

The Second Reading IB conference

30 - 31 March, 2009

University of Reading, UK
Palmer Building, Whiteknights Campus

Programme

Monday 30 March 2009

Morning

09.00-10.00 Registration and coffee

10.00-10.15 Gordon Marshall, Vice Chancellor, University of Reading

10.15-10.30 Rajneesh Narula, Director, John H. Dunning Centre for International Business

10.30-12.30 Panel 1
'What are Ownership Advantages?'

Chair: Sjoerd Beugelskijk, Groningen University, NL
Lorraine Eden, Texas A&M University
Paul Nightingale, SPRU, University of Sussex
Teresa Lopes, University of York
Alain Verbeke, University of Calgary, Canada

Afternoon

12.30-14.00 Lunch and poster session I

14.00 -14.30 Andrew Godley and David Leslie Hughes:

'What can history offer to the study of International Business'.

14.30-16.00 Panel 2
'Corporate Social Responsibility and Development'

Chair: Rob van Tulder, Rotterdam School of Management
Steve Brammer, University of Bath
George Frynas, Middlesex University
Stephen Pavelin, University of Reading
Ian Jones, University of Oxford

16.00-16.30 Coffee

16.30-17.30 Keynote address:

Mike Barry, Head of Corporate Social Responsibility, Marks and Spencer

'Sustainable Business: The challenge of global markets and supply chains'

18.30-20.00 Informal drinks, Senior Common Room

20.00-22.30 Dinner (Sponsored by the Huck Foundation)

Tuesday 31 March 2009

Morning

10.00-12.00 Panel 3

'What's unique about Emerging Markets: an economics perspective'

Chair: Jeremy Clegg, Leeds University
Beata Javorcik, Oxford University
Charles Dhanaraj, University of Western Ontario
Rajah Rasiah, University of Malaya, Malaysia
Anne Miroux, UNCTAD

Afternoon

12.00-13.30 Lunch and Poster Session II

13.30-15.30 Panel 4

'Emerging Markets: a management perspective'

Chair: Ram Mudambi, Temple University, US
Ravi Ramamurti, Northeastern University, US
Tatiana Kostova, University of South Carolina, US
Jing Li, Simon Fraser University, Canada
Hinrich Voss, University of Leeds

16.00-16.30 Closing remarks and summary – tbc

16.30-17.00 Prizes and closing remarks