

## Programme

# ESSCA International business Research Seminar

**Topic:** International business in an area of economic Nationalisms, Populism and AntiGlobalization  
**Date:** Thursday 28 March, 2019  
**Convenors:** EU\*Asia Institute at ESSCA School of Management, Angers, France  
**Venue:** ESSCA, 350 Avenue du Club Hippique, 13090 Aix-en-Provence  
**Contact:** Assistant to the EU\*Asia Institute, Meryem Delahaie (meryem.delahaie@essca.fr)  
ESSCA Reception Desk: ++33 (0)241 73 47 47  
**Room:** P08

- I. Welcome coffee (09:00)**
- II. Introduction (09:30)**
- Short Introduction on the past activities on international business Research group (Prof Thomas Hoerber)
  - Short introduction of current research and publication activities (Prof Alexandre Bohas)
- III. Morning session (9:45-12:00)**
- **Anna Dimitrova and Alexandre Bohas**, ESSCA School of Management, *“International business at a time of nationalism: Evidence with FDI in EU”*
  - **Viatcheslav Avioutskii**, ESSCA School of Management, *“Geopolitics as an FDI determinant in the CEECs”*
  - Coffee/Tea break
  - **Lydia Kernevez**, ESSCA School of Management, *“Rising international business risk and Global value chains: the rationale for offshoring”*
  - Discussion
- IV. Conclusions (12:15-12:30)**
- Resumé of the workshop, Prof Thomas Hoerber and Alexandre Bohas