



University of Pavia
Department of Business
and Economics



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INTERNATIONAL ENTREPRENEURSHIP

15th McGill International Entrepreneurship Conference

University of Pavia
21-23 September, 2012



Friday, 21 September - Annunciata Room	
14.00	Registration
15.00-16.30	Business/professional workshop
17.00-19.00	Opening session Keynotes: Patricia P. McDougall, Indiana University, US Peter W. Liesch, University of Queensland, Australia
19:00	Welcome Reception

PROGRAM AT A GLANCE

Saturday, 22 September - Faculty of Economics			
	Chapel	Library	Board Room
8.30-9.30	Panel "Theory building in international entrepreneurship: issues, challenges and contributions"		Room I
9.30-11.00		Session 1: Learning, knowledge and capabilities	Session 2: Networks and network dynamics
11.00-11.15		COFFEE BREAK (CLOISTER)	
11.15-12.45	Roundtable "Policy Making"	Session 4: Patterns and processes of internationalization 1	Session 5: Networks and global value chains
12.45-13.30	Keynote 3: J.-F. Hennart, University of Pavia and Tilburg University, NL		Session 6: Models, methods and new perspectives in IE 1
13.30-14.30		LUNCH (CLOISTER)	
14.30-16.00	Session 7: Session in French language	Session 8: The role of market strategy in international growth	Session 9: Institutions and policies for entrepreneurship and internationalization
16.00-16.15		COFFEE BREAK (CLOISTER)	
16.15-17.45	Session 11: Models, methods and new perspectives in IE 2	Session 12: Entrepreneurial traits and behaviour	Session 13: Patterns and processes of internationalization 2
20.00		GALA DINNER (COLLEGIO CAIROLI)	

Sunday, 23 September - Faculty of Economics			
	Chapel	Library	Board Room
9.30-11.00	Session 15: Local clusters and regional development	Session 16: Effectuation	Session 17: Patterns and processes of internationalization 3
11.00-11.30	Closing Session		
11.30-13.00		LIGHT LUNCH	

14.00 **Registration**

15.00-16.30 Business/professional workshop

CHAIR: *Alberto Onetti, University of Insubria, Italy*
CO-CHAIR: *Stefano Denicolai, University of Pavia, Italy*
 Case History 1: Massimo Vanzi, iNoCs
 Case History 2: Enrico Melchioni, FMR Consulting
 Case History 3: Elena Favilli, Francesca Cavallo, Timbuktu

17.00-19.00 Opening session

Greetings: *Hamid Etemad, McGill University, Canada*
 Sen. Daniele Bosone, President of the Province of Pavia
 Antonella Zucchella, Conference Host, University of Pavia, Italy

Key notes 1&2: *Patricia P. McDougall, Indiana University, US*
 Peter W. Liesch, University of Queensland, Australia

19.00 Reception

Giardini Malaspina, Piazza Petrarca

8.30-9.30 Panel session

"Theory building in international entrepreneurship: issues, challenges and contributions" Chapel

CHAIR: *Romeo V. Turcan*, Aalborg University, Denmark
DISCUSSANTS: *Jean-François Hennart*, University of Pavia and Tilburg University, Netherlands
Sabine Urban, Professor Emeritus, University of Strasbourg
Antonella Zucchella, University of Pavia, Italy

9.30-11.00 Parallel session I

SESSION 1: Learning, knowledge and capabilities Library

CHAIR: *Simon Harris*, University of Edinburgh, UK

Understanding Internationalization Knowledge Needs for Small Firms: Market Entry, Localization, and International Enterprise

Fletcher M., Harris S., Glenn Richey Jr R.

The dynamics of knowledge creation through network partners within the international new venture: an effectuation approach

Fuerst S., Zetting P.

The development of firm's knowledge during the internationalization process: empirical evidence from an Italian SME

Migliaccio M., Rivetti F.

The effect of internal capabilities and external environment on small and medium sized enterprises' international performance and the role of the foreign market scope: The case of Malaysian halal food industry

Ismail N. A., Kuivalainen O.

SESSION 2: Networks and network dynamics

Board Room

CHAIR: *Soeren Kock*, *Hanken School of Economics*, Finland

The missing link, acknowledging the importance of intraorganisational ties in early rapid small firm internationalisation; towards an integrated Early Rapidly Internationalising Small Firm (ERISF) network model

Masango S., Marinova S.

The Dynamic Development of International Entrepreneurial Networks

Stanisauskaite V., Kock S.

Selective Networking During Internationalization of SMEs

Kock S., Galkina T.

Export Barriers and the Internet: Implications for Networking from Eight Canadian SMEs

Maltby N.

SESSION 3: Social capital and entrepreneurial resources

Room I

CHAIR: *Sabine Urban*, University of Strasbourg, France

Social Capital as a Resource for Successful Internationalization

Berdyshev P.

Exploring Entrepreneurial Intentions- Role of Entrepreneurial Training and Role Model. A Perspective from Italy

Saeed S., Muffatto M.

International new ventures in the medical technology sector - the process of gaining international market acceptance through actors, resources and activities

Laurell M. H.

The Effect of Trust on the Performance of International Joint Ventures: Evidence from the UAE

Sandhu M., Fadol Y.

11.00-11.15 COFFEE BREAK, CLOISTER

11.15-12.45 Parallel session II

Round table "Policy Making"

Chapel

CHAIR: *Antonella Zucchella*, University of Pavia, Italy

DISCUSSANTS: *Margherita Balconi*, University of Pavia, Italy.

The role of incubators and technology parks in supporting international entrepreneurship

Alberto Brugnoli, University of Bergamo, Eupolis Lombardia, Italy.

The Lombardy Region Experience

Funda Celikel-Esser, Eurofound, Ireland.

Policy Making for Born Global Firms

SESSION 4: Patterns and processes of internationalization 1

Library

CHAIR: *Manuel Serapio*, University of Colorado Denver, US

Economics of Information and Alliances in Value Creation in Rapid Internationalization and Growth of Smaller Firms

Etemad H.

The impact of export dynamics on a firm's growth

Cieslik J., Kaciak E.

A comparative study of internationalization of software product and software service firms

Ojala A., Rönkkö M., Peltonen J.

Dynamics of failure in rapidly internationalizing firms. Finnish and Irish software firms in focus

Nummela N., Saarenketo S., Loane S.

SESSION 5: Networks and global value chains

Board Room

CHAIR: *Tamara Galkina*, Hanken School of Economics, Finland

Entrepreneurial Networking of Internationalizing SMEs: Finnish firms in Russia
Galkina T.

Formal inter-firm cooperation and international expansion: how Italian SMEs are using the network contract
Aureli S., Del Baldo M.

The influence of manufacturing strategy on firm's level strategy, external environment and international performance: The case of Malaysian furniture
Ismail N. A., Othman M. S.

Value chain activities in born globals
Wictor I.

SESSION 6: Models, methods and new perspectives in IE 1

Room I

CHAIR: *Diala Kabbara*, University of Pavia

Psychological Traits, Experiences of Entrepreneurs, and Re-internationalization Strategies of SMEs: A Theoretical Analysis
Nguyen H. L., Kock S.

Role of accelerators and social computing in the internet entrepreneurship fields: A study on web industry firms
Kabbara D.

The creation of 'born border' firms
Jørgensen E. J. B., Rasmussen E.

The end justifies the means. Individual rule breaking in organizations as a mean for innovations
Johansson M., Middel R.

12.45-13.30 Keynote 3

Chapel

Jean-Francois Hennart, University of Pavia and Tilburg University, Netherlands

13.30-14.30 LUNCH, CLOISTER

14.30-16.30 Parallel session III

SESSION 7: Session in French language

Chapel

CHAIR: *Pascale Bueno Merino*, Ecole de Management de Normandie, France

Cross-boundary collaboration and innovation capability of SMEs

Coeurderoy R., Falize M.

**Innovation et internationalisation des jeunes entreprises:
une étude comparative**

Lamotte O., Colovic A.

**Le champ de l'entrepreneuriat international: état des lieux et pistes de
recherche futures**

Servantie V., Cabrol M.

L'accompagnement à l'internationalisation des PME: le cas des PME québécoises

Zhegu M., Niosi J.

**Relations entre le capital social, le financement bancaire et l'intensité
d'exportation des PME**

St-Pierre J., Sakka O., Bahri M.

SESSION 8: The role of market strategy in internationalization

Library

CHAIR: *Jorma Larimo*, University of Vaasa, Finland

**Analysing the market diversification process in SME's internationalization
process**

Torres Zapata I., Un Nabi N., Dornberger U.

The market orientation of domestic and international new ventures

Madsen T. K., Sørensen A. E., Torres Ortega R.

**Business models of Italian small and medium enterprises in markets with
high cultural distance. A focus on the Chinese market crucial relations,
marketing strategies and performances**

Cedrola E., Battaglia L., Quaranta A. G.

**Market Strategy in Internationalization Process: Comparative Studies of
Chinese Born Global and Non-Born Global Firms**

Larimo J., Zhang X., Tsukanova T.

SESSION 9: Institutions and policies for entrepreneurship and internationalization

Board Room

CHAIR: *Sami Saarenketo*, Lappeenranta University of Technology,
School of Business, Finland

SMEs Internationalization from Emerging Markets: the Effect of Institutional Environment

Shirokova G., Tsukanova T.

Embedded co-existence of individual and state level institutional entrepreneurship: The case of Abu Dhabi

Almarri J., Juusola K., Meewella J., Mainela T.

Institutional environment for international entrepreneurship in Russia: reflections on growth decisions and performance of SMEs

Volchek D., Jantunen A., Saarenketo S.

Promoting Internationalization through Venture Capital: a Role for Intervention?

Riding A., Orser B., Madill J.

SESSION 10: Innovation and Internationalisation

Room I

CHAIR: *Svante Andersson*, Halmstad University, Sweden

Innovations as a driver of internationalization in the software industry

Rönkkö M., Ojala A.

Be international or be innovative? The impact of entrepreneurial profiles in driving the strategy of SMEs

Denicolai S., Hagen B., Pisoni A.

Entrepreneurial small firms in traditional industries - Does innovation matter for international growth?

Veglio V., Zucchella A.

Innovation in Internationalization of Born Global firms

Andersson S., Awuah G., Wictor I., Danilovic M.

16.00-16.15 COFFEE BREAK, CLOISTER

16.15-17.45 Parallel session IV

SESSION 11: Models, methods and new perspectives in IE 2

Chapel

CHAIR: *Brendan Gray*, University of Otago, New Zealand

Key issues when comparing cross-national quantitative data in the domain of international entrepreneurship and internationalising SMEs

Kuivalainen O., Sinkovics R., McNaughton R., Puumalainen K., Sheppard M, Saarenketo S.

The Internationalization of Small Professional Service Firms: An Organizational Learning Perspective

Laperrière A., Spence M.

And no birds sing - a lament for the lost romance of international entrepreneurship

Gray B., Farminer A.

Disintegrative nature of entrepreneurship: An approach for re-integration

Meewella J., Sandhu M.

SESSION 12: Entrepreneurial traits and behaviour

Library

CHAIR: *Fabio Musso*, University of Urbino, Italy

Risk-seeking behaviours in growth strategies of SMEs: targeting unstable environments

Dominguez N., Rais M.

Decision-making process for SMEs internationalization. The influence of decision-maker characteristics

Musso F., Francioni B.

Entrepreneurial networking in developing international business opportunities

Juho A., Mainela T.

Is there an international entrepreneur in all kinds of internationalized firms?

Torres Zapata I., Dornberger U., Un Nabi N.

SESSION 13: Patterns and processes of internationalization 2

Board Room

CHAIR: *Oksana Grebinevych*, EMLYON Business School, France

Internationalization of the Firm as an Entrepreneurial Process

Kalafatoglu T.

Managing organizational processes in maturing INVs

Uusitalo M., Mainela T.

Explaining the process of new venture internationalization from Emerging Economies: case of Russia

Jormanainen I., Shirokova G., Zibarev I.

Pattern of Internationalization and New Venture Survival

Grebinevych O.

SESSION 14: Ethnic and family entrepreneurship

Room I

CHAIR: *Tiia Vissak*, University of Tartu, Estonia

Factors explaining the performance of the Vietnamese immigrant's entrepreneurial ventures in Germany

Nguyen T. L. H., Un Nabi N., Dornberger U.

Developmental phases in the foreign market entry of family SMEs

Kontinen T.

Chinese immigrant entrepreneurs' activities in Canada: three cases

Vissak T., Zhang X.

Are family firms more international?

Majocchi A., Hennart J. F.

9.30-11.00 Parallel session V

SESSION 15: Local clusters and regional development

Chapel

CHAIR: *David Crick*, Victoria University of Wellington, New Zealand

An Exploratory Investigation into Domestic and International Entrepreneurial Strategies in the New Zealand Wine Industry

Crick D.

Innovation, Entrepreneurship and Market Orientation impact on economic development: The case of the economy of CULTURAL HERITAGE (EoCH) in Spain

Fernández Jurado Y., Settembre Blundo D., Fernández del Hoyo A. P.

Globalization, Recession and the Internationalization of Industrial Districts: Experiences from the Italian Jewellery Industry

De Marchi V., Lee J., Gereffi G.

Local and Global Networks in Small Firm Internationalisation - Cases from the Alp-Rhone Medical Technology Cluster

Andersson S., Evers N., Griot C.

SESSION 16: Effectuation

Library

CHAIR: *Per Servais*, University of Southern Denmark

Effectuation and the revisited Uppsala model: networking of internationalizing SMEs

Galkina T., Chetty S.

Effectuation and culture - Is "being entrepreneur" a global concept?

Kalinic I., Lorenzi V., Nummela N., Zucchella A.

Effectively effectuated: Are all international entrepreneurs pro-active?

Servais P., Rasmussen E. S., Hannibal, M.

Affordable loss principle: Implications on the transition from entrepreneurial internationalization to multinational companies

Kalinic I., Ketolainen M., Nummela N.

SESSION 17: Patterns and processes of internationalization 3

Board Room

CHAIR: *Lucrezia Casulli*, Newcastle University Business School, UK

Bridging the gap between rapid internationalization and sustainable firm growth: insights from a new international service firm

Bunz T., Casulli L., Jones M.V.

Growth and Profitability of International SMEs: Influences of Network Competence, Ownership Diversification and Environmental Hostility

Torkkeli L., Puumalainen K., Saarenketo S., Kuivalainen O.

Internationalization of High Technology Small and Medium-Sized Enterprises in Emerging Economies, Iran

Tajeddin M.

Managing growth in SMEs: An entrepreneurial case study

Meewella J., Sandhu M.

11.00-11.30 Closing Session

Chapel

Rod McNaughton, University of Waterloo, Canada

Antonella Zucchella, Conference Host, University of Pavia, Italy

11.30-13.00 *LIGHT LUNCH, CLOISTER*

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Graduate School of Management

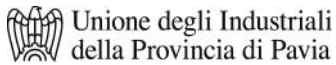
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