

iibc 2022

Iberian International Business Conference

XVII Iberian International Business Conference

“Iberian firms adapting to a world of change
and uncertainty”

Program

Leiria (Portugal), 7th & 8th October 2022

07 October

09:00-09h30	Registration and documentation – Lobby of building B, School of Technology and Management	
09h30-10h00	<p>Opening session Fernando Silva, Vice Dean of School of Technology and Management, Polytechnic of Leiria Cátia Crespo, Coordinator of CARME Nuno Reis, IIBC 2022 Chair</p>	Room 1
10h00-11h00	<p style="text-align: center;">Business Panel: A world of change and uncertainty: How may academics collaborate with firms?</p> <p>Moderator: Jochen Faget (Deutsche Welle)</p>	<p>Panelists Rui Pedro (CFO of Movicortes Group) Agostinho Silva (CEO of CEI-Zipor Engineering Group) Vítor Corado Simões (ISEG – University of Lisbon)</p> <p style="text-align: center;">Room 1</p>
11h00-11h30	Coffee break	
11h30-13h00	<p>Session A1 – Emerging economies and new challenges for firms</p> <p style="text-align: center;"><u>Session chair: Manuel Portugal Ferreira</u></p> <p style="text-align: center;">Room 1</p> <ul style="list-style-type: none"> •The internationalisation of insurtech platform companies: A Latin American perspective <i>Vítor Corado Simões, Ernesto Herrera León</i> •Process-based approach of entrepreneurial digital scaling <i>Irina Mihailova</i> •Distinctive resources for surviving in complex structures: an agency perspective <i>Ana Botella-Andreu, Cristina Villar, José Pla-Barber</i> •The influence of financial advisors on the time to completion of cross-border acquisitions by Latin American multinationals <i>Cláudia Frias Pinto, Manuel Portugal Ferreira</i> 	<p>Session A2 – MNEs' impact on Society</p> <p style="text-align: center;"><u>Session chair: Cristina López-Duarte</u></p> <p style="text-align: center;">Room 2</p> <ul style="list-style-type: none"> •Reducing emissions: the role of domestic-owned firms and foreign-owned-firms <i>João Bento</i> •Debt and taxes as value added factors for Multinational Enterprises. International policy implications <i>Juan José Durán-Herrera, Prosper Lamothe-Fernández</i> •Strategic Agility and TMT's Characteristics: the roadmap for INVs to escape the crisis <i>Dinis Macedo, Nuno Fernandes Crespo, Maria João Guedes</i> •Navigating the connection between development aid and international business activity: what do we know? <i>Francisco Javier Paredes Nachón, Cristina López-Duarte, Marta María Vidal-Suárez</i>
13h00-14h30	Lunch at Restaurant of School of Technology and Management (on campus)	

14h30-16h00	<p>Session B1 – Internationalization: Challenges and process</p> <p><i>Session chair: Miguel González-Loureiro</i> Room 1</p> <ul style="list-style-type: none"> •A methodology for understanding the speed of internationalization process: The role of individual-level characteristics <i>Telma Mendes, Miguel González-Loureiro, Vítor Braga</i> •Building resilience against global disruptions: The case of the Spanish textile cluster <i>Andrea Pallás-Rocafull, Cristina Villar, José Pla-Barber</i> •Absorption of foreign investment by suppliers and clients <i>Pedro Sánchez Sellero, Claudia Rivas García, Jorge Rosell Martínez</i> •Causality in the risk formula of the Uppsala model in new ventures: does risk vary because of change in internationalization commitment or the other way around? <i>Joana Gomes-Silva, Miguel González-Loureiro, Fábio Duarte, Ana Borges</i> 	<p>Session B2 – Leadership, culture, and performance</p> <p><i>Session chair: Tânia Marques</i> Room 2</p> <ul style="list-style-type: none"> •Toward a novel approach to survive the culture shock syndrome: the role of responsible leadership and emotional intelligence in enhancing expatriates’ performance <i>Tânia Marques, Cátia Fernandes Crespo, João Jesus, Christof Miska</i> •The effect of National Culture and Supervisor Gender on Supervisors Supportive Behaviours toward Employees in Europe <i>Sonia M. Suárez-Ortega, Mar Suarez, Antonia M. García-Cabrera</i> •Gender, business, and international growth decisions <i>Marta María Vidal-Suárez, Pilar L. González-Torre, Cristina López-Duarte</i> •Can institutional quality hinder firms’ performance? An analysis of emerging economies <i>Nuno Rosa Reis, João Carvalho Santos, Alexandre Oliveira</i>
16h00-16h30	Coffee break	
16h30-18h00	<p>Plenary session – Overcoming the challenges of the editorial process: A view from the editors</p> <p>Moderator: Juan José Duran Herrera (Universidad Autónoma de Madrid)</p> <p>Panelists Carlos M.P. Sousa (Molde University) Cristina Villar (University of Valencia) Manuel Portugal Ferreira (Polytechnic of Leiria)</p> <p>Room 1</p>	
20h30	<p>Conference Dinner Restaurant Casa da Nora - Largo José Marques da Cruz 8, 2410-506 - Cortes</p> <p>The bus will depart from the conference venue at 19h30 and will stop at the city center (next to Hotel Eurosol Leiria & Jardim) at 19h45.</p>	

08 October

09h30-11h00	<p align="center">Session C1 – Institutions and Knowledge in IB</p> <p align="center"><i>Session chair: Nuno Crespo</i></p> <p align="center">Room 1</p> <ul style="list-style-type: none"> •The perfect duo for supporting the international business model adaptation during the Covid-19 crisis: Exploration and exploitation <i>Beatriz Barros, Nuno Crespo</i> •Formal institutional quality and firms’ performance: The moderating role of the country’s location and firms’ characteristics <i>Alexandre Oliveira, Fernando Carvalho, Nuno Reis</i> •Moderating effect of business group affiliation in the relation between formal institutional quality and firm performance <i>Nuno Rosa Reis, João Carvalho Santos, Liliana Santos</i> •Latin American firms mimetic behavior and their influence on the ownership in cross-border acquisitions <i>Cláudia Frias Pinto, Manuel Portugal Ferreira, Maria Tereza Leme Fleury, Christian Falaster</i> 	<p align="center">Session C2 – Customers and international performance</p> <p align="center"><i>Session chair: Cátia Crespo</i></p> <p align="center">Room 2</p> <ul style="list-style-type: none"> •Investigating the effects of acculturation and country-of-origin on emigrants’ purchase intention: a cross-cultural analysis <i>Tatiana Velgan, Cátia Fernandes Crespo</i> •How open marketing impacts international performance? <i>Caroline Kalil Reimann, Fernando Carvalho, Marcelo Duarte</i> •Adoption of quality management systems and its moderating effect in customer performance in Portuguese exporting firms <i>Vânia Bugalho, Luís Miguel Machado, João Santos</i> •Do firms internationalize because they are profitable or are firms profitable because they internationalize? Assessing the causality between internationalization and profitability in new ventures <i>Telma Mendes, Miguel González-Loureiro, Vítor Braga, Carina Silva</i>
11h00-11h30	Coffee break	
11h00-12h30	Keynote speaker – Carlos M.P. Sousa	
12h30-13h00	<p>Closing session Nuno Reis Juan José Duran Herrera Vítor Corado Simões</p>	<p align="center">Room 1</p>
13h15	<p>Farewell Lunch Taberna da Praça – Praça Rodrigues Lobo (city center). Bus will depart from the conference venue at the end of the works, around 13h00.</p>	

PANELISTS

Keynote speaker

Carlos M. P. Sousa is Full Professor of Marketing and Business Strategy at Molde University College in Norway. He received his Ph.D. from University College Dublin (Ireland). Previously, he was an Assistant Professor at University College Dublin and a Full Professor at Durham University (UK). Professor Sousa is an Associate Editor of the Journal of Business Research and Associate Editor of International Marketing Review. He has been a visiting professor at universities in Australia, Brazil, Chile, Ireland, Italy, Portugal, Spain, and the UK. Professor Sousa has published over 70 articles, in journals such as Research Policy, Journal of Product Innovation Management, Journal of Business Research, Journal of International Marketing, Journal of World Business, Global Strategy Journal, and British Journal of Management. In March 2021, Professor Sousa was awarded the 2021 Hans B. Thorelli Award by the American Marketing Association.

Business panelists

Jochen Faget. Born in 1958, in Germany. Reporter. He has worked for several public radio stations in Germany for 30 years (Deutsche Welle, Bayerischer Rundfunk, Norddeutscher Rundfunk, Deutschlandradio, etc.). He has published several books and done extensive coverage and in-depth reports in countries such as Macau, Timor-Leste, Fiji, Cabo Verde, Guiné-Bissau and São Tomé e Príncipe.

Agostinho Silva. CEO of CEI-Zipor Engineering Group. Professor and researcher in the areas of industrial engineering. Ph.D in Business Administration at the Faculty of Economics, University of Évora and Ph.D in Industrial Engineering at the Faculty of Engineering, University of Porto. Professor at the School of Technology and Management of the Polytechnic Institute of Leiria, Portugal. Member of the research center MARE - Marine and Environmental Sciences. Presentations at national and international conferences and author of several scientific articles. His research focuses on Industry 4.0, Cyber-Physical Systems, Marine Biotechnology, and Tech-Services Ecosystems.

Rui Pedro. CFO of Movicortes Group. Movicortes S.A. is a company founded about 35 years ago and which started its business activity in the equipment sector. As the business of Movicortes diversified it created, in 1989, specialized and independent companies for each of the businesses and it evolved into a service and asset management company, responsible for the management of the group companies. Movicortes operates in several industries (e.g. vehicles, industrial machinery, agricultural machinery, wine, etc.) across several continents.

Vitor Corado Simões. Vitor Corado Simões has served for many years as professor at ISEG – Instituto Superior de Economia e Gestão (University of Lisbon), until his retirement in April 2020. His research addresses two main fields: International Management and Innovation Management. He participated in the evaluation of research at the University of Uppsala (2012). He has worked as consultant to OECD, UNIDO, and the European Commission. Together with Manuel Mira Godinho, he has developed yearly reports on Portugal’s Research and Innovation Policy for the EU Research and Innovation Observatory. He has published in Portuguese and international journals. Professor Simões served as President of the European International Business Academy (EIBA) in 1993, and is now Fellow of this Academy. He is leading (with John Cantwell and Philippe Gugler) the research project on the History of EIBA. Professor Simões is a founding member of Iberian International Business Conference.

Editors Panel

Juan José Duran Herrera. Full Professor at Universidad Autónoma de Madrid (Spain). Professor Duran holds a Bachelor in Economic Sciences (Universidad Complutense de Madrid), Master of Business Administration (Indiana University), and a Ph.D in Economic Sciences (Universidad Autónoma de Madrid). Former head of department, founder and head of *Centro Internacional Carlos V* research center, and *Decano de la Facultad*. Author of numerous research papers, presenter at numerous conferences in the areas of Finance, International Business, FDI and MNEs. Professor Duran has led several institutions including European International Business Academy (EIBA), la Asociación Científica de Economía y Dirección de la Empresa (ACEDE), and Fundación Hispano-Rusa Alexander Pushkin. Member of the editorial board of numerous journals. Professor Duran is a founding member of Iberian International Business Conference.

Cristina Villar. Associate Professor at the University of Valencia, Faculty of Economics, holding a PhD in Management and Strategy (with extraordinary doctorate award in Economics). Cristina Villar specializes in International Business, Innovation and Organizational Learning, teaching these topics in Spain and Latin America at undergraduate, master and doctorate level, as well as courses on research methodology Senior Editor for the European Journal of International Management and member of the board at the European International Business Academy (EIBA).

Manuel Portugal Ferreira. Manuel Portugal Ferreira holds a Ph.D. from The University of Utah. Professor of strategy and international business at the Polytechnic of Leiria, Portugal, where he integrates CARME - Center of Applied Research in Management and Economics. His research interests are on global strategy, with a contextual focus on cross-border acquisitions and Latin American countries. Associate editor of INMR and RAUSP.

COMMITTEES

Conference Chair

Nuno Reis (Polytechnic of Leiria, Portugal)

Organizing committee

Alexandre Oliveira (University of Coimbra / Polytechnic of Leiria, Portugal)

Cátia Crespo (Polytechnic of Leiria, Portugal)

Caroline Reimann (University of Coimbra)

João Santos (Polytechnic of Leiria, Portugal)

Manuel Ferreira Portugal (Polytechnic of Leiria, Portugal)

Sandra Raquel Alves (Polytechnic of Leiria, Portugal)

Tânia Marques (Polytechnic of Leiria, Portugal)

Scientific committee

Alex Rialp Criado (Autonomous University of Barcelona, Spain)

Ana Teresa Tavares-Lehmann (University of Porto, Portugal)

Antónia Garcia (University of Las Palmas de Gran Canaria, Spain)

Cátia Crespo (Polytechnic of Leiria, Portugal)

Cristina López-Duarte (Universidad de Oviedo, Spain)

Cristina Villar (University of Valencia, Spain)

Fernando Carvalho (University of Coimbra, Portugal)

Fernando Serra (Uninove, Brazil)

João Carvalho Santos (Polytechnic of Leiria, Portugal)

José Pla Barber (University of Valencia, Spain)

Juan Durán (Universidad Autónoma de Madrid, Spain)

Manuel Portugal Ferreira (Polytechnic of Leiria, Portugal)

Marta María Vidal Suarez (University of Oviedo, Spain)

Nuno Crespo (University of Lisbon, Portugal)

Tânia Marques (Polytechnic of Leiria, Portugal)

Vítor Corado Simões (University of Lisbon, Portugal)

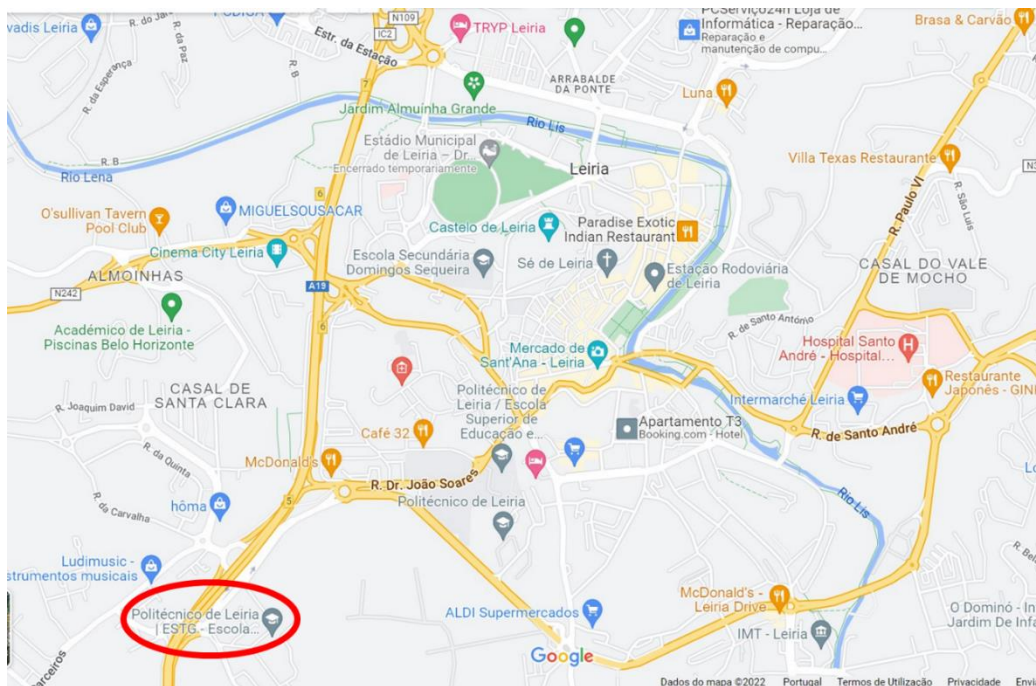
LOCATIONS

Conference venue

IIBC 2022 will be held at the School of Technology and Management (ESTG) of the Polytechnic of Leiria, which is located near the center of the town (about 15 minutes walking), right next to Leiria Shopping.

The School of Technology and Management (ESTG) is located on **CAMPUS 2** of the Polytechnic of Leiria, with the **address**:

Campus 2 – Morro do Lena, Alto do Vieiro, 2411-901 Leiria:
 GPS Coordinates: 39°44'7.4"N 8°49'13.1"W
 Google Maps link: <https://goo.gl/maps/CHD2QpSqFgVDaSQv7>



IIBC 2022 will take place in **Building B** of School of Technology and Management (ESTG).



Meals

7th October

The **lunch** will take place on the campus' Restaurant, close to the rooms of the conference.

The **conference dinner** will take place at Restaurante Casa da Nora (<http://www.casadanora.com/>), which is located near Leiria (not walking distance). The bus will depart from the conference venue at 19h30 and will stop at the city center (next to Hotel Eurosol Leiria & Jardim) at **19h45**. After the dinner, the bus will bring back all the people, making the same stops.

Address:

Restaurante Casa da Nora

Largo José Marques da Cruz 8, 2410-506 Cortes

<https://goo.gl/maps/YPu5cDcJV9bem9eSA>

8th October

The farewell lunch will take place at Taberna da Praça, for a nice meal with a view for the Leiria Castle. The restaurant is located in Leiria's main square (Praça Rodrigues Lobo) and the bus will take all the participants to the city, thus avoiding all the annoyance with parking. After the farewell lunch, there are no additional activities programmed. However, if you have the time before heading back home, we recommend visiting the city center and if you have a sweet tooth trying the typical local pastries (Brisas do Lis).

Address:

Restaurante Taberna da Praça

Praça Rodrigues Lobo, Leiria

<https://goo.gl/maps/6bQWUSGekrPJxo389>