

XXI IIBC

IBERIAN INTERNATIONAL BUSINESS CONFERENCE MADEIRA | 2026

UNIVERSIDADE da MADEIRA







Programme

XXI Iberian International Business Conference

"International Management in an Era of Global Reconfiguration: Implications for Iberian Firms"

Funchal

October 8th - 10th, 2026



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Day 1 – October 8th, Thursday

15:00 - 18:00 - Reception and Registration (I) – Colégio dos Jesuítas – University of Madeira (UMa)

15:00 - 18:00 - Doctoral Workshop - Room Patio 2 – Colégio dos Jesuítas – UMa

18:30 - Welcome Cocktail – Pretas Lounge – Castanheiro Boutique Hotel (6th floor, https://www.castanheiroboutiquehotel.com/#contactos)

Day 2 – October 9th, Friday

9:00 - 9:30 - Reception and Registration (II) – Colégio dos Jesuítas – UMa

9:30 - 10:00 - Opening Session – Auditorium of Colégio dos Jesuítas – UMa

Participants:
- José Câmara, Vice-Rector for Internationalization
- Sílvio Fernandes, UMa Rector
- Carmen Freitas, Conference Chair
- Élvio Rúbio Gouveia, President Faculty of Social Science

10:00 - 11:30 Session 1 – Chair: Mara Franco – Room Patio 1 – Colégio dos Jesuítas – UMa

Two Paths, One Mechanism: Servitization and the Market Orientation-Business Model Innovation for International Manufacturing Firms
Nuno Fernandes Crespo, Cátia Crespo, Joana Gomes Silva

Beyond AI Use and Digital Embeddedness as the Catalysts for Opportunity Recognition and Business Model Innovation in Early Internationalizing Firms
Dinis Macedo, Nuno Fernandes Crespo



An Inclusive (and Extractive) Landscape: Developing the View of Institutional Distance in IB
André Alves, Miguel Gonzalez Loureiro

Cultural Layering in Internationalization: Rethinking Culture and Adaptation in the Global Expansion of Cultural Products
Natali Castro Zuñiga, Irina Mihailova

Beyond Ethical Leadership: Responsible Leadership in Explaining Ethical Climate in International Business
Tânia Marques, Nelson Ramalho, Jorge F.S. Gomes

11:30 - 11:45 - Coffee break – Patio – Colégio dos Jesuítas – UMa

11:45 - 13:15 Session 2 – Chair: Eduardo Leite – Room Patio 1 – Colégio dos Jesuítas – UMa

Constructing Global Opportunities Under Stigma: Women Founders, Legitimacy Work, and Women's Health Innovation
Sonia Suárez-Ortega, Pia Carstensen, Antonella Zucchella

From Informal Commerce to E-commerce: A Framework of Entrepreneurial Pathways of Microenterprises in Insular Contexts
Sofia Gouveia

How Startup Accelerators Support Venture Development: Unpacking the Mechanisms Driving Entrepreneurial Growth
Bruno Pereira, Carmen Freitas, Sean De Burca

Team Diversity and Gender Role on LMX Relationships: Are the Benefits Sustainable?
Mar Bornay-Barrachina, Jaime Guerrero-Villegas, Jose Manuel Sanchez, Julio Segundo

Income Stability, Growth Potential, and Risk for Sustainability in the Afromontane: An Entrepreneurial Trilemma
Takesure Zhowa

13:15 - 14:30 Lunch – Tipografia Restaurant (Castanheiro Boutique Hotel, one minute walk from Colégio dos Jesuítas, UMa)

14:30 – 15:30 Keynote Speaker: Professor Peter J. Buckley – Auditorium of Colégio dos Jesuítas– UMa

International Business Research Trends: Past, Present, and Future

The Long-Run Development of International Business as a Subject ..... and How You can Contribute.

15:30 - 16:00 – Coffee break – Patio – Colégio dos Jesuítas, UMa

16:00 - 17:30 Session 3 – Chair: Cátia Crespo – Room Patio 1 – Colégio dos Jesuítas – UMa

Creating Value Through Embeddedness: The Distinct Roles of Vertical and Horizontal Knowledge Flows

Cátia Crespo, Nuno Fernandes Crespo, Sofia Machado

Undisclosed International Sourcing and Trust in B2B Relationships: Evidence from the Automotive Supply Chain

Rui M. Barbosa, Raquel Meneses, Susana C. Silva

Environmental Innovation Beyond Borders: The Role of Collaborative Networks and Universities in the Internationalization of Green Patenting Activity

Hurtado Torres Nuria Esther, Paloma Lozano Nievas, Antonio Rueda-Manzanares, María Ruiz Castillo, Blanca Delgado Márquez

Foreign R&D Funding and Environmental Innovation: Does Geographic Market Scope Matter?

Kremena Slavova, Alicia Rodríguez, Antonio Revilla

Tensions, Uncertainty, and Hackers: Assessing the Effect of Geopolitical, Economic Policy Uncertainty, and Cyber Risks on Global Supply Chain Pressure

Javier Ordóñez Monfort, Mercedes Monfort Bellido

17:30 - 18:30 – A tribute to Vítor Corado Simões: The legacy of a generous IB scholar and Iberian friend – Room Patio 1 – Colégio dos Jesuítas – UMa

19:15 – Transfer to the Conference Dinner at Typical Restaurant (departure point: Next to the building "Palácio da Justiça do Funchal", which is at one minute walk from Colégio dos Jesuítas).

19:45 Dinner – Restaurant "Adega da Quinta" (https://www.quintadoestreito.pt/)

22:30 – Transfer from the Conference Dinner to Funchal's city centre

Day 3 – October 10th, Saturday

9:30 - 11:00 Session 4 - Chair: Sonia Suárez-Ortega – Room Patio 1 Colégio dos Jesuítas – UMa

International Luxury Brands and Generation Z: The Role of Trust, Digital Transparency and Social Media in Sustainable Purchase Intentions
Veronica Baena, Julio Cerviño

International Source-Market Portfolio Management and Tourism Business Competitiveness: Evidence from First-Time and Repeat Visitors to Madeira
Arturo Sousa, António Gonçalves, António Almeida, Luiz Pinto Machado

Employment and Migration in the Tourism Sector of the Autonomous Region of Madeira: Current Dynamics and Future Perspectives
Luiz Pinto Machado, Liseth Simões Rodrigues, Saeed Angorani

Reciprocal Advantages Building: The Temporal Coupling of Digitalization and Internationalization
Ana Rodrigues, Miguel Gonzalez-Loureiro, André Alves

The Insight Workshop: A Participatory Analysis Method for Developing Shared Understanding
Elin Oftedal, Feodosiya Pavlovna Ermakova

11:00 - 11:15 - Coffee break – Pátio – Colégio dos Jesuítas, UMa

11:30 - 13:00 Session 5 – Chair: Fidel León-Darder – Room Patio 1 – Colégio dos Jesuítas, UMa

An In-Depth Look at the Concept of Power Distance: A Multilevel and Multidimensional Integration
Valeria Henríquez Basurto, Fidel León-Darder

Firms' Internationalization and the Adoption of Sustainable Practices: The Dual Role of Innovation
Ana Teresa Tavares Lehmann

How Social Media Entrepreneurs Experience Wellbeing: The Relevance of Work-Life Wellbeing and Social Roles
Maria Barros, Raquel Meneses

Cognitive Foundations of Internationalisation: The Role of Human Values and Entrepreneurial Orientation
Jairol Corrales, Fidel León-Darder

The Microfoundations of International Strategic Agility: Organizational Capabilities, Entrepreneurial Passion, and Cognitive Style
Camila Paschoal, Nuno Fernandes Crespo

14:00 Farewell lunch – Restaurant "Madeira Story Centre" (a fifteen minutes' walk from Colégio dos Jesuítas, https://www.madeirastorycentre.com/en/restaurant-madeira-story-centre)

16:00 to 19:00 – Suggested Social Program (Monte Cable Car, pay locally, https://madeiracablecar.com/en/)