

**12<sup>th</sup> McGill International Entrepreneurship Conference  
Hanken School of Economics  
September 18-20, 2009**

**DETAILED PROGRAM**

**Friday, September 18**

3:00–4:00 p.m.	Registration and Coffee	
4:00–4:45 p.m.	<b><i>Welcoming Remarks</i></b> Rector Marianne Stenius, Vice Rector, Professor Sören Kock and Professor Hamid Etemad	Room 142
4:45–6:15 p.m.	<b>Plenary Session 1</b> <i>Panel: Entrepreneurs in Action</i> Chair: Susanna Slotte-Kock Henry Backlund, Dermoshop Lisbeth Staffans, Baltic Yachts Rune Westergård, Citec Dag Sandås, The Switch	Room 142
6:30–8:00 p.m.	Opening Reception at the County Governor's House (Address: Koulukatu 2) Host: Håkan Nordman, Chairman of the City Council of Vaasa, Member of Parliament	

**Saturday, September 19**

8.30–9.15 a.m.	<b>Plenary Session 2</b> Keynote Speaker – Professor em. Jan Johanson, Uppsala University <i>The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership</i>	Room 142
9:30–11:00 a.m.  PARALLEL SESSIONS 1	<b>Work-In-Progress Session 1A – Networks and IE</b> Chair: Anette Söderqvist  <ul style="list-style-type: none"> <li>• Tamara Galkina RELATIONAL RISKS OF ENTERING A BUSINESS NETWORK – FINNISH SMES EXPANDING TO RUSSIA</li> <li>• Anita Juho and Tuija Mainela NETWORKS IN DISCOVERY OF INTERNATIONAL BUSINESS OPPORTUNITY</li> </ul>	Room 306

	<p><b>Competitive Session 1B – Value Chain Management and Entrepreneurial Opportunities</b></p> <p>Chair: Åsa Hagberg-Andersson</p> <ul style="list-style-type: none"> <li>• Ingemar Wictor THE IMPORTANCE OF THE VALUE CHAIN IN BORN GLOBALS</li> <li>• Taina Eriksson, Niina Nummela, Liisa-Maija Sainio and Sami Saarenketo VALUE CHAIN MANAGEMENT OF AN INTERNATIONALLY OPERATING SOFTWARE FIRM</li> <li>• Maqsood Sandhu, Shahid Yamin and John Meewella MANAGING EXPLORATION AND EXPLOITATION OF OPPORTUNITIES: AN ENTREPRENEURIAL FRAMEWORK</li> </ul>	Room 308
	<p><b>Competitive Session 1C – Growth Processes and Management Activities in IE</b></p> <p>Chair: Per Servais</p> <ul style="list-style-type: none"> <li>• Peter Gabrielsson and Mika Gabrielsson GROWTH PHASES AND SURVIVAL OF INTERNATIONAL NEW VENTURES</li> <li>• Jukka Ala-Mutka, Hamid Etemad, Jukka Mattila and Kirsi Eräkangas FROM SEED TO BORN GLOBALS: THE FOUR GAPS OF INTERNATIONAL ENTREPRENEURSHIP IN DEVELOPING OF RAPIDLY GROWING AND INTERNATIONALIZING ENTERPRISES FROM CANADA AND FINLAND</li> <li>• Svante Andersson and Henrik Florén EXPLORING DIFFERENCES IN THE WORK OF OWNER-MANAGERS IN SMALL INTERNATIONAL AND NON-INTERNATIONAL FIRMS</li> </ul>	Room 312
11:00–11:30 a.m.	Coffee Break	
11:30–1:00 p.m.  PARALLEL SESSIONS 2	<p><b>Work-In-Progress Session 2A – Social Relations and Social Entrepreneurship</b></p> <p>Chair: Sören Kock</p> <ul style="list-style-type: none"> <li>• Erik S. Rasmussen, Christian Keen and Per Servais SOCIAL CAPITAL AND THE BORN GLOBAL FIRM</li> <li>• Lin Yan ORGANIZATIONAL IDENTIFICATION IN INTERNATIONAL NEW VENTURE: CONVERGENCE, DIVERGENCE, AND OPPOSITION</li> <li>• John Meewella, Shahid Yamin and Maqsood Sandhu ECONOMIC (COMMERCIAL) BENEFITS OF SOCIAL ENTREPRENEURSHIP IN THE UAE</li> </ul>	Room 306

	<p><b>Competitive Session 2B – Firm Growth and Evolution from the Perspective of Emerging Markets</b></p> <p>Chair: Jessica Eriksson</p> <ul style="list-style-type: none"> <li>Galina Shirokova, William Coyle and Alexander Shatalov GROWTH FACTORS OF RUSSIAN ENTREPRENEURIAL FIRM</li> <li>Isobel Cunningham, Jim Bell and Sharon Loane GROWTH STRATEGIES OF GAME FIRMS: FROM A POLISH AND HUNGARIAN PERSPECTIVE</li> <li>Jaime A. Olavarria, Robert Gwynne and Christian Felzensztein FIRM EVOLUTION AND CLUSTERS IN CHILE'S DYNAMIC RESOURCE BASED IN WINE SECTOR</li> </ul>	Room 308
	<p><b>Competitive Session 2C – Strategies of rapidly internationalizing firms</b></p> <p>Chair: Sami Saarenketo</p> <ul style="list-style-type: none"> <li>Fabian L. Sepulveda and Mika Gabrielsson THE LINK BETWEEN BORN GLOBAL GROWTH, NETWORK EVOLUTION, AND FIRM PERFORMANCE</li> <li>Dave Crick AN INVESTIGATION INTO THE STRATEGIES OF RAPIDLY INTERNATIONALIZING UK SMES</li> <li>Jukka Ala-Mutka, Hamid Etemad, Jukka Mattila and Kirsi Eräkangas AGILE STRATEGY OF RAPIDLY GROWING AND INTERNATIONALIZING ENTERPRISES FROM FINLAND</li> </ul>	Room 312
1:00–2:00 p.m.	Lunch	Room 144
2:00 – 3:30 p.m.	<p><b>Plenary Session 3</b></p> <p>Keynote Speaker – Professor Nicole Coviello, Wilfrid Laurier University <i>The Parameters of International Entrepreneurship: A Review, Reminders and Research Implications</i></p> <p>Keynote Speaker – Professor Tage Koed Madsen, University of Southern Denmark <i>How can we improve International New Venture research?</i></p>	Room 142
3:30 – 4:00 p.m.	Coffee Break	

<p>4:00 – 5:30 p.m.</p> <p>PARALLEL SESSIONS 3</p>	<p><b>Work-In-Progress Session 3A – Governance, Internationalization and Female Ownership</b></p> <p>Chair: Johanna Nisuls</p> <ul style="list-style-type: none"> <li>Miguel R. Olivas-Luján, Terri R. Lituchy, Martha Reavley, Silvia Monserrat, Suzy Fox, Neusa Maria Bastos F. Santos, Ronald J. Abreira and Claudia D’Annunzio A HALF-DECADE OF GROWTH: A QUALITATIVE, LONGITUDINAL EXPLORATION OF WOMEN-OWNED BUSINESSES IN ARGENTINA, BRAZIL, CANADA AND THE USA</li> <li>Kirsi Eräkangas, Jukka I. Mattila and Jukka Ala-Mutka BOARDS’ CONTRIBUTION TO RAPIDLY GROWING FINNISH COMPANIES</li> <li>Ethiopia Segaro INTERNATIONALIZATION OF FAMILY SMEs - OWNERSHIP, GOVERNANCE, TOP MANAGEMENT TEAM, AND GENERATIONAL STAGES</li> </ul>	<p>Room 306</p>
	<p><b>Competitive Session 3B – Social Capital and Strategic Partnerships</b></p> <p>Chair: Niina Nummela</p> <ul style="list-style-type: none"> <li>Marlene Johansson, Maria Bengtsson, Jessica Eriksson and Joakim Wincent ON THE DYNAMICS OF CO-OPETITION: IMPLICATIONS FROM SOCIAL CAPITAL ON THE QUEST FOR BALANCE IN CO-OPETITIVE RELATIONSHIPS</li> <li>Tanja Kontinen and Arto Ojala SOCIAL CAPITAL IN THE CONTEXT OF FOREIGN MARKET ENTRY AND ENTRY MODE CHANGE OF FAMILY SMES</li> <li>Jesse Karjalainen STRATEGIC PARTNERSHIPS AND BARGAINING POWER: A GROUNDED THEORY APPROACH</li> </ul>	<p>Room 308</p>
	<p><b>Competitive Session 3C – Core Issues in IE</b></p> <p>Chair: Hamid Etemad</p> <ul style="list-style-type: none"> <li>Johanna Hallböck, Eriikka Paavilainen-Mäntymäki and Anette Söderqvist THE ROLE OF PROACTIVENESS AND REACTIVENESS IN INTERNATIONAL ENTREPRENEURSHIP – A CONCEPTUAL REVIEW</li> <li>Tuija Mainela, Vesa Puhakka and Per Servais INTERNATIONAL BUSINESS OPPORTUNITY: THE CORE OF IE RESEARCH</li> <li>Carina Flaam Moen and Arild Aspelund INTERNATIONAL NEW VENTURES AND GOVERNANCE STRUCTURES – ARE INTERNATIONAL ENTREPRENEURS STRATEGIC OR ENTREPRENEURIAL?</li> </ul>	<p>Room 312</p>
<p>6.45 – 10.30 p.m.</p>	<p>Conference Dinner at Hemmer’s House Stundars. The bus leaves from Hotel Radisson BLU (Address: Hovioikeudenpuistikko 18) at 6.45 p.m.</p>	

**Sunday, September 20**

9:00 – 10:30 a.m.	<p><b>Plenary Session 4</b></p> <p>Keynote Speakers – Professor Vera Minina, Graduate School of Management, St. Petersburg State University and Ph.D. Student Elena Dmitrienko, St. Petersburg State University</p> <p><i>Entrepreneurship in the Sphere of Innovation in Russia: International Context</i></p> <p>Keynote Speaker – Dr. Shahid Yamin, United Arab Emirates University</p> <p><i>Emergence of Entrepreneurship in the United Arab Emirates</i></p>	Room 142
10.30–11:00 a.m.	Coffee Break	
<p>11:00–12:30 p.m.</p> <p>PARALLEL SESSIONS 4</p>	<p><b>Work-In-Progress Session 4A – Marketing and Partnering Strategies</b></p> <p>Chair: Sylvie Chetty</p> <ul style="list-style-type: none"> <li>• Jorma Larimo and Minnie Kontkanen ANALYSIS OF THE MARKETING STRATEGY STANDARDIZATION VS. ADAPTATION AND EXPORT PERFORMANCE RELATIONSHIP IN SME EXPORTS</li> <li>• Johanna Hallbäck and Peter Gabrielsson ENTREPRENEURIAL MARKETING STRATEGIES OF BORN GLOBAL FIRMS</li> <li>• Sami Saarenketo, Jari Varis and Olli Kuivalainen UNPACKING THE PARTNERING STRATEGY IN GLOBAL SOFTWARE BUSINESS</li> </ul>	Room 308
	<p><b>Competitive Session 4B – Entrepreneurship, Innovation and Financing</b></p> <p>Chair: Joakim Wincent</p> <ul style="list-style-type: none"> <li>• Yanto Chandra LEAD USER INNOVATION AND ENTREPRENEURSHIP IN THE VIRTUAL WORLD: A STUDY OF SECOND LIFE RESIDENTS</li> <li>• Diana A. Filipescu, Josep Rialp and Alex Rialp ANALYSING THE RELATION BETWEEN INNOVATION AND INTERNATIONALISATION: A PANEL DATA APPROACH</li> <li>• Allan Riding, Barbara Orser and Martine Spence INTERNATIONAL AND DOMESTIC NEW VENTURES: FINANCING CHOICES</li> </ul>	Room 312
12:30–1:30 p.m.	Lunch	Room 144

<p>1:30–3:00 p.m.</p> <p>PARALLEL SESSIONS 5</p>	<p><b>Competitive Session 5A – Networks and Internationalization Processes in IE</b></p> <p>Chair: Mikko Peltola</p> <ul style="list-style-type: none"> <li>• Hélène Laurell, Leona Achtenhagen and Svante Andersson THE INTERNATIONALIZATION CHALLENGE – MANAGED BY A NEW VENTURE FROM THE MEDICAL TECHNOLOGY SECTOR</li> <li>• Anette Söderqvist and Sylvie Chetty STRENGTH OF TIES AND THEIR ROLE IN PRE-FOUNDING, START-UP AND EARLY INTERNATIONALIZATION</li> <li>• Pia Arenius, Gilad Sperling, Viveca Sasi and Pirita Näkkäljärvi NETWORKS AND RAPID INTERNATIONALIZATION OF NEW VENTURES IN ISRAEL AND FINLAND</li> </ul>	<p>Room 308</p>
	<p><b>Competitive Session 5B – IE in Emerging Markets</b></p> <p>Chair: Galina Shirokova</p> <ul style="list-style-type: none"> <li>• Tiia Vissak ESTONIAN ROOTS AND SWEDISH KNOWLEDGE FACILITATING INTERNATIONALIZATION: THIRTEEN SHORT CASES</li> <li>• Utz Dornberger and Md. Noor Un Nabi A CAPABILITY-BASED EVOLUTIONARY INTERPRETATION OF FIRM INTERNATIONALIZATION: EMPIRICAL TEST RESULTS FROM BANGLADESH, VIETNAM, BOLIVIA AND ETHIOPIA</li> <li>• M. Soledad Etchebarne, Valeska V. Geldres, José M. Benavente and Christian Felzensztein ENTREPRENEURIAL ORIENTATION AND EXPORT PROMOTION POLICY: AN ANALYSIS IN SMES IN AN EMERGING ECONOMY</li> </ul>	<p>Room 312</p>
<p>3:00–3:30 p.m.</p>	<p>Coffee Break</p>	
<p>3:30–4:30 p.m.</p>	<p><b>Plenary Session 5</b></p> <p><i>Closing Remarks</i></p>	<p>Room 142</p>