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The Network of Interdisciplinary Research in Family Firms

With the support of:

INTERNATIONAL BUSINESS IN SOUTHERN EUROPE IN A LONG TERM PERSPECTIVE

Workshop
Barcelona, Spain
24th November 2015
Place: Sala de Recepcions UB, Av. Diagonal 690
Time: 9:00 – 14:15

Contact:
Jaime A. López G: jalopez_2004@hotmail.com
International Business in Southern Europe in a Long Term Perspective

9:00 – 9:30
Welcome
Elisenda Paluzie, Dean of the Faculty of Economics and Business at the University of Barcelona, and Alejandro Sánchez Suarez, Director of Department of Economic History and Institutions at the University of Barcelona.

Opening conference

9:30 -10:00
Title: "Historical Research Methods and International Business: Cross Fertilization?".
Guest Speaker: Peter J. Buckley
Cheung Kong Scholar Chair Professor in the University of International Business and Economics (UIBE), Beijing.
Founding Director, Business Confucius Institute at the University of Leeds (CIBUL).
Inaugural Chair: Jari Ojala,
Head of the Department of History and Ethnology at the University of Jyväskylä, Finland.

10:00 - 10:20
Title: "Multinationals and Foreign Direct Investment: the Portuguese Experience (1900-2010)"
Alvaro Ferreira da Silva
Nova School of Business and Economics
Portugal
e-mail: alvaro.silva@novasbe.pt

10:20 - 10:40
Title: "FDIs and Convergence: the Italian Experience (1861-2000)"
Andrea Colli
Bocconi University - Italy
e-mail: andrea.colli@unibocconi.it

10:40 - 11:00
Title: "An Unexplored Facet of International Business in Greece: Foreign Shareholders in Joint Stock Company Start-ups, 1830-1920"
Ioanna Pepelasis Minoglou, Dimitrios Varvaritis
Athens University of Economics and Business (AUEB)
Greece
e-mail: ipepelasis@auenberg.gr, dvarvaritis@icloud.com

11:00 - 11:20
Title: "The Long-Term Impact of Foreign MNEs in Spain: New Insights into an Old Topic"
Nuria Puig, Adoración Álvaro Moya
University Complutense of Madrid, CUNEF
Spain
e-mail: nuriapuig@ccee.ucm.es
adoracionalvaro@cunef.edu

11:20 - 11:45 Open Discussion
Chair: Jari Ojala, Head of the Department of History and Ethnology at the University of Jyväskylä, Finland.

11:45 - 12:15 Coffee break

12:15 - 12:35
Title: “International Business in Southern Europe: Renault in Italy, Spain and Portugal from 1909 to 2009”
Tomàs Fernández de Sevilla
Université Libre de Bruxelles
Belgium
e-mail: tomasfernandezdessevilla@ub.edu

12:35 - 12:55
Title: “At the Crossroads: International Business and Entrepreneurial History. The Evidence on the Spanish Tourist Industry”.
Águeda Gil, (Universidad Complutense), Ricardo Zozimo, (IEED, Lancaster University), Sarah Jack (IEED, Lancaster University) and Elena San Román (Universidad Complutense)
United Kingdom / Spain
e-mail: s.jack@lancaster.ac.uk, sanro@ccee.ucm.es,

12:55 - 13:15
Title: “Multinationals and Technology Transfer in Advanced Sectors. The Role of Techno-dependent Countries”
Angel Calvo Calvo
University of Barcelona
Spain
e-mail: angel.calvo@ub.edu

13:15 - 13:35
Title: “The Presence of EMNEs in Southern Europe: The Case of Chinese Direct Investment in Spain”
Félix Barahona, Fariza Achcaoucaou, Paloma Miravitlles
University of Barcelona
Spain
e-mail: felix.barahona@ub.edu, farizaa@ub.edu, paloma.miravitlles@ub.edu,

13:35 - 14:00 Open Discussion
Chair: Jaume Valls Pasola, Director of the Barcelona Entrepreneurship Institute (UB).

14:00 - 14:15
Paloma Fernández Pérez
University of Barcelona
Spain
e-mail: palomafernandez@ub.edu

14:30 Lunch