INTERNATIONAL BUSINESS IN THE DYNAMIC ENVIRONMENT: CHANGES IN DIGITALIZATION, INNOVATION AND ENTREPRENEURSHIP

6TH AIB–CEE CONFERENCE BOOKLET

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The edition was issued due to 6th AIB-CEE Chapter Annual Conference

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THE ACADEMY OF INTERNATIONAL BUSINESS (AIB)

The Academy of International Business (AIB) is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. The AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. The objectives of the Academy of International Business, as set forth in its constitution, are to foster education and advance professional standards in the field of international business.

These objectives include the following:

- facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business
- encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material
- cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB

AIB was founded in 1959, and has 3534 members in 82 different countries around the world. Members include scholars from the leading global academic institutions as well consultants, researchers, government and NGO representatives. The Academy also has seventeen chapters established around the world to facilitate networking as well as the facilitation and exchange of knowledge at a more local level. For further information, please visit the AIB website.

AIB-CEE CHAPTER

The Central & Eastern Europe Chapter of Academy of International Business, known as the AIB-CEE Chapter is one of the youngest AIB chapters. It was established in 2013, during the 2013 AIB Annual Meeting in Istanbul (Turkey). The new Chapter Board is composed of scholars from Slovenia, Estonia, Hungary, Poland and Lithuania. The Chapter 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.
Established in 1922, Kaunas University of Technology (KTU) provides studies and research in all areas answering the demands of today’s ever changing world. Ranked the 1st in Lithuania by alumni employability and student satisfaction, KTU is among the top 500 world universities by employer reputation criteria (QS World University Rankings 2019).

Sustaining extensive links with business and industry, KTU is one of the most open and flexible universities in Lithuania, engaging in joint projects with largest local companies, international corporations, and state and cultural institutions. The synergy of the physical, social, and technological sciences and the humanities and arts creates an open, exciting, and fertile environment for the development of competences that are of crucial importance today.

- Sustaining research and education traditions in Lithuania since 1922
- Frontier and applied research in all areas: from humanities to technological sciences
- Innovations for business and industry at national and international level
- Campus priorities – interdisciplinarity, internationality, and applicability of technologies – are integrated into all aspects of university life
- Founder of two integrated sciences, studies and business centres-valleys – Santaka and Nemunas, which state-of-the art facilities are available for science, studies and commercial purposes
- Founder of the first academic startup community in Lithuania – 75 successful startup companies established since 2012
- International students comprise 9 percent, and the numbers of international faculty is constantly increasing. Studies abroad are facilitated by >350 Erasmus+ and bilateral agreements with the universities across the globe.
Resources and Opportunities

- 17 PhD programmes in 4 fields of research
- Financial support for students’ scientific pursuits, including research, publications, and international conference attendance
- 175 professors and 1,500 academic and research staff
- A research infrastructure meeting the highest standards of US and Europe universities – KTU’s open-access laboratory spaces are among the best equipped in Europe
- One of the largest technical libraries in Lithuania, offering access to more than 50 international publications databases and 6 electronic libraries

Stimulating Study and Research Environment

- 40 conferences hosted every year – a remarkable platform for students to engage with the latest topics, trends, and achievements, and make their own mark on the research scene
- Support for student participation in various academic and vocational training courses and seminars
- Incentives and rewards for active KTU PhD students
- Opportunities for employment by national and international research projects and to develop strong general competencies and skills – from writing scientific publications to research communication
- Active PhD Student Society, inspiring creative communication between students of different research fields

A Global University

- Member of Physics and Chemistry of Advanced Materials, a European doctorate network exchanging knowledge and resources at the exciting interface of Chemistry, Physics, and Materials Science
- Internships, study exchange, and research placements facilitated by Erasmus+ and other programmes
- Joint PhD programmes with the best study and research institutions in the world, opening international research opportunities
- More than 50 modules taught in English and a growing number of visiting professors and experts from across the globe
- Expert consultations and collaboration with world-class researchers and professionals
KAUNAS UNIVERSITY OF TECHNOLOGY SCHOOL OF ECONOMICS AND BUSINESS

Synergy with Business, Entrepreneurship, and Practical Skills

- KTU’s Startup Space fosters young businesses, providing much sought-after support and knowledge needed by new enterprises
- Contributes to solving real problems, carrying out 70 percent of all the R&D provided by Lithuanian universities for business and industry
- Founder of two integrated science, study, and business valleys (Santaka and Nemunas), providing open-access laboratory spaces for collaboration among students, researchers, and business representatives to create innovations and form new, interesting partnerships
- Technology transfer facilitated by the National Innovation and Entrepreneurship Centre, a “single-window” system for communication between research, business, and industry on a national and international level
- A specialised Technology Entrepreneurship module applying Silicon Valley teaching methodologies, practically demonstrating the transformation of research and ideas into real-world businesses

KTU School of Economics and Business (KTU SEB) was founded in 1968 and is one of the largest centres for training of economic, business and management specialists in Lithuania today. Listed among 700 best business schools in the world, awarded three Palms from Eduniversal in 2015, KTU SEB is fast forwarding to fulfilling its vision to be internationally recognised, interdisciplinary research and studies competence centre, the best in the Baltic Region.

KTU SEB boasts a diverse community of ambitious students and innovative researchers. Close cooperation with business and social partners enables the School to involve globally renowned professionals into its teaching and research processes. Sought after by best employers, the graduates of KTU SEB are possessing competences most relevant to the demands of the dynamic contemporary job market.
The signature feature of research carried out at KTU SEB is interdisciplinary approach: it combines technologies, management practices and economic modelling. Its quality is being recognised by international experts – in 2018 the School won EUR 2.4 million from EU's research and innovation funding programme, Horizon 2020 which will enable KTU to attract top academics to strengthen its competitiveness the European research area.

The synergy of high technologies and innovative minds creates an open, exciting, and fertile environment to create solutions that become driving force for future of global society.

Recent achievements

- ACCA (Association of Chartered Accountants) Examination Centre successfully operating since 2013 at KTU SEB, assuring internally competitive quality of studies.
- The first in the Baltics Bloomberg Financial Markets Lab, which provides KTU students the access to the Bloomberg Professional information platform, used by more than 320 thousand business leaders and financial professionals worldwide, established in 2015.
- Member of AACSB International (Advance Collegiate Schools of Business) since 2015.
- Students of master’s study programme Marketing Management are members of CIM (The Chartered Institute of Marketing) since 2015.
- KTU SEB is the first in Lithuania to win ERA Chairs competition. The project submitted by KTU SEB research team was the winner among 100 applications from 20 countries. Outstanding academics from Delft University (Netherlands), St Gallen University (Switzerland) and from other top universities and research institutions around the world will be collaborating with KTU. EUR 2.4 million funding has been allocated for the period of 5 years.
Dear Conference participants,

For a long time, technology has been plodding behind the societies seeking to respond to the most complicated humanitarian, business and economic welfare challenges. The business was like Prometheus bringing the latest scientific achievements and new solutions to people's homes so as to help improve their domestic life and sometimes even their way of living. An idea of one individual was a motivation to create new light for humanity.

Today, however, the world no longer lives in the age of technology but rather in the megatechnology era. Artificial intelligence, autonomous mobility or biotechnology stand ahead of societies, education systems and, in most cases, the businesses. Nowadays, it's megatechnology that raises questions for business. Today's international business thinks about how megatechnology can be used to create solutions and products and also how to address issues relating to moral and ethical problems as well as challenges of tailoring the idea with the society needs.

In its capacity as a country Lithuania goes hand in hand with technology megatrends today. Lithuania is among the first members of the EU to develop a national strategy for artificial intelligence, the Lithuanian Industry Digitisation Roadmap has been welcomed by the European Commission. Lithuania has the most balanced law that regulates the use of autonomous vehicles on the national roads; and the start-up community is growing by almost 50 % a year.

Changes in the digital economy aimed to promote innovation and business culture become important for both the international business community and countries in general. The contribution and insights of the academia build the link for ensuring the well-being of societies. And that's why it is great to welcome you to Lithuania!

Yours sincerely,

Virginijus Sinkevičius

Minister of the Economy and Innovation of Lithuania
Dear Conference Participants,

On behalf of the School of Economics and Business Community at Kaunas University of Technology welcome to the 6th Academy of International Business Central Eastern European Chapter Annual Conference on the topic of “International Business in the Dynamic Environment: Changes in Digitalization, Innovation and Entrepreneurship” and Kaunas.

The conference is important for scientific rigorous, networking with colleagues and the impact for business and society. These factors are among the main objectives for researchers who are seeking to contribute to the development of the society in the age of technological impact on every single field.

High quality papers is a result of rigorous research. Contributions will attract academic and non-academic participants. Therefore, we expect interesting presentations that would continue with important and fruitful discussions during the conference.

Kaunas Santaka Valley is the perfect place for networking as a space that connects innovations, science, technologies and business for joint activities. Networking during the conference and joint research activities afterwards could help to contribute to overcome societal challenges.

Impact and relevance are becoming buzzwords for academicians nowadays. On the other hand, research in the fields of Business, Management and Economics might bridge the gap between disruptive technological world and the society. Therefore, the selected topic of the conference is important for the development of the Central and Eastern European region. The contribution of researchers from this field is becoming crucial in making an impact on behalf of science on business. Robotization, digitalization and innovation will be successfully integrated in the business world with the help of business researchers. Therefore, we need to discuss about disruptive changes, forming new structures, business models, and human-machine interaction.

Thank you for coming to the Conference. I wish you a fruitful and pleasant stay in Kaunas.

Prof. dr. Edita Gimžauskienė

Dean
School of Economics and Business
Kaunas University of Technology
Dear AIB-CEE Members,

Welcome to Kaunas for the 6th 2019 Academy of International Business Central and Eastern Europe (AIB-CEE) Chapter Conference.

The overarching purpose of AIB-CEE, which covers 19 countries from the CEE region 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 organization of regional conferences, seminars and initiation of international research projects. The membership of the AIB-CEE Chapter as of 1.08.2019 stood at 120 members. The Chapter Board is composed of scholars from Slovenia, Estonia, Lithuania, Hungary and Poland. The Chapter establishment project received the support of such organizations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics and Business (Poland).

As a one of the AIB chapters we have already organized 7 important events during our six years of activity.

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 and Business (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 joint discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region so as to outline a research program for future projects.

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 more than 100 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 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.

The 2nd AIB-CEE Conference took place on September 17-19, 2015 at SGH Warsaw School of Economics in Poland. The conference theme “International Business and Research in the CEE Region. Why Is It Worth Doing?” was 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, which is in line with a general idea of establishment of the Central and Eastern European Chapter of the Academy of International Business. The conference gathered more than 90 scholars and business representatives from altogether 14 countries.

The 3rd AIB-CEE Conference “Boosting the competitiveness of Central Europe through digital economy”, which took place on September 29-October 1, 2016 at University of Economics in Prague, Czech Republic, focused on issues such as new forms of businesses, role of digital economy in Central Europe, digital entrepreneurship and possible impacts of digital economy on competitiveness and economic growth in the CEE region. The conference gathered more than 90 scholars and business representatives from altogether 20 countries.

The 4th AIB-CEE Conference “Changing global landscape and regional cooperation: from regional value chains to China’s One Belt, One Road initiative and beyond” which took place in Ljubljana, Slovenia on September 26-28, focused on key aspects of current trends in international business and implications for countries, markets, companies and consumers in CEE, taking into account the CEE and China perspective. The conference was preceded by the 1st AIB-CEE Chapter Doctoral and Junior Faculty Development Workshop on “Relevance and rigor in IB research: capturing CEE context richness”. The conference gathered more than 90 scholars and business representatives from altogether 19 countries.

The 5th AIB-CEE Chapter Conference: “International Entrepreneurship as the Bridge between International Economics and International Business” was organized in Cracow (Poland), 14-16 September 2018 and focused on the relationships between International Entrepreneurship, International Economics and International Business in the CEE region. During the conference, we have had a lot of interesting sessions and panels, including special Methodology Session with Prof. Joe F. Hair Jr. – Workshop on PLS-SEM and first AIB Community Session with AIB Vice-President Administration (2015-2018) – Maria Alejandra Gonzalez Perez and two Chairs from AIB Chapters – AIB-LAT (Latin America) – William Newbury and AIB-MENA (Middle East and North Africa) – Immanuel Azaad Moonesar as well as with AIB Insights Editor – John M. Mezias,. With more than 130 submissions and more than 150 participants (from all continents) the 5th AIB-CEE Conference it was the largest conference in the history of the AIB-CEE Chapter.

We were also very active during AIB 2019 Annual Meeting in Copenhagen, in Denmark, which took place on June 26-28, 2019. As a chapter we have organized AIB-CEE Chapter Panel: “Challenges for Innovation Cooperation in the CEE region: Business and Academy perspective” and were the member of the panel: “AIB Chapter Organizations in a Dynamic International Business Environment: Opportunities, Challenges and Best Practices” organized by AIB-Southeast US Chapter as well as participated in AIB Chapter Chairs Workshop.
We have to be aware of the fact that AIB-CEE is one of the youngest chapters in AIB community; however, the region has a long tradition in global business and IB teaching.

The 6th AIB-CEE Chapter Conference in Kaunas: “International Business in the Dynamic Environment: Changes in Digitalization, Innovation and Entrepreneurship”, will focus on digitalization, innovation and entrepreneurship of international business dynamics in the Central and Eastern Europe. During the conference, we will have a lot of interesting sessions and panels. I would like to invite you all to the plenary sessions, led by Prof. Jan-Erik Vahlne (University of Gothenburg, Sweden), Prof. William Newburry (Florida International University, USA), Prof. Ilan Alon (University of Agder, Norway), Prof. Pervez Ghauri (University of Birmingham, UK), Prof. Max von Zedtwitz (Kaunas University of Technology, Lithuania) and others.

Moreover, this year we will also have two Paper Development Workshops (PDW) - Journal of International Business Policy (JIBP) and Journal of East European Management Studies (JEEMS) as well as Doctoral Colloquium and Meet the Editors Session with Editors from different journals. There will be also a special session devoted to the AIB-CEE Chapter – AIB-CEE Chapter Development Session where we will discuss the developments and achievements of AIB-CEE Chapter in last years, plans and future challenges for the AIB-CEE Chapter.

We would like to thank our host institution, the Kaunas University of Technology, the School of Economics and Business, for welcoming us to Kaunas. We particularly thank Professor Jurgita Sekliuckienė, our Conference Chair, for her dedication and key role in making this meeting happen. We hope that the diversity of conference tracks will prompt 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 really appreciate the hard work carried out by Organizing Committee and all Track Chairs, JIBP and JEEMS PDW Workshops and Doctoral Colloquium Organizers, AIB-CEE Executive Board members to put together the meeting for us in Kaunas. Moreover, we would like to thank all people, especially local Kaunas team, and all Reviewers, who have contributed so much of their time 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 Kaunas.

Łukasz Puślecki
AIB-CEE Chapter Chair
Kaunas, September 2019
Dear AIB-CEE 2019 Conference Attendees!

A warm welcome all of you to Kaunas for the 6th Academy of International Business Central and Eastern Europe (AIB-CEE) Chapter Conference!

It is a great honour for Kaunas University of Technology to have taken on the responsibility of organizing AIB-CEE 2019 annual conference. The conference will be held in vibrant academic city Kaunas, which is becoming the European Capital of Culture 2022. The city is unique for its contemporary business centres that are full of the state-of-the-art technology with an inspiring layer of interwar modernism, spread all over the city. We hope that you will have some time to explore Kaunas and enjoy its cultural heritage, including the M. K. Čiurlionis National Museum of Art, where we will hold this year's Gala Event.

Our topic is “International Business in the Dynamic Environment: Changes in Digitalization, Innovation and Entrepreneurship”. Currently, digitalization, innovation and entrepreneurship stand at the core of international business dynamics within the uncertain environment. The internationalization of companies, supported by innovation and digital technologies, cause the rapid and continuous transformation of the global business landscape, its business models, strategies, global value chains, operations, communication, knowledge sourcing and creation across international networks and geographic boundaries. Digital transformation is one of the main issues of local and international business, while digital economy is a priority of governments in the Central and Eastern Europe. Thus, we believe, this AIB-CEE conference will stimulate the exchange of new insights and ideas and will foster the collaboration among scholars, governmental bodies, and business representatives.

AIB-CEE 2019 received 116 scientific papers which were submitted by 283 authors and co-authors from 36 countries. More than 100 participants have already registered. We are grateful to 12 sections’ track chairs, session chairs and reviewers for their great contribution.

All attendees are invited to actively participate in the opening plenary session on Thursday morning (September 26th), led by Prof. Jan-Erik Vahlne (the University of Gothenburg, Sweden), who will speak on “Digitalization, People and Multinational Business Enterprise Evolution”. The second plenary session will continue with other keynote talks of Prof. Ilan Alon (the University of Agder, Nor-
way), who will speak on "Globalization of EM Firms: The Case of China", and Prof. Max von Zedtwitz (Kaunas University of Technology, Lithuania) who will discuss "Changes in the Global Landscape of Innovation – Some Myths, Some Realities" and Prof. Pervez Ghauri (University of Birmingham, the UK), who will provide his insights on "Changing Landscape of International Business: The Impact of Populist Governments and BREXIT". Prof. William Newburry (Florida International University, the USA) will speak about "Building Corporate Reputations in Transition Economies: Overcoming Home Country and Other Barriers in a Digital World" on plenary session which is scheduled for Friday morning (September 27th).

I would also invite you to attend special panels on Thursday, i.e. "Academia, Business and Institutions (AIB): Challenges and Opportunities for Innovation Cooperation in the CEE region" chaired by assoc. prof. Łukasz Puślecki, and "Business and Academia Perspective on the Dynamic Environment", chaired by Prof. Miroslaw Jarosiński. This session will also include two presentations of business representatives: Tomas Jaskelevičius (CEO of Arginta Engineering) and Marius Kalanta, Enterprise Lithuania. A special panel on Friday: "Digitalization and Transformation of the Industry: Current State and Future Trends", chaired by prof. Mantas Vilkas and the round table session on "Perspectives on Online International Business Education: Best Practices, Trends and Technologies" lead by prof. Ronaldo Parente.

We also have three very important sessions "Researchers' Networking Session", “Meet the Editors Session”, and “AIB-CEE Chapter Development Session” included in our program. I encourage you to attend these sessions as there you will have an opportunity to meet future collaborators, editors and discuss issues for chapter development.

For the first time in AIB-CEE Chapter we have the following pre-conference activities: the Journal of International Business Policy (JIBP) PDW organized by prof. Sarianna Lundan (the University of Bremen, Germany), the Journal of East European Management Studies (JEEMS) PDW organized by Thomas Steger and the Doctoral Colloquium, organized by prof. Daria Podmetina (Lappeenranta Lahti University of Technology, Finland). I am very grateful to all of them.

We are sure that all of you, the authors of papers, will enjoy working sessions that will inspire new ideas, foster collaboration and bring new value to your research initiatives. Thank you all! In addition, we invite you to join our cultural program and visit Lithuanian innovative company "Elinta".

Finally, I would like to express my gratitude to the AIB – CEE Executive Board members, and especially to AIB-CEE Chapter Chair Łukasz Puślecki. Also, I would like to thank the authorities of Kaunas University of Technology and the School of Economics and Business, in particular our Dean prof. Edita Gimžauskienė for support. A big thank goes to AIB-CEE 2019 conference organizing committee – Kaunas team - including the colleagues that make this conference happen, namely Inga Kartanaitė, assoc.prof. Rimante Hopenienė, Karolina Skersytė, dr. Rozita Susnienė, assoc. prof. Akvilė Čibinskiene, assoc. prof. Kęstutis Duoba, assoc. prof. Živilė Stankevičiūtė, assoc. prof. Beata Šeinauskienė, dr. Ineta Žičkutė, Jurgita Butkevičienė, prof. Ringailė Vaitkiene, Daiva Franckevičienė, Rokas Bartašius and volunteers.

I hope that you will enjoy the AIB-CEE 2019 Conference and have a great time in Kaunas!

Jurgita Sekliuckienė
PARTNERS & SPONSORS

Ministry of the Economy and Innovation of the Republic of Lithuania

Academy of International Business

Kaunas University of Technology

Research Council of Lithuania

Kaunas IN

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Elinta companies group
CONFERENCE COMMITTEES

CONFERENCE SCIENTIFIC COMMITTEE

JURGITA SEKLIUCKIENĖ
AIB-CEE Executive Board - Chair for Programme 2019, Kaunas University of Technology, Lithuania

ŁUKASZ PUŚLECKI
Chair of AIB-CEE Chapter - AIB-CEE Executive Board, Poznan University of Economics, Poland

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AIB-CEE Executive Board - Vice-Chair for Advancement of Membership, University of Ljubljana, Slovenia

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PIOTR TRĄPCZYŃSKI
AIB-CEE Executive Board - Vice-Chair for Communication, Poznan University of Economics, Poland

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AIB-CEE Executive Board - Vice-Chair for Events, University of Tartu, Estonia

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AIB-CEE Executive Board - Vice-Chair for Programme 2014, Corvinus University of Budapest, Hungary
MIROSŁAW JAROSIŃSKI
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MATEVŽ RAŠKOVIC
AIB-CEE Executive Board - Vice-Chair for Programme 2017, Victoria University of Wellington, New Zealand

BLAŽENKA KNEŽEVIĆ
AIB-CEE Executive Board - Vice-Chair for Programme 2020, University of Zagreb, Croatia

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KRZYSZTOF WACH
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Vice-Dean for Research at School of Economics and Business, Kaunas University of Technology, Lithuania
CONFERENCE ORGANIZING COMMITTEE

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AIB-CEE Executive Board - Chair for Programme 2019
Professor, Head of International Entrepreneurship Research Cluster, Kaunas University of Technology, Lithuania
Research group: Innovation and Entrepreneurship
Research field: International Business: business internationalization and international entrepreneurship, export strategies, market research, strategic management, with a special interest in transition economies INV’s and multinationals

KĘSTUTIS DUOBA
Conference Committee Member
Associate Professor and Vice-Dean for Research at School of Economics and Business, Kaunas University of Technology, Lithuania
Research group: Digitalization
Research field: cooperation of organisations, networked organisations, virtual organisations, virtual workplaces, management of expatriates

RIMGAILĖ VAITKIENĖ
Conference Committee Member
Professor, Kaunas University of Technology, Lithuania
Research group: Innovation and Entrepreneurship
Research field: strategic marketing, user driven innovation, knowledge management, business and management methodology

ŽIVILĖ STANKEVIČIŲTĖ
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Research group: Sustainable management
Research field: sustainable HRM, employee wellbeing, human-robot interaction, sustainable development, corporate social responsibility
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AIB-CEE Executive Board - Chair for Programme 2019
Associate Professor, Head of the interdisciplinary research group, Kaunas University of Technology, Lithuania
Research group: Sustainable management
Research field: consumer materialism, the effect of cognitive coping strategies on consumer materialism

AKVILĖ ČIBINSKIENĖ
Conference Committee Member
Associate Professor, Kaunas University of Technology, Lithuania
Research group: Sustainable economics
Research field: sustainable energy consumption, sustainable logistics

RIMANTĖ HOPENIENĖ
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Associate Professor, Head of Administration, Kaunas University of Technology, Lithuania
Research group: Sustainable management
Research field: consumer behaviour, value development and customer relationship management, entrepreneurship marketing, creative advertising, tourism and place marketing

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Research field: economic globalization, sustainable development of manufacturing
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Research group: Digitalization
Research field: migration, labour economics, behavioural economics

JURGITA BUTKEVIČIENĖ
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Research group: Innovation and Entrepreneurship
Research field: international business, entrepreneurship, institutions

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DAIVA FRANCKEVIČIENĖ
Conference Committee Member
Communication coordinator, Kaunas University of Technology, Lithuania

ROKAS BARTAŠIUS
Conference Committee Member
Project Manager, Kaunas University of Technology, Lithuania
KEYNOTE SPEAKERS

KEYNOTE SPEAKER

Prof. Jan-Erik Vahlne
University of Gothenburg, Sweden

PhD Uppsala University 1973; Dr h c University of Oulu 2013

Positions: Uppsala University; Stockholm School of Economics; University of Management Sciences, Lahore; Swedish Governmental Committee on Foreign Direct Investment; Stockholm School of Economics in Riga; University of Gothenburg.

The winner of the 2019 Palgrave Macmillan / JIBS Decade Award, to honour the most influential paper published in the 2009 volume of the Journal of International Business Studies: “The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership” (JIBS Volume 40, Issue 9).


Keynote: “Digitalization, people and multinational business enterprise evolution”
INVITED SPEAKERS

INVITED SPEAKER

Prof. Ilan Alon
University of Agder, Norway


Developer of international relations with China, USA, France, Germany, Italy, India, Spain, UK, Ireland, Japan, Mainland China, Hong Kong, Macau, Singapore, Vietnam, & Malaysia.

Trainer of MBAs, executives and policy makers in leading international universities (CEIBS, JiaoTong), international organizations (USAID, City of Orlando), and companies (Disney, illy, etc.)

Developer of a new Business Cultural Intelligence Quotient (BCIQ) instrument.

Keynote: "Globalization of EM Firms: The Case of China"
Professor of International Business at Birmingham Business School, University of Birmingham, UK.
Editor in Chief: International Business Review (IBR).
Consulting Editor: Journal of International Business Studies (JIBS).

I am a scholar with extensive experience in teaching, research and institution building. I have developed several Master and MBA programmes within top schools in Europe (Uppsala University, University of Groningen, Manchester Business School and King's College London).

I have been conducting research on international marketing and international business topics, with focus on the internationalisation process and entry strategies. In the last seven years my research focus has shifted towards the externalities of international business, specifically the activities of multinational enterprises (MNEs) in emerging markets. My latest projects include:
- Social entrepreneurship.
- The role of multinational enterprises in poverty alleviation.
- Developing a digital business model for the benefit of the poor and female segments.
- Exploring how MNEs can create a competitive position through ethical behaviour in emerging markets.

The majority of the projects above have been funded by organisations such as the; European Commission, Economic and Social Sciences Research Council (ESRC) UK, Handelsbanken, Riksbankens Jubileumsfond and Soderbergs foundation in Sweden. To date I have raised more than €5m in research funding.

I have published 30+ books and 100+ journal articles in top level journals. Some of my books have been translated in several languages and are used globally, including the USA, across Europe, and China.

Dr. William Newburry is Chair of the Department of International Business at Florida International University, and the Ryder Eminent Scholar of Global Business. Professor Newburry’s research interests focus on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest overseas, with a particular emphasis on corporate reputation-related issues. He has published over 40 articles in top-tier, peer-reviewed journals, including the Journal of International Business Studies (JIBS), Strategic Management Journal, Organization Science, Journal of World Business (JWB), Journal of Management Studies (JMS), and Business & Society, among others. He recently co-authored Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth (2016, Cambridge University Press), and has co-edited two additional books.

Prof. Newburry is Series Editor of Research in Global Strategic Management, and Associate Editor of AIB Insights. He serves on the Senior Advisory Board of the Review of International Business and Strategy, and on the editorial review boards of JIBS, JWB, JMS, Global Strategy Journal, Journal of International Management, Thunderbird International Business Review, and Cross Cultural and Strategic Management. He is also a Non-Resident Senior Research Fellow at the China Europe International Business School (CEIBS) Center for Emerging Market Studies. He served as Chapter Chair of the Academy of International Business Latin America Chapter (AIB-LAT) from 2012-2018. He also previously served as Interest Group Chair of the Global Strategy Interest Group of the Strategic Management Society.

Prior to joining FIU, Dr. Newburry was employed at Rutgers Business School in the Department of Management and Global Business. He received his Ph.D. in 2000 from New York University’s Stern School of Business, with co-majors in the fields of international business and management. Prior to pursuing an academic career, he worked six years at McDonnell Douglas Corporation in St. Louis.

Max von Zedtwitz is Full Professor of Innovation at KTU in Lithuania and Southern Denmark University, a visiting professor at universities in China, Brazil, Russia and Switzerland, and managing director of GLORAD, the Center for Global R&D and Innovation with locations in Shanghai, Sao Paulo, Moscow, Silicon Valley, Kaunas, Heilbronn, and St. Gallen. Previously, he was vice president at PRTM Shanghai, co-founder and CEO of AsiaCompete Int’l, and professor at Skoltech, Tsinghua, Beijing University, and IMD in Switzerland. He has published widely in the IB and innovation disciplines (Research Policy, Sloan Management Review, etc.), and is on the editorial board of Technovation, the Global Strategy Journal, and seven other journals. He holds PhD and MBA degrees from HSG University of St. Gallen, and a MSc in Computer Science from ETH Zurich. He was also a post-doctoral fellow at Harvard University.

Keynote: "Changes in the Global Landscape of Innovation – Some Myths, Some Realities"
Dr. Takis Damaskopoulos is Executive Director and Head of Research of the European Institute of Interdisciplinary Research (EIIR) in Paris, France. His research and advisory work concentrate on policy, economic, organizational and technological dynamics of innovation, and the evolution of state, regional and corporate strategies of innovation, competitiveness and sustainable development. He undertakes this work in collaboration with international organizations such as the European Commission, the Organisation for Economic Co-operation and Development (OECD), and the United Nations Development Program (UNDP), national and regional governments, and leading private organizations across the European Union.

Dr. Damaskopoulos is principal researcher in several European Commission-funded RTD projects that explore the changing conditions of innovation and sustainable development, involving network and organizational changes and energy and environmental interdependencies across the EU. He is an expert evaluator of several research priorities of the European Commission’s Framework Programs and a reviewer of RTD programs and projects in the domains of national and regional strategies of economic development, the international positioning of regions for the attraction of foreign investment, and the design and implementation of regional strategies of innovation and sustainable development.

Dr. Damaskopoulos has held course directorship and senior research positions at INSEAD (France), the University of Westminster (UK), and York University (Canada). His work has been published by organizations such as The MIT Press and journals such as the European Management Journal, and discussed in forums such as the European Commission, the World Bank, the US Department of Commerce, the Science and Technology Commission of Shanghai, the Institute for Prospective Technology Studies (IPTS), and leading universities in the US and the EU. He holds a MA and a PhD in Political Science / International Political Economy from York University, Toronto, Canada.

Keynote: “Reflections on the Fourth Industrial Revolution: Inflection Point, Entropy, or Interregnum?”
CONFERENCE JOURNALS

JOURNALS WITH IMPACT FACTOR (IF)

JOURNAL OF INTERNATIONAL BUSINESS POLICY (JIBP)

ISSN: 2522-0691 (print)
ISSN: 2522-0705 (electronic)
Publisher: Palgrave Macmillan
Editor-in-Chief: Sarianna Lundan

JOURNAL OF EAST EUROPEAN MANAGEMENT STUDIES (JEEMS)

in JCR/WoS as: "Journal for East European Management Studies"

ISSN: 1862-0019 e-ISSN: 0949-6181
Established in: 2005
Frequency: quarterly (four issues per year)
Publisher: Rainer Hampp Verlag
Indexed in: Social Science Citation Index®, International Bibliography of the Social Sciences (IBSS), JSTOR®, RePEc (IF 0.750 in 2016, 5-year IF 0.878 in 2016), SCOPUS (SJR 0.370, SNIP 0.554, CiteScore 0.75).
Editor-in-Chief: Thomas Steger

JOURNAL OF EAST-WEST BUSINESS

ISSN: 1066-9888 e-ISSN: 1528-6959
Abstracted/Indexed in:
- De Gruyter Saur
- EBSCOhost
- Elsevier BV
  - GEOBASE
  - Scopus
  - FIZ Technik e.V.
- National Periodical Library
- Ovid
- Periodica Islamica
- ProQuest
- Thomson Reuters
- VINITI RAN
Editor-in-Chief: Desislava Bikova
JOURNALS COOPERATING WITH THE AIB-CEE CHAPTER AND ITS ANNUAL CONFERENCES

CENTRAL EUROPEAN BUSINESS REVIEW (CEBR)

Webpage of journal: https://cebr.vse.cz/
ISSB: 1805-4854 (Print) - the print version of the journal has been last published in March 2017
e-ISSB: 1805-4862 (Online)
Established in: 2012
Frequency: four times per year
Publisher: University of Economics, Prague, Faculty of Business Administration, Czech Republic
Indexed in: Scopus (Elsevier), ERH PLUS, EBSCO, ProQuest, EconLit, OCLC WorldCat, BASE, Central and Eastern European Online Library (CEEDL), EconBiz, Ulrich’s Periodicals Directory, RePEc, Google Scholar, Cabell’s Directory of Publishing Opportunities, Libraries Resource Directory, ResearchBib, Wilbert, Open Academic Journals Index (OAJI), and Electronic Journals Library.
Editor-in-Chief: Dr. Jindrich Spicka, jindrich.spicka@vse.cz
(Only a couple of the best papers in the special issue of the CEBR journal)

JOURNAL OF EASTERN EUROPEAN AND CENTRAL ASIAN RESEARCH

Webpage of journal: www.ieeca.org/journal
ISSB: 2328-8272
e-ISSB: 2328-8280
Established in: 2014
Frequency: Bi-annual (published twice a year)
Publisher: The Institute of Eastern Europe and Central Asia
Indexed in: SCOPUS, CABELL, EBSCO, Ulrich, Google Scholar, Norwegian Register for Scientific Journals, OAI WorldCat Digital Collection. Each article has assigned an individual CrossRef DOI address. Currently is under evaluation for indexing by Web of Science.
Editor-in-Chief: Dr. Nikolay Megits, nmeigits@ieeca.org
(only a couple of the best papers selected and approved by the Editorial Board of JEECAR)

JOURNAL OF EASTERN EUROPEAN AND CENTRAL ASIAN RESEARCH

Email adress of journal: gorynska@alk.edu.pl
ISSN: 2450-7814, e-ISSN: 2450-8829
Established in: 1992
Frequency: quarterly (four issues per year)
Publisher: Kozminski University, Poland
Indexed in: Web of Science, SCOPUS, ProQuest, EBSCO, DOAJ, ERH PLUS, CEJSH, ICI Journals Master List, BazEkon, Cabell’s, RePEc.
Editor-in-Chief: Pawel Korzynski
(4-6 best papers selected and approved by the Editorial Board of JMBAC.E)
EUROPEAN INTEGRATION STUDIES

Webpage of journal: http://eis.ktu.lt/index.php/EIS/index
Print ISSN: 1822-8402
Online ISSN: 2335-8831
Established in: 2002
Frequency: 1 a year
Publisher: Technologija, Kaunas University of Technology, Kaunas, Lithuania
Indexed in: Web of Science Core Collection: Citation Indexes
- Science Citation Index Expanded (SCI-EXPANDED) – 1990-present
- Social Sciences Citation Index (SSCI) – 1990-present
- Arts & Humanities Citation Index (A&HCI) – 1990-present
- Conference Proceedings Citation Index- Science (CPCI-S) – 1990-present
- Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH) – 1990-present
- Emerging Sources Citation Index (ESCI) – 2015-present
EBSCO (Business Source Complete)
EBSCO (Central & Eastern European Academic Source Database Coverage List)
EBSCO Discovery Service (EDS)
DOAJ (Directory of Open Access Journals)
EconBib Index (Economics Bibliography)
Index Copernicus International. ICI Journals Master List 2017. ICV 2017=100
Google Scholar
JournalTOCs
Ulrich's Periodicals Directory/ulrichsweb
WorldCat
BASE (Bielefeld Academic Search Engine)
Exeley
Central and Eastern European Online Library (CEEOL)
Portico
MIAR http://miar.ub.edu/issn/1822-9402
Editor-in-Chief: Rasa Daugeliene, rasa.daugeliene@ktu.lt
(a couple of the best papers selected and approved by the Editorial Board of European Integration Studies).

SOCIETY AND ECONOMY IN CENTRAL AND EASTERN EUROPE

Webpage of journal: https://akademiai.com/loi/204
ISSN: 1588-9726
e-ISSN: 1588-970X
Established in: 1979
Frequency: quarterly
Publisher: Akademiai Publishing
Indexed in: SCOPUS, International Bibliographies; IBZ and IBR; International Political Science Abstracts; JSTOR;
Referativnyi Zhurnal
Editor-in-Chief: Professor Attila Tasnadi, attila.tasnadi@uni-corvinus.hu; editorial correspondence: Dr Balazs Sz-
ent-Ivanyi, balazs.szentivanyi@uni-corvinus.hu
(all papers will have to go through normal peer review process)
STUDIA UNIVERSITATIS BABES-BOLYAI OECONOMICA

Webpage of journal: https://content.sciendo.com/view/journals/subboec/subboec-overview.xml
ISSN: 1220-0506, eISSN: 2065-9644
Established in: 1969
Frequency: three issues per year
Publisher: DE GRIJUTER OPEN (affiliated by Faculty of Economics and Business Administration, Babeș-Bolyai University, Romania)
Indexed in: EconLit, EBSCO, ProQuest, Baidu Scholar, Cabells Directory, CNPIEC, J-Gate, JournalGuide, KESLI-NDSL, Naviga, Primo Central, Publons, ReadCube, RePEc, TDNet, Ulrich’s Periodicals Directory, WanFang Data, WorldCat
Editor-in-Chief: Dumitru Matis
(Special issue, 5 paper per issue)

STUDIA UBB NEGOTIA

ISSB: 1224-8738
e-ISSN: 2065-9636
Established in: 1996
Frequency: quarterly (four issues per year)
Publisher: Faculty of Business, Babes-Bolyai University, Cluj-Napoca, Romania
Indexed in: RePEc, DOAJ, ERIH PLUS, EBSCO, CEEOL
Editor-in-Chief: Assoc. Prof. Ioan Alin NISTOR, ioan.nistor@tbs.ubbcluj.ro
(Note: Editor-in-Chief is not directly involved in managing Studia UBB Negotia. The main contact for information and submission is the EXECUTIVE EDITOR: Prof. dr. CORNELIA POP, cornelia.pop@tbs.ubbcluj.ro)
8 – 10 best papers will be published

ECONOMIC AND BUSINESS REVIEW

Webpage of journal: https://www.ebrjournal.net/
ISSB: 1580-0466
e-ISSB: 2335-4216
Established in: 1950
Frequency: 4 times per year
Publisher: University of Ljubljana, Faculty of Economics, Ljubljana, Slovenia
Indexed in: AJG, Cabells Directory of Publishing Opportunities, DOAJ Directory of Open Access Journals, Ebsco, Econlit, IBSS
Editor-in-Chief: prof.dr. REDEK Tjasa, tjasa.redek@ef.uni-lj.si
(Special issue, individual contributions invited as well)

INTERNATIONAL JOURNAL OF EXPORT MARKETING (IJEXPORTM)

ISSN print: 2059-089X
ISSN online: 2059-0903
Established in: April 2015
Frequency: quarterly (four issues per year)
Publisher: Inderscience Publishers
Indexed in: Asian Digital Library, cnP LINKer (CNPIEC), Google Scholar, J-Gate, RePEc.; IJEXPORTM is listed in: Cabells Directory of Publishing Opportunities, JUFO, Norwegian Register for Scientific Journals, Series and Publishers; Application to ESCI Web of Science Core Collection: April 2019
Editor-in-Chief: Dr. Dafnis N. Coudounaris, dafnis.coudounaris@ut.ee
(a special issue)
Webpage of journal: http://www.joim.pl
ISSN: 2080-0150
e-ISSN: 2543-831X
Established in: 2009
Frequency: quarterly (four issues per year)
Publisher: University of Social Sciences, Łódź, Poland
Indexed in: BazHum, BazEkon, CNKI Scholar (China National Knowledge Infrastructure), CNPIEC, EBSCO Discovery Service, Google Scholar, Index Copernicus, J-Gate, JournalTOCs, Naviga (Softweco), Primo Central (ExLibris), ReadCube, Summon (Serials Solutions/ProQuest), TDOne (TDNet), WorldCat (OCLC), CEJSH (The Central European Journal of Social Sciences and Humanities), Microsoft Academic Search, Research Papers in Economics (RePEc)
Editor-in-Chief: Łukasz Sułkowski, lsulkowski@san.edu.pl
(We can plan 12-15 articles in one of the issues of the Journal of Intercultural Management this year)

Webpage of journal: http://oeconomia.pl/
ISSN print: 2083-1277
e-ISSN: 2353-1827
Established in: 2010
Frequency: quarterly (four issues per year)
Publisher: Institute of Economic Research, Poland
Editor-in-Chief: Adam P. Balcerzak, adam.balcerzak@umk.pl
(a special issue with at least 8 papers)

Webpage of journal: http://economic-policy.pl/
ISSN print: 1689-785X
e-ISSN: 2353-3293
Established in: 2008
Frequency: quarterly (four issues per year)
Publisher: Institute of Economic Research, Poland
Editor-in-Chief: Adam P. Balcerzak, adam.balcerzak@umk.pl
(a special issue with at least 8 papers)
Statistics, more statistics, lies*. Much of contemporary IB research has become driven by increasingly elaborate and sophisticated research methods. Yet, methodological rigor should not obstruct our understanding of IB phenomena when conducting relevant, as well as impactful research. This track welcomes all submissions which challenge traditional cookie-cutter methodological approaches, address fundamental assumptions and seek to advance our understanding of IB phenomena by drawing upon appropriate methods in rigorous and/or novel way. In order to address social, multidimensional and increasingly interdependent phenomena, IB research calls for the use of appropriate methods, which address the challenges of capturing the multi-level nature, causality, interdependence and appropriate distributional assumptions behind IB research. This track welcomes quantitative, qualitative and/or mixed-method designs, which advance our understanding of measurement, modeling and analysis within IB research.

*Keywords: Research, methodology, rigor, relevance, quantitative methods, qualitative methods, mixed-methods, research design, data analysis, models, assumptions, limitations, measurement, causality, validity, reliability, interdisciplinarity

The transformation process which started in Central and Eastern Europe back in the 1990s has led to a wave of FDI which resulted in knowledge spillovers and thus a transfer of innovations to the region. However, the region has recently witnessed an increasing shift from being a recipient of innovations to becoming an actual source of innovations. These can be related not only to products or services, but also to organisational designs, processes or models of business expansion. Also the ongoing evolution on the consumer side, including such trends as the spectacular growth of mobile applications in the CEE region, clearly demonstrates new opportunities. Not surprisingly, therefore, the region is currently witnessing an emergence of firms driven by innovations which also expand beyond their home markets. These phenomena, which are not only relevant to the CEE region, open ground to a discussion of extant explanations of firm internationalisation, since relevant questions reach beyond the issues of location or entry mode choice. More importantly, it becomes increasingly important to investigate internationalisation from the perspective of business models, as well as to examine how the latter is affected by the former. The track welcomes submissions related to business model re-engineering, internationalisation of firms in innovative service and manufacturing sectors, as well as new models of internationalisation and marketing for foreign markets using online tools.

*Key words: business models, business models of internationalisation, disruptive models, IB theory, concepts of firm internationalisation, strategy adaptation*
3. INTERNATIONALIZATION OF FIRMS: FROM RETHINKING MNES, TO SMES AND BGS

TIIA VISSAK
Track Chair
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 different firms including e.g. small and large multinationals, slow internationalizers, born-again globals and born globals are welcome to this track. Papers could focus on factors leading to or affecting these firms’ initial internationalization and further growth, but also de- and re-internationalization (complete and/or partial exits and re-entries), including foreign operation mode changes. Papers focused on differences between different internationalizers – for instance, slow internationalizers and born(again) globals – and those on positive and/or negative consequences of internationalization for different firms are also suitable for this track. Papers can focus on firms from different regions: on CEE firms entering CEE and other regions, other firms entering CEE, but also other firms active in other regions.

Keywords: international business, internationalization process, international expansion, de- and re-internationalization, born globals, MNEs

4. INTERNATIONAL ENTREPRENEURSHIP, STRATEGY, INNOVATION AND INTERNATIONAL FAMILY FIRMS

KRZYSZTOF WACH
Track Chair
Cracow University of Economics, Poland

This track seeks to extend our knowledge about entrepreneurial internationalization of firms. Currently international entrepreneurship (IE) as an area of research is only 25-30 years old, nevertheless IE has been developing very intensively. This track seeks papers that discuss and analyze such issues as: international entrepreneurship as a new field of research, traditional versus rapid internationalisation of firms, role of the entrepreneur in the process of internationalisation of firms, internationalisation of small and medium-sized enterprises (SMEs vs. LEs), internationalisation of family businesses, recognizing and exploring international business opportunities, international strategies of businesses (SMEs vs. LEs), international competitiveness of businesses (SMEs vs. LEs). We encourage submissions of all kind of papers, i.e. papers based on quantitative and qualitative methods as well as mixed method papers are welcome.

Keywords: international business; international entrepreneurship; internationalization of firms; internationalisation of SMEs (small and medium-sized enterprises); international new ventures (INVs), born globals (BGs), international startups, clusters, innovation, international strategies, internationalization of family firms, international entrepreneurial orientation (IEO), international entrepreneurial culture (IEC)
Recent decades have demonstrated many transformations in global value chains (GVC). Both by technological and organizational changes induced by digitalization as well as changes in business environment due to political risks and new protectionism stimulated new patterns, new business models and regional reorientation. Participation in GVC significantly influence competitiveness of Central and Eastern Europe (CEE), firm growth and development. Though CEE firms have been traditionally integrated in GVC through manufacturing industries and foreign direct investment (FDI) as a key channel, they are recently rising their participation with services and services industries. Next, recent analysis show the increased interlinkages between services and manufacturing industries and the increased foreign value in manufacturing exports. The panel welcomes empirical and theoretical reflections on GFV, FDI and trade.

What are the changes in international trade, FDI and GVC due to industry 4.0 and services 4.0? What are the recent changes GVC, how do CEE firms participate in GVC and how (if) they develop into lead firms of global value chains? How has been the process of upgrading in GVC proceeding after global economic crises, what are structural changes and impacts of FDI in the region, are FDI and GVC seen as the key driver of national development and what are strategies of upgrading and value capturing in GVC? Are existing frameworks on GVC useful and sufficient to understand changes in CEE?

The track welcomes the papers analysing the changing nature, dynamics and structural impacts of GVC and FDI, both extra and intra-CEE FDI, macro, regional or fir-level evaluations, but also case studies. Papers related to government policies, GVC trade policy and investment promotion are also welcomed to this track.

Keywords: global value chains, FDI, international trade, competitiveness, macro, regional or fir-level evaluations, GVC trade policy, investment promotion
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 human aspect in the multinational context can be characterized by two important fields. 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 and in other transitional countries. Regarding this matter can be developed discussion around three major topic areas: (1) Introducing into similarities and differences of transitional 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. (4) Today, the free movement of labor has led to an estimated 7 million workers leaving the Central and Eastern European region according to IMF statistics. Many solutions have been introduced to replace missing workers. Among other things, the German “Welcome in Germany” solution, the importing labor force from the more distant countries, the strengthening of childbearing and, last but not least, robotization. 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.

Keywords: Migrations, Labor movement, Cultural diversity, Cultural Similarities and Differences, Cultural Models, Cross-Cultural Communication, Team-Building within Virtual International Projects, Transportability of HR Tools, Cultural Aspects of Ethics, Comparative HRM, Internationalization and Globalization in HRM, Personal Function in Local Subsidiaries, Expatriates, Inpatriates, Role of Consultants and Impacts of Migration, Central and Eastern Europe and Transitional countries.

Conceptual and empirical papers devoted to both current state and changes of the international competitive position of the CEE region, its national economies, 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. There have been some recent advancements, which provide new lenses for competitiveness investigations. Just a few, for which the track provide a platform for discussions: given the evolving industrial revolution what its competitiveness implications on sources of competitive advantage and positions of CEE countries and their firms; academic and professional insights into competitiveness consequences of backlash of globalization; and the essence, impacts and potential of so called unconventional economic policies to boost the competitiveness at national level in some CEE countries. However, other contributions broadly related to the aforesaid aspects are also welcome.

Keywords: competitiveness, industrial policy, industrial revolution, backlash of globalization, regional cooperation, development, international economics.
9. INTERNATIONAL ECONOMICS, FINANCE AND ACCOUNTING

INNA ROMĀNOVA
Track Chair
University of Latvia

Conceptual and empirical papers focusing on financial and accounting issues with respect to international economics, 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 economics, international and corporate finance, financial risk management, financial market development, financial integration, access to local and international financial markets, ratings, international capital market, FinTech, RegTech, financial reporting as well as international accounting standards, international taxation and auditing.

Keywords: international economics, international and corporate finance, financial risk management, financial market development, financial integration, access to local and international financial markets, ratings, international capital market, FinTech, RegTech, financial reporting as well as international accounting standards, international taxation and auditing.

10. DIGITAL ECONOMY AND DIGITAL BUSINESS: 4TH INDUSTRIAL REVOLUTION

KĘSTUTIS DUOBA and LINA DAGILIENĖ
Track Chairs
Kaunas University of Technology, Lithuania

Industrial companies are embracing digital and technological transformation in the context of tendencies constituting new competitive context of “Industry 4.0”. The Digital Economy and Digital Business Track addresses theoretical and empirical issues of digital transformation with an emphasis on research of disruptive digital technologies impact on consumers, organizations, industries and regions. Consistently with the interdisciplinary nature of this field, the track aims at cross-fertilisations with colleagues from economics and management, technology engineering, law, philosophy, who investigate the conditions and circumstances under which organizations may implement digital transformation.

The track welcomes research that explores how digital transformation impacts:

- economic growth at a wider scale
- socio-economic environment of industries
- business models, development of business/innovation ecosystems
- internal business processes, data analytics
- platforms, social media, supply chain
- consumer behaviour changes
- human resources management

Key words: digital transformation, digitalisation, business models, human resources, platforms, Industry 4.0.
11. INNOVATION, KNOWLEDGE MANAGEMENT AND ENTREPRENEURSHIP

JURGITA SEKLIUCKIENĖ and MONIKA PETRAITĖ

Track Chairs
Kaunas University of Technology, Lithuania

Digitization, innovation and entrepreneurship stand at the core of business dynamics and competitiveness. The internationalization of R&D and innovation, and new business models, supported by digital solutions, cause the rapid transformation of the international business landscape, its operations, organization, communication, knowledge sourcing and creation across international networks and locations. Internationalization of value chains has opened entirely new perspective in terms of opportunity recognition, and entrepreneurial opportunity creation. The later is associated with the niche specialization across technologies, markets, or institutional settings, thus leading to the formation of “hidden” champions, and international venturing from CEE and other relatively young economies in transition. Knowledge sourcing and entrepreneurial learning across these value chains often takes an asymmetric character, which is embedded in the evolutionary character of innovation networks, and often caused by the variations in industrial, geographical and cultural peculiarities, micro foundations of the innovating firm, entrepreneurial behavior and cognition patterns, to mention a few. Given this complexity of innovating, managing knowledge and executing entrepreneurial orientation in international business settings, we seek for the contributions that would shed light on this new business landscape. These might look at but are not limited to the following questions:

- How industrial learning and knowledge management is organized across boarders?
- What are the opportunity creation and opportunity recognition behaviors while executing international business orientation?
- How innovation and knowledge management networks affect business internationalization and business models?
- How international innovation, including open innovation, and knowledge management is organized within and across firms?
- How organizational ambidexterity is manifested and managed in seeking to combine innovation and entrepreneurial, including international venturing, efforts?
- How creativity, knowledge, and innovation is organized across international teams, including virtual teams, and organizations?
- What is the role of entrepreneurial cognition and behavior in innovating and managing knowledge across borders?
- How different national and international institutional settings shape innovation and entrepreneurial landscapes and ecosystems?
- Micro foundations of innovation, knowledge management and entrepreneurship

We welcome both, theoretical, conceptual, and empirical contributions, based on qualitative and quantitative approaches, and mixed methods. Longitudinal studies, devoted to the development of entrepreneurial endeavors and innovation across borders would be of special interest as we seek to evaluate the changes in business landscape and understand the motivations behind them. Sectorial, multilevel, as well as single case studies are welcome as well.

Key words: innovation, knowledge management and entrepreneurship, opportunity creation, opportunity recognition, entrepreneurial cognition, ambidexterity, creativity, international teams, virtual teams.

12. TEACHING IB AND NETWORKING IN THE CEE REGION

BLAZENKA KNEZEVIC
Track Chair
University of Zagreb, Croatia

MIROSŁAW JAROSIŃSKI
Track Chair
SGH Warsaw School of Economics, Poland

Education has always played an important role in a society. In today’s globalising world, business education is even more important. But how to educate the coming generations of students that had been brought up in a new technological, educational and institutional environment? How to improve the transfer of knowledge for a more effective teaching process? How to strengthen the collaboration between universities and companies? How to disseminate new knowledge created through scientific research? How to facilitate networking between scientists and educators in CEE region? These and also other related questions can be answered in paper and panel proposals submitted to this track.

Key words: Experiential learning; Blended learning; Transfer of knowledge; Development of an IB curriculum; New technologies in education; New teaching methods; Effectiveness of teaching methods; Internationalisation of the business school curriculum; Short students’ exchanges; Research and educational centres and networks; Networks in education; Effectiveness of education support; Rates of returns of educational investments; National and international accreditations; Rankings of educational institutions.
We would like to thank the 131 reviewers that helped make the AIB-CEE 2019 conference a possibility

Alphonse Dr Aklamanu, Ghana Institute of Management and Public Administration (GIMPA)

Anna Albrechewicz-Slocinska, Czestochowa University of Technology

Houda Aleqedat, Szent István University

Khaloud Al-Sulaiti, Szent István University

Mina Nikolaeva Angelova, University of Plovdiv Paisii Hilendarski

Tudor Mugurel Aursulesei, “Alexandru Ioan Cuza” University of Iasi

Zoltan Bakonyi, Horvath & Partners Management Consultants

Yauheniya Barkun, Bialystok University of Technology

Joanna Bednarz, University of Gdansk

Ole Jakob Bergfjord, Western Norway University of Applied Sciences

Jurgita Bruneckiene, Kaunas University of Technology

Agnieszka Brzozowska, Wydzial Zarzadzania Uniwersytet Warszawski

Cristian Caraman, “Alexandru Ioan Cuza” University of Iasi

Aldis Chevers, Riga Technical University

Akvile Cibinskiene, Kaunas University of Technology

Dafnis N Coudounaris, University of Tartu

Ildiko Csapo, Szent István University

Marek Cwiklicki, Cracow University of Economics

Lina Dagilienė, Kaunas University of Technology

Lidia Danik, SGH Warsaw School of Economics

Nelly Daszkiewicz, Gdansk University of Technology

Bartosz Deszczyński, Poznan University of Economics and Business

Ratan Dheer, Eastern Michigan University

Zhonghui Ding, University of Ljubljana
Adam Dymitrowski, Poznan University of Economics and Business

Vytaute Dlugoborskyte, Kaunas University of Technology / Hamburg University of Technology

Diana Dryglas, AGH University of Science and Technology

Kęstutis Duoba, Kaunas University of technology

Ibrahim Halil Ergun, Szent István University

Remigiusz Gawlik, Cracow University of Economics

Agnieszka Glodowska, Cracow University of Economics

Andrea S. Gubik, University of Miskolc

Vipin Gupta, California State University San Bernardino

Alicja Hadrys, Poznan University of Economics and Business

Xinming He, Durham University

Qazi Muhammad Adnan Hye, Muhammad Ali Jinnah University

Zsolt Horbulak, Comenius University

Qihai Huang, Keele University

Andreja Jaklic, University of Ljubljana

Barbara Jankowska, Poznan University of Economics and Business

Jakub Janus, Cracow University of Economics

Malgorzata Jaworek, Nicolaus Copernicus University in Torun

Rita Juceviciene, Kaunas University of Technology

Ahmad Juratli, Szent István University

Michal Karas, Brno University of Technology

Vilma Karoblīne, Kaunas University of Technology

Blazenka Knezevic, University of Zagreb

Iris Kolesa, University of Ljubljana

Piotr Kopycinski, Cracow University of Economics

Aneta Maria Kosztowniak, Kazimierz Pulaski University of Technology and Humanities in Radom

Ádám Kovács, J. Selye University
Miklos Kozma, Carvinus University of Budapest
Anna Krejner-Nowecka, SGH Warsaw School of Economics
Pijus Kruminas, Visionary Analytics
Marina Kudinska, University of Latvia
Vilmante Kumpikaite-Valiuniene, Kaunas University of Technology
Aljaz Kuncic, United Nations
Daiva Laskiene, Kaunas University of Technology
Ewa Lechman, Gdansk University of Technology
Malgorzata Stefania Lewandowska, SGH Warsaw School of Economics
Xinchun Li, Sun Yat Sen University
Anna Lis, Gdansk University of Technology
Miklós Losoncz, Budapest Business School University of Applied Sciences
Marek Maciejewski, Cracow University of Economics
Iryna Maliatsina, LUT University
Andrzej Marjanski, University of Social Sciences
Adam Marszk, Gdansk University of Technology
Marek Matejun, Lodz University of Technology
Adam Michalik, Cracow University of Economics
Wioletta Mierzejewska, SGH Warsaw School of Economics
Jacek Mironski, SGH Warsaw School of Economics
Muhammad Shujaat Mubarik, Muhammad Ali Jinnah University
Felicia Naatu, University of Agder
Aleksandra Nacewska-Twardowska, University of Lodz
Zsolt Nemeskéri, University of Pécs
Samuel Anokye Nyarko, University of Agder and Université Libre de Bruxelles
Renata Orlowska, University Of Gdansk
Ronaldo Couto Parente, Florida International University
Bozena Pera, Cracow University of Economics
Monika Petraite, Kaunas University of Technology
Kristine Petrovska, University of Latvia
József Poór, J. Selye University
Ilma Pranciulyte-Bagdziuniene, Kaunas University of Technology
Asta Pundziene, Kaunas University of Technology
Łukasz Puślecki, Poznan University of Economics and Business
Sam Rahimzadeh Holagh, Islamic Azad University, Isfahan (Khorasegan) branch
Ginta Railyne, Kaunas University of Technology
Deimante Ramonaite, Kaunas University of Technology
Matevz Raskovic, Victoria University of Wellington
Ewa Rollnik-Sadowska, Bialystok University of Technology
Inna Romanova, University of Latvia
Dorota Roszkowska, University of Bialystok
Ramona Rupeika-Apoga, University of Latvia
Magdolina Sass, MTA KRTK
Deniss Sceulovs, Riga Technical University / Institute of Business Engineering and Management
Jurgita Sekliuckiene, Kaunas University of Technology
Ausrine Silenskyte, University of Vaasa
Lina Sineviciene, Kaunas University of Technology
Irina Solovjova, University of Latvia
Mohit Srivastava, University of Economics, Prague
Živilé Stankevičiūtė, Kaunas University of Technology
Michał Staszków, Poznan University of Economics
Krzysztof Stepaniuk, Bialystok University of Technology
Miklós Stocker, Corvinus University of Budapest
Alina Stundziene, Kaunas University of Technology
Conference Location. Santaka Valley

About
KTU Santaka Valley is a scientific research and development centre open for Lithuanian and foreign research and educational institutions, and business representatives. This centre is an essential link connecting innovative technologies and knowledge-intensive companies, embodying a synergy of scientific research, studies and practical implementation of ideas. The Valley consists of two interconnected parts – Science and Technology Centre and Technology Business Incubator.

Address:
Santaka Valley KTU Science, Technology and Business Centre
Baršausko g. 59, Kaunas 51423

Santaka Valley Map
**PROGRAM OVERVIEW**

“International Business in the Dynamic Environment: Changes in Digitalization, Innovation and Entrepreneurship”

September 25–27, 2019
Kaunas University of Technology, Lithuania
Santaka Valley – KTU, Science, Technology and Business Centre
Baršausko str. 59, Kaunas 51423

### WEDNESDAY, 25 SEPTEMBER 2019

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<tbody>
<tr>
<td>08.00–09.00</td>
<td>Registration</td>
<td>A228</td>
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<tr>
<td>09.00–11:00 (I part)</td>
<td>DOCTORAL COLLOQUIUM</td>
<td>Room A228</td>
<td>Daria Podmetina, Lappeenranta University of Technology</td>
<td>Pervez Ghauri, Birmingham Business School, William Newbury, Florida International University, Áron Perényi, Swinburne University of Technology, Max von Zedtwitz, Kaunas University of Technology, Žaneta Piligriminienė, Kaunas University of Technology, Vytautas Snieška, Kaunas University of Technology, Daiva Dumčiuvienė, Kaunas University of Technology, Monika Petraitė, Kaunas University of Technology</td>
</tr>
<tr>
<td>11.30–13.00 (II part)</td>
<td>AIB-CEE EXECUTIVE BOARD MEETING</td>
<td>Room A225</td>
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<tr>
<td>11.00–11.30</td>
<td>COFFEE BREAK</td>
<td>A228</td>
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<tr>
<td>13.00–14.00</td>
<td>LUNCH</td>
<td>A228</td>
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</tbody>
</table>
JIBP PAPER DEVELOPMENT WORKSHOP

Chair:

Sarianna Lundan (JIBP Editor-in-Chief), University of Bremen and Ilan Alon, University of Agder

Pre-admitted participants only. Coffee is provided (15.30-16.00)

JEEMS PAPER DEVELOPMENT WORKSHOP

Chair:

Thomas Steger (JEEMS Editor-in-Chief) and Piotr Trapczynski, Poznan University of Economics and Business

Pre-admitted participants only. Coffee is provided (15.30-16.00)

VISIT TO HIGH-TECH COMPANY ELINTA

Priority registration is required. Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas

EXCURSION “A DATE WITH ADAM MICKIEWICZ”

Priority registration is required. Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas

AIB-CEE 2019 OPENING PLENARY SESSION

Official opening and greetings:

Elijus Čivilis, Vice-Minister, Ministry of the Economy and Innovation of the Republic of Lithuania
Visvaldas Matijošaitis, Mayor, Kaunas City Municipality (tbc)
Jonas Čeponis, Vice-Rector, Kaunas University of Technology
Edita Gimžauskienė, Dean, School of Economics and Business, Kaunas University of Technology
Łukasz Puślecki, Chair of AIB-CEE Chapter, Poznan University of Economics and Business
Jurgita Sekliuckienė, AIB-CEE Chair for Program 2019, Kaunas University of Technology

SPECIAL SESSION

Keynote speaker:

Jan-Erik Vahlne, University of Gothenburg
“Digitalization, People and Multinational Business Enterprise Evolution”

COFFEE BREAK

SPECIAL SESSION

„Tensions and Opportunities in the Global Business Landscape“

Keynote speeches:

Ilan Alon, University of Agder
“Globalization of EM Firms: The Case of China”
Max von Zedtwitz, Kaunas University of Technology and Southern Denmark University
“Changes in the Global Landscape of Innovation – Some Myths, Some Realities”
Pervez Ghauri, University of Birmingham
“The Changing Landscape of International Business: The Impact of Populist Governments and BREXIT”

PANEL DISCUSSION

Moderator:

Monika Petraitė, Kaunas University of Technology

LUNCH
13.00–14:45  
1st Hall  
PANEL 1  
“Business and Academia Perspective on the Dynamic Environment”  
Chair:  
Mirosław Jarosiński, Warsaw School of Economics  
Discussant:  
Andreja Jaklič, University of Ljubljana  
Panelists:  
Tomas Jaskelevicius, CEO of Arginta Engineering, Lithuania  
Marius Kalanta, Enterprise Lithuania  
Davor Vuchkovski, University of Ljubljana  

PARALLEL SESSIONS 1–5 (see Detailed Program)  

Session #01  
Room A226  
Track 7. Session 1:  
Migrations, international HRM and cross-cultural management.  
SESSION CHAIR:  
József Poór, Szent István University, Hungary  

Session #02  
Room A225  
Track 11. Session 1:  
Innovation, knowledge management and entrepreneurship.  
SESSION CHAIR:  
Anna Lis, Gdańsk University of Technology  

Session #03  
3rd Hall  
Track 4. Session 1:  
International entrepreneurship, strategy, innovation and international family firms.  
SESSION CHAIR:  
Krzysztof Wach, Cracow University of Economics, Poland  

Session #04  
2nd Hall  
Track 6:  
International marketing: societies, markets and cultures.  
SESSION CHAIR:  
Agnieszka Głodowska, Cracow University of Economics, Poland  

Session #05  
Room A228  
Track 10: Digital economy and digital business: 4th Industrial Revolution.  
SESSION CHAIR:  
Kęstutis Duoba, Kaunas Duobas, Kaunas University of Technology, Lithuania  

14:45–15:15  
COFFEE BREAK  

15:15–17:00  
1st Hall  
PANEL 2  
“Academia, Business and Institutions (AIB): Challenges and Opportunities for Innovation Cooperation in the CEE region”  
Chair:  
Łukasz Puślecki, Chair of AIB-CEE Chapter, Poznan University of Economics  
Discussant:  
Mirosław Jarosiński, SGH Warsaw School of Economics  
Panelists:  
Agnieszka Głodowska, Cracow University of Economics  
Andreja Jaklič, University of Ljubljana  
Małgorzata Stefania Lewandowska, SGH Warsaw School of Economics  
Michał Staszków, Poznan University of Economics and Business  
Piotr Trąpczyński, Poznań University of Economics and Business  
Krzysztof Wach, Cracow University of Economics  

PARALLEL SESSIONS 6–10 (see Detailed Program)  

Session #06  
Room A226  
Track 7. Session 2:  
Migrations, international HRM and cross-cultural management.  
SESSION CHAIR:  
Vilmantė Kumpi-kaite-Viliūniene, Kaunas University of Technology, Lithuania  

Session #07  
Room A225  
Track 11. Session 2:  
Innovation, knowledge management and entrepreneurship.  
SESSION CHAIR:  
Jurgita Sekliuckienė, Kaunas University of Technology, Lithuania  

Session #08  
3rd Hall  
Track 8. Session 1:  
Regional cooperation and competitiveness of economies and industries.  
SESSION CHAIR:  
Erzsébet Czakó, Corvinus University of Budapest, Hungary  

Session #09  
Room A225  
Track 3:  
Internationalization of firms: from rethinking MNEs, to SMEs and BGs.  
SESSION CHAIR:  
Tila Vissak, University of Tartu, Estonia  

Session #10  
2nd Hall  
Track 9. Session 1:  
International economics, finance and accounting.  
SESSION CHAIR:  
Inna Romanova, University of Latvia
Established in 1921, the M. K. Čiurlionis National Museum of Art has turned into one of the oldest and largest art museums in Lithuania. It is the only place in the world with the creative legacy of the most famous Lithuanian artist, composer and public figure M. K. Čiurlionis (1875-1911). The paintings and graphics of this brilliant Lithuanian artist are exhibited in the modern renovated premises since 2003. In the Music Hall of the museum there is a possibility to listen to his music.

FRIDAY, 27 SEPTEMBER 2019

08.00-09.00 WELCOME COFFEE & REGISTRATION

08.00-09.00 RESEARCHERS' NETWORKING SESSION
3rd Hall
Chair:
Mirosław Jarosiński, Warsaw School of Economics
*Optional (only for those who are interested in cross-country collaboration)

09.00-10.30 PLENARY SESSION
1st Hall
William Newbury, Florida International University
“Building Corporate Reputations in Transition Economies: Overcoming Home Country and Other Barriers in a Digital World”
Takis Damaskopoulos, European Institute of Interdisciplinary Research (EIIR)
“Reflections on the Fourth Industrial Revolution: Inflection Point, Entropy, or Interregnum?”

10:30-11.00 COFFEE BREAK

11.00-12.30 MEET-THE-EDITORS SESSION
2nd Hall
Chair:
Krzysztof Wach, EBER (Editor-in-Chief), Cracow University of Economics
Discussant:
Tiia Vissak, Ph.D., University of Tartu
Panelists:
Sarianna Lundan, JIBP (Editor-in-Chief)
Pervez Ghauri, International Business Review (Editor-in-Chief)
Thomas Steger, JEEMS (Editor-in-Chief)
Desislava Dikova, Journal of East West Business (Editor-in-Chief)
Rūta Kazlauskaitė, Baltic Journal of Management (Editor-in-Chief)
Aistė Dovalienė, Engineering Economics (Executive Editor)
Pawel Korzynski, Journal of Management & Business Administration, Central Europe (JMBA.CE) (Editor-in-Chief)
Rasa Daugėlienė, European Integration Studies (Editor-in-Chief)

11.00-12.30 PANEL 3
1st Hall
“Digitization and Transformation of the Industry: Current State and Future Trends”
Chair:
Mantas Vilkas, Kaunas University of Technology
Panelists:
- Jurga Duobiene, Kaunas University of Technology
- Beata Sienauskienė, Kaunas University of Technology
- Takis Damaskopoulos, European Institute of Interdisciplinary Research (EIIR)

The session has received funding from European Social Fund (project No P-MIP-17-380) under grant agreement with the Research Council of Lithuania (LMTLT, No. S-MIP-17-128).

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<td>ROUND TABLE SESSION</td>
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<tr>
<td>Room A225</td>
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<tr>
<td></td>
<td>“Perspectives on Online International Business Education: Best Practices, Trends and Technologies”</td>
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<td>Chair: Ronaldo Parente, Florida International University</td>
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<td>Panelists: Bill Newbury, Florida International University</td>
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<td>David Wernick, Florida International University</td>
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<td>John Branch, University of Michigan</td>
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<tr>
<th>13.30–15:15</th>
<th>PARALLEL SESSIONS 11–15 (see Detailed Program)</th>
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<tr>
<td>Session #11</td>
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<td></td>
<td>Track 5. Session 1: Global value chains and developments in FDI and international trade.</td>
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<td>SESSION CHAIR: Andreja Jaklič, University of Ljubljana, Slovenia</td>
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<tr>
<td>Session #12</td>
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<td></td>
<td>Track 2: Developments in IB theory: from going international to designing international business models.</td>
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<tr>
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<td>SESSION CHAIR: Piotr Trąpczyński, Poznan University of Economics and Business, Poland</td>
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<tr>
<td>Session #13</td>
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<td>Track 4. Session 2: International entrepreneurship, strategy, innovation and international family firms.</td>
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<td>SESSION CHAIR: Blazenka Knezevic, University of Zagreb, Croatia</td>
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<tr>
<td>Session #14</td>
<td>Room A226</td>
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<td></td>
<td>Tracks 1 and 12: Research methods in international business: qualitative, quantitative and mix of methodologies; Teaching IB and networking in the CEE region.</td>
</tr>
<tr>
<td></td>
<td>SESSION CHAIR: Mirosław Jarosiński, Warsaw School of Economics, Poland</td>
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<tr>
<td>Session #15</td>
<td>Room A228</td>
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<td>SESSION CHAIR: Małgorzata Stefania Lewandowska, Warsaw School of Economics, Poland</td>
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<th>15.15–15:45</th>
<th>COFFEE BREAK</th>
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<tr>
<th>15.45–17:00</th>
<th>AIB-CEE CHAPTER DEVELOPMENT SESSION</th>
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<tr>
<td>1st Hall</td>
<td>Session Chair: Łukasz Puślecki, Chair of AIB-CEE Chapter, Poznan University of Economics</td>
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<td>Panelists: Erzsébet Czakó, Corvinus University of Budapest</td>
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<td>József Poor, Szent Istvan University</td>
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<td>Jurgita Sekliuckiene, Kaunas University of Technology</td>
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<td>Michał Staszków, Poznan University of Economics and Business</td>
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<td>Piotr Trąpczyński, Poznan University of Economics and Business</td>
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<td>Krzysztof Wach, Cracow University of Economics</td>
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</tbody>
</table>
### PARALLEL SESSIONS 16–19 (see Detailed Program)

| Session #16 | Room A228 | Track 9. Session 2: International economics, finance and accounting. | SESSION CHAIR: Alfreda Šapkauskienė, Vilnius University, Lithuania |
| Session #17 | Room A225 | Track 7. Session 3: Migrations, international HRM and cross-cultural management. | SESSION CHAIR: Alina Stundziene, Kaunas University of Technology, Lithuania |
| Session #18 | 3rd Hall | Track 8. Session 2: Regional cooperation and competitiveness of economies and industries. | SESSION CHAIR: Akvilė Čibinskiene, Kaunas University of Technology, Lithuania |

### CLOSING SESSION AND AWARDS CEREMONY

**17.00–17.30**

**1st Hall**

Session Co-Chairs:
- Jurgita Sekliuckienė, AIB-CEE Chair for Program 2019, Kaunas University of Technology
- Łukasz Puślecki, Chair of AIB-CEE Chapter, Poznan University of Economics and Business
- Blazenka Knezevic, University of Zagreb, Croatia (Presentation for the 2020 AIB-CEE conference in Zagreb)

### EXCURSION “LITVAK LANDSCAPE IN KAUNAS”

**18.00–20:00**

Meeting place: near central Post Office, Laisvės av. 102, Kaunas 44001
WEDNESDAY,
25 SEPTEMBER
2019
### 8.00–9.00
**REGISTRATION**

### 9.00–11:00
**Part 1**
**DOCTORAL COLLOQUIUM**

**Chair:**
Daria Podmetina, Lappeenranta University of Technology

**Faculty Panel:**
- Pervez Ghauri, Birmingham Business School
- William Newbury, Florida International University
- Áron Perényi, Swinburne University of Technology
- Max von Zedtwitz, Kaunas University of Technology
- Žaneta Piligriminienė, Kaunas University of Technology
- Vytautas Snieška, Kaunas University of Technology
- Daiva Dumčiuviienė, Kaunas University of Technology
- Monika Petraitė, Kaunas University of Technology

*Pre-admitted participants only*

### 11.00–11.30
**COFFEE BREAK**

### 11.30–13.00
**Part 2**
**AIB-CEE EXECUTIVE BOARD MEETING**

**Board members:**
- Lukasz Puslecki, Poznan University of Economics and Business (Chair of AIB-CEE Chapter)
- Erzsébet Czákó, Corvinus University of Budapest
- Andreja Jaklic, University of Ljubljana
- Mirosław Jarosiński, SGH Warsaw School of Economics
- Blaženka Knezevic, University of Zagreb, Croatia
- József Poór, Szent Istvan University
- Jurgita Sekliuckienė, Kaunas University of Technology
- Michał Staszkow, Poznan University of Economics and Business
- Piotr Trapczynski, Poznan University of Economics and Business
- Tiia Vissak, University of Tartu
- Krzysztof Wach, Cracow University of Economics

*Pre-admitted participants only*

### 13.00–14.00
**LUNCH**

### 14.00–17.30
**Room A226**
**JIBP PAPER DEVELOPMENT WORKSHOP**

**Chair:**
Sarianna Lundan (JIBP Editor-in-Chief), University of Bremen and Ilan Alon, University of Agder

*Pre-admitted participants only.*
*Coffee is provided (15.30–16.00)*
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<td>Coffee is provided (15:30–16:00)</td>
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<td>14:30–16:30</td>
<td>*Optional (1): VISIT TO HIGH-TECH COMPANY ELINTA</td>
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<td>Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas</td>
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<tr>
<td>14:30–16:30</td>
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THURSDAY,
SEPTEMBER 26
2019
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08.00–09.00</td>
<td>WELCOME COFFEE &amp; REGISTRATION</td>
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<tr>
<td>09.00–09.30</td>
<td>AIB-CEE 2019 OPENING PLENARY SESSION</td>
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<tr>
<td>1st Hall</td>
<td>Official opening and greetings:</td>
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<tr>
<td></td>
<td>Elijus Čivilis, Vice-Minister, Ministry of the Economy and Innovation of the Republic of Lithuania</td>
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<td>Visvaldas Matijošaitis, Mayor, Kaunas City Municipality(tbc)</td>
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<td>Jonas Ėčponis, Vice-Rector, Kaunas University of Technology</td>
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<td>Edita Gimžauskienė, Dean, School of Economics and Business, Kaunas University of Technology</td>
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<td></td>
<td>Žukasz Pušlecki, Chair of AIB-CEE Chapter, Poznan University of Economics and Business</td>
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<td>Jurgita Sekliuckienė, AIB-CEE Chair for Program 2019, Kaunas University of Technology</td>
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<tr>
<td>09.30–10.15</td>
<td>SPECIAL SESSION</td>
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<tr>
<td>1st Hall</td>
<td>Keynote speaker:</td>
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<td></td>
<td>Jan-Erik Vahlne, University of Gothenburg</td>
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<tr>
<td></td>
<td>“Digitalization, People and Multinational Business Enterprise Evolution”</td>
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<tr>
<td>10.15–10.30</td>
<td>COFFEE BREAK</td>
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<td>10.30–12.00</td>
<td>SPECIAL SESSION</td>
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<tr>
<td>1st Hall</td>
<td>Keynote speeches:</td>
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<tr>
<td></td>
<td>Ilan Alon, University of Agder</td>
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<td></td>
<td>“Globalization of EM Firms: The Case of China”</td>
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<td></td>
<td>Max von Zedtwitz, Kaunas University of Technology and Southern Denmark University</td>
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<td>“Changes in the Global Landscape of Innovation – Some Myths, Some Realities”</td>
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<td>Pervez Ghauri, University of Birmingham</td>
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<td>“The Changing Landscape of International Business: The Impact of Populist Governments and BREXIT”</td>
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<td>PANEL DISCUSSION</td>
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<td>Moderator:</td>
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<td>Monika Petraitė, Kaunas University of Technology</td>
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<tr>
<td>12.00–13.00</td>
<td>LUNCH</td>
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<td>13.00–14:45</td>
<td>PANEL 1</td>
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<td>1st Hall</td>
<td>“Business and Academia Perspective on the Dynamic Environment”</td>
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<td>Chair:</td>
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<td>Miroslaw Jarosinski, Warsaw School of Economics</td>
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<td>Discussant:</td>
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<td>Andreja Jaklic, University of Ljubljana</td>
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<td>Panelists:</td>
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<td></td>
<td>Tomas Jaskelevicius, CEO of Arginta Engineering, Lithuania</td>
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<td>Marius Kalanta, Enterprise Lithuania</td>
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<td>Davor Vuchkovski, University of Ljubljana</td>
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</table>
PARALLEL SESSIONS 1–5

Session 1 – Competitive

Track 7. Session 1: Migrations, international HRM and cross-cultural management.

Session Chair:
József Poór, Szent István University, Hungary

Microfoundations of Lateral Collaboration in MNC: The Case of Finnish, Russian, and Indian Units Working on a Global Virtual Project
Ausrine Silenskyte (University of Vaasa)

The Role of Indulgence Versus Restraint as Cultural Hofstede Dimension on Corporate Performance
Houda Aleqedat (Szent Istvan University)

József Poór (J. Selye University)
Allen D. Engle (Eastern Kentucky University)
Ádám Kovács (J. Selye University)
Anna Albrechwicz-Slocinska (Czestochowa University of Technology)
Zdeněk Čaha (Institute of Technology and Business in České Budějovice)
Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology)
Zsolt Horbulák (Comenius University)

The Role of E-Government in Enhancing the Organizational Efficiency. Literature Review: The Third World Country, the Financial and Investment Sector
Ahmad Juratli (Szent Istvan University, Godollo)

The Concept of ‘Talent’ in the Labour Management Perspective – The Bibliometric Analysis of Literature
Yauheniya Barkun (Bialystok University of Technology)
Ewa Rollnik-Sadowska (Bialystok University of Technology)
Ewa Glinska (Bialystok University of Technology)

Session 2 – Competitive

Track 11. Session 1: Innovation, knowledge management and entrepreneurship.

Session Chair:
Anna Lis, Gdansk University of Technology

Subsidiaries’ Dual Embeddedness and Innovation-Related Competitive Advantage. Evidence from Selected European Union Countries
Małgorzata Stefania Lewandowska (Warsaw School of Economics)
Tomasz Golebiowski (Warsaw School of Economics)
Małgorzata Rószkiewicz (Warsaw School of Economics)

Multitasking and Its Effects on Individual and Organisational Performance in KIBS
Inese Suija-Markova (Riga Technicall University)
Liene Briede (Riga Technical University)
Elina Gaile-Sarkane (Riga Technical University)
Iveta Ozolina-Ozola (Riga Technical University)
Social Franchising: Achieving a Mission-Driven Shared Identity in Micro-Franchising
  Felicia Naatu (University of Agder)
  Ilan Alon (University of Agder)
  Rehema Uwamahoro (University of Rwanda)

Linking Individual Competencies and Innovation Performance in SMEs: The Mediating Role of Organizational Open Innovation Capabilities
  Ilma Pranciulyte-Bagdziuniene (Kaunas University of Technology)
  Monika Petraite (Kaunas University of Technology)
  Iryna Maliatsina (Lappeenranta University of Technology)
  Daria Podmetina (Lappeenranta University of Technology)

The Influence of Human Resource Management (HRM) Practices on Knowledge Sharing in ERP Implementation
  Alphonse Aklamanu (Ghana Institute of Management and Public Administration [GIMPA])

High Growth Entrepreneurship: Understanding the Interactive Effect of Regulations and Culture
  Ratan Dheer (Eastern Michigan University)
  Len Treviño (Florida Atlantic University)

Session 3 – Competitive

Track 4. Session 1: International entrepreneurship, strategy, innovation and international family firms.

Session Chair: Krzysztof Wach, Cracow University of Economics, Poland

Succession in Family Firms, Success in Internationalisation? The Impact of Management Succession on the Internationalisation of Family Firms in Hungary
  Tician Baranyai (Corvinus University of Budapest)
  Miklós Kozma (Corvinus University of Budapest)

Internationalization Patterns of Polish Family High-Tech Firms
  Nelly Daszkiewicz (Gdansk University of Technology)

Survival of Hungarian International New Ventures
  Miklós Stocker (Corvinus University of Budapest)

Entrepreneurial Marketing Communication – Qualitative Study of Polish, Italian and Finnish INVs
  Lidia Danik (Warsaw School of Economics)
  Izabela Kowalik (Warsaw School of Economics)
  Katarzyna Kowalska (Warsaw School of Economics)

Mechanisms of Overcoming Distance in International Business: An Exploratory Study of Firms from a Post-Transition Economy
  Mariola Ciszewska-Mlinaric (Kozminski University)
  Piotr Trapczynski (Poznan University of Economics and Business)
  Piotr Wojcik (Kozminski University)

Addressing Challenges on the Ground: Mechanisms of Responding to Psychic Distance. A Study of Chinese MNEs in Poland
  Mariola Ciszewska-Mlinarić (Kozminski University)
  Ilona Hunek (Kozminski University)
  Richard (Mingchun) Cao (Kozminski University)
Opportunity-Based View for Analyzing Challenges in Startup Development: A Study on Technology-Based Startups

Jurgita Sekliuckiene (Kaunas University of Technology)
Rimgaile Vaitkiene (Kaunas University of Technology)
Rita Jujuviceiene (Kaunas University of Technology)
Monika Petraite (Kaunas University of Technology)
Jurgita Ginuniene (Kaunas University of Technology)
Daiva Koponen (Kaunas University of Technology)

Business Models and Firm Internationalisation: Towards a Research Agenda

Marian Gorynia (Poznan University of Economics and Business)
Piotr Trapczynski (Poznan University of Economics and Business)
Szymon Bytniewski (Poznan University of Economics and Business)

Session 4 – Competitive

Track 6: International marketing: societies, markets and cultures.

Session Chair:
Agnieszka Głodowska, Cracow University of Economics, Poland

The Maturity of Corporate Relationship Management and Firm Performance – A Step towards Relationship Management Mid-Range Theory

Bartosz Deszczynski (Poznan University of Economics and Business)
Maciej Beresewicz (Poznan University of Economics and Business)

Gender Inequality and Lending to Women: The Moderating Effect of Internationalization

Samuel Anokye Nyarko (University of Agder and Université Libre de Bruxelles)

Differences of X and Y Generation in Online Book Purchasing

Blazenka Knezevic (University of Zagreb)
Martina Falat (University of Zagreb)
Ines Sosa Mestrovic (University of Zagreb)

An Empirical Examination of the Use of Linguistics in the Creation of Global Brand Names

Newell Wright (North Dakota State University)
Val Larsen (James Madison University)

Pitfalls in Writing a Good Paper in International Business and Export Marketing: The case of International Journal of Export Marketing

Dafnis N Coudounaris (University of Tartu)

Session 5 – Competitive

Track 10: Digital economy and digital business: 4th Industrial Revolution.

Session Chair:
Kęstutis Duoba, Kaunas University of Technology, Lithuania
Designing for the Fourth Industrial Revolution in Business
Arnesh Telukdarie (University of Johannesburg)

Circular Economy and Industry 4.0 Relationships: One-Way or Two-Way?
Marek Cwiklicki (Cracow University of Economics)
Magdalena Wojnarowska (Cracow University of Economics)

What is Driving the Sharing Economy as a Perspective Business Model?
Vilma Karobiliene (Kaunas University of Technology)
Vaida Pilinkiene (Kaunas University of Technology)

Enabling Technologies and Dynamic Capabilities: The Case of the US Healthcare Industry
Asta Pundziene (Kaunas University of Technology)
Sohvi Heaton (LMU)
David Teece (UC Berkeley)

Financial Modelling Trends for Production Companies in Industry 4.0 Mist
Inga Kartanaite (Kaunas University of Technology)
Rytis Krušinskas (Kaunas University of Technology)

Assessing Employee Readiness for Industry 4.0 Using Intelligent Career Framework
Živilė Stankevičiūtė (Kaunas University of Technology)
Eglė Staniskienė (Kaunas University of Technology)
Asta Daunorienė (Kaunas University of Technology)

Evaluation of Digital Marketing Impact on Sales Growth of Small and Medium Enterprises: Case of Latvia
Deniss Sceulovs (Riga Technical University/Institute of Business Engineering and Management)
Vyacheslav Lisenkov (Riga Technical University/Institute of Business Engineering and Management)
Viktorija Babica (Riga Technical University/Institute of Business Engineering and Management)

Factors of Trust in Advanced Analytics in Central Europe
Zoltan Bakonyi (Horvath & Partners Management Consultants)

14:45–15:15 COFFEE BREAK

15:15–17:00 PANEL 2
1st Hall

“Academia, Business and Institutions (AIB): Challenges and Opportunities for Innovation Cooperation in the CEE region”

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

Discussant:
Mirosław Jarosiński, SGH Warsaw School of Economics

Panelists:
Agnieszka Głodowska, Cracow University of Economics
Andreja Jaklič, University of Ljubljana
Małgorzata Stefania Lewandowska, SGH Warsaw School of Economics
Michał Staszków, Poznan University of Economics and Business
Piotr Trąpczyński, Poznan University of Economics and Business
Krzysztof Wach, Cracow University of Economics
PARALLEL SESSIONS 6–10

Session 6 – Competitive

Track 7. Session 2: Migrations, international HRM and cross-cultural management.

Session Chair:
Vilmantė Kumpikaitė-Valiūnienė, Kaunas University of Technology, Lithuania

Migration and Mobility Issues in Hungary and Slovakia Based on an Empirical Baseline Research Conducted in Hungary and in Slovakia
József Poór (Szent István University)
Ineta Žičkutė (Kaunas University of Technology)
Judit Suhajda Csilla (Szent István University)
Valentinyi Klára Veresné (Szent István University)
Kristóf Csizmadia (J. Selye University)
Andrea Visztenvelt (Szent István University)

Burnout of Migrant and Non-Migrant Entrepreneurs: Pilot Study of Italians Owning Restaurants
Vilmante Kumpikaite-Valiuniene (Kaunas University of Technology)
Alberto Salvatoni (Università degli studi di Bergamo)
Matteo Pullega (Università degli studi di Bergamo)
Ineta Žičkutė (Kaunas University of Technology)

Migration Challenges and Human Resource Management: A Research on Tolerance and Sensitivity in Hungary
Zsolt Nemeskéri (University of Pécs)
Iván Zádori (University of Pécs)
Zoltán Huszár (University of Pécs)

Assessment of the Impact of Income Inequality on Population's Migration
Daiva Laskiene (Kaunas University of Technology)
Ineta Zykiene (Kaunas University of Technology)
Paulina Verdnikovaite (Kaunas University of Technology)

To Be or Not to Be: How Migrant Entrepreneurs Balance Social Embeddedness for Opportunity Identification?
Qihai Huang (Keele University)
Xinchun Li (Sun Yat Sen University)
Wenping Ye (Jinan University)

Session 7 – Competitive

Track 11. Session 2: Innovation, knowledge management and entrepreneurship.

Session Chair:
Jurgita Sekliuckienė, Kaunas University of Technology, Lithuania

Transformational Competence of Organization
Jolanta Zemguliene (Vilnius University)
Mantas Valuokonis (Kaunas University of Technology)

R&D Intensive Entrepreneurial Growth in Transition Country: Longitudinal Case Study
Monika Petraitė (Kaunas University of Technology)
Vytaute Długoborskytė (Kaunas University of Technology, Hamburg University of Technology)
Irma Bagdoniene (Kaunas Science and Technology Park)
Technological Capability and Absorptive Capacity Dynamics through Cluster Organizations
Anna Lis (Gdansk University of Technology)
Malgorzata Rozkwitalska (WSB University in Gdansk)

Development of Bio-Based Economy: Entrepreneurial Endeavours and Innovation across Bulgarian Wine Industry
Mina Nikolaeva Angelova (University of Plovdiv Paisii Hilendarski)
Daniela Dobreva Pastarmadzhieva (University of Plovdiv Paisii Hilendarski)

Session 8 – Competitive

Track 8. Session 1: Regional cooperation and competitiveness of economies and industries.

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

Sticky Places for Foreign Subsidiaries in the Realm of Industry 4.0 – The Case of the Aviation Valley in Poland
Barbara Jankowska (Poznan University of Economics and Business)

Logistics Sector Impact on Sustainable Economic Development: Concept and Indicators
Akvile Cibinskiene (Kaunas University of Technology)
Deimante Šulskyte (Kaunas University of Technology)

The European Automotive Industry in the Wake of Industry 4.0 and Brexit
Gabriella Tabajdi (University of Szeged)

Manufacturing and Services Interactions in Global Value Chains: Are There Any Differences Between ‘Old’ and ‘New’ EU Member States?
Stare Metka (University of Ljubljana)
Andreja Jaklic (University of Ljubljana)
Klemen Knez (University of Ljubljana)

Assessment of Manufacturing Globalisation of a Small Country
Rozita Susniene (Kaunas University of Technology)
Irena Pekarskiene (Kaunas University of Technology)
Dzintra Atstaja (BA School of Business and Finance)

Employee Relations in Asian Subsidiaries in Hungary: Home or Host Country Factors Dominate?
Magdolina Sass (MTA KRTK)
Andrea Gubik (University of Miskolc)
Ágnes Szunomár (MTA KRTK)
Shobha Kiran (MTA KRTK)

Sustainable Energy Consumption in Public Buildings: The Significance of Occupants’ Behaviour
Akvile Cibinskiene (Kaunas University of Technology)
Daiva Dumciuviene (Kaunas University of Technology)
Meda Andrijauskiene (Kaunas University of Technology)
Session 9 – Competitive

Track 3: Internationalization of firms: from rethinking MNEs, to SMEs and BGs.

Session Chair:
Tiia Vissak, University of Tartu, Estonia

The Role of Networking in Internationalization of Czech Firms: Effect of Industry and Environmental Uncertainty
Mohit Srivastava (University of Economics, Prague)
Ladislav Tyll (University of Economics, Prague)

The Use of Organizational Learning Practices in Start-ups Growth
Viktorija Baltrunaite (Kaunas University of Technology)
Jurgita Sekliuckiene (Kaunas University of Technology)

Internationalization Trends in Hungary from the Point of View of SMEs
Miklós Losoncz (Budapest Business School University of Applied Sciences)

Cross Borders Mergers and Acquisitions (CBMA) Through Exaptation: Does Domestic Geographical Dispersion Matter?
Muhammad Shujaat Mubarik (Muhammad Ali Jinnah University)
Qazi Muhammad Adnan Hye (Muhammad Ali Jinnah University)

Strategic Responses to Institutional Pressures in International Retailing: An Exploratory Framework
Alphonse Dr Aklamanu (Ghana Institute of Management and Public Administration (GIMPA))

Session 10 – Competitive


Session Chair:
Inna Romanova, University of Latvia

The Impact of an Aging Population and Social Stratification: The Latvian Case
Ramona Rupeika-Apoga (University of Latvia)
Inna Romanova (University of Latvia)
Larisa Bule (University of Latvia)
Yannis E. Thalassinos (Gulf University for Science and Technology)

Financialization: Curse or Salvation? The Case of Latvia, a Small and Post-Transition Economy
Joanna Stawska (University of Lodz)
Ramona Rupeika-Apoga (University of Latvia)
Maciej Malaczewski (University of Lodz)
Iwona D. Czechowska (University of Lodz)
Fatima Sol Murta (University of Coimbra)

Minority Shareholder Protection and Firm Performance: Evidence from Europe
Michael Louis Troilo (The University of Tulsa)
Svetlana Orlova (The University of Tulsa)
The Relationship between the European Union’s Economic Power Status and the Economic Convergence of the Member States
Tudor Mugurel Aursulesei (Alexandru Ioan Cuza University of Iasi)
Stefan Catalin Topliceanu (Alexandru Ioan Cuza University of Iasi)
Liviu George Maha (Alexandru Ioan Cuza University of Iasi)

Initial Coin Offerings (ICOs): Success Drivers of Innovative Financing Mechanism
Alfreda Šapkauskienė (Vilnius University)
Ingrida Višinskaite (Kaunas University of Technology)

Corporate Social Responsibility and Age of Productivity: Upper Echelon Prospective
Qaiser Rafique Yasser (Centre for Rural Economy, Planning Commission)
Saiqa Yameen (City School (Group Head Office))

17.30–19.30 *Optional:
EXCURSION “KAUNAS CITY TOUR”
Meeting place: Kaunas castle, Pilies str. 17, Kaunas 44275

19.30–22.30 GALA DINNER


Established in 1921, the M. K. Čiurlionis National Museum of Art has turned into one of the oldest and largest art museums in Lithuania. It is the only place in the world with the creative legacy of the most famous Lithuanian artist, composer and public figure M. K. Čiurlionis (1875-1911). The paintings and graphics of this brilliant Lithuanian artist are exhibited in the modern renovated premises since 2003. In the Music Hall of the museum there is a possibility to listen to his music.
FRIDAY, SEPTEMBER 27, 2019
08.00–09.00  Welcome Coffee & Registration

08.00–09.00  Researchers’ Networking Session
3rd Hall

Chair:
Miroslaw Jarosinski, Warsaw School of Economics

*Optional (only for those who are interested in cross-country collaboration)

09.00–10:30  Plenary Session
1st Hall

William Newbury, Florida International University
“Building Corporate Reputations in Transition Economies: Overcoming Home Country and Other Barriers in a Digital World”

Takis Damaskopoulos, European Institute of Interdisciplinary Research (EIIR)
“Reflections on the Fourth Industrial Revolution: Inflection Point, Entropy, or Interregnum?”

10:30–11.00  Coffee Break

11.00–12.30  Meet-the-Editors Session
2nd Hall

Chair:
Krzysztof Wach, EBER (Editor-in-Chief), Cracow University of Economics

Discussant:
Tiia Vissak, Ph.D., University of Tartu

Panelists:
Sarianna Lundan, JIBP (Editor-in-Chief)
Pervez Ghauri, International Business Review (Editor-in-Chief)
Thomas Steger, JEEMS (Editor-in-Chief)
Desislava Dikova, Journal of East West Business (Editor-in-Chief)
Ruta Kazlauskaitė, Baltic Journal of Management (Editor-in-Chief)
Aistė Dovalienė, Engineering Economics (Executive Editor)
Pawel Korzynski, Journal of Management & Business Administration. Central Europe (JMBA.CE) (Editor-in-Chief)
Rasa Daugėlienė, European Integration Studies (Editor-in-Chief)

11.00–12.30  Panel 3
1st Hall

“Digitization and Transformation of the Industry: Current State and Future Trends”

Chair:
Mantas Vilkas, Kaunas University of Technology

Panelists:
Jurga Duobiene, Kaunas University of Technology
Beata Šeinauskienė, Kaunas University of Technology
Takis Damaskopoulos, European Institute of Interdisciplinary Research (EIIR)

The session has received funding from European Social Fund (project No P-MIP-17-380) under grant agreement with the Research Council of Lithuania (LMTLT, No. S-MIP-17-128).

12.30–13.30  Lunch
ROUND TABLE SESSION

PANEL 4

“Perspectives on Online International Business Education: Best Practices, Trends and Technologies”

Chair:
Ronaldo Parente, Florida International University

Panelists:
Bill Newburry, Florida International University
David Wernick, Florida International University
John Branch, University of Michigan

PARALLEL SESSIONS 11-15

Session 11 – Competitive

Track 5. Session 1: Global value chains and developments in FDI and international trade.

Session Chair:
Andreja Jaklič, University of Ljubljana, Slovenia

Contemporary Trade Disputes over Renewable Energy - The Case of the Solar Photovoltaic Sector
Bozena Pera (Cracow University of Economics)
Agnieszka Hajdukiewicz (Cracow University of Economics)

Moldova’s Inflow of Foreign Direct Investments and Its Contribution to the Export Creation and Increasing Competitiveness
Cristian Caraman (Alexandru Ioan Cuza University of Iasi)
Cristin Murafa (Alexandru Ioan Cuza University of Iasi)
Liviu George Maha (Alexandru Ioan Cuza University of Iasi)

Global Value Chains, Skills and Innovation Activities in Firms: Conceptual Issues
Pijus Kruminas (Visionary Analytics)
Agne Paliokaite (Visionary Analytics)
Žilvinas Martinaitis (Visionary Analytics)
Marek Tiits (Institute of Baltic Studies)

Export and Productivity in Global Value Chains: Comparative Evidence from Latvia and Estonia
Konstantins Benkovskis (SSE Riga, Bank of Latvia)
Jaan Masso (University of Tartu)
Olegs Tkacevs (Bank of Latvia)
Priit Vahter (University of Tartu)
Naomitsu Yashiro (OECD)

Chinese FDI in East Central Europe
Magdolina Sass (MTA KRTK)

The Macroeconomic Behavior in the Baltic States: Pre- and Post- Accession to the EU Approach
Deimante Ramonaite (Kaunas University of Technology)
Vaida Pilinkiene (Kaunas University of Technology)
Alina Stundziene (Kaunas University of Technology)

Dasol Sim (Florida International University)
Ronaldo Couto Parente (Florida International University)

Poland’s Participation in Global Value Chains

Aleksandra Nacewska-Twardowska (University of Łódź)

Session 12 – Competitive

Track 2: Developments in IB theory: from going international to designing international business models.

Session Chair:
Piotr Trąpczyński, Poznań University of Economics and Business, Poland

Imperfection of the WTO as a Hazard for International Business

Krystyna Zoladkiewicz (University of Gdańsk)
Renata Orlowska (University of Gdańsk)

The Signification of Trade and Investment Activity of Foreign-Owned Companies in CEE Countries, with Particular Reference of Poland

Aneta Maria Kosztowniak (Kazimierz Pulaski University of Technology and Humanities in Radom)

Outward and Inward Internationalisation and Innovativeness of Firms in Poland

Maja Szymura-Tyc (University of Economics in Katowice)

Re-Internationalization: Four Cases

Tiia Vissak (University of Tartu)
Barbara Francioni (University of Urbino “Carlo Bo”)

Entrepreneurial Orientation and Innovation as Drivers of Internationalization of Businesses from Large Emerging Economies

Krzysztof Wach (Cracow University of Economics)
Agnieszka Głodowska (Cracow University of Economics)
Marek Maciejewski (Cracow University of Economics)

Development Determinants of Polish Foreign Direct Investment in the United States

Małgorzata Jaworek (Nicolaus Copernicus University in Torun)
Magdalena Kuczmarska (Nicolaus Copernicus University in Torun)
Marcin Kuzel (Nicolaus Copernicus University in Torun)

Session 13 – Competitive

Track 4. Session 2: International entrepreneurship, strategy, innovation and international family firms.

Session Chair:
Blazenka Knezevic, University of Zagreb, Croatia

Export Performance Determinants: What Do We Know and What Should We Know?
Piotr Trąpczyński (Poznan University of Economics and Business)
Krystian Barlozewski (Warsaw School of Economics)
Influence of Innovation on Startups’ Export Performance in CEE and Central Asia Countries
   Adam Michalik (Cracow University of Economics)
   Krystian Bigos (Cracow University of Economics)

Eco Innovation and Economic Performance of European Union Enterprises. Does Internationalisation Mediates This Link?
   Małgorzata Stefania Lewandowska (Warsaw School of Economics)
   Tomasz Golebiowski (Warsaw School of Economics)
   Małgorzata Rószkiewicz (Warsaw School of Economics)

Internationalisation Strategy of Family-Owned Business Groups – LPP Case Study
   Wioletta Mierzejewska (Warsaw School of Economics)
   Anna Krejner-Nowecka (Warsaw School of Economics)

Exploring how managers in Central European countries adapt their leadership practices to the business environment
   Áron Perényi (Swinburne University of Technology)
   Christopher Selvarajah (Swinburne University of Technology)
   Janusz Tanas (Australian Catholic University)
   Zuzana Tucková (Tomas Bata University in Zlín)
   Brigitta Bozó (Budapest University of Technology)
   Anna Odrowaz-Coates (Maria Grzegorzewska University in Warsaw)
   Mária Seková (Matej Bel University, Banská Bystrica)

How to Optimize Innovation Management Processes in International Business? Managerial Skill Set and Organizational Capabilities to Benefit from Open Innovation Ecosystem
   Dorota Roszkowska (University of Białystok)

Analysis and Assessment of Employee Competences in Polish Therapeutic Enterprises
   Diana Dryglas (AGH University of Science and Technology)

Session 14 – Competitive

Tracks 1 and 12: Research methods in international business: qualitative, quantitative and mix of methodologies; Teaching IB and networking in the CEE region.

Session Chair:
   Mirosław Jarosiński, Warsaw School of Economics, Poland

Use of Multimedia in IB Teaching: An Empirical Study Comparing Lecturer and Student Perceptions and Expectations
   Filip De Beule (University of Leuven)
   Andreja Jaklic (University of Ljubljana)
   Aleksandra Kania (Poznan University of Economics and Bussiness)
   Katarzyna Mroczek-Dabrowska (Poznan University of Economics and Bussiness)
   Nukhet Vardar (EI Izi Communications Consultancy UK Limited)
   Hinrich Voss (Leeds University Business School)

Network Generation Students: Lateral Profiles and Digital Skills
   Emil Velinov (Skoda Auto University)
   Igor Denisov (Russian University of Economics-Plekhanov)

The Power of Crowd for Business Data-Driven Visualization Analysis
   Iryna Maliatsina (LUT University)
   Jaan-Paulli Kimpimäki (LUT University)
Session 15 – Competitive


Session Chair: Malgorzata Stefania Lewandowska, Warsaw School of Economics, Poland

Integrated Model for Team Innovativeness Prediction: How the Team Diversity and the Change of Team Composition Determine Its Innovation Outcomes

Vytaute Dlugoborskyte (Kaunas University of Technology, Hamburg University of Technology)
Monika Petraite (Kaunas University of Technology)

China’s Innovation Capacity and Its Convergence towards the European Union

Arkadiusz Michal Kowalski (Collegium of World Economy, SGH Warsaw School of Economics)
Agnieszka McCabe (Collegium of World Economy, SGH Warsaw School of Economics)

Organizations’ Sustainable Human Resource Management Practices that Encourage Innovative Work Behavior in Industry 4.0

Urtė Ciganė (Kaunas University of Technology)
Živilė Stankevičiūtė (Kaunas University of Technology)

Prioritizing Dimensions of International Entrepreneurial Eco-System: A Proposed Framework

Qazi Muhammad Adnan Hye (Muhammad Ali Jinnah University)
Muhammad Shujaat Mubarik (Muhammad Ali Jinnah University)

COFFEE BREAK

AIB-CEE CHAPTER DEVELOPMENT SESSION

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

Panelists:
Erzsébet Czakó, Corvinus University of Budapest
Andreja Jaklic, University of Ljubljana
Mirosław Jarosinski, SGH Warsaw School of Economics
Blazenka Knezevic, University of Zagreb, Croatia
József Poor, Szent Istvan University
Jurgita Sekliūckienė, Kaunas University of Technology
Michał Staszków, Poznan University of Economics and Business
Piotr Traczynski, Poznan University of Economics and Business
Tiia Vissak, University of Tartu
Krzysztof Wach, Cracow University of Economics

PARALLEL SESSIONS 16-19

Session 16 – Competitive


Session Chair:
Alfreda Šapkauskienė, Vilnius University, Lithuania
Reassessment of the Tax System in the Context of Sustainable Development
Lina Sineviciene (Kaunas University of Technology)

Using Granger Causality to Determine Interconnectedness in Unlisted Banking Markets
Kristine Petrovska (University of Latvia)

Testing Loan Performance in Online Lending Case
Ginta Railiene (Kaunas University of Technology)

Cash Flows Indicators in Predicting Financial Distress
Michal Karas (Brno University of Technology)
Mária Režnáková (Brno University of Technology)

Facilitation of Legal Trade: Implementation of AEO
Aldis Chevers (Riga Technical University)
Aivars Gulbis (Riga Technical University)
Normunds Rudzitis (Riga Technical University)

Session 17 – Competitive

Track 7. Session 3: Migrations, international HRM and cross-cultural management.

Session Chair:
Alina Stundžienė, Kaunas University of Technology, Lithuania

Human Resource Management in Serbian Railways: Challenges and Perspectives
Emil Velinov (Skoda Auto University)
Vasko Vassilev (University of Transport in Sofia-Kableshkov)

Organizational Behavior and Its Impact on Management Case Study: Integration of the Ministry of Youth and Sports, and the Ministry of Arts and Culture in Qatar
Khaloud Al-Sulaiti (Szent Istvan University)

Management Consulting – Trends, Tendencies and Challenges in Europe 2006–2018
Ildiko Csapo (Szent Istvan University)
Ibrahim Halal Ergün (Szent Istvan University)

Youth Employment in Lithuania: Experience, Satisfaction and Causes of Unemployment
Alina Stundziene (Kaunas University of Technology)
Vilda Giziene (Kaunas University of Technology)
Vytautas Barkauskas (Kaunas University of Technology)

An Investigation of Top Management Teams’ National Career Patterns in the Age of Globalization – Evidence from Eastern Europe
Anja Wilden (Leipzig Graduate School of Management)
Session 18 – Competitive

Track 8. Session 2: Regional cooperation and competitiveness of economies and industries.

Session Chair:
Akvilė Čibinskienė, Kaunas University of Technology, Lithuania

Quantum Theory and Artificial Intelligence in Economic Development Patterns: Theoretical Insights
Jurgita Bruneckienė (Kaunas University of Technology)
Robertas Jucevicius (Kaunas University of Technology)
Mantas Lukauskas (Kaunas University of Technology)
Jonas Rapsikevicius (Kaunas University of Technology)
Ineta Zykiene (Kaunas University of Technology)

Just Look behind the Data! Czech and Hungarian Outward Foreign Direct Investment and Multinationals Compared
Magdolna Sass (MTA KRTK)
Jana Vlckova (University of Economics, Prague)

Investment Promotion (Policy) – between Targeted and Generic Approaches
Pawel Capik (University of the West of England)

Session 19 – POSTERS’ SESSION

A Conceptual Framework for Studying Innovation Cooperation Performance
Piotr Trapczynski (Poznan University of Economics and Business)
Łukasz Pusiecki (Poznan University of Economics and Business)
Michal Staszków (Poznan University of Economics and Business)

Assessment of the Impact and Quality of Research – Insights for South East Asian Countries
Arkadiusz Michal Kowalski (Collegium of World Economy, SGH Warsaw School of Economics)
Lidia Danik (Warsaw School of Economics)
Małgorzata Stefania Lewandowska (Warsaw School of Economics)

SESSION AND AWARDS CEREMONY

Session Co-Chairs:
Jurgita Sekliuckienė, AIB-CEE Chair for Program 2019, Kaunas University of Technology
Łukasz Pusiecki, Chair of AIB-CEE Chapter, Poznan University of Economics and Business
Blazenka Knezevic, University of Zagreb, Croatia (Presentation for the 2020 AIB-CEE conference in Zagreb)

*Optional (1):
EXCURSION “LITVAK LANDSCAPE IN KAUNAS”

Meeting place: near central Post Office, Laisvės av. 102, Kaunas 44001
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AIB-CEE 2019 IN NUMBERS

Authors by Country
Number of authors and co-authors 283
Submissions by country 23
Authors’ geography by country 36
Registered participants 154

Submissions & Presentations
Number of Plenary Sessions 2
Number of Panel Sessions 4
Number of Special Sessions 3
Number of Submissions 116
Number of Accepted Submissions 108
Overall Acceptance Rate 93.1%
Prie-conference Activities 2 Paper development workshops, 1 doctoral colloquium
Competitive paper sessions 18
Poster sessions 1

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6TH AIB – CEE Chapter Annual Conference on
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