

2022 Frontiers in International Business
Multinational Companies and Sustainability
in Global Supply Chains
Oct. 20-22, 2022, Charleston, South Carolina



Hosted by the Sonoco International Business Department and CIBER at the Darla Moore School of Business, University of South Carolina

In collaboration with: Academy of International Business
Northeastern University, Boston, MA
Villanova University, Philadelphia, PA
University of Groningen, The Netherlands

Conference Chairs: Tatiana Kostova, University of South Carolina
Valentina Marano, Northeastern University

Organizing Committee: Tatiana Kostova, University of South Carolina
Valentina Marano, Northeastern University
Jonathan Doh, Villanova University
Sjoerd Beugelsdijk, University of Groningen
Tina Poindexter, University of South Carolina

Conference Program

Thursday, Oct. 20	
2:00 – 6:00 pm	Conference Registration (Mezzanine/Meeting Level)
3:00 – 5:00 pm	Sightseeing Tour of Charleston Meet in hotel lobby at 2:45 pm to walk together to start point
6:30 – 9:00 pm	Welcome Reception and Dinner Magnolias Restaurant, 185 East Bay Street https://magnoliascharleston.com About 20 minutes walking from hotel. Entrance to the Private Events Upper-Level Gallery is on Lodge Alley on the righthand side of the restaurant.

Friday, Oct. 21	Pinckney Meeting Room
7:30 – 8:30 am	Conference Registration (Mezzanine/Meeting Level)
7:30 – 8:30 am	Breakfast (Pre-Function Mezzanine)
8:30 – 8:45 am	Welcome and Opening Remarks Tatiana Kostova, University of South Carolina Valentina Marano, Northeastern University
8:45 – 9:45 am	Keynote Address “State of Global Supply Chains: Building Sustainability and Resilience For a ‘New Normal’” Nada Sanders, Northeastern University
9:45 – 10:00 am	Coffee Break (Pre-Function Mezzanine)
10:00 – 12:00 pm	Session 1: Governance of Supply Chains and the Global Diffusion of Sustainability Session Chair: Christian Asmussen, Copenhagen Business School Corporate Social Responsibility in the Global Value Chain: A Bargaining Perspective Christian Asmussen, Copenhagen Business School Andrea Fosfuri, Bocconi University Marcus Larsen, Copenhagen Business School Grazia Santangelo, Copenhagen Business School Building Capabilities for Cascading Compliance: An Internalization Perspective Luke Fiske, Queen’s University Anthony Goerzen, Queen’s University Ari Van Assche, HEC Montréal

	<p>Sustainable transition of MNEs: The impact of Circularity on GVCs Configuration and Governance</p> <p>Cristina Di Stefano, Politecnico di Milano</p> <p>Stefano Elia, Politecnico di Milano</p> <p>Paola Garrone, Politecnico di Milano</p> <p>Lucia Piscitello, Politecnico di Milano</p> <p>Multinational-NGO Partnerships for Sustainability</p> <p>Junghoon Park, City of New York, Baruch College</p> <p>Alvaro Cuervo-Cazurra, Northeastern University</p> <p>Ivan Montiel, City of New York, Baruch College</p>
12:00 – 1:00 pm	Lunch (Colonial Ballroom)
1:00 – 1:30 pm	<p>Keynote Address “State of the Art in Research on Sustainable Supply Chains”</p> <p>Miriam Wilhelm, WU</p>
1:30 – 3:00 pm	<p>Session 2: Reputational Threats and Sustainability in Global Supply Chains</p> <p>Moderator: Alvaro Cuervo-Cazurra, Northeastern University</p> <p>Reputational Damage and Corporate Social Responsibility</p> <p>Cheng Li, University of Western Ontario</p> <p>Alvaro Cuervo-Cazurra, Northeastern University</p> <p>Smart Disclosure: An Enabler for Multinationals to Reduce Human Rights Violations in Global Suppliers</p> <p>Stephanie Wang, Indiana University Bloomington</p> <p>Yejee Lee, Indiana University Bloomington</p> <p>Dan Li, Indiana University Bloomington</p> <p>Multinational Enterprises’ Concession to Activism under the Competing Stakeholder Pressure: A Natural Experiment</p> <p>Lori Yue, Columbia University</p> <p>Kaixian Mao, Hong Kong University of Science & Technology</p> <p>Huidi Lu, Hong Kong University of Science & Technology</p>
3:00 – 3:15 pm	Coffee Break (Pre-Function Mezzanine)
3:15 – 5:15 pm	<p>Session 3: Buyer and Supplier Perspectives on Sustainability in Global Supply Chains</p> <p>Session Chair: Ari Van Assche, HEC Montréal</p> <p>Do Changes in Corporate Social Performance Propagate within Global Supply Networks?</p> <p>Kristin Brandl, University of Victoria</p> <p>Adel Guitouni, University of Victoria</p> <p>Elizabeth Moore, Northeastern University</p>

	<p>Shepherding the Herd: A Study of Co-opetition Relationships among Suppliers in Apple Ecosystem</p> <p>Kijong Kim, University of South Carolina</p> <p>Pengxiang Zhang, Peking University</p> <p>Liang Chen, Melbourne University</p> <p>Sali Li, University of South Carolina</p> <p>Sustainability and the International Construction Industry in the Global Supply Chain</p> <p>Sheila M. Puffer, Northeastern University</p> <p>David Wesley, Northeastern University</p> <p>Alexandra Roth, Northeastern University</p> <p>Jack Cordero, Northeastern University</p> <p>Relationship between International Product Market Performance and Sustainability Efforts of Indian Firms</p> <p>Subramanian Shanmugasundaram, Indian Institute of Management Kozhikode</p>
6:30 – 9:00 pm	<p>Gala Dinner</p> <p>Colonial Ballroom, Francis Marion Hotel</p>

Saturday, Oct. 22	Poinsette Meeting Room
7:30 – 8:30 am	Breakfast (Pre-Function Poinsette)
8:30 – 10:00 am	<p>Session 4: Multistakeholder Perspectives on Sustainability in Global Supply Chains</p> <p>Session Chair: Hildy J. Teegen, University of South Carolina</p> <p>Is Environmental Upgrading Attainable in the First Mile of Global Value Chain? Evidence from the Artisanal Gold Mining in Africa</p> <p>Lifang Zhang, Queen's University Canada</p> <p>Anthony Goerzen, Queen's University Canada</p> <p>Making Sense of Sustainability along Global Supply Chains</p> <p>Lutz Preuss, Kedge Business School</p> <p>Ralf Barkemeyer, Kedge Business School</p> <p>Bimal Arora, Manchester Metropolitan University</p> <p>Shilpi Banerjee, De Montfort University</p> <p>Cross-sector Collaborations in Global Supply Chains as an Opportunity Structure: How NGOs Promote Corporate Sustainability in China</p> <p>Wenjie Liu, Erasmus University Rotterdam</p> <p>Pursey Heugens, Erasmus University Rotterdam</p>

10:00 – 10:15 am	Coffee Break (Pre-Function Poinsette)
10:15 – 11:45 am	<p>Two concurrent sessions:</p> <p>Paper Development Workshop</p> <p>Group 1. Moderators: Aldo Musacchio, Brandeis University & Sali Li, University of South Carolina</p> <p>The Impact of Sustainable Supply Chain Transparency on Corporate Performance Hsiang-Hua Yang, National Taiwan University Cheng-Min Chuang, National Taiwan University</p> <p>Resisting De-Globalization? Dependency on Local Suppliers and Reshoring of MNCs in China Cecilia Gu, Georgia State University Yingjie X, Tsinghua University Zhenzhen Xie, Tsinghua University</p> <p>Building Social and Environmental Prosperity through the Use of Digital Technologies in Global Supply Chains Sandra Maycotte, EGADE Business School Heriberto Garcia-Reyes, Tecnológico de Monterrey</p> <p>Group 2. Moderators: Valentina Marano, Northeastern University & Joao Albino-Pimentel, University of South Carolina</p> <p>Global Supply Chain Management in the Aftermath of a Collective Reputational Threat Yejee Lee, Indiana University Bloomington Stephanie Wang, Indiana University Bloomington</p> <p>On Socially Responsible GVC Governance Structures: Outsourcing vs. Internalization in the First Mile Simon Peter Iskander, Queen's University Anthony Goerzen, Queen's University Christian Asmussen, King's College Niron Hashai, Arison School of Business</p> <p>The Ecochain: How to Determine if an Organization is Ecologically Sustainable Nicholas A. Poggioli, Appalachian State University</p> <p>The Moderating Role of Sustainable Supply Chain Management Practices in the Relationship between Corporate Social Irresponsibility and Corporate Financial Performance: An Expectancy Violations Approach Gezim Hoxha, Politecnico di Milano</p>

	<p>Stefano Elia, Politecnico di Milano Lucia Piscitello, Politecnico di Milano</p> <p>Roundtable Discussion “The Next Research Frontiers” Chair: Jonathan Doh, Villanova University</p> <p>Moderators: Table 1: Christian Asmussen, Copenhage Business School & Andrew Spicer, University of South Carolina Table 2: Anthony Goerzen, Queen’s University & Gerry McDermott, University of South Carolina Table 3: Miriam Wilhelm, WU & Ari Van Assche, HEC Montréal</p>
11:45 – 12:00 pm	<p>Closing Remarks Jonathan Doh, Villanova University Kendall Roth, University of South Carolina</p>
12:00 – 1:00 pm	Lunch (Pre-Function Poinsette)
1:00 pm	Departure