



RICE
JONES GRADUATE
SCHOOL OF BUSINESS

Third Annual
**STRATEGY SYMPOSIUM ON
EMERGING MARKETS**
April 26 – 27, 2012

Thursday

April 26, 2012

2:00 - 2:10

Welcome

McNair Hall Classroom 212

BILL GLICK

Dean, Jones Graduate School of Business, Rice University

2:10 - 3:40

Paper Presentation

McNair Hall Classroom 212

Session I

Moderated by DOUG SCHULER, Rice University

PRITHWIRAJ (RAJ) CHOUDHURY

The Wharton School, University of Pennsylvania

*Firms as Catalyst of Within-Country Migration: Evidence from a
Randomized Intra-Firm Experiment in India*



PRASHANT KALE

Jones Graduate School of Business, Rice University

*Business Groups in Developing Capital Markets: Towards
Extinction of Endurance?*

3:40 - 4:10

Coffee Break / Student Center

4:10 - 5:40

Paper Presentation

McNair Hall Classroom 212

Session II

Moderated by DAVID SIRMON, Texas A&M University

MARJORIE LYLES

Kelley School of Business, Indiana University

*The Compensatory Relationship between Technological
Relatedness, Social Interaction, and Learning from an Alliance*



TONY TONG

Leeds School of Business, University of Colorado at Boulder

*Uncertainty, Patent Protection, and R&D Investment: Evidence
from Chinese Manufacturing Firms*

8:00 - 9:30

Paper Presentation

Session III

McNair Hall Classroom 212

Moderated by YAN ANTHEA ZHANG, Rice University

MICHAEL A. HITT

Mays Business School, Texas A&M University

Institutions and International Strategy: Effects of Institutional Polycentricity on Firm Strategies and Outcomes



RODRIGO CANALES

Yale School of Management, Yale University

A Sociological Analysis of Categorical Coherence or Consistency: Breach of Contract in Microfinance

9:30 - 10:00

Coffee Break

10:00 - 11:30

Paper Presentation

Session IV

McNair Hall Classroom 212

Moderated by BALAJI KOKA, Rice University

ARIE Y. LEWIN

Fuqua School of Business, Duke University

Theoretical and Empirical Foundation Underlying Strategies of Sourcing Innovation Offshore



HAIYANG LI

Jones Graduate School of Business, Rice University

The Role of Internationalization in the Product Innovation of Emerging Market Firms

11:30 - 12:30

Lunch / Anderson Family Commons

Friday / Afternoon

April 27, 2012

12:30 - 2:00

Paper Presentation
Session V

McNair Hall Classroom 212
Moderated by GERRY SANDERS, Rice University

CATHERINE DUGGAN

Harvard Business School, Harvard University
*Reputation Under Stress: Lies, Fraud, and Brands in
Institutionally-Inadequate Environments*



YANBO WANG

School of Management, Boston University
Does Fraud Pay in China?

2:00 - 2:30

Coffee Break

2:30 - 3:30

Editor Panel:
Publishing Emerging Markets Strategy Research in Top-Tier Journals

McNair Hall Classroom 212

BOB HOSKISSON

Associate Editor, Strategic Management Journal
Jones Graduate School of Business, Rice University

STEPHEN B. TALLMAN

Co-editor, Global Strategy Journal
Robins School of Business, University of Richmond

YAN ANTHEA ZHANG

Associate Editor, Academy of Management Journal
Consulting Editor, Management and Organization Review
Jones Graduate School of Business, Rice University

Moderated by DUANE WINDSOR, Rice University

3:30 - 3:40

Concluding Remarks

The Strategy and Environment faculty at the Jones Graduate School of Business would like to extend a heartfelt “thank you” to all of the speakers and participants of our Third Annual Strategy Symposium on Emerging Markets. In addition, we thank everyone at the Jones Graduate School of Business not only for their support in the creation of this Symposium, but for their ongoing enthusiasm and encouragement of our individual research endeavors.

As stated in our invitation, “the purpose of this symposium is to have active scholars from different schools share their research on some critical strategy issues related to emerging markets.” We hope this symposium serves to advance strategy research in this important area. As the organizers of this symposium, we welcome your feedback on the design and content of this event and appreciate your recommendations for future speakers. We encourage you to contact us at either kale@rice.edu (Prashant Kale) or haiyang@rice.edu (Haiyang Li).

2012 Speaker, Moderator, and Panel Contact Information	
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The Strategy and Environment group at the Jones Graduate School of Business includes the following faculty: Bob Hoskisson, Prashant Kale, Balaji Koka, Haiyang Li, Gerry Sanders, Doug Schuler, Duane Windsor, and Yan Anthea Zhang. The group has a strong interest and active research projects ongoing in the context of emerging markets. For more information, we encourage you to visit http://business.rice.edu/Strategy_Environment.aspx

