



RICE | BUSINESS



ELEVENTH ANNUAL
**STRATEGY SYMPOSIUM ON
EMERGING MARKETS**

May 8-9, 2023

McNair Hall, Rice University

Welcome

8:20 – 8:30 AM

Prashant Kale

Jones Graduate School of Business, Rice University

**Paper Presentation
Session I**

**Moderated by
Alessandro Piazza**

8:30 – 9:50 AM

Creating Stakeholder Legitimacy in the Eyes of Stakeholders: The Case of Havana's Paladares

Sharon Alvarez

Katz Graduate School of Business, University of Pittsburgh

The Origins of Stigma: Russian NGOs Under the 2012 "Foreign Agents" Law

Annie Zavyalova

Jones Graduate School of Business, Rice University

9:50 – 10:10 AM

Coffee Break

**Paper Presentation
Session II**

**Moderated by
Prashant Kale**

10:10 AM – 12:10 PM

What Determines Timing Advantages in Corporate Philanthropy?

Luis Ballesteros

Questrom School of Business, Boston University

Effects of Environmental Uncertainty on Firm Alliance Portfolio Diversity: Evidence from the 2008 Great Recession

Nandini Rajagopalan

Marshall School of Business, University of Southern California

Impact of Family Ownership and Management on Share Pledging by Family Owners in Emerging Markets: Does Corporate Governance Matter?

Sougata Ray

Indian School of Business

12:10 – 1:30 PM

Lunch

**Paper Presentation
Session III**

**Moderated by
Balaji Koka**

1:30 – 2:50 PM

Breeding Birds of a (Local) Feather: Endorsement, Grassroot Entrepreneurs, and Local Homogenization

Wesley Koo

Insead

Does a Theory-of-Value Add Value? Evidence from a Randomized Control Trial with Tanzanian Entrepreneurs

Audra Wormald

The Kenan-Flagler Business School, University of North Carolina

2:50 – 3:10 PM

Coffee Break

**Paper Presentation
Session IV**

**Moderated by
Doug Schuler**

3:10 – 4:30 PM

Shades of Adaptation: Immigrant Employees and the Global Product Lifecycle in Multinational Firms

Natalie Carlson

The Wharton School, University of Pennsylvania

Paper Presentation
Session IV
(continued)

The Effects of Temporal Distance on Intrafirm Communication and the Employee Workday: Evidence from Daylight Saving Time
Tommy Fang
Jones Graduate School of Business, Rice University

4:30 – 4:45 PM

Coffee Break

Keynote Speech
Session V
Moderated by
Yan Anthea Zhang
4:45 – 5:45 PM

Adapting to Globalization: A Strategic Focus on Innovation and Sustainability
Jaime Muguero
President, CEMEX USA

5:45 – 6:45 PM

Reception

TUESDAY, MAY 9

ROOM 214

Paper Presentation
Session VI
Moderated by
Haiyang Li
8:30 – 10:00 AM

Hiring for Knowledge in Technologically Advanced Countries: Gauging the Risk to Intellectual Property Rights (IPRs) Posed by Foreign Subsidiaries

Victor Cui
Conrad School of Entrepreneurship and Business, University of Waterloo

Between LV and Nobody: The Impact of Online Platform IP Protection on Product Sales

Yanfeng Zheng
The Business School, Hong Kong University of Science and Technology

10:00 – 10:30 AM

Coffee Break

Leadership Panel
Session VII: Looking
Toward to the Future of
Management
Moderated by
Duane Windsor
10:30 AM – 12:00 PM

Sharon Alvarez
Katz Graduate School of Business, University of Pittsburgh

Nandini Rajagopalan
Marshall School of Business, University of Southern California

Yan Anthea Zhang
Jones Graduate School of Business, Rice University

Concluding Remarks
12:00 – 12:10 PM

Haiyang Li
Jones Graduate School of Business, Rice University

12:10 – 1:10 PM

Lunch

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 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 both the US and abroad share interesting research on 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 haiyang@rice.edu (Haiyang Li) or kale@rice.edu (Prashant Kale).

To register, please visit: business.rice.edu/StrategySymposium

The Strategy and Environment group at the Jones Graduate School of Business includes the following faculty: Tommy Fang, Prashant Kale, Balaji Koka, Haiyang Li, Alessandro Piazza, Doug Schuler, Laszlo Tihanyi, Duane Windsor, Anastasiya Zavyalova, and Yan Anthea Zhang. The group has a strong interest and active research projects in the context of emerging markets. For more information, we encourage you to visit business.rice.edu/faculty-and-research/strategy.

2023 Speaker, Moderator and Panel Contact Information

Sharon Alvarez

salvarez@katz.pitt.edu

Balaji Koka

Balaji.R.Koka@rice.edu

Doug Schuler

schuler@rice.edu

Luis Ballesteros

luis@bu.edu

Wesley Koo

wesley.koo@insead.edu

Audra Wormald

Audra_Wormald@kenan-flagler.unc.edu

Natalie Carlson

ncarlson@wharton.upenn.edu

Haiyang Li

haiyang@rice.edu

Annie Zavyalova

Anastasiya.Zavyalova@rice.edu

Victor Cui

victor.cui@uwaterloo.ca

Alessandro Piazza

Alessandro.Piazza@rice.edu

Yan Anthea Zhang

yanzh@rice.edu

Tommy Fang

Tommy.Pan.Fang@rice.edu

Nandini Rajagopalan

Nrajagop@marshall.usc.edu

Yanfeng Zheng

yfz@ust.hk

Prashant Kale

kale@rice.edu

Sougata Ray

sougata_ray@isb.edu



RICE | BUSINESS WISDOM

Clear, quick translations of faculty research from Rice Business that will change the way you think.

business.rice.edu/wisdom