



2nd AIB-CEE Chapter Conference

International Business and Research in the CEE Region Why is it worth doing?

CONFERENCE PROGRAM

17-19 September 2015

Warsaw, Poland

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Welcome Letters

AIB-CEE Chapter Chair's Letter

Welcome to Warsaw for the second 2015 Academy of International Business Central and Eastern Europe (AIB-CEE) Chapter Conference.

During the 2013 Annual Meeting of the Academy of International Business in Istanbul (Turkey) on 3-6 July 2013, its Executive Board approved the petition to establish the Central and Eastern Europe Chapter (AIB-CEE Chapter). The Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project received the support of such organisations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics (Poland). The Chapter covers 19 countries from the CEE region. The overarching purpose of AIB-CEE 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 organisation of regional conferences, seminars and initiation of international research projects. The membership of the AIB-CEE Chapter as of 5.06.2015 stood at 76 members. As a one of the AIB chapters we have already organized 3 important events during our first two years of activity.

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 85 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 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 (Poland). The seminar 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 common discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region, in order to outline a research program for future projects.

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.

We were also very active during AIB 2015 Annual Meeting in Bengaluru, in India, which took place on June 27-30, 2015. As a chapter we have organized AIB-CEE Chapter Panel: *“Challenges for International Business in Central and Eastern Europe”* and were the members of the panel: *“Think Global, Act Local: Best Practices for Managing and Developing AIB Chapters”* organized by AIB-Southeast US Chapter.

We have to be aware of the fact, that AIB-CEE is one of the youngest chapters in AIB community; however the region faces long tradition in global business and IB teaching. Rapidly changing institutional, social and economic environment offers excellent “a research lab” not only for local enterprises and global multinational enterprises but also IB scholars and researches. The second AIB-CEE Chapter Conference: *“International Business and Research in the CEE. Why is it worth doing?”*, no doubt will help participants to rediscover rich tradition, diversity and new changes in the region and motivate them for more intensive cooperation in IB teaching and research. During conference in Warsaw we want to draw the attention of International Business community to closer cooperation with the enterprises from the CEE region actually doing international business conducting cross-border business operations within the region and beyond, including global operations. The conference organizers will also try to encourage business people from the CEE region to have bigger cooperation with academia.

We really appreciate the hard work carried out by the Conference Programme Chair, Professor Mirosław Jarosiński and his Track Chairs to put together the meeting for us in Warsaw. We hope that the diversity of conference tracks will enhance 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 would like to thank our host institution, the Warsaw School of Economics, for welcoming us to Warsaw. We particularly thank Professor Tomasz Szapiro – Rector of the Warsaw School of Economics (SGH) for his support and opportunity in getting the meeting here. Moreover, we would like to thank all people, especially local Warsaw team and all reviewers, who have contributed so much 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 Warsaw.

Łukasz Puślecki, PhD
AIB-CEE Chapter Chair

Letter from the Programme Chair

Dear Conference Participants and Guests,

On behalf of the whole organising committee, both international and local teams, I would like to welcome you very warmly to the 2nd AIB-CEE Chapter Conference in Warsaw.

The conference topic "*International Business and Research in the CEE Region. Why Is It Worth Doing?*" is in line with the general idea of establishment of the Central and Eastern Europe Chapter of the Academy of International Business. The main objective of our conference is to foster collaboration among businesspeople, scholars and specialists from the Central and Eastern Europe in doing International Business research, disseminating its outcomes and improving International Business education.

Thus we have invited to the conference not only academics but also politicians as well as businesswomen and businessmen. We sincerely hope that this compound of different people will become a haven to closer cooperation in the future.

Your presence here means that we share the same interests not only in International Business but also in networking and future collaboration. The former AIB-CEE Conference in Budapest brought the first ties among some of us and now these ties will be on the one hand strengthened and on the other extended to new members of AIB-CEE community.

The conference call for submissions brought us 61 scientific articles which were submitted by 90 authors from 20 countries. Out of this, 50 articles written by 78 authors will be presented here. Additionally two scientific panels were proposed and accepted for the conference with 8 scholars sitting on them. The conference itself gathers around 90 participants from 14 countries.

Overall we are going to have 5 plenary and 12 parallel sessions as well as a special networking session. Beginning the conference we will first ponder over the shared history of our region looking for our common identity. Then we will have a chance to examine CEE countries' achievements in the past 25 years and see what their outlook for the future is. After that we will reflect on the competitiveness of the CEE region.

A special place in our programme is taken by Central European Business Forum consisting of two panels: the Policy Panel on Thursday evening and the Business Panel on Friday afternoon. Politicians and businessmen/businesswomen will discuss business cooperation opportunities with CEE countries and their attractiveness for doing business.

Many thanks to our keynote speakers and special guests including Professor Charles Dhanaraj, the AIB Vice President Program (2016 Program Chair)!

The principal part of the conference programme are scientific presentations and discussions that will take place during parallel sessions. This will be an occasion not only to present our research but also to discuss its results with the others before we submit our papers for publication in scientific journals after the conference. Some of the

discussions will also concern the methods of IB teaching which is very important to all of us. The networking session is supposed to help participants to find partners for future research collaboration.

Towards the end of our conference we are going to put the emphasis on our publication duties. A lecture on good practice in copyright will certainly help us in our scholarly activities. Afterwards our guest editors will discuss promising research areas for the CEE.

Putting the conference programme together would not be possible without the collaboration and support of many people. I would like to wholeheartedly thank all of them for their hard work. I should especially like to thank 46 reviewers for their laborious work especially that they were asked to do their responsible work within a very short period of time. Special thanks should also go to the Track chairs who supervised the whole submission and review process. I would also like to express my deep gratitude to the local organising team at the Warsaw School of Economics (SGH) without the intensive work of which we would not be able to meet here. Additionally I would like to acknowledge the assistance of many people in the SGH administration with our Deputy Bursar Iwona Bukat and Chancellor Bartosz Gruzca, PhD on the top.

We would not have been able to do anything at SGH without support of the Director of the Institute of Management Prof. Maria Romanowska, the Dean of the Collegium of Management and Finance Prof. Ryszard Bartkowiak, the Vice Rector for Research and International Relations Prof. Marek Gruszczyński and His Magnificence Rector of the Warsaw School of Economics Prof. Tomasz Szapiro. Thank you very much!

Last but not least I want to thank the AIB-CEE Executive Board who entrusted me with the task of organising this conference and had every confidence in me.

I sincerely hope that you will have a good time at the Conference. I wish you fruitful scientific discussions both at conference sessions and during the breaks and good friendly atmosphere at our social gatherings. I also hope that you will spend a memorable time in Warsaw.

Enjoy your time!

Mirosław Jarosiński

Programme Chair of the 2nd AIB-CEE Chapter Conference
Institute of Management
Collegium of Management and Finance
Warsaw School of Economics

Letter from the Rector of the Warsaw School of Economics

Dear Conference Participants,

It is my pleasure to welcome you at the Warsaw School of Economics for the 2nd AIB-CEE Chapter Conference in Warsaw. We are pleased to host this conference as well as its participants from Central and Eastern European and many other countries.

The SGH Warsaw School of Economics is the oldest, the most prestigious and comprehensive university of economics and management economic school in Poland. Our alumni have been shaping the country's political and economic landscape throughout decades. Today, it enrolls over 13.500 students offering them a broad range of more than 1.200 undergraduate and graduate courses, including English BA, MA and PhD degree programs. Along with excellence in teaching, reflected in SGH's outstanding job placement rates and excellent employer reputation, the School is renowned for its research activity. Internationalizing research is one of SGH's key strategic objectives. The School is actively involved in this process through engagement in international programs, including Horizon 2020 and participates in important global conferences.

Today, the School enjoys over 300 mobility and academic partnerships with foreign universities and is actively involved in numerous international organizations. Its campus attracts students from over 50 countries who can enrol in 11 full-time English study programs. In the academic year 2013/2014 the School hosted around 500 international exchange students, while about 500 local students studied abroad on five continents.

Since the early 1990's, SGH has been among Poland's leaders in developing educational initiatives together with its international partners. As the only Polish university it belongs to the prestigious CEMS MIM program, consistently rated among Top 5 pre-experience Master's in Management in the FT ranking. SGH is also proud member of the PIM network. SGH leads joint academic programs with Johannes-Gutenberg Universität Mainz, European University Viadrina, Mercator School of Management, University of Duisburg-Essen, Technische Universität Berlin, University of Cologne in Germany, Toulouse Business School, University Cergy Pontoise and Sorbonne in France, Universidade NOVA de Lisboa in Portugal and Kyungpook National University in Korea.

Our professors are the members of many international associations like European Forum for Entrepreneurship Research (EFER), l'Association Internationale des Economistes de Langue Française (AIELF), European International Business Academy (EIBA) The Risk, Banking and Finance Society, The Institute for Operations Research and the Management Sciences (INFORMS) and the Academy of International Business (AIB) to name just a few.

I am glad that the AIB-CEE Chapter joined our partners in building a global network of scientific contacts.

Tomasz Szapiro

Rector

Warsaw School of Economics

The 2nd AIB-CEE Chapter Conference

Conference Theme

The conference theme “*International Business and Research in the CEE Region. Why Is It Worth Doing?*” has been 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 in doing research, disseminating its outcomes and improving International Business education which is in line with a general idea of establishment of the Central and Eastern European Chapter of the Academy of International Business.

Central and Eastern Europe gained recognition of the business world and of a scientific community on the turn of the centuries but later the centre of attention turned to other places in the world. We tend to believe that there is still big undiscovered potential in the CEE region.

Thus the conference organisers wanted to raise awareness of International Business community for the need of closer collaboration with the enterprises from the CEE region actually doing international business conducting cross-border business operations within the region and beyond, including global operations. The conference organisers also craved for encouraging business people from the CEE region to have bigger collaboration with academia.

We hoped that the choice of ten broadly defined conference tracks would enhance many IB scholars to draw their attention to the CEE region and join the conference to share the outcomes of their research and to establish during the conference new networks focused on research and/or teaching collaboration resulting in future comparative studies, joint publications, research visits, seminars and thematic conferences.

Now our intention is to answer the theme’s questions why it is worth to do business in Central and Eastern Europe and why the research is worth doing here. We sincerely hope that the invited businesspeople and politicians will provide us succour with the first question and gathered scholars with the second and help us to persuade the unconvinced that it is worth doing business in the CEE region and that the studies deriving from the region are worth publishing in top scientific journals of the world.

Tracks and Track Chairs

Track 1. MNEs, their Subsidiaries and Value Chains in the CEE Region

Track Chair: Modestas Gelbuda, ISM University of Management and Economics, Lithuania

Through FDI such as production units and service centres, and indirect operations such as outsourcing, MNEs have made a critical contribution to the job creation, economic growth, and competitiveness of the CEE region. Furthermore, the integration of CEE into global economy opened new opportunities for MNEs and CEE firms to optimize their value chains, which allow for more flexibility, efficiency and reliability given geographical proximity and cultural affinity of the CEE to Western MNEs relative to other major regions. Thus, to explore issues of MNE strategies, their subsidiary development and value chain adjustments, this track welcomes submissions, which are focused on, but not limited to, the following questions: How do MNEs strategies account for and exploit CEE regional advantages? What roles do MNE subsidiaries in CEE play and are these roles under-going evolution? How do MNEs configure their value chains in CEE? How do MNE operations impact on MNE global value chains? What are unique features of the CEE region MNEs? What is the impact of MNE operations in CEE on national and regional governments, industries and networks?

Track 2. Internationalisation of SMEs and Born Globals

Track Chair: Tiia Vissak, University of Tartu, Estonia

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 partial exits and re-entries), foreign operation mode changes and differences between born globals and other internationalizers (for instance, slow internationalizers and born-again globals) – are welcome to this track. In addition, papers on internationalization that does not follow any processes described by current authors, papers on mature born

globals and other internationalizers and papers on positive and/or negative consequences of internationalization for firms should be submitted to 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.

Track 3: CEE Emerging Multinationals

Track Chair: Andreja Jaklič, University of Ljubljana, Slovenia

Enterprises from the region of Central and Eastern Europe (CEE) experienced rapid changes in business environment and their patterns of internationalization. The creation of CEE multinationals and international entrepreneurship was hindered in the socialist past, but accelerated after the change of regime. The creation of indigenous multinational from the CEE has been intensified in the last decade after EU accession and many of them followed the pattern of rapid internationalization. The characteristics, the patterns of growth and development of CEE multinationals are very diverse; reflecting also diversity of the region.

This track encourages scholars to gather research and knowledge on diverse and growing CEEC Emerging Multinationals and welcome papers that explore: case studies and firm level comparative research of CEE emerging multinationals, the strategies and patterns of their international growth, building capacities and competitive advantages, motivations and barriers to create CEE multinationals, the impact and specifics of CEE origin and location (dis)advantages of CEE, the role of inward FDI in creation of CEE multinationals, acquisitions of CEE emerging multinationals, the role and development of state owned multinationals, economic policies and incentives related to creation of CEE multinationals.

Track 4. Inward and Outward FDI in the CEE Region – Theory and Practice

Track Chair: Erzsébet Czakó, Corvinus University of Budapest, Hungary

FDI data have been used widely in IB theories and research as indicators of equity investments by MNEs and it has been backed by internationally comparable data bases. The recent phenomena of the 'global value chains', 'global factories', 'disaggregation of

international value chain of the MNE', and the spreading non-equity based foreign market entry modes among MNEs have shifted the interest from FDI focused IB research. Although Eurostat, OECD, and UNCTAD have done contributions in this regard, there are several research questions left on FDI data and their relatedness to these phenomena from IB and competitiveness perspectives, too. Have these phenomena brought in any challenge for FDI statistics and their interpretation in IB research? Do these phenomena suggest any need for modification in the traditional FDI related IB theories? Should IB research deal with FDI statistics at all? The countries of the CEE region may provide cases for probing theoretically to find answers to some of the questions. This track invites both conceptual and empirical papers on contrasting FDI data and the across border activities of MNEs. Methodological papers related to the latest work on grasping and managing the above mentioned phenomena by data are also encouraged.

Track 5. Competitiveness of the CEE Region, its Countries, Industries and Firms

Track Chair: Piotr Trąpczyński, Poznań University of Economics, Poland

While the unprecedented scale of transformation in the region of Central and Eastern Europe has provided a distinct research setting for international business and economics scholars for more than two decades, there have also been recent discussions about the extent to which the region is still a unique business environment. The region's economies have reached different levels of market development and of modern business practice adoption, some of them being frequently classified as advanced economies. Consequently, the same level of heterogeneity among CEE countries can also be observed at the level of different sectors and business.

Thus, 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. However, other contributions broadly related to the aforesaid aspects are also welcome.

Track 6: International Marketing, Consumers and Cross-cultural Relations in CEE

Track Chair: Milan Oreský, University of Economics in Bratislava, Slovak Republic

Internationalization of consumer marketing has brought and continues to bring new products, new communication channels with the customer segments and modern IT technologies enable the rapid volume growth of international trade with consumer products. We see changes and the dynamism also within business-to-business marketing. Do we know, what are the major current trends in business-to-consumers international marketing in the CEE area? Could be seen some changes in European shopping tourism, namely in the CEE region? How we can exploit the potential of cross-cultural relations and tradition within the new redesign of consumer marketing concept and consumer sales in the CEE countries?

Changing economic and political situation in some parts of Europe and in its neighbourhood affects differences in inhabitant perception of their home and the European common market. Today we rarely hear about euromarketing concept. It is this idea, this concept dead, obsolete?

The changes in the age structure of consumers in Europe are challenging to adapt international consumer marketing concept for today mid-age segments and of course for senior customers. For the European countries, for European common market is international consumer marketing not only about globalized products. The diversity of Europe is created by wide variety of values based on traditions, cultural roots of individual states, nations and regions. How could be utilized all of these tangible and intangible resources?

To be successful in the international consumer marketing requires understanding of the characteristics of business cultures and get cross-cultural skills for marketing and sales.

Track 7. International HRM and Cross-Cultural Management

Track Chair: József Poór, Szent István University, Hungary-J.Selye University, Slovakia

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 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 discussion can be developed 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 and (3) 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 (staffing, pay and benefit, competency model, performance management, expat management, 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.

Track 8. International Finance and Accounting

Track Chair: Inna Romānova, University of Latvia, Latvia

The area of international finance and accounting is closely related to international business (IB), both on macro and micro-level. Many research questions in these areas are interconnected. Conceptual and empirical papers focusing on financial and accounting issues with respect to international business and research (especially in the CEE region) are expected for this track. Papers can cover issues or topics related to, but not limited to international and corporate finance, financial risk management, financial market development, financial integration, access to local and international financial markets, ratings, international capital market, international economics, international trade as well

as international accounting standards and financial reporting, international taxation and auditing. Papers in this track are expected to analyse different issues of international finance and accounting speaking to the broader IB community.

We would particularly welcome papers investigating financial and accounting aspects of international business in the CEE countries, including current challenges related to international capital flows, international finance and taxation, international financial reporting, access to finance, international trade, foreign exchange rates etc.

Track 9. Corporate Governance

Track Chair: Michał Zdziarski, Warsaw University, Poland

This track calls for papers on corporate governance in the Central and Eastern European region. We particularly welcome papers to this track investigating relationship among governance and internationalization, and comparative studies on corporate governance in the region. These issues can be investigated at different levels including: individual directors, boards, key processes such as control, strategy and stakeholder management, corporate networks of interlocking directors, and country legal and institutional systems, to name just a few key ones. The following list of keywords should serve as more comprehensive guidance on range of possible topics. Variety of corporate governance systems emerged in the region in past 25 years due to development of new capital markets, reforms in legal and institutional settings, knowledge spillovers from foreign investors, historical traditions, experience gained from internationalization of companies, and new ownership composition of leading companies in the region. We hope that contributors to this track will be able to reflect on what can be learned from research on this variety of systems. The best paper in this track will be awarded by The Board Development Center - a joint initiative of Warsaw University and Deloitte.

Track 10. Teaching and Research in International Business in the CEE Region

Track Chair: Josef Taušer, University of Economics in Prague, Czech Republic

Facing the competition from new emerging markets traditionally based countries from CEE region need to adapt long-term oriented strategies to strengthen their international competitiveness. Investments to education and research are likely to play a fundamental role in this process. But how to measure and how to compare the quality of education and research? How to build up national models of education financing and research support? How to accelerate the transmission of research knowledge to real business processes? How to strengthen the collaboration between universities and companies? What is the effectiveness of investments in education both from national and individual points of view? What are the differences and similarities of educational systems and national systems of research support in CEE countries? How to support the collaboration between the countries from the CEE region in this area? What are the key lessons learnt from western countries? These are just some of the basic questions to be answered within this conference track.

Conference Programme

General Programme

Thursday, September 17th, 2015 - Main Building	
13.00–19.15	Registration
15.00–15.30	Welcome and Opening Speeches
15.30–17.00	Plenary Session: Keynote Addresses
17.00–17.30	Coffee Break
17.30–19.15	Plenary Session: CEBF – Political Panel
19.30–21.30	Welcome Reception

Friday, September 18th, 2015 - Building C	
08.45–09.30	Networking Session
09.30–09.45	Coffee Break
09.45–11.15	Parallel Sessions
11.15–11.45	Coffee Break
11.45–13.15	Parallel Sessions
13.15–14.15	Lunch Break
14.15–15.45	Parallel Sessions
15.45–16.15	Coffee Break
16.15–18.15	Plenary Session: CEBF – Business Panel
20.30–00.30	Gala Dinner (Studio Buffo Restaurant)

Saturday, September 19th, 2015 - Building C	
10.00–11.30	Parallel Sessions
11.30–12.00	Coffee Break
12.00–13.30	Plenary Session: Educational Session
13.30–14.30	Lunch Break
14.30–16.00	Plenary Session: Editors Panel
16.00–16.45	Conference Conclusion
16.45–17.15	Farewell Reception
17.30–20.30	Guided Tour of Warsaw

Detailed Programme

Thursday, September 17th, 2015	
Main Building 3rd floor, 162 Niepodległości Av., Warsaw	
13.00–19.15	<i>Registration – in front of Lecture Hall no. VII</i>
15.00–15.30	Welcome and opening speeches
15.30–17.00	Plenary session – Lecture Hall no. VII Session 1. Session Chair: Mirosław Jarosiński Kazimierz Wóycicki – CEE Identity Andrzej Rzońca – CEE Countries’ Achievements in the Years 1990–2015 and Their Arkadiusz Kowalski Outlook for the Future – Competitiveness of the CEE Region
17.00–17.30	<i>Coffee Break – outside Lecture Hall no. VII</i>
17.30–19.15	Plenary session – Lecture Hall no. VII Session 2. Panel Chair: Aron Perenyi Central European Business Forum – Policy Panel
19.30–21.30	<i>Welcome Reception – Column Hall on -1 level</i>

Friday, September 18th, 2015			
Building C, 128 Niepodległości Av., Warsaw			
08.45–09.30	Networking session – Lecture Room no. 2e Session 3. Session Chair: Michał Zdziarski		
09.30–09.45	Coffee Break – corridor 2nd floor		
09.45–11.15	Parallel sessions		
	Session 4.1 Lecture Room no. 2a Track 5 Session Chair: Piotr Trąpczyński	Session 4.2 Lecture Room no. 2b Track 2 Session Chair: Tiia Vissak	Session 4.3 Lecture Room no. 2e Track 3 Session Chair: Andreja Jaklič
	Czako Erzsebet, Juhasz Peter, Reszegi Laszlo What Can Be Measured and What Cannot? An Explorative Investigation on Firm-Level Export Competitiveness by Qualitative and Quantitative Research Findings	Grochal-Brejdak Magdalena Methodology of Research on Internationalisation Process of E-Commerce Enterprises - Philosophical Approaches and Research Methods	Janiuk Ireneusz Mergers and Acquisitions: Their Role in the Process of Diversification of an Enterprise
	Barłóżewski Krystian The Inverted U-Shaped Curve and Multinationality-Performance Relationship of Polish Firms	Kowalik Izabela, Danik Lidia, Sikora Tomasz Elements of Entrepreneurial Orientation in the International New Ventures	Nowiński Witold Effects of Cross-Border Acquisitions by Polish MNEs.

	<p>Puślecki Łukasz Development of Modes of Cooperation: An Opportunity for Open Innovation Alliances in Polish Biopharmaceutical Industry</p>	<p>Sikora Tomasz, Baranowska-Prokop Ewa Explaining Success Perceptions of Polish International New Ventures: Four Perspectives</p>	<p>Sass Magdolna Emerging CEE Multinationals in the Electronics Industry</p>
	<p>Perenyi Aron Managing SMEs along the Life-Cycle: (R)Evolution in the Hungarian ICT Sector</p>	<p>Kozma Miklos, Andras Krisztina A Typology of International Strategies for Hungarian Professional Sports Clubs</p>	<p>Panibratov Andrei Home Government Involvement in the Internationalization of Emerging MNEs: Industry-Level Specifics in Russia</p>
	<p>Stocker Miklós Local Heroes in Hungary</p>	<p>Štrach Pavel, Wiesinger Sophie, Überwimmer Margarethe CEE Internationalization of Austrian SMEs: Following the Uppsala Model after Gaining Visegrad Experience</p>	<p>Veselova Anna International Expansion, Structural Configurations and Performance of Russian Multinationals: An Empirical Study of Interrelations</p>
11.15–11.45	<i>Coffee Break – corridor 2nd floor</i>		
11.45–13.15	Parallel sessions		
	<p>Session 5.1 Lecture Room no. 2a Track 5 Session Chair: Magdolna Sass</p>	<p>Session 5.2 Lecture Room no. 2b Track 9&3&6 Session Chair: Andrei Panibratov</p>	<p>Session 5.3 Lecture Room no. 2e Track 10 Session Chair: Josef Taušer</p>
	<p>Götz Marta Remarks on (Post)Crisis Developments of Inward and Outward Foreign Direct Investment in the EU</p>	<p>Troilo Michael, Collins J. Markham Courts and Firm Investments in Real Property</p>	<p>Poór József, Sasvári Péter, Nesterowicz Krzysztof, Monda Eszter, Eldurssi Fares Fawzi M., Nikolic Milan E-Learning in Management – Focus on Hungary, Serbia and Slovakia</p>

	<p>Zimny Zbigniew Inward FDI-Related Challenges to Poland's Further Economic Progress</p>	<p>Wasowska Aleksandra Internationalization of Family Firms: The Role of Ownership Structure and Composition of Management Team</p>	<p>Babińska Danuta, Witczak Olgierd Developing Students Knowledge, Skills and Social Competences in International Marketing Research – Cooperation of Academia and Business</p>
	<p>Dziurski Patryk CEE Countries as a Business Process Outsourcing Destination</p>	<p>Aluchna Maria, Krejner-Nowecka Anna Women on Board and Shareholder Structure. Preliminary Results</p>	<p>Romanova Inna Intensive Training Programs for International Business Education</p>
	<p>Boda George Employment Prospects on the Periphery – The Case of Hungary</p>	<p>Wach Krzysztof What Determines Entrepreneurial Orientation of Polish Internationalized Firms?</p>	<p>Kazai Ónodi Annamaria Teaching International Business through Role Play Activities</p>
	<p>Sienkiewicz Łukasz, Jawor-Joniewicz Anna Human Capital and HRM as a Source of Competitive Advantage and Effectiveness – Evidence from Poland</p>	<p>Patsiotis Athanasios, Kapareliotis Ilias Digital Marketing Trends and the Curriculum</p>	<p>Covarrubias Venegas Barbara, Poór József, Konečná Zdeňka, Rašticová Martina, Thill Katharina Human Resource Management in Foreign-Owned Firms - Focus Three CEE Countries and Austria</p>

13.15–14.15	<i>Lunch Break – corridor 2nd floor</i>		
14.15–15.45	Parallel sessions		
	Session 6.1 Lecture Room no. 2a Track 5&6 Session Chair: Inna Romānova	Session 6.2 Lecture Room no. 2b Track 7&4&1 Session Chair: József Poór	Session 6.3 Lecture Room no. 2e Track 10 - Panel Panel Chair: Marta J. Głowacka
	Lewandowska Małgorzata, Gołebiowski Tomasz, Szymura-Tyc Maja, Rószkiewicz Małgorzata Relationships Between Innovation Extensiveness, Innovation Cooperation and New Products'. Research Outcomes for Polish Manufacturing Firms	Allen Gregory Postcolonialism in Poland: New Markets, New Opportunities and New Cultural Imperialism	Głowacka Marta J., Kajtár Edit, Graf Elisabeth, Jobst Lisa-Maria Updating the Tool Kit: Proposal for Reforming Methodology in Legal Education to Enhance Employability
	Vissak Tiia, Zhang Xiaotian Internationalization of an Estonian Jewelry Designer: Nonlinearity in Terms of Countries and Sales Channels	Latukha Marina Creating Sustainable Competitive Advantages of Emerging Market Firms through Talent Management Practices: Evidence from Russian Companies	
	Jaklic Andreja, Karageorgu Paraskevi Internationalization at Home – Exploiting the Potential of International Community	Mustafa Ghulam The Emergence and Effects of Culturally Congruent Leadership: Current Status and Future Developments	

	<p>Trapczyński Piotr De-Internationalisation: Conceptualisation and Research Implications</p>	<p>Młody Michał Reshoring Trend And CEE - An Assessment of Possible Scenarios on the Example of Poland</p>	
	<p>Šeinauskienė Beata, Virvilaitė Regina The Role of International Experience in Explaining the Indirect Effect of Psychic Distance on Export Performance through Export Marketing Strategy: A Moderated Mediation Study</p>	<p>Demeter Krisztina, Szász Levente, Boer Harry The Effectiveness of Manufacturing Practices in Different Subsidiary Types – Consequences for CEE Subsidiaries</p>	
15.45–16.15	<i>Coffee Break – corridor 2nd floor</i>		
16.15–18.15	<p>Plenary session – Lecture Hall no. 1 Session 7. Panel Chair: Mirosław Jarosiński Central European Business Forum – Business Panel</p>		
20.30–00.30	<i>Gala Dinner – Studio Buffo Restaurant</i>		

Saturday, September 19th, 2015 - Building C

10.00-11.30	Parallel sessions		
	Session 8.1 Lecture Room no. 2a Track 5 Session Chair: Tomasz Gołębiowski	Session 8.2 Lecture Room no. 2b Track 3&4 Session Chair: Erzsébet Czakó	Session 8.3 Lecture Room no. 2e Track 2 - Panel Panel Chair: Milena Ratajczak-Mrozek
	Lewandowska Małgorzata Does Government Policies Foster Eco-Innovation? Evidence from Selected CEE Countries and Germany	Trąpczyński Piotr Outward FDI from Poland: Its Context and Review of Extant Research	Ratajczak-Mrozek Milena, Jarosiński Mirosław, Witold Nowiński, Szymura-Tyc Maja The Importance of Network Relationships for SMEs' International Development
	Śliwiński Rafał, Grzegorz Tomasz Impact of Augmented Reality Technology on the Firms' Competitiveness	Jankowska Barbara, Goetz Marta The Role of Home Country Government in Supporting the OFDI in the Perspective of Economic Crisis 2008. Evidence from Poland	
	Korez Vide Romana, Tominc Polona Competitiveness, Entrepreneurship and Economic Growth	Dorożyński Tomasz, Kuna-Marszałek Anetta The Role of Incentives in Attracting FDI to the New EU Member States	
	Havran Zsolt, András Krisztina Examination of Central-Eastern-European Professional Football Clubs' Sport Success, Financial Position and Business Strategy in International Environment	Sass Magdolna Latecomers May Be Admitted. Foreign Direct Investment between the CEE Countries	

	Hetman-Krajewska Joanna Open Access to Scientific Works - Axiology, History and Chosen Aspects of Copyright Solutions	Zdziarski Michal FDI Central Europe and BRIC	
11.30-12.00	<i>Coffee Break - corridor 2nd floor</i>		
12.00-13.30	Plenary session - Lecture Hall no. 1 Session 9. Session Chair: Krzysztof Wach Joanna Hetman-Krajewska - Good Practice in Copyright: Aspects of Scholarly Activity		
13.30-14.30	<i>Lunch Break - outside Lecture Hall no. 1</i>		
14.30-16.00	Plenary session - Lecture Hall no. 1 Session 10. Panel Chair: Łukasz Puślecki Promising Research Areas - Forecast of Research Agenda for the CEE - Editors Panel		
16.00-16.45	Conference Conclusion - Lecture Hall no. 1		
16.45-17.15	<i>Farewell reception - outside Lecture Hall no. 1</i>		
17.30-20.30	Guided Tour of Warsaw		

Central European Business Forum

The Central European Business Forum has been initiated by Áron Perényi, PhD (Lecturer, Swinburne University of Technology) and Mr. Peter Bakonyi (Consular Office of Hungary, Melbourne) in Melbourne, Australia. Its objective is to provide a forum for international business engagement activities, to increase global visibility and connectedness for businesses, governments and academia with Central and Eastern Europe. The event hosts conversations at the levels of governments, business and the broad public/stakeholders.

During the 2nd Annual AIB-CEE Chapter Conference in Warsaw, at the Warsaw School of Economics, two panel sessions on doing business in Central and Eastern Europe will take place:

- 1) A Policy Panel will concentrate on the question of business cooperation opportunities with CEE countries. Conversations between government representatives will help determination, clarification and articulation of shared interests between countries, and provide policy makers a platform to serve the development of international economic linkages by implementing an appropriately configured policy environment. Officials from Central and Eastern Europe (Poland, Hungary) and from outside the region (Australia, Malta, Korea and USA) will participate in this panel session. The panel will be held on September 17th, 2015.
- 2) A Business Panel including businessmen from both CEE countries and from outside of the CEE will concentrate on the question whether it is worth doing business in Central and Eastern Europe. Conversations between representatives of businesses will facilitate sharing experiences and building relationships, and also inform of best practices. The panel will be held on September 18th, 2015.

The whole event hosted by the Warsaw School of Economics was prepared in cooperation with the Swinburne Business School and the AIB-CEE Chapter.

Mirosław Jarosiński,

Warsaw School of Economics

Áron Perényi,

Swinburne University of Technology

Networking Session

Encouraged by good feedback from last year research networking session we would like to invite all conference participants to the networking session as enhancing research collaboration in our region and comparative studies in particular is among key goals of AIB-CEE Chapter.

The networking session will take place in Building C, Lecture Room no. 2c on Friday morning (September 18th) from 8.45 to 9.30 a.m. Some of the participants are going to share with us their research ideas and welcome their peers to cooperate 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 Friday and Saturday and then of course beyond the conference time.

The session will start with a small encouragement from a team that have begun similar collaboration at the last year's conference. Then the new research proposals will be presented.

Michał Zdziarski

Mirosław Jarosiński

Educational Session

Lecture on Good Practice in Copyright

In every scholarly activity – regardless of the field of research – copyright questions seem to be crucial. The source of these problems are both statutory (deriving from legal acts as opposed to a given state of affairs) and customary (deriving from good practice and customs).

Three basic copyright problems concerning scholarly activity can be named: citation, plagiarism and so called autoplagerism. It is obvious that copyright law is different in every country being a part of national statutory law. Nevertheless, there are some common rules within scholarly activity concerning copyright issues – they derive both from international legal solutions (especially international legal acts, e.g. the Berne Convention) and moral norms.

Undoubtedly, the session will help participants to name the crucial copyright issues in their scholarly activity giving general proposals to behave in pursuance of legal and moral norms.

Editors Panel

Promising research areas - forecast of research agenda for the CEE

The aim of the Editors' panel is to discuss the future topics in international business research with focus on CEE, with specific attention to research question, topics, methods, approaches, potential of comparative studies and research methodologies.

AIB-CEE members who attend this panel can benefit from it in several ways. First of all, it is a great opportunity for them to meet Editors from different scientific journals and discuss with them promising research areas and topics, which could be taken into consideration by journals in the nearest future, especially with local insights from the CEE region.

On the other hand, it is a unique chance to discover the potential of CEE region in the field of IB research. The region with its historical heritage still poses a specific institutional setting, stimulates both single- and multicountry studies in different fields of international business. While some of the CEE countries have indeed progressed along the transformation path and can hardly be called emerging countries any longer, this situation creates a unique setting for cross-national comparative research with a high theory-building potential for international business. The institutional variety, as well as the discrepancies in economic development levels, can accordingly be regarded as a crucial opportunity for international business research. Moreover rapidly changing institutional, social and economic environment offers excellent “a research lab” not only for local enterprises and global multinational enterprises but also IB scholars and researches.

This panel 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.

Editors Panel Participants

Łukasz Puślecki – Panel Chair

Ilan Alon - International Journal of Emerging Markets

Charles Dhanaraj - *Journal of Management Studies*

Imre Dobos - *Society and Economy*

Alen Ježovnik - *Management*

Krzysztof Wach - *Entrepreneurial Business and Economics Review*

Exhibits

Journals

Scientific journals will have their stands on the second conference day (Friday, September 18th). The stands will be located on the second floor of Building C in room 2c (i.e. at the conference venue). There you will be able to pick up complimentary copies of the journals and individually talk to their editors.

The following journals have confirmed their participation:

- *Entrepreneurial Business and Economics Review – EBER*
- *International Journal of Management, Knowledge and Learning*
- *International Journal of Emerging Markets*
- *Journal of Management and Financial Sciences – JMFS*
- *Management*
- *Managing Global Transitions*
- *Society and Economy*

Book Publishers

Book publishers will also have their stands on the second conference day (Friday, September 18th). The stands will be located similarly on the second floor of Building C in room 2c (i.e. at the conference venue). There you will be able to buy books and/or pick up publishers' catalogues.

The following publishers have confirmed their participation:

- ABE-IPS)
- ToKnowPress

List of Participants

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Local Information

Warsaw School of Economics

The Warsaw School of Economics (Szkoła Główna Handlowa w Warszawie - SGH) is the oldest university of economics in Poland. Its mission has continuously been educating economists and business leaders serving the nation, country and the region. SGH is famous for its tradition, flexible adjustments of programmes to students' needs, unquestionable education level, and successful alumni.

Currently the number of undergraduate, postgraduate, post-diploma and Ph.D. students enrolled sum up to about fifteen thousand. About eight hundred students from over 40 countries around the world take advantage of the SGH international offer. The Warsaw School of Economics has been developing its English-language programmes on every academic level, including Bachelor, Master, Doctoral as well as MBA. Currently the SGH offer includes three English-language programmes at Bachelor's level (Quantitative Methods in Economics and Information Systems, International Economics and Management), two at Master's level (International Business and ACCA-accredited Finance & Accounting in cooperation with EY), one at Doctoral level (Doctoral Programme in Management and Economics) and the Canadian Executive Master of Business Administration.

About eight hundred highly qualified professors and Ph.D. researchers constitute the faculty of the Warsaw School of Economics. Our researchers take part in national and international projects in the areas of economics, finance, management, business administration and social policy that benefit society and business. They share their knowledge as expert advisors to the European Commission.

The Warsaw School of Economics has created a unique way of cooperating with business environment. Several national and multinational companies with a status of the School's partners are involved in various projects. The companies have an influence on the programmes offered by the School. Their representatives take part in a number of courses sharing their experience first-hand with students. Programmes and specializations offered at SGH facilitate obtaining renowned ACCA, CIMA and IPMA certifications.

As the only university in Poland the Warsaw School of Economics is a member of CEMS

Global Alliance in Management Education which includes 29 business schools from around the world along with their corporate partners. Together they provide a unique Master in International Management programme.

SGH alumni are among the most sought-after employees by companies operating in Poland and the region. We are proud to follow their evolving careers of consultants, managers, directors, advisors, business owners and individual entrepreneurs.

Find out more about SGH Warsaw School of Economics at www.sgh.waw.pl

Meeting Venue

The 2nd AIB-CEE Chapter 2015 Conference is hosted by the Warsaw School of Economics (SGH) and thus it is held at its premises.

The first day of the conference (September 17th) takes place in the SGH Main Building at 162 Niepodległości Av. (see building no. 1 on the campus map). The building is conveniently located next to the underground station Pole Mokotowskie (Line M 1).

The second and the third days of the conference (September 18th and 19th) take place in building C at 128 Niepodległości Av. (see building no. 11 on the campus map). Building C is only 5-minute walk from the Main Building alongside Niepodległości Av.

Conference Secretariat

During the whole conference the conference secretariat is located at the reception desk. On the first conference day it will be located in the SGH Main Building in front of Lecture Hall no. VII. On the second and third days in SGH Building C. You will be able to pick up there the conference welcome package, the certificate of attendance and your invoice. We will do our best to operate the reception desk throughout the whole conference but be patient with the reception staff as they are limited in number and also have some other duties to perform.

In urgent cases please call us at: +48 512 136 510

Wi-Fi Access

To access wireless Internet on the Campus please connect to SGH_WIFI open network.

Campus Map



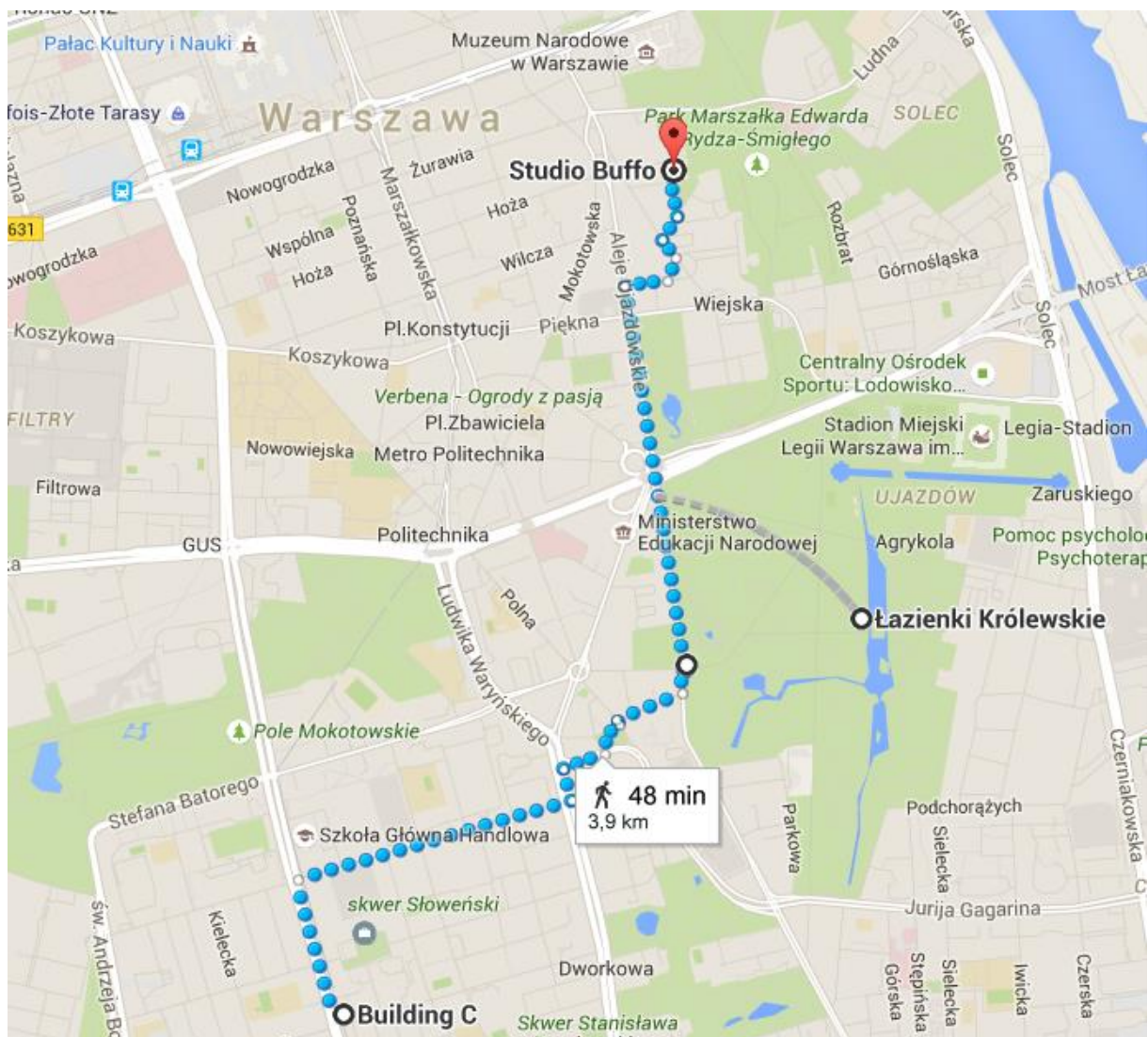
Legend:

1. Building G (Main Building) - 162 Niepodległości Av.
2. Building A - 24 Rakowiecka St.
3. Building F - 164 Niepodległości Av.
4. Building S - 8 Batorego St.
5. Library - 22b Rakowiecka St.
6. Building W - 41 Wiśniowa St.
7. Students' dormitory no. 1 "Sabinki" - 147 Niepodległości Av.
8. Building M - 6/8 Madalińskiego St.
9. Students' dormitory no. 3 "Grosik" - 31/33 Madalińskiego St.
10. "Park" students' club - 196 Niepodległości Av.
11. Building C - 128 Niepodległości Av.
12. Finance division - 43 Kielecka St.

Gala Dinner

All conference participants and distinguished guests are invited to Gala Dinner which is going to take place in Studio Buffo Restaurant, next to Sheraton Hotel, by Trzech Krzyży Square.

It is a 10-minute taxi ride from the Warsaw School of Economics or a 1-1,5 hour walk by Łazienki Królewskie Park (app. 4 km).



The Restaurant is also easily accessible by public transportation. For route information from any location in Warsaw see:

warszawa.jakdojade.pl/?locale=en

Address: Studio Buffo Restaurant, 6 Konopnickiej st., Warsaw.

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Olga Legacka

Magdalena Piórkowska

Organisers

The 2nd AIB-CEE Conference in Warsaw was co-organised by the AIB-CEE Chapter and the Warsaw School of Economics which was the host of the conference at the same time.

The Central & Eastern Europe Chapter of Academy of International Business (AIB-CEE Chapter) was established in 2013 and 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.

AIB-CEE Board:

Łukasz Puślecki, Chair of AIB-CEE Chapter, Poznan University of Economics, Poland

Andreja Jaklič, Vice-Chair for Advancement of Membership, University of Ljubljana, Slovenia

Tiia Vissak, Vice-Chair for Events, University of Tartu, Estonia

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More information about AIB-CEE Chapter and its activities can be found at:

http://ue.poznan.pl/AIB_CEE/

The Warsaw School of Economics (Szkoła Główna Handlowa w Warszawie - SGH) is at the same time the top and the oldest university of economics and business in Poland. Established in 1906 soon it took the lead in economic and business education. Currently the number of students enrolled amounts to about fifteen thousand including about eight hundred foreign students deriving from 40 countries from all over the world.

SGH Authorities

Tomasz Szapiro – Rector

Piotr Ostaszewski - Vice Rector for Teaching and Student Affairs

Marek Gruszczyński - Vice Rector for Research and International Relations

Marek Bryx - Vice Rector for Management

Bartosz Grucza - Chancellor

Katarzyna Krępel-Świerkula – Bursar

More information about the Warsaw School of Economics and its activities can be found at: www.sgh.waw.pl

Keynote Speakers

Kazimierz Wóycicki

Adjunct professor in the Institute for East European Studies at the University of Warsaw. Director of the European Academy Krzyżowa. Member of the Polish PEN-Club.

Polish journalist and writer. Author of many publications on the Polish-German relations. Graduate of the Catholic University of Lublin. Has a doctorate in history from the University of Wrocław.

Previously the Chairman of Advisers Group of the Foreign Affairs Committee in Polish Parliament (2009-2011), Advisor to the Minister in the Office for War Veterans and Repressed Persons (2008-2011), Director of the Institute of National Remembrance in Szczecin (2004-2008), Director of the Polish Institute in Leipzig (2000-2004), Director of the Polish Institute in Dusseldorf (1996-1999). Among the others also the Secretary of the Civic Committee of Lech Walesa, press office of „Solidarity“ during > Round Table < negotiation (1988-1989); Deputy editor of the monthly „Więź“; (1987-1990); Journalist in the Polish section of the BBC in London; (1986-1987).

Awards: Knights Cross of Polonia Restituta, Verdienstkreuz am Bande des Verdienstordens der Bundesrepublik Deutschland, Annual Award of the University Viadrina, 2008.

More information at:

<https://kazwoy.wordpress.com/>

Andrzej Rzońca

Adjunct professor at the Chair of International Comparative Studies at the Warsaw School of Economics. Associate of the Civil Development Forum, and lecturer of the Canadian Executive Master of Business Administration Program (CEMBA), a programme carried out jointly by SGH and the University of Quebec at Montreal. Since 2010 appointed as a member of the Monetary Policy Council by the Senate of the Republic of Poland.

Andrzej Rzońca is a graduate of the Warsaw School of Economics (SGH) and executive MBA programme (WEMBA) - joint programme of SGH and the University of Minnesota. He also had internships at the World Bank and the European Central Bank.

In the years 2001-2007 Andrzej Rzońca worked at National Bank of Poland. In 2007-2010 he was a Deputy President and Director of the Analytical Department of the Civil Development Forum (FOR). Previously, cooperated with the CASE – Center for Social and Economic Research. He is an author of many scientific publications and papers in the field of public finances, monetary policy and economic growth. Holder of the Kronenberg Foundation award, the most prestigious award in the field of Poland's economy.

More information at:

<http://www.nbp.pl/homen.aspx?f=/en/onbp/organizacja/cv/rzonca.html>

Arkadiusz Kowalski

Associate professor at the World Economy Research Institute in the Warsaw School of Economics. He received his habilitation degree in Economics in the Collegium of World Economy in 2013 and Ph.D. in the Collegium of Economic Analysis in 2006. His research and academic teaching focus on international competitiveness, innovation systems, clusters, and internationalization of firms.

Arkadiusz Kowalski is an author and co-author of more than 50 publications in the above mentioned areas, including books, chapters in monographs, articles in scientific journals and experts' reports. Other experiences include visiting scholarships at the University of Macedonia in Thessalonica (1999-2000), Oxford (2000), University of Southampton (2004-05), University of Glasgow (2005-06), University of Coimbra, Portugal (2010), ICN Business School, Nancy, France (2011, 2013, 2015), University of Richmond, USA (2011-12), INSEEC Business School, Paris & Bordeaux, France (2013), University of Latvia (2014), and IAE Lyon University, France (2014, 2015).

More information at:

<http://kolegia.sgh.waw.pl/en/KGS/structure/IGS-KGS/institute/staff/Pages/AKang.aspx>

Charles Dhanaraj

Professor of Strategy and Global Leadership in IMD since January 2014. Prior to that he served as an associate professor of management at the Kelley School of Business, Indiana University. In addition, he has been a visiting professor at Ivey (Canada), ISB (India), CBS (Copenhagen), Grenoble (France), FDC (Brazil), and Kellogg (USA).

Professor Dhanaraj's research, teaching and consulting interests cover three related areas: (i) Leadership and strategy in the global enterprise, with a focus on emerging markets; (ii) Strategy for innovation for both multinationals and indigenous firms in emerging markets; and (iii) Managing the complexities of collaboration, with a focus on cross-border alliances.

He has published five articles in Journal of International Business Studies, one of which had received the Best Paper Award at the AIB 2004 Conference at Stockholm, Sweden. He has also published in several top-tier journals, and several award-winning cases. He is an associate editor for Journal of Management Studies and serves on the editorial boards of JIBS, MIR, SMJ, GSJ, and MBR.

He is an active member of the AIB since his doctoral days and has served in several capacities. He was the chair of AIB Doctoral Consortium twice, in 2005 at Montreal and in 2010 at Rio-de-Janeiro, and a track chair for the AIB 2012 conference at Washington DC. He was a member of the taskforce on AIB Publication Strategy, commissioned by the AIB board in 2012. At present Professor Dhanaraj is the AIB Vice President Program (2016 Program Chair).

He received his MEng degree in Robotics from Memorial University of Newfoundland, MBA from Wilfrid Laurier University, and a PhD from Ivey Business School. His thesis received the best thesis award from the Academy of Management International Management (IM) Division of the (2001), and was a finalist for Gunnar Hedlund Award (2000), and Organization Sciences' best dissertation proposal award (1998).

More information at:

<https://aib.msu.edu/executiveboard2014-15.asp>

Joanna Hetman-Krajewska

A graduate of law studies at the Law and Administration Faculty of the Warsaw University and master studies focused on American Culture in the American Studies Center at the Warsaw University.

Joanna Hetman-Krajewska is an author of publications: „The Lang Act: Legal Regulation of Book Prices” a student’s book „Intellectual Property Law – Basic Aspects” and the Introduction to Copyright and Related Rights Act (two editions – 2004 and 2007), as well as numerous articles on copyright law problems. As a researcher she is connected with the Institute of Legal Sciences at the Polish Academy of Sciences where she graduated from postgraduate studies in intellectual property law.

Joanna Hetman-Krajewska operates her legal practice at PATRIMONIUM Law Firm, specializing in legal services for the publishing industry. Founder and academic teacher at postmaster studies „Publishing and Book Market” at Bolesław Prus Warsaw Higher Humanities School in Warsaw. At present a lecturer of the Intellectual Property Law, both for full-time and extramural courses at the Cardinal Stefan Wyszyński University in Warsaw. Member of Copyright Law Committee nominated by the Minister of Culture and National Heritage (the third term of office).

More information at:

<http://patrimonium.com.pl/o-kancelarii/zespol/?lang=en>

Reviewers

We would like to express our gratitude to all the 46 reviewers that within considerably short time managed to perform their highly responsible task of evaluating scientific article and panel proposals submitted to the conference.

List of reviewers

Maria Aluchna	Warsaw School of Economics, Poland
Josef Bic	University of Economics Prague, Czech Republic
György Boda	Corvinus University of Budapest, Hungary
Radek Cajka	University of Economics, Prague, Czech Republic
Paweł Capik	Keele University, UK
Iveta Cerna	University of Economics, Prague, Czech Republic
Erzsébet Czakó	Corvinus University of Budapest, Faculty of Business Administration, Hungary
Taskin Dirsehan	Marmara University, Turkey
Tomasz Dorożyński	University of Łódź, Poland
Patryk Dziurski	Warsaw School of Economics, Poland
Tomasz Gołebiowski	Warsaw School of Economics, Poland
Andreja Jaklič	University of Ljubljana, Faculty of Social Sciences, Slovenia
Barbara Jankowska	Poznan University of Economics, Poland
Martina Jirankova	University of Economics Prague, Czech Republic
Edit Kajtár	Wirtschaftsuniversität Wien, Hungary

Ilias Kapareliotis	American College of Greece, Greece
Annamaria Kazai Ónodi	Corvinus University of Budapest, Hungary
Csaba Kollar	Szent István University, Hungary
Miklós Kozma	Corvinus University of Budapest, Hungary
Marina Latukha	Saint-Petersburg State University, Graduate School of Management, Russia
Malgorzata Stefania Lewandowska	Warsaw School of Economics, Poland
Wioletta Mierzejewska	Warsaw School of Economics, Poland
Witold Nowiński	Wyższa Szkoła Bankowa w Poznaniu, Poland
Milan Oresky	University of Economics in Bratislava, Slovak Republic
Andrei Panibratov	St. Petersburg University, Russia
Athanasios Patsiotis	American College of Greece, Greece
Áron Perényi	Swinburne University of Technology, Australia
József Poór	Szent István University, Hungary
Łukasz Puślecki	Poznan University of Economics, Poland
Chutinon Putthiwani	Turiba University, Latvia
Milena Ratajczak-Mrozek	Poznan University of Economics, Poland
Matija Rojec	University of Ljubljana, Slovenia
Inna Romānova	University of Latvia, Latvia
Ramona Rupeika-Apoga	University of Latvia, Latvia

Magdolna Sass	MTA KRTK Institute of Economics, Hungary
Beata Šeinauskienė	Kaunas University of Technology, Lithuania
Irina Solovjova	University of Latvia, Latvia
Miklós Stocker	Corvinus University of Budapest, Hungary
Pavel Štrach	University of Applied Sciences Upper Austria, Austria
Piotr Trąpczyński	Poznan University of Economics, Poland
Michael Troilo	The University of Tulsa, Collins College of Business, USA
Erika Varga	Szent István University, Hungary
Anna Veselova	Graduate School of Management Saint-Petersburg State University, Russia
Tiia Vissak	University of Tartu, Estonia
Krzysztof Wach	Cracow University of Economics, Poland
Aleksandra Wąsowska	University of Warsaw, Poland

Outstanding Papers

Altogether 50 articles were accepted for the 2nd AIB-CEE Chapter Conference in Warsaw and we are certain that all their presentations will stimulate vigorous scientific discussions. Nonetheless we would like to acknowledge several articles that the 2nd AIB-CEE Chapter Conference Track Chairs considered to be outstanding.

Allen Gregory

Postcolonialism in Poland: New Markets, New Opportunities and New Cultural Imperialism

session 6.2

Barłóżewski Krystian

The Inverted U-Shaped Curve and Multinationality-Performance Relationship of Polish Firms

session 4.1

Demeter Krisztina, Szász Levente, Boer Harry

The Effectiveness of Manufacturing Practices in Different Subsidiary Types – Consequences for CEE Subsidiaries

session 6.2

Lewandowska Małgorzata, Gołebiowski Tomasz, Szymura-Tyc Maja, Rószkiewicz Małgorzata

Relationships Between Innovation Extensiveness, Innovation Cooperation and New Products'. Research Outcomes for Polish Manufacturing Firms

session 6.1

Panibratov Andrei

Home Government Involvement in the Internationalization of Emerging MNEs: Industry-Level Specifics in Russia

session 4.3

Perenyi Aron

Managing SMEs along the Life-Cycle: (R)Evolution in the Hungarian ICT Sector

session 4.1

Šeinauskienė Beata, Virvilaitė Regina

The Role of International Experience in Explaining the Indirect Effect of Psychic Distance on Export Performance through Export Marketing Strategy: A Moderated Mediation Study

session 6.1

Troilo Michael, Collins J. Markham

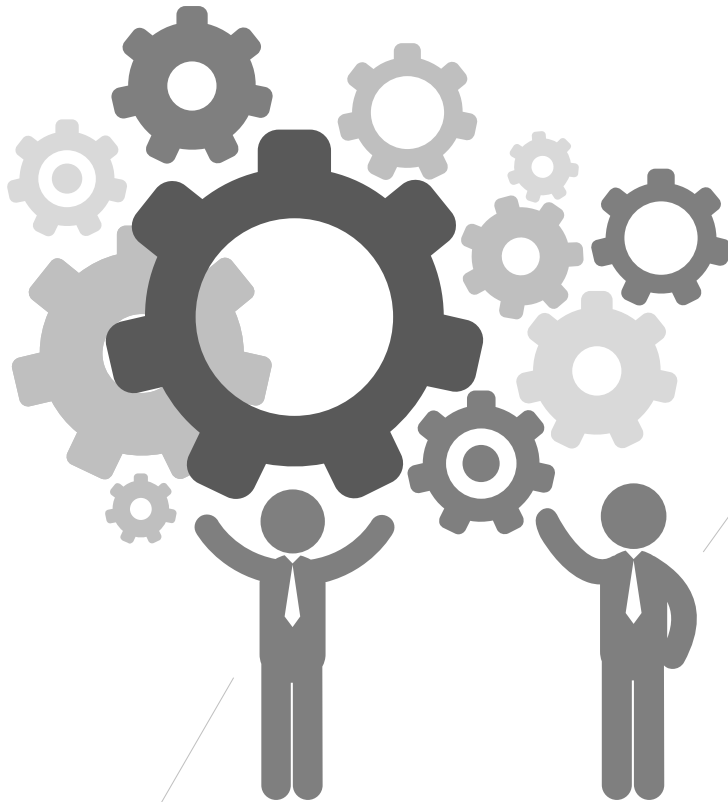
Courts and Firm Investments in Real Property

session 5.2

Outstanding Reviewers

Bearing in mind that all the reviewers did the great job additionally we would like to recognize the contributions of the Outstanding Reviewers listed below, who were nominated by the 2nd AIB-CEE Chapter Conference Track Chairs.

Malgorzata Stefania Lewandowska	Warsaw School of Economics, Poland
Witold Nowiński	Wyższa Szkoła Bankowa w Poznaniu, Poland
Andrei Panibratov	St. Petersburg University, Russia
Áron Perényi	Swinburne University of Technology, Australia
Milena Ratajczak-Mrozek	Poznan University of Economics, Poland
Beata Šeinauskienė	Kaunas University of Technology, Lithuania
Anna Veselova	Graduate School of Management Saint-Petersburg State University, Russia
Aleksandra Wąsowska	University of Warsaw, Poland



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