



EIBA 2019 Leeds

| 45th European International Business Academy Conference |

What Now? International Business in a Confused World Order



Leeds, 13-15 December 2019

UNIVERSITY OF LEEDS



EIBA 2020 Madrid



46th EIBA Annual Conference
10-12 December 2020
Complutense University of Madrid, Spain

*“Firms, Innovation, and Location
Reshaping International Business for
Sustainable Development”*

The challenges defined in the Sustainable Development Goals (SDGs) have moved the traditional development agenda forward. The UN's 2030 Agenda implies a radical shift from prior approaches; economic, political, and social actors have all been called to action, given that potential solutions are to be executed globally. Business firms in particular – along with governments, NGOs, universities and other social actors – should take a more active role in contributing to sustainable development.

The presiding theme for EIBA 2020 is ‘firms, innovation, and location at the crossroads of IB and sustainable development’. The rationale is to discuss local actions that can be applied to global solutions and flows of information to and from the IB community. Firms are no longer limited to responsibility for the correction of negative effects in terms of sustainable development; they are also active players and solution providers, being a major channel for investment and innovation. This is particularly true in view of the assumption that innovation is a problem-solving process in a wide range of fields, from the technical and economic to social and environmental issues. Aspects such as energy, infrastructure, or urban mobility, among others, necessarily require the establishment of local and international partnerships alike, to advance the SDGs in a way that will involve individuals (business leaders, policymakers, scholars), institutions, and international organizations.

MNEs have a dominant position from the perspective of IB, because they act locally (whether at home or in host countries) and yet are international in nature, through FDI and trade. The distributional impacts of their activity in terms of (for example) inequality or the gender gap can be addressed from both local and transnational angles, in consideration of the spatial heterogeneity between different levels and the consequences for sustainable development. Sustainable entrepreneurship and small and medium firms are also relevant, entering into the scene via global value chains. At the same time, academic activity entails the discussion of research that ultimately results in scientific outputs, while case studies on firms and data collection from national and international organizations directly feed IB research, becoming important inputs for stakeholders.

The advance of academic knowledge results from collective efforts, and the theme of the EIBA 2020 Madrid conference will be operationalized through a selection of topics traditional to IB, along with parallel and panel sessions devoted to specific issues that seek to further integrate local actors (business leaders and policymakers) into the discussion. We encourage the submission of panels with interdisciplinary perspectives to enhance the inclusion of new approaches to global challenges such as climate change, migration, poverty, and peace.

I 2.1.9: Cognition, Values and Sense Making in International Entrepreneurial Ventures

Time: Sunday, 15/Dec/2019: 8:30am - 10:00am · Location: MK 1.31
Session Chair: Jean-Francois Hennart, Tilburg University, Netherlands, The

The Power and Perils of Cognition: Differential Role of Heuristics and Biases in Initial and Post-entry Internationalization

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Given the fact that we know only little about how owner-managers actually make internationalization decisions, we must consider the biases and dispositions of SMEs' most powerful actors - their top executives especially to know how the biases and heuristics change from the initial internationalization stage to the later stages. The early internationalization perspective in IE has largely focused on the initial export activities of firms and has subsequently overlooked to address what happens to these firms after this initial phase from the perspective of cognitive heuristics and biases. In response to this, in this article we present a framework for the influence of individual heuristics and biases in initial and later stages of internationalization. We include one key variable in early internationalization, i.e. owner-managers' prior international experience and how different biases originate from this source and impact initial internationalization. Later on, we show that experiential learning during and after initial internationalization gives rise to some specific heuristics and biases that impact subsequent internationalization. We also find that the power of heuristics and biases in initial stage may turn into perils in the subsequent internationalization.

The Impact of Cognitive Reasoning on International Entrepreneurial Intentions: A Multi-country Study

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This article aims to shed light on the effects of cognitive reasoning in international entrepreneurship intentions development. In order to advance research and provide sound explanations for international entrepreneurial intentions (IEI), we supplement the Ajzen's theory of planned behavior (TPB) by adding the cognitive systems from the Dual Process Theory. Based on a sample of 407 final year undergraduate and master students from Spain, Portugal, Serbia and Montenegro, our results show that the cognitive System-X – intuitive, unconscious, effortless, emotional reasoning– has a positive total impact on IEI, mediated by the attitude toward the behavior, perceived social norms and perceived behavioral control. Analogously, the cognitive System-C –analytic, conscious, deliberative– has no overall statistical significance, although it impacts the IEI through the perceived social norms, and it balances the potential biases stemming from System-X regarding the perceived behavioral control. Our comparison of results yields further evidence on the extent to which cognition matters to IEI among potential entrepreneurs. Finally, rather than classifying potential entrepreneurs in cognitive discrete systems, our contribution focuses on including the use of both cognitive systems as antecedents within the TPB to explain IEI.

Refining the Actualization Approach for Exploring the Sense-making Process of Entrepreneurs for Opportunity Recognition

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In this study, we explore the sense-making process of entrepreneurs for opportunity recognition, and address limitations of the previously contested discovery and creation approaches to refine the more recent actualization approach. In search of the middle ground and despite efforts to resolve the challenges by offering the actualization approach that supposedly addresses an apparent inconsistency with the discovery and creation approaches, many assumptions have either been ignored or overlooked without a systematic explanation. This is not assisting the entrepreneurship field to move forward leading to an ongoing lack of theoretical explanations that improve our understanding. By proposing the dichotomous nature of opportunities as dependent on profit or loss the actualization approach undervalues the possible role of entrepreneurs' non-economic objectives. Additionally, the actualization approach asserts that entrepreneurs are able to recognise opportunities only in the future after making profit. In this way, the actualization approach ignores entrepreneurs' efforts and suggests that entrepreneurs always develop a conjecture for opportunities or entrepreneurs should keep investing their efforts for a possible non-opportunity venture. Therefore, by employing Chater and Lowenstein's (2016) sense-making model and by discussing the shortcomings and strength of the actualization approach, we explore, how and when entrepreneurs can evaluate and 'make sense' of opportunities.

Preservation or Exploitation? Family Values as Source of Heterogeneity in the Origin of Family Firms' Internationalization

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This study examines how values affect the origin of the process of internationalization in family firms (FFs). We define four possible strategies engaged by FFs, based on two dimensions: internationalization approach and firm orientation to values. By way of a multiple case study of 6 family firms in the wine sector of Catalunya region, we use family values as explanation of why some firms internationalize soon after inception, whereas others do it only at later stages following a stepwise approach. Despite the common assumption that preservation of original family values and exploitation of internationalization benefits are aut-aut concepts, we show that preserving those values and operating early at global level is not only possible, but it represents a distinctive ability for gaining long-term success. With this study we aim to shed light on the issue of heterogeneity in FFs' internationalization and help to reveal how family firms can simultaneously pursue non-economic and economic goals.