



## AIB-MENA RABAT MOROCCO 2023



# AIB-MENA 2023 ANNUAL CONFERENCE



Rabat, Morocco



December 10-13, 2023

### HOST INSTITUTION

Africa Business School, Mohammed VI Polytechnic University, Rabat, Morocco

### CONFERENCE THEME

Scaling Inclusive Entrepreneurship Across Borders for a Sustainable Future

### CONFERENCE CO-CHAIRS

Yama Temouri, Khalifa University, UAE  
Marcio Amaral-Baptista, Africa Business School, Morocco



## **AIB-MENA Leadership**

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Immanuel Azaad Moonesar, Mohammed bin Rashid School of Government, UAE

### **Advisory Board & Founder**

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### **VP Sponsorship**

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## AIB-MENA 2023 Conference Sponsors

Host Institution



Exclusive Sponsor





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### Conference co-Chairs

Yama Temouri, Khalifa University, UAE

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Saneesh Edacherian, University of Birmingham Dubai, UAE

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Leonardo Liberman, Africa Business School, Morocco

David Hayes, Africa Business School, Morocco

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Mohammed Amine Benjelloun, Africa Business School, Morocco

Imane Idrissi, Africa Business School, Morocco

Syrab El Malti, School of Hospitality and Business Management, UM6P, Morocco

## General Conference Information

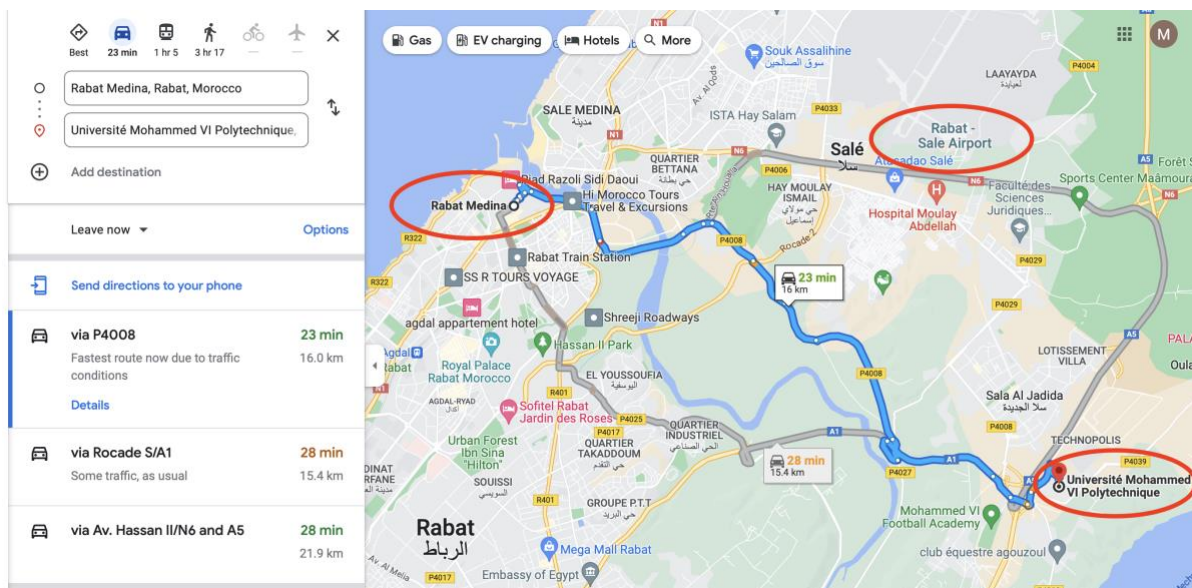
### Conference Venue – Africa Business School

The AIB-MENA 2023 Conference will be held at the Africa Business School Building (floor 6), located at the University Mohammed VI Polytechnique’s Rabat Campus. The campus is within a 15-kilometer, 30-minute drive from Rabat. The campus address is:

University Mohammed VI Polytechnique  
Rocade Rabat Salé  
Rabat 11103

The geolocation of the Rabat campus is here: <https://goo.gl/maps/S4yjFdwUfCf8RAG47>.

### Map of Rabat city center, conference venue, and Rabat-Salé Airport



### Gala Dinner: Moroccan Night

The Gala Dinner will be held on December 12 at 7:30 PM at the University Mohammed VI Polytechnique’s Campus Hotel.



## **UM6P Campus Access**

Original passports (or Moroccan identity cards) are required at all times to enter the University Mohammed VI Polytechnique's Campus per security guidelines. Copies are not accepted.

## **Badge Identification**

Please check in with the AIB-MENA Registration Desk to pick up your official name badge and conference materials. An Attendee name badge is required for admission to all conference sessions, events, and meals. Name badges and individual tickets are also required to enter the Gala Dinner.

## **Guest Policy**

Guest tickets only provide access to the Gala Dinner. Guests cannot attend the conference sessions, events, or meals.

## **Dress Code**

The suggested dress code is Business Casual for all conference events.



## Speaker/presenter Information

Please prepare a 12–15-minute PowerPoint presentation; there will be a 5-minute Q&A session for each presentation. Please do not exceed this, to allow time for questions and answers and for other presenters in the session.



## DETAILED SCHEDULE OF SESSIONS

DECEMBER 10, 2023 – SUNDAY

### 8:00 - 9:30 AM

Campus access and registration (UM6P Campus, ABS Building's Main Hall, Floor 0)

### 9:30 - 10:45 AM - Parallel Session 1.1 International Entrepreneurship

**Location: Room Hassan Tower – floor 6**

**(Session Chair: Sadaf Kurshid)**

Competitiveness of Start-ups from less-developed countries: Selected Issues

**Authors:** *Dagmar Grachova and Sonia Ferencikova*

Entrepreneurial Stressors and Coping – A Revolving Door Model

**Authors:** *Amitabh Anand, Kanika Kohli and Elena Sinitsyna*

Social Enterprises and their Internationalization stages

**Authors:** *Melodena Stephens and Sadaf Kurshid*

### 9:30 - 10:45 AM - Parallel Session 1.2 International Finance, Accounting and Corporate Governance

**Location: Room Cap Spartel – floor 6**

**(Session Chair: Saneesh Edacherian)**

Energy Transition's Liquidity Leverage Towards Renewable Companies: Global Evidence through Greenflation

**Authors:** *Abdessamad Raghbi, Adil Ettangi and Anas Alaoui Mdaghri*

Experiential Learning in Asset Management: A Case Study

**Authors:** *Mohammad Elahee, Osman Kilic and Matthew O'Connor*

Board Independence and Innovation: A Meta-analysis

**Authors:** *Saneesh Edacherian, Vidya Sukumara Panicker and Sudatta Roy*



**9:30 - 10:45 PM - Parallel Session 1.3 Global Strategy, Organization and Value Chains**  
**Location: Room Bab Mansour – floor 6**  
**(Session Chair: Bassmaa Azzamouri)**

Foreign operation modes: A managerial perspective

**Authors:** *EL Mehdi Essbaa, Saad Laraoui and Bert Jarreau*

Localization strategies and overseas subsidiary performance

**Authors:** *Xinming He, Wei Zhang, Tao Wang and Binwu Cheng*

Modification of MNE Strategies in the Face of Financing Constraints

**Authors:** *Umar Boodoo, Laurence Booth, George Georgopoulos and Walid Hejazi*

Extraction methods impact on global mining production networks performance: The case study of the Moroccan phosphate open pit mines

**Authors:** *Bassmaa Azzamouri, Ahlam Azzamouri*

**9:30 - 10:45 AM - Panel “GLOBE 2020: The Latest Findings on National Culture and Leadership in Morocco and Saudi Arabia (Carolyn Egri (moderator), Abderrahman Hassi, May Bantan)**  
**Location: Room Majorelle Garden – floor 6**  
**(Session Chair: Carolyn Egri)**

**10:45 - 11:15 AM**  
 Coffee break

**11:15 AM – 12:30 PM**  
 Conference opening  
 Keynote speech by Habiba Mouttaki (Vice-President, OCP Africa)  
 Keynote speech by Lilac Nachum: “A New Way of Seeing for Africa: Entrepreneurship, Exclusivity and Sustainability”  
**Location: Amphitheater Volubilis – floor 6**

**12:30 – 1:45 PM**  
 Lunch  
**Location: ABS Restaurant - floor 0**

**2:00 - 3:15 PM - Parallel Session 1.4 Global Strategy, Organization, and Value Chains**  
**Location: Room Hassan Tower – floor 6**  
**(Session Chair: William Newbury)**

The role of inward FDI and family firm heterogeneity on foreign location choice: Evidence from India

**Authors:** *Arindam Mondal, Somnath Lahiri and Surender Munjal*

The Current Status of Research on the MENA Region: A Bibliometric Analysis and Topic Modeling

**Authors:** *Malak Malibari and Jawaher Alotaibi*

Drivers and barriers of sustainability strategy implementation: A systematic literature review toward a novel perspective of sustainability strategies and its legitimacy in the context of MNCs

**Authors:** *Adil Ettangi, Marcio Amaral-Baptista, Laurent Beduneau-Wang*

Nonmarket Political Strategy Effects on EMNEs' Foreign Location Choice

**Authors:** *Cinara Gambirage, Mohamed Amal and William Newbury*

**2:00 - 3:15 PM - Parallel Session 1.5 International Human Resource Management, Global Leadership, and Cross-Cultural Management**  
**Location: Room Bab Mansour – floor 6**  
**(Session Chair: Vijay Pereira)**

Should I Stay or Should I Go? Japanese Employees' Willingness to Accept International Assignment

**Authors:** *Sachiko Yamao and Tomoki Sekiguchi*

The Role of Internal Communication on Employee Loyalty – A Theoretical Synthesis

**Authors:** *Amitabh Anand and Elena Sinitsyna*

Cultural intelligence in international business studies: a systematic review

**Authors:** *Said Toumi and Zhan Su*

A quasi-experimental study of performance appraisal during crisis

**Authors:** *Daicy Vaz, Vijay Pereira and Arup Varma*

**2:00 - 3:15 PM - Parallel Session 1.6 Gender and Diversity**

**Location: Room Cap Spartel – floor 6**

**(Session Chair: Saneesh Edacherian)**

Top management team diversity impact on firm performance across companies from emerging markets in the digital era: the effect of Chief digitalization officer

**Author: Emil Velinov**

The Role of Gender in Determining Individual Values and Time Orientation

**Authors: Marina Apaydin and Hoda Awada**

The role of ecosystem for social and non-social female entrepreneurship: The case of Russia

**Authors: Yulia Aray and Anna Veselova**

Women's Entrepreneurship in Morocco: An innovative model to support women's economic inclusion through entrepreneurship

**Authors: Nada Rih and Imane Belmaati**

Board Diversity and Firm Performance: The Role of CEO Personal Range

**Authors: Saneesh Edacherian, Amit Karna and Klaus Uhlenbruck**

**2:00 - 3:15 PM – Workshop “Digital scaling in global arena: An engaged workshop”**

**(Salma Soliman (moderator) and Charles Dhanaraj)**

**Location: Room Majorelle Garden – floor 6**

**(Session Chair: Salma Soliman)**

**2:00 – 4:00 PM** (session by invitation only)

*Journal of International Business Studies* Paper Development Workshop (Rosalie Tung, Shaker Zahra)

**Location: Room Mamounia – floor 6**

**2:00 – 4:00 PM** (session by invitation only)

*Journal of International Business Policy* Paper Development Workshop (Lilac Nachum, Hinrich Voss)

**Location: Room Menara – floor 6**

3:15 – 3:45 PM

Coffee break

4:00 – 5:15 PM

Panel “Contributions of Advanced Market Multinationals to Inclusive Development: Insights from Middle East, Africa and Latin America” (Pervez Ghauri (moderator), Jorge Carneiro, Lahcen Haddad, Asmaa Khamlach, Immanuel Moonesar)

Location: Amphitheater Volubilis – floor 6

5:30 - 6:45 PM - Parallel Session 1.7 International Entrepreneurship

Location: Room Majorelle Garden – floor 6

(Session Chair: Mamoun Benmamoun)

Navigating competitive intelligence in exporting small and medium-sized enterprises in Morocco: Implications of CEO's personality traits

Authors: *Zohor Kettani and Amine Belemlih*

Should I stay or should I exit? Entrepreneurs and their emotions when deciding to enter and exit markets

Authors: *Spiros Batas, Jose Godinez and Yang-pei Lin*

The Interplay between Social Entrepreneurs' Cognitive Characteristics and Organization's Mission and Form in Social Enterprise Internationalization Endeavor

Authors: *Christine Ascencio, Mamoun Benmamoun, Jerome Katz and Alex Brinkmeier*

5:30 - 6:45 PM - Parallel Session 1.8 MNE State Relations and International Business Policy

Location: Room Hassan Tower – floor 6

(Session Chair: Yama Temouri)

Shaping inclusive employment with state and aid actors: MNEs Political Corporate Social Responsibility

Author: *Kenza Charrat*

Unraveling the Dynamics of International Business Policy Design

Authors: *Miguel Torres and Jeremy Clegg*

Renewable Energies, Energy Mix, and Economic Growth: A Comparative Analysis Between the Gulf and Europe

Authors: *Alexander Wollenberg, Aleksandr Myllari and Tatiana Myllari, Namwoon Kim and Ameya Sathya Kakade*

**5:30 - 6:45 PM - Parallel Session 1.9 International Human Resource Management, Global Leadership, & Cross-Cultural Management**  
**Location: Room Bab Mansour – floor 6**  
**(Session Chair: Leonardo Liberman)**

The Systemic Mindset: Understanding and Measurement  
**Author: Zeinab Hmama**

Cultural flexibility and the leadership effectiveness of expatriate leaders: A social cohort perspective  
**Authors: Liqun Wei**

Exploring Human Resources Management Policies and Practices in a Sample of Moroccan Public Organizations  
**Authors: Leonardo Liberman and Amal Tlamti**

**5:30 - 6:45 PM - Parallel Session 1.10 Teaching and Education**  
**Location: Room Cap Spartel – floor 6**  
**(Session Chair: Melodena Stephens)**

Entrepreneurship Support for Economic Development Utilizing Student-Based Teams  
**Authors: Shelly Meyer and Timothy S. Hatten**

Business Schools Response to Sustainability: An Historical Overview  
**Author: Umesh Dilip Kumar Mukhi**

**DECEMBER 11, 2023 – MONDAY**

**8:00 - 9:30 AM**

Campus access and registration (UM6P Campus, ABS Building's Main Hall, Floor 0)

**9:30 - 10:45 AM - Parallel Session 2.1 International Finance, Accounting, and Corporate Governance**

**Location: Room Cap Spartel – floor 6**  
**(Session Chair: Abdulkader Aljandali)**

“Keep it in the Family”: The Impact of National Institutions and Family Business Groups on Firm-level Disclosure in the Caribbean Tax Havens

**Authors:** *Bruce Hearn and Igor Filatotchev*

The External Financing Costs of Private Equity Ownership in Caribbean Offshore Economies

**Authors:** *Bruce Hearn, Trond Rondoy, Lars Oxelheim, Colins Ntim, Venancio Tauringana and John Malagila*

International Business in the MENA Region: Does Historical Legacy Matter?

**Authors:** *Mohammed Amine and Abdulkader Aljandali*

**9:30 - 10:45 AM - Parallel Session 2.2 Global Strategy, Organization and Value Chains**

**Location: Room Bab Mansour – floor 6**  
**(Session Chair: Wlamir Xavier)**

GVC Participation as a Venue for Firms' Global Integration? Learning and Export Performance of Emerging Market Firms.

**Authors:** *Lilac Nachum, Saul Estrin, Yuan Hu and Godfrey Madigu*

Evaluating the Resource Orchestration of Evolving Disruptive Technologies within Ecosystem-based Business Models: Evidence from an Indian Firm

**Authors:** *Vijay Pereira, Daicy Vaz, Nisha Bamel, Umesh Bamel and Abhishek Behl*

Institutional environment and non-market strategy effects on international expansion

**Authors:** *Cinara Gambirage, Mohamed Amal, William Newbury, Wlamir Xavier, Jaison Silva and Ronaldo Parente*

**9:30 - 10:45 AM - Parallel Session 2.3 Knowledge, Innovation, and Technology**

**Location: Room Hassan Tower – floor 6**

**(Session Chair: Walid Hejazi)**

A theoretical framework for a sustainable innovation process of cellular agriculture technology: A country- and firm-specific advantages perspective

**Authors:** *Mehrdad Jalali Sepehr, Marcelo J. Alvarado-Vargas and Narges Mashhadi Nejad*

The Source of Advantages for Domestic and Foreign MNEs

**Authors:** *Walid Hejazi, Jianmin Tang and Weimin Wang*

**9:30 – 10:45 PM - AIB-MENA Teaching Café: “Communicating IB data/research to policymakers” (Level: advanced)**

**Location: Room Majorelle Garden – floor 6**

**(Session Chair: Immanuel Azaad Moonesar)**

**10:45 - 11:15 AM**

Coffee break

**11:15 AM – 12:30 PM**

***AIB Insights* Panel: “Reaching practitioners with your research: Best practices for publishing IB research in *AIB Insights*”**

**Location: Amphitheater Volubilis – floor 6**

**(Session Chair: William Newburry)**

**12:30 – 1:45 PM**

Lunch

**Location: ABS Restaurant - floor 0**

Book launch: Vijay Pereira, Pawan Budhwar and Yama Temouri (*Doing Business in the Middle East: A Research-Based Practitioners’ Guide, and Management in the MENA Region*)



- 2:00 – 3:45 PM** – Workshop “Collaborative Synergies in International Business and Entrepreneurship”  
**Location: Room Hassan Tower – floor 6**  
 (Session Chair: David Hayes)
- 2:00 – 3:15 PM** – Panel “IB research in Africa: Emerging Issues in Disruptive Times” (Lilac Nachum (moderator), Tony Fang, Dev Boojihawon, Lynette Louw and Filali Ferial)  
**Location: Room Majorelle Garden – floor 6**  
 (Session Chair: Lilac Nachum)
- 2:00 – 3:15 PM** – Panel “Building Bridges across Cultures: The X-Culture Project and Its Pedagogical and Practical Value and Implications” (Daniel Rottig & Wlamir Xavier (moderators), Philippe Dubois, Ru-Shiun Liou, Luis E. Torres, Emil Velinov)  
**Location: Room Bab Mansour – floor 6**  
 (Session Chair: Daniel Rottig)

**3:15 – 3:45 PM**  
 Coffee break

**3:45 – 5:00 PM**

**Meet the Editors Panel: “Responsible Research that Makes Sense for Emerging Markets”**  
 (Pawan Budhwar (moderator), Jorge Carneiro, Vijay Pereira, Lilac Nachum)  
**Location: Amphitheater Volubilis – floor 6**

**5:15 - 6:30 PM** - Parallel Session 2.4 International Human Resource Management, Global Leadership, and Cross-Cultural Management  
**Location: Room Hassan Tower – floor 6**  
 (Session Chair: Charles Dhanaraj)

Arab Servant Leadership in the Egyptian Tribes  
**Authors:** *Marina Apaydin and Yusuf Sidani*

Cross-Cultural Leadership in Times of Crisis and Change: A Conceptual Framework  
**Authors:** *Daniel Rottig and Philippe Dubois*

Inspiring Local Innovation through Global Leadership  
**Author:** *Karina R. Jensen*

Encapsulating the Elements of the FoW Phenomenon to Direct Future Academic Research and Industrial Practices for Sustainable Growth  
**Authors:** *Mohid Sayed, Abhishek David and Charles Dhanaraj*

**5:15 - 6:30 PM - Parallel Session 2.5 Gender and Diversity**

**Location: Room Hassan Tower – floor 6**

**(Session Chair: Immanuel Azaad Moonesar)**

Filling the Vacuum of Gender Diversity and Inclusion on Boards in East Africa: Empirical Evidence from Insurance Companies in Uganda

**Authors:** *Hannington Businge, Rose Namara and Protazio Sande*

Advancing diverse women entrepreneurship in Canada: Insights from Nigerian women immigrants

**Authors:** *Tolulope Oluwafemi and Shuna Shu Ham Ho*

The effect of gender on the use outcome of Wasta in B2B relationships in Maghreb countries

**Authors:** *Toumi Said and Zhan Su*

Narrowing the entrepreneurial gender gap: An analysis of East European educational settings

**Authors:** *Anna Uskova, Nilufar Yangiboeva, Galina Shirokova and Virginia Bodolica*

Informing Fatherhood Policies in Multicultural Contexts: An Ecological Approach- A Gender-related International Business Policy Perspective

**Authors:** *Immanuel Azaad Moonesar, Mounia Drissi and Jessica Castelyn*

**5:15 - 6:30 PM - Parallel Session 2.6 Sustainability in International Business**

**Location: Room Cap Spartel – floor 6**

**(Session Chair: Miguel Torres)**

UK politics and green jobs

**Authors:** *Douglas William Scott Renwick*

Bridging the Gap: Unraveling the Influence of Organizational Network Strategy and Board Structural Composition on Environmental and Societal Performance

**Authors:** *Julian Andres Diaz Tautiva, Erica Salvaj Carrera and Felipe Vasquez Lavin*

Interplay between MNEs' CSR Practices, Environmental and Social Performance: Role of Alignment with UN SDGs

**Authors:** *Saad Laraqui and Hicham Nachit*

Foreign Direct Investment and Environmental Externalities

**Authors:** *Miguel Torres and João Bento*

- 5:15 – 6:30 PM** – Panel “How to Harness the Power of Academia, Public, and Private Sectors for Sustainability: A Panel Discussion” (Walid Hejazi (moderator), Hinrich Voss and Lilac Nachum)  
**Location: Room Majorelle Garden – floor 6**  
 (Session Chair: Walid Hejazi)
- 5:15 - 6:30 PM** - Open Panel – “Finding your Way to Getting Published” (Pawan Budhwar, Pervez Ghauri, Vijay Pereira)  
**Location: Amphitheater Volubilis – floor 6**  
 (Moderator: Yama Temouri)

**DECEMBER 12, 2023 – TUESDAY**

**8:00 - 9:30 AM**

Campus access and registration (UM6P Campus, ABS Building's Main Hall, Floor 0)

**9:30 - 10:45 AM - Parallel Session 3.1 International Finance, Accounting, and Corporate Governance**

**Location: Room Bab Mansour – floor 6**  
**(Session Chair: Bruce Hearn)**

Time Factor in M&A Success across Continents and Cultures

**Author:** Marina Apaydin

Understanding the co-CEO leadership and governance structure: A conceptual framework and multidomain research agenda

**Author:** Aleksandra Zakharova, Virginia Bodolica and Galina Shirokova

Is good governance priced?

**Author:** Bruce Hearn

**9:30 - 10:45 AM - Parallel Session 3.2 Global Strategy, Organization and Value Chains**

**Location: Room Majorelle Garden – floor 6**  
**(Session Chair: Daniel Rottig)**

Reputation Building by 'Invisible Firms': Collective Reputation and Firms' Global Competitiveness

**Author:** *Lilac Nachum*

Artificial States, Ethnicity, and the Survival of Private Participation Infrastructure Projects in Africa

**Authors:** *Jane Lu and Shuo Zhang*

Value based strategy: a novel approach to monitor strategy execution gap and create sustainable value

**Author:** *Michel Fender and Nouha Berrada*

Global Strategy, Institutional Quality, and Implications for Doing Business in the Emerging Markets of Africa

**Author:** *Daniel Rottig*

**9:30 - 10:45 AM - Parallel Session 3.3 Knowledge, Innovation, and Technology**  
**Location: Room Hassan Tower – floor 6**  
**(Session Chair: Karina R. Jensen)**

Corporate social responsibility performance, R&D investment, and innovations for firms in the emerging economy  
**Authors:** *Ying-Yu Chen and Ru-Shiun Liou*

Knowledge Inertia: A New Construct to Explore Various Non-sharing Behaviours of Knowledge  
**Authors:** *Amitabh Anand and Elena Sinitsyna*

Public Sector Innovation: Sources, Benefits, and Leadership  
**Authors:** *Mehmet Akif Demircioglu*

The Role of Knowledge Management in Achieving Organizational Ambidexterity: Systematic Literature Review  
**Authors:** *Oumaima Aithammou and Bisan Abdulkader*

Knowledge governance and innovation clusters as exemplified in global smart cities: A comparative cross-regional analysis of Dubai, Los Angeles, Shanghai, and Hamburg  
**Authors:** *Natalia Ribberink, Immanuel Azaad Moonesar, Janina Apostolou and Jan-Hendrik Schuenemann*

**9:30 - 10:45 AM - Parallel Session 3.4 International Entrepreneurship**  
**Location: Room Cap Spartel – floor 6**  
**(Session Chair: Hussain Alhejji)**

Enduring the Wave of Change: A Qualitative Study on Resilience and Business Strategies for Expat-preneurs  
**Authors:** *Norhayati Zakaria, Ritu Sehgal, Alistair Watson and Khairul Kamaruddin*

Latent transaction costs - Evidence from an internationalizing SME  
**Author:** *Michael A. Sartor*

The Role of Political Connections and Resilience in Affecting the Relations between Entrepreneurial Orientation and Firm Performance in Saudi Arabian Firms  
**Authors:** *Hussain Alhejji and Gertrude Hewapathirana*

10:45 - 11:15 AM

Coffee break

11:15 AM – 12:30 PM

**Meet the Editors Panel: “Is IB Research Tackling Grand Challenges?” (Jorge Carneiro (moderator), Allan Bird, Roger Strange, Hinrich Voss)**

**Location: Amphitheater Volubilis – floor 6**

12:30 – 1:45 PM

Lunch

**Location: ABS Restaurant - floor 0**

**2:00 - 3:15 PM - Parallel Session 3.5 International Entrepreneurship**

**Location: Room Koutoubia – floor 6**

**(Session Chair: Philippe Regnier)**

Entrepreneurial identity formation among Scientific Early Career Researchers

**Authors:** *Rana Zayadin and Lynn Martin*

Internationalization Enablers of Emerging Market SMEs: An Integrative Approach

**Authors:** *Hasan Harmanci, Mahmoud Khalik and Jose Godinez*

Fighting the Double-Edged Sword: Innovation and Internationalization of EMNEs

**Authors:** *Abrar Ali Saiyed and Salman Ali*

Financial Innovation for Sustainable Development: Towards a Swiss-African Green Equity Fund for SMEs

**Author:** *Philippe Regnier*

**2:00 - 3:15 PM - Parallel Session 3.6 International Human Resource Management, Global Leadership, and Cross-Cultural Management**

**Location: Room Cap Spartel – floor 6**

**(Session Chair: Pawan Budhwar)**

A Preliminary Review of People Management and Organization in the African Context

**Authors:** *Nasima Nairi and Leonardo Liberman*

H.R. Practices, performance and the work-family balance of workers: A systematic literature review

**Author:** *Asma Hajjani*

The Dual Pathways of Work Gamification and HRM

**Authors:** *Husam Bakur, Pawan Budhwar, Daniel Andrews and Soumyadab Chowdhury*

**2:00 - 3:15 PM - Parallel Session 3.7 MNE State Relations and International Business Policy**

**Location: Room Hassan Tower – floor 6**

**(Session Chair: Santiago Juan Gallego de Caceres)**

The role of informal networks in human resource management in emerging markets: is the influence of Wasta and Guanxi diminishing?

**Authors:** *Dorra Yahiaoui, Cuiling Jiang, Peter Stokes, Vijay Pereira and Paresha Sinha*

Hard Power versus Soft Power: Moderating Factors of the Regional Geopolitical Risk and FDI in MENA Countries

**Authors:** *Mohamed Amal, Glaucia Grellmann, Henrique Correa da Cunha, Claudia Beatriz Batschauer da Cruz and Dinora Eliete Floriani*

Diminishing FDI & underutilized Human Capital of Pakistan – A country under state of volatility

**Author:** *AbdulHameed Qureshi*

Total Factor Productivity and digital firms in the context of the OECD BEPS initiative

**Authors:** *Santiago Juan Gallego de Caceres, Chris Jones and Yama Temouri*

**2:00 - 3:15 PM - Panel “Cold War 2.0: How the MENA Countries Can Take Advantage of US-China Trade War and Unleash Inclusive Entrepreneurship for a Sustainable Economic Growth?” (Mohammad Elahee (moderator), Crystal Jiang, Elzotbek Rustambekov and Muhammad Mohiuddin)**

**Location: Room Bab Mansour – floor 6**

**(Session Chair: Mohammad Elahee)**

**3:15 – 3:45 PM**

Coffee break

**3:45 – 5:00 PM**

**AIB Fellows Panel: “International Business for the Brave New World: Future and Challenges” (Melodena Stephens (moderator), Timothy Devinney, Charles Dhanaraj, Pervez Ghauri, Lilac Nachum, William Newburry)**

**Location: Amphitheater Volubilis – floor 6**

**5:15 – 6:30 PM**

**AIB-MENA general meeting, conference awards, and conference closing**

**Location: Amphitheater Volubilis – floor 6**





**6:40 – 7:30 PM**

**UM6P Campus tour**

**Location: ABS Building's Main Hall – floor 0**

**7:30 – 9:30 PM**

**Gala Dinner: Moroccan Night**

**Location: University Mohammed VI Polytechnique's Campus Hotel**

**DECEMBER 13, 2023 – WEDNESDAY**

**Optional Touristic Activities**