



39th Euro-Asia Management Studies Association (EAMSA) Annual Conference “Europe and Asia in the Green Economy: Dynamics and Implications”

European Institute of Japanese Studies and Center for Asian Studies
Stockholm School of Economics
22-25 November 2023

Programme

November 22, Wednesday

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

18:00 – 20:00 Registration

18:00 – 20:00 Welcome Reception with Buffet

November 23, Thursday

Venue: Aulan, Stockholm School of Economics, Sveavägen 65 Stockholm

08:45 – 09:30 Registration

09:30 – 11:30 **Welcome Speeches**

Lars Ågren, Senior Advisor, Stockholm School of Economics

Sierk Horn, President, Euro-Asia Management Studies Association and Professor, Munich University of Applied Sciences

Patrik Ström, Director and Conference Chair, European Institute of Japanese Studies, Stockholm School of Economics

Keynote Speech “Who is to suffer? Trade Policy in 2023”

Moderator: Patrik Ström, Director, European Institute of Japanese Studies, Stockholm School of Economics

Keynote Speaker: Patrik Tingvall, Professor & Chief Economist, National Board of Trade Sweden

11:30 – 13:00 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

13:00 – 14:30 Panel Discussion “Digitalization, trade and sustainable green transition”

Venue: Aulan, Stockholm School of Economics, Sveavägen 65 Stockholm

Moderator: Peter Popovics, European Institute of Japanese Studies, Stockholm School of Economics

Panelists:

Thomas Andersson, Senior Advisor, Stena Recycling

Marie Bemler, Senior Engineer, Scania CV and Affiliated Researcher, Stockholm School of Economics

Johan Henriksson, CEO and Founder, Freja eID

Emma Sävenborg, Senior Advisor, National Board of Trade Sweden

14:30 – 15:00 Coffee/Tea Break

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

Parallel Session A: Green Economy I

Venue & Time: Room 536, 15:00 – 16:00

Chairperson: Robert Demir, Linköping University

“Unraveling Green Innovation in China: Historical Evolution, Conceptual Framework, and Emerging Research Avenues”

Jinjun Zhang, Hubei University of Economics & Hui Tan, Royal Holloway, University of London

“Are Asian family firms greener? Evidence from Euro-dependent Korean multinationals”

Jongik Chang, Korea University Business School

Parallel Session B: Cross Cultural Management and Interaction

Venue & Time: Room 542, 15:00 – 16:00

Chairperson: H. Richard Nakamura, University of Gothenburg

“Building trust in cross-cultural business negotiations – an analysis of trust-building process in Estonian-Japanese collaboration”

Eva Liias, Niina Nummela & Urmas Varblane, University of Tartu

“The Embeddedness of Management Idea: A Comparative Study of Subsidiaries in China and Sweden”

Alexander Kristiansen, University of Gothenburg and Center for Asian Studies, Stockholm School of Economics

“Motorsport in East and West at a Crossroads? - Formula One, its dilemmas between commercial interests, sustainability and human rights” Harald Dolles, Molde University College - Specialized University in Logistics

16:00 – 16:10 Break

Parallel Session C: Green Economy II

Venue & Time: Room 536, 16:10 – 17:10

Chairperson: Harald Dolles, Molde University College - Specialized University in Logistics

“Institutional work for green building: Capacity development in the construction industry in Hong Kong”

Denise Chen and Faith Hatani, Copenhagen Business School

“New Product Development and Firms' Export Performance: The Moderating Effect of Green Innovation and International Market Orientation”

Hanyang Piao, Korea University

“Unveiling the Green Mirage: Exploring the Moderating Role of Executive Compensation Ratio on the Financial Performance Impacts of Greenwashing in China”

Yexuan Zhang, Korea University and Daeil Nam, Korea University

18:00 – 19:00 **EAMSA Advisory Board Meeting** (Invited members only)

Venue & Time: Library, European Institute of Japanese Studies, Saltmätargatan 19C, Stockholm , 18:00-19:00

“Book Proposal: Leadership Across Cultures: A Humanistic Perspective”
Sierk Horn, Munich University of Applied Sciences

Parallel Session D: Organization & Management

Venue & Time: Room 542, 16:10 – 17:10

Chairperson: Tomoki Sekiguchi, Kyoto University

“When and How a High Performer's Voice Links to Less Endorsement: The Effects of Coalition Voice and Supervisor's Power Motivation”

Sen Zhang, Waseda University

“Hofstede's dimensions in two Chinese companies”

Ricardo Ortiz Ayala, Wei Mao & Martín Antonio Vivanco Palacios, Universidad Autónoma de Querétaro

“Gamification-Exploring the Influence of Digital Recruitment Technique on Intention to Pursue and Employer Brand Advocacy”

Farhan Shahzad & Luisa Varriale, University of Naples 'Parthenope'

November 24, Friday

Mirai 2.0 Workshop

“The Future of Smart Cities and Society 5.0”

Venue & Time: Room 536, 09:00 – 10:40

Chairperson: Jesper Edman, Waseda University

“Trying to Become a Greener Company: Subsidiary Issue-Selling During Technological Disruption”

Robert Demir & Rasmus Nykvist, Linköping University

“Digitalization and green economy transition: Smart Cities and Society 5.0”

H. Richard Nakamura, University of Gothenburg, Patrik Ström & Peter Popovics, European Institute of Japanese Studies, Stockholm School of Economics

“International Comparison of Manufacturing Servitization: Sweden and Japan”

Keiko Toya, Meiji University & European Institute of Japanese Studies & Patrik Ström, European Institute of Japanese Studies, Stockholm School of Economics

“Subnational trade dependence and media sentiment on bilateral trade agreements: Findings from prefecture-level Japanese reactions to the EU-Japan Economic Partnership Agreement”

Ivar Padrón-Hernández, Hitotsubashi University & Jinju Lee, Hitotsubashi University

Workshop Discussion

10:40 – 11:00 Coffee/Tea Break

Parallel Session E: FDI, Trade and Internationalization I

Venue & Time: Room 542, 09:00 – 10:30

Chairperson: Chie Iguchi, Keio University

“Innovation and appropriate technology for global sustainability development: What contributions from Asian emerging economies?”

Philippe Régnier, School of Management-Freiburg, University of Applied Sciences Western Switzerland

“A Resource Beyond Firms: Exploring the Role of ‘Stateness’ in Internationalization of State Hybrids”

Katrine Maria Lumbye, Copenhagen Business School & Danish Energy Agency & Peter Ørberg Jensen, Copenhagen Business School

“The Breakthrough of the Taiwanese Bicycle Industry in the 1970s and 1980s: Focusing on the Upgrading Path of Giant Manufacturing Co.”

Yoshikazu Sakamoto, Nihon University

“Institutional Change Processes: A Historical Assessment of the Internationalization of Japanese Saké Traditions”

Kristin Brandl, University of Victoria & Copenhagen Business School & Takahiro Endo, University of Victoria & Kobe University & Yasuyuki Kishi, Niigata University

“Spillover Effects of Foreign Direct Investment on Local Firms’ Productivity: A case study of Vietnam”

Thi Giang Pham, Mizuki Kobayashi & Kangkook Lee, Ritsumeikan University

Parallel Session F: Industrial Dynamics

Venue & Time: Room 536, 11:00 - 12:20

Chairperson: Helmut Demes, University of Duisburg-Essen, IN-EAST

“Bank Business Models in China”

Hang Yuan, Waseda University

“Banking on ASEAN integration”

Åsa Malmström Rognes, European Institute of Japanese Studies,
Stockholm School of Economics

“The Moderating Role of Market Hype Strategy in the Relationship Between Return on Investment and Startup's Firm Value: A Study on Market Hype Dynamics”

Younsoo Sung, Korea University

“China's Strategic Plan to Reach Out in the Football World Cup”

Sten Söderman, Stockholm University & Harald Dolles, Molde University
College - Specialized University in Logistics

12:20 – 13:20 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

13:30 – 14:00 Travel to Ericsson from Stockholm School of Economics, Sveavägen 65

14:00 – 15:30 **Company Visit – Ericsson**

Presentation “Ericsson sustainability” by Jasmin Masic, Industries & Society Impact Program Manager and Q&A
Demo tour in Ericsson Imagines Studio

15:30 – 16:15 Travel back to Stockholm School of Economics, Sveavägen 65

Parallel Session G: FDI, Trade and Internationalization II

Venue & Time: Room 542, 11:00 - 12:20

Chairperson: Ivar Padrón-Hernández, Hitotsubashi University

“Does Governance Matter for Outward FDI? Evidence from European Union Member States”

Tomasz Dorożyński, Anetta Kuna-Marszałek & Bogusława Dobrowolska,
University of Lodz

“Comparative analysis of international service delivery: A GATT framework perspective on NPO internationalization in Japan and Sweden”

Hiroki Noguchi, Fukushima University & European Institute of Japanese Studies, Stockholm School of Economics & Ryuichi Nakamoto, Kyushu University

“The Pursuit of Transnationality: The Transition of Global Architecture of Toyota Motor Manufacturing Company”

Jae Hoon Hyun, Hankuk University of Foreign Studies

“Sustainable Food Trade? The case of Finnish Export to China”

Erja Kettunen-Matilainen, University of Turku & Bruna Zolin & Danilo Cavapozzi, Ca' Foscari University of Venice

17:30 – 18:00 Guided tour - **Vasa Museum**, Galärvarvsvägen 14, 115 21 Stockholm

18:00 - **Conference Dinner & Palgrave Macmillan - EAMSA Best Paper, PhD, and The Best Reviewer Awards Ceremony**
at Vasa Museum Restaurant, Galärvarvsvägen 14, 115 21 Stockholm

November 25, Saturday

Parallel Session H: Human Resource Management

Venue & Time: Room 536, 09:30 – 10:50

Chairperson: Himadri Das, International Management Institute New Delhi

“Saving Legitimacy: Legitimation of MNE Subsidiaries in HRM Practice Implementation” Ji-Won Song, University of Edinburgh

“Transformational leadership, informal networks, and transnational HR knowledge sharing in Chaebols: Evidence from Korean-group affiliated Multinationals”
Yoo Jung Ha, University of York

“Influence of Overloaded Telecommuting on Employee Work-family Conflict: Roles of Emotional Exhaustion and Digital Literacy”
Yaqi Pan & Jie Li, Xi'an Jiaotong Liverpool University

“Investigation of the Association of Authenticity and Self-Monitoring with Life Satisfaction and Psychological Well-Being Among Employees Working in IT Industries: A Study in the Asian collectivistic Society”
Kunal Katpatal, Indira Gandhi National Open University & Neerpal Rathi, Indian Institute of Management

10:50 – 11:10 Coffee/Tea Break

Parallel Session I: Knowledge Management and Communication

Venue & Time: Room 542, 09:30 – 10:50

Chairperson: Alexander Kristiansen, University of Gothenburg and Center for Asian Studies, Stockholm School of Economics

“Measuring Online Community Culture: Scale Development and Validation”
Mengru Zhao, Waseda University

“Does the use of red color influence IPO underpricing? The moderating Effect of Complementary Color and Voice Tone”
Kyeonglim Kim & Daeil Nam, Korea University

“The Impact of Top Management Team Departure to Competitor Firms on R&D Performance: Exploring the Role of Competitive Intensity and Knowledge leakage”
Seoun Kim, Korea University

“Social Commerce Platform as Service-dominant Ecosystem: A Case Study Addressing the Roles of Knowledge and Relations”
Lixin Lu, Stockholm School of Economics

“Narrative Tone Management of Risk Disclosure in Crowdfunding: Applying Regulatory Focus Approach and Chat GPT”
Soyeon Park & Daeil Nam, Korea University

ABM Presentation & Discussion

Venue & Time: Room 542, 11:10 – 12:00

Tomoki Sekiguchi, Kyoto University

12:00 – 13:00 Lunch

Venue: Atrium, Stockholm School of Economics, Sveavägen 65 Stockholm

EAMSA Annual General Meeting & Closing of Conference

Venue & Time: Room 542, 13:00 – 14:00