

John H Dunning Centre for  
International Business



# The second IB conference at Reading

30–31 March 2009 | University of Reading, UK





## Henley Business School

**One of Europe's largest full-service business schools, Henley is also one of the very few international business schools to hold triple-accredited status from the major US, European and UK bodies (AMBA, EQUIS, AACSB).**

The School is home to five internationally-renowned units: the Schools of Economics, Management, and Real Estate & Planning, the ICMA Centre and a leading executive education division.

Home to some of the world's most distinguished research-led academics and some of its most innovative practically-oriented thought leaders, research underpins all of the School's activities and informs its teaching at every level.

Alongside its more academically focused research, Henley Business School also works closely with business, governmental and non-governmental

organisations on funded research projects, both large and small. Its leading expertise spans a broad range of areas, from leadership and international business to real estate and finance, from strategic management and marketing to human resource management and international economic development.

Henley Business School's research activities are organised across a unique combination of research centres and centres of excellence. Alongside the John H. Dunning Centre for International Business sit the likes of the Huck Centre for Management Research, the John Madejski Centre for Reputation and the Centre for Institutional Performance.

## The University of Reading

The University of Reading is rated among the UK's most research-intensive universities and is ranked among the top 200 universities in the world. The quality and diversity of its research is recognised nationally and internationally, with a range of

researchers receiving prestigious awards for their work. Reading is home to several centres of excellence and conducts world-class research across a broad range of disciplines, from business management to climate change, metrology to food science.

# Welcome to the 2009 Conference

**I am delighted to welcome you to the 2009 Conference, organised by the John H. Dunning Centre for International Business, titled, Do new and emerging trends in IB require new theoretical and conceptual approaches?**

Our 2007 Conference marked the revival of the University of Reading as the intellectual home and driving force behind cutting-edge research in international business. For 40 years Reading has helped define the research agenda in this field.

We have invited not only the most prominent senior researchers to this event, but also some of the best up-and-coming scholars who will have the opportunity to drive the future agenda. My view is that IB should not become a 'club'. IB started as a multidisciplinary field, with pioneers borrowing from all fields within social sciences. However, my feeling is that that this freedom to cite across fields is waning. This is why all panels have at least one non-IB scholar wherever possible. In that spirit, I would encourage the debates not to get caught in the 'fine print' of extant IB literature and related jargon, and broaden the discussion to allow as many people to participate in the conceptual discussion. This is also why panels deliberately have and younger, less-established scholars and the topics selected so as to be general and accessible, yet topical and current. Theory/conceptual development should not be the domain of the senior scholars, and should return to first principles wherever possible.

By popular demand, we will maintain the innovative structure used in the 2007 conference:

- 1 The conference will be structured around four open-ended debates with an explicit focus on conceptual and theoretical developments. Debate sessions are intended to maximise participation from the floor, with the four invited panellists speaking for no longer than 5 minutes each.
- 2 Participants will be selected in a deliberate attempt to bring the best established scholars, and the most promising up-and-coming young researchers in this field to evaluate future directions.
- 3 The debate sessions will be supplemented by a two-hour poster sessions on both days. There will be no formal paper presentations or parallel sessions so as to maximise networking and interaction.

The second Reading conference is also something of a melancholic occasion. This is the first major conference since John Dunning passed away, and as it is being hosted by a research centre named in his honour, we feel that that it should be marked appropriately. However, John would not have wanted this to dominate the intellectual debate, nor would he have wanted our conference to turn into a tribute. Rather, we feel that we can best honour him by continuing to objectively analyse the conceptual issues for which we are gathering in the first place, all of which are subjects that were of great interest to him and, indeed, had his seal of approval.

We will, nonetheless, take the evening of Monday the 30 March to celebrate and remember him, and to share our individual memories of John, both personal and professional. We will gather informally before dinner from 18.30 onwards for this purpose.

**Professor Rajneesh Narula,**

Director, John H Dunning Centre for International Business

## The John H Dunning Centre for International Business

The John H Dunning Centre for International Business is an interdisciplinary research centre within Henley Business School at the University of Reading. The Centre's research focuses on two core areas. Firstly, the further development and practical application of the particular 'Reading approach' to the analysis and evaluation of international business. Secondly, with business strategy per se, as implemented in all types of firms (including small and medium-size enterprises), in a wide range of industries and competitive contexts. Though formal economic theorising continues to be of key importance in building the analytical frameworks, the Centre's recent and ongoing work emphasises the range of different strategic aims and organisational postures.

## Panellist biographies



**Professor Sjoerd Beugelsdijk** obtained his PhD from Tilburg University, NL, in 2003 and holds a chair in International Business and Management at the University of Groningen (NL). His research interests are in the field of international business and comparative economics.



**Dr Stephen Brammer** is Director of the Centre for Business Organizations and Society at the University of Bath in the UK. His research addresses the links between organisational strategy and social responsibility with a focus on how organisations build effective relationships with stakeholders including employees, communities, investors, and suppliers.



**Professor Jeremy Clegg** is Jean Monnet Professor of European Integration and International Business Management in the Centre for International Business, University of Leeds. His research interests include the determinants of foreign direct investment by and into developed and developing countries, and the impact of European and foreign-owned firms on the productivity and performance of Chinese firms.



**Professor Teresa da Silva Lopes** is Professor of International Business and Business History at the University of York. In addition to having held visiting research fellowships at the University of California Berkeley, and École Polytechnique in Paris, she is currently a Fellow of the Network on Dynamics of Institutions and Markets in Europe (DIME), a Fellow of the Centre for Globalisation Research at Queen Mary – University of London, a visiting research fellow at Universidade Católica Portuguesa, and a research associate of the Centre for International Business History and Centre for Institutional Performance at Henley Business School, University of Reading.



**Professor Lorraine Eden** is Professor of Management and Mays Research Fellow at Texas A&M University and is best known for her work on transfer pricing (the pricing of products traded within MNEs). Professor Eden consults professionally on MNEs and transfer pricing with private and public sector organisations.



**Professor Jędrzej George Frynas** is Professor of Corporate Social Responsibility and Strategic Management at Middlesex University Business School and Honorary Senior Research Fellow at Birmingham Business School, University of Birmingham. He has published widely on corporate social responsibility, business-government relations, foreign investment in developing countries and the oil and gas sector.



**Dr Beata Javorcik** is a Reader at the Department of Economics at the University of Oxford and a Research Affiliate at the Centre for Economic Policy Research in London. She specialises in international trade and economic development. Her research interests focus on determinants and consequences of inflows of foreign direct investment, links between exporting and firm performance, and tariff evasion.



**Ian Jones** is a Visiting Academic at Henley Business School, University of Reading in the Reputation and Relationships subject area. He has experience as chair of charitable organisations and has been a non-executive director of Traidcraft.



**Dr Tatiana Kostova** is Professor of International Business and a Moore Research Fellow at the Moore School of Business, University of South Carolina (USC). Her areas of specialisation include international management, macro-organisational behaviour, and organisation theory.



**Assistant Professor Jing Li** is Assistant Professor of International Business in the Faculty of Business Administration, Simon Fraser University, Canada. Her current research interests include joint venture management and performance, political ties and firm performance, FDI in China, and outward FDI of Chinese firms.



**Professor Ram Mudambi** is Professor and Perelman Senior Research Fellow at the Fox School of Business, Temple University. His main current research projects focus on innovation and governance in knowledge-intensive firms.



**Dr Paul Nightingale** is a Senior Research Fellow in Innovation Policy at SPRU, the University of Sussex. His research interests include technical change, the pharmaceutical industry, alternative investments, bio security and the links between finance and business models in fast growing firms.



**Professor Reinhilde Veugelers** is Professor of Managerial Economics, Strategy and Innovation at the Katholieke Universiteit Leuven. With her research concentrated in the fields of industrial organisation, international economics and strategy and innovation, she has authored numerous publications on multinationals, R&D cooperation and alliances, industry-science links and market integration in leading international journals.



**Dr Stephen Pavelin** has researched widely in the field of corporate social responsibility, with a focus upon understanding the business case for CSR-related strategies. He is a Reader in Economics and Co-Programme Director at Henley Business School, University of Reading.



**Dr Hinrich Voss** is Roberts Academic Research Fellow at the Centre for International Business, University of Leeds. His research interests concentrate mainly on the affects of climate change policies and the institutional objectives to move towards 'future energies' on the international business strategies and business configuration of multinational enterprises (MNEs) from developed and developing countries and the extent to which MNEs help to distribute 'future energies'-related technologies globally.



**Professor Ravi Ramamurti** is CBA Distinguished Professor of International Business & Strategy, and Director of the Centre for Emerging Markets at Northeastern University. Over three decades, Professor Ramamurti's research and consulting have focused on the strategy of firms operating in, or from, emerging economies.



**Professor Rajah Rasiah** is Professor of Technology and Innovation Policy, Faculty of Economics and Administration, University of Malaya in Malaysia. His research focuses on the impact of transnational corporations and intellectual property rights on domestic industrial upgrading and innovations.



**Professor Rob van Tulder** is Professor of International Business at the RSM Erasmus University, Rotterdam. He has published on multinationals, technology, corporate social responsibility, codes of conduct, the car industry, issues of standardisation, network strategies, partnerships for development, poverty, smaller industrial countries and European Union policies.



**Professor Alain Verbeke** holds the McCaig Chair in Management at the University of Calgary, Canada) and is Visiting Chair at the Rotterdam School of Management, NL. He has extensive practical experience in multinational strategic planning.

# Conference programme

## Monday 30 March

- 09.00 *Registration and coffee*
- 10.00 **Gordon Marshall,  
Vice Chancellor, University of Reading**
- 10.15 **Rajneesh Narula, Director, John H Dunning  
Centre for International Business**
- 10.30 **Panel 1: 'What are ownership advantages?'**  

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**Chair** Sjoerd Beugelskijk, Groningen University, NL  

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Lorraine Eden, Texas A&M University  

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Paul Nightingale, SPRU, University of Sussex  

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Teresa Lopes, University of York  

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Alain Verbeke, University of Calgary, Canada
- 12.30 *Lunch and poster session 1*
- 14.00 **'What can history offer to the study  
of international business?'**  
Andrew Godley and David Leslie Hughes
- 14.30 **Panel 2: 'Corporate social responsibility  
and development'**  

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**Chair** Rob van Tulder, Rotterdam School of Management  

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Steve Brammer, University of Bath  

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George Frynas, Middlesex University  

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Stephen Pavelin, University of Reading  

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Ian Jones, University of Oxford
- 16.00 *Coffee*
- 16.30 **Keynote address:  
'Sustainable business: the challenge  
of global markets and supply chains'**  
Mike Barry, Head of Corporate Responsibility,  
Marks and Spencer
- 18.30 *Informal drinks,  
Senior Common Room, Park House*
- 20.00 *Dinner (sponsored by the Huck Foundation)*

## Tuesday 31 March

- 10.00 **Panel 3: 'What's unique about emerging  
markets: an economics perspective'**  

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**Chair** Jeremy Clegg, Leeds University  

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Beata Javorcik, Oxford University  

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Charles Dhanaraj, University of Western Ontario  

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Rajah Rasiah, University of Malaya, Malaysia  

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Anne Miroux, UNCTAD
- 12.00 *Lunch and poster session 2*
- 13.30 **Panel 4: 'Emerging markets:  
a management perspective'**  

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**Chair** Ram Mudambi, Temple University, US  

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Ravi Ramamurti, Northeastern University, US  

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Tatiana Kostova, University of South Carolina, US  

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Jing Li, Simon Fraser University, Canada  

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Hinrich Voss, University of Leeds
- 16.00 **Closing remarks and summary**
- 16.30 **Prizes and closing remarks**
- 17.00 *Conference close*



## The debate panels

**The highlight of this conference will be a series of debates that should help focus our attention on what the future holds for IB research. These debates will bring together a selection of prominent, established names and upcoming researchers on four specific themes.**

### How the debates will work

We are very keen on structuring the panels as debates, and to open up the discussion as much as possible. The role of the chair is crucial in this exercise to:

- Keep the discussion on the theme of the debate
- Keep the speakers to their time
- Arrange the panel and order of speakers that two are ‘for’ and two are ‘against’
- Focus the question a little more in negotiation with the panellists
- Summarise the debate at the end

We want to maximise discussion and input from the floor (we don’t want it to be a case where the floor is only asking questions of the panel, but rather to add their point of view on the issue). Panellists may raise their hand and have their additional contributions taken as part of the exchange, but they do not get preferential treatment. The chair is also to monitor the length of interventions by anyone to 3–4 minutes.


Opening presentations should be limited to 5 minutes each, with 5 minutes for the chair as well to summarise. We recommend as few slides as possible, possibly 2–4. Then there will be an hour for the floor debate. The session will end with 5 minutes to each panellist to summarise their point of view, incorporating any new info/rebuttals, and then the chair summarises and closes (10 minutes), pointing to directions for future research, and new unanswered questions. We may want to take a vote at the end of the debate.

### The poster sessions

Unlike at other conferences, the poster sessions play a crucial part. **Please note that there are no parallel sessions and no paper presentations.**

This means that everyone will be involved, including the more senior and established scholars. The poster sessions are physically located in the same venue as lunch (and the publishers exhibitions) on both days. As with the debate sessions, they are designed for maximum interaction and networking opportunities, so that they are organised for a 2 hour time slot.

## The second IB conference at Reading

 For more information, please contact:

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**Centre Director**

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