



GLOBAL STRATEGY INTEREST GROUP PRE-CONFERENCE NEWSLETTER

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INTRODUCTION BY THE GLOBAL STRATEGY INTEREST GROUP CHAIR

Randi Lunnan

BI Norway

Global Strategy IG Chair

It is a privilege to welcome you on behalf of the Global Strategy Interest Group (IG) leadership team to the IG's events at the SMS Paris conference! Thanks to your contributions, we have an exciting programme to look forward to.

Below we present a convenient summary of the IG program. I would like to use this opportunity to thank our members who have taken key roles in putting the program together. So, thanks to our Associate Program Chair, *Felipe Monteiro*, for putting together three exciting IG sessions on Sunday morning. Many thanks also to *Liena Kano*, our Program Chair, for taking primary responsibility for the main conference program for the IG. And finally, these words would not reach you without *Rian Drogendijk's* efforts in putting together this pre-conference newsletter!

The Global Strategy IG has a tradition of having its IG business meeting in an informal setting at an offsite venue. Keeping with that, our business meeting this year will be at *Nos Ancetres Les Gaulois* (39 Rue Saint-Louis en l'Île 75004 Paris - Ile Saint-Louis). This will be on Sunday 23 Sept. from 18.30 hrs. You can get to this venue by metro or through coming with us on a 40 minutes' walk from the conference hotel (see details for both options on page 7). I hope you will consider joining your IG colleagues there for drinks and appetizers.

We look forward to meeting at the conference! Safe travels everyone!

PROGRAMME HIGHLIGHTS

The *conference programme* has been ably put together by Liena Kano. Below you can find an outline of all the Global Strategy IG sessions. More details such as abstracts of the presentations can be found in the online programme. There we are listed as Track G. We hope you will enjoy the sessions and the conference.

Sunday, September 23

<i>Time</i>	<i>Room</i>	<i>Session #</i>	<i>Session title</i>
08:00 - 09:15	Studio D	916	Women in International Management: Gender Diversity and Inclusions
09:30 - 10:45	Forum E	915	Skepticism of Globalization: Lessons for Researchers
11:15 - 12:30	Studio F	914	The Attention-Based View in the Global Context
16:00 - 17:15	Forum G+H	1127	Network Strategies and MNE Governance
18:30	Offsite	-	IG Business Meeting (See page 7 for details)

Monday, September 24

<i>Time</i>	<i>Room</i>	<i>Session #</i>	<i>Session</i>
08:00 - 09:15	Auditorium	897	International Strategic Alliance Research in the Spotlight of Megatrends and Microfoundations
09:30 - 10:45	Studio A	1118	CSR and Environmental Sustainability
14:00 - 15:15	Studio F	1123	Human Capital, Top Management Teams, and Internationalization
14:00 - 15:15	Studio B	1125	Political Risks, Institutional Quality, and Global Strategy
15:30 - 16:45	Studio I+J	1116	Microfoundations of Global Strategy: Managerial Cognition and Behavior
15:30 - 16:45	Scene G+H	1122	Headquarter-Subsidiary Relationships and Interactions
17:15 - 18:30	Forum B	1117	The Impact of Home and Host Country Institutions: Challenges for Global Strategy

Tuesday, September 25

<i>Time</i>	<i>Room</i>	<i>Session #</i>	<i>Session</i>
08:00 - 09:15	Forum I+J	Session 1129	Location and Distance in Global Strategy Research
11:00 - 12:15	Studio F	Session 1124	Organizational Learning, Capability Development, and Performance
14:30 - 15:30	Auditorium	Session 892	Plenary: Revisiting the Geographic Space of Value Creation and Appropriation from the Complementary Assets Framework
16:00 - 17:15	Forum B	Session 1119	Emerging Market Strategies
17:30 - 18:45	Forum E	Session 1128	Capability Strategies: Spotlight on Subsidiaries

A GLOBAL STRATEGY PLENARY:

We heartily recommend the following plenary session

Session 892:

Revisiting the Geographic Space of Value Creation and Appropriation from the Complementary Assets Framework

Tuesday, September 25, 14:30 - 15:30, Auditorium

Session Leaders

Curba M Lampert *Florida International University*

Raja Roy *New Jersey Institute of Technology*

Minyoung Kim *University of Kansas*

Over the past decade, the seemingly diminishing interdependence of countries begs for a new dialogue on the geographic space of value creation and value appropriation. The literature of global strategy has delineated how firm internationalization is a source of both; however, the era of de-globalization creates new opportunities and challenges for firms to manage the internationalization of their activities. To address these changing dynamics, we take the complementary assets perspective (Teece, 1986)—which provides a systematic understanding of both value creation and value appropriation—and revisit the geographic space of profiting from innovation. Well-established in the technology management and innovation literature, the complementary assets framework can shed new light on the importance of geographic space in creating and capturing economic rent from innovation.

Panelists

Yves Doz, *INSEAD*

Constance Helfat, *Dartmouth College*

David Teece, *University of California, Berkeley*

Alain Verbeke, *University of Calgary*

THE SUNDAY PANEL SESSIONS:

Session 916:

Women in International Management: Gender Diversity and Inclusions

08:00 - 09:15 Studio D

Session Leader

Grazia Santangelo *University of Catania*

Despite the growing research interest in gender diversity and inclusion, international management/international business scholars tend to treat gender as a variable among other variables comparing men and women and their different qualities with each other or using it as either a control or cultural macro variable (Tienari 2014). This panel intends to move the discussion further in the field to explore avenues through which research on gender diversity and inclusion as well as practices in multinational companies and international organizations can produce novel knowledge, and challenge prevalent assumptions in the international management/international business field. Thus, the panel would be ideally organized around two overarching questions: • How can research on gender diversity and inclusion advance international management/international business research? • How can practices on gender diversity and inclusion in multinational companies and international organizations help inform international management/international business research?

Panelists

Snejina Michailova *University of Auckland*

Dana Minbaeva *Copenhagen Business School*

Joyce Osland *San Jose State University*

Session 915:

Skepticism of Globalization: Lessons for Researchers

09:30 - 10:45 Forum E

Session Leader

Alvaro Cuervo-Cazurra *Northeastern University*

In this session, we will converse on how the skepticism of globalization is altering the way in which we should think about the behavior of firms and the theory of the firm, both domestically and internationally. Researchers need to understand the extent to which choices now made by managers in global companies and their networks of suppliers, customers and partners reflect these new constraints and uncertainties. In the session, we will present some suggestions on how to think about the impact of skepticisms of globalization on strategy and engage with the audience on how to create a research program that analyzing this relevant and understudied topic. We will also include authors of papers considered for the special issue of Global Strategy Journal on the topic to share their expertise and lessons learned from analyzing the topic.

Panelists

Yves Doz *INSEAD*

Ajai Gaur *Rutgers University*

Session 914:**The Attention-Based View in the Global Context**

11:15 - 12:30 Studio F

Session Leader**Tina Ambos** *University of Geneva*

The Attention-Based View (ABV) provides a useful lens for strategic decision-making and for orchestrating the activities of big complex firms (Ocasio, 1997; Joseph & Ocasio, 2012; Ocasio, Laamanen & Vara, 2018). A number of studies applied ABV to address challenges in the global context, in particular the role of headquarters' attention to subsidiary companies (Bouquet & Birkinshaw, 2008; Ambos, Andersson & Birkinshaw, 2010) and innovation management in the global firm (Monteiro, 2015; Vuori & Huy, 2016). But to date, we still know relatively little about how differences in the global context, such as corporate structures or institutional differences, affect the allocation of attention. This panel aims to shed light on the state of our knowledge about ABV in the global context. It seeks to develop a research agenda how ABV could be extended in order to account better for contextual differences in the global environment.

Panelists**Julian Birkinshaw** *London Business School***Felipe Monteiro** *INSEAD***Amalia Nilsson** *Uppsala University***William Ocasio** *Northwestern University***Timo Vuori** *Aalto University***MORE SUNDAY EVENTS:****We warmly invite you to:**

GLOBAL STRATEGY IG BREAKFAST: Welcome to all new and old members to share breakfast, **Sunday at 7am, Scene G+H**

GLOBAL STRATEGY IG LUNCH: At Sunday's lunch, you will find two tables reserved for our Global Strategy IG. Particularly if you are a new to SMS – come and share lunch with us!

GLOBAL STRATEGY IG BUSINESS MEETING INFORMATION

We would like to invite you to the Global Strategy IG's business meeting for drinks and some light food:

Time: 18:30

Venue: Nos Ancetres Les Gaulois

39 Rue Saint-Louis en l'Île
75004 Paris - Ile Saint-Louis

T : +33 1 46 33 66 07

<https://www.nosancetreslesgaulois.com>

Nos Ancetres les Gaulois is a Parisian Institution offering a unique formula, both qualitative and quantitative, where employees and its guests contribute to the conviviality in a medieval, authentic and festive atmosphere, leading to a unique and unforgettable experience. Nos Ancetres les Gaulois - The only one in the world!



When entering this space out of time, you will find an atypical venue where good humor is required. The now reputed formula made its success through a simple but effective recipe: long rows of tables, vegetable and sausages baskets, grilled meats over a wood fire and wine by the barrel. The ambiance provided by the staff and the bard will allow you to spend an unforgettable moment of conviviality with your guests in a décor worthy of our ancestors the Gauls.

How to get there:

Alternative 1: Lovely stroll through the streets of Paris (about 40 minutes' walk)

We meet in the Mariott Lobby at: 17:45

<https://goo.gl/maps/1HSvsnCsEtz>

Alternative 2: Metro Line 7: Pont-Marie & Line 1: Saint-Paul

<https://goo.gl/maps/LyEabdB31Xq>

INTRODUCING THE GLOBAL STRATEGY INTEREST GROUP OFFICERS AND REPRESENTATIVES-AT-LARGE

We are very happy to introduce the current Global Strategy IG team:



Randi Lunnan
Chair (2018)



Liena Kano
Program Chair (2018)



Felipe Monteiro
Associate Program Chair
(2018)



Tina Ambos
Representative-at-large (2018)



Ilya Cuypers
Representative-at-large (2018)



Grazia Stantangelo
Representative-at-large (2018)



Luis Dau
Representative-at-large (2019)



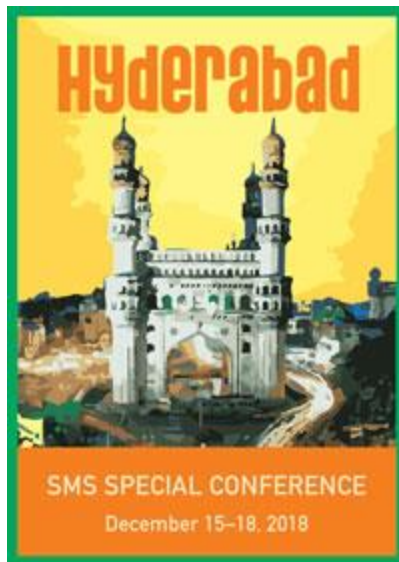
Rian Drogendijk
Representative-at-large (2019)



Catherine Magelssen
Representative-at-large (2019)

SMS SPECIAL CONFERENCES

WITH LINKS TO GLOBAL STRATEGY COMING UP:



Rethinking Corporate Strategy in the Age of Paradox

The world around us is changing in startling ways. We have, arguably, entered an age of paradox – an age of simultaneous, interdependent, and persistent contradictions. Digital disruption and societal turbulence across the globe are putting phenomenal pressure on corporations, and existing paradigms in corporate strategy seem insufficient to provide guidance in these turbulent times. Strategic management, as a field, may have a golden opportunity to reinvent itself. The SMS Special Conference in India is aimed at these vital issues, which can potentially change the contours of business and corporate strategy. By bringing together scholars and practitioners in the field of strategic management, from across the globe to India, we hope to seed important conversations

that should lead us to new discoveries of ideas and frameworks for building the future of strategy. India itself—churned today by a variety of paradoxes—provides an apt location for these deliberations. The conference provides an opportunity to revisit the legacy of late Professor CK Prahalad, who was instrumental in shaping our thinking on corporate strategy and anticipated the age of paradox in his work.

Hits and Misses: Strategic Decisions in an Uncertain World

Strategic decisions are fraught with uncertainty. In a changing world, prior knowledge and experience offer incomplete and unreliable guidance. Although uncertainty about the attractiveness of strategic choices may resolve over time, it is time that decision makers can ill afford, lest competitors take a punt before them. Thus, imperfect decisions lead to a range of costly misses as well as serendipitous hits. While this is a fact of business life, some firms are rather more adept than others at managing and adapting to the challenges posed by uncertainty. Our special conference aims to provide a forum for research that sheds light on such practices in a wide array of settings.

