



## Programme

# XX Iberian International Business Conference

*"International Business for a Better Future: Driving Progress towards 2030"*

Gijón  
October 2<sup>nd</sup>-4<sup>th</sup>, 2025



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# XX Iberian International Business Conference

2<sup>DN</sup> - 4<sup>TH</sup>  
OCT 2025

OCTOBER 2<sup>ND</sup>, THURSDAY

15:45 - 16:00

Registration (I) | *Hall Paraninfo*

16:00 - 19:00

Pre-conference: Doctoral Workshop | *Sala Paraninfo*

**16:00 – 16:10 Presentation of the 1st IIBC PhD Workshop**

**16:10 – 16:50 Debate: Dos and Don'ts in the PhD journey**

*An open debate to discuss the main challenges and solutions*

**Participants:** María Castillo (University of Illes Balears), recent PhD  
Alexandre Oliveira (Miguel Torga Higher Education Institute), recent PhD  
Prof. Nuno Crespo (ISEG-Lisboa), supervisor of PhD students

**Moderator:** Prof. Miguel González-Loureiro (University of Vigo), coordinator of the PhD Program of Uvigo, USC and UDC

**16:50 – 17:10 Keynote Speakers: Main topics for future research avenues in IB**

*Prof. Juan José Durán Herrera & Prof. Vitor Corado Simões*

**17:10 – 17:20 Break**

**17:20 – 18:50 Presentation of PhD students: Format Elevator Pitch, presentation-discussion**

17:20 – 17:50 Vanina Posada

*Influence of inbound tourism on the mitigation of seasonality: a case study of Green Spain*

17:50 – 18:20 Ana Rodrigues

*Navigating international markets: The role of digitalization in firms' learning capacity*

18:20 – 18:50 Dinís Macedo

*Digitalization in early international*

**18:50 – 19:00 Closing remarks**



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## OCTOBER 2<sup>ND</sup>, THURSDAY (CONTINUED)

19:15 – 20:15

Guided Tour of Laboral City of Culture

20:30

Welcome Cocktail | PatiOh!

## OCTOBER 3<sup>RD</sup>, FRIDAY

9:00 - 9:30

Registration (II) | *Hall Paraninfo*

9:30 - 10:00

Opening Session | *Paraninfo*

*Participants:* Ana Suárez Vázquez, Vice-Rector for Internationalization  
Cristina López Duarte, Dean  
Marta M. Vidal Suárez, Conference Chair

10:00 - 11:00

Parallel Sessions: Competitive Session 1

**CS1. Culture and values in global business contexts** | *Paraninfo*

SESSION CHAIR: Marisa Ramírez Alesón

Mitigating culture shock: How responsible leadership and emotional intelligence drive expatriates' performance

*Tania Marques, Christov Miska, Cátia Fernandes Crespo & João Jesus*

Human values: Opening the black box of global mindset

*Jairol Corrales Vargas & Fidel León-Darder*

Acculturation and institutional legitimacy in multinationals from the global south: Evidence from a case study of a Brazilian multinational

*Anjeéri Luiz Sadzinski, Manuel Portugal Ferreira, Felipe Mendes Borini & Cátia Fernandes Crespo*

11:00 - 11:30

Coffee Break | La Laboral Café



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OCTOBER 3<sup>RD</sup>, FRIDAY (CONTINUED)

11:30 - 12:30

Parallel Sessions: Competitive Session 2

**CS2. Theoretical frameworks to navigate turbulent times for internationalized firms |**  
*Paraninfo*

SESSION CHAIR: Cristina Villar

Do digital business models enhance entrepreneurial internationalization?

*Irina Mihailova, Mika Gabrielsson & Timo Tammi*

International business in times of unpredictability: How the behavioural theory of the firm can help managerial decisions

*Vítor Corado Simões & Miguel Gonzalez-Loureiro*

The impact of political radicalization on firms' ownership strategies: An empirical analysis of firms from the European Union

*Nuno Rosa Reis, João Carvalho Santos, Alexandre Oliveira & Diana Oliveira*

12:30 - 14:00

Business Panel | *Paraninfo*

Internationalization via the multilateral procurement market: Insights from firms and institutions

*Participants:* Teresa Fernández Beltrán, ASTUREX  
J. Joaquín Gerard García, Jokoo Int.  
Ana Filipa Marques Ferreira, Izertis

*Moderator:* Francisco García Pérez

14:00 - 16:00

Lunch | *La Laboral Café*

16:00 - 17:30

Parallel Sessions: Interactive Sessions 1 & 2

**IS1. Reshoring, the SDGs and other current topics in IB research | *Sala Paraninfo***

SESSION CHAIR: Nuno Rosa Reis

Internal, external and dual knowledge sourcing in foreign-owned firms: Evidence for Latin American countries

*Nadia Albis Salas, Fariza Achcaoucaou & Paloma Miravittles*



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**OCTOBER 3<sup>RD</sup>, FRIDAY (CONTINUED)**

Manufacturing reshoring: A dynamic capabilities (DC) framework for the analysis of steps, enablers, and challenges in the implementation

*Maite Ugalde-Enríquez & Fariza Achcaoucaou*

The relationship between circular economy and sustainability in fashion at the international level: A bibliometric review

*María Eugenia Fernández-Moya & Jorge Álvaro Alonso-Mogollón*

Social responsibility on social media as a vehicle of legitimacy for international companies

*Paula Naveira Rocamonde & Pilar L. González-Torre*

Multinational enterprises and SDG 5: Evidence-based recommendations for executives and policymakers to promote gender equality

*Cristina López-Duarte, Sonia M. Suárez-Ortega & Mar Suarez*

Inward foreign direct investment and the sustainable development goals: Does the home country of the investors matter

*Francisco García & Robert Salomon*

## **IS2. Digitalization, AI and other current topics in IB research | *Paraninfo***

### **SESSION CHAIR: Cátia Fernandes Crespo**

The role of the EU Instrument for Pre-Accession Assistance as a booster for business international growth: Analysis of environmental projects in Turkey 2014-2020

*Francisco J. Paredes Nachón, Cristina López-Duarte & Marta M. Vidal-Suárez*

Strategic Orientations and Supply Chain Agility in the Pharmaceutical Industry: Digitalization as a Driver of International Responsiveness and Competitiveness

*Mohammad AlKurdi & Daniel Vázquez-Bustelo*

Bridging digital borders: A meta-analysis of the influence of digitalization on internationalization

*Ana Beatriz Lopes Rodrigues, Miguel Gonzalez-Loureiro & Carina Ribeiro da Silva*



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## OCTOBER 3<sup>RD</sup>, FRIDAY (CONTINUED)

Rethinking location advantages in the digital age: Artificial intelligence and the emergence of relational localisation within the revised OLI paradigm

*Matías López & Miguel Gonzalez-Loureiro*

Artificial intelligence adoption and marketing outcomes: An information processing theory approach

*Youssef Shaban Sedik Hassan, Víctor Temprano-García, Primitiva Pascual-Fernandez & Hisham Sayed Soliman*

International growth of SMEs and the multilateral procurement market

*Cristina López-Duarte & Marta M. Vidal-Suárez*

19:30 – 20:30

Guided Tour of Gijón

20:30

Conference Dinner | Real Club Astur de Regatas

## OCTOBER 4<sup>TH</sup>, SATURDAY

9:00 - 10:00

Parallel Sessions: Competitive Sessions 3 & 4

**CS3. Business models and digitalization** | *Sala Paraninfo*

SESSION CHAIR: Paloma Miravittles

From typologies to transformation: Business models in international business

*Germán Benito-Sarriá, José Pla-Barber & Cristina Villar*

Why me? An agency theory perspective of shareholder activism in multinational enterprises

*María Ruiz Castillo, Ruth Aguilera, Nuria Hurtado Torres & Juan Alberto Aragón Correa*

Digital strategy under pressure: Exploring the interplay of capabilities, commitment, and innovation in early exporter performance

*Dinis Macedo & Nuno Fernandes Crespo*



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**OCTOBER 4<sup>TH</sup>, SATURDAY (CONTINUED)**

**CS4. The role of institutions and networks in firm internationalization, innovation and performance | *Paraninfo***

SESSION CHAIR: Fidel León Darder

Innovation for green transition: Do international connectivity and regional embeddedness matter?

*Luis Carvalho, Virginia Hernández, Alicia Rodríguez & Ana Teresa Tavares-Lehmann*

The effect of corruption on escapist FDI: An analysis of grand and petty corruption impact on FDI outflows

*Nuno Rosa Reis, João Carvalho Santos & Verónica Carvalho*

A dynamic approach to institutional change in the European Union: Institutional fragility and firm performance

*Alexandre Oliveira, Fernando Carvalho & Nuno Rosa Reis*

**10:00 - 11:30**

**Parallel Sessions: Competitive Sessions 5 & 6**

**CS5. Decision-making, business models and emerging markets | *Paraninfo***

SESSION CHAIR: Àlex Rialp-Criado

Leveraging international strategic agility for international business model innovation and performance: A study from Brazil

*Camila Paschoal & Nuno Fernandes Crespo*

Balancing control and adaptability: The moderating role of perceived environmental munificence in centralized decision-making

*João Cunha, Miguel Gonzalez-Loureiro & Telma Mendes*

Export diversification and firm performance in emerging markets: The moderating roles of productivity, industry technology, and destination market growth

*Daniel Botero-Guzmán & Marisa Ramírez-Alesón*



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## OCTOBER 4<sup>TH</sup>, SATURDAY (CONTINUED)

**CS6. Case studies and other methodologies in ESG/SDG research | Sala Paraninfo**

**SESSION CHAIR: João Carvalho Santos**

Methodological pluralism in international business: Navigating paradigmatic differences in case study research

*Andrea Pallas Rocafull, Gilulia Galizzi & Ana Botella-Andreu*

Inward internationalisation for the formation and development of international opportunities in purpose-driven entrepreneurial firms: A case study from the FemTech industry

*Sonia M. Suárez-Ortega & Antonella Zucchella*

Developed country SMEs' sustainable upgrading in GVCs: A quantitative, exploratory analysis

*Andrea Pallas Rocafull, Cristina Villar, Ana Botella-Andreu & José Pla-Barber*

Value or noise? The ambiguous role of ESG in capital markets

*Daniel Amo Navas, María-José García-López & Hamid Hamoudi*

**11:30 - 12:00**

**Coffee Break | La Laboral Café**

**12:00 - 13:00**

**Plenary Session | Paraninfo**

***International business research and sustainability: Opportunities and challenges***

***Keynote speaker: Antonella Zucchella (University of Pavia)***

Introduced by Sonia M. Suárez-Ortega (University of Las Palmas de Gran Canaria)

**13:00 - 14:00**

**Closing Session | Paraninfo**

***20 years of IIBC: Honoring our past, leading today, shaping a sustainable future***

**Participants:** Juan José Durán Herrera, IIBC Founder  
Vitor Corado Simões, IIBC Founder  
Ana Teresa Tavares-Lehmann, IIBC Founder

**Moderator:** Cristina López-Duarte

**14:15**

**Farewell Lunch | Llagar El Trole**



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