

**Economia e Politica
Industriale**

*Journal of Industrial
and Business Economics*



Conference EPI 2012

**THE ROLE OF LARGE EMERGING COUNTRIES IN
THE WORLD ECONOMY: THREATS AND
OPPORTUNITIES FOR EUROPEAN FIRMS?**

University of Parma – Economics Department

June 18-19, 2012 – Parma (Italy)

UPDATED JUNE 15TH 2012

CONFERENCE EPI 2012 GENERAL PROGRAM MONDAY 18 JUNE

TIME / LOCATION	Event
<p>MON. 18/06 h. 9:00-9:30</p> <p>(CSIBE Library Main entrance)</p>	REGISTRATION
<p>MON. 18/06 h. 9:30-10:00</p> <p>(Room K2)</p>	CONFERENCE OPENING - UNIVERSITY AUTHORITIES GREETINGS
<p>MON. 18/06 h. 10:00-11:00</p> <p>(Room K2)</p>	Keynote Speaker: Louis Brennan (Trinity College – Dublin)
<p>h. 11:00-11.15</p>	COFFEE BREAK - CAFETERIA
<p>MON. 18/06 h. 11:00-13:00</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session A1 Inside Emerging Countries (I) (Chairman: F. Sanna Randaccio – La Sapienza University of Rome)</p> <p>Session A2 COST WG4: Public Support for Emerging Markets Multinationals (I) (Chairman: A. Noelke – Goethe University Frankfurt)</p> <p>Session A3 COST WG2: Emerging Markets Multinationals (I) (Chairman: D. Van den Bulcke – University of Antwerp)</p>
<p>h. 13:00-14:00</p>	LUNCH – ROOM PAOLOTTI

TIME / LOCATION	Event
<p>MON. 18/06 h. 14:00-16:00</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session B1 Inside Emerging Countries (II) (Chairman: M. Bellandi – University of Firenze)</p> <p>Session B2 COST WG2: Emerging Markets Multinationals (II) (Chairman: J. S. Srai – University of Cambridge)</p> <p>Session B3 Competitiveness, Innovation, FDI (Chairman: D. Iacobucci – University Politecnica delle Marche)</p>
<p>16:00-16:30</p>	<p>COFFEE BREAK - CAFETERIA</p>
<p>MON. 18/06 h. 16:30-18:30</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session C1 Emerging Countries and European Economies (Chairman: M. Di Tommaso – University of Ferrara)</p> <p>Session C2: Energy and Environment (Chairman: A. Ninni – University of Parma)</p> <p>Session C3: COST WG3: Emerging Market Multinationals (III) (Chairman: A. Pires – SNF, Institute for Research in Economics and Business)</p>
<p>MON. 18/06 h. 18:30-20:00</p> <p>(Room K2)</p>	<p>Società Italiana di Economia e Politica Industriale (SIEPI): meeting of the members</p>
<p>MON. 18/06 h. 21:00</p>	<p>Social dinner</p> <p>Ristorante LA CORALE VERDI Vicolo Asdente, 9</p> <p>(see map on pp. 16)</p>

CONFERENCE EPI 2012 GENERAL PROGRAM TUESDAY 19 JUNE

TIME / LOCATION	Event
<p>TUE. 19/06 h. 9:00-10:00</p> <p>(Room K2)</p>	<p>R. Brancati – The MET Survey: some updates</p>
<p>TUE. 19/06 h. 9:00-11:30</p> <p>(Room Keynes)</p>	<p>COST Members Coordination Meeting</p>
<p>TUE. 19/06 h. 10:00-11:30</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session D1 Firm Size and Growth (I) (Chairman: A. Lasagni – University of Parma)</p> <p>Session D2 From Emerging Countries Outwards (Chairman: F. Traù - Confindustria)</p>
<p>11:30-11:45</p>	<p>COFFEE BREAK - CAFETERIA</p>
<p>TUE. 19/06 h. 11:45-13:15</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session E1 Competitiveness Productivity and Performance (I) (Chairman: F. Boffa – University of Macerata)</p> <p>Session E2 COST WG 4: Emerging Market Multinationals and Global and Regional Institutions (Chairman: D. Van den Bulcke – University of Antwerp)</p> <p>Session E3: Competitiveness Productivity and Performance (II) (Chairman: A. Arrighetti – University of Parma)</p>
<p>TUE. 19/06 h. 13:15-14:15</p>	<p>LUNCH – ROOM PAOLOTTI</p>

TIME / LOCATION	Event
<p>TUE. 19/06 h. 14:15-15:15</p> <p>(Room K2)</p>	<p>Keynote Speaker: A. Goldstein (Senior Economic Affairs Officer, UN Economic and Social Commission for Asia and the Pacific)</p>
<p>TUE. 19/06 h. 15:15-16:45</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session F1: COST WG 4: Public Support for Emerging Markets Multinationals (II) (Chairman: L. Brennan – Trinity College Dublin)</p> <p>Session F2 Emerging Countries: Institutions, Rules, Competitiveness (Chairman: F. Mosconi – University of Parma)</p>
<p>16:45-17:00</p>	<p>COFFEE BREAK - CAFETERIA</p>
<p>TUE. 19/06 h. 17:00-18:30</p> <p>(Economics Department Rooms)</p>	<p>PARALLEL SESSIONS</p> <p>Session G1: Firm Size and Growth (II) (Chairman: G. Vitali - Ceris-CNR)</p> <p>Session G2: COST WG 4: Emerging Market Multinational and Natural Resources (Chairman: D. Diaz-Fuentes – Universidad de Cantabria)</p>
<p>TUE. 19/06 h. 18:30</p> <p>(Room K2)</p>	<p>Concluding session</p>

CONFERENCE EPI 2012 DETAILED PROGRAM

MONDAY 18 JUNE, 2012

Room K2	Opening Session
9:30-11:00	UNIVERSITY AUTHORITIES GREETINGS Keynote Speaker: Louis Brennan (Trinity College – Dublin)

Room M	Session A1
11:00-13:00	Inside Emerging Countries (I) Chairman: t.b.a.

Local Industrial Development Policies in Guangdong Province, China: the Geography of Production and Policy Intervention

E. Barbieri (University of Ferrara) - M. Di Tommaso (University of Ferrara) - S. Bonnini (University of Ferrara)

Disparity In Patterns Of Local Development: The Case Of ‘Dirt Road’ Clusters and Co-Existing Differences

M. Bellandi (University of Firenze) - M. Biggeri (University of Firenze) - A. Collino (University of Firenze) - Z. Huanhuai (University of Wenzhou)

The East Asian Miracle in Historical Perspective: Two Tales of One Region

P. Masina (University of Napoli “L’Orientale”)

Technological Entrepreneurship with Chinese Characteristics

C. Petti (University of Salento)

Room I	Session A2
11:00-13:00	COST WG4: Public Support for Emerging Markets Multinationals (I) Chairman: A. Noelke – Goethe University Frankfurt

Financing the Expansion of Emerging MNCs into Europe: The Role of the Brazilian State-Owned Banks

G. Masiero (University of São Paulo) - S. Ferreira (University of São Paulo) - L. Casiero (University of São Paulo) - M. H. Ogasawara (University of São Paulo)

Bringing the “Estado Forte” Back - The Emergence of a New Corporate Elite in Brazil

J. Malaver (Ruhr University Bochum)

State Support for Emerging Markets Multinationals: the Brazilian and Chinese experiences

G. Masiero (University of São Paulo) - L. Casiero (University of São Paulo)

Room Keynes	Session A3
11:00-13:00	COST WG2: Emerging Markets Multinationals (I) Chairman: D. Van den Bulcke – University of Antwerp

What about the European Investments Made by Brics’ Firms?

C. Milelli (CNRS, Université de Paris Ouest Nanterre La Défense)

The Internationalisation of R&D by Emerging Mnes: what Is Really New?

L. Piscitello (DIG-Politecnico di Milano) - V. G. Scalera (DIG-Politecnico di Milano)

Spinning Silk into Gold: the Case of Chinese and Indian Multinationals’ Internationalization

F. De Beule (LICOS, University of Leuven)

Preserving Competences and Dealing with Institutional Distance: a Comparison between the Entry Mode of Multinational Firms from Emerging and from Advanced Countries

F. De Beule (LICOS, University of Leuven) - S. Elia (DIG-Politecnico di Milano) - L. Piscitello (DIG-Politecnico di Milano)

13:00 – 14:00	Lunch – Room Paolotti
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Room M	Session B1
14:00-16:00	Inside Emerging Countries (II) Chairman: M. Bellandi – University of Firenze

The Auto Industry in Thailand: Value Transfer, Technological Dependence and Relations between Local and Foreign Capital

C. Pollio (University of Napoli “L’Orientale”)

Italian FDIs in China: the Impact of the New EU Investment Policy

E. Vanino (University of Padova)

The Chinese Pharmaceutical Industry: Who Is Taking the Ground?

F. Spigarelli (University of Macerata) - H. Wei (Nanjing University)

“Made in China” in Traditional Industries: Concrete Threat or Challenge for Future Growth?

L. Rubini (TechneHub/University of Ferrara) - M. Di Tommaso (University of Ferrara)

Room Keynes	Session B2
14:00-16:00	COST WG2: Emerging Markets Multinationals (II) Chairman: J. S. Srai – University of Cambridge

Going Out: a Study on the Largest 30 Turkish Acquirers, 2000-2010

C. Bakir (Koç University)

Exploring the Internationalisation Motives of Modular Product Manufacturers – An Emerging Country Chinese MNC perspective

R. Rezk (University of Cambridge, UK) - J. S. Srai (University of Cambridge, UK)

Marketing Motives of Turkish MNCs with Outward FDI into EU: The Preliminary Results of an Empirical Research

N. Vardar (El Izi Communications) - N. Uray (Istanbul Technical Univ) – R. Nacar (Istanbul Technical Univ)

Foreign Direct Investment in Iceland and the Assumed Meltdown

Ö. Jónsson (University of Iceland) - I. Hannibalsson (University of Iceland)

Room I	Session B3
14:00-16:00	Competitiveness, Innovation, FDI Chairman: D. Iacobucci – University Politecnica delle Marche

Intangible Asset Dynamics and Firm Behaviour

A. Arrighetti (University of Parma) - F. Landini - (University of Parma)- A. Lasagni (University of Parma)

What Kinds of R&D Consortia Do Enhance Smes Performance? Some Evidences from a Regional Innovation Policy

A. Caloffi (University of Padova) - M. Mariani (IRPET) - F. Mealli (University of Padova)

The Globalization of Technology in Emerging Markets: a Gravity Model on the Determinants of International Patent Collaborations

F. Montobbio (University of Torino) - V. Terzi (Université de Bordeaux)

Room I	Session C1
16:30-18:30	<p align="center">Emerging Countries and Europe</p> <p align="center">Chairman: M. Di Tommaso – University of Ferrara</p>

Italian Firms in Guangdong between Delocalisation of Production and Delocalisation for the Chinese Market

D. Bubbico (University of Salerno) - D. Sacchetto (University of Padova)

European Sovereign Debt Crisis and Its Impact on Jamanagar (Gujarat, India) Brass Part Industry

S. Solanki (MBA Department, Gujarat)

China and Germany: Competitors on Markets for High-Tech Goods?

A. Cordes (NIW, Hannover) - B. Gehrke (NIW, Hannover) - O. Krawczyk (NIW, Hannover) - U. Schasse (NIW, Hannover)

Room M	Session C2
16:30-18:30	<p align="center">Energy and Environment</p> <p align="center">Chairman: A. Ninni – University of Parma</p>

International Expansion of Russian State Controlled Corporations: Foreign Strategies and Associated Problems of Gazprom

V. Popov (University of Greenwich)

The State, Emerging Market Multinationals and EROEI: is Their Advantage Temporary?

A. Filho (FGV-EAESP, São Paulo)

Fixed price vs Fixed Quantity with Different Timing of Auction: Incentives to Adopt Low-Carbon Technology under Uncertainty

F. Boffa (University of Macerata) - S. Clò (University of Roma Tor Vergata) - A. D'Amato (University of Roma Tor Vergata)

The Rise of the Chinese Sun: Can Europe Avoid a Solar Eclipse?

N. Marigo (CNR-IMEM, Parma) - C. Candelise (Imperial College, London)

Room Keynes	Session C3
16:30-18:30	COST WG3: Emerging Market Multinationals (III) Chairman: A. Pires – SNF, Institute for Research in Economics and Business

Emerging Multinational Companies from Russia and Their Impact on Host European Countries

D. Codrura (University of Petrosani) - D. Imola (University of Petrosani)

FDI and Public Opinion: what is the Reaction toward Asian Inflows

A. Jaklic (University of Ljubljana) - A. Kuncic (University of Ljubljana)

BRIC Multinationals in Advanced Countries: Does Performance of Target Firms Gain?

P. Buckley (University of Leeds) - S. Elia (DIG-Politecnico di Milano) - M. Kafourous (University of Leeds)

Room K2	Meeting
18:30-20:00	Società Italiana di Economia e Politica Industriale (SIEPI): meeting of the members

21:00	Social dinner Ristorante LA CORALE VERDI Vicolo Asdente, 9 (see map on pp. 16)
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CONFERENCE EPI 2012 DETAILED PROGRAM

TUESDAY 19 JUNE, 2012

Keynes Room	Meeting
9:00-11:30	COST Members Coordination Meeting

Room K2	Meeting
9:00-10:00	R. Brancati (MET, University of Perugia) – The MET survey: some updates

Room I	Session D1
10:00-11:30	Firm Size and Growth (I) Chairman: A. Lasagni – University of Parma

Firm Growth, Innovation and Subcontracting System in Italian Manufacturing Firms. Evidence from MET Survey

R. Brancati (MET) - D. Ciferri (Cassa Depositi e Prestiti, Roma) - A. Maresca (MET)

SME's Activities and Financial Constraints: Evidences from Italy in the Crisis

E. Brancati (MET, University of Rome Tor Vergata) - R. Brancati (MET) - A. Maresca (MET)

The structural reinforcement of Italian mechanical engineering: difficulties to undertake external growth (provisional)

S. Rolfo (Ceris-CNR)

Room M	Session D2
10:00-11:30	From Emerging Countries Outwards Chairman: t.b.a.

The Chinese Economic Presence in Eastern Europe. The Romanian Case

A. Chiriu (University of Cagliari)

The rise of China and Chinese immigrant businesses in the industrial district of Prato

G. Dei Ottati (University of Firenze)

Foreign Entrepreneurs in Italy: Small Firms from Brics

G. Vitali (Ceris-CNR) - M. Filippi (Ceris-CNR) - A. Manello (Ceris-CNR)

The Effects of Chinese R&D Investment in the UK: Knowledge Gains for Local Businesses

J. Vukicevic (University of Northampton) - S. He (University of Northampton) - R. Sanders (University of Northampton) - P. Lawrence (University of Loughborough) - G. Fallon (Brunel University)

Room M	Session E1
11:45-13:15	Competitiveness Productivity and Performance (I) Chairman: F. Boffa – University of Macerata

Offshoring and Job Stability: Evidence from Italian Manufacturing

A. Lo Turco (University Politecnica delle Marche) - D. Maggioni (University Politecnica delle Marche) - M. Picchio (Ghent University)

Does Owner's Origin and Entrance Strategy Affect Efficiency and Productivity Growth of Multinationals in Italy?

A. Manello (Ceris-CNR)

The Impact of Financial Constraints on Firms' Survival: a Comparison across Objective 1 EU Areas

L. Mannarino (University of Calabria) - M. Succurro (University of Calabria)

Profiting from IT-Based Capabilities in SMEs: The Moderating Effect of the Competitive Environment

P. Neirotti (Politecnico di Torino) - E. Raguseo (Politecnico di Torino)

Room Keynes	Session E2
11:45-13:15	<p align="center">COST WG 4:Emerging Market Multinationals and Global and Regional Institutions</p> <p align="center">Chairman: D. Van den Bulcke – University of Antwerp</p>

The Brazilian Strategy of Competitive International Insertion and the Emergence of Social and Regional Conflicts

M. C. Misoczky (Federal University of Rio Grande do Sul)

Brazil's Role in Global Private Governance: the Corporate Responsibility Movement, Party Politics and Neo-Corporatist State-Business Relations

A. M. Pena (City University London)

New Protagonists in Global Economic Governance: Brazilian Agribusiness at the WTO

K. Hopewell (University of Michigan)

The Action-Reaction in The Global Trade: the Strong Support by Home Governments for their Local Companies in Response to The Highly Trade-Restricted Global Agro-Food Market

S. Kingkaew (Thammasat Business School, Thailand)

Room I	Session E3
11:45-13:15	<p align="center">Competitiveness Productivity and Performance (II)</p> <p align="center">Chairman: A. Arrighetti – University of Parma</p>

The Relative Competitiveness and Efficiency of Italian Firms: Can Institutional Quality Make the Difference?

A. Lasagni (University of Parma) - A. Nifo (University of Sannio) - G. Vecchione (Second University of Napoli)

The Importance of Being a Supplier. An Investigation on the Productivity of Italian Industrial Suppliers (1998-2006)

M. Agostino (University of Calabria) - A. Giunta (University of Rome, Roma Tre) - J. Nugent (University of Southern California) - D. Scalera (University of Sannio) - F. Trivieri (University of Calabria)

“Contratto di Rete”[network contract]: a Strategic Analysis

A. Mantovi (University of Parma)

High-Growth Firms in Italy: Assessing The Differences between Industry and Services

P. Cella (ISTAT) - A. Lasagni (University of Parma) - I. Rocchetti (ISTAT) - C. Viviano (ISTAT)

13:15 – 14:15	Lunch – Room Paolotti
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Room K2	Plenary Session
14:15-15:15	Keynote Speaker: A. Goldstein (Senior Economic Affairs Officer, UN Economic and Social Commission for Asia and the Pacific)

Room Keynes	Session F1
15:15-16:45	COST WG 4: Public Support for Emerging Markets Multinationals (II) Chairman: L. Brennan – Trinity College Dublin

How Does Regulation Shape Outward FDI from Latin America to The European Union?

D. Diaz-Fuentes (Universidad de Cantabria) - J. Revuelta (Universidad de Cantabria)

Determinant Factors of Outward FDI: a Process of Cumulative Capabilities

I. Álvarez (Universidad Complutense de Madrid) - C. Torrecillas (Universidad Complutense de Madrid)

Corporate Ownership and the Pattern of China's Outward FDI

A. Amighini (University of Eastern Piedmont) - R. Rabellotti (University of Pavia) - M. Sanfilippo (European University Institute)

Impact of Multinationals in Europe

F. Alonso (Complutense University of Madrid)

Room M	Session F2
15:15-16:45	Emerging Countries: Institutions, Rules, Competitiveness Chairman: F. Mosconi – University of Parma

Textile and Clothing Clusters in B(R)Ics: a Meso-Macro Perspective

A. Luraschi (Insubria University)

Legal and constitutional issues related to BRICS as competitive advantages and forms able to grant national market reserves (provisional)

D. Amirante (II University of Napoli) - M. Carducci (University of Salento) – A. Di Gregorio (State University, Milano) – P. Logroscino (University of Bari) – A. Rinella (LUMSA Roma) – L. Scaffardi (University of Parma)

Global environmental deterioration and energy consumption: what news from the BRIC's area ?

P. Fabbri (University of Parma) - A. Ninni (University of Parma)

Room M	Session G1
17:00-18:30	Firm Size and Growth (II) Chairman: G. Vitali - Ceris-CNR

What Happens To High-Growth Firms: Gradual Decline or High Performances?

A. Arrighetti (University of Parma) - A. Lasagni (University of Parma) - M. Raimondi (University of Parma)

Inter-Firm Heterogeneity and Productive Filières – an Exploratory Research on the Mechanical Filiere in the Emilia-Romagna Region

D. Freddi (Ires Emilia-Romagna)

Firm Dynamics, Reallocation and Productivity Growth: A study of firm-level data in Ukraine, 2001-2007

U. Kilinc (VU University Amsterdam)

Room Keynes	Session G2
17:00-18:30	COST WG 4: Emerging Market Multinational and Natural Resources Chairman: D. Diaz-Fuentes – Universidad de Cantabria

Scramble for Resources and Acquisition Patterns in Asian Mncs. A Comparative Analysis

S. Paladini (Coventry University) - S. George (Coventry University)

Resources-for-Infrastructure (R4I) Swaps

R. Van Tulder (Erasmus University, Rotterdam) – P. Konijn (Erasmus University, Rotterdam)

Room Keynes	Concluding Session
18:30-18:45	Greetings and conclusions

OTHER INFORMATION

- Free Wi-Fi internet connection will be available in every room (access codes and instructions will be included in the Conference folder).

- Other details see: www.epi.unipr.it.

How to get to Social Dinner location:

