

Proceedings of the
42nd Annual Conference
of the



European International Business Academy

“Liabilities of Foreignness versus the Value of Diversity”

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Editors

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I: Session 2.1.1: Teaching in International Business

Time: Sunday, 04/Dec/2016: 8:30am - 10:00am

Location: TC 5.02

Session Chair: Elizabeth Rose

Bureau de Eventos: Internationalization of an Emerging Country Service Company

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This teaching case presents the trajectory of a Brazilian services company specialized in the organization of corporate events, Bureau de Eventos. The case describes the company's history since its inception in 1993 in the city of Rio de Janeiro and its first steps in the international market. The case explores the potential for the company's international expansion, and the vision and engagement of the entrepreneurs, despite several barriers the company needs to overcome: liabilities of emergingness, liabilities of smallness, inconsistent public policies, and a heavy tax burden. The case can be used in Entrepreneurship and International Marketing courses, both at graduate and undergraduate levels. It can also be used in training seminars for executives of tourism and events planning companies, and for employees of export promotion agencies.

Going from Standardization to Adaptation - How to Add Value to a Traditional Foreign Style Food

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In an increasingly competitive global market, firms try to conquer a special place in customers' minds and – when possible – hearts, in order to succeed. Through a competitive strategy based on differentiation, companies tend to focus their efforts in creating a value proposition not only for consumers but also for all the parties that constitute the value chain, establishing upstream and / or downstream partnerships based in win-win relationships.

Hence, when expanding their brands to new foreign markets, firms may choose to follow a relational approach, concerning international market selection, which can be combined with an opportunistic approach that may offer distinct opportunities to the firm.

This case study (which has a teaching note that can be provided upon request) was focused on Nata Pura, a rather young Portuguese firm that has built its project based on exporting a traditional product using innovative solutions to produce and promote an organic pastry made with high quality ingredients: pastel de nata.

SMEs Needs from Graduates in their First International Job: the Validation of the Components of International Relation Competence

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Often there is a disconnection between graduate skills and employer needs given the increasing call of companies to integrate individual and social competences into the international business study programs. Not only do students not learn the crucial competences to become a globally competent manager, they also lack the opportunity to develop these competences with the international business practice during their study.

The goal of this empirical study is to discuss international relation competence with its attitude and skills being the key competence of a starting export professional. Limited studies have examined international relation competence from the perspective of internationalizing SMEs aligned with international business education. A questionnaire-based survey was used among 111 representatives of exporting SMEs. The results identified that respondents agreed on the importance of the attitudes open-mindedness, pro activeness and cultural empathy and communication skills including language skills. In addition, they call on business educators to integrate the learning and developing of these attitudes and skills in the curriculum of international business studies. The paper contributes to the research on employability of graduates international business as it gives an understanding of the validation of international relation competence.

An International Business Simulation as a Teaching Tool

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Most executives regard the management of business partnerships and alliances in the international context as a crucial skill. They devote most of their time to managing partnerships with distributors and suppliers with a view to improving coordination with them, to mobilizing their best resources, their capabilities and influencing their strategic priorities. Chief financial officers have gained power in multinational companies which indicate the importance of financial results. Business simulation are supposed to enhance managerial skills, interpersonal group behavior, problem solving and teaching. The purpose of this paper is to illustrate a business simulation course in the international context and in which the interaction both within and across teams is very intense. Moreover, the importance of financial forecast has been taken into account. It is a case study of the further development (FINTOPIA) of International Operations Simulations (INTOPIA) to illustrate the practice of management based on over 20-year experiences. Special attention is given to evaluation of the course applying FINTOPIA simulation within a framework of eight elements. Four elements, realism, simplicity of the use, decision support system and debriefing are discussed in more detail.

Using a Simulation in Integrative Learning in IB

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