

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