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