



The 2nd Emerging Markets Inspiration Conference (EMIC)

Theory and practice with inspirations from emerging markets

Stockholm, June 8, 2017

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>

HOSTING PROFESSOR

Tony Fang

KEYNOTE SPEAKERS

Jeremy Clegg, PhD, Professor, Leeds University Business School, U.K.

Fredrik Tell, PhD, Professor, Uppsala University, Sweden

Qiang Pan-Hammarström, PhD, Professor, Karolinska Institute, Sweden

Håkan Kingstedt, Chairman, Sweden-India Business Council, Sweden

Dharam Deo Sharma, PhD, Professor, Stockholm School of Economics, Sweden

Ilan Alon, PhD, Professor, University of Agder, Norway

Tony Fang, PhD, Professor, SBS, Stockholm University, Sweden

08:00-08:30 REGISTRATION

08:30-10:00 OPENING

Welcome speech

Maria Frostling-Henningsson, PhD, Associate Professor, Head, SBS, Stockholm University, Sweden

Christian Maravelias, PhD, Professor, Deputy Head, SBS, Stockholm University, Sweden

How do we *really* do research in emerging markets?

Jeremy Clegg, PhD, Professor, Leeds University Business School, U.K.

Theorizing from subsidiary evolution in turmoil: The case of Swedish MNC R&D in Brazil

Fredrik Tell, PhD, Professor, Dept. of Business Studies, Uppsala University, Sweden

Government-firm interactions: Can we learn from emerging markets?

Dharam Deo Sharma, PhD, Professor Emeritus, Dept. of Marketing and Strategy, Stockholm School of Economics, Sweden

Explosion of SME innovation: New market entry models in emerging markets?

Mr. Håkan Kingstedt, Chairman, Sweden-India Business Council, Sweden

10:00-10:15 FIKA



10:15-11:00 PRESENTATION

Overview of remanufacturing opportunities in China

Ou Tang, PhD, Professor of Production Economics, Dept. of Management and Engineering, Linköping University, Sweden

Why do firms fail to develop innovation capability? Case of two emerging economies automotive firms

Solmaz Filiz Karabag, PhD, Associate Professor, Dept. of Management and Engineering, Linköping University, Sweden

Christian Berggren, PhD, Professor, Dept. of Management and Engineering, Linköping University

Leadership ethics in emerging economy context

Li Thuy Dao, PhD, Assistant Professor, International Business Centre, Aalborg University, Denmark

Emerging economies' technology-driven FDI in Europe: A comparison between China, India and Brazil

Ju Liu, PhD, Senior Lecturer, Dept. of Urban Study, Faculty of Culture and Society, Malmö University, Sweden

11:00-11:10 BREAK

11:10-12:00 PRESENTATION

The latest medical breakthroughs and implications

Qiang Pan-Hammarström, Professor of Clinical Immunology, Karolinska Institute, Sweden

Is health services marketing an issue for emerging markets?

Akmal. S. Hyder, PhD, Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

Maria Fregidou-Malama, PhD, Lecturer, Dept. of Business & Economic Studies, University of Gävle, Sweden

Marketing medical tourism: An emerging market perspective

Michelle Rydback, PhD student, Dept. of Business & Economic Studies, University of Gävle, Sweden

Globalization of China research

Ilan Alon, PhD, Professor of Strategy and International Marketing, University of Agder, Norway

12:15-13:45 CONFERENCE LUNCH

The 2017 EMIC Awards

14:15-15:15 PRESENTATION

Reshoring: A multiple perspective

Daniella Fjellström, PhD, Assistant Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden

Technological capability upgrading: Cases of two Brazilian multinational firms

Stefan Bernat, PhD student, Dept. of Management and Engineering, Linköping University

Solmaz Filiz Karabag, PhD, Associate Professor, Dept. of Management and Engineering, Linköping University, Sweden

Innovative marketing strategy: Multinational companies in Bangladesh

Maria Fregidou-Malama, PhD, Lecturer, Dept. of Business & Economic Studies, University of Gävle, Sweden



Ehsanul Huda Chowdhury, PhD, Dept. of Business & Economic Studies, University of Gävle, Sweden
 Akmal. S. Hyder, PhD, Professor, Dept. of Business & Economic Studies, University of Gävle, Sweden

Russia and China: Similarities and differences in international business contexts in glocalization

Andrei Panibratov, PhD, Professor, Graduate School of Management, St. Petersburg State University, Russia
 Tony Fang, PhD, Professor, SBS, Stockholm University, Sweden

15:15-15:45 BIG FIKA

15:45-16:45 PRESENTATION

Sino-Finnish intercultural negotiation

Santa Stopniece, PhD student, Dept. of Language and Communication Studies, University of Jyväskylä, Finland

China in Africa: An emerging area for organization studies

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden

Internationalization of emerging markets firms and negative media coverage in host countries

Tony Fang, PhD, Professor of Business Administration, SBS, Stockholm University, Sweden
 Dina Chimenson, PhD student, SBS, Stockholm University, Sweden

China's "One Belt One Road" initiative: The credit risk challenge

Dexter Wu, PhD, Assistant Professor of Finance, SBS, Stockholm University, Sweden

Imagineering PLACE – The branding of five Chinese mega-cities

Emma Björner, PhD student, SBS, Stockholm University, Sweden

16:45-16:50 BREAK

16:50-17:35 PRESENTATION

The impact of political embeddedness on reverse knowledge transfer in Chinese multinationals

Cong Su, PhD student, Dept. of Business Studies, Uppsala University, Sweden

Expatriate managers' relationships and reverse knowledge transfer within emerging market multinationals

Lingshuang Kong, PhD student, Dept. of Business Studies, Uppsala University, Sweden

Market openness and price discovery in gold markets in emerging economies

Caihong Xu, PhD, Researcher, SBS, Stockholm University, Sweden
 Dong Zhang, PhD, Analyst, Finansinspektionen, Sweden

How can emerging economies overcome the Middle Income Trap?

Jan Rudengren, PhD, Senior Research Fellow, Institute for Security and Development Policy (ISDP), Sweden
 Lars Rylander, Senior Research Fellow, Institute for Security and Development Policy (ISDP), Sweden

17:35-17:45 REFLECTIONS

17:45 THE END