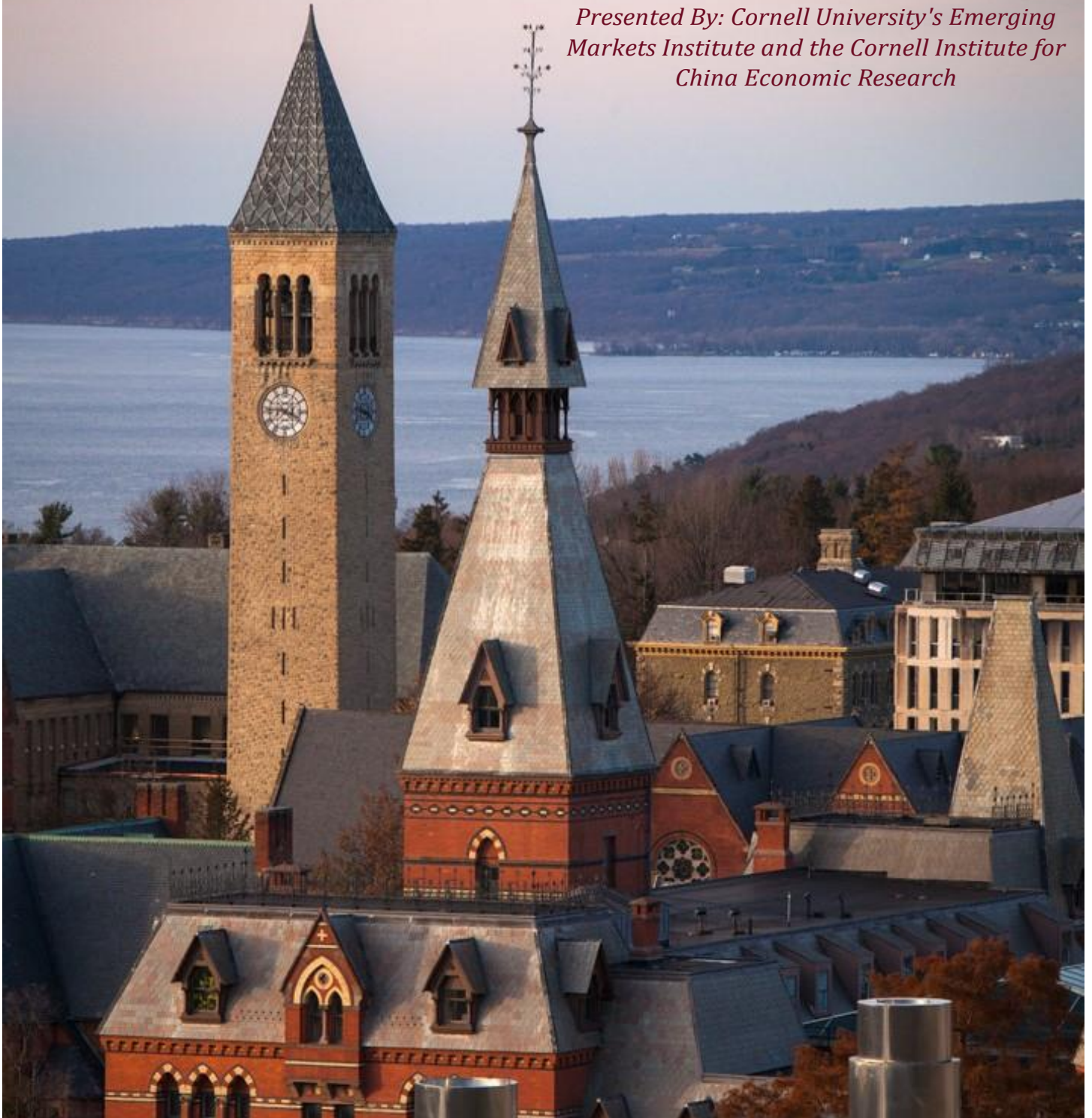


The 5th Annual | Nov 7-8, 2020

GLOBAL STRATEGY AND EMERGING MARKETS CONFERENCE

*Presented By: Cornell University's Emerging
Markets Institute and the Cornell Institute for
China Economic Research*



THE UNIVERSITY OF TEXAS AT DALLAS



SIMON FRASER
UNIVERSITY



Northeastern University

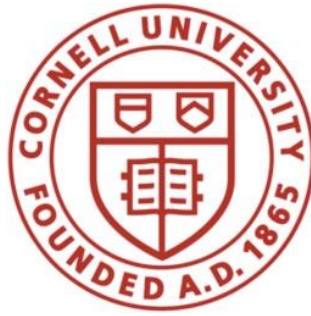
The 5th Annual

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TABLE OF CONTENTS

WELCOME MESSAGES	3
MEET THE CONFERENCE CHAIRS	6
KEY TOPICS OF DISCUSSION	7
AGENDA	8
ACKNOWLEDGEMENTS	14
ABOUT CORNELL UNIVERSITY	15



Hello, Everyone,

On behalf of the Cornell University community, we want to offer you a warm welcome to the Fifth Annual Global Strategy and Emerging Markets Conference!

We are delighted to see that scholars, students, and practitioners are converging at our Emerging Markets Institute (EMI). Led by Professors Lourdes Casanova, our EMI has emerged as a nucleus for international business education and research, with a particularly strong emphasis on global strategy and emerging markets.

To make the conference a success, we appreciate the contributions from co-sponsor schools - Northeastern University, Simon Fraser University, and University of Texas at Dallas. We also are grateful to other contributing organizations, such as the Society for the Advancement of Management Studies, Durham, U.K. In closing, we offer you our own and the Cornell SC Johnson College of Business' best wishes for a successful conference.

*Sincerely,
The Conference Co-Chairs*



Cornell University's Emerging Markets Institute (EMI), the Cornell Institute for China Economic Research (CICER), and partners — Northeastern University Center for Emerging Markets (CEM), The Simon Fraser University Jack Austin Centre For Asia Pacific Business Studies, and The University of Texas at Dallas Center for Global Business (CGB) — are pleased to announce the fifth annual Global Strategy and Emerging Markets (GSEM) Conference. Previous GSEM conferences have been held in Miami (2016), Boston (2017), Miami (2018) and Dallas (2019).

This conference provides a platform to bring together senior and junior scholars, doctoral students, and practitioners in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship with shared interests in global strategy, emerging markets, and emerging market multinationals.

The theme of GSEM 2020 is "Competing in the Digital World." Digital technologies—including internet of things, 5G, cloud computing, AI, big data, and other new information technologies—are profoundly influencing the global economy by reshaping the rules of competition, generating new business models and enabling innovative ecosystems. Digital technologies are creating new business opportunities for emerging markets to improve their competitiveness and in some instances to leapfrog existing business practices and become world leaders.

MEET THE GSEM CONFERENCE CHAIRS



LOURDES CASANOVA

Director and Senior Lecturer of Management, Gail and Roberto Cañizares Director Emerging Markets Institute, Cornell University, Ithaca, USA



CHRISTOPHER MARQUIS

S.C. Johnson Professor in Global Sustainable Enterprise, and Professor of Management S.C Johnson School of Management, Cornell University, Ithaca, USA



RAVI RAMAMURTI

University Distinguished Professor, International Business and Strategy Director, Center for Emerging Markets D'Amore Mc Kim School of Business Northeastern University, Boston, USA



MIKE PENG

Jindal Chair of Global Strategy Executive Director, Center for Global Business Jindal School of Management, University of Texas at Dallas, Dallas, USA



DANIEL SHAPIRO

Professor of Global Business Strategy at the Beedie School of Business, Simon Fraser University; co-editor, Multinational Business Review; and co-director Jack Austin Centre for Asia Pacific Business Studies

KEY TOPICS OF DISCUSSION



How does digitalization affect firms' competitive strategy, competitive dynamics, M&As, strategic alliances and joint ventures?

How does digitalization affect international business activities, e.g., multinational enterprises, FDI and cross-border and trade activities?

How does digitalization affect organizational learning, knowledge creation, and firms' internal integration of knowledge?

What is the relationship between digitalization and innovation?

How do digitalization and other information technologies affect agricultural production and/or environmental sustainability?

How do digital technologies affect entrepreneurship, e.g., opportunity discovery versus creation, market failure and uncertainty, and entrepreneurial financing (by venture capitalists, IPO, etc.)?

How do digital technologies influence cross-cultural management, e.g., how these technologies affect cultural orientations and practices of managers and other organizational members, individual values and cognitive structures?

What are implications of digitalization on firms' economic systems (e.g., interorganizational network, their relationship with competitors, suppliers, and customers) and business models?

How do digital technologies redefine firms' boundary and affect organizational structure and design (e.g., non-hierarchical organizations)?

How does digitalization contribute to existing management theories (e.g., by questioning, modifying, and adding new assumptions) or advancing new ones (e.g., by asking and answering new questions)?

AGENDA

DAY 1

Saturday, November 7th, 2020



WELCOME MESSAGE

6:00- 6:35 PM est

Kevin F. Hallock, Dean, Cornell S.C. Johnson College of Business,
Joseph R. Rich Professor of Economics and Human Resource Studies



Mark Nelson, Anne and Elmer Lindseth Dean, Cornell S.C. Johnson
School of Management



KEYNOTE SPEECHES

Keynote Speech 1 6:40 - 7:10 PM est

Andrew Karolyi, Deputy Dean and Dean of Academic Affairs, Cornell
S.C. Johnson College of Business, Harold Bierman, Jr. Distinguished
Professor of Management

Keynote Speech 2 7:15 - 7:45 PM est

By: Co-Conference Chairs

PAPER SESSION 1

Operating and Scaling in the Digital World

Moderator: Yang Liu

7:50 - 8:45 PM est

"The Effects of Temporal Distance on Communication Patterns in a Large Multinational: Evidence from Daylight Savings Time"

- ♦ Chauvin, Jasmina (Georgetown); Choudhury, Raj (HBS); Fang, Tommy Pan (HBS)

"Failing Vision: Visioning as a Socially Distributed Process and Its Consequences for Rapid Scaling"

- ♦ Mack, Daniel (Singapore Management U); Chen, Wei-ru (CEIBS); Huy, Quy (iNSTEAD)

"Too Red for Crowdfunding: the Legitimation and Adoption of Crowdfunding Across Political Cultures"

- ♦ Lewis, Alexander (UTSA); Cordero, Arkangel (UTSA); Xiong, Rachael Ruizhu (UTSA)

PAPER SESSION 2

New Economies and New Insights in the Digital World

Moderator: Kunyuan Qiao

8:50 - 9:45 PM est

"An Eye for AI: Insights into Governance of Artificial Intelligence and Potential Oversight"

- ♦ Aguilera, Ruth (Northeastern); Chhillar, Deepika (UIUC)

"The Platform Economy, Multisided Platforms and the Digital Entrepreneurial Ecosystem"

- ♦ Acs, Zoltan (George Mason); Szerb, László (University of Pécs); Komlósi, Éva (MTA-PTE); Song, Abraham (George Mason); Audretsch, David (Indiana)

"The Emergence of Complexity in the Sharing Economy"

- ♦ Mithani, Murad (Stevens Institute of Technology)

AGENDA

DAY 1

Saturday, November 7th, 2020

ROUNDTABLE SESSION 1

9:50 - 10:50 PM est

Lourdes Casanova Group:

"The Global Governance of Education and Democratic Governance in Latin America: the Peruvian case (2000 - 2020)"

- ♦ Perez-Luyo, Ricardo (U Lima)

"Can Digital Finance promote Women's Entrepreneurship —Evidence from China"

- ♦ Guan, Jian (Central South U); Li, Meng (Central South U)

"How the Digital Economy Affects China's Export Domestic Value-Added Rate?"

- ♦ Ding, Yibing (Jilin U); Zhang, Hongyuan (Jilin U); Tang, Sitong (Sophia U)

Jing Li Group:

"Digital Transformation: A Theoretical Model and Business Practices"

- ♦ Carson (Peking U); Changqi Wu (Peking U)

"Improving EMNCs' Media Reputation: The Role of Firm Capabilities and Environmental Context"

- ♦ Liu, Liguang (West Virginia)

"Revealing the Dynamics of Chinese Investment in Infrastructure: A Comparison across Regions and Sectors"

- ♦ Garcia Duque, Juana (U los Andes); Andonova Zuleta, Veneta (U los Andes); Martinez Granados, Carlos Alejandro (U los Andes); Amalfi Gonzalez, Alex (Odinsa S.A.)

Chris Marquis Group:

"Cloud-Based Systems in an Age of Cyberterrorism: How International Regulations Control Our Private"

- ♦ Tuttle, Weston (UT Dallas)

"Using Framing as a Political Tool by Digital Platforms: Evidence from the U.S. Ride-Hailing Firms"

- ♦ Wen, Yuni (Oxford)

"The Use of Augmented and Virtual Reality Within Pop-Up Retail in the Fair Trade and Socially Responsible Apparel Industry"

- ♦ Wenzel, Kaylyn (Kent State)

Mike Peng Group:

"Institutional Influences on Business Orientation Ambidexterity in Internationalization—Evidence from an Emerging Market"

- ♦ Li, Yuanyuan (Rutgers); Crews, Marcus (Rutgers)

AGENDA

DAY 1

Saturday, November 7th, 2020

ROUNDTABLE SESSION 1

9:50 - 10:50 PM est

Mike Peng Group (continued):

"Investigating the Impact of Perceived Risks on Customer Satisfaction: Mediating Role of Online Purchase Intentions and Moderating Role of Trust"

- Jahil, Amna (U Punjab); Altaf, Sadia (U Punjab); Khan, Nazirullah (U Punjab)

"Future of Neuromarketing: Substitute for a Consumer's Decisions?"

- Gupta, Soniya (Mudra Institute of Communications); Dangi, H. K. (U Delhi)

Ravi Ramamurti Group:

"AI - the Disruptor in Global Business"

- Chasteen, Larry (UT Dallas)

"A Study to Analyse Consumer Behavior And Consumer's Adoption to Digital Payment System In Indian Scenario"

- Farooqi, Rahela (Jamia Millia Islamia U); Verma, Anita (U Delhi)

"Developing a Cyber Risk Management Mechanism for Retail Company Operating in Emerging Market"

- Grishunin, Sergei (Higher School of Economics); Egorova, Alexandra (Higher School of Economics)

Daniel Shapiro Group:

"Country and Firm Specific Advantages in the Internationalization of Multilatinas: a Case Approach"

- Palacios-Chacon, Lorena (Universidad del Norte)

"Overcoming the 'Solow Paradox': Tariff Reduction and Productivity Growth of Chinese ICT firms"

- Zhang, Hongsheng (Zhejiang U); Ma, Shuzhong (Zhejiang U)

"Analyzing the Decline of Gamestop and Proposing Solutions for a Digital Future"

- Seamans, Ian (UT Dallas)

End of Day 1

AGENDA

DAY 2

Sunday, November 8th, 2020

CORNELL RESEARCH ON EMERGING MARKETS 6:00 - 7:10

PM est

Lourdes Casanova, Ying Hua, Shanjun Li, Chris Marquis, and Kunyuan Qiao

MEET THE EDITORS

7:15 - 8:00 PM est

Ruth Aguilera, Chris Forman, Chris Marquis

PAPERSESSION1

Innovation in the Digital World

Moderator: Andrew Foley 8:05 -

9:00 PM est

"Local-to-Global Innovation Strategy: A Practice-Process Lens to External Knowledge Sourcing through Overseas Sales Subsidiary"

- ♦ Gamarra, Roberto (Gallaudet University)

"Rightful Resistance by Digital Innovation Companies in an Authoritarian Country"

- ♦ Wen, Yuni (Oxford)

"Sourcing Innovation in the Digital Age"

- ♦ Thompson, Neil (MIT); Bonnet, Didier (Capgemini Invent/IMD); Ye, Yun (Capgemini Invent)

PAPER SESSION 2

Legitimacy Issues of Digitalization

Moderator: Lourdes Casanova 9:05 -

10:00 PM est

"Deliberative Democracy and Regulatory Compliance by Emerging Market Firms: Lessons from Host Country Governments' Pursuit of Legitimate Authority"

- ♦ Taussig, Markus (Rutgers); Malesky, Edmund (Duke) *"Too*

Legit to Quit: The Cryptocurrency Category"

- ♦ Sadek, Jack (Concordia); Nason, Robert (Concordia)

"Liability of E-MNCs for Human Rights Violation of Peasants: A Tale of South-South Exploitation"

- ♦ Mukherjee, Vivek (NALSAR, Hyderabad)

AGENDA

DAY 2

Sunday, November 8th, 2020

ROUNDTABLE SESSION 2

10:05 - 11:00 PM est

Lourdes Casanova Group:

"The Role of Digital Economy in Shaping Sustainable Employability of Adults: Evidence from China"

- Shao, Xu (Hubei U); Yang, Yanlin (Wuhan U); Wang, Lizhi (Hubei U)

"Does the Technological Diversification and R&D Internationalization of eMNCs Promote Enterprise Innovation?-- An Empirical Study on China's Public Listed Companies"

- Li, Jing (Soochow U); Wang, Jun (Soochow U)

"De-globalization and De-legitimation: A Natural Experiment of U.S. -- China Trade War"

- Zhang, Weiliang (UIUC); Wang, Wei (Northwestern)

Jing Li Group:

"What Determines the Pattern of China's Cross-Border E-Commerce with the World?"

- Yu, Linhui (Zhejiang U); Wang, Yujie (Zhejiang U); Lu, Futao (Zhejiang U)

"Assessment of Employees Attitudes toward Digitalization-Induced Organizational Transformations"

- Heim, Irena (U Reading)

"Strategy, Scale-Up Risks in Emerging Markets, and the New Coso Erm Framework: Assessment and Signification"

- Dugal, Mohinder (West Conn State)

Chris Marquis Group:

"The ICT Sector as a Driver of Innovation: the Case of Polish Regions"

- Dziembała, Małgorzata (U Econ in Katowice); Talar, Sylwia (U Econ in Katowice)

"China's Investment and African Technological Advancement: Challenges and Prospect"

- Ojajorotu, Victor (North-West University); Obah-akpowoghaha, Nelson Goldpin (North-West University)

"Coordinating Transnational Futurework In Fashion Design" Hoppe,

- Alexander (Penn Soc)

Mike Peng Group:

"Does the Negative Performance Discrepancy Promote R&D Investment and Marketing Investment of Enterprises?"

- Guan, Jian (Central South U); Yin, Jingyi (Central South U); Liao, Weiwen (Northwestern State U)

AGENDA

DAY 2

Sunday, November 8th, 2020

ROUNDTABLE SESSION 2

10:05 - 11:00 PM est

Mike Peng Group (continued):

“Constraint or Constitute? The Internationalization of Chinese State-owned Enterprises with Multiple Institutional Heterogeneity”

- Chen, Limin (Wuhan U); Zhang, Jiaqi (BC)

“The Role of Word Familiarity in the Effect of Positive and Negative WOM on Consumer Decisions” Li,

- Yiping (UMass Lowell)

Ravi Ramamurti Group:

“Technological Change, Financialization & Securitization”

- Haas, Sean (UT Dallas)

“Global Mentoring as a Means of Career Development in Knowledge Creation”

- Carraher, Shawn (UT Dallas); Sullivan, Sherry (Bowling Green State); Crocitto, Madeline (SUNY- Old Westbury)

“Digital Financial Inclusion, Economic Freedom, Financial Development, and Growth: Implications from a Panel Data Analysis”

- Rekha, A. G. (Bank of India); Rajamani, K (Bank of India); Resmi, A. G. (Christ U)

Daniel Shapiro Group:

“Digital Capabilities: Construct, Dimensions and Scale Development”

- Maycotte, Sandra (U South Carolina & EGADE); Garcia-Valenzuela, Emma (U South Carolina & EGADE); Kuljis, Masa (U South Carolina & EGADE)

“Untangling Legitimization Complexity in an IT Intensive Industry: Huawei’s Engagement with Governments and Media”

- Li, Lei (Nottingham-Ningbo); Sun, Sunny Li (UMass Amherst)

“A Study on Security and Privacy Concerns of Big Data among Consumers in E-Tailing and Social Media: An Indian Perspective”

- Fatima, Zainab (Jamia Millia Islamia); Farooqi, Rahela (Jamia Millia Islamia); Siddiqui, Mohd Abdul Moid (Jamia Millia Islamia)

CLOSING REMARKS

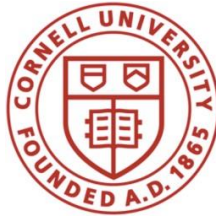
11:00 - 11:15 PM est

End of Day 2. Thank you for attending the 5th Annual GSEM Conference.

Acknowledgements

The 5th Annual GSEM conference is made possible through collaboration across universities, disciplines, and countries. We'd like to acknowledge our co-sponsor schools: The University of Texas at Dallas, Simon Fraser University, and Northeastern University. A big thank you also to the The Society for the Advancement of Management Studies in Durham, U.K. for their generous support, and to the EMI team, Kunyuan Qiao, and Mark K. Yeager for their tireless efforts in making the event a success.

Cornell University



Cornell is a privately endowed research university and a partner of the State University of New York. As the federal land-grant institution in New York State, we have a responsibility—unique within the Ivy League—to make contributions in all fields of knowledge in a manner that prioritizes public engagement to help improve the quality of life in our state, the nation, the world.

Cornell's Emerging Markets Institute at the Samuel Curtis Johnson Graduate School of Management provides thought leadership on the role of emerging markets—and emerging market multinationals—in the global economy. The Institute brings together preeminent practitioners and academics from around the world to develop the next generation of global business leaders and create the premier research center on the role of emerging markets in the global economy.

Cornell is an intellectual powerhouse on China research. Cornell Institute for China Economic Research (CICER) serves as a hub for Cornell expertise on China's economy.

Through education, research, and policy engagement, the institute contributes to Cornell's internationalization efforts by bringing Cornell to China and China to Cornell. The institute is being recognized as the go-to-place for expertise on China's economy both inside and outside Cornell

