CEIBIEM
Centre for Research into Entrepreneurship, International Business and Innovation in Emerging Markets
CEIBIEM addresses contemporary global concerns focussing on entrepreneurship, firm strategy especially with respect to international business and innovation in emerging markets, mixing qualitative with quantitative analysis.

Our goal is to promote the study of the future evolution of business in an international and comparative context and to contribute to both practice and policy by enhancing our understanding of contemporary developments in these areas.
Current research includes areas of:

- Foreign direct investment and MNEs
- International HRM
- Patenting and licensing
- Gender and entrepreneurship
- Corporate social responsibility
- Corporate governance, business ethics
- Social entrepreneurship
- Internationalisation of SMEs
- Business, Technology, Innovation, and Internationalisation strategies

Sectors: Manufacturing, Services including Health, Air transport, Specific Technologies: Biotech Nanotech
• Regional Focus: emerging countries (e.g. Ghana, Tanzania, India, China), Eastern European countries (e.g. Bulgaria, Croatia Czech Republic, Estonia, Lithuania, Poland and Russia), Mediterranean countries (e.g. Greece, Portugal, Spain) and Middle East countries (e.g. Saudi Arabia, Jordan).

• Sectoral focus: Manufacturing, Services including health, Air transport

Future scenario – inclusion of:
New Themes: Gender, CSR, BoP, corporate governance
New Sectors: Biotech, Nanotech
New Regions: Least developed countries – LIC
Innovation involves the conversion of new knowledge into a new product, process or service and the putting of this new product, process or service into actual use.

- **Product innovation** relates to the final product (or service) to be sold, especially with regard to its features.

- **Process innovation** relates to the way in which a product is produced and distributed, especially with regard to improvements in cost or reliability.

- **Technological or business-model innovation** Business model innovation involves re-organising all the elements of a business into new combinations. This can involve innovation in:
  - **The product.** It may redefine what the product or service is and how it is produced.
  - **The selling.** It may change the way in which the organisation generates its revenues – its selling and distribution activities.

Johnson, Whittington & Scholes (2011)
• **Entrepreneurship** as a field of business, seeks to understand how opportunities to create something new (e.g.: new products or services, new markets, new production processes or raw materials, new ways of organising existing technologies) arise and are discovered or created by specific individuals, who then use various means to exploit or develop them, thus producing a wide range of effects.

(Shane and Venkataraman, 2000)
• ‘..the determination of the long-run goals and objectives of an enterprise and the adoption of courses of action and the allocation of resource necessary for carrying out these goals’ (Chandler, 1963)

• ‘Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value’ (Porter, 1996)

• The science of strategy is called game theory in economics; it is not about long-term or being different – it is simply the science of interdependent decision making of a group of economic actors.

• It is being increasingly applied to study the behaviour of firms embedded in the eco-system of a nation or a sector.
• **International business** is defined as commercial transactions that occur across country borders.

• **International strategy** refers to a range of options for operating outside an organisation’s country of origin. (Johnson, Whittington & Scholes, 2011).

• **Global strategy** involves high coordination of extensive activities dispersed geographically in many countries around the world. (Johnson, Whittington & Scholes, 2011).

N.B. Global strategy is just one kind of international strategy.
How are all these linked to emerging markets?

- Entrepreneurship
- Innovation
- Internationalisation
- Economic and Social Evolution

New Market Creation
What kind of impact is CEIBIEM aiming for?

- Scientific Community = Publications
- Capacity building = Training
- Firms and Public agencies = Consultancy and Research grants
- Societal impact = All other

CEIBIEM Research

Brunel Business School
JOURNAL PUBLICATIONS IN:

• Research Policy
• Regional Science and Urban Economics
• Journal of the Royal Statistical Society
• Industrial and Corporate Change
• New Technology, Work and Employment
• Economics Letters
• Journal of Business Ethics
• Nonprofit and Voluntary Sector Quarterly
• International Business Review
• International Journal of Production Economics
• International Journal of Human resource Management
• International Small Business Journal
• Regional Studies
• Journal of Marketing Management
• Review of International Economics
• Technovation
• £127,000 EC grant awarded in 2012 to Moscone with Dickson as CI’s (“BIOPOOL: Services associated to digitalised contents of tissues in biobanks across Europe”)

• £67,000 ESRC Knowledge Exchange project with Intellectual Property Office (IPO) awarded in 2012 to Athreye (“Patent use, Technology Licensing and IP management”).

• 53,000 from UKIERI (United Kingdom India Education and Research Initiative, organised by British Council) in 2012 to Dickson (as PI) et al., for developing management training materials for use with SMEs in India.

• £35,000 from UKIERI (United Kingdom India Education and Research Initiative, organised by British Council) in 2012 to Dickson (as CI) et al. for preparing Indian graduates for business life.

• £10,250 Stoian and Ko (2012) have also won a ISBE/RAKE/ESRC/Barclays Research Grant to study the advisory role of small and medium-sized accountancy practices for SMEs’ internationalisation in the UK.
• **Athreye**’s work on the trends and factors influencing disembodied technology trade has been used by the World Intellectual Property Organisation in Geneva.

• **Koufopoulos** continues his longitudinal research effort on Board of Directors in Greece by collecting data on Greek Hospitals and Internationally listed Maritime firms for the period 2001-2011. The corresponding reviews can be found on the [www.hocg.eu](http://www.hocg.eu)

• **Ramani** has worked on ‘women and entrepreneurship’ in the informal economy for the International Development Research Centre (Canada) and the role of innovation in attaining the sanitation coverage millennium development goal for WASTE (Netherlands).
Singh has been active in capacity building knowledge transfer programs on making the best use of foreign private capital for economic development in India, Tanzania and Zambia.
• **Moscone**’s international study of health inequality was published in the Lancet;

• **Ramani** identified best practices on delivery platforms for sanitation coverage in developing countries which have been covered in a report of the World Bank, the newspaper ‘Le Monde’ and a documentary film (ARTE, France).
<table>
<thead>
<tr>
<th>Name</th>
<th>Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Abraham Althonayan</td>
<td>Air transport</td>
</tr>
<tr>
<td>Dr Frederick Mmieh</td>
<td>Sustainable development</td>
</tr>
<tr>
<td>Professor Suma Athreye</td>
<td>International business, R&amp;D strategies</td>
</tr>
<tr>
<td>Professor Francesco Moscone</td>
<td>Health economics</td>
</tr>
<tr>
<td>Dr Maria Balta</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Professor Shyama Ramani</td>
<td>Technology, innovation and development</td>
</tr>
<tr>
<td>Mr Fintan Clear</td>
<td>Theatrics</td>
</tr>
<tr>
<td>Dr Souresh Saha</td>
<td>International Trade</td>
</tr>
<tr>
<td>Professor Keith Dickson</td>
<td>Entrepreneurship, Technology strategy</td>
</tr>
<tr>
<td>Dr Satwinder Singh</td>
<td>International business</td>
</tr>
<tr>
<td>Dr Grahame Fallon</td>
<td>International business</td>
</tr>
<tr>
<td>Dr Cristina Stoian</td>
<td>SME Internationalisation</td>
</tr>
<tr>
<td>Dr Joyce Wai Wai Ko</td>
<td>Network, knowledge and capability</td>
</tr>
<tr>
<td>Mr Howard Tribe</td>
<td>International business</td>
</tr>
<tr>
<td>Dr Dimitrios Koufopoulos</td>
<td>Strategic management</td>
</tr>
<tr>
<td>Dr Xiaoying Li</td>
<td>International strategy</td>
</tr>
</tbody>
</table>
Please contact Dr. Althonayan directly.
• **Areas of interest:**
  – Internationalisation and Emerging Market MNE;
  – Internationalisation of R&D and innovation
  – Technology management in MNE
  – Trade in technology licensing and technology services
  – Economic geography and the MNE

• **Expertise:**
  – International Business, Economics of innovation and technology management, Development economics,

• **Looking to help students:**
  – With a strong disciplinary background in economics, international business and quantitative methods.

• **Regional focus:** India, China, UK.

• **Sectoral focus:** Hi-technology sectors (Software, Pharmaceuticals, Computers and Telecommunications)

• **Latest article is about:** Competence creating subsidiaries of Fiat Automotives in Emerging Markets.
• **Areas of interest:**
  – Strategic decision-making processes
  – Innovation practices
  – Social entrepreneurship
  – Gender and entrepreneurship
  – Strategic Human Resource Management

• **Expertise:**
  – Corporate level strategy, international business strategy, decision-making processes.

• **Looking to help students:**
  – With a strong disciplinary background in corporate level strategy, SME management and quantitative research

• **Regional focus:** Europe

• **Latest article is about:** Social innovation

Brunel Business School
• **Areas of interest:**
  – The role of work placements/internships as enablers of innovation and entrepreneurial action in national and international contexts
  – Use of theatric devices as a means of maximising cognitive engagement and stimulating creativity
  – Supply chain management and ICT adoption issues
  – Data security and management responses
• **Areas of interest:**
  - Emotional dimensions to entrepreneurship
  - Entrepreneurship in creative industries
  - Entrepreneurship education in developing economies
  - Management of high-technology small firms

• **Expertise:**
  - Entrepreneurship and small firms
  - Innovation and technological change
  - Technology strategy

• **Regional focus:** UK; India.

• **Industry/sector foci:** Manufacturing; creative industries

• **Latest article is about:** Emotional entrepreneurs
• **Areas of interest:**
  – The economic causes and effects of foreign direct investment in the Russian and UK regional contexts
  – The impact of outward FDI by technology intensive emerging market multinationals.
  – The relationship between international business and conflict reduction.

• **Expertise:** International business, political economy, transition economics, institutional theory.

• **Looking to help students:**
  – With a strong disciplinary background in international business, economics, history, politics and/or cultural studies.

• **Regional focus:** Europe, Russia, China.

• **Sectoral focus:** Any high technology sectors

• **Latest article is about:** Evolution of inward investment climate in Russia under Putin and Medvedev
• **Areas of interest:** Strategies; network; knowledge formation/transfer; capability development; innovation; relationship management

• **Regional focus:** Europe; Asia-pacific

• **Sectoral focus:** SMEs; NPOs; social enterprises

• **Latest articles are about:**
  – “*Strategic Orientation and Social Enterprise Performance*” It’s about how the concept of strategic orientation associated with social enterprise performance
  – “*Strategic Direction of Corporate Community Involvement*” Drawing from theoretical insights of stakeholder theory and the concept of social capital, it’s proposes nine strategic directions for corporate community involvement initiatives
Areas of interest:
- Strategic Management; Strategic Planning Systems, Mergers and Acquisitions, Corporate and Business Level Strategies
- Corporate Governance, Board of Directors, Board Decision Making Board Performance

Expertise: Strategic Planning, Boards and Decision making.

Looking to help students:
- With a strong background.

Regional focus: Greece, Balkans and Mediterranean Basin.

Sectoral focus: Profit and Non Profit, Hospitals, Maritime, State Owned Enterprises

Latest article is about: Two reports are to be Published by the Hellenic Observatory of Corporate Governance covering Hospitals and listed Maritime firms – further info at www.hocg.eu
Areas of interest:
- Innovation multinational enterprises (MNEs) and subsidiaries
- Institutional environment and MNEs
- Internationalisation strategy of firms from emerging economies

Expertise: MNEs, applied econometrics.

Looking to help students:
- With a strong disciplinary background in international business, economics and/or statistics.

Regional focus: Emerging economies, Europe.

Sectoral focus: Manufacturing, high-tech industries

Latest article is about: ‘Can locally-recruited R&D personnel significantly contribute to the innovation in multinational subsidiaries in an emerging economy’ (in International Business Review)
Areas of interest:
- Sustainable economic development in emerging economies focusing on sub-Saharan Africa.
- Stock exchange market analysis, foreign exchange market economics and econometric analysis.
- **Expertise:** Foreign direct investment, International trade analysis, Foreign exchange market analysis
- **Supervision to students:** with a background and interest in sustainable economic development in sub-Saharan African economies
- **Area of focus:** Sub-Saharan Africa
- **Industry/sector focus:** Multiple sectors in SSA
- **Latest articles:** MNEs Location Decision Characteristics in the Banking Sector: Evidence from Ghana, Causes of Financial FDI inflows into sub-Saharan Africa (SSA): Evidence from Ghana - forthcoming
• **Areas of interest:**
  – Applied Econometrics
  – Health Economics

• **Expertise:**
  – Social networks in the Health Sector

• **Looking to help students:**
  – With good mathematical skills and background in economics

• **Regional focus:** Europe and the USA

• **Sectoral focus:** Health Sector

• **Areas of interest:**
  – Innovation strategies of firms;
  – Role of technology and innovation in achieving the Millennium Development Goals.

• **Expertise:** Economics of innovation, Development economics, industrial organization and game theory.

• **Looking to help students:**
  – With a strong disciplinary background in economics, history and/or mathematics.

• **Regional focus:** India, Europe.

• **Sectoral focus:** Biotech, nanotech

• **Latest article is about:** ‘Lessons from sanitation entrepreneurs’ – it’s about how social entrepreneurs can lend insight to firms wanting to penetrate Base of Pyramid markets.
• **Areas of interest:**
  – Economic issues related to Industrial Organization
  – International Trade

• **Expertise:**
  – R&D,
  – Strategic Trade Policy

• **Looking to help students:**
  – With good mathematical skills and at least some background in economics

• **Latest article (submitted):**
  – “Price competition, Technology Licensing and Strategic Trade Policy” (joint work with Arghya Ghosh) this article is about implications of technology licensing for government trade policies when firms compete in prices
Areas of interest:
- International Business
- Industrial Organisation
- International Human Resource Management

Expertise: Multinational Enterprises, Strategic Behaviour of Firms

Supervision to students:
- With a strong disciplinary background in international business, and economics

Area focus: International

Industry/sector focus: Manufacturing and services

Areas of interest:
- Internationalisation of Small and Medium-sized Enterprises (SMEs)
- Firm and Environmental Determinants of International Behaviour
- Role of networks in SME internationalisation

Expertise: International behaviour of SMEs

Supervision to students:
- With a background and interest in SME internationalisation/ international entrepreneurship

Area focus: Europe, Brazil

Industry/sector focus: Multiple sectors

Latest article: International Marketing Strategy and Export Performance in Spanish SMEs
• Areas of interest:
  – Economic of Business & Management.
  – International Trade & Investment.
  – European Union.
  – Competition Policy.

• Looking to help students:
  • Member of the Brunel Student Support team.
  • Involved in Work Placement.
  • Involved with CEIBEIM PhD Group.
  • Involved with the LIBT.