



Ernst Abbe
Stiftung



FRIEDRICH-SCHILLER-
UNIVERSITÄT
JENA

**FINAL PROGRAMM FOR PAPER DEVELOPMENT WORKSHOP “RESEARCH
AGENDA IN INTERNATIONAL BUSINESS AND MANAGEMENT”
(FOR EDITED VOLUME WITH EDGAR ELGAR PUBLISHING)**

Friedrich Schiller University Jena, March 5th-6th 2020

*School of Economics and Business Administration, Room: 2.43
Carl-Zeiss-Str. 3, 07743 Jena, Germany*

Thursday 5th of March

08.30 - 09.00

Welcome and introduction

Ödül Bozkurt (University of Sussex, UK) and Mike Geppert (FSU Jena)

09.00 - 10.30: Meeting 1 (Skype Session)

“Do we need a theory of externalization?”

Roger Strange (University of Sussex Business School, UK)

Discussant: Irina Surdu

“Behavioural theories and international business management: Are we
overdue a revival of bounded rationality?”

*Giulio Nardella, Rajneesh Narula and Irina Surdu (all three of Henley Business
School, University of Reading, UK)*

Discussant: Roger Strange

10.30 - 11.00: Coffee Break

11.00 - 12.30: Meeting 2 (Skype Session)

“Developing parameters for the occurrence of modern slavery: Towards an
empirical validation of Crane's theory of modern slavery”

*Christoph Dörrenbächer (Hochschule für Wirtschaft und Recht Berlin, Germany) and
Lukas Ellerman*

Discussant: Peter Zettinig

“International Business research: Confronting the theoretical IB discourse with
unfolding phenomena in a complex dynamic world”

*Peter Zettinig (University of Turku, Finland) and Niina Nummela (University of Turku,
Finland)*

Discussant: Christoph Dörrenbächer

12.30 - 14.00: Lunch Break

14.00 - 15.30: Meeting 3

“Emerging Economy MNCs and their geopolitical embeddedness: A case for a post-colonial perspective”

Ulla Mense-Petermann (University of Bielefeld, Germany)

Discussant: Florian Becker-Ritterspach

“The home country effect in internationalization theories of the firm: State of the art and future directions”

Florian Becker-Ritterspach (Hochschule für Technik und Wirtschaft Berlin, Germany) and Khaled Fourati

Discussant: Ulla Mense-Petermann

15.30 - 16.00: Coffee Break

16.00 - 17.30: Meeting 4

“The diplomatic imperative: MNEs as international actors”

Brent Burmester (University of Auckland Business School, New Zealand)

Discussant: Brian Wierman

„Outward investment from emerging markets: context and interdisciplinarity in IB research“

Suma Athreye (University of Essex)

Discussant: Mike Geppert

19.30 - End: Dinner at Wirtshaus Ratszeise

Friday 6th of March

10.00 - 12:00: Meeting 5

“Repackaging the airport leadership book: Self-management as the latest international management fad”

Leo McCann (University of York, UK). Edward Granter (University of Birmingham, UK) and Brian Wierman (University of Manchester, UK)

Discussant: Brent Burmester

“Epilogue and Group Discussion about new research agendas and directions for new research in IBM”

Ödül Bozkurt (University of Sussex, UK) and Mike Geppert (FSU Jena)

12.00 - 13.30: Lunch and Coffee - End of Paper Development Workshop