

1st AIB - CEE Chapter Conference

October 9-11, 2014 Budapest, Hungary

CORVINUS

UNIVERSITY OF
BUDAPEST

Faculty of Business Administration



Competitiveness Research Centre

Competitiveness of the CEE Region in the Global Economy

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CHAPTER

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Europe



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Table of Contents

Welcome Letters

- | | |
|---|----------------------------------|
| 2 | President of the AIB-CEE Chapter |
| 4 | Letter from the Program Chair |
| 6 | Local Host Letters |
-

The 1st Conference of the AIB-CEE Chapter

- | | |
|---|-------------------------|
| 8 | Theme and Topics |
| 9 | Tracks and their Chairs |
-

Program

- | | |
|----|-------------------------------|
| 11 | Program Overview |
| 12 | Detailed Program |
| 19 | Participants and Contributors |
-

Local information

- | | |
|----|--------------------|
| 24 | Location and Venue |
|----|--------------------|
-

Contributors

- | | |
|----|---|
| 25 | Committees and Organizers |
| 28 | Keynote Speakers |
| 34 | Editors in the Meet-the-Editors Session |
| 35 | Reviewers |
-

Acknowledgement for the Outstanding Papers

Sponsors

Welcome Letters

AIB-CEE Chair's Letter

Welcome to Budapest for the first 2014 Academy of International Business Central and Eastern European (AIB-CEE) Chapter Conference.

During the 2013 Annual Meeting of the Academy of International Business in Istanbul (Turkey) on 3-6 July 2013, its Executive Board approved the petition to establish the Central and Eastern European Chapter (AIB-CEE). The new Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project has received the support of such organisations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics (Poland). The Chapter covers 19 countries from the CEE region.

The first event of AIB-CEE was the seminar „*Challenges for International Business and Teaching in the CEE region - Towards an Integrative Perspective*” which took place on 24 January 2014 at the Poznań University of Economics (Poland). The seminar gathered almost 100 scholars and business representatives from altogether 10 countries. The purpose of the event was to involve top CEE scholars and managers in a common discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region, in order to outline a research program for future projects.

The overarching purpose of AIB-CEE is to foster the cooperation amongst scholars and specialists from Central and Eastern Europe in regard to conducting joint research, disseminating research outcomes and improving international business education standards. This purpose is to be realised, inter alia, through the organisation of regional conferences, seminars and the initiation of international research projects.

The unique position of CEE economies and firms between advanced Western economies and emerging economies inevitably raises the question as to the sources of sustainable competitiveness. To a smaller or larger extent, the nations of this region belong to the category of transition economies, i.e. such which are changing from a centrally-planned to a free market economy. Thus, there is potential for systemic research into the determinants, enabling and inhibiting factors and policies of competitiveness at country-, region- and firm-levels. The region with its historical heritage still poses a specific institutional setting, stimulates both single- and multi-country studies in different fields of international business.

We really appreciate the hard work carried out by the **Program Chair, Professor Erzsebet Czako** and her Track Chairs to put together the meeting for us in Budapest titled: **“Competitiveness of the CEE Region in Global Economy”**, devoted to firm- and country-level competitiveness in the region. In addition to regular sessions we will have a special **“Meet the Editors Session”** at the last day of conference. The aim of this session is to allow regional IB journals to promote themselves among IB scholars from the CEE region and beyond, and allow scholars to find out more about the journals' profiles and requirements. The format of the session includes journal presentations and discussion on important issues regarding publications of IB papers in the region. We are convinced that this session will add a lot of value to the first AIB-CEE Conference and may be permanently placed in the agenda of our future events.

We would like to thank our host institution, *Competitiveness Research Centre (CRC) of the Corvinus University of Budapest*, for welcoming us to Budapest. We particularly thank **Professor Zita Zoltay-Paprika**, Dean of Faculty of Business Administration, Corvinus University of Budapest and **Professor Attila Chikan**, Director of Competitiveness Research Centre, Corvinus University of Budapest for their support and opportunity in getting the meeting here. Moreover we would like to thank all the people who have contributed so much of their time to make this conference possible.

We are looking forward to a warm atmosphere during the conference, fruitful networking, exchanges of IB knowledge, experience and research ideas during these unforgettable days in Budapest.

Dr. Lukasz Puslecki

AIB-CEE Chapter Chair

Letter from the Program Chair

Dear AIB and AIB-CEE Chapter Members, Dear Guests,

I warmly welcome you to the 1st AIB-CEE Chapter Conference and to the 2nd Working Conference on Competitiveness.

It is my privilege to act as the Program Chair of the conference. Setting tradition by organizing the very 1st chapter conference was enticing for me. It was also clear that it has its own handicaps. Why? There is no experience and lessons to lean on. Fortunately the AIB Secretariat and its community could give inspirations, and show practices to adapt.

‘**Competitiveness of the CEE Region in the Global Economy**’ was selected as the main theme of the conference. It reflects several ideas, which are there in the charter of the AIB-CEE Chapter and in my aspirations, too. Both the AIB-CEE Chapter and its 1st conference would like to serve as an inspiring platform to enrich our understanding by both virtual and real life discussions with peers from other countries.

The many aspirations and goals we want to fulfill in a short period of time resulted in a busy conference schedule.

There are **two plenary sessions**, which intend to give opportunity to meet and learn the insights of internationally recognized scholars with long lasting international research credits on the CEE region. Thanks to our keynote speakers for their accepting our invitation and joining us in Budapest.

The commitment of the **track chairs** and their valuable contributions were essential in attracting papers and organizing the sessions. I am grateful to them. We announced **seven tracks** and most of them are on traditional IB fields. The competitiveness track was the most popular by the number of the accepted papers, where four sessions give room for discussion. Finally **14 paper sessions of four or five papers** are organized. I highlight the networking session just before the closing the conference on Saturday. It is an unusual initiative to facilitate the academic networking for research collaborations.

The meet-the-editor session on Saturday can be considered as our Track 8. This session was organized in plenary format to support the upgrading and developing our publication skills. We are grateful to the participating editors and those ones who cannot attend but expressed their intention for publishing some of the submitted papers. Lukasz Puslecki and Piotr Trapczynski did a great job in organizing this promising session.

There is no question that organizing a conference is a collaborative job. Key contributions come from the authors who submit their papers. Altogether **62 papers** were submitted, which is an achievement, especially because I was a little bit scared having only 8 submitted papers at the beginning of July. Thank you for your submissions. I hope that you have found useful your reviewers’ comments. The contributions of the **52 reviewers** are highly appreciated and acknowledged.

Social gatherings give special flavor of every conference. The 20 minute coffee breaks hopefully yield both your refreshment and networking. The welcome reception, the gala dinner and the farewell reception are not only for social gatherings to have some formal celebrations, but also for providing appetizer out of the Hungarian cuisine.

Technical and administrative support was vital. The conference is organized in a partnership with Diamond Congress, who provides the organizational competencies and capacity for the conference. Special thanks go to Robert Hohol, who also designed and manage the conference website, and Zsuzsanna Heiszler, whom you have met virtually in your e-mails. I am also grateful for the members of my secretariat of the Institute of Business Economics at my University. Kind support of my past Dean, Agnes Hofmesiter, and my in-office Dean, Zita Zoltay-Paprika is acknowledged.

Organizing the very first event of a series has an unrepeatable advantage. It unquestionably will be the best event so far. I thank all of you who have contributed to and participate in this so far the best first AIB-CEE Chapter conference.

Take my warm welcome in Budapest! Have an inspiring and fruitful conference time here and enjoy the ambiance of the city as well.

Erzsebet Czako

Program Chair of the 1st AIB-CEE Chapter Conference,
and the 2nd Working Conference of Competitiveness
Director, Institute of Business Economics,
Faculty of Business Administration, Corvinus University of Budapest

Local Host Letters

Dear Colleagues,

It is my honor and pleasure to welcome you on behalf of Competitiveness Research Centre (CRC) of the Corvinus University of Budapest. The AIB-CEE Chapter and the CRC joined to organize this international conference, which is also the 2nd international working conference on competitiveness research of CRC.

CRC has just celebrated its 20th anniversary in doing research on the competitiveness on the Hungarian micro-sphere. During this period we have achieved considerable results in understanding and explaining macro and micro level factors of competitiveness of Hungarian enterprises. The five consecutive research projects we conducted in this period always focused on some timely issues of our economy, like the completion of the transition process, the IT revolution, joining the European Union and the global financial crisis.

The ongoing fifth one focuses on the international contexts. As part of that the 1st working conference on competitiveness was organized in 2012. It is an achievement that the 2nd working conference is part of a region wide initiative highlighting the international business and competitiveness approach in the CEE region.

The most populous competitiveness track suggests that there is an interest in the subject. I hope that you find the conference both a professionally rewarding and a pleasant and useful networking event.

Attila Chikan

Professor Emeritus
Host of the Conference,
Director, Competitiveness Research Centre,
Corvinus University of Budapest

Dear Conference Participants,

As Dean of the Faculty of Business Administration of Corvinus University of Budapest, it is my honour and privilege to welcome you to the first 2014 Academy of International Business Central and Eastern European (AIB-CEE) Chapter Conference. We are pleased to have the opportunity to host this conference and to welcome participants from Central and Eastern European region to an exciting and stimulating event which will bring together business scholars and specialists to discuss topical issues in the field of international business.

Located on the bank of the Danube in Budapest, **Corvinus University of Budapest**, traditional number one in Hungary in the field of economics, has long been a benchmark for academic excellence. Its programs combine solid global business knowledge with Central-Eastern European flavor and expertise. With its lively mix of students and professors from different countries the university provides one of the most international university community in the country.

The Faculty of Business Administration at Corvinus University is the biggest of the University's faculties with about 6000 students and 230 professors, and offers a wide range of course portfolio in Hungarian, English and German. The Faculty seeks to excel as a provider of high quality, cross-disciplinary, and internationally relevant business education and research, emphasizing the relationship between business and society in promoting sustainable enterprises and communities. The efforts of the faculty has been rewarded, as it has been awarded the prestigious EPAS accreditation for two programs for the second round this year.

FBA is a member of several international associations and communities: the Community of European Management Schools (**CEMS**), Partnership in International Management (**PIM**), European Foundation for Management Development (**EFMD**), Central and East European Management Development Association (**CEEMAN**), European Doctoral Programs Association in Management and Business Administration (**EDAMBA**)

The strategy of the FBA focuses on internationalization and research where scientific performance of the academic staff measures up to the international standard and that the faculty was connected with international scientific life intensively. It is because of this research strategy that we are most happy to host AIB-CEE.

On behalf of all those helping to organize the Conference, I wish you to feel at home in Budapest, and gain inspiration, encouragement and ideas for your work.

Zita Zoltay Paprika

Dean, Faculty of Business Administration
Corvinus University of Budapest

The 1st Conference of the AIB-CEE Chapter

Theme and Topics of the Conference

The decade of the 1990s was marked by the transition to market economy and reentry to the global economy for countries in the region of Central and Eastern Europe (CEE). Some IB academics reckoned then that foreign direct investment (FDI) could have a crucial role in that. They were right and FDI, that far insignificant in the region, has played a dominant role.

In the first decade of the 2000s several countries in region were still considered as emerging markets. Both FDI and export figures per capita were outstanding globally. The CEE region became both host and home region of MNEs as Deloitte CEE TOP 500¹ rankings show. Several countries accessed the European Union, and it is already their 10th membership anniversary in 2014. Their EU membership brought new dynamism and raised new challenges both to the EU and their governments.

The global recession since 2008 exposed further challenges for both the countries and the region in the global economy. It is proposed that the CEE region and its countries are no longer seen as emerging markets since the second decade of the 2000s². As McKinsey Global Institute stated in December 2013³ a new growth model is needed to reignite growth and return back the precrisis economic growth rates in the region.

Some scholars assume that research findings in IB and competitiveness may deserve more attention to contribute to that. It is perceived that there are several commonalities among countries behind the regional macro picture. They deserve systemic exposure, further research, and cooperation to have a better understanding and a clearer overview on it.

Central and Eastern Europe is assumed to constitute a major lens and common denominator of all the papers. The conference theme is to encourage both IB and competitiveness academics and professionals to submit their papers which have this specific focus. The preliminary track description shows the highlighted fields where submissions are especially welcome, and papers on other IB and competitiveness topics are also accepted. Each track is briefly outlined below. However, submissions from other areas are also possible, provided that they contribute directly to international business scholarship with a focus on Central and Eastern Europe.

¹ <http://www2.deloitte.com/global/en/misc/litetopicpage.global-topic-tags.cetop500.html>

² <http://www.ft.com/intl/reports/central-eastern-europe>

³ http://www.mckinsey.com/insights/economic_studies/a_new_dawn_reigniting_growth_in_central_and_eastern_europe

Tracks and their Chairs

1. MNEs and their Subsidiaries in the CEE Region

Andreja Jaklic, University of Ljubljana, Slovenia

CEE region hosts varieties of MNEs subsidiaries, those from MNEs from developed countries, less developed (or emerging) country MNEs and the CEE-born and headquartered MNEs. The track is open to research papers on varieties of MNEs subsidiaries in CEE region, their performance, development, integration and cooperation within the region, effects and barriers for their growth. Papers on institutional support to foreign affiliates and domestic MNEs are also welcome.

2. Internationalization of SMEs and Born Globals

Tiia Vissak, University of Tartu, Estonia

Qualitative, quantitative and conceptual papers on internationalization processes of SMEs and born globals - for instance, on factors leading to or affecting their initial internationalization and further growth, but also factors leading to de- and re-internationalization and differences between born globals and other internationalizers - are welcome to this track. Papers on CEE firms entering CEE and other regions or other firms entering CEE are especially welcome.

3. A New Level of Analysis: Global Value Chains in the CEE Region

Andrea Gelei, Corvinus University of Budapest, Hungary

Internationalization has shifted the level of analysis from individual firms to complex global value chains. Both conceptual and empirical papers focusing on competitiveness issues of these GVCs are invited to the track. Research results related to the evolution, strategic positioning of GVCs active in the CEE region are welcome just like their challenges related to governance and operative management. Papers with special focus on supply chain management are also awaited.

4. International Management and HRM

Jozsef Poor, Szent Istvan University, Hungary

National labor market belongs to the least globalized ones. International management and HRM are activities to cope them. Track would like to provide insights into HR management of multinational corporations in culturally diverse environment. Qualitative and quantitative papers to facilitate understanding and learning the implementation of international HR practices are warmly welcome.

5. Competitiveness of the CEE Region its Countries, Industries and Firms **Piotr Trapczynski, Poznan University of Economics, Poland**

This track is directly related to the main theme of the conference. Conceptual and empirical papers devoted to both current state and changes of the international competitive position of the CEE region, its countries, selected industries, and firms, are expected for this track. Contributions on theoretical foundations of competitiveness, particularly interrelatedness of national-, industry- and firm-level concepts are welcome.

6. Teaching IB and International Management: Experiences and Challenges **Mirosław Jarosinski, Warsaw School of Economics, Poland**

International Economics has been cultivated at higher education in many CEE countries. IB and international management have arrived with the development of market economy and globalization. The track is intended to discuss challenges and share lessons for further developing.

7. Networking Session **Michał Zdziarski, University of Warsaw, Poland**

An urgent need for comparative research on CEE countries has been recognized. Thus, the conference would like to provide academics an opportunity for networking in a session. Papers on good practices to support collaborative initiatives and research project ideas for CEE collaboration are expected as paper submission.

Program

An Overview of the Program

October 9 (Thursday)	
13:00 - 18:00	Registration
14:30 - 16:20	Plenary Session
16:20 - 16:30	Networking break
16:30 - 18:00	Plenary Session
18:00 - 20:00	Welcome Reception
October 10 (Friday)	
9:00 - 10:40	Parallel Sessions
10:40 - 11:00	Coffee break
11:00 - 12:40	Parallel Sessions
12:40 - 13:30	Lunch
13.30 - 14:50	Plenary Session
14:50 - 15:20	Coffee break
15:20 - 16:40	Plenary Session
18:00 - 22:00	Conference Dinner
October 11 (Saturday)	
9:00 - 10:40	Parallel Sessions
10:40 - 11:00	Coffee break
11:00 - 12:45	Meet the Editors – Plenary Session
12:45 - 13:30	Lunch
13.30 - 15:15	Parallel Sessions
15:30 - 16:15	Plenary Session
16:20 - 17:00	Networking and Farewell Reception

October 09, Thursday	
13:00 - 18:00	Registration
14:30 - 17:35	Plenary Session - Room Mátyás I. Chair: Erzsebet Czako
14:45	Opening speeches Zoltay Paprika Zita - Dean, Faculty of Business Administration, Corvinus University of Budapest Lukasz Puslecki - AIB-CEE Chapter Chair Robert Grosse - Immediate Past President & Fellow of AIB
15:00	Marjan Svetlicic
15:40	Adam Torok - Gyongyi Csuka
16:20 - 16:30	Networking break
16:30	Krzysztof Obloj
17:10	Louis Brennan
18:00 - 20:00	Welcome reception
	<i>Crises, Globalization and Academics</i>
	<i>Stages of Microintegration – the Case of Hungarian Manufacturing Exports</i>
	<i>IB and Polish Economy: Something Old, Something New</i>
	<i>The Implications for Europe of the Emergence of Southern Multinationals</i>

October 10, Friday

Parallel Sessions			
9:00 - 10:40	Track 2/1 Room Szent István Chair: Zoltan Bakonyi	Track 4/1 Room Krisztina Chair: Jozsef Poor	Track 5/1 Room Szent László Chair: Aron Perenyi
	<p>Modestas Gelbuda, Rūta Kazlauskaitė, Tadas Sarapovas, Sarūnas Abramavičius, Lithuania <i>Bounded Sociality View of Internationalization of Firms and its Key Concepts</i></p> <p>Miroslaw Jarosinski, Wioletta Mierzejewska, Poland <i>Success Factors of Born Globals from an Economy in Transition</i></p> <p>Zoltan Bakonyi, Hungary <i>The Effect of Economic Crisis on Centralization of Strategic Decisions - An International Perspective</i></p> <p>Malgorzata Szalucka, Poland <i>Does Location Really Matter? The Influence of the FDI Location on Competitiveness of the Enterprise - The Evidence from Polish Enterprises</i></p>	<p>Tobias Dauth, Agata Tomczak, Germany <i>Internationalization of Top Management Teams: A Comprehensive Analysis of Polish Stock-Listed Firms</i></p> <p>Anna Krejner-Nowecka, Maria Aluchna Poland <i>Women Presence on Polish Listed Companies Corporate Boards</i></p> <p>Zsolt Havran, Andras Krisztina Hungary <i>Regional Export-Efficiency on the Market of Football Players</i></p> <p>Jozsef Poor, Allen Engle, Ildiko Eva Kovacs, Katalin Szabo, Agnes Slavic, Marzena Stor, Kinga Kerekes, Geoffrey Wood, Zsuzsa Karoliny, Ruth Alas, Hungary <i>HR Management at Subsidiaries of Multinational Companies in Central-Eastern Europe in Light of Empirical Researches Between 2008-2013</i></p> <p>Thomas Straub, Daniel Schwenger, Switzerland, Stefano Borzillo, France <i>Entrepreneurial Challenges related to Competition among Non-Governmental Organizations</i></p>	<p>Annamaria Kazai Onodi, Krisztina Pecze, Hungary <i>Export Performance Clusters of the Hungarian Enterprises (Longitudinal Analysis between 1999 and 2013) What Factors are behind the Successful Export Activities?</i></p> <p>Pawel Capik, United Kingdom <i>Investment Promotion Intensity and Regional Development in new Member States</i></p> <p>Maja Szymura-Tyc, Poland <i>Innovativeness and Internationalisation of the Polish Economy - The CEE Transition Economies Perspective</i></p> <p>Andrei Kuznetsov, Olga Kuznetsova, United Kingdom <i>Financial Depth of Russia in Comparison to Other BRIC Countries</i></p> <p>Piotr Trapczynski, Marlena Dzikowska, Marian Gorynia, Poland <i>Towards a Strategic Shift? On the Evolution of Poland's Position in the World Economy in 2003-2012</i></p>
10:40 - 11:00	Coffee break		

October 10, Friday

Parallel Sessions			
11:00 - 12:40	<p align="center">Track 1/1</p> <p align="center">Room Szent István Chair: Matevz Raskovic</p> <p>Mario Glowik, Germany <i>Market Entry Strategies of Asian High-Tech Firms in Central and Eastern Europe</i></p> <p>Tiia Vissak, Xiaotian Zhang, Estonia <i>Radical and Gradual Internationalization of a Born Global: A Case of a Belarusian Multinational</i></p> <p>Aleksandra Nizielska, Jorma Larimo, Poland <i>Managers' Perceptions of the Impact of Cultural Differences on the Process of Internationalization of Companies</i></p> <p>Laura Haar, Nicolae Marinescu, Romania <i>An Analysis of Acquisitions versus Greenfield FDI in Romania</i></p> <p>Balazs Felsmann, Hungary <i>Winners and Losers on the Liberalized Energy Retail Sector in Hungary: A Co-evolutionary Approach</i></p>	<p align="center">Track 4/2</p> <p align="center">Room Krisztina Chair: Jozsef Poor</p> <p>Marina Latukha, Russia <i>The Role of Corporate Language in Ccareer Mobility: Evidence from MNCs in Russia</i></p> <p>Iris Kassim, Hungary <i>Employee Engagement and Human Resource Practices in the CEE Region and Europe</i></p> <p>Gyorgyi Lakatosne Szuhai, Poór József, Tóbiás Kosár Szilvia, Renáta Machová, Hungary <i>Comparative Analysis of Workforce Fluctuation in the Hungarian and Slovak Labor Market</i></p> <p>Viktor Nagy, Anita Derecskei, Zoltayné Paprika Zita, Hungary <i>How Creativity is Assessed by the Hungarian HR Managers</i></p>	<p align="center">Track 5/2</p> <p align="center">Room Szent László Chair: Piotr Trapczynski</p> <p>Andreja Jaklic, Anze Burger, Matija Rojec, Slovenia <i>Tackling the Recession with Anti-Recession Measures: How Does Internationalization Matter?</i></p> <p>Anita Pelle, Marcell Zoltan Vegh, Hungary <i>Attracting Intellectual Capital: How Has the Crisis Changed the Positions of EU Member States?</i></p> <p>Aron Perenyi, Australia <i>Growth potential in the context of the profit-growth nexus? A proxy of industrial cluster competitiveness</i></p> <p>Michael Troilo, J. Markham Collins, United States <i>Effects of National Factors on Firm Competition and Innovation: Evidence from CEE and Central Asia</i></p> <p>Monika Alt, Jozsef Beracs, Zsuzsa Sápłácan, Romania <i>Exotic Bank Products in Emerging Economies during Crisis</i></p>
	12:40 - 13:30	Lunch	

October 10, Friday	
13:30 - 17:00	Plenary Session - Room Mátyás I. Chair: Attila Chikan
13:30	Svetla Trifonova Marinova <i>Knowledge-Based Network Ties in SME Internationalisation: An Institutional Void and Cultural Perspective</i>
14:05	Arnold Schuh <i>Current Roles and Future Perspectives for CEE-Headquarters</i>
14:40	Eszter Szabo <i>"Vaci Street answer to it" - Prosper Locally, Compete Globally</i>
15:15 - 15:40	Coffee break
15:40	Andrei Yu Panibratov <i>Competitive Advantages of Russian Multinationals and the Role of Government</i>
16:15	Marin Marinov <i>Conditions and Run through the Internationalization of Central and Eastern European Firms</i>
18:00 - 22:00	Conference dinner

October 11, Saturday

Parallel Sessions			
9:00 - 10:40	Track 1/2 Room Szent István Chair: Andreja Jaklic	Track 2/2 Room Krisztina Chair: Krzysztof Wach	Track 5/3 Room Szent László Chair: Paul Marer
	Jorma Larimo , Nguyen Huu Le, Finland <i>International Joint Venture Strategies and Performance in the Baltic States</i>	Miklos Stocker , Hungary <i>Business Performance and Export Intensity of Hungarian Firms</i>	Karel Havlicek , Gabriela Dlaskova, Ivana Turkova, Czech Republic <i>Analysis of Large-Scale Privatisation and Assessment of the Impacts of Various Transformation Methods on the Czech Economy</i>
	Magdolna Sass , Hungary, Eric Rugraff, France <i>Voting for Staying. Why didn't the Foreign-Owned Automotive Component Suppliers Relocate their Activity from Hungary to Lower-Wage Countries as a Response to the Economic Crisis?</i>	Matevz Raskovic , Matej Cerne, Ales Pustovrh, Desislava Dikova, Andreja Jaklic, Slovenia <i>The Role of Proactive Market Orientation in the Internationalization of High-Tech SMEs: The Case of Slovenia</i>	Gyorgy Boda , Hungary <i>Slowing Growth - Decreasing Employability</i>
	Andrei Panibratov , Marina Latukha , Russia <i>Home Government Influence upon Emerging MNEs: How the Interest is Balanced Against the Control in Russia</i>	Aleksandra Wasowska , Obloj Krzysztof, Mariola Ciszewska-Mlinaric, Poland <i>Venturing Abroad from an Emerging Economy: A Study of Polish Firms</i>	Tomasz Dorozynski , Agnieszka Dorozynska, Poland <i>Human Capital and FDI in Central and Eastern Europe</i>
10:40 - 11:00	Coffee break		

October 11, Saturday

11:00 - 12:45	Meet-the-Editors - Plenary Session - Room Szent István			
12:45 - 13:30	Lunch			
13:30 - 15:15	Parallel Sessions			
	Track 6 Room Szent István Chair: Mirosław Jarosinski	Track 2/3 Room Krisztina Chair: Tiia Vissak	Track 5/4 Room Szent László Chair: Witold Nowinski	Track 3/1 Room Akadémia Chair: Andrea Gelei
	Joao Alfredo Nyegray, Brazil <i>Teaching International Business in Brazil: Challenges and Perspectives</i>	Andreja Jaklic, Desislava Dikova, Anze Burger, Aljaz Kuncic, Slovenia <i>First Time Internationalizing SMEs: The Advantages of Diversification</i>	Inna Romanova, Irina Solovjova, Latvia <i>Stability of the Banking Sector and Competitiveness: A Latvian Perspective</i>	Zsuzsanna Szalay, Hungary <i>Integrated Trade with Disintegrated Production? (Some Aspects of the Role of Global Value Chains)</i>
	Renata Orłowska, Krystyna Zoladkiewicz, Poland <i>Practical Approach to International Business Studies in English at Polish Universities</i>	Rafal Sliwinski, Magdalena Sliwiska, Poland <i>Growth and Internationalization of Fast Growing Firms</i>	Dorisz Talas, Andrea Rózsa, Hungary <i>Competitiveness Analysis from Financial Point of View in the Hungarian Dairy Industry (2008-2013)</i>	Denisa Mamillo, Albania <i>Supply Chain Management in the Albanian Beer Industry</i>
	Irma Racz, Andrea Bencsik, Viktoria Stifter, Hungary <i>Relationship between Knowledge Transfer and Mentoring System in Education</i>	Annamaria Kazai Onodi, Krisztina Pecze, Hungary <i>Behind the Exporters' Success - Analysis of Successful Hungarian Exporter Companies from a Strategic Perspective</i>	Magdalena Sliwiska, Poland <i>The Structural Power of Enterprises - Towards the Widening of the Notion of Market Power</i>	Maeve O'Connell, Mohamad Yamin, Eva Alföldi, United Kingdom <i>Global Production Networks Influences in Supplier Development: A Case Study of the Serbian Agri-Food Processing Sector</i>
	Piotr Trapczynski, Lukasz Puslecki, Michal Staszko, Poland <i>Emerging Advanced Topics in an Advanced Emerging Market? International Business Research in Poland in the Period 1990-2014</i>	Krzysztof Wach, Poland <i>Exploring the Role of Ownership in International Entrepreneurship: How does Ownership Influence on Firm's Internationalisation?</i>	Miklos Kozma, Andras Krisztina, Hungary <i>Winning in Europe - International Strategies for Hungarian Professional Sports Clubs</i>	Krisztina Demeter, Hungary Levente Szasz, Romania <i>The diversity of Eastern and Western European Manufacturing Plant Roles in International Manufacturing Networks</i>
15:30 - 16:15	Plenary Session			
			Witold Nowinski, Poland <i>Internationalization Patterns among Polish Public IT Companies</i>	

October 11, Saturday	
	<p>Research Cooperation Activities Room Szent István Chair: Michal Zdziarski</p> <p>Calin Gurau, France <i>Born Global firms in CEE Countries: A Comparative Study</i></p> <p>Eva Alföldi, Laura Haar, United Kingdom <i>Chinese Trade and Investment in CEE: The Role of Investment Promotion Agencies and Business Associations</i></p> <p>Malgorzata Makuch, Anna Koronowska, Marta Daniella Wilczynska, Poland <i>The Young AIB Initiative</i></p>
16:20 - 17:00	Networking, Closing and Farewell Reception

Participants and Contributors

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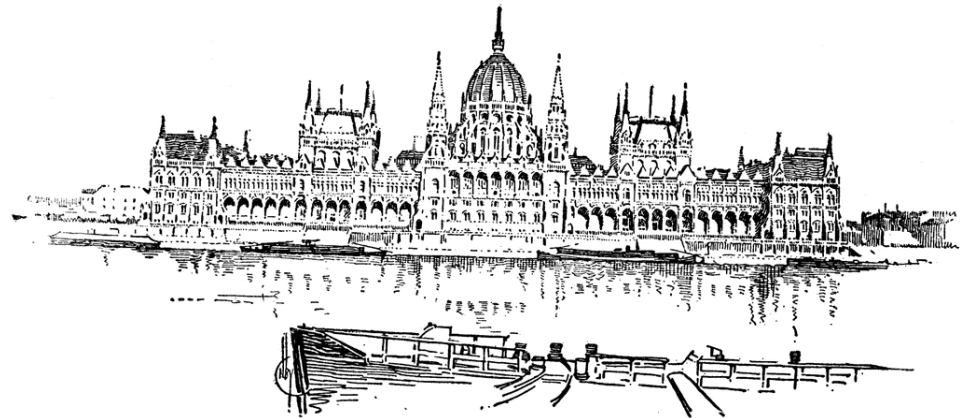
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Location and Venue

Budapest

Budapest, the capital of Hungary, is an economic, financial and cultural centre with two million inhabitants. The city, which is beautifully situated on both sides of the Danube river has a history dating back over 2000 years. There are ruins from the times of the Roman Empire as well as from the Middle Ages. Its main characteristics reflect the atmosphere of the end of the 19th century when the millennium of the Hungarian State was celebrated. It boasts a number of museums (picture gallery of the museums), theatres, concert halls, a lot of restaurants and other amenities. Several baths and thermal waters of various medicinal springs are also at the disposal of visitors. In recent years the UNESCO put several parts of the city on the World Heritage list.



Conference venue

Mercure Budapest Buda Hotel

H-1013, Budapest
Krisztina körút 41-43

Mercure Budapest Buda Hotel is located on the Buda side under the Castle Hill. The hotel is very close to the nearest metro station and is also very handy for trams. All of Budapest major points of interest are within very easy reach. Free Wi-Fi, privilege floor, parking, two restaurants, lobby bar, souvenir shops, friendly staff is waiting you in the heart of Budapest.

Contributors

This part of the Final Program gives you an overview on the persons, committees and organizations, who made it possible to organize the Conference. Their contributions and support are acknowledged and highly appreciated.

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The **Academy of International Business (AIB)** is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. The AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. The objectives of the Academy of International Business, as set forth in its constitution, are to foster education and advance professional standards in the field of international business. These objectives include the following:

- facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business
- encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material
- cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB

AIB was founded in 1959, and had 3314 members in 87 different countries around the world in February, 2014. Members include scholars from the leading global academic institutions as well consultants, researchers, government and NGO representatives. The Academy also has seventeen chapters established around the world to facilitate networking as well as the facilitation and exchange of knowledge at a more local level. For further information please visit: <http://aib.msu.edu/>

The **AIB-CEE Chapter** was founded in 2013. It would like to provide a platform for scholars and professionals working on and in CEE region. The AIB-CEE Chapter organized a seminar on Challenges for International Business and Teaching in the CEE Region – Towards an Integrative Perspective, in Poznan, January, 2014. The officers of the Chapter are:

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Competitiveness Research Centre (CRC) of the Corvinus University of Budapest has been doing research on competitiveness of the Hungarian enterprises and the economy since the middle of the 1990s. Key element of its research work is a periodically repeated competitiveness survey on the Hungarian enterprises. The research focus has been shifted toward conceptual and theoretical approaches of competitiveness, and comparative approaches. CRC organized the First International Working Conference on Competitiveness Research in Budapest, March, 2012. For further information please visit: <http://www.uni-corvinus.hu/index.php?id=competitiveness>

Keynote Speakers

Contributions of the conference keynote speakers are acknowledged and appreciated.

Professor Louis Brennan

Trinity College Dublin, Ireland

Louis Brennan is a Fellow of Trinity College and Professor within the School of Business. He was previously the Director of the Institute for International Integration Studies at Trinity College. He holds Bachelors and Masters degrees in Industrial Engineering, a PhD from the Department of Mechanical Engineering at the University of Manchester (Institute of Science and Technology) for his work on the modelling of manufacturing systems and an MBA degree with a concentration in International and Cross-Cultural Management.

Louis has served as a faculty member and researcher in Engineering and Business schools in Asia, Europe and the USA and in University leadership and management roles as well as in University governance having been a member of the Council of the University of Dublin from 2003 to 2008. His fields of interest include Global Strategy and International Business, Global Supply Chain Management, Operations Strategy and Technology Management. He has published extensively in these areas in internationally refereed journals, conference proceedings and edited books. His research work has been funded by governments and their agencies, international institutions and the corporate sector.

Louis holds leadership positions in national and international organisations. He was the proposer and Chair from 2010 to 2014 of EU COST Action IS0905 which encompassed a 26 nation research network addressing the emergence of non-triad MNEs and their impact on Europe. He was the editor of the 2011 Palgrave Macmillan volume on the *Emergence of Southern Multinationals: Their Impact on Europe* and the 2013 book *Enacting Globalization: Multidisciplinary Perspectives on International Integration*. He is also the co-editor (with Philo Murray) of *Drivers of Integration and Regionalism in Europe and Asia: Comparative Perspectives* to be published by Routledge in 2015.

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Senior lecturer, University of Pannonia (Veszprém). She received her PhD in economics at the University of Pannonia in 2012. Her PhD work is about the legal factors of competitiveness of the Central and Eastern European countries. Her research interests include legal environment of enterprises; transition countries; joint ventures in the sphere of interest of the Soviet Union between 1945 and 1956; competitiveness and university rankings. Her primary research field is the regional development and innovation in the Western and Central Transdanubian region of Hungary.

Professor Marin Marinov

University of Gloucestershire, United Kingdom

Professor Marin Marinov has had a lengthy and prolific academic carrier. Presently he is associated with the University of Gloucestershire in the United Kingdom and has visiting professorship at Aalborg University, Denmark. He has held numerous professorial positions on both sides of the Atlantic as well as in Asia.

Professor Marinov has engineering educational background and a doctoral degree in management. His extensive research is in the areas of business internationalisation, the role of multinational corporations in global business development and changes in management activities of firms, focused on the development of multinational firms from emerging economies. He has published numerous books, over 90 articles, and is on the editorial board of five internationally recognised academic journals.

Professor Marinov serves as External Adviser and provides expertise to many highly reputable international organisations worldwide.

He is member of the Advisory Boards of many world renowned publishing companies, universities as well as national and international educational and research bodies. He also acts as a consultant to various governments on business matters including those of Brazil, the Sultanate of Oman and Pakistan.

Central and Eastern European firms are significant players in the international business arena. Professor Marinov will present a general idea of the conditions under which Central and Eastern European firms have internationalized analyzing conditions and practices of their internationalization.

Professor Svetla Trifonova Marinova

Aalborg University, Denmark

Svetla Marinova's research focuses on the internationalization of emerging economies and firms and the role of company internationalization and foreign direct investment in fostering sustainable business development and growth. She has been involved in research on outward foreign direct investment (with Child and Marinov), internationalization of SMEs from emerging markets (in SI-NET), attitudes toward advertising in emerging markets (with Petrovici, Marinov and Ford), the role of relationships and branding in emerging market contexts (with Cui, Shiu, Kumar), and technology transfer in emerging markets (with Khan and Ramirez). Svetla is co-author (with Czinkota, Ronkainen, Moffett and Marinov) of the first European Edition of *International Business*, a textbook that was specifically designed for the European context. She has published in *European Journal of Marketing*, *International Marketing Review*, *Thunderbird International Business Review*, *Advances in International Management*, *Advances in International Marketing*, *Journal of Global Marketing*, *Journal of Euro-marketing*, *Journal of East-West Business*, and *Revista Faces*, among others. Svetla has co-edited (with Marinov) three books on FDI and internationalization of emerging economies and firms, She has also guest co-edited special issues of *European Journal of Marketing* (with Paliwoda) and of *International Marketing Review* (with Carrigan and Szmigin).

Professor Krzysztof Obloj

University of Warsaw, School of Management, Poland

Krzysztof Obloj, Ph.D. is an advisor to the President of Poland, B. Komorowski, and a distinguished professor of Strategic and International Management. He holds chairs of Strategic Management departments at School of Management of University of Warsaw, Poland, and Kozminski University. He has regularly taught in Bodo Graduate School of Management in Norway, ESCP-EAP in Paris, Bled School of Management in Slovenia and Henley Management College in UK.

As a visiting professor he has spent a considerable amount of time doing research and lecturing abroad, mostly in the USA at University of Illinois at Urbana Champaign, Yale University, Central Connecticut State University and Duquesne University.

He is extensively published. He published three books in the US ("Management Systems", 1993; "Winning: Continuous Improvement Theory in High Performance Organizations", 1995 and "Passion and discipline of strategy", 2013) and coauthored few in Europe (the most recent *Emerging economies and firms in the global crisis*, Palgrave Macmillan, London 2012). He has published articles in *Entrepreneurship: Theory and Practice*, *Journal of Management Studies*, *European Management Journal*, *European Journal of International Management*, *Industrial & Environmental Crisis Quarterly*, *International Small Business Journal*, *Cybernetics and Systems: An International Journal*, and Polish journals.

Professor Krzysztof Obloj is a renown corporate speaker and consultant in Poland and advises numerous Polish and international firms in the areas of strategy, structure and organizational culture. He is a member of three supervisory boards of large joint stock companies listed in Poland.

Professor Andrei Panibratov

St. Petersburg State University, Russia

Andrei Panibratov is Professor of Strategic & International Management at St. Petersburg State University. He holds his MBA degree from University of Wales (UK), PhD in Economics degree from the St. Petersburg State University, and Doctor in Economics degree from Moscow State University of Management.

Andrei has visited professors' training programs and development workshops at Haas School of Business UC Berkeley and Texas A&M University (USA), HEC-Paris (France), Aalto University School of Management (Finland), ECCH (France, Singapore) and WACRA (UK, Canada). Andrei was participating in consulting and research projects for World Bank (USA), UMIST (UK), City University of New York (USA), Aalto University School of Economics and Tampere University of Technology (Finland), European and Russian companies.

He has teaching experience with a number of Russian and international universities. Prof. Panibratov' research interests and lecturing area include western MNEs' strategy in Russia, marketing decisions when going abroad, internationalization of emerging economies' firms, outward FDI from Russia, and Russian multinationals.

He is the author of a number of books, several case studies, and many articles published in Russia and abroad. His recent book – *Russian Multinationals: From Regional Supremacy to Global Lead*, published with Routledge in 2012 – discusses the rise of Russian multinationals, examines Russian multinationals' activities in key sectors, analyses the relationship between Russian multinationals and the Russian government and concludes by assessing how Russian multinationals are likely to develop in future.

Professor Arnold Schuh

Vienna University of Economics & Business, Austria

Dr. Arnold Schuh is Director of the Competence Center for Central and Eastern Europe (CEE) and Assistant Professor at the Vienna University of Economics and Business (WU). As Director of the Competence Center for CEE he is responsible for two CEE Study Programs (JOSZEF, The Master Class Central and Eastern Europe) and the CEE Student Circle_{WU}, a platform for activities related to CEE business and management. Until June 2007 he worked at the Department of Marketing at WU. He received his Magister in Business Administration (1982) and his Doctorate in Economic and Social Sciences (1986) from the WU. He is also Adjunct Associate Professor of International Business Studies at the Carlson School of Management, University of Minnesota, USA.

He has taught courses in Global/European Marketing, Strategies and Management for CEE, Doing Business in CEE and Strategic Management at the WU and other universities in the USA, Germany, Poland, Romania, Russia and Finland. He has also been lecturer in the joint IMBA program (International Master of Business Administration) and in the Global EMBA program (Vienna Executive Master of Business Administration) offered by WU in cooperation with the University of South Carolina and the University of Minnesota, USA. He was visiting professor and lecturer (1990) at the College of Business and Economics, University of Kentucky, in Lexington, USA, and visiting international business scholar (1995) at the International Business Department of the University of South Carolina in Columbia, USA. From 1998 to 2001 Arnold Schuh was Academic Coordinator of PRIME (Programme for International Managers in Europe) at WU, a joint venture of six European business schools in the executive education area. He was Vice-Director of the WU-MBA-programs (1999-2002). From 2002-2008 he was Academic Director of the International MBA Program (IMBA) at the WU Wien. In 2007, he was appointed Director of the Competence Center for CEE at WU.

His primary research areas are marketing and strategic management in CEE and Europe. Current research and publications focus on the responses of foreign multinational companies operating in CEE to the recent economic and financial crisis, organizational structures for CEE ("regional headquarters for CEE"), marketing strategies for CEE, and internationalization and competitive strategies of local firms in CEE ("Local Heroes in CEE"). In addition to his academic work, Arnold Schuh has served as a consultant and management trainer to a number of companies including Rank Xerox, Philips-Whirlpool, Philips Medical Systems, Skandia, Schloss Schönbrunn, Castrol Austria, RHI, Bosch Austria, Boehringer Ingelheim, Commerzbank, Bank Austria Creditanstalt, EVN and Austrian Post AG.

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Marjan Svetlicic is professor at the Faculty of Social Sciences, University of Ljubljana (was also its Dean) teaching; International Economics, International Business, Negotiations and International management.

He was nominated Ambassador of Science of the Republic of Slovenia in 2007 and is Fellow of the European Academy of International Business (EIBA). He is teaching also at the Universities of Trento, Trieste, Sarajevo, Skopje and Rijeka and Faculty of Economics, Ljubljana. He was vice chair of COST project The Emergence of Southern Multinationals. He was President and vice president of the EIBA, a member of FP7 Advisory Group for International Scientific Cooperation, Trans European policy Studies association (TEPSA) board, a member of the Steering Committee of the Standing Group of the European Consortium for Political Research (ECPR). He is a member of many editorial boards of scientific journals and a consultant to international organisations.

He has authored more than 300 articles and books.

Eszter Szabo
GE Holdings (Hungary) Ltd., Hungary

Eszter Szabo leads GE's strategic communications and public affairs in CEE, including 21 countries from Lithuania down to Cyprus. She drives discussion on how GE and the region can grow together as partners. She is responsible for stakeholder engagement including academia, NGO sector, customer and government and for promoting GE's brand and reputation. Eszter also oversees the company's corporate citizenship investments in the region where GE employs 27,000 people. She has 24 years of senior management experience in corporate communications and public affairs within both the public and private sectors. Prior to joining GE she served as the Head of the Communications and PR Department of the Hungarian Ministry of the Interior for 5 years, while she was also advisor for PM in 1994.

Eszter earned two MAs in economics and communication (Karl Marx University of Economics 1988, College of Foreign Trade 1994). In 1995 she was a senior intern at Susan Davis International as a Pew Economic Freedom Fellow at Georgetown University in Washington, D.C.

In 2012 she was re-elected as a Member-at-Large on the Board of the American Chamber of Commerce in Hungary. Since 2000 she has been engaged in GE's equal opportunity initiative, the GE Women's Network, and currently she is the co-chair of the organization in the East-Central Region with 1800 members.

In 2010 Eszter was recognized by the Budapest Business School as an honorary professor. In 2011 she received the Institute of International Education (IIE) European Award of Excellence, the first ever European award to recognize outstanding achievement in international education. In 2012 as recognition of her major contribution to the organization of the Ronald Reagan Centennial celebrations in CEE and her outstanding efforts to promote training and education she received the Knight's Cross Medal of the Hungarian Order of Merit.

Professor Adam Torok
University of Pannonia, Hungary

Secretary-General of the Hungarian Academy of Sciences. Professor of Economics, University of Pannonia (Veszprém) and Budapest University of Technology and Economics, and also a recurrent Visiting Professor at the CEU Economics Department, Budapest. Head of MTA-PE Networked Research Group on Regional Innovation and Development Studies (2007-2014). Chair of the Editorial Board of *Acta Oeconomica* since 2012 (Editor-in-Chief between 2000 and 2011). MA in International Trade and International Economics, Karl Marx (Budapest) University of Economics (1976); Diplôme d'Études Supérieures Européennes, University of Nancy II, France (Centre Européen Universitaire, 1981); Candidate of Economics (PhD) in International Economics, Hungarian Academy of Sciences (1986); University habilitation at the Janus Pannonius University, Pécs (1996). Member of the Hungarian Academy of Sciences (since 2001). Head of the Section Economic and Legal Sciences between 2004 and 2011, Member of the Board of the Hungarian Academy of Sciences since 2008. Vice-President of the Hungarian Economic Association (since 1999); Member of the Fiscal Council of Hungary (2009-2010).

Publications: more than 140 studies on Stabilisation Policies, Hungarian and International Trade, Industrial Policy, Innovation, Research and Development, Fiscal Policy and Competition Policy (36 written in English, German, Spanish or French), including 31 book chapters. Six books published in Hungarian and four (two with co-authors) in English.

Editors in the Meet-the-Editor Session

The contributions of the editors in the Meet-the-Editor Session are highly appreciated. Their orientation to upgrade the participants' publication skills, sharing their insights on publication strategies, and the opportunity for publishing papers are especially promising in the success of the conference.

Zoltan Bartha

Theory, Methodology, Practice

Desislava Dikova

Journal of East West Business

Mirosław Jarosinski

Journal of Management and Financial Sciences

Alen Jezovnik

Managing Global Transitions and Management

Thomas Steger

Journal of Eastern European Management Studies

Laszlo Trautman

Society and Economy

Krzysztof Wach

Entrepreneurial Business and Economics Review

Reviewers

We would like to thank the 52 reviewers who helped make the conference a possibility. We would especially like to recognize the contributions of the **Outstanding Reviewers** listed below, who were nominated by the AIB-CEE Chapter 2014 Track Chairs.

Outstanding reviewers:

Zoltan Bakonyi	Corvinus University of Budapest
Pawel Capik	Keele Management School, Keele University
Imola Jozsa	Szent Istvan University
Wioletta Mierzejewska	Warsaw School of Economics
Witold Nowinski	Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking)
Matevz Raskovic	University of Ljubljana, Faculty of Economics
Malgorzata Szalucka	Nicolaus Copernicus University
Dorisz Talas	University of Debrecen Faculty of Applied Economics and Rural Development
Krzysztof Wach	Cracow University of Economics

Reviewers:

Eva Alföldi	Manchester Business School, University of Manchester, United Kingdom
Monika Alt	Bolyai University, Romania
Agnes Borgulya	University of Pécs Faculty of Business and Economics, Hungary
Anže Burger	International Relations, University of Ljubljana, Faculty of Social Sciences, Slovenia
Pawel Capik	Keele Management School, Keele University, United Kingdom
Danijel Crncec	International Relations Slovenia
Erzsebet Czako	Corvinus University of Budapest, Hungary
Tobias Dauth	Chair of International Management HHL Leipzig Graduate School of Management, Germany
Imre Dobos	Department of Logistics and Supply Chain Management, Corvinus University, Hungary
Tomasz Dorozynski	Department of International Trade, University of Lodz, Poland
Marlena Dzikowska	Department of International Competitiveness, Poznan University of Economics, Poland
Modestas Gelbuda	ISM University of Management and Economics, Lithuania
Andrea Gelei	Institute of Business Economics, Faculty of Business Administration, Corvinus University of Budapest, Hungary

Mario Glowik	Business and Economics, Berlin School of Economics and Law, Germany
Calin Gurau	Marketing, Group Sup de Co Montpellier Business School, France
Karel Havlicek	Faculty of Economic Studies, University of Finance and Administration, Czech Republic
Andreja Jaklic	International Relations, Faculty of Social Sciences, University of Ljubljana, Slovenia
Mirosław Jarosinski	Institute of Management, Warsaw School of Economics, Poland
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Annamaria Kazai Onodi	Institute of Business Economics, Faculty of Business Administration, Corvinus University of Budapest, Hungary
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Zoltan Kovacs	University of Pannonia, Hungary
Miklos Kozma	Institute of Business Economics, Faculty of Business Administration, Corvinus University of Budapest, Hungary
Andrei Kuznetsov	Lancashire Business School, United Kingdom
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Jorma Larimo	Department of Marketing, University of Vaasa, Finland
Paul Marer	Business School, Central European University, Hungary
Nicolae Marinescu	International business, Transilvania University of Brasov, Romania
Wioletta Mierzejewska	Institute of Management, Warsaw School of Economics, Poland
Judit Nagy	Department of Logistics and Supply Chain Management, Corvinus University of Budapest, Hungary
Krisztina Nemethy	Obuda University, Hungary
Aleksandra Nizielska	University of Economics in Katowice, Poland
Witold Nowinski	Instytut Ekonomii, Wyższa Szkoła Bankowa w Poznaniu (Poznan School of Banking), Poland
Andrei Panibratov	Graduate School of Management at St. Petersburg State University, Russia
Anita Pelle	Institute of Finance and International Economic Relations, University of Szeged Faculty of Economics and Business Administration, Hungary
Aron Perenyi	Department of Leadership and Management, Swinburne University of Technology, Australia
Jozsef Poor	Szent Istvan University, Hungary
Lukasz Puslecki	Department of International Management, Poznan University of Economics, Poland
Matevz Raskovic	Academic Unit for International Economics & Business, University of Ljubljana, Faculty of Economics, Slovenia

Inna Romanova	Faculty of Economics and Management, University of Latvia, Latvia
Magdolna Sass	Foreign Direct Investment, Centre for Economic and Regional Studies, Hungarian Academy of Sciences, Hungary
Michal Staszkw	Poznan University of Economics, Poland
Miklos Stocker	Institute of Business Economics, Faculty of Business Administration, Corvinus University of Budapest, Hungary
Marjan Svetlicic	University of Ljubljana, Centre of International Relations, Faculty of Social Sciences, Slovenia
Maja Szymura-Tyc	Department of International Management, University of Economics in Katowice, Poland
Dorisz Talas	Faculty of Applied Economics and Rural Development, University of Debrecen Faculty of Applied Economics and Rural Development, Hungary
Piotr Trapczynski	Department of International Competitiveness, Poznan University of Economics, Poland
Michael Troilo	"School of Finance, Operations Management & International Business", The University of Tulsa, United States
Tiia Vissak	Faculty of Economics and Business Administration, University of Tartu, Estonia
Krzysztof Wach	Department of Entrepreneurship and Innovation, Cracow University of Economics, Poland
Aleksandra Wasowska	Department of Strategic and International Management, University of Warsaw, School of Management, Poland
Michal Zdziarski	University of Warsaw, Poland

Acknowledgement for the Outstanding Papers

Altogether 59 papers were accepted for the very 1st AIB-CEE Chapter conference that is a success. Hopefully the sessions provide great opportunity to have thought provoking and inspiring discussions on the presented papers. We would like to highlight and acknowledge the outstanding papers by the AIB-CEE Chapter 2014 Track Chairs nominations:

Magdolna Sass, Eric Rugraff

Voting for Staying. Why didn't the Foreign-Owned Automotive Component Suppliers Relocate their Activity from Hungary to Lower-Wage Countries as a Response to the Economic Crisis?

Track 1/2 - MNEs and their Subsidiaries in the CEE Region

9:00, October 11

Rafal Sliwinski, Magdalena Sliwinska

Growth and Internationalization of Fast Growing Firms

Track 2/3 - Internationalization of SMEs and Born Globals

13:30, October 11

Tobias Dauth, Agata Tomczak

Internationalization of Top Management Teams: A Comprehensive Analysis of Polish Stock-Listed Firms

Track 4/1 - International Management and HRM

9:00 October 10

Anita Pelle, Marcell Vegh Zoltan

Attracting Intellectual Capital: How has the Crisis Changed the Positions of EU Member States?

Track 5/2 - Competitiveness of the CEE Region its Countries, Industries and Firms

11:00, October 10

Aron Perenyi

Growth Potential in the Context of the Profit-Growth Nexus – A Proxy of Industrial Cluster Competitiveness

Track 5/2- Competitiveness of the CEE Region its Countries, Industries and Firms

11:00, October 10

Piotr Trapczynski, Lukasz Puslecki, Michal Staszkw

Emerging Advanced Topics in an Advanced Emerging Market? International Business Research in Poland in the Period 1990-2014

Track 6 - Teaching IB and International Management: Experiences and Challenges

13:30, October 11

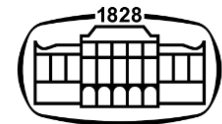
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