

Proceedings of the
46th Annual Conference
of the
European International Business Academy (EIBA)



“International Business in the Pandemic and Post-Pandemic Era”



European
International
Business
Academy

EIBA 2020 Online Conference (via WU Vienna)
December 10-12, 2020

EDITORS:

Lucia Piscitello, Jonas Puck, Thomas Lindner

ISBN:

978-3-200-07516-0

Proceedings of the
46th Annual Conference
of the
European International Business Academy (EIBA)
“International Business in the Pandemic and Post-Pandemic Era”
EIBA 2020 Online Conference (via WU Vienna), Vienna, Austria
December 10-12, 2020

ISBN: 978-3-200-07516-0

For more information, please contact:

Prof. Jonas Puck
Welthandelsplatz 1
1020 Vienna, Austria

identify the main topics and research trends in the field, units-levels of analysis, and different methodological approaches and techniques used throughout these studies as well as the key authors and contributions with the highest impact. Additionally, a general conceptual framework will be also developed based on the drivers, strategies and outcomes of the environmental activities within the internationalized firm.

Behavioral approaches to the strategic partner selection

S. Silva¹, F. Silva¹, B. Vlacic¹, R. Meneses²

¹Universidade Católica Portuguesa - Católica Porto Business School, ²Faculdade de Economia do Porto - Universidade do Porto

This research examines decision-makers' behavioral approaches to the strategic partner selection in small and medium enterprises (SMEs). The objective is to provide insights into the different importance assigned to partner attributes and the differences between the selection of domestic vs foreign partners in SMEs. By using the Situation-Specific Thinking Style scale grounded on the Dual Process Theory of rational and experiential cognition (Novak & Hoffman, 2009), this paper also investigates the relationship between decision-makers' type of managerial cognition and the approaches to the partner selection process and it is argued that managers who follow a more rational thinking style tend to follow task-based partner selection processes, whereas the ones who follow an experiential reasoning present partner-based partner selection processes. Besides this, it is also found through performing six semi-structured interviews on Azorean SME managers that inter-partner trust and trustworthiness are the most valued attributes by SME decision-makers regardless of their type of cognition being more rationally or experientially oriented. Furthermore, despite the challenges and obstacles faced when selecting foreign partners, the advantages presented by foreign ones as partners in terms of their characteristics and capabilities are stronger when compared to the characteristics of domestic partners, which makes them more attractive to select as partners for Azorean SMEs.

Overcoming fresh-produce environment challenges: the role of berry grower-packers in managing and controlling collaborative supply chain relationships, commodity differentiation strategies and sustainable development

M. Villareal¹, J. Jerónimo¹, R. López¹

¹Universidad Pablo De Olavide

The horticulture sector constitutes a key generator of wealth, employment and development in Spain, and has the potential to become one of the scanty industries that provide some optimistic prospects in the current pandemic crisis. However, the fresh-produce environment is characterized by major environmental limitations that generate power imbalances and unfair distribution of value and profits, not only in Spain, but also worldwide. The scenario triggered the emergence of a central role in the supply chain (SC), commonly known as "grower-packer" who, allegedly, manages and controls SC relationships. In this research, we intend to study the case of a berry marketer who adopts this central role, and examine whether its management of the SC can shape how associated actors overcome environment limitations by adopting a market focus, with special emphasis on differentiation strategy and sustainable development. Results derived from sixteen semi-structured interviews, and an ethnographic inquiry via full time, on-site participation and observation of the company, suggest that, grower-packers' management of collaborative relationships in the SC, may promote the adoption of differentiation and positioning strategies at the same time as sustainable development is motivated.