

Competitiveness and growth of economies depend, among other factors, on R&D investments and on the existence of a business structure capable of transforming innovation efforts into frontline outcomes that allow for a global advantage in innovation, both at the country and the firm levels. How does big tech regulation, fire-sales FDI and start-up acquisitions affect innovation? Does external knowledge sourcing, robot adoption or family management direct firms' international performance? How do R&D levels and opportunistic litigation influence market sharing or partners' behavior?

The VI KIIS Workshop "Knowledge, Innovation, and Internationalization Strategies" is devoted to the analysis of the above questions. Related public policy issues will also be discussed. In particular, the aim of this Workshop is to provide a forum where researchers present and discuss high-quality research and benefit from interaction and exchange of ideas.

[www.kiis.es](http://www.kiis.es)

# VI KIIS Workshop

Knowledge,  
Innovation and  
Internationalization  
Strategies

## Venue

The workshop will take place in Room 4P18, located in the fourth floor of the Facultat d'Economia, Avinguda dels Tarongers, s/n, 46022 València.

Facultat d'Economia  
18<sup>th</sup>-19<sup>th</sup> November 2021

## Organizing Committee

Dolores Añón Higón (Universitat de València and ERICES)  
Pilar Beneito López (Universitat de València and ERICES)  
Rafael Moner Colonques (Universitat de València and ERICES)  
Juan A. Mániz Castillejo (Universitat de València and ERICES)  
María E. Rochina Barrachina (Universitat de València and ERICES)  
Amparo Sanchis Llopis (Universitat de València and ERICES)  
Juan A. Sanchis Llopis (Universitat de València and ERICES)  
José J. Sempere Monerris (Universitat de València and ERICES)  
Óscar Vicente Chirivella (Universitat de València)

## Organisers



## Sponsors



VNIVERSITAT  
D VALÈNCIA [ð%]  
Facultat d' Economia

# VI KIIS Workshop

Knowledge,  
Innovation and  
Internationalization  
Strategies

## Valencia

18<sup>th</sup>-19<sup>th</sup> November 2021

Facultat d'Economia Universitat de València

Room 4P18 (fourth floor)

Thursday 18<sup>th</sup> November

15:30h - 15:45h

### Welcome address

15:45h - 16:45h

### Keynote: Big Tech Regulation: What Implications for Innovation?

Eliana Garcés (Public Policy Director, Economic Policy, FACEBOOK)

16:45h - 17:15h

### Coffee break

17:15h - 18:45h

### R&D and Market Sharing Agreements

Ana Mauleon (UCLouvain-Saint-Louis-Bruxelles)

Co-authors:

Jérôme Dollinger (UCLouvain)

Vincent J. Vannetelbosch (UCLouvain)

### How Do Start-up Acquisitions Affect the Direction of Innovation?

José Luis Moraga (Vrije Universiteit Amsterdam)

Co-authors:

Esmée Dijk (VUA)

Evgenia Motchenkova (VUA)

Friday 19<sup>th</sup> November

9:15h - 10:45h

### Multinational Enterprises, Technology Transfers, and Robot Adoption

Fabrizio Leone (ECARES, Université Libre de Bruxelles)

### Fire-sales FDI and Firm Innovation

María García-Vega (University of Nottingham)

Co-authors:

Apoorva Gupta (DICE, Heinrich-Heine-Universität Düsseldorf)

Richard Kneller (University of Nottingham)

10:45h - 11:15h

### Coffee break

11:15h - 13:30h

### The Effect of Technological Relatedness on Firm Sales Evolution through External Knowledge Sourcing

Alex Guerrero (Universidad Complutense de Madrid)

Co-authors:

Joost Heijs (UCM)

Elena Huergo (UCM)

### The Role of Family-management on Firms Performance

Xulia González (Universidade de Vigo)

Co-author:

Daniel Miles (UVigo)

### Opportunistic Litigation: their Spillover Effects on Litigated Firms' Partners

Abel Lucena (Universitat de les Illes Balears)

Co-author:

Myriam Martín-Sánchez (UIB)

14:00h - 15:30h

### KIIS workshop lunch

15:30h - 18:30h

### Final discussion and KIIS meeting