



## Scientific and Organizing Committee

### Scientific Committee

- Omar Halli, President, University Ibn Zohr Agadir, Morocco
- Abdelaziz Bendou, Director of ENCG, University Ibn Zohr Agadir, Morocco
- Ahmed Chakir, ENCG, University Ibn Zohr Agadir, Morocco
- Allal Achaba, ENCG, University Ibn Zohr Agadir, Morocco
- Bachir Sif Elislam Lakhdar, University Cadi Ayyad, Marrakesh, Morocco
- Belkacem Aamamou, University Mohammed Premier, Oujda, Morocco
- Bouchra Radi, ENCG, University Ibn Zohr Agadir, Morocco
- Fatima El Kandoussi, ENCG, University Ibn Zohr Agadir, Morocco
- Hicham Hamri, Vice Director of ENCG, University Ibn Zohr Agadir, Morocco
- Khadija Angade, ENCG, University Ibn Zohr Agadir, Morocco
- Lahsen Oubdi, ENCG, University Ibn Zohr Agadir, Morocco
- Mohammed Nabil Benchekroun, Director of ENCG, University Hassan II Mohammedia, Casablanca, Morocco
- Mouloud El Hafidi, Director of ENCG, University Sidi Mohamed Ben Abdellah, Fès, Morocco
- Gerard Cliquet, IGR-IAE, Université de Rennes 1, France
- Rajiv Dant, Price College of Business, University of Oklahoma, USA
- Thomas Ehrmann, University of Muenster, Germany
- Manuel Gonzalez Diaz, University of Oviedo, Spain
- Marko Grünhagen, Eastern Illinois University, School of Business, USA
- Claude Ménard, Centre d'Economie de la Sorbonne, Université de Paris, France
- George Hendrikse, RSM, Erasmus University Rotterdam, The Netherlands
- Josef Windsperger, Department of Management, University of Vienna, Austria

### Organizing Committee

- Josef Windsperger, University of Vienna, Austria (Organizing Chair)
- Lahsen Oubdi, Laboratoire de Recherche en Entrepreneuriat, Finance et Audit (LAREFA), Ecole Nationale de Commerce et de Gestion, University Ibn Zohr, Agadir
- Abdelaziz Bendou, Director of ENCG, University Ibn Zohr Agadir
- Kamal Loux, Responsible of Communication, ENCG, University Ibn Zohr, Agadir
- Habiba Moussadak, ENCG, University Ibn Zohr, Agadir
- Fatima Bouchri, ENCG, University Ibn Zohr, Agadir
- Ouafa Barakat, ENCG, University Ibn Zohr, Agadir

# Program

**Thursday: November 21, 2013 (in ENCG)**

**Registration in Robinson Hotel: 13.00 – 20.00**

**Registration in ENCG: 14.00 – 18.00**

**14.30: Bus transfer from Robinson to ENCG (Ecole National de Commerce et de Gestion), University Ibn Zohr (10 minutes) (<http://www.encg-agadir.ac.ma/>)**

**15.30 to 16.00: Welcome**

Prof. Bendou Abdelaziz, Director of ENCG, University Ibn Zohr

Prof. Omar Halli, President of the University Ibn Zohr

Prof. Lahsen Oubdi (co-chair), Member of Laboratory LAREFA, University Ibn Zohr

Prof. Josef Windsperger, University of Vienna

**16.00 to 16.45 – Plenary Session**

KEYNOTE SPEAKER

Anna Grandori

Professor of Organization Theory and President of CROMA, Bocconi University, Milan

*Interfirm Networks: Toward a Configurational View*

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**16.45 to 17.15: Break**

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**Parallel Sessions (17.15 – 19.00) – in ENCG**

**17.15 to 19.00 – Session 1: Franchising**

Session Chair: Marko Grünhagen

Michael Dobbs, David Boggs, Marko Grünhagen, Laura Lucia Palacios, Richard Flight:

The Influence of Franchising Percentages and Age on Franchisor Mortality Rates: Evidence from the US Automotive Products & Service Sector

Rajiv Dant, Brinja Meiseberg:

A Cross-National Comparison of the Role of Habit in Linkages between Customer Satisfaction and Firm Reputation and their Effects on Firm-Level Outcomes in Franchising

**17.15 to 19.00 – Session 1: Cooperatives**

Session Chair: George Hendrikse

Susana Lopez Bayon, Vanesa Solis Rodriguez, Manuel Gonzalez Diaz:

Influence of Public and Private Ordering on Product Quality: Empirical Evidence from the Wine Market

Petri Ollila, Jerker Nilsson, Sebastian Hess:

Member Behavior within Internationalized Agricultural Cooperatives

Sukhpal Singh:

Producer Companies as New Generation Co-operatives in India: Lessons from Case Studies

**17.15 to 19.00 – Session 1: Strategic Alliances**

Session Chair: Elodie Gardet

Veronique Favre-Bonté, Elodie Gardet, Catherine Thevenard-Puthod:

Inter-organizational Network Configurations and Type of Innovation: An Application to Winter Sports Resorts

Kerstin Pezoldt, A. Koval, A. Grigoryeva, A. Michaelis:

The Internationalization Process of Small and Medium-Sized Firms: A Network-based Analysis of German and Russian RFID Producers

Huu Le Nguyen, Sören Kock, Joakim Wincent:

Why Successful Partners Fail: How Functional TMT Compositions Effect Role Tensions in International Joint Ventures: A Theoretical Analysis

**17.15 to 19.00 – Session 1: Special Workshop in Cooperation with ENCG (in FRENCH)**

Session Chair: Fatima El Kandoussi, ENCG

Moumna Saadaoui, Soumiya Mekkaoui:

Knowledge Management et Performance de Developpement des Nouveaux Produits: Etat de l'Art

Fatima Zohra Sossi Alaoui, Mohamed Oumlal, Omar Ouhejou:

Knowledge Management et Gouvernance IT – Cas de Poste Maroc

El Hassan Megder:

Système d'Information et de Connaissances et Pratiques Collaboratives dans les Réseaux Logistiques

Ibtissam Bahmane, Malika Souaf:

Communautés Economique Régionales en Afrique

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**19.00: Bus transfer from ENCG to Robinson Hotel**

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**19.15 – 20.15 Reception**

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**Friday: November 22, 2013 (Robinson)**

**Registration in Robinson: 9.00 – 12.00 and 15.00 – 17.00**

**9.00 to 10.45 – Session 2: Franchising (Business Center Sale 1)**

Session Chair: Mohd Amy Azhar Mohd Harif

Benjamin Lawrence, Rozenn Perrigot:

The Influence of Organizational Form and Customer Type on Customer Satisfaction: Insights from TripAdvisor Ratings

Mohd Amy Azhar Mohd Harif, Chee Hee Hoe, Othman Bin Chin:

Exogenous Factors Dictate the Quality of Relationship between Franchisee and Franchisor: A Malaysian Franchising Experience

Brinja Meiseberg:

Social Capital and Start-up Performance: The Role of Customer Capital

**9.00 to 10.45 – Session 2: Cooperatives (Business Center Sale 5)**

Session Chair: Claude Ménard

Wendong Deng, George Hendrikse:

Social Capital and Incentives in the Provision of Product Quality by Cooperatives

Mei Chen, Ye Su, Michael Cook:

Hybrid Governance Structure in Assuring Milk Quality: A Mixed Method Approach Informing a Chinese Dairy Supply Chain

Guenter Schamel, Francisco Javier Santos-Arteaga:

Coordinating for Quality and Organization: A Theoretical Model and Empirical Findings

**9.00 to 10.45 – Session 2: Strategic Alliances (Café Maure)**

Session Chair: Huu Le Nguyen

Huu Le Nguyen, Jorma Larimo:

Conflict Resolution Process in International Joint Ventures: A Theatre Metaphor Approach

Elodie Gardet, Romain Gandia:

The Influence of Conflict Type on Resolution Mechanisms in Innovation Networks

Günther Kainz:

The Mechanism of Trust in Monetary Exchanges

José Sánchez, Maria Vélez, Maria Ángeles Ramon:

Building Trust between Partners through Performance Measurement Systems

**8.30 to 10.15 – Session 2: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)**

Session Chair: Lahsen Oubdi, ENCG

Lahsen Oubdi, Aicha Amrhar:

Rationnement du Cr dit en Situation d' Asym trie d' Information dans les PME de la Ville Agadir: R sultats d' une Enquete  
Hassan Bellihi, Majda El Agy:  
Le Risque d' Echec Entrepreneurial: Crise Individuelle Pr lude de Crise Collective  
Rachid Zammar, Noureddine Abdelbaki:  
L' Universit  Marocaine et la Probl matique de l' Entrepreneuriat Innovant  
Kaifa Berrah, Moussa Boukrif:  
La Probl matique de la Cr ation des Entreprises: Une Application sur les PME Alg riennes

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### ***10.45 to 11.15 Break***

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#### **11.15 to 13.00 – Session 3: Franchising (Caf  Maure)**

Session Chair: Claude M nard

George Hendrikse, Patrick Hippmann, Josef Windsperger:  
Trust, Transaction Costs and Contractual Completeness: The Case of Franchising  
Cintya Lanchimba, Josef Windsperger:  
Multi-unit Franchise System Performance: An Organizational Economics Analysis  
Brinja Meiseberg, Thomas Ehrmann  
Effects of Evolutionary Rules on Cooperative Tendencies in Franchising Networks

#### **11.15 to 13.00 – Session 3: Cooperatives (Business Center Sale 1)**

Session Chair: Sukhpal Singh

Zineb, Merouah, Abdelaziz Bendou, Allal Achaba:  
The Efficacy of Cooperative's Marketing Practices: Case of Saffron Cooperatives in Taliouine Morocco  
Svetlana Golovina, Sebastian Hess, Jerker Nilsson, Axel Wolz:  
Social Capital in Russian Agricultural Production Cooperatives  
Huang Zuhui:  
Farmer Cooperatives in China: Development and Diversification  
Jason Franken, Michael Cook:  
Governance and Performance of Multipurpose Cooperatives

#### **11.15 to 13.00 – Session 3: Strategic Alliances (Business Center Sale 5)**

Session Chair: Zafar Yaqub

Jamal Elbaz, Mohammed Binkour, Ilias Majdouline:  
Innovation and Entrepreneurship: An Empirical Study of Moroccan Firms  
Ricarda Bouncken, Boris Pl schke, Robin Pesch:  
Entrepreneurial Orientation in Supply Chain Partnerships – A Driving Force for New Product Development Performance  
Laila Ouhna, Soumiya Mekkaoui:  
The Effect of Relationship Satisfaction in Customer Loyalty: Case Study of Moroccan Agri-Food Industries  
Zelimir Petrovic:  
Exploring Decision Behavior of Small-business Owners/Managers in the Alliance Partner Selection: A Qualitative Case Study  
Muhammad Zafar Yaqub:  
The Antecedents of Business Relationship Life-Cycle in Strategic Alliances: An Extended Theoretical Model

#### **10.30 to 12.30 – Session 3: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)**

Session Chair: Khadija Angade, ENCG

Fatima Zohra Sossi Alaoui, Mohamed Oumlal, Omar Ouhejjou:  
Gouvernance et Intelligence Economique  
Ouafa Barakat, Abdelaziz Bendou:  
Role du Diagnostic Territorial Participatif dans la Prise de D cision pour le D veloppement Local – Cas de la Commune Rurale Sidi Ahmed ou Amer  
Mehdi Farajallah, G rard-R parte Retali:  
D terminants de l' Adoption des Services d' Aide au Maintien   Domicile: Une Evidence Empirique.  
L' exemple de SIGAAL  
Omar Ouhejjou, Fatima Zohra Sossi Alaoui:

Les Poles de Compétitivité à l'Ere de l'Economie de la Connaissance: une Nouvelle Perspective de  
Developpement Economique au Maroc  
Mustapha Bachiri:  
Le Role de Réseaux de Firmes dans la Dynamique de Décomposition Internationale des Processus de  
Production (DIPP): Cas de l'Industrie Automobile au Maroc

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**13.00 to 14.30 Lunch**

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**14.30 to 16.15 – Session 4: Franchising (Restaurant Sale 5)**

Session Chair: Lorelle Frazer

Jenny Buchan, Lorelle Frazer:

The Effect of Franchisor Failure on Franchisees: A Review of the Literature

Maryse Brand, Evelien Croonen, Roger Leenders:

Franchise Networking; a Blessing or a Curse? A Study on Local Knowledge Acquisition and Performance

Carolina Ramirez-Garcia, Maria Vélez-Elorza, M. Concepción Alvarez-Dardet:

Diagnostic and Interactive Use of Management Control Systems in Franchisor Risk Perceptions Management

Iir Hajdini, Helge Klapper, Paulus Rommer:

Determinants of Franchisor Performance: The Moderating Role of Control

**14.30 to 16.15 – Session 4: Cooperatives (Business Center Sale 1)**

Session Chair: Jos Bijman

Karin Hakelius:

Corporate Governance and Performance of Swedish Cooperatives: Board Structure and Mode of Working

Qiao Liang, Zuhui Huang, Xinxin Wang:

Social Capital in Chinese Farmer Cooperatives: Function and Influencing Factors

Jasper Grashuis, Michael Cook:

Genesis and Growth of Amul: Life Cycle Lessons for Kenyan Dairy Cooperatives

Maryline Filippi:

New Cooperative Organizational Models: Can Owner-Members still Exercise control over their Cooperatives?

**14.30 to 16.15 – Session 4a: Strategic Alliances (Business Center Sale 5)**

Session Chair: Anna Grandori

Josef Windsperger, Tugba Gurcaylilar-Yenidogan, Alp Yenidogan:

An Extended Transaction Cost Model of Contractual Completeness: Evidence from the Turkish Tourism Industry

Karl Morasch:

Cooperation and Competition in Markets with Network Externalities or Learning Curves

Claude Ménard, Gézia Damergy:

Hybrids within Hybrids: A Challenging Organizational Arrangement in the Airline Industry

Tugba Gurcaylilar-Yenidogan:

Performance-enhancing Effect of Eased Negotiations through Relational Governance

**14.30 to 16.15 – Session 4b: Strategic Alliances (Café Maure)**

Session Chair: Andreas Gissel

Andreas Gissel, Daniela Tanhua, Kent Gourdin, Lorenz Fehling:

Virtual Project Management: Challenges of Team Collaboration in an International Project Network Environment

E. Popov, Sergey Kulpin:

Economic Institutions of the Internet

Jasmin John, Achim Seisreiner:

Leadership in a Virtualized Business World: Making the Impossible Possible?

Katarzyna Bilinska-Reformat, Beata Reformat:

New Models of E-Commerce on Group Buying Example

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## **16.15 to 16.45 Break**

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### **16.45 to 18.30 – Session 5: Franchising (Business Center Sale 5)**

Session Chair: Evelien Croonen

Pierre Fenies, Samuel Lagrange, Frédéric Gautier:

A Decisional Modelling for Network Franchise Management: Application on French Networks

Laura Lucia-Palacios, Marko Grünhagen, Victoria Bordonaba-Juste, Yolanda Polo-Redondo:

Internet-based Technologies Adoption and Performance: An Analysis of Mediating Factors in the Franchise Sector

Cary Di Lernia, Andrew Terry:

Beyond Main Street: Franchising Strategies for Indigenous Business Development

### **16.45 to 18.30 – Session 5: Cooperatives (Business Center Sale 1)**

Session Chair: Jerker Nilsson

Chrysa Morfi, Petri Ollila, Jerker Nilsson, Li Feng, Yves Surry, Konstantinos Karantininis:

Switching Behavior of Finnish Farmers: Key Elements of Commitment and Loyalty

Juan Carlos Pérez-Mesa, Cynthia Giagnocavo, Emilio Galdeano-Gómez:

Co-opetition Networks and Added-Value in Agrifood Cooperatives: An Analysis of Stakeholder Relationships and Export Capabilities within the Supply Chain

Michael Boland, Michael Cook:

The Irish Dairy Industry and Evolution of Glanbia

Jason Franken, Michael Cook:

Informing Measurement of Cooperative Performance

### **16.45 to 18.30 – Session 5a: Strategic Alliances (Restaurant Sale 5)**

Session Chair: Tobias Schmitz

Si Mohamed Bouaziz, Abdelhak Aourik:

Transparency and Disclosure of Information in Strategic Alliances

Tobias Schmitz, Bastian Schweiger, Jost Daft:

Dependence & Lock-in Effects in Interorganizational Relationships – Empirical Evidence of a Logistics Outsourcing Relationship

Nico Grove, Bernd Holznagel, Arnold Picot, Joachim Sedlmeir:

Safeguarding the Openness of the Internet: Legal & Economic Considerations towards a Draft Framework for Network Neutrality in Europe

Thierry Pénard, Mourad Zeroukhi:

Open Source Software Subsidies and Network Compatibility in a Mixed Duopoly

### **16.45 to 18.30 – Session 5b: Strategic Alliances (Café Maure)**

Session Chair: Anne Berthinier-Poncet

Anne Berthinier-Poncet:

Cluster Governance and Institutional Dynamics: A Comparative Analysis of French Regional Clusters of Innovation

Latifa Daadaoui:

Governance for Collective Innovation: the French Cluster Initiative (pole de compétitivité) for the New Bio-based Activities

Christina Cappenberg:

Cluster Promotion as an Instrument of National Economic Policy: Fundamental Legitimation of Policy Measures

Véronique Bossard-Préchoux:

Can Top-down Cluster Policies Give Birth to Collective Players? The Emergence of a French Competitiveness Cluster

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**20.00 – CONFERENCE DINNER - Robinson**

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**Saturday: November 23, 2013**

**8.45 to 10.30 – Session 6: Franchising (Business Center Sale 5)**

Session Chair: Gérard Cliquet

Claude Negre, Saloua Bennaghmouch:

Entry Modes for Franchise Expansion: The Case of Morocco

Nina Gorovaia:

Determinants of Contract Duration in Franchising: Combining Transaction Cost, Resource-based and Relational Governance Perspectives

Odile Chanut, Magali Chauday, Muriel Fadaïro, Frédéric Perdreau

The Dynamics of Contractual Design: Determinants of Contract Duration in Franchising Networks

Josef Windsperger, Magali Chauday, Muriel Fadaïro:

Allocation of Control in Networks: The Case of Franchising

**8.45 to 10.30 – Session 6: Cooperatives (Business Center Sale 1)**

Session Chair: Dietmar Rössl

Ye Su, Michael Cook:

Advances in Agricultural Cooperative Research Since 2007: A Review of Chinese Agricultural Economics Literature

Maria Sylvia Macchione Saes, Vivian-Lara Silva, Rubens Nunes, Tamara Maria Gomes:

Partnerships, Learning and Adaptation: The Case of Tomé-Acu Mixed Agricultural Cooperative (CAMTA)

Changing Member Loyalty in Producer Cooperatives

Wengdong Deng, George Hendrikse:

Product Diversification of Cooperatives and Corporations: Evidence from the Netherlands

**8.45 to 10.30 – Session 6: Strategic Alliances (Restaurant Sale 5)**

Session Chair: Zelimir Petrovic

Nouha Taifi:

Network-based Organizations in the Extended Enterprise Era: The Case of After-Sales Services Network Configuration and IT-Acceptance

Stefanie Dorn, Bastian Schwaiger, Sascha Albers:

Friends, Foes, or Both? A Systematic Review of Coopetition Research

Muhamed Kudic, Toralf Pusch:

Exploring Hidden Network Patterns in Evolving Innovation Networks: Empirical Evidence from the German Laser Industry

J. Ariza-Montes, N. Muniz, H. Molina:

Scientific Publications in Universities: A Social Network Analysis Approach on Research Interaction

**8.45 to 10.30 – Session 6: Special Workshop in Cooperation with ENCG (Café Maure)**

Session Chair: Angela Akorsu

Said Hammami:

Intellectual Property Rights and Economic Growth: Evidence from Cross-Country Data of Developing Countries

Khalid Chafik, Ahmed El Abbassi:

The Decision to Invest in Information Systems: Case of Adopting ERP in the Moroccan Public Largest Companies

Zdzislas Puslecki:

The Growing Interdependence between International Business and National Economies

Houda Sassi:

Regulation, Economic Freedom and Efficiency in Selected MENA Banks

Angela Akorsu:

Labour Standards Application along Value Chains in Ghana: Reality Check and Policy Option

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**10.30 to 10.45 Break**

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**10.45 to 11.30 – Plenary Session (Business Center Sale 5)**

KEYNOTE SPEAKER

Sanjeev Goyal

Professor of Economics, University of Cambridge, UK

*Network Formation: Theory and Experiments*

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**11.30 to 11.45 Break**

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**11.45 to 13.15 – Session 7: Franchising (Café Maure)**

Session Chair: Hussain Dildar

Romain Weigel:

Targeting Emerging Markets: A Reexamination of the Emergence Concept to Develop Alternative International Strategies

Sukhpal Singh:

Agribusiness Franchising in India: Performance, Potential and Strategy

G rard Cliquet, Ekaterina Voropanova:

E-commerce and Encroachment: Evidence from French Franchise Networks

**11.45 to 13.15 – Session 7: Cooperatives (Business Center Sale 1)**

Session Chair: Guenter Schamel

David O'Brien, Michael Cook:

Lessons Learned in the Process of Measuring Household and Cooperative Linkages in an East African Development Project

Constantine Iliopoulos, Michael Cook:

Property Rights Constraints in Producer-owned Firms: Solutions as Prerequisites for Successful Collective Entrepreneurship

Sigismundo Bialoskorki Neto, Fabio Ribas Chaddad:

Agroindustrial Cooperative Networks in Brazil: Comparing Organizational Strategies

**11.45 to 13.30 – Session 7: Strategic Alliances (Business Center Sale 5)**

Session Chair: Christian Brockman

Tugba Gurcaylilar-Yenidogan, Josef Windsperger:

Complementarity between Formal and Relational Governance Mechanisms in Interorganizational Networks: Combining Resource-based and Relational Governance Perspectives

Jochen Lengers, Rajiv Dant, Brinja Meiseberg:

Conflict Dynamics in Interfirm Relationships – An Exploratory Analysis of the Importance of Governance Mechanisms

Lukas Schoenenberger, Andrea Schenker-Wicki, Mathias Beck:

Analyzing a Terror Network from a Systems Thinking Perspective

**11.45 to 13.30 – Session 7: Special Workshop in Cooperation with ENCG (in FRENCH) (Restaurant Sale 5)**

Session Chair: Christina Keinert-Kisin

Par Boukrif Moussa, Mohamed Madoui:

Le Partenariat FMN – PME et le Choc des deux Modes de Managements: Cas de Danone et un PME Algerienne “Djurdjura”

Nour-Eddine Soussi, Soumiya Mekkaoui:

La Confiance et le Management des Connaissances: Role de la Confiance dans le Partage des Connaissances Hadoussa Slim, Fekih Bouthaina:

La Coevolution des TI et de l'Organisation Hoteliere en Tunisie – Cas de Sept Hotels de la R gion Nabeul – Hammamet

Amina Tourabi:

Contribution   la Description du Comportement d' Innovation dans les Organisations: Cas des PME en Industrie Agroalimentaire

Christina Keinert-Kisin:

***13.15 to 14.30 Lunch***

**14.30 to 16.00 – Session 8: Franchising (Business Center Sale 1)**

Session Chair: Hussain Dildar

Ilan Alon, Michèle Boulanger, Melih Madanoglu:

Are Parents to Blame: Predicting Franchising Failure

Yohanan Stryjan: Social Franchising – The Missing Link

Guy Basset, Rozenn Perrigot:

The Impact of the European Legislation on Franchising: A Focus on Know-how, E-commerce and Resale Prices

Michele Griessmair, Dildar Hussain, Josef Windsperger

The Impact of Trust on Ownership Strategy: The Case of Multi-unit Franchising

**14.30 to 16.00 – Session 8: Cooperatives (Restaurant Sale 5)**

Session Chair: Karin Hakelius

Jos Bijman, Andrei Cechin, Stefano Pascucci:

From Governance Structure to Governance Mechanisms: Opening the Black Box of the Member-Cooperative Relationship

Anna Petruchenya:

Emergence of Cooperatives and Farmer Heterogeneity

Li Feng, Kostas Karantininis, Jerker Nilsson:

Co-specific Investment and Integration in the Agrifood Chain

**14.30 to 16.15 – Session 8a: Strategic Alliances (Business Center Sale 5)**

Session Chair: Sylvia Seas

Gabriela Feresin Jardim, Maria Sylvia Macchione Saes, Luiz Ferraz De Mesquita

Governance Structures and Innovation: A Case of the Brazilian Coffee Roasting & Grinding Industry

Henry Schaefer, Friedrich Voelker:

Socially Driven Stakeholder Networks of German Family-owned Companies as Enablers of Economic Success: A Theoretical and Empirical Study

Huu Nguyen, J. Larimo:

Liability of Origin and Acquisition Strategies of Emerging MNCs in Advanced Economies

Christian Brockmann, Horst Brezinski:

Contractual Joint Ventures for Megaprojects in Construction

**14.30 to 16.15 – Session 8b: Strategic Alliances (Café Maure)**

Session Chair: Ana Paula Queiroga

Ana Paula Queiroga:

The Role of Performance and Turbulence on Managers' Strategy at Hospitality Industry

Marijana Srećković:

Network Capabilities and Performance

Isabell Gull:

Management of Innovation Clusters – Preliminary Results of an Empirical Analysis

**16.15 – 16.45 – Plenary Session (Business Center Sale 5)**

**Publication Possibilities and Future Activities**

*If necessary, changes of the FINAL program will be published on:  
[http://emnet.univie.ac.at/emnet-2013/?no\\_cache=1](http://emnet.univie.ac.at/emnet-2013/?no_cache=1)*