



CHAPTER
Middle East & North Africa

كلية محمد بن راشد
للإدارة الحكومية
MOHAMMED BIN RASHID
SCHOOL OF GOVERNMENT



Academy of International Business (AIB)

The Middle East and North Africa (MENA) Chapter

10th Annual Conference (Dubai, UAE)

Mohammed Bin Rashid School of Government, Dubai, UAE

Dates: 12 to 14 December 2022

Conference Program [ISSN 2220-4547 (online)]

“Equality, Diversity, Inclusion and Stakeholder Involvement in International Business in the Middle East”

The Academy of International Business MENA International Conference builds upon its 2021 conference theme of “Sustaining the Sustainable Agenda” Exploring Critical Multilayered Sustainable International Business Practices in the MENA Region”, by aiming to explore several significant and topical areas of “equality”, “diversity”, “inclusion” and “stakeholder involvement” in a MENA context.

Equality, Diversity and Inclusion (EDI) in an international business context is an evolving area. This topic has gained more traction as globalization has increased and spread across the world. Most literature on this topic has originated from developed country contexts, but this topic is also evolving from an emerging country context. It is under this backdrop that this topic within the Middle East, as a context needs to be examined, discussed and debated. The region is unique and rich to explore Equality, Diversity and Inclusion in an international business context for many reasons (see Budhwar and Pereira, 2022 forthcoming). These include historical and contemporary trends in international trade and investment in the regions, the diverse nature of the region’s population, traditional cultures and inclusive and tolerant societies. However, these reasons are not exhaustive, but indicative of why this region is important to study, research, discuss and debate the key topics of Equality, Diversity and Inclusion in an international business context.

Theoretically, we couch this discussion and debate on this topic on the stakeholder lens (Freeman, 2001). Put simply, we seek to see if there is evidence of stakeholder involvement by businesses

through equality, diversity, and inclusion. The recent Covid-19 pandemic has proven how several key stakeholders were significantly involved in keeping businesses afloat, including many examples from the Middle East (see Pereira, Temouri, and Vaz, 2022).

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AIB-MENA 2022 Conference Program



Program Online Version:

[ISSN 2220-4547 (online)]

Host Institution: Mohammed Bin Rashid School of Government, Dubai, UAE

Location of conference presentations: Convention Tower- 7th and 13th Floors, DTWC

GPS coordinates: <https://goo.gl/maps/kRwsy5moRx62>

Accessing Campus

When you come to Reception on the Ground Floor, Trade Centre Reception Staff will ask to see your **Emirates or National ID Card or Passport** so that they can allow you to access the Lift/Elevator area.

The Time zone of the program: Dubai Time (GMT+4/ Gulf Standard Time)

Speaker/Presenter Information:

Please prepare a 10-15-minute PowerPoint presentation; each presentation will have a 5-minute Q&A session. Please do not exceed this to allow time for questions and answers and for other presenters in the session.

More Updates & Announcements: <https://mena.aib.world/events/aib-mena-conference/>

Parking and Accessing the Convention Tower at MBRSG

Free Parking is available in the car parking area directly opposite MBRSG. Also next to this area, paid parking in the car parking 3 storey car park is also available (approximately 15 aed per hour).

Please see the Map (on the next page) for details:



The Mohammed Bin Rashid School of Government is located in the Convention Tower on the 7th and 13th Floors and is identified (by an X) in the following map provided by the Dubai World Trade Centre. Parking is across the street. Once parked you will need to walk over the overpass to get to MBRSG (Convention Tower).

Certificates

All Electronic certificates will be sent after the event. For further information:
mena@aib.msu.edu

Summary Schedule

Monday, 12th December 2022

- 8:00-10.00** **On-site Registration (Location: 13th Floor, Open Area)**
- 8:00-9.30** **[Online] JIBS Editor's views on MENA studies**
(Location: 13th Floor, Leadership Hall)
Panel members: Prof. Rosalie Tung (JIBS Editor-in-Chief), Professor of International Business, Ming and Stella Wong Chaired Professorship, Simon Fraser University; Alan Bird (JIBS Reviewing Editor), Sr Professor, Goa Institute of Management, Xufei Ma (JIBS Area Editor), Terry Gou Chair Professorship, Tsinghua University, China.
- 9.30-10.00** **Tea & Coffee Break (Location: 13th Floor, Open Area)**
- 10:00-10.45** **Opening Ceremony (Location: 13th Floor, Leadership Hall)**
Welcome: Dr. Immanuel A. Moonesar, President of AIBMENA
Keynote: Professor Arup Varma, Loyola University Chicago
Awards: AIBMENA Ghaf Tree and Windtower Award
- 10.45-12.15** **Parallel Sessions 1.1, 1.2, 1.3**
- 12.15–13.45** **Lunch (Location: 13th Floor, Open Area)**
- 13.45-15.15** **Parallel Sessions 2.1, 2.2**
- 15.15–16.00** **Tea & Coffee Break (Location: 13th Floor, Open Area)**
- 16.00-17.00** **AIB Fellow Panel (Location: 13th Floor, Leadership Hall)**
- 17.00 -18.30** **WAIB – Women in Academia – Fireside Chat (all are welcome)**
- We leave from MBRSG at 18.30 for dinner (a short walk away)**
- 19.00 - 21.00** **AIB-MENA Dinner**

Tuesday, 13th December 2022

9:30-10.30	Registration, Tea & Coffee
10.30-12.00	Parallel Sessions 3.1, 3.2, 3.3
12.00–13.30	Lunch (Location: 13th Floor, Open Area)
13.30-15.00	Parallel Sessions 4.1, 4.2, 4.3
15.00–15.30	Tea & Coffee Break (Location: 13th Floor, Open Area)
15.30-17.00	AIB-MENA General Meeting, Awards, and Closing Remarks

Detailed Schedule of Sessions

Monday, 12th December 2022

JIBS Editor's views on MENA studies (Hybrid online)

Presented by Rosalie L. Tung, Allan Bird & Xufei Ma

08:30-10.30

On-site Registration (Location: 13th Floor, Leadership Hall)

Welcome refreshments

Time: 8.00-9.30 (Location: Leadership Hall, 13th Floor)



Rosalie L. Tung

<https://beedie.sfu.ca/profiles/RosalieTung>

Simon Fraser University, Canada

Title: Editor in Chief

Area Scope: Holds overall responsibility for papers accepted for publication in the journal and oversees the strategic directions and new initiatives of the journal. Has primary responsibility for Perspectives and Point–Counterpoint papers



Allan Bird

<https://gim.ac.in/faculty/allan-bird>

Goa Institute of Management, India

Title: Reviewing Editor

Area Scope: The Reviewing Editor is responsible for conducting the first-stage screening of all submissions and performing desk rejects.



Xufei Ma

<https://www.sem.tsinghua.edu.cn/en/info/1217/7570.htm>

Tsinghua University, China

Editorial Area: Strategy and Policy in Emerging Economies; China/Asia

Area Scope: Manuscripts pertaining to global firms' strategy and management in emerging markets; emerging market firms' internationalization; and the interactions between global and emerging market firms in international business. Work focusing on different types of firms (e.g., business groups, SOEs, publicly listed firms, SMEs, and entrepreneurial firms etc.), industry clusters, and subnational issues in emerging economies, in particular China.

Open and Welcome (Location: 13th Floor, Leadership Hall)

Keynote talk: Professor Arup Varma on “*Research for the greater good: A recipe for all*”



Arup Varma is Distinguished University Research Professor and the Frank W Considine Chair in Applied Ethics at the Quinlan School of Business, Loyola University Chicago (USA). He holds a PhD from Rutgers University, New Jersey (USA), a PGDPM from XLRI, Jamshedpur, and a BSc (Hons) from St. Xavier's College, Calcutta. Professor Varma's research interests include performance appraisal, expatriate adjustment, and HRM issues in India. He has published over 100 articles in leading refereed journals such as the Academy of Management Journal, the Journal of Applied Psychology, and the Journal of International Management. He has also co-edited 7 books and authored 50+ book chapters.

He has won multiple teaching, research, and service awards, including the 2017 Alumnus Award for Academics from his alma mater, XLRI. In 2018, he spent 6 months at IIM Lucknow, on a Fulbright scholarship, studying performance management of expatriates.

Parallel Session 1.1

Session Title: Investment Decisions & Sustainability in International Business

Time: 10.45 – 12.15, **Location:** Knowledge Hall - 7th Floor, **Session Chair:** Faisal Ahmed

The Nexus between Outward FDI and Domestic Output in the GCC Economies

Authors: *Habib Ouni, Hela Miniaoui*

Host country risk and IJV stability: The influence of host country experience and age

Author: *Hamza Aib*

Challenges faced by the MENA region in GVC linkages: A Fuzzy-AHP Modelling Analysis

Author: *Pushkar Pushp, Faisal Ahmed*

Climate-related challenges in the GCC: A Fuzzy-AHP Modelling Approach

Author: *Faisal Ahmed*

Parallel Session 1.2

Session Title: SMEs and Internationalization

Time: 10.45 – 12.15, **Location:** Innovation Hall - 7th Floor, **Session Chair:** Abhishek Behl

External Barriers and Internal Capabilities: Measuring the Impact of Technological Entrepreneurship Indices on Innovation

Authors: *Malgorzata Stefania Lewandowska, Scott William Hegerty, Tomasz Golebiowski*

Entrepreneurs' religiousness as a control mechanism in reducing moral disengagement and unethical decision making: A Multi Country study

Author: *Saddam Khalid*

Absorptive capacity, service innovation and international Performance: Born global service firms perspective

Authors: *Abhishek Behl, Shampy Kamboj, Naman Sharma, Prashant Salwan, Meena Chavan, Vijay Pereira*

Parallel Session 1.3

Session Title: Feminist Critiques of Organizations and International Business

Time: 10.45 – 12.15, **Location:** Microsoft Policy Innovation Centre - 13th Floor, **Session Chair:**
Sadaf Khursid

Careers in MENA – stories of a few women’s careers (so far) in the Northern Emirates (United Arab Emirates)

Authors: Linzi Kemp, **Mohamed Abaker, Norita Ahmad, Sabir Haque, Michelle Jimenez**

Metaphor and symbolic meaning in organisational space; a study of working women in Ras Al Khaimah.

Authors: Linzi Kemp, **Fathia Elmenghawi**

Is there a Role of Male Support? Exploring Female Social Entrepreneurs’ Success in a Patriarchal Culture – Delhi, India

Author: Sadaf Khursid

Diversity, Equity, and Inclusion in the Middle East: Lessons from the West

Author: **Akanksha Jaiswal, Parth Patel**, Vijay Pereira, Arup Varma

Lunch

Time: 12.15pm – 13.45pm, **Location:** 13th Floor, Open Area

Parallel Session 2.1

Session Title: Education, Development and International Business

Time: 10.45 – 12.15, **Location:** Board Room 1, 13th Floor, **Session Chair:** Raihan Syed

The Partnership Strategies of MENA Region Business Schools

Author: Abdulrahman Chikhouni

Career Planning and Transition Issues: International Student-Athletes

Authors: Kenneth Kungu, Eric Kigen

Factors Impact Expatriates' Adoption and Adjustments to work in Saudi

Author: Mohammed Mohiya

Role of Entrepreneurship Development Initiatives in Boosting Internationalization and Sustainability of a Higher Education Institution: A Case Study in Oman

Authors: Raihan Taqui Syed, Muthla Al Busaidi

Determinants of Fintech Adoption in Morocco

Author: Abdulkader Aljandali

Parallel Session 2.2

Session Title: Sustainability & Institutions in IB

Time: 13.45 – 15.15, **Location:** Leadership Hall - 13th Floor, **Session Chair:** Yama Temouri

Renewable Energies, Economic Growth, and Logistics Performance: A Comparative Efficiency Analysis in the Gulf, Europe, and Latin American-Caribbean Regions

Authors: *Alexander Wollenberg, Aleksandr Myllari, Tatiana Myllari, Namwoon Kim, Ameya Sathya Kakade*

A Strategy for Sustainable Prosperity of the UAE

Author: *Chris Pitelis*

Socio-Economic Determinants of Mobile Money Adoption in the Middle East and North Africa

Authors: Dimitrios Reppas, Glenn Muschert

Small Open Economies, Tax Havens and Tourism: The Impact of the Panama Papers

Authors: *Zheng Cao, Chris Jones*, Yama Temouri

Tea & Coffee Break

Time: 15.15 – 16.00, **Location:** 13th Floor, Open Area

AIB Fellow Panel [Online]

Time: 16.00-17.00, **Location:** Leadership Hall, 13th Floor, **Session Chair:** Elizabeth Rose

Topic: “Where the field of IB might be headed.”

Panelists:

Peter J. Buckley, University of Leeds, UK

Saul Estrin, London School of Economics, UK

Maria Tereza Lemy Fleury, Fundação Getulio Vargas and the University of São Paulo, Brazil
(AIB President)

Klaus Meyer, Western University, Canada

Dana Minbaeva, Kings College London, UK (chair)

WAIB – Women in Academia – Fireside Chat

(all are welcome)

Time: 17.00-18.00, **Location:** Leadership Hall - 13th Floor, **Session Chair:** Racquel Warner

A panel of WAIB (Women in the Academy of International Business) female scholars offers a discussion of how female scholars navigate career issues, including, but not limited to: caretaking roles, family responsibilities, career track decisions (different streams and foci of academia, industry engagement, administration, teaching, and research), leadership decisions, navigating the political landscape at work, and evolving student expectations. This panel will allow senior, mid-career and junior faculty members to share their experience through story-telling. The event provides unique perspectives in discussing critical issues and events faced by women in the academic world. All participants will discuss a wide span of topics that have been critical in their career development. As the event involves discussions of issues that affect women at all levels of their careers, the event is expected to attract a large and wide audience.

AIB-MENA Dinner

Time: 19.00-21.00. We leave from MBRSG at 18.30 for dinner (*a short walk away*)

Venue: Ballaro, Conrad Hotel, P.O. Box 115143, Sheikh Zayed Road, Dubai

Detailed Schedule of Sessions

Tuesday, 13th December 2022

9.30-10.30 Registration, Tea & Coffee

Parallel Session 3.1

Session Title: *Internationalisation*

Time: 10.30 – 12.00, **Location:** Leadership Hall - 13th Floor, **Session Chair:** Arup Varma

The impact of institutional void on the internationalization of MNCs from MENA and Sub-Saharan Africa: The role of CSR and CPA

Authors: *Muhammad Saad Baloch, Nouhaila Ettalibi*

Make-in Oman: Panacea for import substitution, export augmentation, and Supply Chain Resilience

Author: *Hafiz Wasim Akram*

Invisible Inequalities of Diversity and Inclusion of Persons with a Disability (PWD) in Employment: A Multinational Study

Authors: *Vidya Sagar Athota, Stephen Treloar, Vijay Pereira*

Board Diversity And Firm Performance: The Role Of Ceo Personal Range.

Authors: Saneesh Edacherian, *Amit Karna, Klaus Uhlenbruck and Sunil Sharma*

Effects of Entrepreneurial and Market orientations on SCA: Role of Organizational Ambidexterity, and Industry 4.0 Readiness as Mediators in Emerging Market context

Authors: *Muhammad Mohiuddin, Slimane Ed-Dafali, Md. Samim Al Azad & Julfikar Ali*

Parallel Session 3.2

Session Title: SMEs, HRM and Internationalization

Time: 10.30 – 12.00, **Location:** Innovation Hall - 7th Floor, **Session Chair:** **Abdul-Nasser El-Kassar**

Product Innovation as a Response to COVID-19 by Small Firms: The Role of Pre-Crisis Capabilities and Early In-crisis Investments in Complementary Assets

Author: **Rakesh Basant**, Punyashlok Dwibedy

Coping with informal networks in human resource management in emerging markets

Authors: **Dorra Yahiaoui**, **Cuiling Jiang**, **Peter Stokes**, Vijay Pereira

Work-Life Balance and Turnover Intentions: The Role of Organizational Identification and Employee Loyalty

Authors: Abdul-Nasser El-Kassar, **Leila Messarra**, **Tonya Abi Antoun**

The Interactions of Business Environment, Generic Strategy, Operations Strategy, and Business Performance in the Lebanese Industries

Authors: **Manal Yunis**, **Ziad Ghazal**, Abdul-Nasser El-Kassar

Parallel Session 3.3

Session Title: Sustainability in the MENA Region

Time: 10.30 – 12.00, **Location:** Board Room 1-13th Floor, **Session Chair:** Melodena Stephens

Social embeddedness, green supply chain governance and MNC performance in emerging markets

Author: Saba Khalid

Environmental, Social, and Governance: Reflections on the Bottom Line

Author: Ricardo Archbold

How foreign-owned subsidiaries develop local network relationships through CSR

Author: Sven Dahms

Brands, countries and refugees: the role of soft power

Authors: Melodena Stephens, Sheikha Shamma Bint Sultan Bin Khalifa, Mouawiya AlAwad, Virginia Bodolica

Lunch

Time: 12.00 – 13.30, **Location:** 13th Floor, Open Area

& Coffee break: 13th Floor, Open Area

Parallel Session 4.1

Session Title: Feminist Critiques of Organizations and International Business

Time: 13.30 – 15.00, **Location:** Microsoft Policy Innovation Centre - 13th Floor, **Session Chair:**
Lotfi Hamzi

Digitisation as a Key to DEI/Proxy for Overcoming Barriers

Authors: Bronwyn Wood, Bettina L Bastian, Poh Yen Ng

Generation Y Females in the UAE: Proposing an Insight into this New Entrepreneurial Potential for Value Creation

Authors: Angela Hamouda, Bronwyn Wood, Louise Chalkley, Kate Johnston

Diversity and Inclusion Practices at Automotive Firms: Evidence from emerging markets

Authors: **Emil Velinov, Andreas Hilger**

Women's political participation: A comparative study of countries in the Gulf Arab states

Author: Lotfi Hamzi, Maryse Matta

Parallel Session 4.2

Session Title: Corporate Governance, Culture & Consumers

Time: 13.30 – 15.00, **Location:** Innovation Hall - 7th Floor, **Session Chair:** Amir Shoham

The effect of board gender diversity on environmental performance during COVID: the moderating effects of culture

Authors: Arathiga Sabaratnam, Sui Sui, Vik Singh

Psychological contract: universal or culturally bound concept? An empirical study from the Middle East

Authors: Smirti Kutaula, Alvina Gillani

Consumer Behaviour and Social Media Marketing: A Case Study Approach

Author: **Zeba Naseem**

The UAE's smoke-free policy: smoke-free by 2030?- An IB policy perspective

Authors: Irina Berezhnova Godchaux, Immanuel Azaad Moonesar

International board diversity the effect on working capital and risk

Authors: Amir Shoham, Ofra Bazel-Shoham, Matthew Imes, Shlomo Tarba, Zaheer Khan

Parallel Session 4.3

Session Title: Metaverse and Future Areas in IB Research

Time: 13.30 – 15.00, **Location:** Leadership Hall - 13th Floor, **Session Chair:** Melodena Stephens

This panel will introduce the participants to the topic of the metaverse. Each panelist will briefly present their area of interest to provoke a conversation. Through an interactive discussion and Q&A, the purpose of this session is to provoke conversations on teaching, research and awareness of the metaverse, its opportunities and challenges. The metaverse will contribute US\$ 8-13 trillion to the global economy by 2030. Yet there is ambiguity on the business models, the governance and the possible cultural shifts it will bring. IB academia lags in their knowledge and publishing output in this field though the COVID pandemic pushed the world to adopt some strategies in this direction. This topic is all the more important as Dubai has recently introduced the Metaverse Strategy.

Panel members: Professor Melodena Stephens, Professor Glenn Muschert, Dr. Yama Temouri

Tea & Coffee Break

Time: 15.00am – 15.30, **Location:** 13th Floor, Open Area

Session: AIB-MENA General Meeting and Closing Remarks

(Immanuel Azaad Moonesar, Yama Temouri, Melodena Stephens, Racquel Warner, Vijay Pereira, Sadaf Khurshid)

Time: 15.30 – 17.00, **Location:** Leadership Hall- 13th Floor

Best Paper Awards:

- Best Paper and two runner ups
- Best Impact in terms of Sustainability & Stakeholders

Wednesday, 14th December 2022

We have organized a trip to Dubai Frame (details: <https://www.dubaiframe.ae/en>). It offers impressive views of Old and New Dubai, while serving as a metaphorical bridge connecting the emirate's rich past with its magnificent present. Offering spectacular panoramic views across the city, Dubai Frame celebrates the story of Dubai from its early establishment to its ambitious plans for future development. Don't forget to ask Melodena and Immanuel about the Dubai Case study! Delegates can visit any time between 9am to 9pm on the 14th December 2022.

(Complimentary Tickets will be provided).



More Updates & Announcements: <https://mena.aib.world/events/aib-mena-conference/>

LinkedIn: <https://www.linkedin.com/company/academy-of-international-business-mena/>

See you next year at the [AIB2023](#) and [AIBMENA2022](#)

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