



IIBC
2012

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VIII Iberian
International
Business
Conference

IBERIAN MULTINATIONALS,
GETTING READY FOR
A CHALLENGING FUTURE

Las Palmas de Gran Canaria, Spain | October 5th and 6th | 2012

October 5th 2012

SESSION I. CROSS-CULTURAL RESEARCH

Session chair: **Marta Muñoz Guarasa**, Universidad de Jaén

**National culture and cultural distance in international research:
a review of recent diffusion in top management journals**

Belén González Díaz, Universidad de Oviedo

Cristina López Duarte, Universidad de Oviedo

Marta Mª Vidal Suárez, Universidad de Oviedo

**Cross cultural rhetorical strategies to publish
in international management academic publications**

Fang Pan, San Jorge University

Jorge Fleta, Universidad de Zaragoza

**Zakat, a corporate muslim responsibility duty. Does it have an effect
on the Malaysian banking system financial performance?**

Juan José Durán Herrera, Universidad Autónoma de Madrid

María José García López, Universidad Rey Juan Carlos

Juan José Rienda, Universidad Rey Juan Carlos

SESSION II. EXPORT/IMPORT RESEARCH

Session chair: **Esteban García-Canal**, Universidad de Oviedo

Innovativeness and exports in small firms: examining the mutual effects

Izaias Martins, Universitat Autònoma de Barcelona

Alex Rialp, Universitat Autònoma de Barcelona

Yancy Vaillant, Universitat Autònoma de Barcelona

**Determinant factors in the internationalization of
knowledge-intensive services in a peripheral area**

Marta Muñoz Guarasa, Universidad de Jaén

Encarnación Moral Pajares, Universidad de Jaén

Which is the importance of imports in the productivity of Spanish manufacturing firms?

Carlos Bellido, Universidad de Zaragoza

Marisa Ramírez, Universidad de Zaragoza

SESSION III. MANAGEMENT RESEARCH

Session chair: **Cátia Fernandes Crespo**, Polytechnic Institute of Leiria

The impact of service recovery in international tourist hotels

Pablo Zoghbi Manríque de Lara, Universidad de Las Palmas de Gran Canaria

Teresa Aguiar Quintana, Universidad de Las Palmas de Gran Canaria

Miguel Ángel Suárez Acosta, Universidad de Las Palmas de Gran Canaria

Firms integration with stakeholders through reverse logistics and good corporate practices. An international analysis

Antonio Mihi Ramírez, University of Granada

Jesús Arteaga Ortiz, Universidad de Las Palmas de Gran Canaria

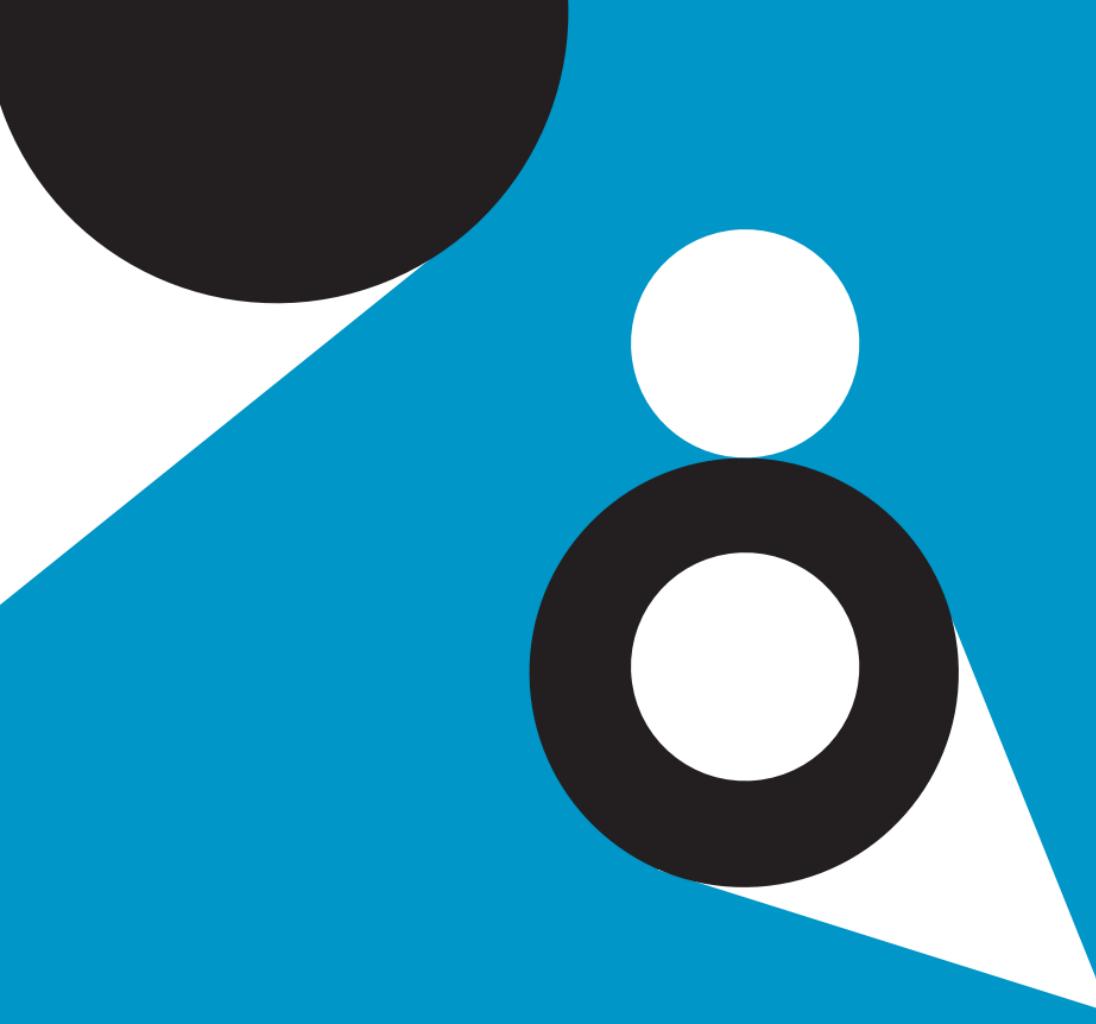
Vilmante Kumpikaite, Kaunas University of Technology

Strategies for success for traditional travel agencies: The Spanish case

Sergio Moreno Gil, Universidad de Las Palmas de Gran Canaria

Teresa Aguiar Quintana, Universidad de Las Palmas de Gran Canaria





SESSION IV. INTERNATIONAL ENTREPRENEURSHIP RESEARCH

Session chair: **Vitor Corado Simoes**, Technical University of Lisbon (ISEG)

The impact of social networks on international opportunity identification, evaluation and exploitation: the case of four Polish international new ventures

Witold Nowiński, Poznan School of Banking

Alex Rialp-Criado, Universitat Autònoma de Barcelona

The relative importance of macro-level spillovers and micro-level dynamic capabilities on new ventures' internationalization: a knowledge-based model

Antonia Mercedes García-Cabrera, Universidad de Las Palmas de Gran Canaria

María Gracia García-Soto, Universidad de Las Palmas de Gran Canaria

Sonia María Suárez-Ortega, Universidad de Las Palmas de Gran Canaria

**Export barrier influence on internationalization speed:
an empirical analysis on Spanish SME's**

Jesús Arteaga-Ortiz, Universidad de Las Palmas de Gran Canaria

Mónica Clavel-San Emeterio, Universidad de La Rioja

Rubén Fernández-Ortíz, Universidad de La Rioja

GUEST SPEAKER SESSION (VIDEOCOFERENCE)

Session chair: **Alex Rialp-Criado**, Universitat Autònoma de Barcelona

Small and medium enterprises in international business

Gary A. Knight, Professor of Marketing and International Business at Willamette University

October 6th 2012

SESSION V. INNOVATION RESEARCH

Session chair: **Juan José Durán Herrera**, Universidad Autónoma de Madrid

Is sharing suppliers with competitors good for innovative performance? The case of R&D services outsourcing

Andrea Martínez-Noya, Universidad de Oviedo
Esteban García-Canal, Universidad de Oviedo

A new approach to the relationship between investment in R&D and business performance in the pharmaceutical industry

Diego Jesús Cuello de Oro Celestino, Universidad de Valladolid
Cristina López-Cózar Navarro, Universidad Politécnica de Madrid
Luis Miguel Delgado Estirado, Universidad de Valladolid

From resources to international performance of new ventures: are innovation and flexibility strategies the puzzle's missing pieces?

Nuno Fernandes Crespo, Technical University of Lisbon (ISEG)
Vitor Corado Simoes, Technical University of Lisbon (ISEG)
Margarita Fontes, Laboratório Nacional de Engenharia e Geologia (JMOSE)

The match between entrepreneurial capital and technological strategy as antecedent of TBFs international performance

Antonia Mercedes García-Cabrera, Universidad de Las Palmas de Gran Canaria
María Gracia García-Soto, Universidad de Las Palmas de Gran Canaria
Arístides Olivares-Mesa, Universidad de Las Palmas de Gran Canaria

SESSION VI. MULTINATIONAL COMPANY RESEARCH

Session chair: **Cristina López Duarte**, Universidad de Oviedo

Relationship between entry mode and location factors in foreign direct investment

Jorge Fleta Asín, Universidad de Zaragoza
Marisa Ramírez Alesón, Universidad de Zaragoza

Knowledge inflows within multinational corporations: Are they good listeners?

Cátia Fernandes Crespo, Polytechnic Institute of Leiria

Exchange rate and foreign direct investment: Economic exchange rate exposure of Spanish Multinational Corporation

María Angustias Dávila Vargas-Machuca, Universidad de Jaén
Juan José Durán Herrera, Universidad Autónoma de Madrid

CLOSING SPEECH SESSION

Session chair: **Sonia María Suárez Ortega**, Universidad de Las Palmas de Gran Canaria

Canarias Aporta: The Canarian Government's tool designed to face the companies needs in their internationalization projects

Pedro Monzón Cabrera, Director of International Promotion of PROEXCA



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