

Northeastern University

Center for Emerging Markets

Third Conference on Emerging Market Multinationals: Looking Back, Looking Ahead

August 4, 2012

Organizers: Alvaro Cuervo-Cazurra and Ravi Ramamurti

Conference Schedule

The Third Conference on Emerging Market Multinational Enterprises (EMNEs) organized by the Center for Emerging Markets at Northeastern University will gather some of the leading scholars studying this topic for an in-depth discussion. It builds on the first conference organized in June 2007 with the University of Pennsylvania and the second conference organized in March 2011 with the University of Cambridge, Fundação Getulio Vargas, and Universidade de São Paulo. This conference aims to generate (1) a better understanding of the topic and (2) define potential areas of research that have not been analyzed in depth yet. It should be particularly useful for junior scholars that have commenced studying these firms.

The conference will take place at Northeastern University Campus on Saturday August 4th, 2010, from 8:45 a.m. to 8:00 p.m., in 50 Dodge Hall. The Center for Emerging Markets and the College of Business Administration at Northeastern University are covering the organizational costs. Therefore, there is no participation fee but pre-registration is required because space is limited. For more information please see <http://www.cba.neu.edu/cem/events/> or contact Alvaro Cuervo-Cazurra (a.cuervo-cazurra@neu.edu).

The schedule of the conference is the following:

8:45-9:00. Registration and coffee

9:00-9:15. Welcome, Dean **Hugh Courtney**, Northeastern University, USA

9:15-10:45. Panel 1: Evolution of the EMNE Literature

Yair Aharoni, Tel Aviv University, Israel

Donald Lessard, Massachusetts Institute of Technology, USA

Chair: **Sam Park**, Skolkovo Moscow School of Management, Russia

10:45-11:00. Break

11:00-12:30. Panel 2: Transformation of EMNEs for Global Competition

Helena Barnard, University of Pretoria, South Africa

Robert Hoskisson, Rice University, USA

Klaus Meyer, China Europe International Business School, China

Ram Mudambi, Temple University, USA

Chair: **Bernie Wolf**, York University, Canada

12:30-13:30 Lunch (450 Dodge Hall)

13:30-15:00. Panel 3. The Global Expansion of EMNEs

Maria Tereza Fleury, Fundação Getulio Vargas, Brazil

Afonso Fleury, Universidade de São Paulo, Brazil

Torben Pedersen, Copenhagen Business School, Denmark

Peter Williamson, University of Cambridge, UK

Chair: **Dan McCarthy**, Northeastern University, USA

15:00-15:15 Break

15:15-16:45. Panel 4. The Study of EMNEs and Theory Development

Jean-François Hennart, Tilburg University, Netherlands

Rajneesh Narula, University of Reading, UK

Alan Rugman, University of Reading, UK

Chair: **Sheila Puffer**, Northeastern University, USA

16:45-17:00. Break

17:00-18:00. Conclusions: What Next?

Alvaro Cuervo-Cazurra, Northeastern University, USA

Ravi Ramamurti, Northeastern University, USA

18:00-20:00. Farewell and Cocktail (450 Dodge Hall)