

# **iBEGIN Amsterdam, April 17-18, 2023**

**Venue:** Amsterdam Business School - Plantage Muidergracht 12, 1018 TV Amsterdam

**Organizers:** Sjoerd Beugelsdijk (University of Groningen); Ram Mudambi (Fox School of Business – Temple University); Vittoria G. Scalera – Amsterdam Business School (University of Amsterdam)

## **Monday, April 17**

### **8:30 – 9:15 – Breakfast**

#### **9:15 – 9:30 – Introduction and Welcome**

Arno Kourula, co-head, Strategy and International Business dept, Amsterdam Business School

Ram Mudambi, iBEGIN convenor

#### **9:30 – 11:00 – Session 1**

- The geography and internationalisation of labour platforms in Europe  
*Koen Frenken (Utrecht University)*
- Impact of privacy regulation on experimentation and innovation  
*Hakan Ozalp (University of Amsterdam)*
- Scaling ecosystems: Enabling scale-ups through specific supports in internationalized ecosystems  
*Esther Tippmann (NUI Galway)*

Discussant: Susan Mudambi (Temple University)

### **11:00 – 11:20 – Coffee break**

#### **11:20 – 1:00 – Session 2**

- Leveraging blockchain technology to control contextualized business risks: Evidence from China  
*Chee-Wee Tan (Copenhagen Business School)*
- The business value of cloud computing: SaaS, PaaS, and IaaS  
*Nirup Menon (George Mason University)*
- Digital Satire: Does it connect us or drive us apart  
*Susan Mudambi (Temple University)*

Discussant: Munir Mandviwalla (Temple University)

### **1:00 – 2:00 – LUNCH**

#### **2:00 – 3:30 – Session 3**

- Multiple eyes sense more than one: Global mindsets and digital innovation  
*Ricarda Bouncken (University of Bayreuth) and Jelena Spanjol (Ludwig-Maximilians-Universität München, LMU)*
- Organizational strategies for knowledge appropriation of codified and complex technologies

*Bart Leten (KU Leuven)*

- Multinational enterprise innovation for grand societal challenges in a digital age:  
A review and research agenda

*Ari van Assche (HEC Montreal)*

Discussant: Davide Castellani (University of Reading)

**3:30 – 3:50 – Coffee break**

**3:50 – 5:30 – KEYNOTE**

Session chair and moderator: Ram Mudambi

Shaker Zahra, *Robert E. Buuck Chair of Entrepreneurship and Professor of Strategy and Entrepreneurship, Carlson School of Management, the University of Minnesota*

**18.00 - : Dinner**

**Tuesday, April 18**

**9:00 – 9:30 – Breakfast**

**9:30 – 11:00 – Session 4**

- Internal versus external agglomeration advantages in investment location choice:  
The role of international connectivity of Global Cities  
*Davide Castellani (University of Reading)*
- No time to relax: Digital empowerment in the multinational enterprise  
*Ricarda Bouncken (University of Bayreuth) and Xin Luo (University of New Mexico)*
- Theoretical and definitional problems of studying small business digitalization  
*Munir Mandviwalla (Temple University)*

Discussant: Jan Schmitt (University of Amsterdam)

**11:00 – 11:20 – Coffee break**

**11:20 – 12:30 – Session 5 – Panel session**

Session chair and moderator: Sjoerd Beugelsdijk (*JIBS*), session chair and moderator

Ari van Assche, *JIBP (HEC Montreal)*

Ajai Gaur, *JWB (Rutgers University)*

Nirup Menon, *JAIS (George Mason University)*

Jelena Spanjol, *JPIM (Ludwig-Maximilians-Universität München, LMU)*

Chee-Wee Tan, *MISQ (Copenhagen Business School)*

Henk Volberda, *LRP (University of Amsterdam)*

**12:30 – 12:50 – Wrap up and goodbyes** - Sjoerd Beugelsdijk, Ram Mudambi, & Vittoria Scalera

**12:50 – 2:00 – LUNCH**