



Cornell  
SC Johnson College of Business

# **THE EMERGING MARKETS THEME**

**YEAR IN REVIEW  
2021-2022**

**JULY 2022  
VOLUME NO.2**



PhD research day, November 2021



GSEM Conference  
in Vancouver,  
May 2022

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# LETTER FROM THE DIRECTORS

*Dear Emerging Markets theme Cornell community,*

*In its second year, the Emerging Markets Theme at the Cornell SC Johnson College of Business continued to reinforce its mission to advance research related to Emerging Markets with various seminars, conferences and workshops. The Emerging Markets theme is the result of the collaboration among the institutes whose research focuses on Emerging Markets: China Institute for China Economic Research (CICER), the Cornell China Center, the Emerging Markets Institute and the Entrepreneurship and Innovation Institute and is funded by the College.*

*On 22nd November '21, the theme launched its first PhD research workshop with 15 speakers, which included current PhD students and recent graduates. The theme also awarded ten grants of USD 1,500 to third year (and beyond) PhD students enabling them to attend a conference or workshop related to their research on emerging markets. A number of these grants have resulted in collaboration across the constituent schools in the college of business.*

*The annual Global Strategies and Emerging Markets (GSEM) Conference took place on May 8 to 10 and was hosted by Simon Fraser University in Vancouver, Canada. The Conference was attended by over 100 academics from 30 universities and 18 countries.*

*In the spring seminar series, we are proud to have held four Emerging Markets Research Seminars, in which we invited four scholars with diverse research interests to discuss their work with an academic audience. This series was very successful and combined in-person seminars with others on line.*

*We are very grateful to the PhD students, Kunyuan Qiao who was instrumental to the organization of the different activities last year and to Andrew Foley, who joined the team last September. A special thanks to Christopher Marquis who was co-director of the theme since its inception and left at the end of the fall semester and a warm welcome to Shanjun Li who joined us in the Spring. The success of this endeavor is the result of a dedicated team.*

*We are looking forward to continuing to encourage and showcase research on emerging markets as part of this theme and indebted to the college who funds this initiative and to students, faculty and partner institutes.*

*Warm regards,*

*Arnab Basu, Lourdes Casanova, Shanjun Li, and Christopher Marquis  
Emerging Markets Theme Co-Directors, Cornell S.C. Johnson College of Business*

## CO-DIRECTORS



**Arnab Basu  
(2021 & 2022)**

Professor at Cornell's  
Charles H. Dyson School  
of Applied Economics  
and Management



**Lourdes Casanova  
(2021 & 2022)**

Senior Lecturer and Gail  
and Rob Cañizares Director  
of the Emerging Markets  
Institute at Cornell's SC  
Johnson School of  
Management.



**Shanjun Li  
(2022)**

Professor of Applied  
Economics and Policy and  
Kenneth L. Robinson Chair  
at Cornell's Dyson School of  
Applied Economics and  
Management



**Christopher Marquis  
(2021)**

Samuel C. Johnson  
Professor in Sustainable  
Global Enterprise and  
Professor of Management  
at Cornell's SC Johnson  
College of Business.





# ABOUT THE EMERGING MARKETS THEME

The Emerging Markets Theme, launched September 18th, 2020 at the S.C. Johnson College of Business, is an initiative led by Professors Lourdes Casanova, Christopher Marquis, and Arnab Basu. There was a need to integrate faculty activity (“community building”) across schools. Rather than being resident in only one of the college’s three schools or resident in only one of the college’s eight academic areas, themes focus on research, broad teaching/learning initiatives, and some external engagement. Themes are seed-funded for the first three years and then are to find their own feet to keep running. The theme launch was an initiative led by the Emerging Markets Institute, Cornell Institute for China Economic Research, and SMART program in collaboration with Cornell China Center, Mario Einaudi Center for International Studies, and Tata Cornell Institute for Agriculture and Nutrition.



# EMERGING MARKETS THEME PHD RESEARCH DAY

## OVERVIEW

The Emerging Markets Theme, in collaboration with China Institute for China Economic Research (CICER), the Cornell China Center, the Emerging Markets Institute, and the Entrepreneurship and Innovation Institute, hosted a PhD Research Day on November 22, 2021. The workshop was held at Cornell's Ithaca Campus.

## SCHEDULE

8:00 - 8:15am	Breakfast and Welcome in <b>Clark 701</b>
8:15 - 8:45am	<i>Welcome Message &amp; Presentation of the EMI annual Report</i> , by Lourdes Casanova (Senior Lecturer at Johnson and Director, Emerging Markets Theme)
8:45 - 9:15am	<i>"Bad Blood: The Cost of Violence Against Women and the Mitigation Effect of Family and Religious Signals"</i> by Grady Raines (Johnson PhD student)
9:15 - 9:45am	<i>"Air Quality Disclosure: Evidence from China's Land Market"</i> by Mengwei Lin (Dyson PhD student)
9:45 - 10:15am	<i>"Stores Going Online: Market Expansion or Cannibalization"</i> by Si Zuo (Johnson PhD student)
10:15 - 10:45am	<i>"Impact of covid-19 on micro, small and medium enterprise in Togo: Outcomes and policy implication"</i> by Calista Akibode (Humphrey Fellow, Cornell University)
10:45 - 11:15am	BREAK
11:15 - 11:45am	<i>"Does Compulsory Schooling Skew the Sex Ratio? Evidence from China"</i> by Lilac Zhou (Economics PhD student)
11:45 - 12:15pm	<i>"Duality of Presence: What Drives Syrian Migrants' Entrepreneurial Success"</i> by Hussam Kanaan (Johnson PhD student)
12:15 - 1:15pm	Lunch and Panel Discussion: <i>"Entrepreneurship in Emerging Markets"</i> by Ryan Coles, '20 (Professor at Uconn) and Subrina Shen '20 (Professor at UT-Austin) <b>Clark 701</b>
1:15 - 1:30pm	BREAK
1:30 - 2:00pm	<i>"High-Tech Industrial Development Zone Policy and Firm Innovation Activities: Evidence from China"</i> by Xueyun Luo (Dyson PhD student)
2:00 - 2:30pm	<i>"A Dirty Dilemma: Welfare and Environmental Impacts of Used Vehicle Trade"</i> by Hui Zhou (Dyson PhD student)
2:30 - 3:00pm	<i>"The Role of Environmental Amenities in the Urban Economy: Evidence From a Spatial General Equilibrium Approach"</i> by Deyu Rao (Dyson PhD student)
3:00 - 3:30pm	Coffee Break <b>Clark 701</b>
3:30-4:30pm	Panel Discussion and Closing Remarks by Ya-Ru Chen (Professor at Johnson), Shanjun Li (Professor at Dyson), and Lourdes Casanova (Senior Lecturer at Johnson and Director, Emerging Markets Theme) <b>Clark 701</b>
6pm	<i>Dinner at The Heights: 903 Hanshaw Rd, Ithaca, NY 14850. Please RSVP to Andrew Foley (<a href="mailto:ajf283@cornell.edu">ajf283@cornell.edu</a>) by Sunday, 11/21 if you would like to join us.</i>

# EMERGING MARKETS THEME PHD GRANTS

## OVERVIEW

The Emerging Markets Theme awarded ten grants of USD 1,500 to third year (and beyond) PhD students enabling them to attend a conference or workshop related to their research on emerging markets. A number of these grants have resulted in collaboration across the constituent schools in the college of business.

## RECIPIENTS






- **Hyuk-Soo Kwon** (Economics)  
‘The importance of the EMI grant for my PhD research’
- **Tianli Xia** (Economics), **Si Zuo** (Johnson - Marketing)
- **Hui Zhou** (Dyson - AEM)
- **Qihong Ruan** (Economics), **Artem Streltsov** (Johnson - Finance)
- **Qian Wang** (Johnson - Management & Organizations)
- **Grady Raines** (Johnson - Management & Organizations)  
‘The impact of firm names on public perception and performance’  
<https://business.cornell.edu/hub/2022/09/23/impact-firm-names-public-perception-performance/>
- **Wentong Chen** (Economics)
- **Hussam Kanaan** (Johnson - Management & Organizations)
- **Molly Ingram** (Economics)  
‘Agricultural value Chains, contract forming, and rural development’  
<https://business.cornell.edu/hub/2022/10/07/agricultural-value-chains-contract-farming-rural-development/>

*\* Multiple names listed on the same bullet indicates co-authorship on a grant.*



# EMERGING MARKETS THEME RESEARCH SEMINARS

## SCHEDULE

Feb 18	March 2	April 22	April 29	May 5
				
Rodrigo Canales	Valentina Assenova	Subrina Shen	Julia Zhu	Tarun Khanna

The Cornell S.C. Johnson College of Business Emerging Markets Theme, in collaboration with China Institute for Economic Research (CICER), the Cornell China Center, the Emerging Markets Institute and the Entrepreneurship and Innovation Institute, brings together scholars to provide thought leadership on the role of emerging markets –and emerging market multinationals– in the global economy.

## SEMINAR CO-HOSTS



**Arnab Basu**  
(2021 & 2022)

Professor at Cornell's Charles H. Dyson School of Applied Economics and Management



**Lourdes Casanova**  
(2021 & 2022)

Senior Lecturer and Gail and Rob Cañizares Director of the Emerging Markets Institute at Cornell's SC Johnson School of Management.



**Shanjun Li**  
(2022)

Professor of Applied Economics and Policy and Kenneth L. Robinson Chair at Cornell's Dyson School of Applied Economics and Management



## SPEAKERS

### RODRIGO CANALES - FEBRUARY 18



Rodrigo Canales teaches the Innovator Perspective at Yale SOM and sits in the advisory board of the Dalai Lama Center for Ethics and Transformative Values at MIT. His research focuses on the intersection of organizational theory and institutional theory, with a special interest in the role of institutions for economic development. Specifically, Rodrigo studies how individuals are affected by and in turn purposefully change complex organizations or systems.

FEB

### VALENTINA ASSENOVA - MARCH 2



Valentina Assenova is an Assistant Professor in the Management Department at the Wharton School, University of Pennsylvania. Her research centers on the formation, growth, and funding of early-stage firms, with a focus on emerging and developing economies.

She has collaborated with organizations such as FINCA International and the U.S. International Development Finance Corporation (DFC) on projects and initiatives that advance entrepreneurship and economic development in Sub-Saharan Africa and Southeast Asia.

MAR

## SPEAKERS

### SUBRINA SHEN - APRIL 22



Subrina Shen is an assistant professor at the Department of Management at the McCombs School of Business, the University of Texas at Austin. Subrina's research examines the creation, evaluation, and commercialization of innovative ideas in emerging technology sectors, with a contextual focus on artificial intelligence technologies. It is informed by both organizational sociology and strategy research. Subrina's work has been published in *Organization Science* and *Strategic Management Journal*.

### JULIA ZHU - APRIL 29



Julia Zhu is a PhD candidate in Policy Analysis and Management at Cornell University. She is an applied microeconomist. Her research interests are in labor economics, economics of migration, and economics of education. Julia has several lines of active research that investigate the causes and effects of high-skilled immigration, local impacts of immigration enforcement policies, consequences of climate change and environmental shocks, attitude formation towards immigrants and racial minorities, and population estimation using demographic techniques.

APR

APR

## TARUN KHANNA - MAY 5



Tarun Khanna is the Jorge Paulo Lemann Professor at the Harvard Business School. For over two decades, he has studied entrepreneurship as a means to social and economic development in emerging markets. At HBS since 1993, after obtaining degrees from Princeton and Harvard, he has taught courses on strategy, corporate governance and international business to MBA and Ph.D. students and senior executives.

MAY



Emerging Markets Theme Research Seminar  
at Sage Hall, Cornell University

# GLOBAL STRATEGY AND EMERGING MARKETS CONFERENCE

## OVERVIEW

The 6th GSEM (Global Strategy and Emerging Markets) Conference was held under the theme of "Geopolitics, Emerging Markets, and Global Strategies," in the Segal Graduate School of Business in Vancouver, Canada.

Simon Fraser University's Jack Austin Centre for Asia Pacific Business Studies hosted the conference in partnership with Cornell University Emerging Markets Institute, Northeastern University Center for Emerging Markets, and The University of Texas at Dallas Center for Global Business.

The conference provided a platform to bring together senior and junior scholars, doctoral students, practitioners, and policymakers in the fields of international business, strategic management, cross-cultural management, technology strategy, and global entrepreneurship with shared interests in global strategy, emerging markets, and emerging market multinationals.

Three interrelated topics—geopolitics, climate change, and energy transition—were discussed to understand how multinational enterprises navigate an increasingly uncertain environment.

Previous GSEM conferences have been held in Miami (2016), Boston (2017), Miami (2018), Dallas (2019), and Ithaca (2020).





## CONFERENCE CO-CHAIRS

### LOURDES CASANOVA, PH.D



Senior Lecturer and Gail and Rob Cañizares Director Emerging Markets Institute at Cornell University

### ALVARO CUERVO-CAZURRA, PH.D



Professor of International Business and Strategy and the Lloyd Mullin Research Fellow  
D'Amore-McKim School of Business  
at Northeastern University

### JING LI, PH.D



Professor, International Business and Canada Research Chair (CRC) in Global Investment Strategy  
Co-Director, Jack Austin Centre for Asia Pacific Business Studies  
Beedie School of Business at Simon Fraser University

### MIKE PENG, PH.D



O.P Jindal Distinguished Chair Professor, Organizations, Strategy and International Management  
Naveen Jindal School of Management at University of Texas at Dallas

### RAVI RAMAMURTI, PH.D



CBA Distinguished Professor of International Business and Director of the Center for Emerging Markets  
Northeastern University

### DANIEL SHAPIRO, PH.D



Professor, Global Business Strategy / Business and Society  
Co-Director, Jack Austin Centre for Asia Pacific Business Studies  
Beedie School of Business at Simon Fraser University

## FEATURED SPEAKERS

### ANS KOLK, PH.D

Professor, University of Amsterdam, Amsterdam Business School, The Netherlands

### ARIE Y. LEWIN, PH.D

Professor Emeritus of Strategy and International Business at Duke University, Fuqua School of Business

### RANDY MACEWEN

President and Chief Executive Officer at Ballard Power Systems

### A.J. NICHOLS

Director Corporate Affairs at Vale

### THE HONORABLE YUEN PAU WOO

Senator, Senate of Canada

# AGENDA: DAY 1

Saturday, May 7th, 2022

## OPENING REMARKS 8:30 - 9:30AM

### INTRODUCTION

- CO-CHAIRS OF GSEM 2022: Jing Li & Daniel Shapiro (Simon Fraser University)
- CO-CHAIRS: Lourdes Casanova (Cornell University), Alvaro Cuervo-Cazurra (Northeastern University), Mike Peng (University of Texas at Dallas), Ravi Ramamurti (Northeastern University)
- OPENING REMARKS BY SPECIAL GUEST: Ujwal Kayande (Dean of the SFU Beedie School of Business)
- KEYNOTE SPEECH: Yuen Pau Woo (Senator of Canada and former President and CEO of the Asia Pacific Foundation of Canada)
- MODERATOR FOR Q&A WITH SENATOR WOO: Lourdes Casanova (Cornell University)

## PANEL DISCUSSION 9:30 - 10:30AM

### GEOPOLITICS AND THE FUTURE OF THE MNE

- CHAIR: RAVI RAMAMURTI (NORTHEASTERN UNIVERSITY)
- Alvaro Cuervo-Cazurra (Northeastern University), Arie Lewin (Duke University), Jing Li (Simon Fraser University), Klaus Meyer (Western University)

## PANEL 1 10:45AM - 12:00PM

### GEOPOLITICS AND IMPLICATIONS FOR MNES

- CHAIR: MIKE PENG (UNIVERSITY OF TEXAS AT DALLAS)
- **"Does China's innovation strategy, "Made in China 2025", hinder its outward foreign direct investment flows?"**: Anastasia Ufimtseva (Simon Fraser University), Jing Li (Simon Fraser University), Peng Zhang (Simon Fraser University), Daniel Shapiro (Simon Fraser University)
- **"MNE subsidiary networks as switching options: Strategic response of US and EU MNEs to the US-China trade war"**: Hyewon Ma (University of Illinois at Urbana-Champaign)
- **"Techno-nationalism and the geopolitics between Canada and China: Implications for product image and consumer behavior"**: Che-Hui Lien (Thompson Rivers University), Robert Hanlon (Thompson Rivers University)

## FEATURED CONVERSATION 12:40 - 1:30PM

- SPEAKER: RANDY MACEWEN (CEO OF BALLARD)
- CO-MODERATORS: JING LI & DANIEL SHAPIRO (SIMON FRASER UNIVERSITY)

## PANEL 2 1:30 - 2:45PM

### CORPORATE IDENTITY AND REPUTATION

- CHAIR: ARIE LEWIN (DUKE UNIVERSITY)
- **"Opportunities or constraints: The case of foreign MNEs on developing reputations in subSaharan Africa"**: Aloysius Newenham-Kahindi (University of Victoria), Erin E. Makarius (University of Akron), Charles E. Stevens (Lehigh University)
- **"Strategies of national identity work: The case of Huawei, 1987–2020"**: Johann Fortwengel (King's College London), Keyan Lai (University of Edinburgh)
- **"CEO narcissism and the delay of foreign exits by Indian MNEs"**: Klaus Meyer (Western University), Kiattichai Kalasin (National Institute of Development Administration)

## PANEL 3 3:00 - 4:30PM

### INNOVATION, INSTITUTIONS, AND FOREIGN DIRECT INVESTMENT

- CHAIR: ERIC GEDAJLOVIC (SIMON FRASER UNIVERSITY)
- **"Do domestic and foreign competition affect institutional voids in emerging countries?"**: Cheng Li (Western University)
- **"Corporate pyramids and SOE innovations: An institutional logics perspective"**: Joyce Wang (St. Cloud State University), Mike W. Peng (University of Texas at Dallas), Jingtao Yi (Renmin University of China), Xiuping Zhang (University of International Business and Economics)
- **"Intellectual Property Court and Firm Innovation in China"**: Aurora Genin (University of Massachusetts Amherst), Wenting Ma (University of Massachusetts Amherst), Xiaoning Song (Sun Yat Sen University), Huijuan Cao (Hong Kong Polytechnic University)
- **"Owner identity, national institutional systems and outward FDI location: The case of Chinese MNEs"**: Zhixiang Liang (York University), Michael Carney (Concordia University)

# AGENDA: DAY 2

Sunday, May 8th, 2022

## PAPER DEVELOPMENT SESSIONS 7:30 - 8:45AM

### DEVELOPMENT SESSION 1 - NATIONAL SECURITY, INNOVATION, AND INTERNATIONAL AGREEMENTS

- LED BY: JING LI
- **"Innovation Support, National Security, and MNC Activities"**: Jian Xu (Yale-NUS College), Siyao Li (University of Pennsylvania)
- **"AI - US/China competition or collaboration"**: Larry Chasteen (University of Texas at Dallas)
- **"The Asymmetric Effects of Multilateral, Regional, and Bilateral Economic Agreements on Cross-Border Trade and Investment"**: Der-Ting Huang (University of Illinois at Urbana-Champaign)

### DEVELOPMENT SESSION 2 - INSTITUTIONAL VOIDS AND CHANGES

- LED BY: MIKE PENG
- **"Overcoming institutional voids: International institutions and the investment climate"**: Si Cheng (ESSEC Business School), Srividya Jandhyala (ESSEC Business School)
- **"Host Country Sub-National Marketization and Subsidiary Ownership at Times of Disruptions: Evidence from Japanese MNE Data"**: Haishan Yuan (Western University), Andreas Schotter (Western University)
- **"Shell shocked: Affecting changes through the institutional work of the regulated and the regulator"**: Carrie Wang (University of California, Irvine)

### DEVELOPMENT SESSION 3 - LEARNING, KNOWLEDGE TRANSFER, AND EMNES

- LED BY: RAVI RAMAMURTI
- **"New Lead Firms in the Commercial Aircraft Industry: Learning with Strategic Partners through a MultiSourcing Strategy"**: Yuanyuan Wu (Lakehead University), Paola Perez-Aleman (McGill University)
- **"The Effects of Linkage-Leverage-Learning on Emerging Market Multinationals' Competence Exploiting vs. Competence Creating Mandates"**: Yuanyuan Li (California State University, Los Angeles)
- **"A Multilevel Model of Expatriate Knowledge Transfer and Subsidiary Performance: Contingent Roles of Parent Firm's Strategic Emphasis and Country Economic Distance"**: Cuili Qian (University of Texas at Dallas), Riki Takeuchi (University of Texas at Dallas), Minchung Kim (Ulsan National Institute of Science and Technology), Catherine Lam (Wilfrid Laurier University)

### DEVELOPMENT SESSION 4 - EMERGING MARKETS AND FDI

- LED BY: LOURDES CASANOVA
- **"How do Local Retail Firms Outperform Foreign Multinational Corporations in Emerging Markets?"**: Tran Thi Tuyet Nhung (Aichi Toho University), Mai Nguyen Ngoc (Foreign Trade University)
- **"A silk road for OFDI? - The Belt and Road Initiative and Chinese outward foreign direct investments"**: Jakob Arnoldi (Aarhus University), Ping Lv (University of Chinese Academy of Sciences), Anders Ryom Villadsen (Aarhus University)
- **"Role of Digitalization and Capabilities in Gaining Competitive Advantage and International Performance"**: Mohammad Falahat (Universiti Tunku Abdul Rahman), Yan-Yin Lee (Universiti Tunku Abdul Rahman)

### DEVELOPMENT SESSION 5 - CORRUPTION, POLITICAL CAPITAL, AND FDI

- LED BY: ALVARO CUERVO-CAZURRA
- **"The Dark Side of Resources: Return on Corruption in Emerging Market"**: Anh Phan (University of Hawai'i at Manoa)
- **"Gangsta's Paradise Lost: Does Foreign Direct Investment Abate Drug Trafficking in Mexico?"**: Yannick Tristan Wiessner (Erasmus University Rotterdam)
- **"A Tale of Two Types of Political Capital: Risk-Return Distortion in Venture Capital Investments"**: Jiamin Zhang (Fudan University), Qian Gu (Georgia State University)

### DEVELOPMENT SESSION 6 - SOCIOPOLITICAL RISKS AND MNE ACTIVITIES

- LED BY: DANIEL SHAPIRO
- **"Hidden Threats and Overlooked Solutions: Unnoticed Socio- Political Risks and Firm Action in Latin America"**: Daniel Friel (Universidad de San Andrés)
- **"Antecedents of Voluntary Environmental Management Practices Among ExMNEs: Evidence from the Nigerian Extractive Industry"**: Okechukwu Lawrence Emeagwali (Girne American University)
- **"Initiator or Bystander? Emerging-Economic Multinationals' Role-Taking in Overseas Corporate Social Responsibility in the Pandemic Era"**: Jingshi Xu (Yonsei University), Soonkyoo Choe (Yonsei University)

# AGENDA: DAY 2 (CONT.) Sunday, May 8th, 2022

## WELCOME TO DAY 2 9:20 - 9:30AM

### INTRODUCTION TO THE SECOND DAY OF THE CONFERENCE BY THE CO-CHAIRS

- Jing Li & Daniel Shapiro (Simon Fraser University), Mike Peng (University of Texas at Dallas), Lourdes Casanova (Cornell University), Alvaro Cuervo-Cazurra (Northeastern University), Ravi Ramamurti (Northeastern University)

## PANEL 4 9:30 - 10:45AM

### POLITICAL RISKS: EXIT AND DECOUPLING

- CHAIR: KLAUS MEYER
- **"Political risk and foreign direct divestment: Beyond 'kiss your assets goodbye'":** Robert Weiner (George Washington University), Di Wang (The University of Texas at Austin)
- **"Regional resources and regional resilience to trade shocks: Evidence from the US- China trade war":** Peng Zhang (Simon Fraser University), Canfei He (Peking University), Wenyu Wang (Indiana University)
- **"Decoupling from China? U.S. firms' partisan positioning and supply chain strategy":** Bo Yang (University of Southern California), Jinyuan Song (George Mason University), Yifan Wei (University of Manitoba), Jing Li (Simon Fraser University)

## FIRESIDE CONVERSATION 11:00AM - 12:30PM

### MNES, CLIMATE CHANGE, AND ENERGY TRANSITION

- SPECIAL GUEST: ANS KOLK (UNIVERSITY OF AMSTERDAM)
- COMMENTATORS: Jorge E. Rivera (George Washington University), Jason Miklian (University of Oslo)
- MODERATOR: Mila Lazarova (Simon Fraser University)

## FEATURED CONVERSATION: 1:00 - 1:50 PM

- A.J. NICHOLS (DIRECTOR CORPORATE AFFAIRS, VALE)

## PANEL 5 2:00 - 3:30PM

### CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

- CHAIR: CAROLYN EGRI (SIMON FRASER UNIVERSITY)
- **"CSR performance and government effectiveness in emerging markets":** Larissa Marchiori Pacheco (Northeastern University), Elizabeth Marie Moore (Northeastern University), Kristin Brandl (University of Victoria), Luis Alfonso Dau (Northeastern University), Maria Tereza Leme Fleury (Fundação Getulio Vargas (FGV) and University of São Paulo)
- **"Natural resources, MNEs, and employment opportunities in developing countries: The relevance of UNSDGs 8 and 15":** Kristin Brandl (University of Victoria), Elizabeth Marie Moore (Northeastern University), Camille Meyer (University of Cape Town), Jonathan Doh (Villanova University)
- **"Aligning CSR strategies with the Sustainable Development Goals (SDGs) to manage and exploit MNE-host-government relations":** Christiaan Roell (University of Sheffield), Felix Arndt (University of Guelph), Mirko Benishke (Erasmus University), Rebecca Piekkari (Aalto University)
- **"Prepare to green: Exogenous shock in the Global Business Environment and the effect of MNC International Diversification on Shareholder Value Creation":** Kijong Kim (University of South Carolina), Noman Shaheer (University of Sydney), Sali Li (University of South Carolina)

## CLOSING AND AWARD SESSION 3:30 - 3:45 P.M.

- **PRESENTATION OF BEST PAPER AWARD:** Jing Li & Daniel Shapiro (Simon Fraser University), Co-Chairs of GSEM 2022
- **CONCLUDING REMARKS:** Jing Li & Daniel Shapiro (Simon Fraser University), Peter Gammeltoft (Copenhagen Business School), Lourdes Casanova (Cornell University), Alvaro Cuervo-Cazurra (Northeastern University), Mike Peng (University of Texas at Dallas), Ravi Ramamurti (Northeastern University)



# EMERGING MARKETS THEME FACULTY & TEAM

## CORNELL FACULTY IN EMERGING MARKETS

### Dyson School of Applied Economics and Management

- Barrett, Chris - cbb2@cornell.edu
- Basu, Arnab - arnab.basu@cornell.edu
- Chau, Nancy - hyc3@cornell.edu
- Christy, Ralph - rdc6@cornell.edu
- Conostas, Mark - mark.constas@cornell.edu
- Gómez, Miguel - mig7@cornell.edu
- Hoddinott John - jfh246@cornell.edu
- Kanbur, Ravi - skl45@cornell.edu
- Kyle, Steve - sck5@cornell.edu
- Lee, David R. - drl5@cornell.edu
- Li, Shanjun - sl2448@cornell.edu
- Mabaya, Ed - em37@cornell.edu
- Ng, David T. - dtn4@cornell.edu
- Pingali, Prabhu - plp39@cornell.edu
- Prasad, Eswar - eswar.prasad@cornell.edu
- Streeter, Deborah dhs4@cornell.edu
- Tobin-de la Puente, John - John.tobin@cornell.edu
- Turvey, Calum - cgt6@cornell.edu
- Wolfolds, Sarah - sew276@cornell.edu

### Johnson Graduate School of Management

- Allen, Randy Lee - rla9@cornell.edu
- Bailey, Warren - wbb1@cornell.edu
- Casanova, Lourdes - lc683@cornell.edu
- Chen, Li lc785@cornell.edu
- Chen, Ya-Ru - yc659@cornell.edu
- Gavirneni, Nagesh nagesh@cornell.edu
- Heffetz, Ori - oh33@cornell.edu
- Kalantzi, Sofia - sk2922@cornell.edu
- Huan, Ming - mh375@cornell.edu
- Karolyi, Andrew - gak56@cornell.edu
- Marquis, Christopher - cmarquis@cornell.edu
- Milstein, Mark - mm462@cornell.edu
- Zuo, Luo - luozuo@cornell.edu

### School of Hotel Administration

- Boone, Christopher - boone@cornell.edu
- Canina, Linda - lc29@cornell.edu
- Liu, Peng - peng.liu@cornell.edu
- Quan, Daniel - dq22@cornell.edu

### College of Arts & Sciences

- Barwick, Panle Jia - pjb298@cornell.edu
- Basu, Kaushik - kb40@cornell.edu
- Hong, Yongmiao - yh20@cornell.edu

### College of Human Ecology

- Finkelstein, Julia - jfinkelstein@cornell.edu
- Mehta, Saurabh - smehta@cornell.edu

### School of Industrial & Labor Relations

- Fields, Gary - gary.fields@cornell.edu

### College of Architecture, Art, & Planning

- Kudva, Neema - kudva@cornell.edu

## EMERGING MARKETS THEME TEAM

### Program Coordinators

- Foley, Andrew - ajf283@cornell.edu
- Dos Anjos, Daniel - dr593@cornell.edu

# FACULTY PUBLICATIONS

## THE EMERGING MARKETS THEME AT WORK

### Highlighting the works of our faculty and researchers

- Christopher B. Barrett, Tim Benton, Jessica Fanzo, Mario Herrero, Rebecca J. Nelson, Elizabeth Bageant, Edward Buckler, Karen Cooper, Isabella Culotta, Shenggen Fan, Rikin Gandhi, Steven James, Mark Kahn, Laté Lawson-Lartego, Jiali Liu, Quinn Marshall, Daniel Mason-D'Croz, Alexander Mathys, Cynthia Mathys, Veronica Mazariegos-Anastassiou, Alesha (Black) Miller, Kamakhya Misra, Andrew G. Mude, Jianbo Shen, Lindiwe Majele Sibanda, Claire Song, Roy Steiner, Philip Thornton, and Stephen Wood. *Socio-Technical Innovation Bundles for Agri-Food Systems Transformation* (Palgrave Macmillan 2022).
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# PARTNER CENTERS

- [Cornell Institute for China Economic Research](#)
- [Emerging Markets Institute](#)
- [SMART Program](#)
- [Cornell China Center](#)
- [Mario Einaudi Center for International Studies](#)
- [Tata Cornell Institute for Agriculture and Nutrition](#)

## CORNELL S.C. JOHNSON COLLEGE OF BUSINESS CENTERS AND INSTITUTES

### [Center for Real Estate and Finance](#) (CREF, SHA)

#### China Initiatives in Real Estate

Cornell University has a powerful international dimension, within which China has been central to its endeavors. Throughout the ongoing urbanization process, real estate has played a critical role in China. The real estate industry in China is evolving from being dominated by residential development to focusing on commercial real estate investment and financing. Chinese investors have become the largest foreign buyers of U.S. property, pouring billions into the market in 2015. The Center for Real Estate and Finance at Cornell is the world leader in research and education on commercial real estate investment, securitization and financing, and cross-border mergers and acquisitions. The center is leading the efforts to expand Cornell's presence within the Chinese real estate industry.

The Center for Real Estate and Finance's China Initiatives include the following three areas:

**Research:** The China Initiatives facilitate collaboration between Cornell faculty and scholars around the world in order to advance the understanding of the Chinese real estate industry and its impact to the global economy.

**Education:** The China Initiatives offer research opportunities for Cornell undergraduate and graduate students, host visiting scholars from China, and offer education opportunities for Chinese executives and students.

**Forum and Seminars:** Beginning in April 2013 as part of the Cornell International Hospitality Summit in Shanghai, the annual Real Estate and Finance China Forum has attracted many industry leaders, real estate scholars, and policy makers. As part of the China Initiatives, the center collaborates with the Cornell China Real Estate Advisory Committee and Cornell Asia Real Estate Association to host the annual forum and other distinguished speaker seminars throughout the year.



**Cornell Institute for China Economic Research** (Dyson and Einaudi Center)

**Directors:** Panle Jia Barwick and Shanjun Li

CICER serves as a hub of Cornell expertise on China's economy. Through education, research, and policy engagement, the institute contributes to Cornell's internationalization efforts by bringing Cornell to China and China to Cornell. It is a joint venture between Arts and Sciences, Vice Provost for International Affairs and JCB.

**Events:**

- Student Symposium
- Conference: China Research Days

**Emerging Markets Institute** (Johnson)

**Director:** Lourdes S. Casanova

Founded in 2010, Cornell's Emerging Markets Institute at the Samuel Curtis Johnson Graduate School of Management provides thought leadership on the role of emerging markets—and emerging market multinationals—in the global economy. The Institute brings together preeminent practitioners and academics from around the world to develop the next generation of global business leaders and create the premier research center on the role of emerging markets in the global economy.

**Research:** [EMI Reports](#)

**Events:** [Emerging Markets Institute Conference](#)

**Emerging Markets Program** (SMART, Dyson)

Housed in the [Dyson School of Applied Economics and Management](#), the Emerging Markets Program brings together students and educators across the Cornell community to engage in scholarship and outreach on topics relevant to economic development in emerging economies. The program was founded in 2001 by Dyson School Professor Ralph D. Christy. The mission of the EMP is to be a leading international program in emerging markets research and education by bringing together practitioners and academics. Its focal activities are teaching, outreach, and research. The EMP conducts the [Student Multi-disciplinary Applied Research Team \(SMART\) program](#), a unique service learning initiative for students across the university. It is geared towards helping both, small businesses and students, and has impacted over 400 students and 80 organizations over the last decade. In addition, the EMP hosts the annual Wharton Award to honor the outstanding work of Dr. Clifton R. Wharton, Jr, in the areas of philanthropy, higher education, business and public policy. The award is conferred each year to a person who has distinguished himself or herself with "Outstanding Service, Leadership and Contribution to Economic Progress in emerging markets.



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**Research Seminar with Tarun Khanna, May 2022**

## **The Emerging Markets Theme**

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