



浙大城市学院

ZHEJIANG UNIVERSITY CITY COLLEGE

SYMPOSIUM: INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND INTERNATIONAL ENTREPRENEURSHIP PRACTICES

Virtual Symposium-May 22, 2021

SPONSORED BY
SCHOOL OF BUSINESS, ZHEJIANG UNIVERSITY CITY COLLEGE

MAIN PURPOSE

To be effective in today's complex and rapidly changing global market, organizations must wisely manage talent by the successful implementation of cutting edge human resource management (HRM) practices. Likewise, national economies benefit from the growth of entrepreneurial endeavors both within and outside of multinational organizations. The six presentations in this symposium offer different perspectives on the changing nature of international HRM and international entrepreneurial practices. The presentations examine issues including (briefly mention topics)

Registration deadline: May 18, 2021 at 5:00 PM Central Time

Although registration is required, there is no fee to attend.

https://us02web.zoom.us/meeting/register/tZYudeyrqjwrG93nJu4oWqIXjnzX_s_50oE

Click Here

WHO SHOULD ATTEND:

Business professionals, management consultants, graduate students and faculty in organizational behavior, human resource management, organizational strategy, supply chain and operations, entrepreneurship, and organizational psychology fields.

SYMPOSIUM OBJECTIVE

- The goal of this symposium is provide a platform for scholars to present their research, share best practices, and discuss issues related to international HRM and international entrepreneurship.

SYMPOSIUM FORMAT:

All of the guest speakers will present their ideas live, delivered via a Zoom meeting room. Attendees may use the “raise hand” function and chat within the Zoom meeting to ask questions or share comments.

SYMPOSIUM PRESENTERS



Sherry E. Sullivan (Ph.D. The Ohio State University) holds the Schmidthorst College of Business Owens-Illinois Professorship and is also a Bowling Green State University Distinguished Research Professor. She is the co-creator of the Kaleidoscope Career Theory and conducts research on careers, expatriates, and international human resource management. Her articles have appeared in journals including Journal of Applied Psychology, Journal of International Business Studies, and Journal of Management. She is a Fellow of the British Academy of Management Peer Review College and a Fellow of the Southern Management Association.



Dr. Mo Zolfagharian is Chair of the Marketing Department in the Schmidthorst College of Business at Bowling Green State University, USA. . He emphasizes creativity and utilizes various quantitative and interpretive methodologies in his research and teaching. He strives for eclecticism in topics and methods. While most of his scholarly works fall in the areas of consumer behavior and services marketing, he is interested in issues related to technology (innovation), immigration, and culture. He has published in journals including the International Journal of Research in Marketing, European Journal of Marketing, Industrial Marketing Management, Decision Sciences, and International Marketing Review.



Dr. José C. Alves (Ph.D., University of Massachusetts-Amherst) is the Dean of the Faculty of Business of the City University of Macau and the Director of the Open Institute of the City University of Macau. His research focuses on cross-border entrepreneurship, institutions and sustainability in the Great Bay Area. He has authored several book including *Advanced Economies and Emerging Markets: Prospects for Globalization* and *Doing Business in Emerging Markets: Roadmap for Success* and published articles in journals including *Human Resources Management Review*, *European Business Review*, and *Career Development International*. He is a Fellow of the International Engineering and Technology Institute.



Dr. Wendong Li (PhD, National University of Singapore) is a Professor in at the Department of Management at The Chinese University of Hong Kong (CUHK). His research examines individual (e.g., personality traits and genetics) and environmental (e.g. work context and culture) factors that may prompt proactivity, as well as the consequences of being proactive. His award-winning research has been published in leading management journals including *Journal of Applied Psychology*, and *Annual Review of Organizational Psychology and Organizational Behavior*. He is an editorial board member for *Journal of Applied Psychology*, *Journal of Management*, and *Journal of Organizational Behavior*. He is also an incoming senior editor for *Management and Organization Review*.



Dr. Jinyun Duan is a Professor in the School of Psychology and Cognitive Science at East China Normal University. His research focuses on transformational leadership and employee voice behavior. He has published numerous articles in well-respected journals such as the *Journal of Occupational & Organizational Psychology* and the *Journal of Managerial Psychology*.



Dr. Milad T. Jannesari is an Associate Researcher in the School of Business at Zhejiang University City College. His research focuses on cross-cultural management issues related to interpersonal relationships, careers, and the adjustment, attitudes, and performance of self-initiated expatriates. He has published in journals including Career Development International and Cross Cultural & Strategic Management.

SYMPOSIUM SCHEDULE: SATURDAY 22 BEIJING TIME ZONE

MORNING SESSION

9:00-9:30 am	Keynote Speech by Prof. Milad T. Jannesari
9:30-10:00 am	Prof. Sherry E. Sullivan
10:00-10:30 am	Prof. Mo. Zolfagharian
10:30-11:00 am	Prof. Wendong Li

AFTERNOON SESSION

1:30-2:00 pm	Prof. José C. Alves
2:00-2:30 pm	Prof. Jinyun Duan
2:30-2:45 pm	Closing statements by Prof. Milad T. Jannesari

AGENDA MORNING SESSION

9:00-9:30 am Keynote speech by Prof. Milad T. Jannesari



Experiences of Living Abroad

The physical move to a new country is just one part of a wider experience, one full of new cultural and social discoveries. As an expat, life will be shaped by the community you live in, your work and your family life. While all experiences are unique, there are some universal trends and consensus particular to expats and expat life and we want to explore and understand these. What have the positive and negative aspects of this experience been? Do expats feel like the 'odd one out' or warmly embraced by their host nation?

9:30-10:00 am Prof. Sullivan



Why Do Self-Initiated Expatriates' Leave China? An Examination of the Effect of Stressors, Resilience, and Cultural Novelty on Exit Decisions

The number of self-initiated expatriates (SIEs) is growing, yet we know relatively little about their work experiences, especially how they react to stress. The purpose of this study is to examine whether challenge and hindrance stressors influence SIEs' intent to remain as well as the possible influence of emotional resilience and cultural novelty upon these relationships.

10:00-10:30 am Prof. Zolfagharian



The Interplay and Consequences of Brand Globalness and Local Iconness: The Case of Mexican American Consumers

This topic will extend the research on brand globalness and local iconness into the context of immigrant consumers where ethnic identity plays a key role and examine the interplay between those three constructs and their consequences.

10:30-11:00am Prof. Li



Entrepreneur change who you are? Examining how entrepreneurship experiences foster personality development

Entrepreneurship research on the relationship between personality traits and entrepreneurship status has predominantly adopted the classic dispositional perspective, that is, personality traits represent “endogenous dispositions that follow intrinsic paths of development essentially independent of environmental influences” (McCrae et al., 2000, p. 173).

AGENDA **AFTERNOON SESSION**

13:30-14:00 pm Prof. Alves



Cross Border Entrepreneurship: The Case of Macau and Zhuhai

14:00-14:30 pm Prof. Duan



Should I Stay or Should I Go? Job Demands' Push and Entrepreneurial Resources' Pull in Chinese Migrant Workers' Return-Home Entrepreneurial Intention

This study explores how the push factor of job demands and the pull factor of entrepreneurial resources influence the intention of Chinese migrant workers to return to their hometown and engage in entrepreneurial activities.

14:30-14:45 pm Concluding Remarks by Prof. Jannesari

