



RICE
 JONES GRADUATE
 SCHOOL OF BUSINESS

Second Annual
**STRATEGY SYMPOSIUM ON
 EMERGING MARKETS**
 April 28 – 29, 2011

Thursday		April 28, 2011
2:00 - 2:10	<p>Welcome McNair Hall Classroom 212</p> <p style="text-align: center;">JEFF FLEMING Senior Associate Dean, Jones Graduate School of Business, Rice University</p>	
2:10 - 3:20	<p>Keynote Speaker McNair Hall Classroom 212</p> <p style="text-align: center;">TARUN KHANNA Director, South Asia Initiative, Harvard University Jorge Paulo Lemann Professor, Harvard Business School</p> <p style="text-align: center;"><i>Winning in Emerging Markets</i> Introduction by <i>Prashant Kale</i>, Rice University</p>	
3:20 - 3:40	Coffee Break	
3:40 - 5:10	<p>Paper Presentation McNair Hall Classroom 212 Session I</p> <p style="text-align: center;">WAVERLY DING Assistant Professor, Haas School of Business, UC Berkeley</p> <p style="text-align: center;"><i>A Comparison of Domestic and Foreign Venture Capitalists' Investment Preferences in China</i></p> <p style="text-align: center;">MARKUS TAUSSIG Doctoral Candidate, Harvard Business School</p> <p style="text-align: center;"><i>Capitalizing on Weak Institutions: How Local Resources Influence Private Equity Performance in Emerging Economies</i></p> <p style="text-align: center;">Moderated by <i>Chuck Eesley</i>, Stanford University</p>	
5:10 - 7:30	Reception and Dinner / Woodson Courtyard and/or Anderson Family Commons	

Friday / Morning

April 29, 2011

8:30 - 10:00

Paper Presentation

McNair Hall Classroom 212

Session II

JANE ZHAO

Assistant Professor, University of Kansas School of Business

*Motivation and Capability in New Product Development:
Evidence from the Chinese Auto Industry*

ELENA OBUKHOVA

Fred Kayne (1960) Career Development Professor of Entrepreneurship
Assistant Professor, Sloan School of Management, MIT

*Why Don't Sea Turtles Become Brokers? Trade-off between Brokerage
and Legitimacy in Returnee Firms in China*

Moderated by *Haiyang Li*, Rice University

10:00 - 10:30

Coffee Break

10:30 - 12:00

Paper Presentation

McNair Hall Classroom 212

Session III

LASZLO TIHANYI

B. Marie Oth Associate Professor, Mays Business School, Texas A&M

Multinational Firms in Emerging Markets: Stakeholders and Strategies

GERRY SANDERS

Professor, Jones Graduate School of Business, Rice University

*When Iron Turns to Dust: The Influence of Risk and Experience on
Entry into Easter European Markets*

Moderated by *Doug Schuler*, Rice University

12:00 - 1:00

Lunch / Anderson Family Commons

Friday / Afternoon

April 29, 2011

1:00 - 2:30

Paper Presentation

McNair Hall Classroom 212

Session IV

SHAKER ZAHRA

Department Chair, Robert E. Buuck Chair of Entrepreneurship
Professor, Carlson School of Management, University of Minnesota

Multinational Firms in Emerging Markets: Stakeholders and Strategies

BALAJI KOKA

Associate Professor, Jones Graduate School of Business, Rice University

Radical Change from Incremental Actions: Changing Frames and Dueling Logics

Moderated by *Bob Hoskisson*, Rice University

2:30 - 3:00

Coffee Break

3:00 - 4:30

Panel/Group Discussion:

McNair Hall Classroom 212

Challenges and Opportunities of Doing Strategy Research on Emerging Markets

MICHAEL HITT

Distinguished Professor
Joe B. Foster '56 Chair in Business Leadership
Mays Business School, Texas A&M

BOB HOSKISSON

George R. Brown Professor of Management
Jones Graduate School of Business, Rice University

SHAKER ZAHRA

Department Chair, Robert E. Buuck Chair of Entrepreneurship
Professor, Carlson School of Management, University of Minnesota

YAN ANTHEA ZHANG

Jones School Distinguished Associate Professor
Jones Graduate School of Business, Rice University

Moderated by *Duane Windsor*, Rice University

4:30 - 4:45

Concluding Remarks

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 this second, what seems will be, 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 different schools share their research on some critical 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 kale@rice.edu (Prashant Kale) or haiyang@rice.edu (Haiyang Li).

2011 Speaker and Panel Contact Information	
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The Strategy and Environment group at the Jones Graduate School of Business includes the following faculty: Margaret Cording, Bob Hoskisson, Prashant Kale, Balaji Koka, Haiyang Li, Gerry Sanders, Doug Schuler, Duane Windsor, and Yan Anthea Zhang. The group has a strong interest and active research projects ongoing in the context of emerging markets. For more information, we encourage you to visit our website at: http://business.rice.edu/Strategy_Environment.aspx



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