

## Leveraging India: Strategies for Global Competitiveness

Sydney, Australia | 11-12 April 2012

*sponsored by*

Emerging Market Internationalization Research Group (EMIRG),  
The University of Sydney Business School, University of Sydney  
&  
Institute of Global Management Studies (IGMS), Fox School of Business,  
Temple University

### CONFERENCE PROGRAM

Venue: The Foyer | New Law School Building (F10)  
Eastern Avenue | University of Sydney (Camperdown Campus)

#### Day 1

08:30 – 09:00 *Breakfast*

09:00 – 09:30 **Welcome & Opening Remarks**  
Sid Gray, Discipline of International Business, University of Sydney Business School  
Anton McLaclan, Director of International Development, University of Sydney

09:30 – 10:30 **Keynote Panel 1 | *Internationalization Strategies of Indian Firms***  
*Chair:* Vikas Kumar, Discipline of International Business, University of Sydney Business School  
Ravi Ramamurti, Northeastern University *and* Director, Center for Emerging Markets,  
Farok J. Contractor, Rutgers University

10:30 – 10:45 *Coffee Break*

10:45 – 12:15 **Paper Session 1 | *Competing through International Entrepreneurship***  
*Chair:* Chinmay Pattnaik, Discipline of International Business, University of Sydney Business School  
*Discussant:* Bo Nielsen, Copenhagen Business School

*In search of a prince: A start-up's quest for a strong tie with a prominent player*  
Shameen Prashantham, Nottingham University Business School China, China  
Suresh Bhagavatula, Indian Institute of Management Bangalore, India  
K. Kumar, Indian Institute of Management Bangalore, India

*The effects of entrepreneurial orientation and customer orientation on the survival and growth of born global firms: example of Indian IT firms*  
Nishant Kumar, Stockholm University, Sweden

*From born domestic to global challengers: Indian multinationals rewriting the theory of internationalisation*

Nitin R. Seth, AIS St Helens, Auckland, New Zealand

Hanoku Bathula, AIS St Helens, Auckland, New Zealand

*Inter-organizational imitation and cross-border acquisition: The case of Indian firms*

Chinmay Pattnaik, University of Sydney Business School

B. Elango, Illinois State University

12:15 – 12:45

*Lunch*

12:45 – 13:30

**Speaker**

Geoffrey Garrett, Dean, University of Sydney Business School

Neville Roach AO, Chairman Advisory Board Australia and New Zealand, Tata Consultancy Services *and* Chairman Emeritus Australia India Business Council

Former Chairman & CEO, Fujitsu Australia Limited

13:30 – 14:30

**Keynote Panel 2 | China India Economics**

*Chair:* Gracy Yang, Discipline of International Business, University of Sydney Business School

Amitendu Palit, National University of Singapore (NUS) *and* Head (Development & Programmes), Institute of South Asian Studies (ISAS)

Andrew Delios, National University of Singapore (NUS)

14:30 – 14:45

*Coffee Break*

14:45 – 16:15

**Paper Session 2 | Competitive Industry Contexts**

*Chair:* Ranjit Voola, Discipline of Marketing, University of Sydney Business School

*Discussant:* R. Divakar, V.P. Swayam Krishi Sangam (SKS) NGO, India

*Balancing profitability and the social mission: Lessons from the rise and decline of SKS Microfinance*

Ravi Sarathy, Northeastern University, USA

*Entrepreneurship and food security in India*

Susan Mudambi, Temple University, USA

Thomas Reardon, Michigan State University, USA

Bart Minten, International Food Policy Research Institute (IFPRI), USA

*Building Linkages and Relational Capability between the Indian and Australian Mining Industry*

Meena Chavan, Macquarie University, Sydney, Australia

Jittu Singh, XLRI, Jamshedpur, India

*Technology enabled service innovation as a panacea for institutional voids: Lessons from the Indian health care industry*

Shirish Srivastava, HEC Paris, France

16:15 – 17:45

**Paper Session 3 | Competing through Internationalization**

*Chair:* Wu Zhan, Discipline of International Business, University of Sydney Business School

*Discussant:* Sabina Nielsen, Copenhagen Business School

*Strategic Change in the Internationalization of Emerging Economy Firms: Evidence from India*

Ajai Gaur, Rutgers University, USA

Garry Bruton, Texas Christian University, USA

Vikas Kumar, University of Sydney, Australia

*Taking India to the world: Internationalization of emerging Indian multinationals*

Mohan Thite, Griffith University, Australia

Adrian Wilkinson, Griffith University, Australia

Pawan Budhwar, Aston Business School, UK

*Is diversification-performance relationship contingent on macro-economic environment? Evidence from India*

Saptarshi Purkayastha, Indian Institute of Management Kozhikode

*Foreign acquisitions by Indian multinational enterprises: The role of source and host country location specific determinants*

Peter J. Buckley, Leeds University Business School, UK

Peter Enderwick, Auckland University of Technology, New Zealand

Nicolas Forsans, Leeds University Business School, UK

Surender Munjal, Leeds University Business School, UK

19:00 – 22:00

**Dinner at Bel Mondo**

*Directions:* Bel Mondo is located on Gloucester Walk, in The Rocks, and is pedestrian access only. Access is via the Argyle Steps on Argyle Street or via Cumberland Street. Both these points are suitable for taxi drop off.

## Day 2

08:30 – 09:00

*Breakfast*

### **Welcome Remarks**

Richard Dunford, Discipline of International Business, University of Sydney Business School

09:00 – 10:30

### **Industry Panel | *Learning from and leveraging India's potential***

*Chair & Moderator:* Timothy Devinney, University of Technology Sydney

LK Sharma, Journalist, Delhi, India

Jackie Korhonen, CEO of Infosys Australia and New Zealand

Ram Mudambi, Temple University, USA

Dipen Rughani, Australia India Business Council, Sydney

10:30 – 10:45

*Coffee Break*

10:45 – 12:15

### **Paper Session 4 | *Competing Through Innovation***

*Chair:* Alex Eapen, Discipline of International Business, University of Sydney Business School

*Discussant:* Richard Seymour, Discipline of International Business, University of Sydney Business School

*De facto and de jure IPR law in India: Are multinationals handicapped? Empirical evidence from Indian IP litigation 1972-2010*

Anand Nandkumar, Indian School of Business, India

Mridula Anand, Indian School of Business, India

Anusha Sirigiri, Indian School of Business, India

*Cognition and knowledge sharing in post-acquisition integration: A study of Indian IT acquiring firms*

Manya Jaura, University of Auckland, New Zealand

Snejina Michailova, University of Auckland, New Zealand

*Spheres of innovation potential in expanding Indian market*

Shrestho Banerjee, XLRI Jamshedpur, India

Pingali Venugopal, XLRI Jamshedpur, India

*Offshore outsourcing of knowledge-intensive business services to India: A process perspective on resources and capabilities*

Kristin Brandl, Copenhagen Business School, Denmark

12:15 – 13:00

*Lunch + Closing*