CEGBI – RIE Summer Conference 2019
(CEGBI - Centre for Evolution of Global Business and Institutions, RIE - Risk Innovation and the Economy Research Theme)

The York Management School, University of York

9.00 am – 5.00 pm, LMB/002

Programme

Friday 13 September 2019

8.30 - 9.00 am - Breakfast: Coffee/Tea and Danish Pastries

9.00 - 9.05 am - Welcome
Teresa da Silva Lopes, The York Management School
Alex McNeil, The York Management School

9.05 - 10.00 am – Session 1: Risk and Security
Chair: Nina Caspersen, Department of Politics

‘Investing Against Disaster’
Mark Freeman, The York Management School
‘EU Security and Defence Cooperation in Times of Dissent’  
Simon Sweeney, The York Management School

‘Management Consulting Services and Organizational Inefficiency’  
Ian Kirkpatrick, The York Management School

10.00 - 10.15 am - Coffee Break

10.15 - 11.15 am - Session 2: Risk Management

Chair: Peter Smith, Department of Economics

‘Spectral Backtests of Forecast Distributions with Application to Risk Management’  
Alexander McNeil, The York Management School

‘Hierarchical Models and Risk Aggregation’  
Alexandra Dias, The York Management School

‘The Effect of Corruption on Foreign Direct Investment Inflows’  
Amy Linh Thuy Nguyen, The York Management School

‘Mitigating Transaction Risk for Cross-Border E-Commerce: A Multi-Agent Simulation Study’  
Shyzhong Ma, Zhejiang University  
Yuxi Chai, Zhejiang University  
Fu Jia, The York Management School

11.15 - 11.30 am - Coffee Break

11.30 - 12.30 pm - Session 3: Different Angles on Innovation

Chair: Peter Harrison, Law School

‘Trademarks and Renaissance Global Commerce: Risk, Reputation and Legal Innovation’  
Robert Fredona, The York Management School  
Teresa da Silva Lopes, The York Management School

‘The Effect of Imitation on the Adoption and Outcome of Eco-Innovation’  
Yoo Jung Ha, The York Management School
‘Authentic versus Fictitious Online Hotel Reviews’
Snehasish Banerjee, The York Management School

‘Luxury Cars Made-in-China: Consequences for Brand Positioning’
Fernando Fastoso, The York Management School

12.30 - 1.15 pm - Lunch

1.15 - 2.15 pm - Session 4: Uncertainty and the Economy
Chair: Jo Swaffield, Department of Economics, University of York

‘Predatory Pricing under Uncertainty: Revisiting the Deep Pocket Argument’
Jacco Thijssen, The York Management School

N. D. F. Huberts, The York Management School
R. Rossi Silveira, Department of Economics, University of York

‘Expectation Formation and Uncertainty’
Kristian Myrseth, The York Management School

‘Intraday Dynamics of Behavioral Heterogeneity in Stock Prices’
Adriana Cornea-Madeira, The York Management School
João Madeira, Department of Economics, University of York

2.15 - 2.30 pm - Coffee Break

2.30 - 3.30 pm - Session 5: Innovation, Knowledge and Responsibility
Chair: Karen Mumford, Department of Economics

‘Innovation and Knowledge in British Rail’
Nicola Forsdike, The York Management School
‘Infrastructure and Innovation for Responsible Production and Consumption: Insights from UK and Brazil’
Luisa Huaccho Huatuco, The York Management School
Peter D. Ball, The York Management School
Flavio Hourneaux Junior, The York Management School

‘The role of hybridity on incumbents’ response to digital innovation: the case of the BBC’
Beatrice D’Ippolito, The York Management School
Marcela Miozzo, King’s College London
Jonatan Pinkse, University of Manchester

‘Ambidexterity and Green Product Innovation: The Moderating Effect of Big Data Analytics Capability’
Wenjuan Zeng, The York Management School

3.30 - 3.50 pm - Coffee Break

3.50 - 5.00pm – Closing Session: Risk Innovation and the Economy
Chair: Alex McNeil, The York Management School

‘The Risk Theme at the University of York’
T. T. Arvind, Research Champion of the University of York on Risk

‘Group Discussion: RIE at The York Management School – A Way Forward’

5.00 pm - Informal Drinks