

## **3<sup>rd</sup> Edition of the Research Day on Globalization**

Twenty years ago, Rugman & Verbeke published their influential paper “A perspective on regional and global strategies of MNEs” in JIBS. Since then, patterns of globalization and regionalization have witnessed significant shifts, challenging some established knowledge and lingering some uncertainties. Join us at ESCP Business School in Paris, where we'll explore these shifts and unravel their potential impact on strategizing for the future.

**Date:**

November 29, 2024

**Venue:**

**ESCP Business School – Montparnasse Campus**  
3 Rue Armand Moisant, Paris, France

**Organizers:**

**ESCP Business School**

Régis Coeurderoy, Stefan Schmid and Marc Oberhauser

&

**VU Amsterdam - Knowledge Hub for Global Business  
Development**

Sebastian Baldermann, Ira Chatterjee, Valérie Duplat,  
Saeed Khanagha, Oli Mihalache, and Angelo Solarino

***Pre-Research Day Workshop for PhD Students  
with Jean-Francois Hennart***

On November 28, 2024, Jean-Francois Hennart will facilitate a workshop for PhD students on impactful research in IB  
*(Please see the separate call for participation for further information)*

## AGENDA - Research Day on Globalization

### 9.15-9.45: Welcome Coffee and Registration

### 9.45-11.00: Opening Keynote

*"Revisiting the Regional and Global Strategies of MNEs - 20 years after Rugman and Verbeke (2004)"* by **Alain Verbeke**, Professor of International Business Strategy – Haskayne School of Business, University of Calgary.

### 11.00-12.15: Panel Discussion (Panelists in alphabetic order)

*"Vision of the phenomena of globalization and regionalization from various regions: Europe, North America, China, and Japan"*

- **Xia Han** – University of Manchester
- **Ulrike Mayrhofer** – IAE Nice, Université Côte d'Azur
- **Oli Mihalache** – VU Amsterdam and Vlerick Business School
- **Hinrich Voss** – University of Bristol

### 12.30-14.00: Lunch (at the ESCP Montparnasse campus)

### 14.00-16.30: Presentations of Ongoing Paper Projects in

International Business and Management

By PhD students and early-career faculty

### 16.30-17.30: Closing Keynote

*"Exploring the Semi-globalization of Multinational Companies: Some Ideas for Future Research"* by **Jean-Luc Arregle**, Professor of Strategy – EMLYON Business School.

### 18.30: Dinner

\*\*Registration is free but required. Space is limited. Please register before **October 15, 2024.**

Register here: <https://bit.ly/GlobalizationDay2024>

OR Scan QR code to register



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