

XVI Iberian International Business Conference (IIBC 2021)

Valencia, 14th-15th October 2021

*Opportunities and challenges
for Iberian firms: Regionalization
and sustainable growth in a new
landscape*

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Facultat d' Economia



XVI Iberian International Business Conference

Hosted by the University of Valencia's Faculty of Economics

Valencia, October 14-15, 2021

Dear colleague,

We take great pleasure in inviting you to the XVI Iberian International Business Conference (IIBC), which will again bring together a dynamic group of international business researchers, especially researchers from Spain and Portugal.

The conference will take place October 14-15 in Valencia, Spain, and will be hosted by the Faculty of Economics at the University of Valencia. Participants are invited to share their research, develop new ideas and expand their networks in a friendly and warm atmosphere.

The theme of the conference is: *Opportunities and challenges for Iberian firms: regionalization and sustainable growth in a new landscape*. A number of prominent intellectuals have suggested that the Covid-19 pandemic will result in a more fragmented and regionalized world economy. In this regionalization trend, external relationships and local knowledge will become critical. Capabilities other than those associated with product expertise, such as advanced regional knowledge or institutional links are likely to be key determinants of competitiveness in this new era. Additionally, political activity and corporate social responsibility will be prioritized for counteracting the negative impact of the pandemic.

Companies and governments are not immune to these shifts that require economic, politic and social actors to collaborate on potential solutions. Due to their unique geographical, institutional and cultural position, Iberian multinationals could become key actors that connect various regions. As such, they could play an important role in driving the development of spillovers and sustainable growth in certain regions, such as Latin America, to confront these new challenges. In this process, SMEs are no longer secondary agents. Instead, they are called to lead the change with new business models based on physical presence abroad and novel management formulas designed to bring them closer to customers around the world. Digitalization and sustainability are immediate challenges for firms aiming to operate globally or regionally in global value chains in a socially responsible way, regardless of their size, industry or location.

While the theme of the conference encourages work focused on these contemporary topics, manuscripts on traditional aspects of international business are also welcome as well as research focused on geographical locations other than Iberia. We expect IIBC 2021 to offer opportunities to strengthen cooperation among Iberian IB researchers and support the development of an increasingly active IB research community.

We look forward to seeing you in Valencia.

Cristina Villar, Conference chair 2021

CONFERENCE PROGRAMME

October 14 th , Thursday		
Time	Activity	Location
8:00-9:00	Registration	Hall, Faculty of Economics
9:00-9:30	OPENING SESSION Francisco Muñoz Murgui, Dean of the Faculty of Economics Juan José Durán, Autonomous University of Madrid, Scientific committee Cristina Villar, Conference Chair / head of the scientific committee	Room Sánchez Ayuso (1 st floor)
09:30-11:00	PLENARY SESSION: “Global value chains resilience and sustainability” Panelists: Torben Pedersen, Bocconi University, Italy Ulf Andersson, Mälardalen University, Sweden José Pla-Barber, University of Valencia, Spain	Room Sánchez Ayuso (1 st floor)
11:00-11:30	Coffee break	Cafeteria, Faculty of Economics
11:30-13:00	<p>PARALLEL SESSIONS I-A: Institutions, environmental and social issues Session Chair: Nuno Rosa Reis, CARME – Polytechnic Institute of Leiria</p> <p><i>Reviewing the literature on institutional quality and firms’ performance: A bibliometric research approach</i> Alexandre Oliveira, CARME – Centre of Applied Research in Management and Economics, Portugal Fernando Carvalho, University of Coimbra, Portugal Nuno Rosa Reis, CARME – Centre of Applied Research in Management and Economics, Portugal</p> <p><i>Effects of national institutions and institutional configuration of the origin of FDI on MNC’s capabilities to face climate change</i> David Tobón-Orozco, University of Antioquia, Colombia José Pla-Barber, University of Valencia, Spain Joaquín Alegre, University of Valencia, Spain</p> <p><i>The firm under the spotlight: How stakeholder scrutiny drives CSR and reinforces financial performance</i> Francisco Javier Forcadell, University King Juan Carlos I, Spain Elisa Aracil, Comillas Pontifical University, ICADE Antonio Lorena, University Magna Graecia, Catanzaro, Italy</p> <p><i>Effects of technology, export and intellectual property on green innovation in Spanish firms</i> Mohammad Jamal Bataineh, University of Zaragoza, Spain Pedro Sánchez-Sellero, University of Zaragoza, Spain</p>	Room Sánchez Ayuso (1 st floor)

11:30-13:00	PARALELL SESSIONS I-B: Entrepreneurship and digital business models	
	Session chair: Alex Rialp Criado, Autonomous University of Barcelona	
	<i>Recognizing International Opportunities by Born-digital Entrepreneurs: A Qualitative Approach</i>	
	Silvia Piqueras León, Autonomous University of Barcelona (UAB) Alex Rialp Criado, Autonomous University of Barcelona (UAB)	
	<i>The effect of adaptive marketing capabilities and market orientation on international performance: Evidence from B2B SMEs</i>	
	Caroline Kalil Reimann, University of Coimbra Fernando Manuel Pereira de Oliveira Carvalho, University of Coimbra, CeBER Marcelo Pereira Duarte, University of Coimbra, CeBER	Room Ignasi Villalonga (1 st floor)
	<i>Institutional reinforcement in a newly emerged digital industry</i>	
	Irina Mihailova, University of Eastern Finland	
	<i>Internationalization of value chain activities and geographical scope in SMEs: a business model framework</i>	
	Germán Benito Sarriá, ESCE International Business School, France Cristina Villar, University of Valencia, Spain José Pla-Barber, University of Valencia, Spain	
13:00-14:30	Lunch	Cafeteria, Faculty of Economics
14:30-16:00	PLENARY SESSION: “International Business research and sustainability”	
	Panelists:	
	Alex Rialp-Criado, Autonomous University of Barcelona (UAB), Spain Gabriel Benito, BI Norwegian Business School, Norway Antonella Zucchella, University of Pavia, Italy	
16:00-16:30	Coffee break	Cafeteria, Faculty of Economics
16:30-18:00	PARALLEL SESSIONS II-A: Innovation and sustainability in IB	
	Session chair: Nuno Fernandes Crespo, ISEG – University of Lisbon	
	<i>INVs overcoming a crisis: the importance of resources and strategy</i>	
	Nuno Fernandes Crespo, ISEG, University of Lisbon, Portugal Vitor Corado Simões, ISEG, University of Lisbon, Portugal Margarida Fontes, UMOSE - Laboratório nacional de Engenharia e Geologia & DINAMIA', Portugal	
	<i>How do Spanish firms achieve innovation results?</i>	
	Pedro Sánchez-Sellero, University of Zaragoza, Spain	

16:30-18:00	<p><i>Sustainability in industry 4.0: customers of irresponsible companies' willingness to co-create sustainable practices</i></p> <p>Alejandra García-Cardona, University of Medellin, Colombia Manuela Escobar-Sierra, University of Medellin, Colombia Fidel León-Darder, University of Valencia, Spain</p> <p><i>The role of Sustainable HRM in mitigating the effects of technological change on employee well-being</i></p> <p>Ilona Bučiūnienė, ISM University of Management and Economics, Vilnius Bernardeta Goštautaitė, ISM University of Management and Economics, Vilnius Raimonda Valickienė, ISM University of Management and Economics, Vilnius Irina Liubertė, ISM University of Management and Economics, Vilnius</p>	Room Sánchez Ayuso (1 st floor)
16:30-18:00	<p>PARALLEL SESSIONS II-B: Multinationals and networks Session chair: Ana Botella-Andreu, University of Valencia</p> <p><i>The two-headed monster: determinants of second HQ in the home region</i></p> <p>Ana Botella-Andreu, University of Valencia, Spain Katuscia Lavoratori, University of Warwick, UK</p> <p><i>The Evolution of Dynamic Boundary Spanning Capabilities in MNE Subsidiaries</i></p> <p>Paul Ryan, Trinity College Dublin, Ireland Giblin Majella, National University of Ireland, Galway Ulf Andersson, Mälardalen University, Sweden</p> <p><i>The impact of business and non-business networks on the type of innovation in manufacturing SMEs</i></p> <p>Andrea Pallás-Rocafull, University of Valencia, Spain Cristina Villar, University of Valencia, Spain José Pla-Barber, University of Valencia, Spain</p> <p><i>Repatriation – What Next? Chances and Challenges for MNCs and Expats</i></p> <p>Stefan Remhof, IU International University, Germany</p>	Room Ignasi Villalonga (1 st floor)
20:00	Conference dinner	Hotel SH Valencia Palace (Address: Paseo de la Albereda, 32)

October 15, Friday		
Time	Activity	Location
09:00-10:30	<p>PARALLEL SESSIONS III-A: Knowledge and leadership in IB</p> <p>Session chair: Antonia García Cabrera, University Las Palmas de Gran Canaria</p> <p><i>Analysis of the presence of women in managerial positions in international Canarian companies: A University-public sector collaboration</i></p> <p>Antonia Mercedes García Cabrera, University Las Palmas de Gran Canaria, Spain Francisco Javier Gutiérrez Pérez, University Las Palmas de Gran Canaria, Spain María José Miranda Martel, University Las Palmas de Gran Canaria, Spain Sara Ojeda González, University Las Palmas de Gran Canaria, Spain Aristides Olivares Mesa, University Las Palmas de Gran Canaria, Spain Sonia María Suárez Ortega, University Las Palmas de Gran Canaria, Spain</p> <p><i>Knowledge-oriented leadership for relationship conflict reduction: Effects on innovation of Spain inland hotels</i></p> <p>Mario J. Donate, University of Castilla-La Mancha, Spain Miguel González-Mohino, University of Castilla-La Mancha, Spain Fátima Guadamillas, University of Castilla-La Mancha, Spain</p> <p><i>How marketing capabilities interact to influence international performance?</i></p> <p>Caroline Kalil Reimann, University of Coimbra, Portugal Fernando Manuel Pereira de Oliveira Carvalho, University of Coimbra, CeBER, Portugal Marcelo Pereira Duarte, University of Coimbra, CeBER, Portugal</p> <p><i>Unpacking the u-shaped relationship between entrepreneurial orientation and speed of new product development: an analysis of the role of ambidexterity</i></p> <p>José Luis Ferreras-Méndez, University of Valencia, Spain Oscar Llopis, University of Valencia, Spain/ Rennes School of Business, France Joaquín Alegre, University of Valencia, Spain</p>	Room Ignasi Villalonga (1 st floor)
09:00-10:30	<p>PARALLEL SESSIONS III-B: Institutions and performance</p> <p>Session chair: Juan José Durán, Autonomous University of Madrid</p> <p><i>The voice of industrial clients: the impact of country-of-origin on relationship quality</i></p> <p>Cátia Fernandes Crespo, CARME-Centre of Applied Research in Management and Economics, Portugal Nuno Fernandes Crespo, ISEG, University of Lisbon, Portugal</p> <p><i>Multinational status and the intermediate imports-innovation performance relationship</i></p> <p>Marisa Ramírez-Alesón, University of Zaragoza, Spain</p>	Room Sánchez Ayuso (1 st floor)

09:00-10:30	<p><i>The dynamic linkages between exporting and importing in Colombian manufacturing</i></p> <p>Juan A. Sanchis, University of Valencia, Spain Juan A. Máñez, University of Valencia, Spain Andrés Mauricio Gómez-Sánchez, Universidad del Cauca, Colombia</p> <p><i>The effect of the home-country institutional quality on firms' financial performance: An analysis of the European Union</i></p> <p>Alexandre Oliveira, CARME – Centre of Applied Research in Management and Economics, Portugal Fernando Carvalho, University of Coimbra, Portugal Nuno Rosa Reis, CARME – Centre of Applied Research in Management and Economics, Portugal</p>	Room Sánchez Ayuso (1 st floor)
10:30-11:00	Coffee break	Cafeteria, Faculty of Economics
11:00-12:30	<p>PLENARY SESSION: “Advancing research in IB: notes and tips from the editors”</p> <p>Panelists:</p> <p>Gabriel Benito, BI Norwegian Business School, Norway Antonella Zucchella, University of Pavia, Italy Ulf Andersson, Mälardalen University, Sweden Torben Pedersen, Bocconi University, Italy</p> <p>Moderator: José Pla-Barber, University of Valencia</p>	Room Sánchez Ayuso (1 st floor)
12:30-12:45	<p>CLOSING SESSION</p> <p>Juan José Durán, Autonomous University of Madrid, Scientific committee Cristina Villar, University of Valencia, Conference Chair / head of the scientific committee</p>	Room Sánchez Ayuso (1 st floor)
13:00	Lunch	Barraca Montoliu (Address: Casa Jaume, Partida de l'Ermida, 25, Meliana)
19:00	Guided city tour	City centre

COMMITTEES

Conference Chair and head of the scientific committee

Cristina Villar, University of Valencia, Spain

Organising committee

José Pla Barber, University of Valencia, Spain

Fidel León Darder, University of Valencia, Spain

Àngels Dasí, University of Valencia, Spain

Esmeralda Linares Navarro, University of Valencia, Spain

Esther Sánchez Peinado, University of Valencia, Spain

Ana Botella Andreu, University of Valencia, Spain

Germán Benito Sarrià, ESCE International Business School, France

Andrea Pallás Rocafull, University of Valencia, Spain

Scientific committee

Juan José Durán Herrera, Autonomous University of Madrid, Spain

Vítor Corado Simões, ISEG - University of Lisbon, Portugal

Ana Teresa Tavares-Lehmann, FEP- University of Porto, Portugal

José Pla-Barber, University of Valencia, Spain

Torben Pedersen, Bocconi University, Italy

Ulf Andersson, Mälardalen University, Sweden

Antonella Zucchella, University of Pavia, Italy

Gabriel Benito, BI Norwegian Business School, Norway

Alex Rialp Criado, Autonomous University of Barcelona, Spain

Cristina López Duarte, University of Oviedo, Spain

Marta María Vidal Suarez, University of Oviedo, Spain

Nuno Rosa Reis, CARME – Polytechnic Institute of Leiria, Portugal

Antonia M. García Cabrera, University of Las Palmas de Gran Canaria, Spain

Fernando Carvalho, FEUC - University of Coimbra, Portugal

Pervez Ghauri, University of Birmingham, UK

Joaquín Alegre Vidal, University of Valencia, Spain

Diana Benito Osorio, University King Juan Carlos I, Spain

Juan Alberto Sanchis Llopis, University of Valencia, Spain

LOCATION

Conference Venue

The conference will be hosted by the **Faculty of Economics**, at the **University of Valencia**.

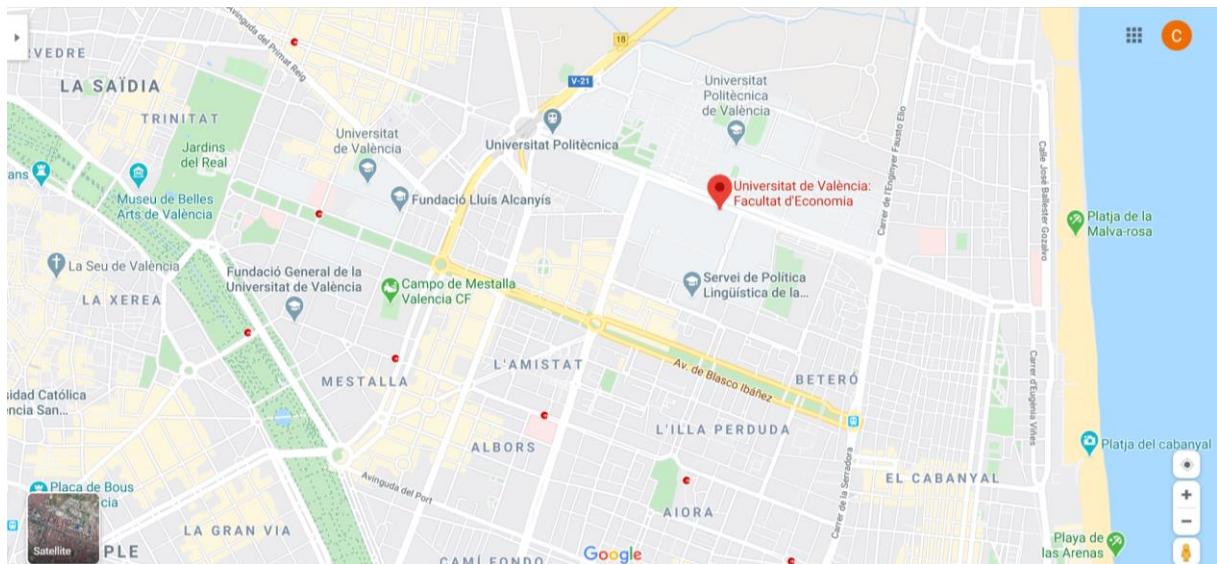
The University of Valencia, founded in 1499, is a public institution covering all disciplines of knowledge with around 55,000 students and is regarded as one of Spain's leading academic institutions.

The Faculty of Economics is one of the eighteen faculties of the University of Valencia. According to the 2019 indicator of academic excellence of Shanghai, the Faculty of Economics is located in the first position in the state level in matter of Economic and Business Affairs. It also has the best professors in economics and business according to the RePEC rankings.

With about 7,000 students in undergraduate, master and doctoral students, The Faculty of Economics is the largest in Valencia. It is also a reference for the internationalization of higher education. It is a top centre in reception and sending of Erasmus students and has been a pioneer in offering international programmes (it has agreements with over 160 European and American universities and 3 International Double Degrees, one of these for the Degree in International Business).

The Faculty of Economics is located in Tarongers Campus. Address:

Avenida los Naranjos, s/n
46022 Valencia



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