

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 on 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**

14:45 Coffee Break

15:15 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** (Henley Business School, 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: Sanjiv Sen

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

16:30 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, Peter Gammeltoft, Ravi Ramamurti, Florian Becker-Ritterspach, Raghda El-Ebrashi

17:30 Departure from HTW Berlin

18:30 **Dinner**

Berlin TV Tower, Panoramastraße 1A, 10178 Berlin

FRIDAY 24 OCTOBER 2025

Venue: HTW Berlin

10:00 **Arrival** at HTW Berlin, Campus Wilhelminenhof, WH H001 and WH G001
Wilhelminenhofstraße 75A, 12459 Berlin

Coffee/Tea available

10:30 Keynote III: **Ravi Ramamurti - Northeastern University**

11:30 Coffee Break

12:00 Start of Parallel Session 3

Session 3a: Corporate Innovation, Technology Diffusion and Sustainability

Chair: **Ravi Ramamurti**
Room: WH H001

Paper 1

How Innovations Introduced by MNCs Contribute to the Broader Adoption of Green Technologies and Sustainable Practices in India

— **Sanjiv Sen** (XLRI – Xavier School of Management)

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

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

13:15 Lunch

14:15 Keynote IV: **Maha Mohamed Saleh – Talabat, Delivery Hero**

15:15 Coffee Break

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

16:30 Coffee Break

16:45 **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)

- 17:30 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**)
- 18:00 Departure from HTW Berlin
- 18:30 **Dinner**
Restaurant Sonnendeck, Edisonstraße 63, 12459 Berlin
- 20:00 **Farewell**