



International Entrepreneurship as the Bridge between International Economics and International Business

**Conference Proceedings
of the 9th ENTRE | 5th AIB-CEE Conference
organized in Kraków on September 12-14, 2018**

edited by
Krzysztof Wach and Marek Maciejewski

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Joe F. Hair, Jr. is Professor of Marketing, DBA Director and the Cleverdon Chair of Business in the Mitchell College of Business, University of South Alabama. Prof. Dr. Joe Hair brings extensive experience as the founder and director of the Kennesaw State University DBA program. Prior to his appointment at USA he founded the Kennesaw State University DBA program, and before that held the Copeland Endowed Chair of Marketing in the Ourso College of Business Administration, Louisiana State University. He was a United States Steel Foundation Fellow at the University of Florida, where he earned his Ph.D. in Marketing.

Prof. Dr. Hair has authored over 60 books, including *Marketing*, Cengage Learning, 12th edition 2017; *Multivariate Data Analysis*, Prentice-Hall, 7th edition 2010 (cited 110,000+ times and is in the top five all time social sciences research methods textbooks); *Essentials of Business Research Methods*, Routledge, 3rd edition 2016; *Essentials of Marketing Research*, McGraw-Hill, 4th edition 2017; and *A Primer on Partial Least Squares Structural Equation Modeling*, Sage, 2nd edition 2017.

He also has published numerous articles in scholarly journals such as the *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Long Range Planning*, *Industrial Marketing Management*, *Journal of Retailing*, and others. His work has been cited more than 144,600 times in academic literature. A popular guest speaker, Professor Hair often presents seminars on research techniques, multivariate data analysis, and marketing issues for organizations in Europe, Australia, China, India, and South America.



Ilan Alon, University of Agder, Norway

Ilan Alon (Ph.D., Kent State University, USA) is Professor of Strategy and International Marketing at the University of Agder. Prior to that he also had research positions in Harvard University, Georgetown University (USA) and University of International Business and Economics (China). Alon is a researcher in the field of international business with a focus on internationalization, modes of entry, political risk, cultural intelligence and emerging markets.

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In addition to being a professor, Alon is the Head of International Affairs for the School of Business and Law at the University of Agder, and leader of the Emerging Markets research group. He is also Editor-in-Chief of the *International Journal of Emerging Markets* and the *European Journal of International Management*. Ilan Alon has worked with government bodies, non-profit organizations, multinational companies and international association on various projects ranging from capacity development at the macro level to international business development at the firm or project level. Clients include USAID, illy, Darden, Disney, and others.

Ilan Alon has been a frequent speaker on various international networks including National Public Radio (USA), Voice of America (USA), RTV (Russia), Dagens Næringsliv (Norway).



Marco Cucculelli, Università Politecnica delle Marche, Italy

Marco Cucculelli holds a PhD in Economics from the University of Rome – Tor Vergata, Italy. He is Professor of Economics at the Department of Economics and Social Sciences, Università Politecnica delle Marche (UNIVPM).

He has been a visiting professor at the Kelley School of Business, Indiana University (USA) and the School of Economics and Finance, St. Andrews University (Scotland). He is currently involved in research activity at the Cracow University of Economics and the George Washington University. Marco has been a Fulbright Distinguished Chair at the University of Pittsburgh, Fall Term 2016-17, where he has taught a course on “Entrepreneurship, small business and economic development”.

He is an Associate Editor of the *Journal of Small Business Management* and the *Journal of Small Business and Entrepreneurship*, co-editor of the *EM-Journal of Applied Economics*, and member of the editorial board of *L'Industria*. He has published in the *Journal of Corporate Finance*, *Research Policy*, *Small Business Economics*, *Economics Letters*, *Journal of Evolutionary Economics*, *Management Decision*, *Entrepreneurship and Regional Development*, *J. of Small Business Management*, *Journal of Cleaner Production*, *Int.J. of Entrepreneurship and Int.l Management*, *Int.J. of Entrepreneurship and Small business*, *Rivista di Politica Economica*, *L'Industria* and other journals. In addition to the regular editorial activity, he has edited five special issues in international journals, including EBER.

He has been awarded the *JSBM 2014 Associate Editor of the Year*, and acted as chairman of the Selection Committee for Competitive Papers for the ICSB Annual World Conferences in 2017 (Argentina), 2016 (USA) and 2015 (UAE). In 2011 he has been elected – as Director at-large 2012-14 – to the Board of the *International Council for Small Business and Entrepreneurship* – ICSB, Washington, D.C. (USA).



Desislava Dikova, Vienna University of Economics and Business, Austria

Desislava Dikova is Professor in International Business CEE focus at WU Wien/ Vienna University of Economics & Business. She previously held positions at the University of Groningen, the Netherlands and King's College London, the UK. She earned her doctorate degree from the University of Groningen, the Netherlands, an Executive Master in International and European relations from the University of Amsterdam, the Netherlands and a Master of Science in International Economics from the Academy of Economics D.A.Tzenov, Bulgaria.

Desislava Dikova is the Editor-in-chief of the *Journal of East West Business* (published by Taylor Francis) and has been a member of the editorial board of the *Journal of International Business Studies* since 2007 and serves as an add hoc reviewer for multiple journals such as *International Business*

Review, *Thunderbird International Business Review*, *Organization Studies*, *Journal of Management Studies* and others. For her outstanding research she has been awarded twice the Academy of Management Best Reviewer Award (2007, 2009), the 2009 WAIB Emerald Award for Highly Commended Paper, she has also been the Academy of International Business Best Paper Nominee in 2009, and the Academy of Management International Management Best Paper Finalist in 2006 and 2008.



Maria Alejandra Gonzalez Perez, Universidad EAFIT, Colombia

Maria-Alejandra Gonzalez-Perez (PhD, MBS, Psy) is Full Professor of Management at Universidad EAFIT (Colombia). Maria-Alejandra is the Vice-President of Administration at the Academy of International Business (AIB) (2015-2018), coordinator of the Colombian universities in the virtual institute of the United Nations Conference for Trade and Development (UNCTAD) since 2009, Distinguished Fellow of the Association of Certified Commercial Diplomats; Research Partner at the CEIBS Center for Emerging Market Studies (CEMS), and Editor-in-Chief of the business journal AD-minister. Dr. Gonzalez-Perez holds a PhD in Commerce (International Business and Corporate Social Responsibility), and a Master's degree in Business Studies in Industrial Relations and Human Resources

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Dr. Gonzalez-Perez has published 12 books, over 40 academic peer-reviewed papers and several book chapters in the areas of internationalisation, sustainability, corporate social responsibility and international migration. Maria-Alejandra has lived, studied or worked in the UK, USA, Ireland, France, Spain, and Colombia, and have travelled as a tourist to over 70 countries.



Craig C. Julian, Southern Cross University, Australia

Craig C. Julian, PhD received his PhD in 1999 and it studied "*The Marketing Performance of International Joint Ventures (IJVs) in Thailand.*" Dr. Julian has accumulated approximately 140 publications in books, journals, and highly rated double blind reviewed conference proceedings. Dr. Julian's work has appeared in numerous high quality international journals including the European Journal of Marketing, Journal of Business Research, Journal of Small Business Management, Journal of Macromarketing, Journal of Services Marketing, Journal of Global Marketing, International Business Review, Thunderbird International Business Review, Asia Pacific Journal of Marketing and Logistics and the Journal of Small Business and Enterprise

Development to name just a few. His books have focused on joint ventures in the Asia Pacific Region as well as the globalization of Chinese Firms and a Research Handbook on Export Marketing. He has also won competitive research grants including the prestigious Australian Research Council (ARC) Discovery Grant as an Early Career Researcher as well as a Small ARC Grant. In 2012 Dr. Julian was awarded an Erasmus Scholarship by Corvinus University in Budapest to study Hungarian Joint Venture performance. Dr. Julian is also the Editor-in-Chief of the Journal for International Business and Entrepreneurship Development. Dr. Julian's research interests are strategic alliances, export/international marketing and international joint ventures (IJVs). He is also on the editorial review boards of the Journal of Management and World Business Research, Asian Academy of Management Journal, Journal of International Marketing and Exporting, International Journal of Trade and Global Markets, Journal for Global Business Advancement, FIB Review, Strategies in Accounting and Management journal and the Annals of Constantin Brancusi University – Economics in Romania.



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Marin A. Marinov is Professor of International Business and Management at Aalborg University, Denmark. He has thought and conducted research in many countries on both sides of the Atlantic and Asia including Bulgaria, the United Kingdom, the United States, Finland, Sweden, France, Germany, Portugal, Spain, Italy, and China among others. His research interests include internationalization of business, management and marketing of multinational firms in general and internationalizing firms originating from emerging economies in particular, areas in which he has researched and published at length over many years. He has consulted for numerous multinational firms, such as Kraft Foods, and national governments, including Brazil, Pakistan and the Sultanate of Oman

on country and firm-specific strategies in the process of internationalization. He is Book Series Editor of the Palgrave Studies of Internationalization in Emerging Markets and Routledge Frontiers of International Business, Management and Marketing. Professor Marinov's latest publication, *Research Handbook of Marketing in Emerging Economies*, came on the market in 2017. He is on the editorial boards of a large number of reputable academic journals and periodicals, has published seventeen books, numerous book chapters and more than 90 academic articles.



Svetla Marinova, Aalborg University, Denmark

Svetla Marinova's research focuses on the internationalization of emerging economies and firms and the role of company internationalization and foreign direct investment in fostering sustainable business development and growth. She has been involved in research on outward foreign direct investment (with Child and Marinov), internationalization of SMEs from emerging markets (in SI-NET), attitudes toward advertising in emerging markets (with Petrovici, Marinov and Ford), the role of relationships and branding in emerging market contexts (with Cui, Shiu, Kumar), and technology transfer in emerging markets (with Khan and Ramirez). Svetla is co-author (with Czinkota, Ronkainen, Moffett and Marinov) of the first European Edition of International Business, a textbook that was specifically designed for the European context. She has published in European Journal of Marketing, International Marketing Review, Thunderbird International Business Review, Advances in International Management, Advances in International Marketing, Journal of Global Marketing, Journal of Euro-marketing, Journal of East-West Business, and Revista Faces, among others. Svetla has co-edited (with Marinov) three books on FDI and internationalization of emerging economies and firms, She has also guest co-edited special issues of European Journal of Marketing (with Paliwoda) and of International Marketing Review (with Carrigan and Szmigin).

European Journal of Marketing, International Marketing Review, Thunderbird International Business Review, Advances in International Management, Advances in International Marketing, Journal of Global Marketing, Journal of Euro-marketing, Journal of East-West Business, and Revista Faces, among others. Svetla has co-edited (with Marinov) three books on FDI and internationalization of emerging economies and firms, She has also guest co-edited special issues of European Journal of Marketing (with Paliwoda) and of International Marketing Review (with Carrigan and Szmigin).



John M. Mezas, University of Miami, USA

John M. Mezas is a tenured Associate Professor at the University of Miami's Miami Business School. He received his Ph.D. from New York University's Stern School of Business in 1998. He teaches Executive MBAs, MBAs, and Custom Executive Programs at the University of Miami and has taught in Executive Programs at London Business School, INSEAD, New York University, and Seoul National University. His teaching awards include five *Excellence in Teaching* award from Miami Business School and the *Most Popular Professor* award from BusinessWeek Magazine's Survey of University of Miami MBAs.

Dr. Mezas' research was nominated for several awards, and he won the *Best Paper* award from the Academy of Management's International Management Division. He has published in such scholarly journals as the *Harvard Business Review*, *Strategic Management Journal*, *Journal of International Business Studies*, *Organization Science*, *Journal of Management*, *Strategic Organization*, *British Journal of Management*, *Long Range Planning*, *Journal of International Management*, *AIB Insights*, *Asia Pacific Journal of Management*, and *Journal of Organizational Behavior*. He is Associate Editor of *AIB Insights* and has long served on Editorial Boards of the *Strategic Management Journal* and the *Journal of International Business Studies*. Dr. Mezas was also Chair of the Academy of Management's International Management Division during 2013-2104.



Immanuel Azaad Moonesar, Mohammed Bin Rashid School of Government, United Arab Emirates

Immanuel Azaad Moonesar R.D., the Assistant Professor- Health Policy and Research Leader of Health Policy at the Mohammed Bin Rashid School of Government, Dubai, United Arab Emirates. His qualifications include a Doctor of Philosophy (PhD) in Health Services: Leadership (Superior Distinction) from Walden University, USA; Master of Quality Management (Distinction) from the University Of Wollongong Australia (UOW); a Postgraduate Diploma in Institutional Community Nutrition & Dietetics (Distinction) & a Bachelor of Science in Human Ecology: Nutrition and Dietetics from the University of West Indies (UWI), Trinidad & Tobago.

He is also the Managing Director, at "I AM Consulting" (Trinidad & Tobago, Caribbean), in addition to, the role of the President (Chapter Chair) and Executive Board member of the Academy of International Business – Middle East North Africa (AIB-MENA) Chapter. He is also a Registered Dietitian and possesses professional certifications in 'NEBOSH Occupational Health and Safety', 'Project Management: Certified Business Professional (CBP)' and 'Quality Management System Internal Auditors (ISO 9001:2008)'. He has published in over 85 publications with high impact factors in peer-reviewed journals, peer-reviewed international conferences, co-authored books and book chapters to date. His PhD dissertation manuscript was entitled: The Role of UAE Health Professionals in Maternal and Child Health Policy. His career experience includes quality assurance and management, nutrition and dietetics, health & safety, teaching and institutional research. While, his research interest is in public policy, international business policy, healthcare management & leadership, maternal & child health, health policy and innovation, nutrition, and quality management.



James Nebus, Suffolk University, USA

James Nebus is Associate Professor of Strategy and International Business and Director of the Undergraduate Global Business Program at Suffolk University in Boston (MA, US). He has published in the *Journal of International Business Studies*, *Academy of Management Review*, and *Journal of International Management* among others. He received a Ph.D. in international business and MBA from the University of South Carolina (SC, US), as well as BS in Electronic Engineering and BA in Economics from Rutgers (NJ). Jim teaches international business and global strategy, and is on the editorial review board for the *Journal of International Business Policy*. He has 22 years of industry experience including 10 years in international management positions in Europe and Asia.



William Newburry, Florida International University, USA

William (Bill) Newburry is Chair of the Department of International Business and the Ryder Eminent Scholar of Global Business at Florida International University. He also serves as a Non-Resident Senior Research Fellow at the China Europe International Business School (CEIBS) Center for Emerging Market Studies. Bill served as Chapter Chair of the Academy of International Business Latin America (AIB-LAT) Chapter from 2012-2018. He previously served as Chair of the Global Strategy Interest Group of the Strategic Management Society. Dr. Newburry earned his Ph.D. in 2000 from New York University's Stern School of Business, with co-majors in the fields of international business and management. Prior to pursuing an academic career, he worked six years in the F-15 Contracts and Pricing Department at McDonnell Douglas Corporation in St. Louis.

Dr. Newburry's research focuses on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest in foreign countries, with an emphasis on issues related to corporate reputation in emerging markets. He co-authored *Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth* (2016, Cambridge University Press), and has co-edited two additional books. Bill has published 40+ articles in top-tier, peer-reviewed journals, along with another 20 chapters in edited books. Dr. Newburry is Series Editor for *Research in Global Strategic Management*. He currently serves on the Senior Advisory Board of the *Review of International Business and Strategy*, and on the editorial boards of the *Journal of International Business Studies*, *Journal of World Business*, *Journal of Management Studies*, *Global Strategy Journal*, *Thunderbird International Business Review*, *Cross Cultural and Strategic Management*, and *Canadian Journal of Administrative Sciences*.



Arnold Schuh, Vienna University of Economics and Business, Austria

Arnold Schuh is Director of the Competence Center for Emerging Markets & Central and Eastern Europe (CEE) and Assistant Professor at the Vienna University of Economics and Business (WU Vienna). He is also Adjunct Associate Professor of International Business Studies at the Carlson School of Management, University of Minnesota, USA, and Honorary University Professor at Corvinus University of Budapest, Hungary. He received his Master in Business Administration and his Doctorate in Economic and Social Sciences from the WU Vienna. He was Visiting Professor at the College of Business and Economics, University of Kentucky in Lexington, USA, and Visiting International Business Scholar at the International Business Department of the University of South Carolina in Columbia, USA.

His primary research areas are marketing and strategic management in CEE and Europe. Current research focuses on strategies of foreign multinational companies in CEE and competitive strategies of local firms in CEE ("Local Heroes in CEE"). In addition to his academic work, Arnold Schuh has served as a consultant and management trainer to a number of companies including Rank Xerox, Philips-Whirlpool, Philips Medical Systems, Skandia, Bosch Austria, RHI, Boehringer-Ingelheim, Commerzbank, Bank Austria and Austrian Post AG



Thomas Steger, Regensburg University, Germany

Thomas Steger is Full Professor of Leadership and Organization at the University of Regensburg. He has graduated from the University of Fribourg (Switzerland) and received his doctoral degree as well as his habilitation from the Chemnitz University of Technology. Moreover, he acted as professor (ad interim) at the University of Hohenheim and at the University of Erfurt.

His research interests focus on corporate governance (especially boards of directors) and employee owned companies. Particular emphasis is placed on the transforming countries of Central and Eastern Europe.

Since more than two decades, Thomas is intensively engaged in the area of management in Central and Eastern Europe. He was a co-founder (and currently editor-in-chief) of the Journal of East European Management Studies. He was involved in setting up an MA program in European Studies at the Bulgarian-Romanian Interuniversitarian Centre for Europe in Rousse and Giurgiu. Moreover, he was a guest lecturer at different universities in Central and Eastern Europe and has led and contributed to several research projects in the field, related to topics such as business elites, corporate governance, talent management, MNC subsidiaries, and business corruption.

Besides his academic career, Thomas has served as a member of the Executive Committee of a large Swiss non-profit organization and as HR manager of an industrial medium-sized company. Since many years he is also engaged in numerous executive training and education programs in several European countries.

Welcome Letters

Letter from the AIB-CEE Chapter Chair

Dear AIB-CEE Members!

Welcome to Cracow for the fifth 2018 Academy of International Business Central and Eastern Europe (AIB-CEE) Chapter Conference.

The overarching purpose of AIB-CEE, which covers 19 countries from the CEE region is to foster cooperation amongst scholars and specialists from Central and Eastern Europe in regard to conducting joint research, disseminating research outcomes and improving international business education standards, mainly through the organization of regional conferences, seminars and initiation of international research projects. The membership of the AIB-CEE Chapter as of 1.08.2018 stood at 102 members. The Chapter Board is composed of scholars from Slovenia, Estonia, Hungary and Poland. The Chapter establishment project received the support of such organizations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics and Business (Poland).

As a one of the AIB chapters we have already organized 6 important events during our five years of activity.

The first kick-off event of AIB-CEE was the seminar „Challenges for International Business and Teaching in the CEE region – Towards an Integrative Perspective”, which took place on 24 January 2014 at the Poznań University of Economics and Business (Poland). The seminar gathered almost 100 scholars and business representatives from altogether 10 countries. The purpose of the event was to involve top CEE scholars and managers in a joint discussion to elaborate on a shared perspective of key challenges in IB scholarship related to the CEE region so as to outline a research program for future projects.

The first AIB-CEE conference “Competitiveness of the CEE Region in Global Economy”, took place on October 9-11, 2014 at the Corvinus University of Budapest in Hungary. The conference gathered more than 100 scholars and business representatives from altogether 22 countries. The aim of the conference was to provide a platform and opportunity for discussing International Business and Competitiveness research findings on Central and Eastern European business and management practices, firms, industries and countries; meeting and learning insights of internationally recognized scholars with long lasting international research credits on the CEE region as well as networking to build research and academic collaborations, and developing skills supporting paper publication.

The 2nd AIB-CEE Seminar took place on January 9-10, 2015 hosted by the Centre of International Relations, Faculty of Social Sciences; University of Ljubljana, Slovenia. The topic “Recognising the changing character of the CEE region: towards an updated agenda of business, IB research and teaching” attracted truly international group. Over 50 registered participants of 14 different nationalities from 9 different countries gathered in Ljubljana. IB scholars and practitioners from the region discussed recent research findings in the area of

international business from the region and about the region, exchange challenges and innovation in IB teaching and meet innovative multinational enterprises from CEE.

The 2nd AIB-CEE Conference took place on September 17-19, 2015 at SGH Warsaw School of Economics in Poland. The conference theme “International Business and Research in the CEE Region. Why Is It Worth Doing?” was chosen in order to draw more attention to doing business and research in Central and Eastern Europe and to promote collaboration among businesspeople, scholars and specialists, which is in line with a general idea of establishment of the Central and Eastern European Chapter of the Academy of International Business. The conference gathered more than 90 scholars and business representatives from altogether 14 countries.

The 3rd AIB-CEE Conference “Boosting the competitiveness of Central Europe through digital economy”, which took place on September 29-October 1, 2016 at University of Economics in Prague, Czech Republic, focused on issues such as new forms of businesses, role of digital economy in Central Europe, digital entrepreneurship and possible impacts of digital economy on competitiveness and economic growth in the CEE region. The conference gathered more than 90 scholars and business representatives from altogether 20 countries.

The 4th AIB-CEE Conference “Changing global landscape and regional cooperation: from regional value chains to China’s One Belt, One Road initiative and beyond” which took place in Ljubljana, Slovenia on September 26-28, focused on key aspects of current trends in international business and implications for countries, markets, companies and consumers in CEE, taking into account the CEE and China perspective. The conference was preceded by the 1st AIB-CEE Chapter Doctoral and Junior Faculty Development Workshop on “Relevance and rigor in IB research: capturing CEE context richness”. The conference gathered more than 90 scholars and business representatives from altogether 19 countries.

We were also very active during AIB 2018 Annual Meeting in Minneapolis, in USA, which took place on June 25-28, 2018. As a chapter we have organized AIB-CEE Chapter Panel: “New Modes of Cooperation in Emerging Markets: a CEE and Russia perspective” and were the member of the panel: “Think Global, Act Local: Best Practices for Managing and Developing AIB Chapters” organized by AIB-Southeast US Chapter as well as participated in AIB Chapter Chairs Dinner.

We have to be aware of the fact that AIB-CEE is one of the youngest chapters in AIB community; however, the region has a long tradition in global business and IB teaching. In fact, this year AIB-CEE Chapter will celebrate 5 years of its activity.

The fifth AIB-CEE Chapter Conference in Cracow: “International Entrepreneurship as the Bridge between International Economics and International Business” will focus on the relationships between International Entrepreneurship, International Economics and International Business in the CEE region. During the conference, we will have a lot of interesting sessions and panels. I would like to invite you all to a special Methodology Session with Prof. Joe F. Hair Jr. – Workshop on PLS-SEM. Moreover, we will also have time to learn more about AIB and AIB Community. In this session we will have the opportunity to discuss with AIB Vice-President Administration (2015-2018) – Maria Alejandra Gonzalez Perez and two Chairs from AIB Chapters – AIB-LAT (Latin America) – Wil-

liam Newbury and AIB-MENA (Middle East and North Africa) – Immanuel Azaad Moonesar as well as with AIB Insights Editor – John M. Mezas. There will be also a special session devoted to the AIB-CEE Chapter – AIB-CEE Chapter Development Session where we will discuss the developments and achievements of AIB-CEE Chapter in last 5 years (2013-2018) plans and future challenges for the AIB-CEE Chapter. Within more than 130 submissions and more than 150 participants the 5th AIB-CEE Conference will be the largest conference in the history of the AIB-CEE Chapter.

We would like to thank our host institution, the University of Economics in Cracow, Faculty of Economics and International Relations for welcoming us to Cracow. We particularly thank Professor Krzysztof Wach, our Conference Chair, for his dedication and key role in making this meeting happen. We hope that the diversity of conference tracks will prompt many IB scholars to draw their attention to the CEE region and enable them to share the outcomes of their research and to develop during the conference networks focused on joint research, comparative studies and publications. We really appreciate the hard work carried out by Organizing Committee and all Track Chairs, AIB-CEE Executive Board members to put together the meeting for us in Cracow. Moreover, we would like to thank all people, especially local Cracow team including Agnieszka Głodkowska, Marek Maciejewski, Bożena Pera, Krystian Bigos and others, all Reviewers, who have contributed so much of their time to make this conference happen. We are looking forward to a warm atmosphere during the conference, great sessions and panels, as well as fruitful networking during these unforgettable days in Cracow.

Łukasz Puślecki
AIB-CEE Chapter Chair

Kraków, September 2018

Letter from the Conference Program Chair

Dear AIB-CEE Conference Attendees!

Welcome to Kraków for the 5th AIB-CEE Chapter Annual Conference dedicated to the main theme of “International Entrepreneurship as the bridge between International Economics and International Business”!

International entrepreneurship is a wonderful human activity, expression of our creativity and basic fuel of our development in the global context. The overarching aim of AIB-CEE conferences has been to promote and advance research on international business through meeting, research dissemination and cooperation of academics from different parts of the world. We believe we all have much to share and much to learn from each other. We hope this AIB-CEE conference will once again foster inspiring exchange between researchers and result in enhanced collaboration between our guests.

This conference is very special for two reasons. First, this year we celebrate the 5th Anniversary of our relatively young Chapter, so this is the fifth jubilee conference and we will celebrate with the Birthday Cake on Friday, so please DO NOT miss this opportunity. Second, this conference turned out to be the largest AIB-CEE annual meeting ever. This is thanks to You All that this year we have reached the following statistics:

- 128 submissions;
- 146 conference attendees from 31 countries;
- and what is more attendees represent 6 continents (Australia, North America, South America;
- Asia, Africa and Europe of course);
- 127 reviewers who done altogether 283 reviews;
- 13 editors;
- as well as 32 supporting journals, including 3 impact factor journals, 7 SCOPUS journals and 22 regional international journals, what is more we have been supported also by a Palgrave series offered by Marin Marinov.

This is the 5th Anniversary so we will celebrate for 5 days (from Tuesday till Saturday). On Tuesday we will have a special working meeting of the AIB-CEE Executive Board with the representatives of the AIB Headquarters. The pure scientific feast is designed for three days (Wednesday – Friday). During the first day we start with an excellent keynote address delivered by esteemed professors from very different backgrounds and different parts of the world. On Wednesday we have the pleasure to invite all to a special session designed especially for these interested in publishing in top journals where we all will have a unique chance to learn from the best and discuss issues related to crafting articles for highly ranked journals with our keynote editors. The conference working sessions on Thursday embrace and illustrate the many faces of international business, especially international entrepreneurship. On Friday we will practice our new methodological skills, followed by AIB-CEE Chapter Development Session and Official

Celebration of 5th Anniversary! We are certain that you will find many occasions to engage in lively discussions during our various working sessions during these three days. On Saturday we provided the opportunities for additional social and tourist programs.

After a long conference day on Wednesday and Thursday, we cordially invite you to a time of integration and fine dining in Cracow Old Town, and for those of you who have no limits in integrating we offer additional social events. On Friday afternoon, after working sessions, we have planned a city tour for our guests. We want to share with you the many wonders of our city and hope you will discover and experience its unique atmosphere.

We want to thank all those who contributed to this event including the organizing committee team, volunteers, authors and our invaluable reviewers.

We wish you a fruitful and beneficiary stay in Cracow, a fascinating city where history and tradition meet with innovation and modern lifestyle. We trust 5th AIB-CEE Chapter Annual Conference will bring long lasting research insights, numerous opportunities for network and academic collaborations and, last but not least, many lasting memories to take home.

Krzysztof Wach

Conference Chair

AIB-CEE Chapter Vice-Chair for Program 2018

Kraków, September 2018

Letter from the Rector as the Local Host

Dear Sir or Madam!

On behalf of the entire University of Economics in Krakow as well as my own, let me welcome to the hospitable walls of our University all Jubilee Participants of 5th Annual AIB-CEE Chapter Conference. I am very pleased that such a great group of representatives of the world of science, both from Poland, as well as from many foreign centers, wanted to participate in the beginning of the conference. Welcome to the Royal City of Krakow. Above all, I am happy with your presence at our University.

The University of Economics in Krakow is a modern academic center with traditions dating back to 1925, conducting numerous research and education projects.

Currently there are over 17.5 thousand students at five faculties: Economics and International Relations; Finance and Law; Public Economy and Administration, Commodities and Product Management, and Management, it is one of the largest research centers of the economic profile in Poland.

The University, continuously for almost a hundred years, have been faithfully implementing the mission indicated by its founders: *Rerum Cognoscere Causas et Valorem* (Know the causes and values of things), shaping the hearts and minds of successive generations of outstanding specialists.

Currently the University of Economics in Krakow offers 30 tracks of studies in Polish and English, postgraduate studies and prestigious MBA studies. It conducts studies for PhD students and has the right to award all degrees and academic titles provided for by Polish law in the field of economic sciences. It also cooperates with over 200 universities from Poland and abroad, carrying out joint research and educational projects.

In the era of universal internationalization, which we observe almost everywhere around, it is necessary to discuss and take specific outgoing activities to meet the expectations of the changing world. Business management in the international space, management of information, knowledge and intellectual capital, methods and tools as well as information systems in management are just some areas, which must be diagnosed, researched and described to search for real solutions for contemporary challenges.

Welcoming once again in the walls of the University of Economics in Krakow, I wish you that the conference that is just beginning becomes an opportunity for dialogue for building platforms for the exchange of ideas, as well as many creative discussions and networks of scientific contacts.

Andrzej Chochół

Rector

Cracow University of Economics

Selected Conference Papers

(There were 129 paper submitted, however only 28 submissions requested to be included in the conference proceedings, this is why this volume includes only selected conference papers.)

Acceptance

Number of Submissions: **129**
Number of Presentations: **119**
Overall Acceptance Rate: **92%**

Reviewing

Number of reviewers: **127**
Number of reviews: **283**
Avg. Number of Reviews per Reviewer: **2.3**
Avg. Number of Reviews per Submission: **2.2**

