University of Economics and Business),

Global financial crisis – short- or long-term factor of economic instability? Comparative study of the European countries

Abstract: The principle objective of this paper is to identify, on comparative, cross-country basis, how homogenous or heterogeneous were the EU economies reaction and the policy responses toward the financial crisis. In order to investigate how European economies dealt with the consequences of the crisis in short- and long-term perspectives, we applied a two-step clustering technique and descriptive statistics. Both the Ward's minimum variance technique and the K-means cluster analysis have been performed separately. The results obtained allow us to assign the European economies according to the way they performed in response to the crisis both in terms of short- and long-term perspective.

Keywords: Development, regional cooperation, competitiveness of economies and regions (macro-competitiveness), financial crisis, crisis management.

T04-1075

Bence László Pistruj, Erzsébet Czakó (Corvinus University of Budapest),

Ready, Steady, Go!?? – A V4 Country Comparison of Readiness for the Future of Production

Abstract: Technological changes have been addressing universal and global challenges in production, i.e. in designing, producing and marketing goods and services. The ongoing phenomenon of technological changes has several names, like Industry 4.0, and Fourth Industrial Revolution. The paper provides an overview on this phenomenon first. Some initiatives for assessing the resilience of the industry for preparing and managing them will be also discussed. World Economic Forum is among the global organizations, which has been working on uncovering, and grasping the evolving phenomenon and articulating, and formulating suggestions for key stakeholders. A report was published in 2018, which is taken as a base for comparison of the V4 countries. Two of the V4 countries, Czech Republic and Poland among the leading group of the 100 assessed countries, and the other two, Hungary and Slovakia are left behind. By comparing the data, which underpin these positions, the paper focuses fields, where the two lagging behind countries signal underperformance. Results are divers. They suggest that the over-performing fields have underperforming subfields and vice versa. Comparisons like this may support not only future discussions on where and how to move on but also may give orientation for businesses and policy makers.

Key words: V4 countries, Industry 4.0, Fourth Industrial Revolution, production, disruptive technologies, competitiveness, World Economic Forum.

T04-1082

Liviu George Maha, Cristian Incaltarau (Alexandru Ioan Cuza University of Iasi),

Easing Economic Transition in Romania: What Role for Migration and Remittances?

Abstract: Migration impact transmitted through both remittances and labour market mechanisms is analysed for Romania, by using a long-time series (1991-2015), while accounting for endogeneity of migration and remittances. The post-communist period is split in three stages, while the difference in the magnitude of these effects by stage is tested. Our findings show that migration had an overall positive net effect on growth, except for the second stage when Romanian economy went from a shortage of jobs to a shortage of labour. The positive effects were due to a reduction in social benefits burden, given the high unemployment. Remittances were also shown to enhance growth, with a stronger effect during the second stage, which may have offset the negative effects of migration. Romanian policy-makers need to be aware that migration is not sufficient for development, as home country conditions need to continuously improve for unleashing the full development potential of migration.

Keywords: Development, international economics.

T04-1083

Levente Szasz (Babes-Bolyai University), Krisztina Demeter, Dávid Losonci (Corvinus University of Budapest), Béla-Gergely Rácz (Babes-Bolyai University),

Improving performance through Industry 4.0: the role of MNCs, plant size and country competitiveness

Abstract: Industry 4.0 refers to a collection of smart technologies that can revolutionize manufacturing activities. The purpose of this paper is to investigate the impact of Industry 4.0 implementation on the performance of manufacturing firms, and the way important contingency factors (multinational status, plant size, country context) affect implementation efforts. Based on a large-scale survey of 705 manufacturing plants from 22 countries we provide evidence that Industry 4.0 has a positive impact on operational performance. Structural equation modelling and subgroup analyses indicate that size and country-level competitiveness have opposite impacts on Industry 4.0, while MNCs have no advantage over local firms.

Keywords: Industry 4.0, Smart factory, Plant size, Multinational companies, Country competitiveness.

T04-1099

Małgorzata Żmuda (Cologne Business School), Elżbieta Czarny (Warsaw School of Economics),

Sources of competitive advantage of a catching-up economy: Double-diamond approach to V4 countries in the years 2006 and 2014

Abstract: Catching-up economies are limited by its economic potential. Thus, integration within the international network of supply and demand interconnections constitutes a chance for boosting their competitive potential, extending developmental perspectives for companies operating within its borders. In this paper, after Moon, Rugman and Verbeke (1994), we model competitiveness of a catching-up economy through domestic competitive base, extended by ability to benefit from the integration within the global economy. Our goal is to evaluate to what extent, internationalization has been shaping sources of competitive advantage of companies from catching-up economies, exemplified by the four Visegrad Group countries, in the years 2004-2016.

Keywords: Competitiveness, competitiveness of economies and regions (macro-competitiveness), competitive advantage.

Track 05: Global value chains and developments in FDI

T05-1044

Lin Zhang, Xian Qiong Hao (Shanghai University of International Business and Economics),

The Impact of Political Relations on China's Outward Direct Investment

AbstractBased on the quarterly data of foreign direct investment of Chinese enterprises from 2003 to 2014, this paper empirically examines the impact of political relations on the location choice for Chinese ODI by establishing the indicator for bilateral political relations. The conclusion shows that improvement in political relations between China and other host countries has a significant effect on attracting Chinese investment, however, the effects are varying across countries. The improvement of the bilateral political relations will increase Chinese ODI towards developing countries. In terms of developed hosting countries, economic development and the market size are main determinants for Chinese ODI instead of bilateral political relations.

Keywords: Political Relations, Chinese ODI, Institutions, Asymmetric.

T05-1055

Ganna Duginets (Kyiv National University of Trade and Economics),

Global imperatives for the development of international production networks

Abstract: The paper investigates key global imperatives for the development of international production networks (IPN). An analysis of theories and concepts, which reveal the economic nature and the methodological essence of international production networks, is carried out, allowing to structurize the system of determinant factors of developing their theoretical foundations. It has been determined that the scientific and technological revolution is making radical changes in IDL, and as a consequence, the system of global production affects the performance of the functioning of all units of an IPN. The author's understanding of international production networks is given and substantiated, on the basis of which, the chains of value creation are defined as the forming element of any IPN. It is concluded that a country with a higher level of technological development will export a larger assortment of goods and services and, as a result, will have a higher intensity of engagement in IPNs (export of intermediate and final goods). The algorithm of calculation and the corresponding indicators, which act as markers for the development of IPNs and demonstrate a country's existing potential in terms of the conditions necessary for the formation of production networks in comparison with other countries of the sample (35 countries of the world, among which there are insiders and outsiders in terms of inclusion in global production), are proposed.

Keywords: international division of labor, production fragmentation, value chain, international production networks, clusterization, global imperatives, technological process, innovative development.

T05-1059

Priit Vahter , Jaan Masso (University of Tartu),

The Contribution of Multinationals to Wage Inequality: Foreign Ownership and Gender Pay Gap

Abstract: Whereas there is an abundance of studies documenting the significant wage premium of multinationals (MNE) and the effects of FDI on wage inequality, much less is still known on how foreign ownership affects the gender wage gap of employees at firms. This study shows, based on employer-employee level data from Estonia – a country in the EU with the largest gender wage gap – a regularity: that foreign owned firms have on average substantially larger gender wage gap than domestic owned firms. Among different occupation groups, this result is especially evident among managers. Furthermore, this difference is also evident if we focus on acquisitions of domestic firms by MNEs and estimate its effects based on propensity score matching. The resulting increase in gender wage gap is due to men capturing higher wage premium from working at foreign owned firms than women, although both tend to gain in terms of wages from being employed at MNEs. We find some limited evidence suggesting that the foreign owned-domestic owned firm difference in gender wage gap could potentially be explained with MNEs' requiring more of continuous commitment from their employees compared to other firms.

Keywords: FDI, foreign ownership, wages, gender wage gap.

T05-1065

Magdolna Sass, Éva Ozsvald, Shobha Kiran, Ágnes Szunomár (Hungarian Academy of Sciences),

Asian foreign direct investments in Hungary: home or host country factors dominate?

Abstract: Asian foreign direct investments are substantial in Hungary in regional comparison. Multinationals, coming from China, India, Japan and Korea are important investors in the Hungarian economy. The paper is based on company interviews, conducted with the representatives of five Asian subsidiaries in Hungary (1 to 10 interviews per company). All five companies are operational in the automotive and/or electronics industries. On the basis of the information gained from the interviews and available macro data, we show certain quantitative and qualitative characteristics of these investments. Most importantly, we show their higher share in total FDI stock based on data on the ultimate investor's nationality. Furthermore, we show how home and host country institutions, business and management culture influence the operation of the companies in question, first of all in the area of human resource management. As a theoretical basis, we rely mainly on the Varieties of capitalism approach. Our preliminary conclusion is that management and labour relations in these companies evolve under the influences and through the interaction of related home and host country culture, thus they contain elements of both. However, we found the clear dominance of host country impacts.

Keywords: foreign direct investments, Asian multinational companies, emerging multinationals, impact on the local economy.

T05-1070

Tomasz Dorożyński, Bogusława Dobrowolska, Anetta Kuna-Marszalek (University of Lodz),

Institutional Quality As A Determinant of FDI Inflow: The case of Central and Eastern European Countries

Abstract: There is a long list of location-specific attributes which impact foreign direct investment (FDI) inflow. Independent variables include, inter alia, economic and social stability, taxes, institutions, size of the host market, political risk and many others. In our article, we want to focus on the institutional aspects and their role in attracting FDI. Hence, the objective of the paper is to assess institutional quality in 17 countries of Central and Eastern Europe and to examine the relationship between the quality of institutions measured with the synthetic index of institutional quality and FDI inflow. This study is structured as follows. First, it explores the existing literature on factors of investment attractiveness paying special attention to the importance of institutional efficiency. Then we discuss FDI inflow into Central and Eastern European countries, and select diagnostic variables that will later be used as the basis for the construction of a synthetic index of institutional quality (SIIQ). By composing a ranking of countries based on estimated values of the index we could identify countries of similar institutional quality. In the last stage we analysed correlation between SIIQ in individual countries and FDI inward stock as % of GDP. At the end we present conclusions.

Key words: FDI, Institutions, Institutional quality, Synthetic index of institutional quality (SIIQ), CEECs.

T05-1085

Małgorzata Jaworek, Włodzimierz Karaszewski, Małgorzata Szalucka (Nicolaus Copernicus University in Toruń),

Limiting Factors of Foreign Direct Investment Undertaken by Polish Enterprises

Abstract: Limiting factors of foreign direct investment are of great significance for managers, governments and scholars as they directly influence the profitability of a foreign subsidiary and a parent multinational company. The aim of the paper is to identify FDI limiting factors of the host country location choices among Polish enterprises and the differences in the perception of the factors depending on the establishment mode choice, i.e. whether it be through greenfield investment or through acquisitions. The paper presents results of a field surveyed carried out in 2012-2013 through direct interviews among Polish companies – direct investors. The research results revealed that regardless of the establishment mode choice, investors from Poland perceived market related limiting factors as the most significant, even though the perception of the importance of legal and institutional barriers varied significantly depending on the establishment mode choice.

The originality of this paper is in the presentation of results of the authors' own empirical research, which identifies in detail FDI location limiting factors among Polish companies while taking into account the establishment mode choice.

Data protection laws in Poland prevent researchers from accessing the database of Polish companies which are foreign direct investors (such databases are owned by the Central Statistical Office and the National Bank of Poland). This has influenced the way companies were selected for the research sample and the structure of the investor groups studied. The study was also limited by the size of the study sample, which prevented the use of tests planned for this research procedure and resulted in the team being unable to generalize the results for the whole group of Polish foreign direct investors. The experience of the researchers, whose work is presented in this paper, is identical in this regard to the experience of other research teams. For many years, almost all scientific research centres in the world have found it difficult to encourage companies to participate in research and development projects. It seems that the problem is getting more and more widespread. Future studies on FDI limitations among Polish enterprises will strive to make use of statistics tools. In addition to this, future research may broaden the scope of factors to be evaluated as well as complete an analysis from a time perspective, including discussing the sectors in which investors operate.

Keywords: Foreign direct investment, FDI limiting factors, establishment mode choice greenfield, acquisition.

Track 06: International trade - rethinking convergence and fair trade

T06-0005

Andrzej Cieřlik (University of Warsaw), Yi Qu (Dongbei University), Ting Qu (Hunan Academy of Social Sciences),

Innovations and export performance: Firm level evidence from Chinese firms

Abstract: In this paper we study the relationship between innovations and export performance of Chinese firms. Our analytical framework refers to the recent strand in the new trade theory literature based on the Melitz (2003) model that stresses the importance of firm productivity in entering export markets. We treat innovations as a key element that can increase the level of firm productivity. We distinguish between product, process and managerial innovations. In addition, we investigate the role of foreign ownership and foreign technology in determining firm export performance. The empirical investigation is based on the probit model and the firm-level data set covering two years: 2003 and 2012. Our estimation results indicate that the probability of exporting is positively related to both product and process innovations, firm size, foreign capital participation and foreign technology. We find that in 2003 process innovations were more important than product innovations while in 2012 it was the opposite.

Key words: China, export activity, firm heterogeneity, innovations.

T06-0022

Łukasz Bryl (Poznan University of Economics and Business),

Knowledge-intensive exports of CEE and developed nations - driven by foreign or domestic capital?

Abstract: Knowledge-based economy became the prevailing paradigm of the nations' development and thus their competitive advantage foundations. Important role in the international recognition of country development is the growth of knowledge-intensive exports. Studies show that in the most developed nations high-tech exports plays crucial and rising role. As a result developing nations should maximize their efforts to increase exports of the knowledge-intensive products to follow the pattern of developed countries. However, growth of high-tech exports is often driven not by domestic resources but by foreign capital. The aim of the article is twofold. First, to present the growth of high-tech exports in CEE countries in comparison to developed countries. Second, to analyze what is the involvement of foreign capital in high-tech exports with the sub-industry breakdown. To perform a study research sample consisting of total 14 nations was formed. Analysis referred to the 2007-2015 years. Data derived from the Eurostat database (NACE Rev. 2 as high-tech industry classification).

Keywords: knowledge-intensive exports, high-tech, foreign capital, knowledge-based economy, CEE nations.

T06-0025

Daiva Dumciuviene, Grazina Startiene, Alina Stundziene, Andrius Januskevicius (Kaunas University of Technology),

The impact of euro adoption on international trade of new EMU members: Lithuanian case

Abstract: This article analyzes the effects of common currency on trade flows in three Baltic States with a greatest focus on Lithuania, applying a gravitational model. Using data covering 40 countries and period between 2002 and 2016, we identified the positive impact of the introduction of the euro on Lithuania's international trade. Results obtained using the gravity model showed, that the euro has significantly increased Lithuanian intra-eurozone's trade, with an effect of 44 %.

Keywords: Multiple Regression Analysis, International Trade Theory, Economic Integration, Trade Flows, Euro.

T06-1072

Lubos Smutka, Irena Benesova, Adriana Laputkova (Czech University of Life Sciences Prague),

Specifics of Mutual Trade of the Post-Soviet Countries

Abstract: The proposed paper discusses specifics of mutual trade between selected countries in the post-Soviet region, its structure, nature and development. To analyse foreign trade, analysis of competitiveness as well as trade flow and long-term development of business relations was used and conducted for 2000 and 2015. Based on the analysis, it can be concluded that a considerable number of countries engage in a significant proportion of their foreign trade within the same economic segment. The results clearly illustrate the dominant position of the Russian Federation on the overall post-Soviet market. If individual commodity aggregates are assessed, it might be stated that most of the countries experienced significant changes between 2000 and 2015. A decline in comparative advantages in the mutual trade connected with the Russian Federation is substantial; however, the country remains an important business partner for the majority of the monitored countries. Considerable dependence on raw materials, which are a significant part of the overall foreign trade, is also evident in the selected countries. In this regard, Russia or Kazakhstan are extremely dependent on trade performance in raw materials, especially natural oil and natural gas.

Based on the above, cluster analysis of individual commodity aggregates was conducted, and the monitored countries were divided into several groups. The following indicators were used in the cluster analysis: RCA, coverage of import by export, and the Lafay index. Russia and Ukraine bear the closest similarity in the competitiveness of their foreign trade. Contrariwise, Azerbaijan is highly dissimilar, as its indicators of foreign trade competitiveness are significantly different in comparison with the remaining countries. Kyrgyzstan represents a country which reports the highest degree of resemblance in its indicators of foreign trade competitiveness to the other post-Soviet countries

Keywords: Foreign trade, international trade, exporting.

T06-1095

Craig Julian (Southern Cross University), Chutima Wangbenmad (Hadyai University), Osman Mohamad (Multimedia University), Zafar Ahmed (American University of Ras Al Khaimah)

Market Orientation and New Product Performance when Mediated by New Product Development: The Empirical Link in Thai Export Ventures

Abstract: This study examined the empirical links between the dimensions of market orientation and new product development, namely, market intelligence generation, market intelligence dissemination, market intelligence responsiveness, commercialisation, idea development, and market analysis and new product performance in Thai export ventures. Data were gathered via a self-administered mail survey directed to the marketing and research and development departments of 201 Thai export ventures based in Thailand. The sample came from the electronics and electrical industries. Structural equation modelling (SEM) was employed using Partial Least Squares (PLS) to assess the measurement and structural models for reflective and formative constructs. The study findings indicate that market orientation had a significant positive effect on new product performance yet new product development did not. In measuring new product development, idea development, market analysis and commercialization were all statistically supported as formative indicators. The dimensions of market orientation, namely, market intelligence generation, market intelligence dissemination and market intelligence responsiveness together with the dimensions of new product development, namely, commercialisation, idea development, and market analysis explained 47.8% of the variation in new product performance. The limitations and implications of the study are also discussed suggesting further research on new product development and new product performance is required.

Keywords: Market intelligence generation, dissemination, responsiveness, new product development, new product performance.

T06-1104

Wojciech Zysk (Cracow University of Economics),

Fair Trade movement and the countries of the Visegrad Group (V4)

Abstract: The processes of globalization have divided the world into two parts: rich countries of the North and the poor South. One of the methods of measurement of social and economic development levels of countries is HDI, which was developed by the United Nations.

The countries of the Visegrad Group include economically developed countries characterized by a high standard of living.

The objectives of this study are: analysis of the Fair Trade phenomenon on a global scale, in the V4 countries, comparison with selected European Union countries and an attempt to develop recommendations for the Visegrad Group countries in the development of Fair Trade.

We can distinguish three basic concepts of Fair Trade: an alternative movement, the liberalization of the access to the markets of rich countries and buying products from producers in poor countries on terms that are more favorable than free-market terms, and the marketing of those products in developed countries.

A long-term sustainable development, building competitive advantage inscribed in the process of social dialogue are becoming the purpose of the twenty-first century business. The Fair Trade movement is one of the components of the discussed processes. The development of cooperation of the V4 countries in the mentioned area can result in finding a solution to problems connected with illegal labor migration which is taking place increasingly in the EU.

Keywords: Fair trade, international trade, cross-border trade.

T06-1106

Agnieszka Hajdukiewicz (Cracow University of Economics),

Specific trade concerns regarding the application of sanitary and phytosanitary measures by WTO member countries - the European Union's perspective

Abstract:

Keywords: International trade, exporting, trade policy, sanitary and phytosanitary measures.

T06-1107

Elżbieta Bombińska (Cracow University of Economics),

Measuring International Trade in Services: New Concepts, Old Research Needs

Abstract: The purpose of the paper is to show that one of the barriers to measuring trade in services is constant development of the concept and analytical framework of trade in services, behind which the progress of the statistical framework and the possibilities of collecting and compiling statistical data are not fully up to date. The article is mainly of a theoretical and conceptual nature, therefore the basic research method is a comprehensive literature review. The measurement of trade in services remains a challenge. This applies to all modes of service provision, both direct and indirect, and regardless of whether the measurement is to be made in gross or in value-added terms. In spite of its advantages and possibilities of using it for all modes of services supply, the value-added method is insufficient tool for measuring trade in services. Therefore, despite the very limited possibilities of using them for the indirect trade model, gross terms measuring methods remain the primary means of trade in services measurement for time being. For the purpose of measuring trade in services, especially indirect trade mode, the key issue is the further development of ICIO tables taking into account the possibility of product analysis and, above all, obtaining more current data from them.

Keywords: International trade, trade in services, servicification of manufacturing.

T06-1119

Bożena Pera (Cracow University of Economics),

Challenges for International Trade in the European Union after Brexit

Abstract: The United Kingdom is an important member state of the European Union, that is why its decision to leave the EU may weaken the position of the grouping in global trade. The aim of the article is to present the challenges facing the European Union for trade in the context of Brexit.

Keywords: International trade, trade agreements and associations, foreign trade, Brexit.

Track 07: Societies, markets and cultures in Europe and beyond

T07-0040

Abraham Stefanidis (St. John's University), Moshe Banai (City University of New York), **William Newbury** (Florida International University), Stav Fainshmidt (Florida International University), Ulf Henning Richter (Tongji University), Ursula Schinzel (UNICAF University), Yin Kong (Shan University of Science and Technology), Ahmet Erkus (Bahçesehir University), Svetlana Shakirova (Kazakh State Women's Teacher Training University), Mehmet Ferhat Özbek (Gümüşhane University), Herbert Goelzner (Fachhochschule Salzburg), Ana Shetach (Max Stern Yezreel Valley College), Ünsal Sigri (Baskent University),

Negotiating Formal Business Contracts: A Cross-Level Cross-Society Examination

Abstract: Formal contracts are a central element of international business transactions. However, as developing and emerging markets that rely less on formal contracts become an increasingly bigger portion of the global economy, the importance of understanding the factors influencing when individuals will endorse formal contract usage is growing in importance. Drawing on contract theory and institutional theory, we develop a multi-level model with hypotheses predicting the endorsement of formal contracts based on individual-level ethical idealism and interpersonal trust, as moderated by the institutional quality of a society. We test these relationships in an HLM analysis using 3652 individual evaluations by contract negotiators from 16 societies. Overall, we find that more ethically idealistic negotiators will tend to endorse formal contractual arrangements more, while those who display higher levels of general trust will tend to endorse less the signing and enforcement of formal contracts. Negotiators from societies with higher levels of economic development will tend to endorse formal contracts more. Furthermore, institutional quality moderates negatively the relationship between ethical idealism and formal contract endorsement, and positively the relationship between interpersonal trust and formal contract endorsement.

Keywords: Hierarchical linear modeling, institutional environment, interpersonal trust, ethical idealism, formal contracts, negotiators.

T07-1101

Agnieszka Żur (Cracow University of Economics),

The role of entrepreneurial identity in managing social-business tensions by social entrepreneurs: an international study

Abstract: This study addresses the phenomena related to managing social enterprises which function at the intersection of markets and civil society and are referred to as hybrid organizations, operating within multiple institutional logics and faced with competing stakeholder expectations. Working within different frameworks, value systems, rules and institutional practices, stems managerial tensions inherent when organizations attempt to pursue commercial and social objectives at the same time. While a significant amount of research has been devoted to the study of ways in which social entrepreneurs manage these tensions, we know very little on what determines the ways that social entrepreneurs manage the competing logics of their organizations. This study aims to explore the role of entrepreneurial social identity in social entrepreneurs' decision making in the context of managing social-business tensions. Building on Fauchart and Gruber's classification of the three pure types of entrepreneurial social identities it applies Interpretative Phenomenological Analysis to six cases from three countries to examine how different types of entrepreneurs handle the tensions stemming from rival stakeholder demands and rival organizational goals. The findings reveal that the self-perceived identity, specifically Fauchart and Gruber's first frame of reference- individual's basic social motivation as a founder - determines how social entrepreneurs perceive commercial goals; as an opportunity or a burden and consequently how they handle social-business tensions. The contribution of this study lies in bringing two streams of entrepreneurship theory together to advance our understanding of the determinants shaping social entrepreneurs' choices and their managerial practices.

Keywords: Social enterprise, social entrepreneur, social-business tensions, identity.

Track 08: Global marketplace and international marketing around the globe

T08-0009

Małgorzata Bartosik-Purgat (Poznań University of Economics and Business),

The level of internationalization and the use of social media in marketing communication

Abstract: The development of new technologies and the constantly increasing access to the Internet have caused the rise of the importance of the new mass media in international communication. The aforementioned changes influence the fast growth and use of social media in the business activity of enterprises in foreign markets. However, it is conditioned by many external as well as in-company elements. One of the internal factors is the level of internationalization that has not been widely researched in terms of using social media in marketing communication.

The main aim of the article is to identify the relations between the level of internationalization and the use of social media in different forms of marketing communication in foreign markets. In the primary research the author used individual interviews conducted among 334 enterprises that operate in the Polish market and are active internationally in terms of marketing communication.

The obtained results show the relations between the level of internationalization and the use of social media in particular forms of marketing communication. Firstly, the strongest correlations regarding the form of internationalization were obtained as far as advertising (as a form of marketing communication) is concerned. Secondly, the number of foreign markets an enterprise operates in influences the use of social media in terms of all forms of marketing communication.

Keywords: Internationalization, marketing communication, social media, advertising, international marketing.

T08-0013

Mina Fanea-Ivanovici (Bucharest University of Economic Studies),

Prosumers Starring in Successful Filmmaking Crowdfunding Projects

Abstract: The digital age and the ongoing technological advancement facilitate the intertwining of the consumer and producer roles in the market. Consumers become active and, to a certain extent, play the role of producers, thus turning into productive consumers or value creators. The phenomenon of convergence of producers and consumers is particularly enhanced through online platforms and social networks. Prosumer capitalism, sociology of prosumption, Internet prosumer, plabour are just a few of the notions revolving around the amplified role of the consumer. The paper specifically discusses the role of the prosumer in the film industry in the context of crowdfunding projects. It is in cultural and creative industries that prosumers are able to express themselves, where their skills and expertise are translated into creative input, execution, assessment, and testing of the project. The study analyses a selection of successful Romanian filmmaking crowdfunding projects within which funders gain an important role in the film production as a reward for their financial contribution to the project. Using an empirical analysis, I posit that the opportunity to become producer in a film is an incentive to financially and non-financially contribute to the project, thus increasing the odds of the project to be successful.

Keywords: Consumer behaviour, culture and marketing, social media, prosumer, crowdfunding, cultural-creative industries, film industry.

T08-0034

Marzanna Katarzyna Witek-Hajduk (Warsaw School of Economics),

Motives for the localization and standardization of the Polish brands' websites

Abstract: This paper aims to investigate the motives for the localization and standardization of the Polish brands' websites. To answer the research question there have been conducted case studies of five Polish medium and large-sized enterprises using semi-structured in-depth interviews. Two groups of motives for website localization/standardization are identified: 1) internal: at the individual level (language skills of employees, employees' skills of internet technologies and computer graphics, international experience of the managers / knowledge of foreign markets, CEO / owner engagement), and at the organizational level (the number of employees dealing with the website localization, forms of entry and distribution system on foreign markets, the importance of digital marketing in international branding, specificity of products), and 2) external (consumer preferences, language skills of foreign target groups, differences in socio-cultural environment, differences in technological environment). The results of this study would be of benefit to managers who intend to expand into international markets with the use of a brand website. This paper extends the theoretical framework of decisions on the website standardization/website localization by distinguishing two groups of motives.

Keywords: Regional marketing, adaptation, branding; motives of website localization.

T08-1051

Piotr Zaborek, Jolanta Mazur (Warsaw School of Economics),

Internet mediated dialog with customers: A case study of four Polish exporters

Abstract: The paper explores dialog between firms and consumers carried out on the internet through corporate web sites and in social networks. We investigate the state of dialog, its mechanisms and outcomes in four export-oriented manufacturing companies representing a wide spectrum of industries, including FMCG and durable goods, low-priced and expensive products, purchased with low and high involvement. The research method was multiple case-study, with data sourced from depth interviews, observations and published documents. We found that all managers were convinced that dialog is useful, allocated resources to support two-way communication, but the intensity of dialog was underwhelming. Its effects were reported as positive, but only based on anecdotal evidence, without reference to any reliable metrics, which showcases severe difficulties in measuring dialog. It seems that dialog is easiest to implement and brings most substantial benefits for high-involvement products. Also, it was evident that feedback from consumers could be better used for developing product innovations. The major weakness restricting rich dialogue was not technology, but the magnitude, speed and quality of personal contact between employees and consumers. The empirical material presented here offers new original insights to better understand internet dialog with consumers of manufacturing companies in various industries.

Keywords: dialog, interaction, internet, consumers, manufacturers, exporters, case-study.

T08-1079

Elżbieta Wąsowicz-Zaborek (Warsaw School of Economics),

Influence of national culture on website characteristics in international business

Abstract: Cultural diversity is an important factor influencing the effectiveness of communication tools, including websites, on international markets. The aim of the article is to make an inventory of the current scholarly knowledge on cultural differences and what they recommend for adapting websites to different cultural factors on foreign markets. The review of the literature presented in the article indicates a variety of approaches by different authors and varying scopes of their work. This article proffers its own guidelines for website design, which, in contrast to previous studies, usually focused on selected areas, offers a comprehensive view dedicated to cultural clusters identified within the framework of the GLOBE project. A broad overview of models of cultural dimensions, presented in the first part of the article, was the starting point for classifying existing studies on adapting websites to cultural factors. It also informed a description of differences in the behavior, preferences and attitudes of consumers residing in different parts of the world, which may affect their actions on the Internet.

Key words: Cross-cultural differences, national cultures dimensions, websites design, cultural adaptation of websites.

T08-1096

Craig Julian (Southern Cross University), Zafar Ahmed (American University of Ras Al Khaimah), Aniza Binti Che Wel (University Kebangsaan),

The Mediating Effect of Customer Satisfaction on Customer Retention Levels in Malaysian Retailing

Abstract: This article focuses on the key relationship marketing tools of customer service, loyalty/rewards programs, brand/store community, personalization and customization and the mediating effect of customer satisfaction in their relationship with customer retention. The relationship between customer service, loyalty/rewards programs, customization, personalization, brand/store community, customer satisfaction and customer retention were examined via an empirical investigation of 450 loyalty/reward program members of 3 retail stores in Malaysia. The administration of the survey was personally administered but self-completed. The study findings suggest that customer satisfaction had a significant impact in mediating the relationship between all relationship marketing tools and customer retention whereas only brand/store community had a significant direct relationship with customer retention further suggesting that these variables only had an impact on customer retention levels via customer satisfaction. The model itself explained 75.5% of the variation in customer satisfaction and 73.3% of the variation in customer retention levels suggesting that the model itself makes a significant contribution towards understanding the cause of changes in customer retention levels. The findings also provided valuable insights into the loyalty program management practices of retail stores in a developing country context.

Keywords: Customer service, loyalty/rewards programs, brand/store community, personalization, customization, customer satisfaction and customer retention.

Track 09: International HRM and cross-cultural management

T09-0004

Raquel Felisa Sastre (Buenos Aires University),

The meaning of work. A semiotic perspective for a cross cultural analysis

Abstract: This project aims to present an original, semiotics-based methodology that aids in organizing thought. It is intended for researchers and managers in the Human Resource Management field because it helps us make better decisions by better understanding the meaning that a person, or a group of people, attributes to complex phenomena like the meaning of work.

This paper compares the meaning of work in three different samples. In the first sample were surveyed people working in private companies. In the second one, people working in the public administration sector (both in Argentina). For the third sample, people working in different organisations in Canary Islands were surveyed.

Keywords: Meaning of Work, Semiotics, Human Resource Management, Methodology, Pragmatism.

T09-0008

Khaloud Abdullah AL-Sulaiti (Szent István University),

Contemporary tendencies of IHRM. Focus on Qatar

Abstract: The aim of this paper is to shed light on contemporary tendencies in IHRM with focus on Qatar. It reviews specific relevant areas associated with this subject. They cover globalization in International Human Resources Management, contemporary tendencies in Qatar economy, the human resources in Qatar covering human resources in public organizations, local organizations and private organizations.

Keywords: contemporary, tendencies, human resource management, Qatar.

T09-0030

Emil Velinov (Skoda Auto University), Pawel Dobrzański, Sebastian Bobowski (Wrocław University of Economics),

HR practices on diversity: Evidence from the US pharmaceutical companies' subsidiaries in CEE region

Abstract: This paper investigates the diversity management in pharmaceutical multinational companies and specifically of their official entities in Central and Eastern Europe. It argues that diversity management measures vary between headquarters and subsidiaries as the country regulations on diversity are different across Europe. Data was gathered on diversity management through secondary information of top ten US-based pharmaceutical companies' corporate websites (listed in Fortune 2000) and their code of conducts. The covered US pharmaceutical companies possess operations in the CEE region. It is employed descriptive statistics showing that the local subsidiaries in Central and Eastern Europe refer mainly to the HR practices and code of conduct of the parent company without having their own code of conduct. The results of the paper demonstrate that diversity management measures differ widely between headquarters and subsidiaries and that many of the diversity dimensions (e.g. visible and non-visible dimensions e.g. gender, age, sex, sexual orientation, disability, nationality, ethnicity, minorities, religion and education background) are not covered at all in the subsidiaries in the CEE region.

Key words: Diversity, dimensions, US pharmaceutical companies, HR practices.

T09-0033

József Poór (J. Selye University), Boróka Viktória Musztyné Báfai, Zsuzsanna Pótó, Zsuzsa Karoliny (University of Pécs),

Global and Regional Trends in the HR Practice of the Private and Public Sectors in the Light of Three Consecutive CRANET Surveys (2004-2016)

Abstract: The study aims to review the HR tendencies in the private and the public sectors through analysing the similarities and differences in HR practice of public and private sector institutions in 32 countries around the world contained by the Cranet database. The paper starts with an introduction of the topic and gives an overview about new public management, its critiques and it also reveals the tendencies of convergence, divergence and cross-vergence. The analysis focuses on three country groups: NPM, Eastern European countries and the All other country group. The tested hypothesis that public and private sector HR practices differ less in NPM countries than in the other two country groups turn to be partially true.

Key words: Human resource management, public sector, private sector, convergence, divergence, new public management, NPM, analysis, longitudinal.

T09-0036

Jana Blštáková (Economic University in Bratislava), József Poór (J. Selye University), Zsuzsa Karoliny (University of Pécs), Ildiko Csapo (Szent István University), Adam Szobi (J. Selye University),

Practices of Human Resource Management in Light of Cranet Empirical Research 2015-2016

Abstract: In Hungary and Slovakia, the ongoing economic transformation has produced significant changes in the practice of Human Resource Management (HRM) in both institutions and enterprises and its evaluation. The organization has become an increasingly important factor in the strategic significance of the function itself and of HR departments in general, and this survey details the personnel or human resources (HR) management policies and practices of organizations or enterprises in both the public and private sectors. Our research is based on the Cranet international research questionnaire. The survey was carried out in Hungary and Slovakia in 2015 and 2016. More than five hundred (527) organizations took part in the survey, and the findings of the report are based on normal statistical methods (mean, frequency, distribution). Our analysis was carried out with the help of SPSS software.

Keywords: Human Resource Management, Hungary, Slovakia, Cranet, institutions, strategic.

T09-0041

Tomasz Olejniczak (Kozminski University), Masato Itohisa (Hosei University), Tetsuo Abo (The University of Tokyo), Hiroshi Kumon (Hosei University),

Measuring Change in ‘Hybrid Factories’ Longitudinal Study of Japanese Manufacturing Subsidiaries in Poland

Abstract: This article illustrates how, on the subsidiary level, the mixture of management practices in Japanese manufacturing subsidiaries operating in Poland changes over time. Study represents the first, rigorous, longitudinal replication of Japanese Multinational Enterprise Study Group hybridization studies conducted using the original methodology. Researchers visited eight original research sites and measured changes after fourteen years in six of them. The results indicate significant change in terms of manufacturing practices as well as in the localization of management. On the other hand, there has been practically no change in terms of equipment, organizational culture, and procurement methods.

Keywords: Japanese subsidiaries, hybrid factory, management and production, Poland.

T09-1046

Immanuel Azaad Moonesar (Mohammed Bin Rashid School of Government), Lionel Thibaud (Toyota Middle East),

Cross-cultural Communication and Language perspective: Moving from Localisation to Glocalization

Abstract: Lionel Thibaud, the General Manager, Impression et Enregistrement des Résultats (IER) (a French firm) based in the Middle East thought about achievements and challenges faced by the company within the Middle East region over the period of 2007-2013 in relation to various cross-cultures and multi-national issues. This is a case study on how a French firm went from 'Localization to Glocalization from a cross-cultural communication and language perspective. IER was a world-leading supplier of printing terminals and IT Solutions for the air transportation industry. The problem facing the decision-makers in this region was how to do business with the different Middle Eastern countries while handling and striking a balance with all the varying cultures and customs. In addition, to meeting the needs of the customers, a key strategic mission was to establish long-term relationships and collaborations with suppliers and customers. This "way of doing business" was made all the more difficult as the Middle Eastern culture was perceived similar from the outside.

Keywords: Cross-cultural management, case study, glocalization.

T09-1058

Simone Grabowski-Faulkner (University of Technology Sydney),

The acculturation of professional services repatriates

Abstract: In an age of global mobility predicated on better cross-border partnerships, favourable national policy, citizen wealth and curiosity, many professionals have left home for employment purposes. The effects of these movements is on workforces which are multicultural, comprising host citizens and expatriates. However, due to shifts in political, economic and social situations, increasingly we are witnessing a third group of employees – the repatriates. This working paper provides a conceptual understanding of repatriates in professional services through an acculturation lens. Implications for professional services firms are presented.

Keywords: Acculturation, human resource management, professional services, re-entry, repatriates.

T09-1071

Ildiko Csapo, Ibrahim Halil Ergün (Szent István University), Zsuzsa Szeiner (Selye Janos University),

The role of external service providers in HR processes – comparative analysis Hungary – Slovakia

Abstract: In today's rapidly changing economic environment the fluctuation in workforce demand poses challenges for the human resource management of companies. The role of HR management is becoming ever more important in the efficient operation of organisations to maintain their competitiveness. The main responsibilities of HRM are recruiting, selecting and retaining an adequate number of well-trained workforce, for which organisations rely on assistance from external service providers. The present study is based on the 2015-2016 International Cranet HRM Research, which provides the backgrounds for our empirical study. The study presents the role and tasks of external providers in the lives of organisations, and also examines in which areas Hungarian and Slovakian organisations use the services of external providers for performing HRM tasks. In addition, it analyses to what extent company size influences the service areas and types provided by external professionals. The two-country analysis investigated the common and distinctive features of HR advice. Companies mostly regard external service providers as means of cost reduction. It has been found that regardless of the company size external service providers are widely used in both countries in HRM practice, and the services extend to selection processes and workforce development alike. However also suggest that, this trend is most popular at large organizations and foreign-owned companies and in certain respects there also has disparity of external service providers for the purposes in two countries.

Key words: HR management, external service providers, training, labour shortage, outsourcing.

T09-1086

Thomas Steger (University of Regensburg), Rainhart Lang (Chemnitz University of Technology),

Managers and managerial behaviour in Central and Eastern Europe – Evidence from 25 years of management research

Abstract:

Keywords: IHRM, organizational behaviour, cultural differences.

T09-1129

Binita Tiwari (National Institute of Technology),**Gen Y Engagement and Branding. A Structural Equation Modeling**

The purpose of this paper is to develop a conceptual model of HRD interventions for engaging Gen Y employees and also Purpose: The purpose of this paper is to develop a conceptual model of HRD interventions for engaging Gen Y employees and also examines the impact of Gen Y employee engagement on employer branding.

Design/methodology/approach – A survey questionnaire of 300 samples from Delhi and National Capital region of India was developed and empirically tested to identify the predictors of Gen Y engagement and to examine the relationship between Gen Y engagement and employer branding. Simple random sampling was used to select employees from middle and senior managerial levels of IT/ITES sector. Responses were analyzed through multiple regression and structural equation modeling.

Findings: Supporting organizational climate was significantly predicting Gen Y engagement, however, resonant leadership style had a non-significant impact on Gen Y engagement. Results also revealed that employee engagement had a significant impact on employer branding in organizations.

Implications/ Limitations: Level of Gen Y engagement has been found to vary across countries. Firms are required to promote favorable organizational climate where training and development initiatives are provided for Gen Y employees' personal and professional growth. Fostering a learning environment help employees to share their ideas and explore challenging opportunities. By promoting open and effective communication about firms' vision and strategic decisions, organizations can enhance transparency and cordial employer-employee relationships.

Originality: This paper views Gen Y talent management as a strategic tool and further establishes the importance of Gen Y engagement as a key factor in minimizing talent turnover. It also offers a deeper understanding of human resource interventions and strategies to retain Gen Y employees to build a talent magnet. Quality of leadership plays a vital role in employee engagement. This study addresses issues such as Gen Y employee perceptions of and expectations from the job and/or work environment that influence their levels of engagement and also validated a model on impact of Gen Y engagement on employer branding in organizations.

Keywords: Gen Y, talent management, employee engagement, organizational climate, resonant leadership growth. Fostering a learning environment help employees to share their ideas and explore challenging opportunities. By promoting open and effective communication about firms' vision and strategic decisions, organizations can enhance transparency and cordial employer-employee relationships.

This paper views Gen Y talent management as a strategic tool and further establishes the importance of Gen Y engagement as a key factor in minimizing talent turnover. It also offers a deeper understanding of human resource interventions and strategies to retain Gen Y employees to build a talent magnet. Quality of leadership plays a vital role in employee engagement. This study addresses issues such as Gen Y employee perceptions of and expectations from the job and/or work environment that influence their levels of engagement and also validated a model on impact of Gen Y engagement on employer branding in organizations.

Keywords: Gen Y, talent management, employee engagement, organizational climate, resonant leadership

T09-1130

Michal Lemański, Aleksei Samoilenko (University of Nottingham Ningbo),

What attracts Russian talent in China?

Abstract: Although many emerging economies like China or Russia enjoy a huge supply of internal talent, still many graduates and other workers do not meet criteria of modern firms and organizations, and both economics and social conditions result in migration of talent. Yet the international business literature has addressed the flows of talent between emerging economies. This study addresses this gap and presents fresh insights from a qualitative field study on Russian talents: university students and young professionals, and their experience and perception of career opportunities in China.

Keywords: IHRM, expatriates, international migrations.

Track 10: IB teaching, entrepreneurship education, and networking in the CEE region

T10-0002

József Poór (J. Selye University), Csaba Kollar, Zoltán Szira (Szent István University), Vas Taras (University of North Carolina at Greensboro), Erika Varga (Szent István University),

Central and Eastern European Experience of the X-Culture Project in Teaching International Management and Cross-Cultural Communication

Abstract: One of the consequences of globalization is that the various forms of contact are becoming independent of place. Adaptation to the new dimensions can be eased if the students can take part in international cooperation. The students of our universities have taken part in the X-Culture program. In addition to studying the course material and gaining special skills in writing business plans, challenges can be experienced, and best practices learned. It is extremely important in shaping the business environment of future workplaces so that is why such programs should be included in the curricula of business schools and management development programs. A lot of students have improved their chances of landing an attractive job on the labor market and extended their social and professional networks by participating in X-Culture International Student Collaboration Project. Challenges were posed mainly by differences in time, but also cultural differences and language barriers were frequent. The students were asked to share their experience with us. Most participants considered the program to be very useful. They made the greatest progress in understanding and communicating with others and also appreciated working and collaborating with the others from different working cultures. Our paper examines the X-Culture challenges and experience through the eyes of professors and students alike and draws attention to the significance of such projects in international business practices in addition to examining the key influencing factors of interculturalism and ICT technologies. The research was carried out in the countries of Eastern Europe to present our experience.

Keywords: International Business Education, Cross-culture training, Eastern-Europe.

T10-1043

F. Robert Buchanan (Indiana University of Pennsylvania),

Trends Impacting Transnational Business Education: Challenges to the West

The purpose of this study is an examination of some perceptions of US education, experienced by foreign MBA students. International students are at record high levels in developed markets, particularly the United States. However, emerging markets are successfully luring sojourners based on cost and proximity as they simultaneously achieve greater legitimacy in their institutional credentials. A longitudinal survey was the basis for an exploratory study revealing perceptions of Indian students before and after their studies in United States. In general they came home less impressed than they had expected, in terms of the general quality of the American business education, as well as their abilities to make friends with local people. Additionally, the observed preparation of the American students for master's degree studies was not nearly as high as foreign students had anticipated.

Key Words: Transnational education, Emerging markets, Marketisation, McDonaldisation, Sojourner theory, Push-pull factors.

T10-1061

Paul Lane (Grand Valley State University),

Dreaming, Designing, Doing, Developing and Innovation Orientation: A Case Study of Working in Innovation Stanford Style in Remote Rural Nicaragua

Abstract: Since 2004, the author has worked in the cities of the Pacific Coast of Nicaragua in innovation and entrepreneurship. The message is Innovation and the Stanford D School Design Thinking Model. In 2016, an invitation was received to work in the Autonomous Region of the North Atlantic Coast. This is a case study of taking the Innovation work started in the United States continued in Universities in Nicaragua to a very rural area with the guidance and support of UNICAM. UNICAM is the Universidad en el Campo or the university of the country, an innovation in education. The goal is to take University level education to the rural communities. The town is at the entrance to the RAAN, the developing northern Caribbean Coast of Nicaragua. The challenges were many in this rural community! Who would attend? Where would it be held? What would be a relevant theme for this community? What activities would help participants through a work shop on innovation? This was not the typical academic group of faculty and students that the authors work with. How would they handle concepts like entrepreneurship, innovation and Design Thinking? The participants were schooled more in life than in traditional formal education.

Key words: Innovation, Design Thinking, UNICAM, Rural Sustainable Development, Inclusion.

T10-1062

Muhammad Shujaat Mubarik (Mohammad Ali Jinnah University),

Developing Entrepreneurial Intentions among Students in Pakistan: What matters?

Abstract: This study aims to identify the major personality traits and their influence on entrepreneurial intentions of Pakistani business students, specifically in terms of perceived support and perceived barriers. The study used a close ended questionnaire adopted from previous studies to collect data from 200 business students studying in business schools of Karachi, Pakistan, and applied the Partial Least Square (PLS) method to analyze the relationships. Results revealed that attitude, innovativeness and risk taking ability have a highly profound influence on entrepreneurial intentions. Furthermore, study applied PLS by dividing them into categories of those studied in Cambridge education system. Interestingly, risk taking ability and innovativeness were high among those students who studied matric system which is contrary to perceived wisdom. Based on these findings, our study suggests devising awareness programs aimed at fostering student's attitude toward entrepreneurship and nurturing their creativity. For an in-depth analysis, study suggests focusing on high risk taking, innovative individuals to further understand what drives them.

Keywords: Entrepreneurial intention, Attitude towards entrepreneurship, psychological formation.

T10-1063

Łukasz Sułkowski (Jagiellonian University), Andrzej Woźniak, Robert Seliga (University of Social Sciences in Łódź),

Strategic challenge of mergers and acquisitions in higher education sector

Abstract: Consolidations cause shock in many economic sectors, in the literature of the subject this phenomenon is called a merger wave. The globalization of enterprises, societies and cultures stimulates the processes of connections and transformations in many types of business activities, including banking, finance and insurance, computer technologies and software and many others. Interesting examples of institutional consolidation are entities from the education sector, which in most countries are subject to significant state regulation.

In the world's literature on the subject, the process of mergers between universities is treated as a "black box". Extensive knowledge about the motives, objectives, effects and types of mergers has been gathered. We have international comparisons of consolidation processes, but the very essence of organizational mechanisms remains poorly recognized (Pinheiro, Aarrevaara, Berg & Geschwind, 2015). Mergers and acquisitions in the higher education sector can be a new challenge for academic entrepreneurship.

The aim of the article is to present the issue of mergers and acquisitions of universities with reference to academic entrepreneurship. The research methodology in the article was based on a case study of the university. The article is of an illustrative nature and constitutes a starting point for further in-depth research in the field of university mergers and academic entrepreneurship. The article is financed from the project „Doskonalenie organizacyjne uczelni przyszłości (UNIFUT.PL)” (University of the Future), DIALOG nr 0146/2017.

Keywords: University mergers, public university, university management, mergers and acquisitions (M&A), higher education sector, academic entrepreneurship.

T10-1088

Abderrezzak Benhabib, Mohamed Fouzi Boudia (University of Tlemcen),

Determinants of student's entrepreneurial intentions Toward their career choice in Algeria

Abstract: The object of this article is to explain the entrepreneurial intention of master 1 and master 2 students of the University of Tlemcen on the basis of their entrepreneurial training or their attendance to support awareness campaigns. The whole mechanism is set up by the Algerian authorities through the supporting device called "l'Agence Nationale pour le Soutien à l'Emploi des Jeunes" (ANSEJ) , intended to the creation of micro-enterprises for jobless youth aged between 19 and 40 years old. We want to tackle this issue related to entrepreneurial intention by drawing upon psychosocial models such as intention theory of planned behavior, (Ajzen 1991). Thus, after a short literature review, we present an empirical study conducted among a sample of 215 representative respondents of the University of Tlemcen (Algeria). We started to apply sequentially two types of analyses, an exploratory followed by a confirmatory in order to test the reliability and validity of the measurement scale. Most of the results that stem from the use of the structural equation modeling confirm the hypotheses proposed through the positive impact of the attitudes associated with behavior and the positive influence of the subjective norms on the intention to undertake. The only negative impact concerns the variable training for entrepreneurial intention.

Keywords: Entrepreneurial Intention, Micro-enterprise, attitude towards behavior, Subjective norms, perceived behavioral control, ANSEJ.

T10-1089

Witold Nowiński (WSB University in Poznań), Mohamed Haddoud (Plymouth Business School), Krzysztof Wach (Cracow University of Economics), Renata Schaefer (Sonoma State University, WSB University in Poznan),

Risk Attitudes and Entrepreneurial Intentions from a Social Cognitive Perspective: A Study of Polish and US Students

Abstract: Substantial attention is devoted by policy makers to increasing interest in entrepreneurial careers. For this reason a more thorough understanding of forces which contribute to development of entrepreneurial intentions is needed. This paper contributes to a better understanding of how personal level factors contribute to intentions. PLS SEM is conducted using a sample of university students from Polish and US universities. The study demonstrates that risk attitude is an important antecedent of entrepreneurial intentions, both directly and indirectly via personal attitude to entrepreneurship. Furthermore, the role of entrepreneurial self-efficacy and perceptions of public support on risk attitudes is studied. A comparative cross-country analysis allows to demonstrate differences between mechanisms of developing entrepreneurial intentions in Poland and the US linking them to differences in uncertainty avoidance levels. On a practical level, obtained findings imply that a comprehensive set of policies addressing both education and entrepreneurial ecosystems would contribute to entrepreneurial intentions.

Keywords: Entrepreneurship education in global context, entrepreneurial intentions of students, entrepreneurial intentions, attitude to risk.

T10-1105

Tomasz Rachwał, Wioletta Kilar (Pedagogical University of Cracow),

Changes in Entrepreneurship Education in Poland under Curriculum Reform as a Factor of Entrepreneurship Development

Abstract:

Keywords: Entrepreneurship development.

T10-1111

Andrea S. Gubik (University of Miskolc), Szilveszter Farkas (Budapest Business School),

Entrepreneurial intention in the Visegrad countries

Abstract: In order to boost students' entrepreneurial activities, it is essential to identify the factors that form entrepreneurial intentions and to investigate how the development of these factors can be influenced. This paper attempts to explore the main drivers of entrepreneurial intentions and to examine national differences in students' entrepreneurship by using the database of the GUESS research project related to the Visegrad countries, namely Poland, the Czech Republic, Slovakia and Hungary. This paper adopts Ajzen's Theory of Planned Behaviour, according to which attitudes, subjective norms and perceived behavioural control influence entrepreneurial intentions.

The results of this research confirm the significant role that attitudes, social norms and perceived behavioural control play in shaping students' entrepreneurial intentions. Differences can be experienced not only in the level of intentions, but also in the strength of each factor across Visegrad countries, which suggests that there is a need for solutions tailored to the students' needs in different Visegrad countries. Neither age nor gender, which are frequently investigated in the literature, significantly increases the explanatory power of the Ajzen's model. Their effect may be perceived in different attitudes and different behavioural control.

Keywords: Entrepreneurial intentions of students, higher education.

T10-1112

Celina Sotek-Borowska (Warsaw School of Economics), Haruthai Numprasertchai (Kasetsart University),

Exploring entrepreneurial intentions of students: international perspective

Abstract: The purpose of the paper is firstly to identify the entrepreneurial intentions of students from two countries: Poland and Thailand. Secondly to assess the contribution of these universities in enhancing entrepreneurial intentions amongst students through entrepreneurship education and training programs.

The Polish students represent Warsaw School of Economics (SGH) whilst Thai students represent Kasetsart University (KU). Paper questionnaires were used to survey students studying at both Universities. Participation in the survey was voluntary.

The study confirms that entrepreneurial education can positively reinforce student attitudes towards an entrepreneurial career choice within countries like Poland and Thailand. It is also apparent that students at SGH had more exposure to informal education than those from KU.

The research findings are of interest to academia and policy makers. The study suggests that entrepreneurial attitudes amongst Polish and Thai students can be influenced by exposure to entrepreneurship education. Overall, the study indicates a need for entrepreneurship education, at programme and course levels, to nurture entrepreneurship among students in Poland and Thailand.

This research may contribute to the growing body of knowledge that has begun to explore intentions of individuals for self-employment.

Keywords: Entrepreneurial intentions of students, entrepreneurship education in global context.

T10-1117

Leonie Jooste (University of Wollongong in Dubai),

An Evaluation of Emotional Intelligence of Business Students in the MENA Region

Abstract: This study surveys the emotional intelligence of business students in the MENA region. Since its inception, Emotional Intelligence (EI), also known as the Emotional Quotient (EQ) has been used in a wide variety to help people to live and work more successfully (Abrahams, 2006). Furthermore, EI focuses on worker productivity and satisfaction and has been used in skills training for supervisors and managers. It was also found that people who received training in emotional intelligence test higher in emotional intelligence than those without training. Therefore, EI has implications for universities and academia has to certify what the workplace competencies are and make effort to include them in business courses at universities.

This study uses questions from a study by Goleman (1998). The students were asked to complete the survey and also ask a parent or friend to complete a section of the survey. The results of this survey indicates that low scores for particular questions in the survey were as a result of lack of self-confidence in the student's abilities. Students scored low on the ability to address all details, rather than focusing on all details. The parent's responses in this questionnaire were also lower than those of the students.

Keywords: Case teaching, entrepreneurial intentions of students, multimedia in IB teaching, emotional intelligence, business students, academic, employment.

Track 11: International finance, risk, venture capital, taxation and investment

T11-0017

Anyanitha Distanont, Orapan Khongmalai, Apichai Lertjanyakul (Thammasat University),

Criteria of Venture Capital for Considering Investment in Start-ups in Thailand

This research study is a quantitative study that aims at investigating criteria of venture capital for considering investment in start-ups in Thailand. There are four main methodologies that include 1) literature review, 2) content validation – expert interview to examine context consistence, 3) empirical study through observation and in-depth interview with six samples: venture capital investing in startups at seed stage, early stage, and later stage, two companies each, and 4) analysis, synthesis, and conclusion through content analysis. The research findings show that there are fourteen criteria with seven dimensions the venture capitals consider for their investment in start-ups, which are 1) market, 2) product or service, 3) business, 4) people, 5) financial, 5) risk and 6) government. These findings are as guidelines for self-preparation of the Start-ups toward fundraising capacity, including business development for sustainable competition.

Keywords: Start-up, Innovation, fundraising.

T11-0019

Halina Beata Waniak-Michalak, Jan Wojciech Michalak (University of Lodz),

The financial situation of non-banking institutions providing loans for SMEs. The case of support system in Poland after more than 20 years of experience

Abstract: The aim of the article is to answer the research question of whether non-banking loan institutions which provide financing (loan funds) for small and medium enterprises (SMEs) in Poland are financially stable. The findings of the research will be important in designing an efficient system for the support of SMEs (especially those looking for ways to internationalize) and to formulate good practices in this field.

In order to evaluate the results of loan funds and to reach the goal of the paper we used the case study method. Our analysis proved that the financial results of loan funds in Poland in the years 2007-2016 did not depend so much on grants, because most grants were recognized as an increase of equity or liabilities and were not revealed in the income statements. The main reason for the losses made by loan funds in the last few years were low revenues (which decreased in almost all funds, except for one loan fund which has the status of a banking institution).

However, we found that higher fees were not able to cover the losses from loans and resulted in a decrease of the profitability of loan funds. It may result from the fact that loan funds which offer interests rates higher than those from banks attract SMEs of a very low creditworthiness, which may negatively affect the financial results of these loan funds. If that is so, then these funds may need greater support from the government or the EU to cover the decrease of equity.

Keywords: Loans, support system, financial results.

T11-0028

Junaid Waheed (Xi'an Jiaotong University - School of Economics & Finance), Anser Muhammad Khalid (Shaanxi Normal University - College of International Business),

Residential Asset Prices and Consumption: A Case Study of Urban Households of Pakistan

Abstract: Over the past few years, residential assets prices are increasing rapidly in the urban areas of major cities of Pakistan. There may be so many reasons for this increase in prices but our question is how these prices effect the household's consumption decision. This study examines the impact of residential assets prices on household's consumption through estimating the residential wealth effect. Using the panel data of 103 households for past five years (2012 to 2016) obtained from an independently conducted household level survey in selected areas of Rawalpindi and Islamabad, different models were estimated through pooled and fixed effect regressions with cluster and Driscoll and Kraay standard errors. The results show significantly positive total residential and housing wealth effects. We conclude increase in residential assets prices raises the household consumption.

Keywords: Residential Asset Prices, Household Consumption, Wealth Effect.

T11-1048

Maria Kukurba (Warsaw University of Technology), Aneta Waszkiewicz (Warsaw School of Economics),

Crowdfunding as a Form of Funding for Businesses – Literature Review

Abstract: Crowdfunding is an innovative and relatively new form of raising capital. Development of crowdfunding as a form of funding for businesses is considered to lead to development of the SME sector and to a reduction in the funding gap. Moreover, crowdfunding is presented as an alternative to funding by banks or even as a form competitive to it. Therefore, we reviewed literature available in 5 databases to answer the following questions: do scholars investigating related topics take into account the increasing importance of crowdfunding as a funding form and resulting consequences for SMEs? Is the relevance of crowdfunding in reducing the funding gap considered? Do studies involve analyses of economic consequences associated with crowdfunding development for the banking sector? In our review, we performed a state-of-the-art analysis. To choose the right articles, properly analyse them, and summarise results of our studies to identify research gaps in such important areas of crowdfunding as SME funding and a relationship between crowdfunding and banking. As opposed to other similar research projects, we do not omit methodological constraints affecting the final results of studies and we suggest solutions allowing for a more in-depth analysis of articles.

Keywords: Crowdfunding.

T11-1052

Mária Hudáková, Matej Masár (University of Žilina),**Assessment of the Key Business Risks of the SMEs in Slovakia and Their Comparison with Other EU Countries**

Abstract: The area of the SME risk management has been analysed and discussed not only in Slovakia but also in other EU countries for a long time. New trends in risk management bring the idea that it is necessary to pay permanent attention to assess key business risks in the business external environment. The SMEs are very sensitive to the changes in the entrepreneurial environment which after some time always reflect into the quantitative characteristics of this sector. The essence of this article is to identify statistically the most serious entrepreneurial risks defined by the SME owners and managers in Slovakia based on the empirical research realised in 2017 and to identify the most serious market risks and their sources (causes) depending on the company size and the duration of doing business. The aim is also to compare and evaluate the results of our research with the results of the same investigations in the Czech Republic, Poland, and Hungary. Based on the results we can say that the market risks that negatively affect the SME entrepreneurial environment are considered to be the most serious ones in all countries. The overall research results in individual countries underline the importance to deal with assessing the entrepreneurial risks and their sources in the SMEs. The task of this article is to make the need of implementing the SME risk management through a relevant study more transparent, to compare and evaluate the results of the area being solved in individual countries – in Slovakia, the Czech Republic, Poland, and Hungary.

Keywords: risk, risk source, risk management, risk assessment, small and medium-sized enterprises

T11-1060

Valdone Darskuvienė (ISM University of Management and Economic), Bendoraitienė Evelina (Vytautas Magnus University),

CSR, Stakeholder's Behaviour and Financial Risks

Abstract: The paper aims at filling the gap in modern stakeholder management literature linking CSR policies and financial risk with stakeholder behavior, in particular, observed negative pressures and aggressive actions (including strikes, protest, boycotts and legal actions). The paper argues that company's financial risks depend upon the company's ability to manage CSR policies under stakeholder aggressive actions. Empirical random effect panel data regression model was employed to assess the impact of CSR on financial risk, including mediating stakeholders' behavior effect. A cross-sectional data panel of 1047 European listed companies and ESG indicator as proxy for CSR were used in the study, which concluded that decrease in CSR level causes the increase of stakeholders aggressive actions and magnifies its impact on financial risk.

Key words: Stakeholder's Theory, Multiple Regression Analysis, Risk and Risk Exposure, Corporate Social Responsibility, Market Value.

T11-1097

Krystian Bigos (Cracow University of Economics),

Venture Capital and Exporting – Some Evidence from Visegrad Group Countries and Implications for Poland

Abstract: Venture capital funds are considered an innovative source of financing for small and medium-sized enterprises (mainly those in a seed or startup stage). The main point of these funds is to provide the firm with capital in exchange for shares. The research problem taken up in the article concerns the identification of the impact of venture capital funds on the development of businesses' exporting in the Visegrad countries. The aim of this article is to present the results of the research on the correlation between the share of venture capital funds in GDP and the export growth in the Visegrad countries. It turns out that in the case of Poland there is a strong correlation between export growth and the share of venture capital funds financing early stage ventures in GDP.

Key-words: export, internationalisation, Visegrad Group, venture capital, financing.

T11-1098

Inna Romanova (University of Latvia), Simon Grima (University of Malta),

Application of Fintech Payment Solutions: Case of CEE airlines

Revolutionary changes in the global economy, coming along with the development of FinTech and digital-oriented customer preferences, create new opportunities for the airlines companies in offering innovative solutions for customers in terms of online and mobile payment methods offered for online/mobile flight booking. With this study, we aim to investigate the payment methods offered by the top ten Central and Eastern European (CEE) airlines and to discuss this in light of airlines competitiveness and customer satisfaction. The research is based on the analysis of structured survey data collected from a questionnaire based on customer satisfaction and perception of payment methods conducted with passengers. Besides, we conduct an empirical analysis of publicly available information on the payment options offered by the airlines to passengers. The analysis of the payment methods available shows different options provided by the leading CEE airlines from the most conservative to the most innovative offering the possibility to pay using Fintech payment solutions. Development of FinTech and growing competition can be seen as an opportunity for the airlines to increase its' competitiveness through improvement of customer satisfaction, adapting offered payment methods to the needs of passengers without substantial investments.

Keywords: airlines, competitiveness, customer satisfaction, financial services providers, payment methods

T12-0021

International Entrepreneurship in Central and Eastern Europe: Present Conditions and Prospects of Future Development**Marin A Marinov**, Aalborg University, Denmark**László Szerb**, University of Pécs, Hungary**Marina Dabić**, University of Zagreb, Croatia and Nottingham Trent University, United Kingdom**Svetla Marinova**, Aalborg University, Denmark

Éva Komlósi, University of Pécs, Hungary

Balázs Páger, University of Pécs, Hungary**Arnold Schuh**, Vienna University of Economics and Business, Austria

(1) Multidimensional comparative analysis of the regional entrepreneurship ecosystem performance in the Central and Eastern European EU member countries

László Szerb, Éva Komlósi, and Balázs Páger

This presentation is based on the evaluation of entrepreneurial performance of Central and Eastern European (CEE) regions by applying the Regional Entrepreneurship and Development (REDI) index approach. The REDI index integrates the individual and institutional elements of entrepreneurship in a systemic way by taking into account the mutual dependence of its components. We show that the overall entrepreneurial performance of the CEE regions is below that of South European (SE) and the North and West European (NWE) regions. We have found that CEE country regions tend to cluster together - as do SE and former East German regions. Besides distinguished similarities, CEE country regions differ significantly in terms of the configuration of their fourteen pillars. In general, CEE regions are comparatively weak in Entrepreneurial Attitudes but relatively strong in Entrepreneurial Aspirations. Nevertheless, the Entrepreneurial Abilities related to Opportunity Start-up represent the most problematic pillar that reflects the high ratio of necessity motivated start-ups in these regions. Finally, we present an entrepreneurship policy portfolio for each CEE region, based on the assumption that the weakest performing elements of entrepreneurship should be improved in order to achieve maximum improvement in the overall REDI scores. The Penalty of Bottleneck methodology underlines the importance of an individual based tailor-made policy as opposed to a uniform, "one size fit to all" approach.

(2) The role of regional entrepreneurship ecosystem in the presence of high-growth oriented firms in the CEE regions

Balázs Páger

The regional entrepreneurship ecosystem consists of a set of interconnected actors, organizations, institutions and processes. Entrepreneurial activity is an output of the entrepreneurship ecosystem and provides the basis for individuals to innovate. Thus, value creation is an outcome of the ecosystem. Although productive, high growth entrepreneurial activities vary across regions, as the regional conditions of individual and institutional factors within entrepreneurship ecosystems are different.

This presentation addresses the question whether the quality of regional entrepreneurial ecosystem affects the existence of productive firms. Data originated from the regional dataset of Global Entrepreneurship Monitor on 2007–2014. Thus, the modified rate of high-growth oriented firms serves as a measure of productive entrepreneurship. Not only the number of newly created workplaces, but also by the innovation, technology used and export-orientation characterize the high-growth orientation. The quality of regional entrepreneurial ecosystem is determined by different regional socioeconomic measures that are applied for the calculation of Regional Entrepreneurship and Development Index. In order to have a more comprehensive picture on these processes in Central and Eastern European (CEE) regions, these are compared to North and West European as well as South European regions. The results show that the lack of efficiently functioning institutional system may hinder the presence of high-growth oriented firms in CEE regions, while regions with more efficient institutions may provide a supportive environment for high-growth oriented firms.

(3) Enhancing firms' boundaries while improving inbound and outbound knowledge flows through open innovation

Marina Dabić

Worldwide, innovation is considered a primary factor for the competitiveness of the international business environment. Open innovation (OI) practically and interactively enables companies to overcome their limitations and thereby support internationalization through joint research. The primary objectives of this presentation is show how firms enhance the span of their boundaries while improving inbound and outbound knowledge flows in high and low tech firms, within all sectors of open innovation management driven by the quadruple helix concept within the participation and collaboration, and networking of all stakeholders. Introducing society into the helix model of innovation is connected to the idea of user-driven innovation. Customers are widely recognized as an indispensable source of creativity and knowledge in the development of new products in the innovation processes and are involved in new product development and they are important partners in open innovation approach. Hence, new processes and reward mechanisms must be in place to enable firms to build effective OI eco-systems and purposefully approach innovation regardless of the type of industries. Consequently, to foster firms' competitiveness in the regional and sectoral specialization contexts, it is crucial to solving practical issues relating to enhancing firms innovation capacity through OI. Thus, firms enhance innovativeness, competitiveness, and internationalization. The described processes of OI via entrepreneurship have the contextual specificity in Central and Eastern Europe via showing the major tasks and specificities in this region.

(4) International Entrepreneurship of Family Manufacturing Firms in South-East Europe

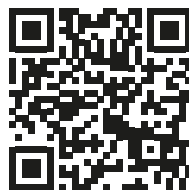
Svetla Marinova

This presentation investigates and analyses the processes of internationalization inducement in family firms functioning with domestic capital, operating in the manufacturing industry of South-East European countries. Examining the effect of the entrepreneur-, firm- and context- specific factors, it provides an insight into the start of internationalization activities of such firms via exporting and its clarifies the initiating features of the internationalization process. The study had employed a qualitative research approach. Data were collected through semi-structured interviews from informants with decisive decision-making power and subsequently analyzed using a combination of

inductive and deductive coding. The findings show that the sample firms internationalized early exhibiting mostly proactive behaviour in finding international clients. The international orientation of their owners who managed the firms and commitment combined with contacts in their social spaces have led to early internationalization inducement despite the fusion of ownership and control, and regardless of national context volatility and inefficiency. The key implications are that family firms need strong government support to develop their social spaces through encouraging and enabling linkages between socio-economic actors that can expand the bounded sociality of the firm. The entrepreneurial orientation, objectives, commitment and characteristics of firms' owners-managers, coupled with the straight forward decision-making process safeguarded by the full family ownership can decrease the deterring role of lack of institutional support for SME internationalization in the studied regional context.

(5) Labour shortages in CEE and its impact on international entrepreneurship at present and in the future

Arnold Schuh



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