

2024 Annual Conference Proceedings



CHAPTER
US Southeast

St. Louis, Missouri
USA

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Conference Theme
Global Business
Unbounded:
Navigating
Diverse Markets
and Innovations

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The VRIO framework will guide our analysis of the barriers and drivers of solar energy. We have conducted interviews with executives from Essilor Luxottica, First Solar, and Emerson with experience of solar energy. We found that solar energy can provide manufacturing companies in Europe with a competitive advantage by providing energy independence, long-term cost savings, and a reduced carbon footprint. However, companies that are investing in solar need to have proper understanding and knowledge of solar technologies to successfully integrate it in their manufacturing. We further found that solar energy industry is dominated by China, thus, policy makers in Europe need to address this dependency to continue its expansion.

Session 1.4.2 - Interactive - External Environmental Impacts on EMNCs and Global Supply Chains

Friday - 3:15 PM - 4:30 PM - Cook Hall - CK 230

Chair, MD Tareq Bin Hossain, Thammasat Business School hossain@tbs.tu.ac.th

#14 Fertility, Longevity, and Trade: Small Islands Growing Old Before They Grow Rich

Alex Sharland, University of South Alabama

Abstract

Where most countries made progress in the first 20 years of the 21st Century, some Small Island Developing States have slipped. What could be the reasons for the slippage? This study focuses on Small Island Developing States (SIDS) in the Caribbean and Pacific regions. The analysis tours several demographic trends and the extent to which these and economic factors have contributed to the issues identified in the paper. The demographic variables include Fertility and Longevity and the Economic factors include the structure of economies and trade patterns. The conclusion is that trade patterns seem to be the most likely cause for the income effect, but an aging workforce and low fertility will probably result in these counties experiencing economic decline in the coming years.

#83 Investment reforms in Algeria: opportunities and incentives

Mohammed Himrane, University of Jijel

Abderrezak Larioui, University of Jijel

Abstract

Russia's war in Ukraine has led European countries to turn to Algeria as a source of gas. This study aims to show the importance of an African country, which knows a serious economic initiative to seek economy diversification and local production instead of imports. Currently, Algeria witnesses an economic shift due to the efforts of economy diversification and the capacity to attract private investments, improving the business climate, and exploiting new export markets which stimulate growth and job creation. In addition, the country launched large projects in different sectors such as: agriculture, industry, manufactories and energy. Algeria also relies on both foreign direct investments to boost its economy and also on local entrepreneurship and knowledge economy in general and on startups in particular.

A new investment law was published in 2022 to attest a new era of business dynamic within the country followed by other judiciary laws to diversify Algerian economy.

Session 1.4.3 - Interactive - Technology, Sustainability and Financial & State Policies

Friday - 3:15 PM - 4:30 PM - Cook Hall - CK 240

Chair, Roberto Garcia, Indiana University, prgarcia@iu.edu

#31 Mechanism of Aligning Decarbonization with Corporate Goals

Irina Naoumova, University of Hartford

Alexander N.Melnik, Kazan Federal University

Kirill A. Ermolaev, Kazan Federal University

Mikhail S. Kuzmin, Kazan Federal University

Abstract

Decarbonization is becoming a significant factor of economic growth. Our research reflects on the urgency and importance of developing decarbonization-focused regional and country policies and need for creating functional mechanisms for companies to incorporate decarbonization measures and targets in a corporate system of strategic goals.

Companies start experimenting by requiring decarbonization, but the data show that the results are not systemic. We provide the theoretical foundation for companies to reshape the entire system of strategic goals and align it with decarbonization targets. The paper has a practical focus and introduces the template for the mechanism that provides a step-by-step guidance to companies on how to build the new strategic management system that will include decarbonization targets declared in the country or regional policies. The template can be easily adjusted by a particular company. The importance of the study is apparent, since, although some aligning activities have been discussed in the literature, the entire mechanism of alignment does not exist yet. The study was supported by the Russian Science Foundation Grant 22-18-00171, <https://rscf.ru/en/project/22-18-00171/>

#45 Fighting the Hollywood Onslaught: How Can Moroccan Film Studios Survive and Thrive?

Mourad Dakhli, Georgia State University

Agnes Nsor, Georgia State University

Noel Salaices, Georgia State University

Abstract

Nestled in the heart of Ouarzazate, the Moroccan Film Studios stand as a beacon of cinematic brilliance in the desert, attracting numerous Hollywood blockbusters and bolstering Morocco's status as Africa's Hollywood. The unique culture of Morocco has captivated many Hollywood directors, prompting them to set their major films in Moroccan cities. Although the growing presence of Hollywood has brought opportunities for the local film industry and boosted tourism, there have been limited efforts to reshape the portrayal of Arab and Muslim stereotypes in Western films.

#73 The Relationship Between Populism and Cross-Border Acquisitions: from MNE's Non-Market Strategy Perspective

Zhan Wang, St. Cloud State University, Herberger Business School

Hyun GonKim, Rutgers University Camden, School of Business

Wootae Chun, University of Northern British Columbia, School of Business

Abstract

The recent raising populism globally has created persistent political uncertainties and dramatically changed the institutional environment. More MNEs started to engage in non-market strategies to incorporate with social and political actors in host countries to mitigate the negative impacts. The objective of our study is to address what populism is to MNEs and how it impact MNEs' non-market strategies. We proposed both CSR and CPA as important bridges to link and mitigate the negative global institutional factor – political risk and uncertainty by raising populism. We test our hypotheses with data collected from multiple primary sources. The present study will shed light on how MNEs can navigate the unfavorable environment through NMS to secure success.

#21 Innovation in Diverse Markets: USA and South Korea

Sangwon Lee, Ball State University

Abstract

This research investigates five major research questions. First, does form design matter in the USA and South Korea? Second, does culture affect the effect of form design on willingness to buy (WTB)? Third, how do the form design and technological innovation interplay in two diverse cultures (USA vs. South Korea)? Fourth, how should the new products be designed in two diverse cultures? Five, do individual differences (e.g., confidence, involvement, and knowledge) affect the WTB of the new product? Results from the three experiments conducted demonstrate that in South Korea, radically new products (RNP) should be designed less typically for the higher WTB of consumers. In the USA, incrementally new products (INP) should follow the more typical form design to lead to higher WTB. Individual differences such as confidence and involvement have a positive impact on WTB for South Korean consumers while only involvement has a positive impact on WTB for USA consumers.

Session 1.4.4 - Panel - X-Culture Master Faculty Training

Friday - 3:15 PM - 4:30 PM - Cook Hall - CK 330

#25 X-Culture Master Faculty Training

Karen Lynden, University of North Carolina at Wilmington

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