



FINAL PROGRAMME

7th AIB-CEE Chapter Conference (online)

Resilient CEE: the role of IB, diversity, digitalization, IB teaching and research

17-19.11.2021 (ALL TIMES ARE IN THE CENTRAL EUROPEAN TIME ZONE, CET)

Day 1 – Wednesday 17th November 2021

Wednesday 17.11.2021		
Hours	Event	<i>(AIB-CEE Board Members only)</i>
9.30-11.00	AIB-CEE Executive Board Meeting	Lukasz Puslecki, Piotr Trapczynski, Michal Staszko, Andreja Jaklic, Matt Raskovic Miroslaw Jarosinski, Krzysztof Wach, Blazenka Knezevic, Erzsebet Czako, Jozsef Poor

Day 2 – Thursday 18th November 2021

Thursday 18.11.2021		
Hours	Event	Participants
9.00-9.15	Opening and welcome in new reality	Lukasz Puslecki, AIB-CEE Chapter Chair, Conference Programme Co-Chair Dana Minbaeva, Vice-President for Administration, Academy of International Business Piotr Trapczynski, AIB-CEE Chapter Vice-Chair for Communication, Conference Programme Co-Chair
9.15-10.00	Keynote Speech: The End of Global Mobility?	Dana Minbaeva , Copenhagen Business School

10.00-10.15	<p style="text-align: center;">Discussion</p> <p style="text-align: center;">Moderators: Lukasz Puslecki, Piotr Trapczynski</p>	
10.15-10.30	<p style="text-align: center;">Coffee break</p>	
10.30-12.00	<p>Panel 1: Resilient CEE: How resilient is business CEE?</p>	<p style="text-align: right;">Panel Chair: Andreja Jaklic</p> <p style="text-align: center;">Panelists: Arnold Schuh, Tamara Juričič Bellomo, Pawel Sliwinski, Barbara Jankowska, Marta Götz</p> <p>Current research perspectives on resilience</p> <p>Barbara Jankowska, Poznań University of Economics and Business, Poland, Marta Götz, Vistula University, Poland <i>Industry 4.0, FDI and a post-transition economy</i></p> <p>Andreja Jaklic, Anže Burger, Iris Kolesa, University of Ljubljana, Slovenia <i>Organisational resilience in CEE: firms' responses to the Covid-19 crisis</i></p> <p>Arnold Schuh, WU Vienna, Austria <i>Post-pandemic investment attractiveness of the EU-CEE-11 countries – an assessment</i></p> <p>Current business perspectives on resilience</p> <p>Tamara Juričič Bellomo, Incom LEONE company</p> <p>Pawel Sliwinski, Chair of the Department of International Finance, Poznań University of Economics and Business and CEO of INC Group</p> <p><i>Questions and answers</i></p>

12.00-13.00	Lunch break	
13.00-14.30	<p>Panel 2: Resilient IB teaching: triggered, tired, transformative</p>	<p>Panel Chair: Miroslaw Jarosiński - SGH Warsaw School of Economics</p> <p>Panelists Miklós Kozma - Corvinus University of Budapest Andreja Jaklič - University of Ljubljana Zsófia Balogh - CEMS student/Corvinus University of Budapest Mateusz Walczak - CEMS student/SGH Warsaw School of Economics Marina Latukha - St. Petersburg State University</p> <p>The panelists will address <i>inter alia</i> the following questions</p> <p><i>How did we adapt to online teaching and learning, what were the key challenges in the new reality?</i></p> <p><i>What is the experience of our students from on-line learning?</i></p> <p><i>What are the prospects of on-line teaching and learning in the future?</i></p> <p><i>What impact does the pandemic have on internationalization of our education institutions?</i></p>
14.30-15.00	Coffee break	

<p>15.00-16.30</p>	<p>Panel 3: Resilient IHR:, Key changes and challenges, diversity in post pandemic IHRM?</p>	<p style="text-align: center;">Panel Chair: Jozsef Poór</p> <p>Panelists: Michael Morley, Nikita Kuleshov, Marina O. Latukha, Kaiyrkul Abdyrakhmanova, Allen D. Engle, Xia Chen, Michal Lemanski</p> <p>Invited speaker: How Have Management and HRM Scholars Shaped the Conversation on the COVID-19 Pandemic? Michael Morley, Chair in Management at the Kemmy Business School, University of Limerick, Ireland</p> <p>Nikita Kuleshov, Marina O. Latukha, Saint Petersburg State University, Russia <i>Macro talent management implementation at the state and firm level: A literature review</i></p> <p>József Poór, J. Selye University, Slovak Republic, Kaiyrkul Abdyrakhmanova, University of Agriculture and Life Science University, Hungary, Marina O. Latukha, Saint Petersburg State University, Russia, Allen D. Engle, Eastern Kentucky University, Richmond, USA <i>Comparison of HR practices of foreign owned subsidiaries in transitional environment of Post-soviet region with Central-Eastern countries</i></p> <p>Xia Chen, Michal Lemanski, Nottingham University Business School China, China <i>What talent should be attracted to Chinese SMEs to ensure success in CEE?</i></p> <p>Marina O. Latukha (Saint Petersburg State University , Russia) <i>Discussion summary and future outlook</i></p> <p><i>Questions and answers</i></p>
<p>16.30-17.00</p>	<p style="text-align: center;">Coffee break</p>	

Day 3 – Friday 19th November 2021

Friday 19.11.2021		
Hours	Event	Participants
9.00-10.15	Parallel Session 1	<p>Session Chair: Piotr Trapczynski</p> <p>Lukasz Puslecki, Piotr Trapczynski, Michal Staszkw, Poznań University of Economics and Business, Poland <i>Innovation Cooperation in the CEE region - the case of the biopharmaceutical industry (#18)</i></p> <p>Patryk Dziurski, Wioletta Mierzejewska, SGH Warsaw School of Economics, Poland <i>Open innovation strategy, internationalization, and Covid-19 pandemic (#22)</i></p> <p>Miklós Stocker, Lidia Várkonyi, Corvinus University of Budapest, Hungary <i>Impact of innovation cooperation and market orientation on internationalized medium and large enterprises' competitiveness (#37)</i></p> <p>Piotr Trapczynski, Hamburg University of Technology/Poznan University of Economics and Business, Germany/Poland <i>Business Models and Export Performance: The Perspective of German B2B Firms from the Industrial Manufacturing Sector (#42)</i></p> <p>Piotr Trapczynski, Poznan University of Economics and Business, Poland, Thomas Steger, Ralf Schröder, Nina, Kessler, University of Regensburg, Germany <i>Legitimacy building by emerging market firms – The case of Kaspersky Labs (#43)</i></p>

9.00-10.15	Parallel Session 2	<p>Session Chair: Andreja Jaklic</p> <p>Tim Gittins, Gergely Freész, Loretta Huszak, Corvinus University Budapest, Hungary <i>The response of Hungarian SMEs to the Covid-19 pandemic: a Resilience Adaption Model (#2)</i></p> <p>Tiia Vissak, University of Tartu, Estonia <i>Estonian firms' serial nonlinear internationalization before and during the Covid-19 pandemic: case study evidence (#13)</i></p> <p>Andrea Élteto, Gábor Túry, Institute of World Economics, CERS, Budapest, Hungary, Eva Krenková, Jana Vlcková, Prague University of Economics and Business, Czech Republic <i>Disruption effects of Covid-19 in Central European automotive GVCs (#19)</i></p> <p>Anže Burger, Klemen Knez, University of Ljubljana, Slovenia <i>Stuck in the middle: How industry domestic and global value chain participation determine different channels of aggregate productivity growth (#21)</i></p>
9.00-10.15	Parallel Session 3	<p>Session Chair: Krzysztof Wach</p> <p>Ismatilla Mardanov, Southeast Missouri State University, USA <i>COVID-19 and FDI dynamics in Central and Eastern Europe and Central Asia (#41)</i></p> <p>Sandeep Yadav, Jagriti Srivastava, Indian Institute of Management Kozhikode, India <i>Which Firms Accelerate Internationalization During COVID-19 Pandemic? A Cross-Country Examination (#8)</i></p>

		Adam Oleksiuk, Agnieszka Plesniak, SGH Warsaw School of Economics, Poland <i>Environment characteristics and internationalization of SMEs. Evidence from Poland and Finland (#15)</i>
9.00-10.15	Parallel Session 4	<p>Session Chair: Miroslaw Jarosinski</p> <p>Monika Sulimowska-Formowicz, University of Economics in Katowice, Poland <i>What kind of competences of the graduates shall we develop when teaching international business? (#28)</i></p> <p>Andreja Jaklic, Iris Kolesa, University of Ljubljana, Slovenia <i>Teaching with video cases during the Covid-19 pandemic (#46)</i></p> <p>Maja Szymura-Tyc, Monika Sulimowska-Formowicz, Danuta Babinska, Magdalena Grochal-Brejdak, University of Economics in Katowice, Poland <i>Internationalisation capability and internationalisation performance of CEE firms in VUCA environment (#27)</i></p>
10.15-10.30	Coffee break	

<p>10.30-12.00</p>	<p>Panel 4: AIB-CEE and Central-Asia – challenges and opportunities for cooperation?</p>	<p>Panel Chair: Matt Raskovic</p> <p>Panelists: Matt Rašković, Andreja Jaklič, Dana Minbaeva, Lukasz Puslecki, Piotr Trapczynski, Dušan Olaj*, Sanat Kozhakmetov*, Zhanat Syzdykov*, Saikal Esenamenova*, Begench Atayev* (*External, invited)</p> <p>https://aibworld.zoom.us/j/84890956395</p> <p>Dušan Olaj, Begench Atayev <i>What kind of business environment is Central Asia – what would be some of its key features? Can we even generalize across markets in the region? Are CEE and Central Asian markets suitable international trading partners? What kind of potential is there? What advice would you give to CEE and Central Asia academics in terms of potential research and collaboration topics?</i></p> <p>Sanat Kozhakmetov, Zhanat Syzdykov, Saikal Esenamanova, Dana Minbaeva Does international business with Central Asia/from Central Asia have any distinctive features? <i>How do you see the CEE region – common features, differences between markets? How can the Academy of International Business and CEE scholars support international business scholars in/from Central Asia?</i></p> <p>Andreja Jaklič, Lukasz Puslecki, Piotr Trapczynski <i>Is there such a thing as a common CEE identity? Is CEE more a political entity from the past or an economic reality? What kind of features do you think might CEE firms and firms in Central Asia share?</i></p>
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10.30-12.00	Parallel Session 5	<p>Session Chair: Immanuel Azaad Moonesar</p> <p>Miklos Kozma, Franciska Teker, Corvinus University of Budapest, Hungary <i>Business model innovation for sustainable operations in professional football (#16)</i></p> <p>Immanuel Azaad Moonesar, Khamis AlAlaway, Mohammed Bin Rashid School of Government, United Arab Emirates <i>Going Beyond Legislation and Regulation of Telehealth- An International Business Policy Perspective (#4)</i></p> <p>Sandeep Yadav, Jagriti Srivastava, Indian Institute of Management Kozhikode, India <i>Export mode, and SMEs speed of internationalization during COVID-19: Exploring the dark side of informal institutions (#7)</i></p> <p>Taras Danko, Natalia Shyriaieva, National Technical University "Kharkiv Polytechnic Institute", Ukraine <i>Corporate foresight capability in international business: towards organizational resilience in the fourth industrial revolution context (#20)</i></p>

		<p>Aleksandra Selezneva, National Research University Higher School of Economics, Anna Veselova, Graduate School of Business HSE University, Russia <i>Business Model Transformation: A Systematic Literature Review (#26)</i></p>
10.30-12.00	Parallel Session 6	<p>Session Chair: Tomasz Dorozynski</p> <p>Anna Veselova, Polina Michel Klaro Ramires, Graduate School of Business HSE University, Russia <i>The effect of different types of stakeholders on the engagement of Russian companies into sustainable practices (#33)</i></p> <p>Tomasz Dorozynski, Anetta Kuna-Marszalek, Boguslawa Dobrowolska, University of Lodz, Poland <i>Institutional Quality and its Impact on FDI Inflow: Evidence from the EU Member States (#44)</i></p> <p>Ausrine Silenskyte, University of Vaasa, Finland <i>Digital solutions for strategic management of MNCs: how technology can support international strategy implementation? (#31)</i></p>
12.00-13.00	Lunch break	

<p>13.00-14.30</p>	<p>Panel 5: Firm internationalization and innovation cooperation in the CEE region during the COVID-19 pandemic: diagnosis, challenges, perspectives.</p>	<p>Panel Chairs: Lukasz Puslecki, Piotr Trapczynski</p> <p>Panelists: Lukasz Puslecki, Piotr Trapczynski, Immanuel Azaad Moonsear, Tiia Vissak, Miklos Kozma, Miklos Stocker, Andreja Jaklic</p> <p><i>What are the main challenges and performance of exporters under COVID-19 conditions?</i> – Tiia Vissak, Piotr Trąpczyński</p> <p><i>What are the successful approaches to innovation cooperation during the pandemic?</i> – Miklos Stocker, Lukasz Puslecki</p> <p><i>What is the relevance and prospects of business-science cooperation in a pandemic and post-pandemic perspective?</i> – Miklos Kozma, Immanuel Azaad</p> <p>Outlook and overarching remarks – Andreja Jaklič</p> <p><i>Questions and answers</i></p>
<p>13.00-14.30</p>	<p>Parallel Session 7</p>	<p>Session Chair: Erzsebet Czako</p> <p>Zsolt Havran, Anna Mária Ónodi Kazainé, Péter Juhász, Corvinus University of Budapest, Hungary</p> <p><i>Do Hungarian state grants boost economic development? - The management view (#9)</i></p> <p>Samuel Yaw Kusi, University of Greenwich, Finland, Ausrine Silenskyte, Shahzad Khuram, Sorin Dan, University Of Vaasa, Finland</p> <p><i>Conceptual exploration of what leadership skills blockchain technology adoption requires in global organizations (#29)</i></p>

		<p>Farrukh Naseem Qureshi, Asta Pundziene, Kaunas University of Technology, Lithuania <i>Profiting from digital multi-sided platforms. A systematic literature review (#34)</i></p> <p>Ratima Srisomwongse, Durham University, United Kingdom <i>Learning by exporting and innovation performance: Evidence from Thailand (#36)</i></p> <p>Magdolna Sass, Imre Ferto, KRTK, Hungary <i>FDI round-tripping: what are the main factors? (#17)</i></p>
13.00-14.30	Parallel Session 8	<p>Session Chair: Michal Lemanski</p> <p>Malgorzata Stefania Lewandowska, Arkadiusz Michal Kowalski, SGH Warsaw School of Economics, Poland – Scott Hegerty, Northeastern Illinois University, USA <i>Additionality of European Union funds: Perspective of the users of research infrastructures with the focus on CEE economies (#6)</i></p> <p>Loretta Huszak, Tim Gittins, Corvinus University of Budapest, Hungary <i>Networking events and entrepreneurial Ecosystem development during pandemic (#14)</i></p> <p>Wioletta Mierzejewska, SGH Warsaw School of Economics, Poland <i>Understanding Coopetition Within Multinational Corporations: The Perspective Of Relationship Between Subsidiaries (#24)</i></p> <p>Yulia Aray, Graduate School of Management St.Petersburg University, Russia, Desislava Dikova, WU Vienna, Tatiana Garanina, University of Vaasa, Finland, Anna Veselova, Graduate School of Business HSE University, Russia <i>Women on Board of Directors and Firm Performance of Russian Companies: Does CSR Disclosure Matter? (#25)</i></p>



14.30-15.00	Coffee break	
15.00-16.30	Panel 6: Meet the editors	Panel Chair: Michal Staszko Editors: Tadeusz Kowalski, <i>Economics and Business Review</i> Michael Morley, <i>European Management Review</i> Thomas Steger, <i>Journal of East European Management Studies</i> Krzysztof Wach, <i>Entrepreneurial Business and Economics Review / International Entrepreneurship Review</i>
16.30-17.00	Coffee break	
17.00-18.00	Closing of the conference and Networking Session	Lukasz Puslecki, Conference Programme Co-Chair Piotr Trapczynski, Conference Programme Co-Chair