

13TH ANNUAL CONFERENCE • SEPTEMBER 30 - OCTOBER 1 at ROLLINS COLLEGE

china

goes GLOBAL





table of contents

Words of Welcome from the CGA Executive Board	3	Rollins College Campus Map	12
Letter from the Conference Host	4	Program Schedule	14
China goes Global Conference Guidelines	5	Detailed Program & Abstracts	19
Best Paper Awards	5	Panel Presentation Guidelines	29
Organizers' Bios	6	International Journal of Emerging Markets	30
Featured Entrepreneur	9	Acknowledgments	33
Keynote Speakers	10	Participants List	33

china goes global.[™]
中国 走向 全球化



WORDS OF WELCOME FROM THE conference organizers



Dear Guests,

Ever since the first meeting in 2006, the China goes Global™ Conference has benefited from the enthusiasm, motivation, and dedication of all members of the Chinese Globalization Association. Its numerous scholarly presentations, and the commitment of all supporters involved in the organizational process have helped create a thriving communication of international scholars.

Thus, we are proud that, once again, we gather a diverse group of experts here in Winter Park, Florida, to enable a dialogue about one of the most interesting global phenomena of our time.

The China goes Global™ Conferences has its roots in a 2006 Rollins College conference and a subsequent foundation grant from the Alexander Von Humboldt Stiftung for a trans-Atlantic joint research project on China's outward investment activity. What began as a cooperative initiative among Ilan Alon and Marc Fetscherin of Rollins College, Florida; Julian Chang at Harvard University; John McIntyre from the Scheller College of Business at Georgia Tech Center for International Business Education and Research; and Christoph Lattemann from Jacobs University Bremen, has grown into an internationally recognized endeavor that examines one of the world's most pressing issues of our time. The rise of China as a global economic power and the increasing awareness of its impact on international trading regimes have engendered a new dialogue about intercontinental business matters.

We founded the Chinese Globalization Association in 2012 to support and encourage academic research on the phenomenon of the contemporary globalization of China, not only to promote the exchange of knowledge between academic and business institutions, but also to advance

public awareness of related issues. Each year, scores of scholars attend the China goes Global™ Conference, participating in multiple sessions. Their contributions not only add to the growth of knowledge about China's modern political and economic development, global crises, and changes in business and human interaction, but also ensure a realistic perspective on the changes we face in the world market.

This year's conference, hosted by Rollins College, will again enhance our knowledge about the rush for innovation and the US-China trade conflicts, the Belt and Road Initiative, China's foreign direct investment, China's government regulations, industry dynamics, corporate strategy and entrepreneurship, and many more topics germane to the subject of China's global presence.

We are positive that this year's conference will deepen these insights and we are looking forward to inspiring discussions. We wish you a great conference and an enjoyable stay here in Florida, and look forward to meeting each one of you individually.

Thank you very much!

Board of the Chinese Globalization Association and
Conference Organizing Committee

Ilan Alon
Julian Chang
Christoph Lattemann
John R. McIntyre
Francesca Spigarelli
William Hua Wang
Wenxian Zhang



WORDS OF WELCOME FROM THE conference host



Dear China goes Global 2019 Participants,

As we continue to witness drastic changes in China's modern political and economic development, it is my great pleasure to welcome you to this year's China goes Global academic conference. Clearly, the recent trade conflict between the United States and China will continue to profoundly impact not only the bilateral relationship, but also the global economy and geopolitics around the world. China's current growth problems aside, the world is still wondering how China's expansion into new markets will unfold. How will other countries and regions react to China's new stature? What kind of learning will China's enterprises, officials, and entrepreneurs evidence in the years to come? How will Chinese managers and employees learn and benefit from this interaction? All these important questions have made this year's conference very pertinent and timely.

Founded in 1885 by New England Congregationalists who sought to bring their style of liberal arts education to the southern frontier, Rollins is a leading, comprehensive liberal arts college in Florida. Our hometown, Winter Park, is an attractive and historic community adjacent to the city of Orlando, and our award-winning campus is situated on the shores of beautiful Lake Virginia and adjacent to fine dining, shopping, and entertainment options of Winter Park's famous Park Avenue. While you are in town, I strongly encourage you to take full advantage of Florida's natural beauty, Orlando's vibrant metropolis, and the world-class attractions in Central Florida.

Although China is more than 8,000 miles away from Florida, our world is interconnected now more than ever. Built on the College's rich heritage in liberal arts education, Rollins faculty, staff, and administrators are committed to promoting global citizenship, responsible leadership, and cross-cultural learning through a globalized curriculum and rich cultural experiences. As we meet to discuss the implications of the fascinating growth of China's international profile, I would like to thank everybody for traveling so far and working so hard to contribute to this enterprise. The past twelve years of this collective undertaking have produced a substantial and cumulative body of knowledge and publications bearing on the transformation of China and its implications for the rest of the world. I am confident that China goes Global 2019 will be another great opportunity for academic exchanges among all the international scholars in attendance and our dynamic community of learners.

Welcome to Rollins College, and I wish you a very pleasant stay in beautiful Winter Park, Florida!

Sincerely,

Wenxian Zhang, Professor
Chair of the CGG2019 Conference Committee

13TH CHINA GOES GLOBAL

conference guidelines

We come from many different countries and traditions but are united in the belief that knowledge is created through a two-way exchange of ideas and experiences.

The effectiveness of the China goes Global Conference will depend on collegial interactions among us. This will require a good deal of care to ensure that our conduct is respectful, particularly because we are working with a number of cultural norms. To avoid misunderstandings, we offer general guidelines for participants to clarify both the standards and the obligations expected during these next few days.

- It is a common international practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.
- All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person's worth, dignity and capacity to contribute.

If each of us makes an honest effort to ensure that we treat others with professional respect and dignity, all of us will enjoy the maximum possible benefit from working and learning together.



13TH CHINA GOES GLOBAL

best paper awards

The *International Journal of Emerging Markets (IJoEM)*, published by Emerald is the official sponsor of the “China goes Global” best paper awards. The journal brings together articles that examine the emerging markets, both theoretically and empirically. Highly rigorous research, case studies, and review articles, such as meta-analytic reviews, are also encouraged. The conference’s submitted papers were narrowed down to a list of 10 finalists. The conference organizers and the Editor-in-Chief Ilan Alon further reviewed them and selected the best papers for an award.

13TH CHINA GOES GLOBAL organizers' bios



Dr. Ilan Alon

Dr. Ilan Alon is Professor of Strategy and International Marketing at the University of Agder (UiA, Norway), and Professor II in the University of Social Sciences (Lodz, Poland). Previously, he was a visiting scholar at the Copenhagen Business

School (Denmark), University of International Business and Economics (UIBE, China), Harvard University (USA), Georgetown University (USA), and Cornell Professor of International Business and Founding Director of The China Center at Rollins (USA). Prof. Alon is Editor-in-Chief of International Journal of Emerging Markets and the European Journal of International Management. Ilan Alon's research appeared in prestigious academic journals, such as the Harvard Business Review, Journal of International Marketing, International Marketing Review, Management International Review, Corporate Governance: An International Journal, and others. Among Ilan Alon's research books on China are: Huawei Goes Global: Made in China for the World (In Progress); China's Belt and Road Initiative: Changing the Rules of Globalization (Palgrave, 2018); Chinese International Investments (Palgrave, 2012); China Rules: Globalization and Political Transformation (Palgrave, 2009); and The Globalization of Chinese Enterprises (Palgrave, 2008). Dr. Alon is President of the Chinese Globalization Association (running the annual China goes Global conference), and is serving on the governing boards of the European International Business Academy (EIBA).

Ilan Alon, School of Business and Law, Universitetet i Agder, Norway. Email: ilan.alon@uia.no



Dr. Julian Chang

Dr. Julian Chang works at PwC China, Shanghai, China. He received his Ph.D. in political science from the Department of Government at Harvard University, where he also served as residential dean of Cabot House from 1993 to 1996, and worked

in the University Development Office. He received his B.A. from Yale University and won a Yale-China fellowship to teach at Wuhan University, China. In 1996, Chang went west to Stanford to become assistant director of the Center for East Asian Studies. In 1997, he helped to establish the Stanford Asia/Pacific Scholars Program, a university-wide fellowship program for graduate students from Asia. He joined Stanford's Asia Pacific Research Center (A/PARC) as deputy director in the fall of 1998 and returned to Harvard in 2001. His research interests include Sino-Soviet/Russian relations, Chinese enterprise reform and globalization, and mass media in China. He has edited several books on Asia, including Economic Reform and Cross-Strait Relations: Taiwan and China in the WTO (2007, with Steven Goldstein), Presidential Politics in Taiwan: The Administration of Chen Shui-bian (2008, with Steven Goldstein), and China Rules: Globalization and Political Transformation (2009, with Ilan Alon, Marc Fetscherin, Christoph Lattemann, and John McIntyre).

Julian Chang, PwC China. Email: julianpchang1@yahoo.com



Dr. Christoph Lattemann

Dr. Christoph Lattemann is Professor for Business Administration and Information Management at the Jacobs University Bremen. He is the director of the Jacobs Center

for the Research on China and Globalization and Vice-Director of the Confucius Institute Bremen and director of the Chinese Globalization Association. He has published 8 books and more than 150 scientific publications. His latest articles are on the most recent top two worldwide trends: the Globalization of China (in particular Chinese OFDI to Europe) and the Digital Transformation (Design Thinking, Management Information Systems, Governance Concepts). Since 2010 he is a senior editor for the International Journal of Emerging Markets (IJoEM). He is also an international business consultant, in particular in the information industry and Design Thinking. He is member of various review boards and professional associations.

He was a visiting scholar at Harvard University and Stanford University and taught courses in top MBA programs at Copenhagen Business School, Hasso Plattner Institute for Software Engineering, and Educatis University in Switzerland. Formerly he held senior positions in project management in the financial industry.

Christoph Lattemann, Jacobs University Bremen, Germany.
E-mail: c.lattemann@jacobs-university.de



Dr. John R. McIntyre

Dr. John R. McIntyre has been Director of the Georgia Tech Center for International Business Education and Research (CIBER), a national center of excellence, since 1993 and a full professor of international business management

and international relations with joint appointments in the College of Management and the Sam Nunn School of International Affairs of the Georgia Institute of Technology, Atlanta, Georgia. He received his graduate education at McGill, Strasbourg and Northeastern Universities, obtaining his Ph.D. at the University of Georgia. Published in over 80 journals, reviews, and book chapters. He is author and

co-editor of ten books, including Business and Management Education in China: Transition, Pedagogy and Training and the Globalization of Chinese Enterprises. Recipient of numerous competitive grants to further the internationalization of business education and research. Extensive corporate consulting experience; expert in the aluminum industry. He is member of various review boards and professional associations.

John McIntyre, Georgia Tech Center for International Business Education and Research (CIBER), Atlanta, USA Email: john.mcintyre@scheller.gatech.edu



Dr. Francesca Spigarelli

Dr. Francesca Spigarelli is Associate Professor of Applied Economics at the University of Macerata. She is Director of the China Center and member of the Board of the Confucius Institute at University of Macerata. She is Vice Rector for Entrepreneurship and

Technological Transfer and the European Policy for Research. She has extensive expertise in EU-funded research projects focused on China and EU-China cooperation. She is scientific coordinator of LUCI- Laboratory for Creativity and Humanism and CreaHub – Incubator and creativity hub at the University of Macerata. She is coordinator of the Master program in Global Management for China, a joint program of 5 Italian University.

Her main teaching areas are: International Business, Applied Economics, Microeconomics. Her research fields include Chinese investments and M&As.

Francesca Spigarelli, Piaggia dell'Università 2, 62100 Macerata, Italy. Email: Spigarelli@unimc.it



Dr. William Hua Wang

Dr. William Hua Wang is Full Professor of Strategy and Innovation Management, Associate Dean of Emlyon Business School, Dean of Emlyon Business School Asia and French Dean of Asia Europe Business School. His research interests center

on the innovation management, foreign direct investment, industrial clusters, globalization strategy of Chinese companies, and the automotive industry in China. He has more than 100 publications in journals, book chapters and in conference proceedings, including Management international, Asia Pacific Journal of Management. He has taught courses in leading MBA and EMBA programs. He is the Executive Board Member of China Goes Global, steering committee member of Gerpisa (international automobile industry research network), one of the 30 think tank members of 21st China Business Herald Automobile Center. He used to be referee to the Journal: Asia Pacific Journal of Management, Thunderbird International Business Review (TIBR), and International Journal of Emerging Markets. He serves as editorial board member of the International Journal of Emerging Markets, and International Journal of Automotive Technology and Management. Wang received a PhD from Université Pierre Mendes France, in France.

William Hua Wang, Emlyon Business School, France. Email: hwang@em-lyon.com



Prof. Wenxian Zhang

Dr. Wenxian Zhang has been a member of Rollins College faculty since 1995. He is a recipient of the Cornell Distinguished Faculty Service Award, Arthur Vining Davis Fellow, a member of the Asian Studies Program, and a full Professor in the

College of Liberal Arts in Winter Park, Florida. In addition to many articles on information studies, historical research, and Chinese entrepreneurship and business management, his recent book publications related to China include: The Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders (Edward Elgar, 2009), A Guide to the Top 100 Companies in China (World Scientific, 2010), The Entrepreneurial and Business Elites of China: The Chinese Returnees Who Have Shaped Modern China (Emerald, 2011), China Visualized by Americans 1840-1911 (Peking University Press, 2017), China Through American Eyes: Early Depictions of the Chinese People and Culture in the US Print Media (World Scientific, 2018), and China's Belt and Road Initiative: Changing the Rule of Globalization (Palgrave Macmillan, 2018).

Wenxian Zhang, Rollins College, Winter Park, Florida, USA.
Email: WZhang@Rollins.edu

featured entrepreneur: Rick Goings



Rick Goings is Chairman Emeritus of Tupperware Brands. Throughout his successful career, he has held a number of global senior management positions in Europe, Asia and the U.S. During his tenure and under his leadership at Tupperware Brands, the company received numerous awards and recognition including Fortune World's Most Admired Companies for eight consecutive years, America's Most JUST Companies from Forbes, Barron's 2018 100 Most Sustainable Companies, Forbes 2018 list of America's Best Mid-Size Employers and a 2017 Corporate Champion for leadership in driving gender parity on corporate boards by the Women's Forum of New York.

An engaged member of the World Economic Forum, Goings is at the forefront of thought leadership on Gender Equality, Education and the Future of Work initiatives in Davos. He was selected to be an inaugural HeForShe IMPACT Champion with United Nations Women (UNW) and a founding member of the UNW Private Sector Leadership Advisory Council appointed by Executive Director Phumzile Mlambo-Ngcuka. He serves on the national board of the Smithsonian Institution, the Global Peter Drucker Forum and Rollins College. He is a former member of the board of governors

for Boys & Girls Clubs of America (BGCA), having served as National Chairman for two terms. Using his experience and insight as a global corporate and social impact leader, he has driven the expansion of youth clubs into international markets, first into Mexico, where there are now 9 Clubs with 9 more on the horizon, and then into South Africa with 6 successful Clubs in Johannesburg and Soweto.

With his extensive knowledge of a broad spectrum of subjects – from current global business trends, inspirational leadership, strategy and competitive advantage to mentorship and sponsorship, mindfulness and meditation, philanthropy and social impact – Goings is highly respected and sought after for public speaking engagements in the corporate, non-profit and academic arenas, as well as by global media.

Goings has received numerous international awards, including the distinguished decree of "Chevalier de la Légion d'Honneur" (Knight of the Legion of Honor) by the former President of the French Republic, Nicolas Sarkozy, in recognition of his long term dedication to the role of women in developing countries and children's causes. Having lived and worked in Asia for a number of years, the People's Republic of China bestowed him with the prestigious Marco Polo Award for his visionary leadership and significant role in China's economic development. Boys & Girls Clubs of America honored him with their highest award, the Herbert Hoover Humanitarian Award for his outstanding leadership and the Holmes Group named Goings as CEO of the Year. The Belmont-Paul Women's Equality National Monument honored Goings and his wife, Susan Porcaro Goings, with the Voice for Women Award for their exemplary commitment to the economic empowerment of women around the world.

Goings was educated at Guilford College, and is the recipient of a Doctorate of Humane Letters honoris causa, from Rollins College, as well as a Doctorate in Business Administration honoris causa from Bryant College. He served in the U.S. Navy on the Destroyer, USS Power.

**VINOD SOOD PROFESSOR OF INTERNATIONAL BUSINESS STUDIES, SCHOOL OF BUSINESS
AT THE UNIVERSITY OF BRITISH COLUMBIA**

keynote speaker: **Ilan Vertinsky**



China's Technology Innovation Strategies, the Global Rule of Law and U.S. Politics

Ilan Vertinsky is Vinod Sood Professor of International Business Studies, Strategy and Business Economics in the Sauder School of Business at the University of British Columbia. He is also an associate of the Peter Wall Institute of Advanced Studies and a former Distinguished Scholar in Residence of the Institute. He is currently an honorary guest professor of the Business School of The University of International Business and Economics

(UIBE, Beijing). He received his PhD from the University of California, Berkeley. Previous to arriving to UBC he served on the Faculty of Northwestern University. He has published 275 refereed journal articles, book chapters and books. His publications appeared in Journals such as The Journal of International Business Studies, Strategic Management Journal, Management Science, Operation Research, Administrative Science Quarterly, and The China Journal. His research awards include the University's Killam Research prize, Sauder's Professional Research Excellence Prize, AGSM's Outstanding Scholarship Award and the Seagram Senior Faculty Award. He is a former editor of The Journal of Business Administration and co-editor of the journal Information Systems and Operational Research (INFOR). Currently he is serving as an area editor of The Journal of International Business Studies (JIBS) and on the editorial boards of several international journals. Over the years he has served as consultant to the Government of Canada in US-Canada trade disputes. He visited China for the first time in 1981 at the invitation of the government of China, and since then has visited the country frequently, teaching and consulting. His latest research projects focus on the global impacts of technology disruption associated with digitization and artificial intelligence (AI) and China's technology innovation strategies.

EMINENT SCHOLAR AND PROFESSOR OF INTERNATIONAL BUSINESS, OLD DOMINION UNIVERSITY, VIRGINIA

keynote speaker: Shaomin Li



US-China Trade Conflict and Its Implications for China Research

Shaomin Li is Professor of International Business at Old Dominion University, where he holds the title of Eminent Scholar designated by the State Council of Higher Education for Virginia. Professor Li graduated from Peking

University (B.A. Economics) and Princeton University (Ph.D. Sociology) and was a post-doctoral fellow at Harvard University. He studies the global environment of business with a focus on the governance environment in changing societies. He published in Journal of International Business Studies, Journal of Comparative Economics, World Development, Harvard Business Review, The Wall Street Journal, The Financial Times, and The New York Times. His new book, Bribery and Corruption in Weak Institutional Environments, will be published by Cambridge University Press. The Economist featured his research on rule-based versus relation-based governance twice. He is Executive Editor of the journal Modern China Studies. In 2008 the Governor of Virginia presented him the Outstanding Faculty Award.

china goes global™

中国 走向 全球化

ROLLINS COLLEGE campus map



For an interactive map, visit rollins.edu/map



Building Name

GRID BLDG. #

Department Name

Accessibility Services	E6	235
Admission	D4	110
Advancement Services	E2	200NE
Alumni Engagement	E5	206
Anthropology	F4	423
Art & Art History	G5	307
Athletics	G4	420
Biology	F4	100
Business, Department	E5	101
Campus Safety	H3	412
Career & Life Planning	D4	170
Chemistry	F4	100
Child Development Center	C5	417
Classical Studies	E6	231
Communication	F4	423
Communications & External Relations	E3	120
Community Standards	F6	325
Computer Science & Mathematics	F4	100
Cornell Fine Arts Museum	H5	303
Costume Studio	C5	330
Critical Media & Cultural Studies	F4	423
Crummer Graduate School	F4	425
Dean of Students	F6	325
Dean of the Chapel	F5	402
Dean of the Faculty	E5	101
Dining Services	F6	325
Economics	F4	423
Education	F4	423
English	E5	201
Environmental Studies	E5	207
Facilities Receiving	A4	450
Facilities Services	A4	450
Finance	B4	422
Financial Aid	D4	110
Fraternity & Sorority Life in Counseling	D5	214
Graduate Studies	F4	423
Greenhouse (Temporary)	E6	337
Hamilton Holt School	C4	311
Health Professions	E5	101
History	F4	423
Human Resources	C4	311
Inclusion & Campus Involvement	H3	500
Information Technology	F6	235
Institutional Advancement	E2	200NE
Institutional Research	E5	101
International Programs	E2	203
International Relations	F4	423
International Student & Scholar Services	E2	203
Leadership & Community Engagement	E2	203
Library, Olin	F6	235
Lucy Cross Center	H3	500
Marketing	E3	120

Building Name

GRID BLDG. #

Mathematics & Computer Science	F4	100
Modern Languages	D5	169
Music	G5	404
Philosophy & Religion	E6	231
Physics	F4	100
Political Science	F4	423
Post Office	F6	325
President's Office	E5	101
Print Services	H3	412
Property Management	E3	400
Provost's Office	E5	101
Psychology	F4	100
Purchasing	B4	422
Rally: The Social Enterprise Accelerator	G2	430
Registrar	E5	201
Residential Life & Explorations	G3	415
Scheduling & Event Services	B4	422
Social Entrepreneurship	E2	203
Social Innovation & Entrepreneurship	E2	203
Sociology	F4	423
Student & Family Care	F6	325
Student Account Services	E5	201
Student Media	G2	430
Theatre Arts & Dance	F4	424
Title IX	F6	325
Treasurer's Office	B4	422
Upward Bound	G2	430
Vice President of Student Affairs	F6	325
Wellness Center	D4	118
Winter Park Institute	OFF-CAMPUS	
WPRK	G2	430

Academic & Administrative Buildings

120 E. Comstock Building	E3	120
170 W. Fairbanks Ave.	D4	170
203 E. Lyman Ave.	E2	203
311 W. Fairbanks Ave.	C4	311
422 W. Fairbanks Ave.	B4	422
Alfond Sports Center	G4	420
Alumni House	E5	206
Annie Russell Dance Studio	D5	167
Annie Russell Theatre	F4	424
Bush Science Center	F4	100
Beal Maltbie Center	E5	207
Campus Safety & Print Services	H3	412
Carnegie Hall	E5	201
Casa Iberia	D5	171
Cornell Campus Center	F6	325
Cornell Fine Arts Center	G5	307
Cornell Fine Arts Museum	H5	303
Cornell Hall for Social Sciences	F4	423
Costume Studio	C5	330
Crummer Hall	F4	425

Building Name

GRID BLDG. #

Faculty Club	E5	208
French House	E6	231
Greenhouse (Temporary)	E6	337
Hauck Hall	D5	169
Hume House	C5	417
International House	D5	214
Kathleen W. Rollins Hall	F6	331
Keene Hall	G5	404
Knowles Memorial Chapel	F5	402
Lawrence Center	E2	200NE
Mary Jean Plaza	E5	205
Mills Lawn	F5	335
Ollie Ave. Parking Garage	H3	460
Olin Library	F6	235
Orlando Hall	E6	234
Reeves Honors	D5	210
Seminar Room		
Rice Family Pavilion	E5	205
Rinker Building	D4	110
Rollins Bookstore	C5	200FB
Rosen Family Center	G2	430
Sullivan House	E6	238
SunTrust Auditorium	F3	425
SunTrust Garage	E3	400
Tars Plaza	F5	335
The Station	A4	450
Tiedtke Concert Hall	F5	404
Warren Admin. Building	E5	101
Wellness Center	D4	118
Woolson House	F6	236

Residential Halls

Barker House	I3	600
Corrin Hall	D6	223
Cross Hall	D5	215
Elizabeth Hall	D6	225
Fox Hall	D6	222
Gale Hall	F5	300
Holt Hall	G3	415
Hooker Hall	G5	302
Lyman Hall	F5	300
Mayflower Hall	D5	211
Pinehurst Cottage	F6	334
Pugsley Hall	D5	209
Rex Beach Hall	G5	406
Rollins Hall	G5	304
Strong Hall 219	D5	219
Strong Hall 220	D5	220
Strong Hall 221	D5	221
Sutton Place	H3	500
Apartments & Pool		
Ward Hall	E6	229

13TH CHINA GOES GLOBAL

program schedule

Monday, September 30, 2019

- 8:30 – 11:30 a.m. **PhD Paper Session**
SunTrust Auditorium, Crummer Hall
By invitation only
- 11:30 a.m. – 1 p.m. **Board Meeting of the Chinese Globalization Association**
Olin Library 151
CGA Board members only
- 1 – 1:30 p.m. **Conference Registration and networking**
Crummer Hall Lobby, Rollins College
- 1:30 – 5:30 pm **Company Visit: Tupperware Brands Conversations with Rick Goings, Chairman of Tupperware Brands**
1490 S. Orange Blossom Trail
Orlando FL 32837
Event is optional
- 6 – 7:30 p.m. **Registration, Networking and Welcome Reception**
Bush Auditorium Lobby, Rollins College

Tuesday, October 1, 2019

- 8 – 9 a.m. **Registration, Coffee & Networking**
Bush Auditorium Lobby
- 9 – 9:15 a.m. **Official Conference Welcome**
Bush Auditorium
- Opening Remarks: Ilan Alon**
President of the Chinese Globalization Association
- Wenxian Zhang**
China goes Global 2019
Conference Chair
- Official Welcome:**
President Grant Cornwell
Rollins College
- 9:15 – 10:15 a.m. **Keynote Speech: China's Technology Innovation Strategies, the Global Rule of Law and U.S. Politics.**
- Ilan Vertinsky, Vinod Sood Professor of International Business Studies, School of Business at the University of British Columbia
- 10:15 – 10:30 a.m. **Group Photo**
- 10:30 – 10:45 a.m. **Network Break**
Crummer Hall Lobby

10:45 – 12:15 p.m.

Session 1A: US-China Relations and the Political Economy of Chinese Globalization

Crummer 107

Chair: John McIntyre

The International Political Economy of US-Chinese Strategic Interactions

Thomas D. Lairson

Weaponizing Globalization: Chinese High-tech in the Crosshairs of Geopolitics – The Case of Huawei

Francis Schortgen

The New Silk Roads at the Heart of the Power Struggle between China and the United States

Laurent Estachy

Session 1B: Mergers, Acquisitions, and the Chinese Enterprises

Crummer 108

Chair: William Wei

Acquiring and Bundling of Strategic Assets (SAs) in Developed Countries (DCs)

Juan Wu

How Corporate Governance Affect for Emerging-market Acquirers' Productivity Gains via Cross-border Mergers and Acquisitions: Evidence from Chinese Acquirers

Wenxin Guo

12:15 – 1:15 p.m.

12:15 – 1 p.m.

The Implications of the Chinese Light-Touch Model of Post-Merger Integration on Managerial Control: The Case of Internal Auditing

Jean-Yves Le Corre

Session 1C: The Rise of Chinese Multinational Enterprises (MNE)

Crummer 222

Chair: Mary Conway Dato-on

The Making of High Tech Chinese MNEs in the Space Sector: The Knowledge Component

Denise Tsang, University of Reading

The Chinese Diaspora as Imagined Community

Roland van Bommel

Corporate Social Responsibility of Chinese Multinational Enterprises on the African Continent: A Closer Look at Ghana and Zambia

Lawrence Mensah, Akwetey and Patricia, Mintah-Mensah

Lunch Break

Crummer Hall Lobby and SunTrust Auditorium

Lunctime Talk: Rollins and China

SunTrust Auditorium

Wenxian Zhang, Li Wei and Jie Yu

Tuesday, October 1, 2019 (continued)

1:15 – 2:45 p.m.

Session 2A: China's Belt-and-Road Initiative

Crummer 107

Chair: Daniel Rottig

Belt and Road Initiative: Geostrategy or Geoeconomics

Deepraj Mukherjee

China's Belt-and-Road Initiative and the Port of Trieste, Italy

Jim Johnson

Political Risk on the Belt and Road

David Morris

Session 2B: Chinese Media, Culture and Soft Power

Crummer 108

Chair: Li Wei

Exploring the Rise of Cultural Industries in China: Selective Industrial Policies and economic Performances towards a Knowledge-Intensive Economy

Lorenzo Compagnucci,
Francesca Spigarelli, Mattia Tassinari,
Marco Rodolfo Di Tommaso

Prioritizing Publics with the Most Political Public Relations Impact: An Investigation of US-China Trade War and Social Media Discussion

Ruonan Zhang, and Nicky Chang Bi

Framing the China's Belt and Road Initiative: A Media Analysis

Salman Bahoo, and Ilan Alon

Session 2C: Stakeholder Relationship Management and Sustainable Development

Crummer 222

Chair: Marc Sardy

Relationship Characteristics Influence on Stakeholder Relationship Management: A Case of Chinese Mining Organizations in Southern Africa

Kudakwashe Chodokufa
and Lynette Louw

How EOB Governance Mechanism to Promotes Sustained Growth

Li-Chung Chang, Tachia Chin, Quan Chen, Rui-Qiu Ou, Jing-An Wang

The International Exposure of Blue Economy in China - The Emerging Case of Qingdao

Gianluca Sampaolo,
Francesca Spigarelli, Dominique Lepore

2:45 – 3 p.m.

Coffee Break

Crummer Hall lobby

3 - 4:30 p.m.

Session 3A: Chinese Outward Direct Investment

Crummer 107

Chair: Xiaohua Yang

Does China's Outward Direct Investment Improve the Institutional Quality of the Belt and Road Countries?

Chunyang Pan, William Wei, Etayankara Muralidharan, Jia Liao, and Bernadette Andreosso

Dyadic Political Relations and Chinese Outward Direct Investment

Antonia Hmaidi

The Impact of BRI on China's OFDI in Europe

Mingchun Cao, Ilan Alon, Salman Bahoo

Session 3B: Finance, Trade and Geopolitical Perspectives of China Goes Global

Crummer 108

Chair: James Hoadley

The Effectiveness of Import Tariff of Shrimp from China: Considering Exchange Rate and Domestic Demand

Chu Chu and Marc Sardy

The Important Role of Leadership in "China Goes Global" Initiatives: Mr. Jin Lijun and the Asian Infrastructure Investment Bank (AIIB)

Stephen Thomas and Ji Chen

4:45 - 5:45 pm

6 - 8:30 p.m.

Session 3C: Should the United States Severely Restrict Huawei's Business?

SunTrust Auditorium, Crummer Hall

Faculty Moderator: Eric Smaw

Winter Park Boat Tour

312 E. Morse Blvd., Winter Park, FL 32789

Optional, weather permitting

Gala Dinner

The Alford Inn

300 E. New England Avenue

Winter Park, FL 32789

Best Paper Awards

Wenxian Zhang,

China goes Global

2019 Conference Chair

Music Performance

Ann Yao

Keynote Speech: US-China Trade Conflict and Its Implications for China Research

Shaomin Li, Eminent Scholar and Professor of International Business, Old Dominion University, Virginia

Closing Remarks

Ilan Alon, President of the Chinese Globalization Association



detailed program & abstracts

Tuesday, October 1, 2019

Session 1A

US-China Relations and the Political Economy of Chinese Globalization

The International Political Economy of US-Chinese Strategic Interactions

Thomas D. Lairson

This paper examines the effects on US-China strategic interaction of the global system of deep interdependence, with a focus on competition relating to 5G and Artificial Intelligence (AI). Contrary to the incentives of deep interdependence, the US and China have engaged in a destabilizing pattern of strategic interaction. It provides a short narrative of post-2008 interactions, defines the nature of deep interdependence and impact on strategic interaction, considers the competitive issues involving development of AI and 5G, and the potential outcomes of conflict and competition. Findings include: the great value of deep interdependence, conflict focuses on US primacy and Chinese state capitalism, the distinctive competitive paths for 5G and AI, the resilience of the global system, and the likelihood of lose-lose consequences from the current path of strategic interaction. The results could poison US-China relations for a generation and permanently damage the global system.

Weaponizing Globalization: Chinese High-tech in the Crosshairs of Geopolitics - The Case of Huawei

Francis Schortgen

This paper assesses China's quest for global dominance in science and technology amid expanding Sino-U.S. great-power rivalry in geoeconomics and geopolitics. Against the backdrop of the "Made in China 2025" blueprint as well as Beijing's "Next Generation Artificial

Intelligence Development Plan" which aims to transform China into a global leader in Artificial Intelligence (AI) by 2030, the chapter traces the history of Huawei's market share expansion and highlights the future prospects and ambitions of Huawei's international forays. With China setting a course for domination of innovation- and technology-intensive industries, I discuss the nature and scope of U.S. efforts to contain Huawei's global ambitions and focus on whether this is the beginning of a high-tech Cold War. The chapter concludes with a brief assessment of the strategic ramifications for 21st century geoeconomics and geopolitics.

The New Roads at the Heart of the Power Struggle between China and the United States

Laurent Estachy

Fernand Braudel, the economic historian, gave a key for reading the power struggles occurring today between the United States and China. "Just as a country at the center of a world-economy can hardly be expected to give up its privileges at international level, how can one hope that the dominant groups who combine capital and state power, and who are assured of international support, will agree to play the game and hand over to someone else?" In other words, the ruling circles in the United States, the hegemonic power of today, want to keep their leadership, China, the rising and challenging power, would like to replace the USA as the hegemonic country: the trade war starting in 2018 should be analyzed in this context.

The paper will deal with the recent developments of this hegemonic struggle: within the American establishment, the Pentagon and the US Department of Commerce have regained control over "Wall Street" which has resulted in an updated version of the US military-industrial complex, with China replacing the USSR in a new "cold war". Complex strategies are developed on both sides, involving manufacturing, technology, trade, financial, diplomatic

and military issues. Referring to this geo-economic key for reading, a number of actions taken by the US government since 2018 aims in particular at checking China's mounting economic and financial power. For the United States, it is about challenging the development of China's influence in the world, in particular along the new maritime Silk Roads.

Session 1B

Mergers, Acquisitions, and the Chinese Enterprises

Acquiring and Bundling of Strategic Assets (SAs) in Developed Countries (DCs)

Juan Wu

Building on the resource-based view and the dynamic capability view of the firm, drawing on multiple cases of cross-border merger and acquisitions (CBMAs) by Chinese private owned enterprises (POEs), this paper explores their acquiring and bundling of strategic assets (SAs) in developed countries (DCs). It is a received view that Chinese multinational enterprises (CMNEs) use CBMAs to access strategic assets in DCs so as to address their latecomer disadvantages and competitive weaknesses. This paper aims to identify the target SAs by putting the concept in context with the initial asset profile of Chinese POEs and to investigate how they bundle the SAs with their initial assets to create synergies. The findings reveal that Chinese POEs possess country specific assets (CSAs) and firm specific assets (FSAs) and seek complementary strategic assets in the similar domain in order to become global brand firms, full range and total solution providers. The paper reveals "best practices" which cannot only help enterprises in DCs to get prepared for future competition from emerging economies (EMEs) but will also inspire companies from DCs as well as from EMEs to reach out for reasonable cooperation based on complementary resources.

How Corporate Governance Affect for Emerging-market Acquirers' Productivity Gains via Cross-border Mergers and Acquisitions: Evidence from Chinese Acquirers

Wenxin Guo

Corporate governance plays an important role in firm development especially in the context of emerging markets where their economy is constantly in transition and characterized with unique complexity. Therefore this chapter examines how emerging-market acquirer's heterogeneity in corporate governance may possibly affect acquirer's learning via cross-border M&As. Based on data of 578 cross-border M&As by 266 Chinese acquirers over 2000-2011, I find that: (1) Government ownership decreases the effect of cross-border M&As on subsequent domestic productivity as compared to non-government ownership, which indicates that state-owned enterprises are indeed less efficient in terms of learning; (2) Regarding management incentive mechanisms, top management team equity ownership enhances acquirer's domestic productivity via cross-border M&A activities, whereas pay does not. It implies that stock rewards are more efficient than cash rewards in incentivizing managers to align their interests with the firm and thus alleviating the agency problem. (3) Counterintuitively, chair's education degree negatively affects acquirer's learning via cross-border M&A activities. These findings suggest that existing literature needs to be enriched to incorporate the unique attributes of emerging-market corporate governance.

The Implications of the Chinese Light-Touch Model of Post-Merger Integration on Managerial Control: The Case of Internal Auditing

Jean-Yves Le Corre

Recent research has evidenced that control practices in the context of Chinese firms operating abroad can greatly differ from practices in Western companies. In particular, the 'Light Touch model' has gained recognition among

the academic community as an Integrative Framework of Integration Mode for Chinese International Acquisitions. This model sets out that Chinese companies focus on learning and absorptive capacity as key drivers of value-creation in the post-acquisition integration process. However, there is little documentation about the consequences of such approach on managerial control practice and in particular on the role and practice of internal audit in Chinese globalizing firms.

Our research analyses the implications of the 'Light Touch model' of pre and post-acquisition integration on the role and practices of internal auditing in Chinese firms. We examine potential gaps between the basic assumptions and international standard frameworks of Internal Auditing, and practices of post-integration mode in the context of overseas mergers and acquisitions in Chinese firms. We adopt a constructivist-based approach in order to examine the implications of the Light Touch model being and conduct a critical analysis of the current prevailing approach of Internal Auditing.

Our research suggests that, under the Light Touch model, internal auditing social role and processes are mainly driven by the following assumptions (1) a learning process (2) a tool for strategic decision-making (3) a protocol for communication.

This research will help understand emerging forms of managerial control practices in large Chinese and Western MNCs in the contemporary global business context.

Session 1C

The Rise of Chinese Multinational Enterprises (MNE)

The Making of High Tech Chinese MNEs in the Space Sector: The Knowledge Component

Denise Tsang

Chinese firms have made considerable progress in the space industry within recent decades. This article develops a conceptual model by synthesizing business process and knowledge management among professional employees to understand technological accumulation and the emergence of China across the space industry. The findings in this article suggest that technology and innovation is linked to cultural mechanisms. The importance of signature processes of autonomy (which correspond to the Confucian notion of good and moral life) means that in addition to challenging and autonomous work, firms need to foster a strong family culture that employees can identify with, that can be nurtured, grown and prospered.

The Chinese Diaspora as Imagined Community

Roland van Bommel

The purpose of this conceptual paper is to provide a framework identifying the unique administrative heritage and comparative institutional advantage of Chinese MNEs (CMNEs). A cross-disciplinary approach is taken to characterize the formal and informal institutional context impacting CMNEs. The Chinese diaspora as imagined community gives CMNEs a unique informal institutional advantage, reducing cultural distance when CMNEs globalize and demonstrating spatial homogeneity. The paper enhances the understanding of how Chinese informal institutions impact management practices of CMNEs, specifically the supra national character of Chinese networks as imagined communities.

Corporate Social Responsibility of Chinese Multinational Enterprises on the African Continent: A Closer Look at Ghana and Zambia

Lawrence Mensah, Akwetey and Patricia, Mintah-Mensah

The purpose of this paper is to critically examine how Chinese Multi National Enterprises implement Corporate Social Responsibility on the African continent, and how African countries view some of these gestures from these Chinese multinational enterprises.

The methodology approach included a quick survey of a small selection of some respondents and how their views of Chinese CSR in respect to FDI, Trade, Technology and Business outflows as well as CSR and Environmental issues into Africa. Secondary data was also used in the discussions.

The findings include how major African countries, Ghana and Zambia, who have received a considerable amount of Chinese CSR and other investment outflows into their respective countries view these gestures. The results of the correlation tests on Chinese CSR and their relationships with FDI, Trade, Technology and Business outflows as well as CSR and Environmental issues into the African continent were inconclusive due to the rather small number of respondents used in the surveys.

The practical implications relate to the role currently played by China. Chinese CSR, as well as Sino-African trade and investment, give more hope of a future African economic development far more than what the European and other Western countries currently offer.

The other side of the coin is whether these Chinese CSR and investment outflows are implemented with the ethical standards that they deserve. Some Chinese investors and CSR companies have been criticized for their unethical approaches in some of their operations on the African continent.

Session 2A

China's Belt and Road Initiative

China's Belt-and-Road Initiative and the Port of Trieste, Italy

Jim Johnson

Purpose: We examine Trieste's position as a maritime gateway to eastern and central Europe, why it was selected as a European partner for the BRI, and the implications for Italy's western allies.

Design/methodology/approach: We review the development of the BRI, its importance to China's economic growth, and the search for European gateways; we examine the historical role of Trieste as a major port in previous centuries, and its unique current position as a free port; we assess the advantages and disadvantages of the BRI for Italy, and specifically for Trieste and the surrounding region. **Findings:** The agreement with the Port of Trieste is a diplomatic and public relations coup for the Chinese government and stands to benefit both China and Italy. **Research limitation/implication.** The use of country-level data might not be appropriate when comparing cities and ports. **Practical Implications:** The current agreement includes no financial terms or contractual obligations; the outcomes are still uncertain.

Political Risk on the Belt and Road

David Morris

China's program for inter-regional economic connectivity, the Belt and Road Initiative (BRI), will develop new trade routes and production chains linking developing world economies with the Chinese market, making a unique contribution to global economic development. At the same time, problems with debt servicing, corruption and a range of other political risks have emerged in some BRI partner countries and with some projects, which have encouraged

an increasingly negative commentary, particularly since the shift of the United States rhetoric since 2017 characterizing China as a strategic competitor.

Whether the benefits of the BRI projects will be evenly shared or will accrue disproportionately to China will be an important area for future study. It is clear that the BRI raises a range of risks and that these are distributed between China and its partners. For China, the BRI can be understood as a giant risk mitigation strategy to support its economic restructuring and development of Western China, by deploying surplus capital and construction capabilities to diversify global supply chains and markets. As many of the BRI partner countries are high risk locations for investment and infrastructure development, China and its partners are also taking on significant risks.

There is a need for more empirical study of Chinese initiatives, finance and investment in diverse international business environments. This discussion of political risk for Chinese businesses and their partners in the developing world reviews the recent discussions of three broad categories of risk factors: geopolitical, country-level and project-level.

Session 2B

Chinese Media, Culture and Soft Power

Exploring the Rise of Cultural Industries in China: Selective Industrial Policies and economic Performances towards a Knowledge-Intensive Economy

Lorenzo Compagnucci, Francesca Spigarelli, Mattia Tassinari, Marco Rodolfo Di Tommaso

Purpose: this exploratory study analyses the increasing role of Chinese cultural industries in the country's political agenda and new normal economic growth model. Firstly, the paper aims to trace an overview of selective policies

enacted by the Chinese government to promote CIs. Secondly, by comparing manufacturing sectors and cultural industries, the study seeks to investigate the degree of consistency between policy actions and cultural industries' performances, and to shed light on the general orientation of the Chinese political and economic system.

Design/methodology/approach: the paper is based on a desk research, including scientific papers and grey literature. Then, recent trends in cultural industries are analyzed and compared with manufacturing sectors by applying an Economic Performance Index (EPI). The Index measures the economic performance of manufacturing industries.

Findings: several Chinese "traditional" manufacturing sectors - characterized by low levels of creativity and innovation - are progressively losing their position in the national economy, while cultural industries are increasing their strategic role in promoting economic development. Therefore, the paper reveals a consistency between national policy actions and the performances of the cultural industries, highlighting the general orientation of the Chinese political and economic system towards a knowledge-intensive economic development.

Prioritizing Publics with the Most Political Public Relations Impact: An Investigation of U.S. - China Trade War and Social Media Discussion

Ruonan Zhang, and Nicky Chang Bi

This study examines the US-China trade war issue through the lens of Situation Theory of Problem Solving (STOPS). Using Chinese national survey data (N = 935), this study assesses the relationships among Chinese people's problem recognition, involvement recognition, perceived constraint, online and offline communicative actions, and their attitude towards China's strong stand on the trade war issue. The results revealed that participants' problem

recognition positively predicted their online and offline communicative actions, while their involvement recognition, contrary to the previous findings, negatively influenced their communicative actions. Participants' online information selection, online information acquisition, and information transmission were found negatively predicting their attitude towards China's stand. This study advances STOPS theory by adding online communicative actions into the examination. Practical implications on government crisis communication and political communication distribution were also discussed.

Framing the China's Belt and Road Initiative: A Media Analysis

Salman Bahoo, and Ilan Alon

The purpose of the article is to conduct a media analysis of China's Belt and Road Initiative (BRI) by apply framing theory of media communication. Using qualitative analysis approach through NVivo, we examined total 100 articles from world top business media outlets (newspaper and magazine); The Wall Street Journal (68 articles), and The Economist (32 articles), from January 2012 to March 2019. We identify three main frames: (1) the BRI overview and economics; (2) the BRI and Geopolitics, the frame 2 has four sub-frames; (i) Geopolitics: BRI and United States of America, (ii) Geopolitics: BRI and Europe, (iii) Geopolitics: BRI and Africa, (iv) Geopolitics: BRI and Asia; and third main frame is (3) the BRI and world security and order. We conducted headlines tone analysis (positive or negative) and found that both media outlets are neutral regarding the reporting on BRI. We present a synthesis of issues related to BRI and policy recommendations. The methods and the findings have implications for international business scholars related to BRI and Chinese policymakers and think-tanks to consider the latest and practical issues or concerns of the critical stakeholders about BRI.

Belt and Road Initiative: Geostrategy or Geoeconomics?

Deepraj Mukherjee

One Belt One Road (OBOR) is a six-corridor trade initiative led primarily by China that would connect China through Asia to Europe, including Africa. The impressive rise of China as a major economic and political power indicates a multipolar world where trade initiatives are not primarily driven by the traditional West. Indeed, the opening up economies around the world and striking growth rate of emerging markets such as India, South Africa imply that international business and trade among these countries are bound to happen. Whether OBOR is China's grand strategy or is it a geopolitical trade route that will truly allow regional integration dynamics, promote equality, and will elevate it to be considered as the contemporary version of the ancient silk route? These are the pertinent questions and should instigate enough interest among the academicians in the next few years. The paper uses international trade theory to highlight how businesses would be benefited if the initiative becomes successful in bringing the countries under one trade network. It particularly stresses the importance of how this proposed model of economic integration can alleviate the regional inequality that currently exists. The paper further adds a cautionary note and draw the attention of the readers to the geopolitical anxieties and skepticisms that are currently directed towards this initiative.

Session 2C

Stakeholder Relationship Management and Sustainable Development

Relationship Characteristics Influence on Stakeholder Relationship Management: A Case of Chinese Mining Organizations in Southern Africa

Kudakwashe Chodokufa, and Lynette Louw

Purpose: in the past decade the Chinese government

has increased its foreign direct investment in Africa and also in Zimbabwe, leading to the formation of various joint ventures between the Zimbabwean government and Chinese organizations within the mining industry. In addition, research and media reports have pointed out problems in the way that Chinese mining organizations in Zimbabwe are managing stakeholder relationships. Given that stakeholder relationships can either enhance or impede the value created by an organization, there is a need to understand how Chinese mining organizations manage multiple stakeholder relationships. The aim of this paper is to understand and explain how stakeholder relationship characteristics influence how stakeholder relationships are managed by the Chinese mining organization. Approach: An empirical qualitative study of 13 semi-structured in-depth interviews were conducted with three stakeholder groups of a Chinese mining organization, namely employees, government and the community. Across the stakeholder groups, participants described 36 critical incidents which helped in understanding how stakeholder relationships are built by the Chinese managers. Findings: the content analysis revealed that the positive and negative relationship characteristics resulted in negative or positive stakeholder relationship management by the Chinese managers towards the three stakeholder groups. Implications: It is important that managers understand the prominent characteristics of stakeholder relationships which trust are, commitment, shared values, transparency, stakeholder network influences and the involvement of stakeholders in organizational activities. All these characteristics have an influence on how organizations manage their stakeholder relationships and need to be incorporated in stakeholder theory. It is imperative that managers utilize this knowledge to manage stakeholder relationships effectively to create value for the organization and its multiple stakeholders.

How EOB Governance Mechanism to Promotes Sustained Growth

Li-Chung Chang, Tachia Chin, Quan Chen, Rui-Qiu Ou, Jing-An Wang

The current corporate governance mechanism via private- and shareholder-ownership has found its limits. The aim of this research is to explore a dynamic governance pattern of employee-owned business adopting the narrative inquiry approach. The findings show that there are five governance stages: peach, whip, sifter, rope and position promotion. We concluded a 'windmill pattern' via the stages to sustainable generate organizational power. This study illustrates and explains how the pattern is becoming an important part of the business environment in an emerging market and why Huawei can attract so many talents to join mutual ownership carrier. This study contributes to advancing the understanding of the corporate governance pattern from private (family), or shareholder (manager) to the employee.

The International Exposure of Blue Economy in China - The Emerging Case of Qingdao

Francesca Spigarelli, Gianluca Sampalo, Dominique Lepore

Purpose: The research aims to shed light on the Chinese Blue Economy through a Quadruple Helix model conceptualized as a driver boosting the foreign exposure of the country.

Methodology: Through an exploratory research, the conceptual model suggested is applied to the city of Qingdao, a leading city included in the Blue Economic Zone of Shandong.

Findings: The city of Qingdao reveals to be built on a Triple Helix model where the government holds a leading role in driving the development of academia, as in the case of the Blue Silicon Valley, and of businesses as in Qingdao West Coast New Area. A system of clusters and industrial parks

is also identified as leveraging on business and academia connections. Contrary, structures to enhance awareness or direct involvement of civil society weren't directly identified in the Chinese city under investigation, even if future projects are expected.

Session 3A

Chinese Outward Direct Investment and the Belt & Road Initiative

Does China's Outward Direct Investment Improve the Institutional Quality of the Belt and Road Countries?

Chunyang Pan, William Wei, Etayankara Muralidharan, Jia Liao, and Bernadette Andreosso

This article investigates the effects of China's outward direct investment (ODI) on the institutional quality of the Belt and Road (B&R) countries. We use a panel data set of 64 B&R countries during the period 2003 to 2016 and employ the fixed effects model and the difference GMM estimator (i.e. Arellano-Bond estimator) to test the institutional effects of China's ODI on B&R countries both in the long run and in the short run. Our findings suggest that China's ODI improves the institutional quality of B&R countries both in the short and long run. Further, although China's ODI exerts no differential impacts on host country institutional dimensions of "Control of Corruption", "Government Effectiveness" and "Political Stability" in countries with different natural resource endowments, it improves their institutional dimensions of "Regulatory Quality" and "Rule of Law", implying that China's ODI may help the host B&R countries minimize the "resource curse". The article contributes to the existing scholarship on the institutional

effects of China's ODI and sheds light on the policy design for the B&R initiative. For B&R countries, being receptive to China's ODI facilitates institutional development in their own economies.

Dyadic Political Relations and Chinese Outward Direct Investment

Antonia Hmaid

Chinese Outward Direct Investment (ODI) has gotten increasing attention in recent years. While many scholars argue that some investment is politically motivated, there is very little empirical work investigating the nature and extent of the political motivation. This paper in a first step builds up a novel, dyadic political relations index, using publicly-available sources like similarity in UN General Assembly Voting, Dalai Lama visits and recognition of Taiwan, as well as a machine-coded events dataset.

In a second step, it uses a panel model to find out whether the political relations score correlates with Chinese Outward Direct Investment to a country, controlling for standard variables. We find that good political ties are associated with significantly more Chinese ODI, a result that is robust to changes in model specifications. Contrary to our expectation, however, we do not find more of an effect for developing countries, nor do we find less of an effect for resource-rich economies.

The Impact of BRI on China's OFDI in Europe

Mingchun Cao, Ilan Alon, Salman Bahoo

Purpose- The Belt and Road Initiative (BRI) facing a major challenge from the considerable diversity of the constituent countries. By adopting FDI motivation theory of Dunning's (1993), this paper tends to examine the impact of BRI on the motivations of China's OFDI in European countries specific, with the moderating effect of political risk.

Samples – European countries include, EU members, Schengen members, countries in '16+1' framework, called 'CEEC-China' (comprising 11 CEE countries, five Western Balkan countries)

Research questions- (1) What are the China's OFDI motivations in European countries and how does political risk moderate these motivations under the context of pre- and post-BRI? (2) What are the differences of impact between BRI countries and non-BRI countries? (3) What are the differences of impact between Western and Northern Europe countries (Developed Economies) and 'CEE-16' Countries (Transit Economies)?

Methodology- The paper employs econometric technique combines a difference-in-differences estimator with matching techniques. With the data of pre-BRI (2009-2013) and post-BRI (2014-2017), the authors compare and analyze the differences between whole European countries, Western and Northern Europe countries (WNE), 'CEE-16' countries, BRI countries and non-BRI countries. In view of the variations in data availability in the different parts of analysis, we provide both descriptive statistics and econometric analyses of the impact of BRI on China's OFDI.

Findings – We find, (1) BRI accelerates OFDI in general, diminishes resource-seeking motivation and improve market-seeking motivation in Europe, (2) The focus of China's OFDI is shifting from natural resources to high technology- (strategic-asset) and consumption-oriented sectors, (3) Political risk and corruption plays significant moderating effect, countries with higher political risk and corruption, instead of diminishing FDI inflow, China's OFDI improved, if the countries are BRI members.

Originality/value – (1) This paper adopts quantitative methodology to conduct an empirical research, different from most of past researches which are focusing on conception or using qualitative methodology to study

BRI, (2) This is the first paper analyze the impact of BRI on the motivations of China's OFDI in European countries with empirical data, (3) Political risk as moderating factor enhance the understanding of the impact of BRI strategy, which is also a pioneer in this research field.

Session 3B

Finance, Trade and Geopolitical Perspectives of China Goes Global

The Important Role of Leadership in “China Goes Global” Initiatives: Mr. Jin Lijun and the Asian Infrastructure Investment Bank (AIIB)

Stephen Thomas, and Ji Chen

In our paper we show that Mr. Jin Lijun had the Chinese government support, the necessary Chinese and international financial executive experience, and the leadership abilities needed to initiate and to oversee the successful development of China's ambitious Multilateral Development Bank (MDB), the Asian Infrastructure Investment Bank (AIIB), from 2014 until today. We will show that Mr. Jin has used his executive leadership experience in the Chinese Ministry of Finance, in China's huge sovereign wealth fund (the China Investment Corporation or CIC), and in multilateral development banks such as the World Bank and the Asian Development Bank, to successfully manage the AIIB's initiation and development. The AIIB today has 97 members and USD 100 billion of capital to invest in needed infrastructure projects in Asia. The AIIB has so far made 40 loans, totaling about USD 8 billion in 18 Asian and connected countries. Mr. Jin's leadership experience has also given him the skills and contacts to overcome the

challenges and problems, such as corruption, that face infrastructure projects and development lenders. In three short years, from 2014 to 2017, due to the growing success of its investment projects, the AIIB has earned the highest possible rating (Aaa) from the three major bank rating agencies. Based on its excellent rating, the AIIB in 2019 successfully attracted international investors to buy USD 2.5 billion of 5 years bonds, to be used for more infrastructure development lending. We conclude that the AIIB, under Mr. Jin’s skillful leadership, will continue successfully to invest in Asian infrastructure projects, despite continued challenges and problems.

The Effectiveness of Import Tariff of Shrimp from China: Considering Exchange Rate and Domestic Demand
Chu Chu and Marc Sardy

There is much discussion about dumping and anti-dumping countermeasures such as trade tariffs on items assumed to be dumped into US Markets. We examine the claims of dumping in the seafood market, specifically Shrimp products. We compare periods of high imports with connection to the movement of currency exchange rates. We find much of the claims of dumping fall around periods of weak RMB vs dollar exchange rates rather than strong RMB dollar exchange. Furthermore, we see the trade tariffs do not seem to impact the imports significantly.

Session 3C

Rollins Debate Team

Faculty Moderator: Eric Smaw

Should the United States Severely Restrict Huawei’s Business?

In May 2019 the Trump administration took several steps aimed at limiting the business activities of Huawei because of national security concerns. The president issued an executive order banning the sale of Huawei products in the United States, expanding restrictions that were first applied to federal government agencies. Furthermore, the Commerce Department placed Huawei on its “Entities List,” banning American firms from supplying products and services to Huawei. Four days later, the Commerce Department issued a “Temporary General License” (TGL) allowing firms to provide support for previously concluded business. The TGL is set to expire on August 19. These steps represent not only a major adjustment in American treatment of Huawei and potentially American policy toward China, but also how the world should manage the increasingly fraught technology-national security nexus.

This event features a formal debate on the question, “Should the United States severely restrict Huawei’s business?” Dr. Eric Smaw of Rollins College will moderate the debate as well as the subsequent follow-up discussion with the participants and audience about the pros and cons of specific actions toward Huawei and the implications for US-China relations, American foreign policy, and the shape of the global economy.

chair and panel presentation guidelines

Panel Meetings

We are asking panel Chairs to coordinate a discussion or a time to meet with presenters prior to their panel. We also ask Chairs and Presenters to arrive in their presentation rooms 15 minutes before their panel session begins to test equipment, etc.

Panel Session Guidelines

The time allocated for each panel session is 90 minutes:

- a. The Chair will take roughly 2-3 minutes to open the session, introduce the Presenters, and set the context for the discussion.
- b. Each Presenter will take no longer than 15 minutes to present their material. If any presenter would like to use PowerPoint slides, we ask that he or she use no more than 6 content slides (+ 1 for title and authors' reference). Please bring your presentation with you on a flash drive and upload to the conference computer in the assigned room ahead of your presentation time. Based on the number of papers presented in each session, the Chair might contact directly all presenters to adjust the time of presentation and number of power point slides.
- c. Following the presentations, the Chair will open the discussion to the audience, giving the floor to Discussant first. Each presenter will act as discussant of the previous paper (the last paper will be discussed by the first presenter). Discussant may decide to make a one-slider (ppt) with constructive but critical questions.

The Chair will monitor the time taken by Presenters as well as audience members. The Chair will conclude the session with a 5 minute wrap-up.

A timekeeper will also be assigned to each room to let speakers know when they have 5 minutes left, 1 minute and when they are out of time. (The timekeeper will also monitor time for audience questions and comments.)

Panel Materials

Chairs as well as Presenters should review the abstracts and papers for their session ahead of the conference meeting time. We hope that Chairs and Presenters will be able, where possible, to draw comparisons or discuss similar findings in the related papers.

Equipment

Note: It will not be possible for presenters to use their own laptops during their session so please load any materials to the conference computers prior to the start of your session.

There will be one computer in each conference room that is synched to a projector. Please put your slides on a USB drive. We ask that Presenters do not use live internet connections due to the number of speakers and sessions.

Role of Chair

The Chair has responsibility for moderating the session and ensuring that the discussion is lively, informative and stays on time. We ask that Chairs:

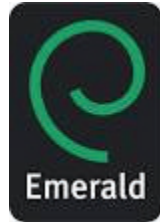
1. Ask presenters for their papers or abstracts for their session prior to the conference;
2. Meet with their Presenters prior to the start of their session;
3. Ensure that all PPT slides for the session are uploaded on the conference computer, and Be actively involved in the discussion.

Role of Presenters

As previously mentioned in the Panel Session Guidelines (b.), presenters should plan their presentations to stay within the allotted time of 15 minutes. We ask that they not read their papers but instead focus on learnings and conclusions that encourage discussion. If a Presenter would like to use slides, we ask that he or she limit the number of content slides to 6, using the rule of thumb that it takes roughly 2 minutes to present each slide.

international journal of emerging markets

The **International Journal of Emerging Markets (IJoEM)** publishes high quality research focusing on issues related to business in emerging markets from multidisciplinary (economics, finance, marketing, and management) and multinational geographic perspectives.



The journal considers rigorous theoretical and empirical research, qualitative and quantitative, and review articles, such as meta-analysis. The International Journal of Emerging Markets especially encourages comparative studies of emerging markets or studies comparing the emerging markets with the developed markets, and seeks theories explaining the contextual differences.

The journal welcomes papers on:

- International business and strategy
- Emerging markets multinationals
- Consumer behaviour
- Organizational behaviour
- Marketing and entrepreneurship
- International trade, finance and investment
- Area studies and theories of emerging markets
- Ethics, corporate social responsibility and sustainability
- Policy and comparative and international political economy

The journal is indexed and abstracted in:

ABI/INFORM (Complete, Global, Professional Advanced , Professional Standard - ProQuest), Academic Search

Alumni Edition (EBSCO), Academic Search Complete (EBSCO), Asian-Pacific Economic Literature, Business Source Complete (EBSCO), Cabell's Directory of Publishing Opportunities in Management & Marketing, Electronic Collections Online, INSPEC, Index Copernicus, International Bibliography of Social Sciences, Professional ProQuest Central, ProQuest Central ReadCube Discover, Social Sciences Citation Index SSCI (Clarivate Analytics), Zetoc (British Library)

Ranked by:

AIDEA Journal Rating (Italy), Association of Business Schools (ABS) Academic Journal Quality Guide, Australian Business Deans Council (ABDC) Journal Quality List, Australian Research Council (ERA) Journal List, Qualis (Brazil), Chartered Association of Business Schools (CABS, UK) Academic Journal Guide, Norwegian Social Science Data Services, Polish Scholarly Bibliography (PBN), Publication Forum (Finland), Scopus.

<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ijoem>



U.S. News &
World Report

**"BEST
COLLEGES"**
2020

Rollins
EST. 1885

Making Tomorrow Happen
rollins.edu



Ranked No. 1
AMONG BUSINESS SCHOOLS
IN FLORIDA
BY FORBES MAGAZINE

4 Unique Degrees, **1 Clear Choice**

EARLY ADVANTAGE MBA • PROFESSIONAL MBA • EXECUTIVE MBA • DOCTORAL PROGRAM

Crummer | Rollins

crummer.rollins.edu

13TH CHINA GOES GLOBAL acknowledgements

COUNTRY OF ORIGIN OF conference participants

The conference organizers would like to thank the following for their invaluable assistance:

Jen Atwell (Rollins College)
 Giselda Beaudin (Rollins College)
 Jennifer Cavanaugh (Rollins College)
 Lilin Chen (Rollins College)
 Julia Chrencik (Rollins College)
 Mary Conway Dato-on (Rollins College)
 Joy Ding (Rollins College)
 Fawn Gao (Rollins College)
 Juan Gonzalez (Rollins College)
 Laura Hadley (The Alford Inn)
 James Hoadley (Georgia Tech)
 James Johnson (Rollins College)
 Megan Joyner (Rollins College)
 Lorrie Kyle (Rollins College)
 Nichole Li (Rollins College)
 Darla Moore (Rollins College)
 Gina DiNapoli (The Alford Inn)
 Deborah Prosser (Rollins College)
 Doug Shell (Rollins College)
 Elinor Steele (Tupperware Brands)
 Kimberly Strickland (Tupperware Brands)
 Jean Zhang (Rollins College)

The Chinese Globalization Association also gratefully acknowledges the strong supports from

the C. K. & Soo Yong Huang Fund for Chinese Studies, Olin Library, and the Center for Global Initiatives at Rollins College.

We apologize in advance for any editing errors or typos. For more information, please see:

www.chinagoesglobal.org

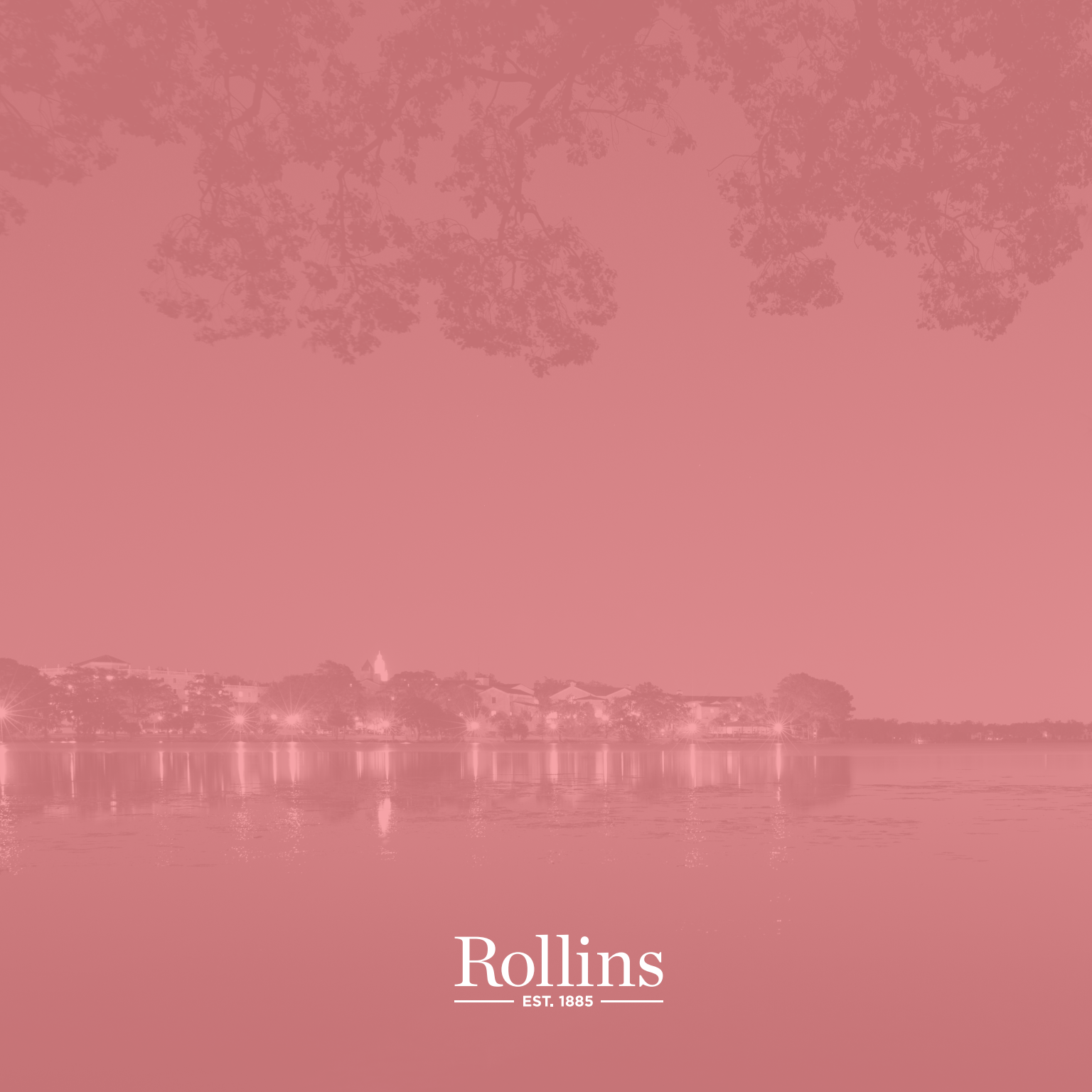
United States of America	29
People's Republic of China	24
Italy	4
Canada	2
France	2
Germany	2
Poland	1
Switzerland	2
United Kingdom	2
Belgium	2
Ghana	1
Hungary	1
New Zealand	1
Norway	1
South Africa	1

13TH CHINA GOES GLOBAL

conference participants

Lawrence Akwetey	London School of Commerce	UK
Ilan Alon	Agder University	Norway
Salman Bahoo	University of Udine	Italy
Dexter Boniface	Rollins College	USA
Mingchun Cao	Kozminski University	Poland
Li-Chung Chang	University of Electric Science & Technology of China	China
Bo Chen	Emlyon Shanghai	China
Junsong Chen	Emlyon Shanghai	China
Kudakwashe Chodokufa	University of South Africa	South Africa
Chu Chu	University of Florida	USA
Lorenzo Compagnucci	University of Macerata	Italy
Mary Conway Dato-on	Rollins College	USA
Laurent Estachy	Kedge Business School	France
Jing Fang	Emlyon Shanghai	China
Nini Feng	Emlyon Shanghai	China
Marc Fetscherin	Rollins College	USA
Yudit Greenberg	Rollins College	USA
Mike Gunter	Rollins College	USA
Wenxin Guo	University of North Georgia	USA
Serina Haddad	Rollins College	USA
Yang He	Emlyon Shanghai	China
Antonia Hmaldi	University of Duisburg-Essen	Germany
James Hoadley	Georgia Tech	USA
Jiantao Jiang	Emlyon Shanghai	China
Jian Jin	Emlyon Shanghai	China
Jim Johnson	Rollins College	USA
Raghabendra KC	Rollins College	USA
Thomas Lairson	Rollins College	USA
Christoph Lattemann	Jacobs University	Germany
Jean-Yves Le Corre	Xi'an Jiaotong-Liverpool University	China
Shaomin Li	Old Dominion University	USA
Yiyi Lian	Emlyon Shanghai	China
Yunyi Lin	Emlyon Shanghai	China
Dong Liu	Georgia Tech	USA
Jifang Liu	Emlyon Shanghai	China
Jingjing Liu	Emlyon Shanghai	China
Jianxi Lyu	Emlyon Shanghai	China
John McIntyre	Georgia Tech	USA

Patricia Mensah	Kwame Nkrumah University of Science & Technology	Ghana
Robert Moore	Rollins College	USA
David Morris	Corvinus University of Budapest	Hungary
Deepraj Mukherjee	Kent State University	USA
Sherll Namingit	Rollins College	USA
Yuwen Pan	Emlyon Shanghai	China
Guoxin Qian	Emlyon Shanghai	China
Xiaoyin Qu	Emlyon Shanghai	China
Donald Rogers	Rollins College	USA
Daniel Rottig	Florida Gulf Coast University	USA
Gianluca Sampaolo	University of Macerata	Italy
Darby Sanchez	University of Antwerp	Belgium
Marc Sardy	Rollins College	USA
Francis Schortgen	University of Mount Union	USA
Eric Smaw	Rollins College	USA
Francesca Spigarelli	University of Macerata	Italy
Anton Stadelmann	MakingScienceNews Ltd	Switzerland
Weimen Tang	Emlyon Shanghai	China
Stephen Thomas	University of Colorado Denver	USA
Denise Tsang	University of Reading	UK
Roland van Bommel	University of Canterbury	New Zealand
Ilan Vertinsky	University of British Columbia	Canada
William Wang	Emlyon Business School	France
Li Wei	Rollins College	USA
William Wei	MacEwan University	Canada
Chuanjuan Wu	Emlyon Shanghai	China
Jiawei Wu	Emlyon Shanghai	China
Juan Wu	University of Fribourg	Switzerland
Molly Wu	Emlyon Shanghai	China
Yi Wu	Emlyon Shanghai	China
Wendy Yang	Emlyon Shanghai	China
Xiaohua Yang	University of San Francisco	USA
Jie Yu	Rollins College	USA
Wentao Yu	Emlyon Shanghai	China
Ruonan Zhang	Rollins College	USA
Wenxian Zhang	Rollins College	USA
Xiaoming Zhang	Emlyon Shanghai	China



Rollins
EST. 1885