

9TH COPENHAGEN OFDI CONFERENCE

Green Transition, Emerging Markets and Foreign Direct Investment

<https://htwb.de/ofdi>

THURSDAY 23 OCTOBER 2025

Venue: HTW Berlin

9:00 **Registration**, HTW Berlin, Campus Wilhelminenhof, WH H001
Wilhelminenhofstraße 75A, 12459 Berlin

Coffee/Tea Available

9:30 Introduction: **Peter Gammeltoft**

9:35 Welcome Address: **Annabella Rauscher-Scheibe**, HTW Berlin President

9:50 Organizing Committee Representative: **Florian Becker-Ritterspach & Raghda El-Ebrashi**

10:00 Keynote I: **Piotr Warmbier – BMW – Sustainable Supply Chains (Online)**

11:00 Coffee Break

11:30 Start of Parallel Session 1

Session 1a: Foundations of Green and Sustainable FDI

Chair: **Alvaro Cuervo-Cazurra**
Room: WH H001

Paper 1

An Analysis of the Socioeconomic and Cultural Underpinnings of Environmental Degradation
— **Kia Hamid Yeganeh** (Winona State University)
Discussant: **Liliya Mergaliyeva**

Paper 2

What is Green FDI? And how does it matter?
— **Xiaoyin Na**, Omar Al-Tabbaa, Andreas Georgiadis, Elizabeth Yi Wang (University of Leeds)
Discussant: **Can Meng**

Paper 3

Brazil: An Emerging Leader in Green Energy: Attracting Foreign Investment for Sustainable Development
— **Beatrice Trocinescu** (Bucharest University of Economic Studies)
Discussant: **Adolfo F. Chiri**

Session 1b: Emerging Markets and Firm Internationalization

Chair: **Anne Miroux**
Room: WH G001

Paper 1

Emerging Markets: Looking Beyond BRICS
— **Ritam Garg** (Hochschule Ansbach)
Discussant: **Ammu George**

Paper 2

E-Commerce and SME Internationalization: Drivers and Barriers in the Egyptian Context
— **Mireille Daaboul & Amira Tarek** (German International University)
Discussant: **Maria Richert**

Paper 3

India's FDI Border Restrictions and China's FDI to Emerging Markets
— **Ammu George** (Queen's University Belfast)
Discussant: **Piotr Trapczynski**

12:45 Lunch

13:45 Keynote II: **Alvaro Cuervo-Cazurra – Northeastern University – Multinationals' Solutions to Grand Challenges**

14:45 Coffee Break

15:00 Start of Parallel Session 2

Session 2a: Industrial Policy, Governance, and the Green Transition

Chair: **Peter Gammeltoft**
Room: WH H001

Paper 1

From Imitation to Innovation: Industrial Policy and the Green Transition of China's Auto Industry (1980s–2020s)

— **Zhibo Qiu** (University of Reading)

Discussant: **Amira Tarek**

Paper 2

Process, Not Promises: A Governance-Gap Decarbonization in a Resource-Rich Kazakhstan Economy with a UK Benchmark

— **Liliya Mergaliyeva** & Dongmei Cao (Nottingham Trent University)

Discussant: **Kia Hamid Yeganeh**

Paper 3

The Energy Transition and the Vulnerability of Emerging Markets

— **Adolfo F. Chiri** (Competitiveness and Sustainable Development Institute, Lima)

Discussant: **Beatrice Trocinescu**

Session 2b: Subsidiary Dynamics and Managerial Agency in EMNEs

Chair: **Florian Becker-Ritterspach**
Room: WH G001

Paper 1

Post-Springboard Growth of EMNEs' Foreign Subsidiaries: The Role of HQ Asset Orchestration under Attentional Constraints

— **Rishiraj Kashyap** (University of Groningen)

Discussant: **Arron M. Fraser**

Paper 2

Reverse Asymmetry: Employee Agency in Advanced Economy Subsidiaries of Emerging Market MNEs

— **Tina Miedtank** & Jan Knoerich (Radboud University/King's College London)

Discussant: **Esraa Zayed**

Paper 3

Re-visiting the Effect of Subsidiary Top Management Team Diversity on Innovation Performance: On the Mediating Role of Subsidiary Autonomy

— **Piotr Trapczynski** & D. Gleissner (Poznań University of Economics and Business)

Discussant: **Carlos Sousa**

16:15 Coffee Break

16:30 Panel session:

Green Transition, Emerging Markets and Foreign Direct Investment: Challenges for Research, Policy, and Practice

Mixed format discussion with panelists: Alvaro Cuervo-Cazurra, Anne Miroux, Ravi Ramamurti, Peter Gammeltoft, Florian Becker-Ritterspach, Raghda El-Ebrashi

17:30 Departure from HTW Berlin

18:30 **Dinner**

Berlin TV Tower, Panoramastraße 1A, 10178 Berlin

10:00 **Arrival** at HTW Berlin, Campus Wilhelminenhof, WH H001
Wilhelminenhofstraße 75A, 12459 Berlin

Coffee/Tea available

10:30 Keynote III: **Ravi Ramamurti – Northeastern University – Reverse Innovation—Fifteen Years Later**

11:30 Group Photography

11:35 Coffee Break

11:50 Start of Parallel Session 3

Session 3a: Corporate Innovation, Technology Diffusion and Sustainability

Chair: **Ravi Ramamurti**

Room: WH H001

Paper 1

Internationalization of Transforming-Emerging-Developing Economies' Small and Medium-Sized Enterprises: A Review of the Literature and Future Research Agenda

— **Arron M. Fraser** (Mount Saint Vincent University)

Discussant: **Mireille Daaboul**

Paper 2

Under Female Leadership: How Green Product Innovation Shortfalls Affect Outward Foreign Direct Investment

— **Can Meng**, Carlos M. P. Sousa, Jieke Chen (Himolde University)

Discussant: **Xiaoyin Na**

Paper 3

Inter-Organisational Technology Transfer and Sustainability Performance: A Comparative Study of China and the EU

— **Maria Richert**, Irina Heim and Yelena Kalyuzhnova (Henley Business School, University of Reading)

Discussant: **Tina Miedtank**

Paper 4

Knowledge spillover from Green FDI: an enclaved model of Chinese solar PV manufacturing in Vietnam?

— **Ulrich Elmer Hansen**, Phuong Van Nguyen, Truong Nhat Quang, Kristoffer Marslev and Teis Hansen (Technical University of Denmark)

13:30 Lunch

14:30 Keynote IV: **Maha Mohamed Saleh – Talabat, Delivery Hero**

15:15 Coffee Break

15:30 Keynote V: **Johannes Schwegler – TREEO**

Session 3b: Regional Perspectives on Digitalization and Circular Economies

Chair: **Raghda El-Ebrashi**

Room: WH G001

Paper 1

Circular Supply Chain Challenges in Egypt: Exploring Micro–Macro Barriers to Sustainability Transitions

— **Esraa Zayed** & Sarah Aly (American University in the Emirates)

Discussant: **Zhibo Qiu**

Paper 2

Balancing Green and Digital: How Country FinTech Rank Moderates the ESG–Firm Value Relationship Amid Controversies

— **Amira Tarek** & Sandra Ibrahim (German International University)

Discussant: **Rishiraj Kashyap**

Paper 3

Out of Africa – Influences of International Business Conditions on International Human Resource Strategies for Africa

— **Bernd Kupka** & Jonathan Westover (Radford University)

Discussant: **Ritam Garg**

Paper 4

Sino-Japanese Infrastructure Investment in Cambodia's blue-sea port city

— **Michael Ehring** (Humboldt-Universität zu Berlin)

- 16:15 Coffee Break
- 16:30 **Interactive Session with HTW MBA students**
– Raghda El-Ebrashi, Florian Becker-Ritterspach
and Yzabellune Run-Grüger
 (WH G 001)
 Key Concepts of International Management – Global
 Insights for Domestic Managers
- Research Cooperation and Partnership**
– Julia Brandt
 (WH H 001)
- 17:15 Presentation of conference-related special issue "**Environmental Governance Gaps in Emerging Markets: Strategies for Addressing Institutional Voids and Mitigating Externalities**" to be published in the journal Critical Perspectives on International Business (**CPOIB**)
- 17:45 Organizing Committee Representative: **Peter Gammeltoft**
- 18:00 Departure from HTW Berlin
- 18:30 **Dinner**
Restaurant Sonnendeck, Edisonstraße 63, 12459 Berlin
- 20:00 **Farewell**