

- 11:00-11:30 h. Coffee-break
- 11:30-12:45 h. 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

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

- 12:45-13:30 h. **CLOSING SPEECH SESSION**

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

Pedro Monzón Cabrera
Promotion Director of PROEXCA

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

- 14:00 h. Conference lunch



UNIVERSIDAD DE LAS PALMAS
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Departamento de Economía y Dirección de Empresas



ESTRATEGIA Y
NEGOCIOS INTERNACIONALES

IIBC 2012

IIBC 2012

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

- 09:00-09:30 h. Conference registration
- 09:30-10:00 h. Official opening of the **VIII Iberian International Business Conference**

Rosario Berriel Martínez

Vice-rector of Internationalization and Cooperation
Universidad de Las Palmas de Gran Canaria

Juan Manuel Benítez del Rosario

Dean of the College of Economics, Business, and Tourism
Universidad de Las Palmas de Gran Canaria

Juan José Durán Herrera

Professor of the Universidad Autónoma de Madrid
Head of Centro Internacional Carlos V

Sonia María Suárez Ortega

Associate Professor of the Universidad de Las Palmas de Gran Canaria
Local organizers spokesperson

- 10:00-11:15 h. **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

- 11:15-11:45 h. Coffee-break

11:45-13:15 h.	SESSION II. EXPORT/IMPORT RESEARCH	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-Ortiz, Universidad de La Rioja
	Session chair: Esteban García-Canal, Universidad de Oviedo	
	Innovativeness and exports in small firms: examining the mutual effects	18:00-18:30 h.
	Izaías 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	18:30-19:30 h.
	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?	19:45 h.
	Carlos Bellido, Universidad de Zaragoza	
	Marisa Ramírez, Universidad de Zaragoza	
13:15-15:30 h.	Working lunch	October 6th 2012
15:30-16:45 h.	SESSION III. MANAGEMENT RESEARCH	SESSION V. INNOVATION RESEARCH
	Session chair: Cátia Fernandes Crespo, Polytechnic Institute of Leiria	Session chair: Juan José Durán Herrera, Universidad Autónoma de Madrid
	The impact of service recovery in international tourist hotels	Is sharing suppliers with competitors good for innovative performance? The case of R&D services outsourcing
	Pablo Zogbí Manríquez de Lara, Universidad de Las Palmas de Gran Canaria	Andrea Martínez-Noya, Universidad de Oviedo
	Teresa Aguiar Quintana, Universidad de Las Palmas de Gran Canaria	Esteban García-Canal, Universidad de Oviedo
	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	A new approach to the relationship between investment in R&D and business performance in the pharmaceutical industry
	Antonio Mihi Ramírez, University of Granada	Diego Jesús Cuello de Oro Celestino, Universidad de Valladolid
	Jesús Arteaga Ortiz, Universidad de Las Palmas de Gran Canaria	Cristina López-Cózar Navarro, Universidad Politécnica de Madrid
	Vilmante Kumpikaite, Kaunas University of Technology	Luis Miguel Delgado Estirado, Universidad de Valladolid
	Strategies for success for traditional travel agencies: The Spanish case	From resources to international performance of new ventures: are innovation and flexibility strategies the puzzle's missing pieces?
	Sergio Moreno Gil, Universidad de Las Palmas de Gran Canaria	Nuno Fernandes Crespo, Technical University of Lisbon (ISEG)
	Teresa Aguiar Quintana, Universidad de Las Palmas de Gran Canaria	Vitor Corado Simões, Technical University of Lisbon (ISEG)
16:45-18:00 h.	SESSION IV. INTERNATIONAL ENTREPRENEURSHIP RESEARCH	Margarita Fontes, Laboratório Nacional de Engenharia e Geologia (UMOSE)
	Session chair: Vitor Corado Simões, Technical University of Lisbon (ISEG)	The match between entrepreneurial capital and technological strategy as antecedent of TBFs international performance
	The impact of social networks on international opportunity identification, evaluation and exploitation: the case of four Polish international new ventures	Antonia Mercedes García-Cabrera, Universidad de Las Palmas de Gran Canaria
	Witold Nowiński, Poznań School of Banking	María Gracia García-Soto, Universidad de Las Palmas de Gran Canaria
	Alex Rialp-Criado, Universitat Autònoma de Barcelona	Aristides Olivares-Mesa, Universidad de Las Palmas de Gran Canaria
	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	