



The 3rd Emerging Markets Inspiration Conference (EMIC)

BIG ISSUES AND CRITICAL THOUGHTS

Stockholm, June 1, 2018

ORGANIZER

**Emerging Markets Cross-Cultural Research Group
Stockholm Business School (SBS), Stockholm University**

<http://www.sbs.su.se/english/research/research-sections/emerging-markets-cross-cultural-research-group>

Venue: The Board Room, Building 3A, Kräftriket, Roslagsvägen 101, Stockholm, Sweden

<http://www.sbs.su.se/english/education/student-life/find-us/find-your-way-to-kr%C3%A4ftriket>

HOST PROFESSOR

Tony Fang

08:00-08:30 REGISTRATION

08:30-10:00 OPENING & PRESENTATION

Welcoming Speech

Tony Fang, Professor, SBS, Stockholm University

Opening Speech

Maria Frostling Henningsson, Associate Professor, Head of SBS, Stockholm University

A global climate model with endogenous technological development

John Hassler, Professor of Economics, IIE, Stockholm University

Crisis, what crisis? MNE subsidiary responses during socio-economic upheaval in an emerging market

Fredrik Tell, Professor, Department of Business Studies, Uppsala University

Henry Lopez Vega, Assistant Professor, Jönköping International Business School

The generation of emotions through intercultural interaction within a multinational enterprise

Jeremy Clegg, Professor, Leeds University Business School, UK

10:00-10:30 FIKA

The 2018 EMIC Award

10:30-11:30 PRESENTATION

Leading global virtual teams

Lena Zander, Professor, Department of Business Studies, Uppsala University

Fostering frugal innovation through digital tools: Cases from Brazil

Stefan Bernat, PhD Student, Department of Management and Engineering, Linköping University, Sweden



Pricing cryptocurrency options: The case of CRIX and Bitcoin

Aijun Hou, Associate Professor of Finance, SBS, Stockholm University

11:30-13:30 LUNCH

13:30-15:00 PRESENTATION

Revisiting Maslow to understand the dynamics of human rights in emerging economies

Tony Fang, Professor, SBS, Stockholm University

Text mining for data collection in production economics research

Ou Tang, Professor of Production Economics, Department of Management and Engineering, Linköping University

The impact of environmental dynamism and firm capabilities on performance:

A study of emerging economy firms

Solmaz Filiz Karabag, Associate Professor, Department of Management and Engineering, Linköping University

Christian Berggren, Professor Emeritus, Department of Management and Engineering, Linköping University

Regional institutions, organizations and the interrelatedness with global knowledge exchange:

The new media industry in Norway and China

Ju Liu, Senior Lecturer, Faculty of Culture and Society, Malmö University

15:00-15:30 FIKA

15:30-17:00 PRESENTATION

Trust and relationships in marketing of health services

Maria Fregidou-Malama, Lecturer, Department of Business & Economic Studies, University of Gävle

Akmal S. Hyder, Professor, Department of Business & Economic Studies, University of Gävle

The role of emotions in intercultural business communication: Language standardization in the context of international knowledge transfer

Gajewska-De Mattos, Lecturer, Leeds University Business School, UK

Headquarters value adding to subsidiaries in emerging-market multinationals & The paradox of political ties on headquarters-subsidiary motives for knowledge transfer

Cong Su & Lingshuang Kong, PhD students, Department of Business Studies, Uppsala University

Strategy research on emerging markets: Key issues and future directions

Anthea Yan Zhang & Haiyang Li, Professors, Rice University, USA

17:00-17:30 REFLECTIONS

17:30 THE END