

11th

Iberian International Business Conference



Book of Abstracts

October 2-3, 2015
Porto, Portugal



CATÓLICA PORTO
SCHOOL OF ECONOMICS AND MANAGEMENT

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Foreward

WELCOME



On behalf of the 11th Iberian International Business Conference organizing committee, it gives me great pleasure to welcome you all to this year's conference, hosted by the School of Economics and Management of the Catholic University of Portugal (Porto). Hosting international conferences such as this one is a key element role in our intention to foster internationally significant and influential research and strengthen our active role in the international scientific community.

This year's conference theme is **"Iberian Diaspora and internationalization processes"**.

Diaspora is a concept associated with a large group of people exiting their home country to live abroad and, therefore, is normally associated with adversity and difficulties at home. However, we have been witnessing the emergence of a more positive facet of this phenomenon, with the identification of a stream of economic advantages resulting from nationals living and working abroad. Remittances, contribution to inward foreign direct investment, financing entrepreneurship in the home country, building networks of knowledge and technology transfer, providing business intelligence about foreign markets, access to valuable local resources and instruments of cultural diplomacy are but a few of the potential gains. These benefits explain why firms, governments, foreign trade agencies and international development institutions started to pay more attention to Diasporas as an important resource for international competition, growth, development and diplomacy.

This conference provides a privileged forum to discuss this theme, building on your latest research on such an important subject. The number of papers submitted to this year's conference attest the interest the topic raises among academics. Research papers using interdisciplinary approaches were also received thus displaying the importance of the topic across scientific fields.

Several papers on traditional IIBC topics, related to Multinationals, Foreign Direct Investment, Internationalization and Exporting, both by large as well as by SMEs, were also received. And although, as a general rule some papers focus on the cases of Portugal and Spain, other cases/countries were also received.

The 11th IIBC would not have succeeded without help of The School of Economics and Management of the Catholic University which supported this initiative since the first minute, providing all the conditions for the organization of this event. In particular we would like to thank the invaluable contribution of Leonor Sopas in the scientific organization of the event. I would also would like to thank the administrative assistant for research Mara Carvalho and the communication assistant Luís Peixoto for their helpful work in a tight time schedule. Special thanks should also be addressed to all the reviewers. All sponsors were also key in supporting this event. Last but not least, a special word of acknowledgement should be addressed to our guest speaker, Maria Elo, for providing very useful insights on Diasporas.

We believe this conference can be considered as an important instrument to strengthen the cooperation among Iberian International Business researchers and to build an increasingly active research community. We hope you have considered this meeting as a great opportunity to share with us your research and your time and, therefore, I wish you all a very good conference and an enjoyable stay in Porto!

Susana Costa e Silva
Conference Chair & Head of Scientific Committee

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Friday, 2nd October

08:30-08:45	Registration	
08:45-10:00	Official Opening (Room 3) Sofia Salgado (Dean of the School of Economics and Management; Susana Costa e Silva (Head of Scientific Committee); Maria Elo (Guest Speaker)	
10:00-11:15	Session 1 - Diaspora (Room 3) Elo, Maria; Leinonen, Johanna - <i>INTERNATIONALIZATION DYNAMICS OF INDIVIDUAL LIVES - ENTRY AND EXIT BEHAVIOR OF HIGHLY SKILLED MIGRANTS.</i> López-Duarte, Cristina; Vidal-Suaréz, Marta Maria; González-Díaz, Belén - <i>A BIBLIOMETRIC STUDY OF MOST INFLUENTIAL AUTHORS IN EXPATRIATE MANAGEMENT AND NATIONAL CULTURE RESEARCH.</i> Borici, Ardita; Gavoci, Mirela - <i>THE IMPACT OF REMITTANCES ON HOUSEHOLDS' WELL-BEING: EVIDENCE FROM ALBANIA.</i> Elo, Maria; Silva, Susana Costa e - <i>THE ROLE OF SATISFACTION ON LABOR DIASPORA DYNAMICS - AN ANALYSIS OF ENTRY AND EXIT OF PORTUGUESE NURSES.</i>	
11:15-11:45	Coffee Break	
11:45-13:00	Session 2 - Foreign Direct Investment (Room 3) Liu, Guangyan; Hensmans, Manuel - <i>DYNAMICS OF CHINA'S OUTWARD FOREIGN DIRECT INVESTMENT IN THE EU: THE PERSPECTIVE OF REGIONAL OPPORTUNISM, INDUSTRIES AND POLITICS.</i> Figueira-de-Lemos, Francisco - <i>THE CONTROL OF FOREIGN OPERATIONS: REASSESSING COASE'S INFLUENCE ON HYME R'S THESIS.</i> Liu, Guangyan - <i>A FIRM-LEVEL ANALYSIS OF INVESTMENT PREFERENCE, GEOGRAPHIC DIVERSIFICATION AND OWNERSHIP COMBINATION.</i> Ferreira, Manuel Portugal; Reis, Nuno Rosa; Pinto, Cláudia Frias - <i>THE FOOTPRINT OF TWO DECADES OF RESEARCH ON EMERGING ECONOMIES: A CITATION AND CO-CITATION REVIEW.</i>	Session 3 - Branding & Cross Cultural Management (Room 4) Inácio, Nicole; Crespo, Cátia Fernandes - <i>THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ACTIONS ON CONSUMERS' PERCEPTIONS TOWARDS GLOBAL BRANDS.</i> Alarcón-Del-Amo, María-Del-Carmen; Casablanca-Segura, Carmen; Llonch-Andreu, Joan - <i>ANTECEDENTS AND CONSEQUENCES OF STAKEHOLDER ORIENTATION IN SPANISH PUBLIC UNIVERSITIES.</i> Madaleno, Ana; Eusébio, Celeste; Varum, Celeste Amorim - <i>EXPORTS AND TOURISM: TESTING THE CAUSALITY.</i> Machado, Joana César; Carvalho, Leonor Vacas de; Torres, Anna; Costa, Patrício - <i>BRAND LOGO DESIGN: EXPLORING CONSUMER RESPONSE TO NATURALNESS ACROSS CULTURES</i>
13:00-14:30	Lunch at CPBS Restaurant	
14:30-15:45	Session 4 - Internationalization & Family Business (Room 3) Silva, Susana Costa e; Wegner, Douglas; Campos, João Moreira de; Rossi, Greice De - <i>NETWORKING FOR INTERNATIONALIZATION: THE CASES OF VITROCRISTAL (PORTUGAL) AND WINES OF BRASIL (BRAZIL).</i> Meneses, Raquel; Avrichir, Ilan; Santos, Agnaldo - <i>THE IMPACT OF NON-FAMILIAL MANAGEMENT IN INTERNATIONALIZATION</i> Pérez, Carlos Bellido; Alesón, Marisa Ramirez - <i>IMPORTS AND EXPORTS: THE CASE OF FAMILY FIRMS.</i> Castro, João Alvim de; Meneses, Raquel - <i>INTERNET IMPACT ON "FAMILY" SME'S PROCESS OF INTERNATIONALIZATION</i>	Session 5 - Internationalization & M&As (Room 4) Santos, João Carvalho; Karl-Barandas, Hortênsia; Martins, Francisco Vitorino; Ferreira, Manuel Portugal - <i>THE PSYCHIC DISTANCE HAZARDS IN CROSS-BORDER MERGER AND ACQUISITION PERFORMANCE: AN EMPIRICAL STUDY OF CROSS-BORDER MERGERS AND ACQUISITIONS FROM 26 COUNTRIES.</i> Reis, Nuno Rosa; Carvalho, Fernando; Ferreira, José Vasconcelos - <i>CROSS-BORDER MERGERS & ACQUISITIONS: A BIBLIOMETRIC REVIEW AND FUTURE RESEARCH AVENUES.</i> Varum, Celeste Amorim; Madaleno, Mara; Faustino, Deise - <i>INTERNATIONALIZATION AND HOW IT IMPACTS OVER FIRMS' CAPITAL STRUCTURE.</i> Santos, João Carvalho; Karl-Barandas, Hortênsia, Martins, Francisco Vitorino - <i>MANAGERS' PERCEPTIONS OF PSYCHIC DISTANCE AND THE PERFORMANCE OF CROSS-BORDER MERGERS AND ACQUISITIONS: A COMPARATIVE CASE STUDY OF FIVE PORTUGUESE FIRMS</i>
15:45-16:15	Coffee Break	

16:15-17:30	Session 6 - MNEs Management & Innovation (Room 3) Ávila, Henrique de Azevedo; Rocha, Angela da; Silva, Jorge Ferreira da - <i>THE RELATIONSHIP BETWEEN PERCEIVED POLITICAL RISK, CULTURAL DISTANCE, AND FIRM INTERNATIONAL EXPERIENCE: A STUDY WITH BRAZILIAN FIRMS.</i> Durán-Herrera, Juan José; Garcia-Cabrera, Antonia Mercedes; López-Duarte, Cristina - <i>SUB-NATIONAL INSTITUTIONS AS DETERMINANTS OF THE MNE'S LOCATION DECISION: UNDERSTANDING THE GEOGRAPHY OF SPANISH FDI IN USA.</i> Simões, Vitor Corado - <i>PARADOX: NEW LENSES TO UNDERSTAND INNOVATION IN MODERN MNES</i> Morais, Ricardo - <i>CRITICAL REALIST CASE STUDIES OF FOREIGN SUBSIDIARY DEVELOPMENT</i>
19:00-...	Visit to Casa da Música
20:30-...	Dinner at Terreira Restaurant (Near Casa da Música)

Saturday, 3rd October

09:00-10:15	Session 7 - International Entrepreneurship (Room 3) Aurélio, Diana; Crespo, Nuno Fernandes - <i>THE RELEVANCE OF ENTREPRENEURS' PERSONALITY CHARACTERISTICS FOR NEW VENTURES' INTERNATIONALIZATION.</i> Ioanid, Alexandra - <i>ENTREPRENEURSHIP AND LEADERSHIP SKILLS WITHIN DIASPORAS: ROMANIAN VERSUS PORTUGUESE DIASPORAS.</i> Pinho, José Carlos; Thompson, Douglas - <i>INSTITUTIONAL FRAMING FOR ENTREPRENEURSHIP: A COMPARATIVE ANALYSIS BETWEEN A SUB-SAHARAN COUNTRY AND A SOUTHERN EUROPEAN COUNTRY</i>
10:15-10:45	Coffee Break
10:45-12:00	Session 8 - Determinants of FDI (Room 3) Ferraz, Paulo Reis; Crespo, Cátia Fernandes - <i>THE INFLUENCE OF CORRUPTION ON FOREIGN DIRECT INVESTMENT: THE PORTUGUESE CASE.</i> Oliveira, Pedro; Forte, Rosa - <i>LABOUR MARKET FLEXIBILITY AND FDI ATTRACTION: A MACROECONOMIC ANALYSIS</i> Veiga, Pedro Mota; Ferreira, João J. - <i>NATIONS COMPETITIVENESS: THE PORTUGUESE CASE.</i> Dávila-Vargas-Machuca, M ^a Angustias; Durán-Herrera, Juan José - <i>EXCHANGE RATE AND FOREIGN DIRECT INVESTMENT: A REVIEW OF THE RECENT THEORETICAL EMPIRICAL CONTRIBUTIONS (2001-2015)</i>
12:00-12:30	Closing Session (Room3) Susana Costa e Silva (Head of Scientific Committee); Juan José Durán-Herrera (Scientific Committee); Vitor Corado Simões (Scientific Committee)
13h00-...	Lunch at Treze%

Morais, Ricardo

CRITICAL REALIST CASE STUDIES OF FOREIGN SUBSIDIARY DEVELOPMENT

In this methodological paper, I explore the potential of critical realist case studies for research on foreign subsidiary development. For that purpose, I begin with a review of the ontological, epistemological, and methodological assumptions of critical realism. Ontologically, reality is assumed to be stratified and emergent; epistemologically, knowledge is assumed to be transitive, but objective; and methodologically, research is expected to be highly contextual. In addition, I review the implications of such assumptions for causation, explanation, and generalization. In particular, causation is regarded as the manifestation of mechanisms rather than variables; explanation is based on retrodiction rather than induction or deduction; and generalization is assumed to be transfactual rather than analytical or statistical. Critical realist case studies can thus be distinguished from other types of case studies for their emphasis on contextual explanation. In order to illustrate the potential for such case studies in international business research, I conclude with an application to foreign subsidiary development.

Keywords: *critical realism, case studies, foreign subsidiary development*