

STRATEGY, INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBER) WORKSHOP SERIES

Run in conjunction with ACAB and CAFE



Presenter: Professor Gabriele Suder, Melbourne Business School

Title: Internationalisation Knowledge – Next steps in a growing field

Bio: Gabriele is Principal Fellow at Melbourne Business School and has broad and in-depth experience at business schools and universities internationally. She holds a MPhil in Governmental Studies, a PhD in Management (UK) and became full Professor in 2004, and Jean Monnet Chair Professor in 2011, at SKEMA Business School. Her career spans program development academic and university leadership in tertiary education, principally across Europe, the USA and Australia. She has work experience in 20+ countries within international

business academics, especially in Asia Pacific. Her discipline is International Business, with a focus of International Trade & Investment strategy, as well as cross-cultural communication.

Abstract: A firm's knowledge is critical to its internationalization path and process. In mainstream international business literature, internationalization knowledge is recognized as determinant to successfully entering and developing competitive strategies in new international markets, as well as to managing internationally dispersed operations. International entrepreneurship literature adds that the role of internationalization underwrites the capability- renewal of the firm, Yet, what internationalization knowledge are important for a firm to thrive over time, has not been clarified. This emerging research stream explores the role of internationalization knowledge for strategic renewal of the firm, and starts to provide a taxonomy that expands the theoretical understanding of internationalization knowledge from a traditional competence exploitation (transactional) approach to a holistic organizational perspective. This seminar will discuss recent advances in this field, and discuss future research directions including its theory-building potential.

Date and Time: Tuesday 18th of July 2017, 3:00pm – 4:30pm

Location: Way Lee Building, WL2-47
City West Campus, University of South Australia

Lunch will be provided on the day so please confirm your attendance for catering purposes.

For further information please contact Jon Lontos on (08) 8302 0457 or email CMR-Research@unisa.edu.au

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