

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

6TH AIB-CEE CONFERENCE BOOKLET

<https://aibcee2019.ktu.edu/>



SSID: 6th-AIB-CEE-2019
Password: Kaunas-2019

Find out more about us:
aibcee2019.ktu.edu

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

Edited by:

Prof. Dr. Jurgita Sekliuckiene

Dr. Rozita Susniene

Assoc. prof. dr. Rimante Hopeniene

PhD student Inga Kartanaite

Designed by:

Emile Vaitkunaite

© Publishing House "Technologija"

Studentų 54, LT-51424, Kaunas

C O N T E N T S

ORGANIZERS & HOSTS	4
The Academy of International Business (AIB)	4
AIB-CEE Chapter	4
Kaunas University of Technology	5
Kaunas University of Technology School of Economics and Business	7
WELCOME LETTERS	9
Letter from the Minister of the Economy and Innovation of Lithuania	9
Letter from the Dean as the Local Host	10
Letter from the AIB-CEE Chapter Chair	11
Letter from the Conference Program Chair	14
PARTNERS & SPONSORS	16
CONFERENCE COMMITTEES	17
Conference Scientific Committee	17
Conference Organizing Committee	19
KEYNOTE SPEAKERS	22
INVITED SPEAKERS	23
CONFERENCE JOURNALS	28
Journals with Impact Factor (IF)	28
Journals Cooperating with the AIB-CEE Chapter and Its Annual Conferences	30
TRACKS AND TRACK CHAIRS.	34
1. Research methods in international business: qualitative, quantitative and mixed methods	34
2. Developments in IB theory: from going international to designing international business models	34
3. Internationalization of firms: from rethinking MNEs, to SMEs and BGs	35
4. International entrepreneurship, strategy, innovation and international family firms	35
5. Global value chains and developments in FDI and international trade	36
6. International marketing: societies, markets and cultures.	36
7. Migrations, international HRM and cross-cultural management	37
8. Regional cooperation and competitiveness of economies and industries	37
9. International economics, finance and accounting	38
10. Digital economy and digital business: 4th Industrial Revolution	38
11. Innovation, knowledge management and entrepreneurship	39
12. Teaching IB and networking in the CEE region	39
AIB-CEE 2019 REVIEWERS.	40
CONFERENCE VENUES AND MAPS	45
PROGRAM OVERVIEW	46
DETAILED PROGRAM	53
LIST OF PARTICIPANTS AND CO-AUTHORS	75
AIB-CEE 2019 IN NUMBERS	81

ORGANIZERS & HOSTS

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.

KAUNAS UNIVERSITY OF TECHNOLOGY



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 in 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.

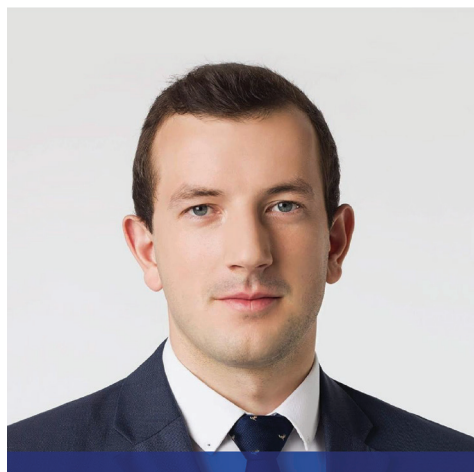
Recent achievements

- 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 2018.
- 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.



W E L C O M E L E T T E R S

LETTER FROM THE MINISTER OF THE ECONOMY AND INNOVATION OF LITHUANIA



Virginijus Sinkevičius

Minister of the Economy and Innovation
of Lithuania

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

LETTER FROM THE DEAN AS THE LOCAL HOST



Prof. dr. Edita Gimžauskienė

Dean
School of Economics and Business
Kaunas University of Technology

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

LETTER FROM THE AIB-CEE CHAPTER CHAIR



Assoc. prof. dr. Łukasz Puślecki

AIB-CEE Chapter Chair
Kaunas, September 2019

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 Poznań 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 Academia 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

LETTER FROM THE CONFERENCE PROGRAM CHAIR



Prof. dr. Jurgita Sekliuckienė

Conference Chair
AIB-CEE 2019 Program Chair
Professor of International Business
School of Economics and Business,
Kaunas University of Technology
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 key note 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 27 th).

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. Mirosław Jarosiński. This session will also include two presentations of business representatives: Tomas Jaskelvičius (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 Čibinskienė, assoc. prof. Kęstutis Duoba, assoc. prof. Živilė Stankevičiūtė, assoc. prof. Beata Šeinauskienė, dr. Ineta Žičkutė, Jurgita Butkevičienė, prof. Rimgailė Vaitkienė, 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



Research
Council of
Lithuania

Kaunas IN



UAB Birštono mineraliniai
vandenys and Co



Elinta companies
group



CONFERENCE COMMITTEES

CONFERENCE SCIENTIFIC COMMITTEE



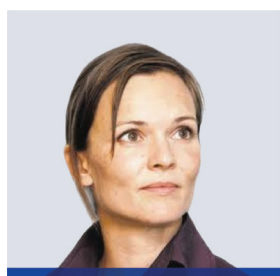
JURGITA SEKLIUCKIENĖ

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*



ANDREJA JAKLIČ

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



JÓZSEF POOR

AIB-CEE Executive Board –
Vice-Chair for Talent
Development,
Szent Istvan University, Hungary



MICHAŁ STASZKÓW

AIB-CEE Executive
Board – Vice-Chair for
Finance/Treasurer,
*Poznan University of
Economics, Poland*



PIOTR TRĄPCZYŃSKI

AIB-CEE Executive Board –
Vice-Chair for Communication,
*Poznan University of
Economics, Poland*



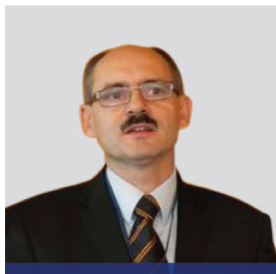
TIIA VIISAK

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



ERZSÉBET CZÁKÓ

AIB-CEE Executive
Board – Vice-Chair for
Programme 2014,
*Corvinus University of
Budapest, Hungary*



MIROSŁAW JAROSIŃSKI

AIB-CEE Executive
Board - Vice-Chair for
Programme 2015,
*Warsaw School of Economics,
Poland*



JOSEF TAUŠER

AIB-CEE Executive
Board - Vice-Chair for
Programme 2016,
*University of Economics
in Prague, Czech Republic*



MATEVŽ RAŠKOVIĆ

AIB-CEE Executive
Board - Vice-Chair for
Programme 2017,
*Victoria University of
Wellington, New Zealand*



KRZYSZTOF WACH

AIB-CEE Executive
Board - Vice-Chair for
Programme 2018,
*Cracow University of
Economics, Poland*



BLAŽENKA KNEŽEVIĆ

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



KĘSTUTIS DUOBA

Vice-Dean for Research
at School of Economics and
Business,
*Kaunas University of
Technology, Lithuania*

CONFERENCE ORGANIZING COMMITTEE



JURGITA SEKLIUCKIENĖ

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 INVs 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 STANKEVIČIŪTĖ

Conference Committee Member

Associate Professor, Kaunas University of Technology, Lithuania

Research group: Sustainable management

Research field: sustainable HRM, employee wellbeing, human-robot interaction, sustainable development, corporate social responsibility



BEATA ŠEINAUSKIENĖ

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

Conference Committee Member

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



ROZITA SUSNIENĖ

Conference Committee Member

Lecturer, Kaunas University of Technology, Lithuania

Research group: Sustainable economics

Research field: economic globalization, sustainable development of manufacturing



INETA ŽIČKUTĖ

AIB-CEE Executive Board - Chair for Programme 2019

Associate professor, Kaunas University of Technology, Lithuania

Research group: Digitalization

Research field: migration, labour economics, behavioural economics



JURGITA BUTKEVIČIENĖ

Conference Committee Member

PhD Student, Kaunas University of Technology, Lithuania

Research group: Innovation and Entrepreneurship

Research field: international business, entrepreneurship, institutions



INGA KARTANAITĖ

Conference Committee Member

Coordinator of Research Groups, Kaunas University of Technology, Lithuania



KAROLINA SKERSYTĖ

Conference Committee Member

Marketing coordinator, Kaunas University of Technology, Lithuania



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).

Most recent article: From internationalization to evolution: The Uppsala at 40 years, 2017, Journal of International Business Studies, 48(9): 1087-1102.

Keynote: **"Digitalization, people and multinational business enterprise evolution"**

INVITED SPEAKERS

INVITED SPEAKER



Prof. Ilan Alon

University of Agder, Norway

Creator of new knowledge through impactful publications. Published in: Harvard Business Review, Management International Review, Journal of International Marketing, International Business Review, International Marketing Review, Management & Organization Review, Asia Pacific Journal of Management, Journal of Small Business Management, Corporate Governance: An International Review, etc.

Disseminate knowledge through books published with the Financial Times Press/Pearson, McGraw-Hill, Palgrave McMillan, Routledge, Edward Elgar, Greenwood, ME Sharpe, Kluwer, among others; and cases available (see: www.iveycases.com). Author of Global Marketing (Routledge, 2017).

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"**

INVITED SPEAKER



Prof. Pervez Ghauri

University of Birmingham, UK

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.

Keynote: **"The Changing Landscape of International Business: The Impact of Populist Governments and BREXIT"**

INVITED SPEAKER



Prof. William Newbury

Florida International University, USA

Dr. William Newbury is Chair of the Department of International Business at Florida International University, and the Ryder Eminent Scholar of Global Business. Professor Newbury'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. Newbury 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. Newbury 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.

Keynote: **"Building Corporate Reputations in Transition Economies: Overcoming Home Country and Other Barriers in a Digital World"**

INVITED SPEAKER



Max von Zedtwitz, Ph.D.

Kaunas University of Technology and Southern
Denmark University

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"**

INVITED SPEAKER



Prof. Takis Damaskopoulos

European Institute for Interdisciplinary Research
(EIIR), France

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 BUSSINESS 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

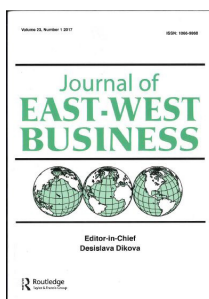
Established in: 2005

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: 1066-9868 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 Dikova



BALTIC JOURNAL OF MANAGEMENT

ISSN: 1746-5265

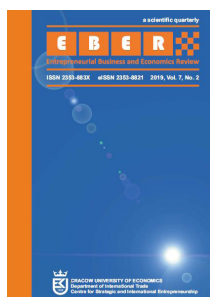
Established in: 2006

Frequency: quarterly (four issues per year)

Publisher: Emerald Publishing (affiliated by ISM University of Management and Economics, Lithuania)

Indexed in: Social Sciences Citation Index (SSCI) Web of Science Core Collection (IF0.761 in 2016, 5-year IF 1.000 in 2016), SCOPUS (SJR 0.304, SNIP 0.567, CiteScore 1.11)

Editor-in-Chief: Rūta Kazlauskaitė



ENTREPRENEURIAL BUSINESS AND ECONOMICS REVIEW (EBER)

ISSN: 2353-883X, e-ISSN 2353-8821

Established in: 2013

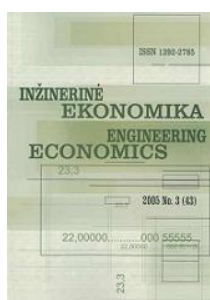
Frequency: quarterly (four issues per year)

Publisher: Cracow University of Economics, Poland – Kraków

Indexed in: SCOPUS (since mid-2018), ESCI Web of Science Core Collection, ABI/INFORM Global, Proquest Entrepreneurship, EBSCO Business Source Complete, ERIH Plus, DOAJ, CEEOL, EconPapers – RePEc, Google Scholar, BazEkon, ICI Journals Master List (currently under evaluation of EconLit and Cabell's).

Editor-in-Chief: Krzysztof Wach

MNiSzw: B (12 p. 2013-2016)



INŽINERINĖ EKONOMIKA – ENGINEERING ECONOMICS

Webpage of journal: <http://inzeko.ktu.lt/index.php/EE/index>

ISSB: 1392-2785

e-ISSB: 2029-5839

Established in: 1990

Frequency: five times a year (February, April, June, October and December)

Publisher: School of Economics and Business, Kaunas University of Technology, Kaunas, Lithuania

Indexed in:

ISI Web of Science (& Master Journal List) by THOMSON REUTERS Services (Social Sciences Citation Index, Social Scisearch, Journal Citation Reports/ Social Sciences Edition) <http://www.isinet.com>

IBSS (International Bibliography of the Social Sciences) <http://www.ibss.ac.uk>

EBSCO (Business Source Complete, Current Abstracts, TOC Premier) <http://www.epnet.com>

VINITI (All-Russian Institute of Scientific and Technical Information) <http://www.viniti.ru>

CEEOL (The Central and Eastern European Online Library) <http://www.ceeol.com>

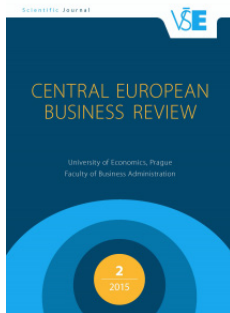
DOAJ (Directory of Open Access Journals) <http://www.doaj.org>

SCOPUS (Elsevier Bibliographic Database) <http://www.scopus.com>

Editor-in-Chief: Prof. Bronius Neverauskas, bronius.neverauskas@ktu.lt

Support Contact: Aistė Dovalienė, aiste.dovaliene@ktu.lt

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), ERIH PLUS, EBSCO, ProQuest, EconLit, OCLC WorldCat, BASE, Central and Eastern European Online Library (CEEOL), 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 CrossReff DOI address. Currently is under evaluation for indexing by Web of Science.

Editor-in-Chief: Dr. Nikolay Megits, nmegits@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, ERIH Plus, CEJSH, ICI Journals Master List, BazEkon, Capell's, RePEc.

Editor-in-Chief: Pawel Korzynski

(4-6 best papers selected and approved by the Editorial Board of JMBA.CE)



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 (Bielfeld Academic Search Engine)

Exeley

Central and Eastern European Online Library (CEEOL)

Portico

MIAR <http://miar.ub.edu/issn/1822-8402>

Editor-in-Chief: Rasa Daugėlienė, 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://akademai.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 Balázs Szent-Iványi, 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, ISSN-e: 2065-9644

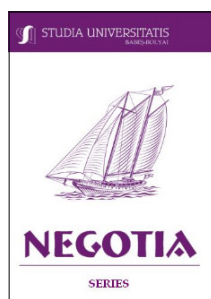
Established in: 1969

Frequency: three issues per year

Publisher: DE GRUYTER OPEN (affiliated by Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania)

Indexed in: EconLit, EBSCO, ProQuest, Baidu Scholar, Cabell's 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

Webpage of journal: http://studia.ubbcluj.ro/serii/negotia/index_en.html

ISSB: 1224-8738

e-ISSB: 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, Cabell's 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)

Webpage of journal: <http://www.inderscience.com/jhome.php?jcode=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, cnpLINKer (CNPIEC), Google Scholar, J-Gate, RePEc.; IJEXPORTM is listed in: Cabell's 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)



JOURNAL OF INTERCULTURAL MANAGEMENT

Webpage of journal: <http://www.joim.pl>

ISSB: 2080-0150

e-ISSB: 2543-831X

Established in: 2009

Frequency: quarterly (four issues per year)

Publisher: University of Social Sciences, Łódź, Poland

Indexed in: BazHum, BazEkon Celdes, 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)



OECONOMIA COPERNICANA

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

Indexed in: Web of Science Core Collection – Emerging Sources Citation Index (ESCI), ARIANTA, BazEcon, BazHum, Cambridge Scientific Abstracts (CSA, ProQuest), CEEOL – The Central and Eastern European Online Library, CEJSH – The Central European Journal of Social Sciences and Humanities, DOAJ – Directory of Open Access Journals, EBSCO, EconLit (American Economic Association), ECONBIZ, ERIHPLUS, Elektronische Zeitschriftenbibliothek EZB, Google Scholar, Index Copernicus International – Journal Master List, PBN – Polish Scholarly Bibliography, POL-index, RePEc – Research Papers in Economics, SHERPA/RoMEO, Ulrich's Periodicals Directory, WorldCat

Editor-in-Chief: Adam P. Balcerzak, adam.balcerzak@umk.pl

(a special issue with at least 8 papers)



EQUILIBRIUM. QUARTERLY JOURNAL OF ECONOMICS AND ECONOMIC POLICY

Webpage of journal: <http://economic-policy.pl/>

ISSN print: 1689-765X

e-ISSN: 2353-3293

Established in: 2008

Frequency: quarterly (four issues per year)

Publisher: Institute of Economic Research, Poland

Indexed in: Web of Science Core Collection – Emerging Sources Citation Index (ESCI), ARIANTA, BazEcon, BazHum, Cambridge Scientific Abstracts (CSA, ProQuest), CEEOL – The Central and Eastern European Online Library, CEJSH – The Central European Journal of Social Sciences and Humanities, DOAJ – Directory of Open Access Journals, EBSCO, EconLit (American Economic Association), ECONBIZ, ERIHPLUS, Elektronische Zeitschriftenbibliothek EZB, Google Scholar, Index Copernicus International – Journal Master List, PBN – Polish Scholarly Bibliography, POL-index, RePEc – Research Papers in Economics, SHERPA/RoMEO, Ulrich's Periodicals Directory, WorldCat

Editor-in-Chief: Adam P. Balcerzak, adam.balcerzak@umk.pl

(a special issue with at least 8 papers)

TRACKS AND TRACK CHAIRS

1. RESEARCH METHODS IN INTERNATIONAL BUSINESS: QUALITATIVE, QUANTITATIVE AND MIXED METHODS



MATEVŽ RAŠKOVIĆ

Track Chair

Victoria University of Wellington, New Zealand

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

2. DEVELOPMENTS IN IB THEORY: FROM GOING INTERNATIONAL TO DESIGNING INTERNATIONAL BUSINESS MODELS



PIOTR TRĄPCZYŃSKI

Track Chair

Poznań University of Economics and Business, Poland

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 VIISAK

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

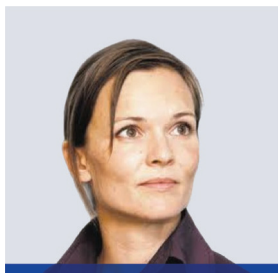
Cracow University of Economics, Poland

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.

Key words: 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)

5. GLOBAL VALUE CHAINS AND DEVELOPMENTS IN FDI AND INTERNATIONAL TRADE



ANDREJA JAKLIČ

Track Chair

University of Ljubljana, Slovenia

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

6. INTERNATIONAL MARKETING: SOCIETIES, MARKETS AND CULTURES



AGNIESZKA GŁODOWSKA

Track Chair

Cracow University of Economics, Poland

There is no doubt about the significance of international marketing to foreign activities of firms. Every year, thousands of products and services of small and medium-sized enterprises, multinationals or born globals exceed national markets. The innumerable marketing activities undertaken are aimed at making this international activity effective. However, this is not always the case. Technological progress and digitalization have transformed international marketing strategies, offering many new opportunities for firms but at the same time threats. What is more, contemporary social and cultural changes, trends affecting consumer behavior, competitive forces and general market dynamics make all marketing activities very complex and demanding. Thus, this session focuses on broadly understood international marketing – its current development, future trends and directions seen from different perspectives: firms, consumers, competitors, suppliers, employees, ect.

Conceptual and empirical papers are expected to this track considering the cases of firms, industries, regions as well as individual economies or group of countries. The other issues related to the topic are also welcome.

Key words: international marketing, global marketplace, comparative marketing, marketing strategies, societies, cultures, markets, consumer behavior, environment, institutions

7. MIGRATIONS, INTERNATIONAL HRM AND CROSS-CULTURAL MANAGEMENT



JÓZSEF POÓR

Track Chair

Szent István University, Hungary

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.

8. REGIONAL COOPERATION AND COMPETITIVENESS OF ECONOMIES AND INDUSTRIES



ERZSÉBET CZAKÓ

Track Chair

Corvinus University of Budapest, Hungary

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.

Key words: 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

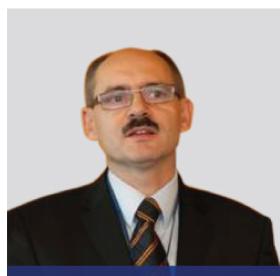
landscape, its operations, organization, communication, knowledge sourcing and creation across international networks and locations. Internationalization of value chains has opened entirely new perspective in terms of opportunity recognition, and entrepreneurial opportunity creation. The later is associated 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 borders?
- 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

Education has always played an important role in a society. In today's globalising world it is even more important. But how to educate the coming generations of students that had been brought up in a new technologically advanced world? How to improve the transfer of

MIROSLAW JAROSINSKI
Track Chair
Sybil Warsaw School of Economics, Poland

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.

A I B - C E E 2 0 1 9 R E V I E W E R S

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 Albrychiewicz-Slocinska, *Czestochowa University of Technology*

Houda Aleqadat, *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, *Wydział Zarządzania 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 Deszczynski, *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 Karobliene, *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, *Corvinus 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 Łódź*

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*

Bożena Pera, *Cracow University of Economics*

Monika Petraite, *Kaunas University of Technology*

Kristine Petrovska, *University of Latvia*

József Poór, *J. Selye University*

Ilma Pranciulyte-Bagdžiuniene, *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 Railiene, *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*

Magdolna 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*

Živilė 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*

Csilla Judit Suhajda, *Szent István University*

Rozita Susniene, *Kaunas University of Technology*

Maja Szymura-Tyc, *University of Economics in Katowice*

Alfreda Šapkauskienė, *Vilnius University*

Matiss Šmitiņš, *Riga Technical University*

Gabriella Tabajdi, *University of Szeged*

Arnesh Telukdarie, *University of Johannesburg*

Piotr Trapczynski, *Poznan University of Economics and Business*

Michael Louis Troilo, *The University of Tulsa*

Maria Urbaniec, *Cracow University of Economics*

Priit Vahter, *University of Tartu*

Jolán Velencei, *Obuda University*

Emil Velinov, *Skoda Auto University*

Valentinyi Klára Veresné, *Szent István University*

Mantas Vilkas, *Kaunas University of Technology*

Tiia Vissak, *University of Tartu*

Davor Vuchkovski, *University of Ljubljana*

Krzysztof Wach, *Cracow University of Economics*

Anja Wilden, *Leipzig Graduate School of Management*

Newell Wright, *North Dakota State University*

Ewa Wszendybyl-Skulska, *Jagiellonian University*

Qaiser Rafique Yasser, *Centre for Rural Economy, Planning Commission*

Caha Zdenek, *Institute of Technology and Business in Ceske Budejovice*

Jolanta Zemguliene, *Vilnius University*

Ineta Zykiene, *Kaunas University of Technology*

Ineta Žičkutė, *Kaunas University of Technology*

CONFERENCE VENUES AND MAPS



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

08.00–09.00

REGISTRATION

09.00–11.00 (I part)

DOCTORAL COLLOQUIUM

Room A228

Chair:

Daria Podmetina, Lappeenranta University of Technology

11.30–13.00 (II part)

Faculty Panel:

Room A228

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

Pre-admitted participants only

11.00–11.30

COFFEE BREAK

11.30–13.00

AIB-CEE EXECUTIVE BOARD MEETING

Room A225

Board members:

Lukasz Puslecki, Poznan University of Economics and Business (Chair of AIB-CEE Chapter)

Erzsébet Czakó, Corvinus University of Budapest

Andreja Jaklic, University of Ljubljana

Mirosław Jarosiński, SGH Warsaw School of Economics

Blazenska Knezevic, University of Zagreb, Croatia

József Poór, Szent Istvan University

Jurgita Sekliuckiene, Kaunas University of Technology

Michał Staszaków, 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), <i>University of Bremen</i> and Ilan Alon , <i>University of Agder</i> Pre-admitted participants only. Coffee is provided (15.30–16.00)
14.00–17.30 Room A225	JEEMS PAPER DEVELOPMENT WORKSHOP Chair: Thomas Steger (JEEMS Editor-in-Chief) and Piotr Trapczynski , <i>Poznan University of Economics and Business</i> Pre-admitted participants only. Coffee is provided (15.30–16.00)
*Optional (1): 14:30–16:30	VISIT TO HIGH-TECH COMPANY ELINTA Priority registration is required. Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas)
*Optional (2): 14:30–16:30	EXCURSION “A DATE WITH ADAM MICKIEWICZ” Priority registration is required. Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas

THURSDAY, 26 SEPTEMBER 2019

08.00–09.00	WELCOME COFFEE & REGISTRATION
09.00–09.30 1st Hall	AIB-CEE 2019 OPENING PLENARY SESSION Official opening and greetings: Elijus Čivilis , Vice-Minister, <i>Ministry of the Economy and Innovation of the Republic of Lithuania</i> Visvaldas Matijošaitis , Mayor, <i>Kaunas City Municipality (tbc)</i> Jonas Čeponis , Vice-Rector, <i>Kaunas University of Technology</i> Edita Gimžauskienė , Dean, <i>School of Economics and Business, Kaunas University of Technology</i> Łukasz Puślecki , Chair of AIB-CEE Chapter, <i>Poznan University of Economics and Business</i> Jurgita Sekliuckienė , AIB-CEE Chair for Program 2019, <i>Kaunas University of Technology</i>
09.30–10.15 1st Hall	SPECIAL SESSION Keynote speaker: Jan-Erik Vahlne , <i>University of Gothenburg</i> “Digitalization, People and Multinational Business Enterprise Evolution”
10.15–10.30	COFFEE BREAK
10.30–12.00 1st Hall	SPECIAL SESSION „Tensions and Opportunities in the Global Business Landscape” Keynote speeches: Ilan Alon , <i>University of Agder</i> “Globalization of EM Firms: The Case of China” Max von Zedtwitz , <i>Kaunas University of Technology and Southern Denmark University</i> “Changes in the Global Landscape of Innovation – Some Myths, Some Realities” Pervez Ghauri , <i>University of Birmingham</i> “The Changing Landscape of International Business: The Impact of Populist Governments and BREXIT” PANEL DISCUSSION Moderator: Monika Petraité , <i>Kaunas University of Technology</i>
12.00–13.00	LUNCH

13.00-14:45**1st Hall****PANEL 1****"Business and Academia Perspective on the Dynamic Environment"**

Chair:

Mirośław Jarosiński, *Warsaw School of Economics*

Discussant:

Andreja Jaklic, *University of Ljubljana*

Panelists:

Tomas Jasklevicius, *CEO of Arginta Engineering, Lithuania***Marius Kalanta**, *Enterprise Lithuania***Davor Vuchkovski**, *University of Ljubljana*

13.00-14:45**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, *Gdansk 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:** Interna-

tional 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 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:

Mirośław 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 Staszaków**, *Poznań University of Economics and Business***Piotr Trąpczyński**, *Poznań University of Economics and Business***Krzysztof Wach**, *Cracow University of Economics*

15.15-17:00**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 Kumpikaitė-Valiūnienė, *Kaunas University of Technology, Lithuania***Session #07****Room A228****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:** Inter-

nationalization of firms: from rethinking MNEs, to SMEs and BGs.

SESSION CHAIR:

Tiiu 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*

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

19.30–22.30 **GALA DINNER**
Venue: The M. K. Čiurlionis National Museum of Art. Location: V. Putvinskio str. 55, Kaunas

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:
 Miroslaw 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 Duobienė, *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

13.30–15:15

Room A225

ROUND TABLE SESSION

PANEL 4

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

Chair:

Ronaldo Parente, *Florida International University*

Panelists:

Bill Newbury, *Florida International University*

David Wernick, *Florida International University*

John Branch, *University of Michigan*

13.30–15:15

PARALLEL SESSIONS 11–15 (see Detailed Program)

Session #11

1st Hall

Track 5. Session 1:

Global value chains and developments in FDI and international trade.

SESSION CHAIR:

Andreja Jaklič,

University of Ljubljana, Slovenia

Session #12

3rd Hall

Track 2: Develop-

ments in IB theory: from going international to designing international business models.

SESSION CHAIR:

Piotr Trąpczyński,

Poznań University of Economics and Business, Poland

Session #13

2nd Hall

Track 4. Session 2:

International entrepreneurship, strategy, innovation and international family firms.

SESSION CHAIR:

Blazenka Knezevic,

University of Zagreb, Croatia

Session #14

Room A226

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

Session #15

Room A228

Track 11. Session 3:

Innovation, knowledge management and entrepreneurship.

SESSION CHAIR:

Malgorzata Stefania Lewandowska,

Warsaw School of Economics, Poland

15.15–15:45

COFFEE BREAK

15.45–17:00

1st Hall

AIB-CEE CHAPTER DEVELOPMENT SESSION

Session Chair:

Łukasz Puślecki, *Chair of AIB-CEE Chapter, Poznań University of Economics*

Panelists:

Erzsébet Czakó, *Corvinus University of Budapest*

Andreja Jaklič, *University of Ljubljana*

Mirosław Jarosiński, *SGH Warsaw School of Economics*

Blazenka Knezevic, *University of Zagreb, Croatia*

József Poor, *Szent Istvan University*

Jurgita Sekliuckiene, *Kaunas University of Technology*

Michał Staszaków, *Poznań University of Economics and Business*

Piotr Trąpczyński, *Poznań University of Economics and Business*

Tiiu Vissak, *University of Tartu*

Krzysztof Wach, *Cracow University of Economics*

15.45–17:00

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 Stundžienė,
*Kaunas University of
Technology, Lithuania*

Session #18

3rd Hall

Track 8. Session 2:

Regional cooperation and
competitiveness of
economies and industries.

SESSION CHAIR:

Akvilė Čibinskienė,
*Kaunas University of
Technology, Lithuania*

Session #19

**POSTERS'
SESSION**

17.00–17.30

1st Hall

CLOSING SESSION AND AWARDS CEREMONY

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)

***Optional (1):**

18.00–20:00

EXCURSION "LITVAK LANDSCAPE IN KAUNAS"

Meeting place: near central Post Office, Laisvės av. 102, Kaunas 44001

DETAILED PROGRAM

AIB-CEE 2019 CONFERENCE DETAILED PROGRAM

W E D N E S D A Y ,
2 5 S E P T E M B E R
2 0 1 9

8.00–9.00	REGISTRATION
Part 1 9.00–11.00 Part 2 11.30–13.00 Room A228	<p>DOCTORAL COLLOQUIUM</p> <p>Chair: Daria Podmetina, <i>Lappeenranta University of Technology</i></p> <p>Faculty Panel: Pervez Ghauri, <i>Birmingham Business School</i> William Newbury, <i>Florida International University</i> Áron Perényi, <i>Swinburne University of Technology</i> Max von Zedtwitz, <i>Kaunas University of Technology</i> Žaneta Piligriminienė, <i>Kaunas University of Technology</i> Vytautas Snieška, <i>Kaunas University of Technology</i> Daiva Dumčiuvienė, <i>Kaunas University of Technology</i> Monika Petraité, <i>Kaunas University of Technology</i></p> <p><i>Pre-admitted participants only</i></p>
11.00–11.30	COFFEE BREAK
11.30–13.00 Room A225	<p>AIB-CEE EXECUTIVE BOARD MEETING</p> <p>Board members:</p> <p>Lukasz Puslecki, <i>Poznan University of Economics and Business</i> (Chair of AIB-CEE Chapter) Erzsébet Czakó, <i>Corvinus University of Budapest</i> Andreja Jaklic, <i>University of Ljubljana</i> Miroslaw Jarosiński, <i>SGH Warsaw School of Economics</i> Blazenka Knezevic, <i>University of Zagreb, Croatia</i> József Poór, <i>Szent Istvan University</i> Jurgita Sekliuckiene, <i>Kaunas University of Technology</i> Michal Staszaków, <i>Poznan University of Economics and Business</i> Piotr Trapczynski, <i>Poznan University of Economics and Business</i> Tiia Vissak, <i>University of Tartu</i> Krzysztof Wach, <i>Cracow University of Economics</i></p> <p><i>Pre-admitted participants only</i></p>
13.00–14.00	LUNCH
14.00–17.30 Room A226	<p>JIBP PAPER DEVELOPMENT WORKSHOP</p> <p>Chair: Sarianna Lundan (JIBP Editor-in-Chief), <i>University of Bremen</i> and Ilan Alon, <i>University of Agder</i></p> <p><i>Pre-admitted participants only.</i> <i>Coffee is provided (15.30–16.00)</i></p>

14.00-17.30

Room A225

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)

14:30-16:30

***Optional (1):**

VISIT TO HIGH-TECH COMPANY ELINTA

Priority registration is required.

Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas

14:30-16:30

***Optional (2):**

EXCURSION "A DATE WITH ADAM MICKIEWICZ"

Priority registration is required.

Meeting place: Santaka Valley, K. Baršausko str. 59, Kaunas

**T H U R S D A Y ,
S E P T E M B E R 2 6
2 0 1 9**

08.00–09.00	WELCOME COFFEE & REGISTRATION
09.00–09:30 1st Hall	AIB-CEE 2019 OPENING PLENARY SESSION Official opening and greetings: Elijus Čivilis , Vice-Minister, <i>Ministry of the Economy and Innovation of the Republic of Lithuania</i> Visvaldas Matijošaitis , Mayor, <i>Kaunas City Municipality (tbc)</i> Jonas Čeponis , Vice-Rector, <i>Kaunas University of Technology</i> Edita Gimžauskienė , Dean, <i>School of Economics and Business, Kaunas University of Technology</i> Łukasz Puślecki , Chair of AIB-CEE Chapter, <i>Poznan University of Economics and Business</i> Jurgita Sekliuckienė , AIB-CEE Chair for Program 2019, <i>Kaunas University of Technology</i>
09.30–10:15 1st Hall	SPECIAL SESSION Keynote speaker: Jan-Erik Vahlne , <i>University of Gothenburg</i> “Digitalization, People and Multinational Business Enterprise Evolution”
10.15–10.30	COFFEE BREAK
10.30–12:00 1st Hall	SPECIAL SESSION Keynote speeches: Ilan Alon , <i>University of Agder</i> “Globalization of EM Firms: The Case of China” Max von Zedtwitz , <i>Kaunas University of Technology and Southern Denmark University</i> “Changes in the Global Landscape of Innovation – Some Myths, Some Realities” Pervez Ghauri , <i>University of Birmingham</i> “The Changing Landscape of International Business: The Impact of Populist Governments and BREXIT” PANEL DISCUSSION Moderator: Monika Petraité , <i>Kaunas University of Technology</i>
12.00–13.00	LUNCH
13.00–14:45 1st Hall	PANEL 1 “Business and Academia Perspective on the Dynamic Environment” Chair: Mirosław Jarosiński , <i>Warsaw School of Economics</i> Discussant: Andreja Jaklic , <i>University of Ljubljana</i> Panelists: Tomas Jasklevicius , <i>CEO of Arginta Engineering, Lithuania</i> Marius Kalanta , <i>Enterprise Lithuania</i> Davor Vuchkovski , <i>University of Ljubljana</i>

PARALLEL SESSIONS 1-5

13.00-14:45

Room A226

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 Aleqadat (*Szent Istvan University*)

Initial Findings for Labor Markets in the Czech Republic, Hungary, Poland and Slovakia (2016–2017)

József Poór (*J. Selye University*)

Allen D. Engle (*Eastern Kentucky University*)

Ádám Kovács (*J. Selye University*)

Anna Albrychiewicz-Slocinska (*Czestochowa University of Technology*)

Zdenek Caha (*Institute of Technology and Business in České Budejovice*)

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*)

13.00-14.45

Room A225

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

Malgorzata Stefania Lewandowska (*Warsaw School of Economics*)

Tomasz Golebiowski (*Warsaw School of Economics*)

Malgorzata Rószkiewicz (*Warsaw School of Economics*)

Multitasking and Its Effects on Individual and Organisational Performance in KIBS

Inese Suija-Markova (*Riga Technical 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-Bagdžiuniene (*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*)

13.00-14:45

3rd Hall

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*)

Miklos 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-Mlinarič (*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 Juceviciene (*Kaunas University of Technology*)

Monika Petraite (*Kaunas University of Technology*)

Jurgita Giniuniene (*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*)

13.00-14:45

2nd Hall

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

Blazenska Knezevic (*University of Zagreb*)

Martina Falat (*University of Zagreb*)

Ines Sosa Meštrovic (*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*)

13.00-14:45

Room A228

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 Karobliene (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 Staniškienė (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

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, Poznań University of Economics and Business

Piotr Trąpczyński, Poznań University of Economics and Business

Krzysztof Wach, Cracow University of Economics

PARALLEL SESSIONS 6-10

15.15-17:00

Room A226

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*)

15.15-17:00

Room A228

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 Valukonis (*Kaunas University of Technology*)

R&D Intensive Entrepreneurial Growth in Transition Country: Longitudinal Case Study

Monika Petraite (*Kaunas University of Technology*)

Vytaute Dlugoborskyte (*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 Dobрева Pastarmadzhieva (*University of Plovdiv Paisii Hilendarski*)

15.15-17:00

3rd Hall

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?

Magdolna 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 Dumciuvienė (*Kaunas University of Technology*)

Meda Andrijauskiene (*Kaunas University of Technology*)

15.15-17:00
Room A225

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)*)

15.15-17:00
2nd Hall

Session 10 – Competitive

Track 9. Session 1: International economics, finance and accounting.

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. Thalassinou (*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

Venue: The M. K. Čiurlionis National Museum of Art. Location: V. Putvinskio str. 55, Kaunas

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.

F R I D A Y ,

S E P T E M B E R 27

2019

08.00–09.00	WELCOME COFFEE & REGISTRATION
08.00–09.00 3rd Hall	<p>RESEARCHERS' NETWORKING SESSION</p> <p>Chair: Miroslaw Jarosiński, <i>Warsaw School of Economics</i></p> <p>*Optional (only for those who are interested in cross-country collaboration)</p>
09.00–10.30 1st Hall	<p>PLENARY SESSION</p> <p>William Newbury, <i>Florida International University</i> "Building Corporate Reputations in Transition Economies: Overcoming Home Country and Other Barriers in a Digital World"</p> <p>Takis Damaskopoulos, <i>European Institute of Interdisciplinary Research (EIIR)</i> "Reflections on the Fourth Industrial Revolution: Inflection Point, Entropy, or Interregnum?"</p>
10.30–11.00	COFFEE BREAK
11.00–12.30 2nd Hall	<p>MEET-THE-EDITORS SESSION</p> <p>Chair: Krzysztof Wach, <i>EBER (Editor-in-Chief), Cracow University of Economics</i></p> <p>Discussant: Tiia Vissak, Ph.D., <i>University of Tartu</i></p> <p>Panelists: Sarianna Lundan, <i>JIBP (Editor-in-Chief)</i> Pervez Ghauri, <i>International Business Review (Editor-in-Chief)</i> Thomas Steger, <i>JEEMS (Editor-in-Chief)</i> Desislava Dikova, <i>Journal of East West Business (Editor-in-Chief)</i> Rūta Kazlauskaitė, <i>Baltic Journal of Management (Editor-in-Chief)</i> Aistė Dovalienė, <i>Engineering Economics (Executive Editor)</i> Pawel Korzynski, <i>Journal of Management & Business Administration. Central Europe (JMBA.CE) (Editor-in-Chief)</i> Rasa Daugėlienė, <i>European Integration Studies (Editor-in-Chief)</i></p>
11.00–12.30 1st Hall	<p>PANEL 3</p> <p>"Digitization and Transformation of the Industry: Current State and Future Trends"</p> <p>Chair: Mantas Vilkas, <i>Kaunas University of Technology</i></p> <p>Panelists: Jurga Duobienė, <i>Kaunas University of Technology</i> Beata Šeinauskienė, <i>Kaunas University of Technology</i> Takis Damaskopoulos, <i>European Institute of Interdisciplinary Research (EIIR)</i></p> <p><i>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).</i></p>
12.30–13.30	LUNCH

13.30-15:15
Room A225

ROUND TABLE SESSION

PANEL 4

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

Chair:

Ronaldo Parente, *Florida International University*

Panelists:

Bill Newbury, *Florida International University*

David Wernick, *Florida International University*

John Branch, *University of Michigan*

PARALLEL SESSIONS 11-15

13.30-15:15
1st Hall

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*)

Jaana Masso (*University of Tartu*)

Olegs Tkacevs (*Bank of Latvia*)

Priit Vahter (*University of Tartu*)

Naomitsu Yashiro (*OECD*)

Chinese FDI in East Central Europe

Magdolna 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*)

Resource Dependencies and Performance Implications in the Supplier Network between System Suppliers and Their Component Suppliers: A Study of the Global Automobile Industry

Dasol Sim (*Florida International University*)

Ronaldo Couto Parente (*Florida International University*)

Poland's Participation in Global Value Chains

Aleksandra Nacewska-Twardowska (*University of Łódź*)

13.30-15:15

3rd Hall

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 Gdansk*)

Renata Orlowska (*University of Gdansk*)

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

Malgorzata Jaworek (*Nicolaus Copernicus University in Torun*)

Magdalena Kuczmarska (*Nicolaus Copernicus University in Torun*)

Marcin Kuzel (*Nicolaus Copernicus University in Torun*)

13.30-15:15

2nd Hall

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 (*Poznań University of Economics and Business*)

Krystian Barłozewski (*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?

Malgorzata Stefania Lewandowska (*Warsaw School of Economics*)

Tomasz Golebiowski (*Warsaw School of Economics*)

Malgorzata 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*)

13.30–15:15

Room A226

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 Business*)

Katarzyna Mroczek-Dabrowska (*Poznan University of Economics and Business*)

Nukhet Vardar (*El 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*)

Jaana-Pauli Kimpimäki (*LUT University*)

13.30-15:15
Room A228

Session 15 – Competitive

Track 11. Session 3: Innovation, knowledge management and entrepreneurship.

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 McCaleb (*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

Oazi Muhammad Adnan Hye (*Muhammad Ali Jinnah University*)

Muhammad Shujaat Mubarik (*Muhammad Ali Jinnah University*)

15.15-15:45

COFFEE BREAK

15.45-17:00

1st Hall

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 Sekliuckiene, *Kaunas University of Technology*

Michał Staszaków, *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*

PARALLEL SESSIONS 16-19

15.45-17:00

Room A228

Session 16 – Competitive

Track 9. Session 2: International economics, finance and accounting.

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*)

15.45-17:00

Room A225

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*)

15.45–17:00
3rd Hall

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 (*Univeristy of Economics, Prague*)

Investment Promotion (Policy) – between Targeted and Generic Approaches

Pawel Capik (*University of the West of England*)

15.45–17:00

Session 19 – POSTERS' SESSION

A Conceptual Framework for Studying Innovation Cooperation Performance

Piotr Trapczynski (*Poznan University of Economics and Business*)

Lukasz Puslecki (*Poznan University of Economics and Business*)

Michal Staszaków (*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*)

Malgorzata Stefania Lewandowska (*Warsaw School of Economics*)

17.00–17.30
1st Hall

CLOSING SESSION AND AWARDS CEREMONY

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)

18.00–20:00

***Optional (1):**

EXCURSION “LITVAK LANDSCAPE IN KAUNAS”

Meeting place: near central Post Office, Laisvės av. 102, Kaunas 44001

LIST OF PARTICIPANTS AND CO-AUTHORS

Alphonse Aklamanu, Ghana Institute of Management and Public Administration (GIMPA), aaklamanu@gimpa.edu.gh
Anna Albrychiewicz-Slocinska, Czestochowa University of Technology, slocinska@wp.pl
houda Aleqadat, Szent Istvan University, hudaqadat@yahoo.com
Ilan Alon, University of Agder, ilan.alon@uia.no
Khaloud Al-Sulaiti, Szent Istvan University, khaloudalsulaiti@gmail.com
Meda Andrijauskiene, Kaunas University of Technology, meda.andrijauskiene@ktu.lt
Mina Nikolaeva Angelova, University of Plovdiv Paisii Hilendarski, mina.marinova@abv.bg
Dzintra Atstaja, BA School of Business and Finance, Dzintra.Atstaja@ba.lv
Tudor Mugurel Aursulesei, Alexandru Ioan Cuza University of Iasi, aursulesei.tudor.mugurel@gmail.com
Viktorija Babica, Riga Technical University/Institute of Business Engineering and Management, viktorija.babich76@gmail.com
Irma Bagdoniene, Kaunas Science and Technology Park, irma.bagdoniene@kaunomtp.lt
Zoltan Bakonyi, Horvath & Partners Management Consultants, zoliirasok@gmail.com
Viktorija Baltrunaite, Kaunas University of Technology, jurgita.sekliuckiene@ktu.lt
Tician Baranyai, Corvinus University of Budapest, tician.baranyai@gmail.com
Vytautas Barkauskas, Kaunas University of Technology, vytautas.barkauskas@ktu.lt
Yauheniya Barkun, Bialystok University of Technology, jessicasazonenko@gmail.com
Krystian Barlozewski, Warsaw School of Economics, kbarlo@sgh.waw.pl
Konstantins Benkovskis, SSE Riga, Bank of Latvia, konstantins.benkovskis@bank.lv
Maciej Beresewicz, Poznan University of Economics and Business, maciej.beresewicz@ue.poznan.pl
Krystian Bigos, Cracow University of Economics, bigosk@uek.krakow.pl
Szymon Bytniewski, Poznan University of Economics and Business, szymon.bytniewski@ue.poznan.pl
Brigitta Bozó, Budapest University of Technology, brigitta.bozo88@gmail.com
John Branch, University of Michigan, jdbranch@umich.edu
Liene Briede, Riga Technical University, liene.briede@rtu.lv
Jurgita Bruneckiene, Kaunas University of Technology, jurgita.bruneckiene@ktu.lt
Larisa Bule, University of Latvia, larisa.bule@lu.lv
Zdenek Caha, Institute of Technology and Business in Ceské Budejovice, caha@mail.vstecb.cz
Richard (Mingchun) Cao, Kozminski University, mingchun.cao@kozminski.eu.pl
Pawel Capik, Bristol Business School, University of the West of England, pawel.capik@uwe.ac.uk
Cristian Caraman, "Alexandru Ioan Cuza" University of Iasi, Christian.caraman@yahoo.com
Aldis Chevers, Riga Technical University, aldis.cevers@rtu.lv
Akvile Cibinskiene, Kaunas University of Technology, akvile.cibinskiene@ktu.lt
Urtë Ciganë, Kaunas University of Technology, urte.cigane@ktu.edu
Mariola Ciszewska-Mlinaric, Kozminski University, mariolac@kozminski.edu.pl
Dafnis N Coudounaris, University of Tartu, dafnis.coudounaris@ut.ee
Ildiko Csapo, Szent Istvan University, csapo.ildiko40@gmail.com

Judit Suhajda Csilla, Szent István University, suhajda.csilla@gtk.szie.hu

Kristóf Csizmadia, J. Selye University, csizmadia.kristof@hotmail.com

Marek Cwiklicki, Cracow University of Economics, marek.cwiklicki@uek.krakow.pl

Iwona D. Czechowska, University of Lodz, idczechowska@uni.lodz.pl

Lidia Danik, Warsaw School of Economics, ldanik@sgh.waw.pl

Nelly Daszkiewicz, Gdansk University of Technology, Nelly.Daszkiewicz@zie.pg.gda.pl

Asta Daunoriene, Kaunas University of Technology, asta.daunoriene@ktu.lt

Filip De Beule, University of Leuven, filip.debeule@kuleuven.be

Igor Denisov, Russian University of Economics-Plekhanov, denisov.iv@rea.ru

Bartosz Deszczynski, Poznan University of Economics and Business, bartosz.deszczynski@ue.poznan.pl

Ratan Dheer, Eastern Michigan University, rdheer@emich.edu

Vytaute Dlugoborskyte, Kaunas University of Technology, Hamburg University of Technology, , vytaute.dlugoborskyte@ktu.lt

Diana Dryglas, AGH University of Science and Technology Department of General Geology and Geotourism, ddryglas@agh.edu.pl

Daiva Dumciuviene, Kaunas University of Technology, daiva.dumciuviene@ktu.lt

Jurga Duobiene, Kaunas University of Technology, jurga.duobiene@ktu.lt

Allen D. Engle, Eastern Kentucky University, allen.engele@eku.edu

Martina Falat, University of Zagreb, falat.martina2@gmail.com

Barbara Francioni, University of Urbino "Carlo Bo", barbara.francioni@uniurb.it

Elina Gaile - Sarkane, Riga Technical University, elina.gaile-sarkane@rtu.lv

Jurgita Giniuniene, Kaunas University of Technology, jurgita.giniuniene@ktu.lt

Vilda Giziene, Kaunas University of Technology, vilda.giziene@ktu.lt

Ewa Glinska, Bialystok University of Technology, e.glinska@pb.edu.pl

Agnieszka Glodowska, Cracow University of Economics, glodowska@uek.krakow.pl

Tomasz Golebiowski, Warsaw School of Economics, tgoleb@sgh.waw.pl

Marian Gorynia, Poznan University of Economics and Business, marian.gorynia@ue.poznan.pl

Andrea Gubik, University of Miskolc, getgubik@uni-miskolc.hu

Aivars Gulbis, Riga Technical University, aivars.gulbis@rtu.lv

Agnieszka Hajdukiewicz, Cracow University of Economics, hajdukia@uek.krakow.pl

Ibrahim Halal Ergün, Szent Istvan Egyetem, hergun27@hotmail.com

Sohvi Heaton, LMU, sohvi.heaton@gmail.com

Qazi Muhammad Adnan Hye, Muhammad Ali Jinnah University, adnan.econ@gmail.com

Zsolt Horbulák, Comenius University, horbulak@gmail.com

Qihai Huang, Keele University, q.huang@keele.ac.uk

Ilona Hunek, Kozminski University, hunek@kozminski.edu.pl

Zoltán Huszár, University of Pécs, huszar.zoltan@pte.hu

Saiqa Yameen, City School (Group Head Office), saiqaqaiser1@gmail.com

Naomitsu Yashiro, OECD, naomitsu.YASHIRO@oecd.org

Qaiser Rafique Yasser, Centre for Rural Economy, Planning Commission, qaiser_rafique1@hotmail.com

Wenping Ye, Jinan University, yzq721@yeah.net

Andreja Jaklic, University of Ljubljana, andreja.jaklic@fdv.uni-lj.si

Barbara Jankowska, Poznan University of Economics and Business, barbara.jankowska@ue.poznan.pl

Miroslaw Jarosiński, SGH Warsaw School of Economics, Poland, mjaros@sgh.waw.pl

Malgorzata Jaworek, Nicolaus Copernicus University in Torun, mjaworek@umk.pl

Rita Jucevičienė, Kaunas University of Technology, rita.juceviciene@ktu.lt

Giedrius Jucevicius, Vytautas Magnus University, giedrius.jucevicius@vdu.lt

Robertas Jucevicius, Kaunas University of Technology, robertas.jucevicius@ktu.lt

Ahmad Juratli, Szent Istvan University- Godollo- Hungary, ahmadrjf@hotmail.com

Aleksandra Kania, Poznan University of Economics and Bussiness, Aleksandra.Kania@ue.poznan.pl

Michal Karas, Brno University of Technology, karas@fbm.vutbr.cz

Vilma Karobliene, Kaunas University of Technology, vilma.karobliene@ktu.lt

Inga Kartanaite, Kaunas University of Technology, inga.kartanaite@ktu.lt

Jaan-Pauli Kimpimäki, LUT University, jaan-pauli.kimpimaki@lut.fi

Shobha Kiran, MTA KRTK, ksubhansp@gmail.com

Klemen Knez, University of Ljubljana, klemen.knez@fdv.uni-lj.si

Blazenka Knezevic, University of Zagreb, bknezevic@efzg.hr

Daiva Koponen, Kaunas University of Technology, daiva.koponen@ktu.lt

Aneta Maria Kosztowniak, Kazimierz Pulaski University of Technology and Humanities in Radom, aneta.kosztowniak@wp.pl

Ádám Kovács, J. Selye University, adamkovacs0823@gmail.com

Izabela Kowalik, Warsaw School of Economics, izabela.kowalik@sgh.waw.pl

Katarzyna Kowalska, Warsaw School of Economics, kkowal8@sgh.waw.pl

Arkadiusz Michal Kowalski, Collegium of World Economy, SGH Warsaw School of Economics, arkadiusz.kowalski@sgh.waw.pl

Miklos Kozma, Corvinus University of Budapest, miklos.kozma@uni-corvinus.hu

Anna Krejner-Nowecka, Warsaw School of Economics, akrejn@sgh.waw.pl

Pijus Kruminas, Visionary Analytics, pijus@visionary.lt

Rytis Krušinskas, Kaunas University of Technology, rytis.krusinskas@ktu.lt

Magdalena Kuczmarska, Nicolaus Copernicus University in Torun, mkuczmarska@umk.pl

Vilmante Kumpikaite-Valiuniene, Kaunas University of Technology, vilmante.kumpikaite@ktu.lt

Marcin Kuzel, Nicolaus Copernicus University in Torun, mkuzel@umk.pl

Val Larsen, James Madison University, larsenwv@jmu.edu

Daiva Laskiene, Kaunas University of Technology, daiva.laskiene@gmail.com

Malgorzata Stefania Lewandowska, Warsaw School of Economics, mlewando@sgh.waw.pl

Xinchun Li, Sun Yat Sen University, mnslyc@mail.sysu.edu.cn

Paul E. M. Lighthart, Radboud University, p.lighthart@fm.ru.nl

Anna Lis, Gdansk University of Technology, Anna.Lis@zie.pg.gda.pl

Vyacheslav Lisenkov, Riga Technical University/Institute of Business Engineering and Management, v.lisenkov1995@gmail.com

Miklós Losoncz, Budapest Business School University of Applied Sciences, losoncz.miklos@uni-bge.hu

Mantas Lukauskas, Kaunas University of Technology, mantas.lukauskas@ktu.edu

Marek Maciejewski, Cracow University of Economics, maciejem@uek.krakow.pl

Liviu George Maha, Alexandru Ioan Cuza University of Iasi, mlg@uaic.ro

Maciej Malaczewski, University of Lodz, maciej.malaczewski@uni.lodz.pl

Iryna Maliatsina, LUT University, iryna.maliatsina@lut.fi
Žilvinas Martinaitis, Visionary Analytics, zilvinas@visionary.lt
Jaan Masso, University of Tartu, jaan.mass@ut.ee
Agnieszka McCaleb, Collegium of World Economy, SGH Warsaw School of Economics, amccal@sgh.waw.pl
Stare Metka, University of Ljubljana, metka.stare@fdv.uni-lj.si
Adam Michalik, Cracow University of Economics, michalia@uek.krakow.pl
Wioletta Mierzejewska, Warsaw School of Economics, wjakub@sgh.waw.pl
Katarzyna Mroczek-Dabrowska, Poznan University of Economics and Business, Katarzyna.Mroczek-Dabrowska@ue.poznan.pl
Muhammad Shujaat Mubarik, Muhammad Ali Jinnah University, shujaat.mubarak@jinnah.edu
Cristin Murafa, "Alexandru Ioan Cuza" University of Iasi, cristianmurafa17@gmail.com
Felicia Naatu, University of Agder, felicia.naatu@uia.no
Aleksandra Nacewska-Twardowska, University of Łódź, aleksandra.nacewska-twardowska@uni.lodz.pl
Zsolt Nemeskéri, University of Pécs, nemeskeri.zsolt.dr@gmail.com
Samuel Anokye Nyarko, University of Agder and Université Libre de Bruxelles, samuel.nyarko@uia.no
Anna Odrowaz-Coates, Maria Grzegorzewska University in Warsaw, acoates@aps.edu.pl
Svetlana Orlova, The University of Tulsa, svo053@utulsa.edu
Renata Orlowska, University of Gdansk, renata.orldowska@ug.edu.pl
Iveta Ozolina - Ozola, Riga Technical University, iveta.ozolina-ozola@rtu.lv
Agne Paliokaite, Visionary Analytics, agne@visionary.lt
Ronaldo Parente, Florida International University, rcparent@fiu.edu
Daniela Dobrevá Pastarmadzhieva, University of Plovdiv Paisii Hilendarski, daniela.pastarmadzhieva@uni-plovdiv.bg
Irena Pekarskiene, Kaunas University of Technology, irena.pekarskiene@ktu.lt
Bożena Pera, Cracow University of Economics, bozena.pera@uek.krakow.pl
Áron Perényi, Swinburne University of Technology, aperenyi@swin.edu.au
Monika Petraite, Kaunas University of Technology, monika.petraite@ktu.lt
Kristine Petrovska, University of Latvia, kristine.petrovska@lu.lv
Vaida Pilinkiene, Kaunas University of Technology, vaida.pilinkiene@ktu.lt
Daria Podmetina, Lappeenranta University of Technology, daria.podmetina@lut.fi
József Poór, J. Selye University and Szent István University, poorj@ujs.sk, poorjf@t-online.hu
Ilma Pranciulyte-Bagdžiuniene, Kaunas University of Technology, ilmabagdžiuniene@gmail.com
Matteo Pullega, Università degli studi di Bergamo, matteo.pullega@libero.it
Asta Pundziene, Kaunas University of Technology, asta.pundziene@ktu.lt
Lukasz Puslecki, Poznan University of Economics and Business, lukasz.puslecki@ue.poznan.pl
Ginta Railiene, Kaunas University of Technology, ginta.railiene@ktu.lt
Deimante Ramonaite, Kaunas University of Technology, deimante.ramonaite@ktu.edu
Jonas Rapsikevicius, Kaunas University of Technology, jonas.rapsikevicius@ktu.edu
Rimantas Rauleckas, Kaunas University of Technology, rimantas.rauleckas@ktu.lt
Mária Režnáková, Brno University of Technology, reznakova@fbm.vutbr.cz
Ewa Rollnik-Sadowska, Bialystok University of Technology, e.rollnik@pb.edu.pl
Inna Romanova, University of Latvia, inna.romanova@lu.lv

Malgorzata Rószkiewicz, Warsaw School of Economics, mroszki@sgh.waw.pl
 Dorota Roszkowska, University of Bialystok, d.roszkowska@uwb.edu.pl
 Malgorzata Rozkwitalska, WSB University in Gdansk, mrozkwitalska@wsb.gda.pl
 Normunds Rudzitis, Riga Technical University, normunds.rudzitis@rtu.lv
 Ramona Rupeika-Apoga, University of Latvia, rr@lu.lv
 Ausra Rutelione, Kaunas University of Technology, ausra.rutelione@ktu.lt
 Alberto Salvatoni, Università degli studi di Bergamo, a.salvatoni@studenti.unibg.it
 Magdolna Sass, MTA KRTK, sass.magdolna@krtk.mta.hu
 Deniss Sceulovs, Riga Technical University/Institute of Business Engineering and Management, deniss.sceulovs@rtu.lv
 Beata Seinauskiene, Kaunas University of Technology, beata.seinauskiene@ktu.lt
 Jurgita Sekliuckiene, Kaunas University of Technology, jurgita.sekliuckiene@ktu.lt
 Mária Seková, Matej Bel University, Banská Bystrica, Maria.sekova@umb.sk
 Christopher Selvarajah, Swinburne University of Technology, cselvarajah@swin.edu.au
 Ausrine Silenskyte, University of Vaasa, asilensk@uva.fi
 Dasol Sim, Florida International University, dsim001@fiu.edu
 Lina Sineviciene, Kaunas University of Technology, lina.sineviciene@ktu.lt
 Fatima Sol Murta, University of Coimbra, fasol@fe.uc.pt
 Ines Sosa Meštrovic, University of Zagreb, inessosa@gmail.com
 Mohit Srivastava, University of Economics, Prague, mohit.srivastava@vse.cz
 Egle Staniškiene, Kaunas University of Technology, egle.staniskiene@ktu.lt
 Živilė Stankevičiūtė, Kaunas University of Technology, zivile.stankeviciute@ktu.lt
 Michal Staszów, Poznan University of Economics and Business, michal.staszow@ue.poznan.pl
 Joanna Stawska, University of Lodz, joanna.stawska@uni.lodz.pl
 Miklós Stocker, Corvinus University of Budapest, miklos.stocker@uni-corvinus.hu
 Alina Stundziene, Kaunas University of Technology, alina.stundziene@ktu.lt
 Inese Suija-Markova, Riga Technical University, Inese.Suija-markova@edu.rtu.lv
 Rozita Susniene, Kaunas University of Technology, rozita.susniene@ktu.lt
 Maja Szymura-Tyc, University of Economics in Katowice, Poland, maja.tyc@ue.katowice.pl
 Ágnes Szunomár, MTA KRTK, szunomar.agnes@krtk.mta.hu
 Alfreda Šapkauskienė, Vilnius University, a.sapkauskiene@gmail.com
 Deimante Šulskyte, Kaunas University of Technology, deimante.sulskyte@ktu.lt
 Gabriella Tabajdi, University of Szeged, tabajdi.gabriella@eco.u-szeged.hu
 Janusz Tanas, Australian Catholic University, jktananas@gmail.com
 David Teece, UC Berkeley, dteece@thinkbrg.com
 Arneshtel Telukdarie, University of Johannesburg, arnesht@uj.ac.za
 Yannis E Thalassinios, GUST of Kuwait, thalassinios@hotmail.com
 Marek Tiits, Institute of Baltic Studies, marek@ibs.ee
 Ladislav Tyll, University of Economics, Prague, ladislav.tyll@vse.cz
 Olegs Tkacevs, Bank of Latvia, olegs.tkacevs@bank.lv
 Stefan Catalin Topliceanu, Alexandru Ioan Cuza University of Iasi, tstefan.catalin@yahoo.com

Piotr Trapczynski, Poznan University of Economics and Business, piotr.trapczynski@ue.poznan.pl
Len Treviño, Florida Atlantic University, trevinol@fau.edu
Michael Louis Troilo, The University of Tulsa, mike-troilo@utulsa.edu
Zuzana Tucková, Tomas Bata University in Zlín, tuckova@fame.utb.cz
Rehema Uwamahoro, University of Rwanda, uwamahororehema@yahoo.com
Priit Vahter, University of Tartu, priit.vahter@ut.ee
Rimgaile Vaitkiene, Kaunas University of Technology, rimgaile.vaitkiene@ktu.lt
Mantas Valukonis, Kaunas University of Technology, mantas.valukonis@ktu.lt
Nukhet Vardar, El Izi Communications Consultancy UK Limited, nukhetvardar@elizi.net
Péter Várnagy, University of Pécs, varnagy.peter@pte.hu
Vasko Vassilev, University of Transport in Sofia-Kableshkov, vasko.ananiev@gmail.com
Emil Velinov, Skoda Auto University, emil.velinov@savs.cz
Paulina Verdnikovaite, Kaunas University of Technology, paulina.verdnikovaite@gmail.com
Valentinyi Klára Veresné, Szent István University, Veresne.Valentinyi.Klara@gtk.szie.hu
Mantas Vilkas, Kaunas University of Technology, mantas.vilkas@ktu.lt
Tiia Vissak, University of Tartu, tiia.vissak@ut.ee
Andrea Visztenvelt, Szent István University, visztenvelt.andrea@gtk.szie.hu
Ingrida Višinskaite, Kaunas University of Technology, ingrida.visinskaite@ktu.edu
Jana Vlckova, Univeristy of Economics, Prague, jana.vlckova@vse.cz
Hinrich Voss, Leeds University Business School, H.Voss@leeds.ac.uk
Krzysztof Wach, Cracow University of Economics, wachk@uek.krakow.pl
David Wernick, Florida International University, wernick@fiu.edu
Anja Wilden, Leipzig Graduate School of Management, anja.wilden@hhl.de
Piotr Wojcik, Kozminski University, pwojcik@kozminski.edu.pl
Magdalena Wojnarowska, Cracow University of Economics, magdalena.wojnarowska@uek.krakow.pl
Newell Wright, North Dakota State University, newell.wright@ndsu.edu
Iván Zádori, University of Pécs, zadori.ivan@kpvk.pte.hu
Jolanta Zemguliene, Vilnius University, jolanta.zemguliene@evaf.vu.lt
Ineta Zykiene, Kaunas University of Technology, ineta.zykiene@ktu.lt
Krystyna Zoladkiewicz, University Of Gdansk, krystyna.zoladkiewicz@ug.edu.pl
Ineta Žičkutė, Kaunas University of Technology, ineta.zickute@ktu.lt

A I B - C E E 2 0 1 9 I N N U M B E R S

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

Number of Submission by Tracks

1- Research methods in international business: qualitative, quantitative and mixed methods	3
2- Developments in IB theory: from going international to designing international business models	6
3- Internationalization of firms: from rethinking MNEs, to SMEs and BGs	7
4- International entrepreneurship, strategy, innovation and international family firms	17
5- Global value chains and developments in FDI and international trade	9
6- International marketing: societies, markets and cultures	5
7- Migrations, international HRM and cross-cultural management	15
8- Regional cooperation and competitiveness of economies and industries	10
9- International economics, finance and accounting	13
10- Digital economy and digital business: 4th Industrial Revolution	9
11- Innovation, knowledge management and entrepreneurship	18
12- Teaching IB and networking in the CEE region	4
Total	116

6TH AIB – CEE Chapter Annual Conference on

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

CONFERENCE BOOKLET

SL 344. 2019-09-19. 18,5 printer sheets

Edition 150 copy. Order No. 205

Publishing House "Technologija"

Studentų 54, LT-51424, Kaunas