Program Draft

**Monday, May 28, 2007 (Day 1, Evening)**

17:00 – 18:00  Reception at Renaissance Hotel (Pudong)

18:00 – 18:30  Opening and Introduction
   *Sam Park*, SERI/CEIBS
   *Michael Hitt*, President of SMS, Texas A&M U.

18:30 – 20:00  Banquet at Renaissance Hotel (Pudong)
   Keynote Speech by *Weiying Zhang*, Dean of Guanghua School of Management, Peking U.
   Introduced by *Michael Hitt*, President of SMS, Texas A&M U.

**Tuesday, May 29, 2007 (Day 2)**

All sessions on this day will be held at CEIBS (except the evening Banquet)

08:30 – 10:15  **Paper Session 1: Corporate Strategy of Chinese Firms**
   Chair: *Zhiang Lin*, U. of Texas at Dallas
   Location: A3-115


10:15 – 10:45  **Coffee Break**
10:45 – 12:15  
**Paper Session 2:  Entrepreneurship and Product Innovation**  
**Chair:** Yuanyuan Wu, McGill U.  
**Location:** A3-115


Developing entrepreneurship in emerging economies: Lessons from China and Taiwan. **C.H. Tzeng**, SERI

Institutional embeddedness, strategic choice, and survival of technology ventures in China’s transition economy. **Haiyang Li**, Rice U., **Weiying Zhang** and **Li-An Zhou**, Peking U.


The strategic fit of Chinese international entrepreneurial firms. **Yuan Lu**, Chinese U. of Hong Kong, **Lianxi Zhou** and **T.S. Chan**, Lingnan U.

12:30 – 14:00  
**Working Lunch**

Poster Session  
**Coordinators:** Jianfeng Wu & Changhui Zhou, Peking U.  
**Location:** A3-104 and A3-105

A conceptual model of Chinese firm strategy, **Mingfang Li**, California State U. and **Yajun Wu**, Peking U.

A network approach to Chinese market entry, **Maria Ilheu**, U. of Lisbon.

A resource-based and institutional perspective on business process management in China. **Ming Hao Huang** and **Joong Ho Ahn**, Seoul National U.

An exploring study on the dimensions of perceived quality. **Jie Wang** and **Gong-min Bao**, Zhejiang U.

China’s future: The path to becoming a global leader. **William Fischer** and **Rebecca Chung**, IMD.


Creative-destruction based international competition strategies, **Xinguo Zhang** and **Min Chen**, Zhongnan U. of Finance and Law.

Dynamics between competence management and business configuration, **Yiju Lo**, National Taiwan U. and **Tungmin Hung**, SUN. Investment Consulting & National Cheng Kung U.
East meet West or East plus West? The emergence of “sea turtle” Chinese entrepreneurs and their role in innovation and technology transfer, Victor Huang, and Frank Roche, U. College Dublin.


Internationalization models for Chinese private firms. Ya Li, Nankai U.

Internet banking diffusion strategy for China—A cross-national comparative study: China and South Korea, Sue Kyung Kim and Michael Park, U. of Tennessee at Martin.


Supplier selection in Chinese versus U.S. firms, Daewoo Park, Hema A. Krishnan, Lifang Wu, and Margaret Cunningham, Xavier University

The competitive dynamics among local and international hotel chains in the Chinese market. Zhaoping Liu, Cornell U.


The contingent effectiveness of guanxi for foreign direct investors in China: Context, causes, and consequences, Frank Wijen and Ernst Verwaal, RSM Erasmus U.


The internationalization process of Chinese firms: Key strategic considerations, Michele Akoorie and Qiang Ding, U. of Waikato.


14:00 – 15:30

Paper Session 3: Strategic Leadership and Corporate Governance
Chair: Changqi Wu, Peking U.
Location: A3-115

CEO succession frequency and entrepreneurial orientation in Chinese firms: The moderating role of corporate governance. Yan Zhang, Rice U. and Yuan Li, Xi’an Jiaotong U.

Research on top management team heterogeneity, industry dynamic and firm performance: An empirical research on Chinese listed firms. Ping Zhang, and Hailin Lan, South China U. of Technology.
Strategic management of corporate social responsibility of multinational enterprises in China, Maria Lam, Malone College

The adoption of group subsidiary among multinational firms in China’s emerging market: Economic efficiency versus institutional legitimacy, Xuefei Ma and Andrew Delios, National U. of Singapore

15:30 – 16:00  Coffee Break

16:00 – 17:30  Concurrent Workshops

Workshop 1  Publishing Strategic Management Research
Organizer: Mike Peng, U. of Texas at Dallas
Panelists: Jiatao Li, Hong Kong U. of Science & Technology; Marjorie Lyles, Indiana U.; Lilach Nachum, Baruch College/CUNY

This workshop focuses on the processes of how to publish strategic management research in leading journals. With a combined experience of 67 post-PhD years of conducting strategy research, the four panelists have published in all leading outlets in the field, such as AMJ, AMR, ASQ, JIBS, JM, JMS, OS, and SMJ.

We will discuss:
- How to craft high quality research from the outset
- How to improve writing and enhance editing
- How to anticipate reviewer concerns and address them BEFORE submission
- How to keep the spirit high (or avoid being depressed) when receiving rejections

Workshop 2  Strategic Leadership and Corporate Governance in Emerging Markets
Organizers: Yan Zhang, Rice U. and Wei Shen, U. of Florida
Panelists: Albert Cannella, Arizona State U.; Marta Geletkanyc, Boston U.; Xinchun Li, Sun Yat-Sen U.; Neng Liang, CEIBS

Strategic leadership and corporate governance are important strategic issues for firms competing in emerging markets such as China and India. A lot of challenges have emerged in these areas, such as management professionalization, executive leadership development and succession, the role of state ownership, and the conflict between majority shareholders and minority shareholders, etc.

The purpose of this panel is to provide a platform for scholars from both China and overseas to discuss these important issues and to develop research agendas in this emerging research area.

17:30 – 18:00  Transporting to Hainabaichuan City Club in Century Park

18:00 – 20:00  Banquet at Hainabaichuan City Club in Century Park
Keynote Speech by Maoyuan Hu, Chairman of the Board, Shanghai Automotive Industry Corporation (Group)
Introduced by Kouqing Li, SNAI
Wednesday, May 30, 2007 (Day 3)

All sessions on this day will be held at CEIBS.

08:30 – 10:15  Paper Session 4:  FDI and International Joint Ventures  
Chair:  Yuan Li, Xi’an Jiaotong U.  
Location:  A3-115  


Strategies for German automobile manufacturers facing new competitors from China. Heike Proff, Zeppelin U.

The dynamic strategies of MNCs in the sequential foreign direct investment in China: An evolutionary perspective. Yi Zhang and Zhixue Liu, Huazhong U. of Science and Technology.

10:15 – 10:45  Coffee Break

10:45 – 12:15  Paper Session 5:  Privatization and Political Strategies  
Chair:  Zongyi Zhang, Chongqing U.  
Location:  A3-115  

Competitive advantage sustainability in turbulent contexts: Seeking for organizational embeddedness in time and space. Dong Bian and Joan E. Ricart, IESE

Environmental and organizational influences on political strategies of Chinese private firms: A conceptual framework, Jun Li, U. of New Hampshire

Institutional transitions in China and SMEs' partner selection strategies. Hong Zhu and Michael A. Hitt, Texas A&M U.

Managerial ties, relational resources, and firm performance. Shujun Zhang, Sun Yat-sen U., Xinchun Li, Sun Yat-sen U. and Xiaohua Su, Jinan U.

12:30 – 13:30  Working Lunch

13:30 – 15:00  Paper Session 6:  Technology innovation
Chair:  Xudong Gao, Tsinghua U.
Location:  A3-115

Knowledge management and innovation strategy: The challenge for latecomers. Jiatao Li and Rajiv K. Kozhikode, Hong Kong U. of Science and Technology

Local firms' proprietary technology development: Follow the right sequence or do the right R&D, Xudong Gao, Tsinghua U.

R&D alliances and firm performance: Implications from Taiwan's ICT firms. Kuo-Feng Huang, National Cheng-Chi U.


The effect of ownership structure on innovation strategies and firm performance in China's transition economy. Erming Xu and Han Zhang, Renmin U.

15:00 – 15:30  Coffee Break

15:30 – 17:00  Concurrent Forum and Workshop

Executive Forum: Challenges and Issues in Strategic Management in China (Location: A3-104)

Organizer: Sam Park, SERI/CEIBS
Panelists: Ming Zeng, Yahoo China CEO, and Dominic Barton, McKinsey China CEO

Workshop 3: Learning, Knowledge, and Innovation (Location: A3-105)

Organizer: Marjorie Lyles, Indiana U.
Panelists: Jin Chen, Zhejiang U.; Chung Ming Lau, Chinese U. of Hong Kong; Haiyang Li, Rice U.; Marjorie Lyles, Indiana U.; Changhui Zhou, Peking U.

This workshop will address some important issues related to learning, knowledge management, and innovation in emerging markets such as:
• Corporate entrepreneurship and innovation
• Bricolage, external ties, and new venture performance
• Product innovation in international joint ventures
• Power imbalance and knowledge transfer in international joint ventures

End of the Program