

Small Firm Internationalisation and International Entrepreneurship



WIBF@Beykent

3rd International Business Conference

Incl. annual meeting



Conference Agenda

September 24 – 25, 2020

Thursday, September 24, 2020

Istanbul time
09.45

Login and Registration

Zoom Address, TbA

10.00 – 10.30

Welcome Speeches

Prof. Dr. Rainer Wehner, Head, WIBF Organization Committee, FHWS

Prof. Dr. Ali Murat Ferman, Rector of Beykent University

Prof. Dr. Robert Grebner, President of FHWS

Prof. Dr. Axel Bialek, Dean, Faculty of Economics and Business Administration, FHWS

Prof. Dr. Erdogan Taskin, Head, Department of International Trade and Finance, Beykent University

Prof. Dr. Emin Akcaoglu, WIBF Organization Committee, Beykent University

FHWS

University of Applied Sciences
Würzburg-Schweinfurt

Dr. Alfredo Jimenez, Associate Professor, Kedge Business School, Bordeaux, France

Title: "Bargaining Power, Political Institutions, and Legitimacy Perspectives in the Multinational-Government Relationship: Lessons and Research Opportunities for SMEs"

Abstract: Political risk can be defined as the probability of a government using its monopoly over legal coercion to refrain from fulfilling existing agreements with firms, in order to affect the redistribution of rents between the public and private sector. Either through direct measures such as nationalizations or expropriations, or more indirect ones such as forced renegotiations of previously agreed conditions, political risk can have a tremendous impact on foreign direct investments. Yet, some recent literature suggests that political risk not only constitutes a threat for Multinational Enterprises but can also be a source of opportunities. Over time, scholars have employed different frameworks to study this concept. In this presentation we will review the three main perspectives, namely the bargaining power approach, the political institutions approach, and the legitimacy approach. After reviewing their main postulates and criticisms, potential areas for complementarities and research opportunities will be discussed, with particular emphasis on the implications for SMEs.

Bio: Dr. Alfredo Jiménez has a Master's degree in Business Economics Research and a PhD in Business Management. He is currently Associate Professor at Kedge Business School in Bordeaux. Previously he was Associate Professor at the University of Burgos in Spain. His research interests are focused on the process and determinants of success in the internationalization strategy of firms. His current lines of research include the impact of institutional variables, political risk, cultural and psychic distance and corruption on foreign direct investments and entrepreneurship. He is also working on a research line devoted to virtual team and multi-cultural team management and dynamics. He has published several papers in international journals including the Journal of International Business Studies, Journal of World Business, Business and Society, International Business Review, Journal of Business Research Technological Forecasting and Social Change, Journal of International Management, Management International Review, and European Journal of International Management. He has also been a visiting scholar in different institutions in Norway, Germany, Australia, Singapore, Italy, Ecuador and Mexico, as well as participating in the X-Culture Project as a member of its Advisory Board and instructor. He is project reviewer for the Spanish Ministry of Economy and Competitiveness and for the Government of Ecuador and Poland.

Dr. Kim Warren, Strategy Writer, Owner/Director, Strategy Dynamics Ltd., UK

Title: "A Living Business Model – Your Digital Twin"

Abstract: Strategy-making and management has long been limited by a limited understanding of how an enterprise actually functions as a working system. Improved method and tools have now solved this problem, so it is now quite practical to build a working, quantified model of any enterprise or any important function or issue. Such a Living Business Model can be used as a "digital twin" to bench-test any new plan or initiative, and continually manage the enterprise.

Bio: Kim is an experienced strategy professional, teacher and publisher of online courses and teaching resources on business modelling – fast becoming a main-stream capability for executives, consultants and business students. After senior strategy roles in the petrochemicals, brewing, hotels and leisure industries, Kim joined the faculty at London Business School, to teach on MBA and Executive programs. Realising serious limitations with the strategy methods available, he developed the powerful strategy dynamics frameworks for designing and managing enterprise strategy. He went on to develop a practical and effective process for converting those frameworks into working, quantified models of any enterprise, function or challenge. Once a specialist skill, building these simulations is now easier, faster and more reliable than spreadsheet modelling. Kim's work on modelling business plans and issues over many years has spanned cases in most industries and regions of the world. The approach is now providing a reliable platform for building confidence and raising finance for early-stage ventures, as well as guiding week-to-week management of these fast-changing businesses. Kim is author of the prize-winning Competitive Strategy Dynamics (Wiley, 2002), a major strategy textbook Strategic Management Dynamics (Wiley, 2008), and summary e-book now widely used in MBA and executive teaching – Strategy Dynamics Essentials (Kindle, 2011). He is also co-founder of Strategy Dynamics Ltd, which publishes "serious games" and other dynamics-related learning material for management, and the user-friendly modelling application, Sysdea.

Keynotes → 2 Speakers (20 minutes each)

11.15 – 11.30

Coffee Break & Virtual Socializing

11.30 – 12.45

Plenary Session - I

Session Chair: Prof. Dr. Emin Akcaoglu

Paper 1 – "Sharing economy: users' motivations from the sustainable development perspective" by Olga Saginova, Plekhanov Russian University of Economics, Moscow, Russia; Zhanna Musatova, Plekhanov Russian University of Economics, Russia; Ekaterina Tsenina, Plekhanov Russian University of Economics, Moscow, Russia & Yuri Saginov, Plekhanov Russian University of Economics, Moscow, Russia
Presenter: Olga Saginova

Paper 2 – "Entrepreneurial Culture in India: A Comparison with the BRICS Economies" by Sunayana, Jamia Millia Islamia, India & Rakhshanda Parveen, Jamia Millia Islamia, India
Presenter: Rakhshanda Parveen

Paper 3 – "How Growth Intention Relate with Political Skill for Female Entrepreneurs in Turkey? An Implementation of Moderator Analysis" by Tuțku Tuncalı Yaman, Beykent University Istanbul, Turkey & Gülgönül Bozođlu Batı, Yalova University Yalova, Turkey
Presenter: Tuțku Tuncalı Yaman

Paper 4 – "The Effect of Digitalization on Food Purchasing Preferences: A Study on the Impact of the COVID-19 Pandemic" by Gökçe Öztürk, Yeni Yüzyıl University, Turkey & Burak Öçlü, Istanbul Kultur University, Turkey
Presenter: Burak Öçlü

Paper presentations → 4 Speakers (maximum 15 minutes each)

12.45 – 13.45

Lunch Break & Virtual Socializing

13.45 – 15.15

Plenary Session - II

Session Chair: Prof. Dr. Rainer Wehner

Paper 1 – "International Trade and Export Credit Insurance" by Banu Erkök, Türk Eximbank, Istanbul, Turkey

Paper 2 – "International New Ventures as Integrators" by Erik S. Rasmussen, University of Southern Denmark, Denmark

Paper 3 – "Too Much Culturally Aware? When Intercultural Reconciliation Fails in Business: The Case of IKEA in Saudi Arabia" by Jérôme Dumetz, Plekhanov University, Russia & Unicorn University, Czech Republic; Valentina Zanolini, Plekhanov University, Russia & Caitlin Morgan, University of Liverpool, United Kingdom
Presenter: Jérôme Dumetz

Paper 4 – “Deep Impact Lean Startups: Founders for Future start with deep impact!” by Harald Bolsinger, University of Applied Sciences Würzburg-Schweinfurt, Germany & Bernd Hanheiser, Impact 4 Entrepreneurship gGmbH, Germany
Presenter: Harald Bolsinger

Paper 5 – “Challenges facing Internationalization of SMEs in Oman – A Study on OECD Model” by Shouvik Sanyal, Dhofar University, Oman

Paper presentations → 5 Speakers (maximum 15 minutes each)

Friday, September 25, 2020

Istanbul time
09.45

Login and Registration

Zoom Address, TbA

10.00 – 12.00

Paper Presentation & Panel Meeting on SME Internationalization

Paper

“Uluslararası Pazarlama Uygulamalarında Gerekli Beceri Düzeyleri” [“Skill Levels Required in International Marketing Applications”]

by **Prof. Dr. Erdoğan Taşkın**, Beykent University, Turkey

Panel Meeting

Prof. Dr. C. Coşkun Küçüközmen, Izmir University of Economics, Turkey (Moderator)

Seçil Kaynak, General Manager, Beydemir Sac Profil Sanayi ve Ticaret A.Ş. & Head of the Board of Directors, Kemalpaşa Industrialists & Businesspeople Association

Gürhan Güven, Chairman of the Executive Board & CEO, FERSAN Fermantasyon Ürünleri A.Ş.

Mutlu Can Günel, Member of the Executive Board, Batıçim Batı Anadolu Çimento Sanayii A.Ş.

Erçin Şahin, General Manager & Member of the Board of Directors, Erenli Kauçuk Sanayi A.Ş.

Prof. Dr. Erdoğan Taşkın, Beykent University, Turkey

Prof. Dr. Emin Akcaoglu, Beykent University, Turkey

Panel presentations → Paper Presenter (1) + 4 Speakers (Company Representatives) (maximum 15 minutes each)
The remaining time for discussion

This session will be undertaken in Turkish.

12.00 – 13.00

Lunch Break & Virtual Socializing

13.00 – 14.00

GASMERC Annual Meeting



Session Chair: Prof. Dr. Diedrich Bakker