

The Cornell Emerging Markets Institute 2024 PhD Conference

May 2 – 4, 2024
Cornell University
Ithaca, New York



Cornell
SC Johnson College of Business



If you run into question or concerns, feel free to call or text the organizing committee:

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The Cornell Emerging Markets Institute 2024 PhD Conference

Welcome

Welcome to the Cornell Emerging Markets Institute 2024 Conference, hosted by Cornell's SC Johnson College of Business, the Emerging Markets Institute, and the Smith Family Business Initiative.



Activities in Ithaca

1. *Cornell University* - Cornell offers not just cutting-edge research and education, but also access to its beautiful campus, the Johnson Museum of Art, and the Cornell Botanic Gardens, all of which are open to the public.
2. *Ithaca Commons* - This pedestrian-only area in downtown Ithaca is a hub for shopping, dining, and entertainment, featuring local shops, restaurants, street performances, and events.
3. *Cayuga Lake* - The longest of the Finger Lakes, Cayuga Lake offers boating, kayaking, and stunning views along its shores. The Cayuga Lake Wine Trail, popular for wine tastings and tours, circles the lake.
4. *State Parks and Waterfalls* - Ithaca is famous for its gorges and waterfalls. Taughannock Falls State Park, Buttermilk Falls State Park, and Robert H. Treman State Park offer spectacular hiking trails and swimming opportunities.
6. *Sciencenter* - This hands-on museum encourages learning about science through interactive exhibits and activities, making it a great spot for families.
7. *Herbert F. Johnson Museum of Art* - Located at Cornell University, this museum features an impressive collection of art ranging from ancient to modern.
8. *Moosewood Restaurant* - Internationally acclaimed for its innovative vegetarian cuisine, Moosewood is a landmark in Ithaca's culinary scene.

Main Conference

The main conference commences with the Welcome Happy Hour at the Regents Lounge in the Statler Hotel on Thursday, May 2 starting at 4:00. Conference sessions start on Friday morning, May 3, and end on Saturday, May 4 by 11am, per the detailed schedule included on the following pages. The conference will be located in the Breazzano Family Center, 209 Dryden Road, Ithaca, NY, 14850.

Getting to Cornell University

If you will need a car to/from the airport, here are your options:

1. *Uber* - Inexpensive, but very limited. We are, after all, a small town!
2. *Ithaca Dispatch* - a local taxi company. They are nice in that you can call up to 24 hrs in advance to schedule a ride. The number is [\(607\)277-7777](tel:607277-7777). We recommend that everyone flying in try setting up a ride with them before trying uber.
3. We can help! If you are stuck and cannot get a car, please call or text one of the members on the conference committee - we will find a way to help you out. Our numbers are attached in this email.

Parking

As a campus, parking is very limited in and around campus. We recommend walking, uber, or taking a public bus. **Most of you will be staying within a 10-20 minute walk of the conference center – we are small town, after all!**

Lodging

1. [*The Statler Hotel \(\\$\\$\\$\)*](#)- The Statler is an institution at Cornell: it is officially the training hotel of the Nolan Hotel School and is located across the street from the business school. It is about a 10-minute walk from the conference.
2. [*Marriott Ithaca Commons \(\\$\\$\)*](#) - about 20 min walk from the conference. However, it is right “downtown” in Ithaca. It is surrounded by bars, restaurants, and overlooks a small river.
3. [*The Dorm Hotel \(\\$\)*](#)- about 20 min walk from the conference and very affordable. This is a high-character, low-frills micro-hotel on Cornell’s campus. About equidistant from the conference center and downtown. Key perks: they have a stack of boardgames and a 24/7 fireplace, 24 hr snack room, and a bar that serves local ithaca brews. ←**This is Andrew’s personal favorite**
4. [*The Canopy Hotel \(\\$\)*](#) - a new boutique hotel, across the street from the Marriott. Very clean, chic. About 20 min from the conference.
5. [*Hotel Ithaca \(\\$\\$\)*](#) - Local hotel in the commons.
6. [*AirBnb \(\\$-\\$\\$\)*](#) - One of the perks of being located in a small town is that we have a thriving BnB/AirBnb industry. Landlords are responsive and properties are clean and safe.

MAIN CONFERENCE

Thursday, May 2, 2024

04:00	Welcome Reception	Regents Room, Statler Hotel
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Friday, May 3, 2024

08:00-09:00am	Breakfast, Checkin, and Nametags	Breazzano 323
9:00-9:30am	Welcome and Opening Remarks – <i>Lourdes Casanova & Andrew Foley</i>	Breazzano 323
	<p><i>Lourdes Casanova – Senior Lecturer and Gail & Roberto Cañazares Director of the Emerging Markets Institute</i></p> <p><i>Andrew Foley – PhD Candidate and Executive Director of the Emerging Markets Theme</i></p>	
9:30-9:40am	BREAK	Coffee & Snacks in Breazzano 302
9:40-10:10am	KEYNOTE 1	Breazzano 323
	<i>Nataliya Langburd Wright – Assistant Professor of Management (Columbia Business School)</i>	
10:10-10:15am	BREAK	
10:15-11:45am	PAPER SESSIONS 1 & 2	
Nataliya Langburd Wright	<p><i>Scaling New Ventures in Emerging Markets:</i> Andrew Foley (Cornell), Yifei Wu (HBS), Grady Raines (Cornell), Chanyong Yoo (South Carolina)</p> <p>Session Chair: Peter Polhill (Cornell)</p>	Breazzano 323

Ravi Ramamurti	<i>International Finance and Multinational Corporations:</i> Marleth Morales Marengo (Alabama), Cazembe Monds (Georgia State), Sharan Banerjee (Cornell – Dyson), Jason Zou (Cornell)	Breazzano 321
Session Chair: Aaron Ye (Cornell)		
11:45-12:45pm	Lunch	Breazzano 302
12:45 -1:15pm	KEYNOTE 2	Breazzano 323
Ravi Ramamurti – <i>University Distinguished Professor, International Business and Strategy; Director, Center for Emerging Markets (Northeastern)</i>		
1:15-1:20	Break	
1:20-2:50pm	Paper Sessions 3 & 4	
Ravi Ramamurti	<i>Business and Public Policy:</i> D. Scott Taylor (Washington), Nate Hill (South Carolina), Peter Polhill (Cornell – ILR), Yue Ling Sima (UT-Dallas)	Breazzano 323
Session Chair: Aaron Ye (Cornell)		
Wesley Sine	<i>Entrepreneurial Storytelling & Identity:</i> Brad Turner (MIT), Aaron Pagel (Oregon), Bryn Choi (UIUC), Tan Kim (Kentucky)	Breazzano 321
Session Chair: Andrew Foley (Cornell)		
2:50-3:10pm	Break	Coffee & Snacks in Breazzano 302
3:10-3:55pm	Job Market Panel	Breazzano 323
Nataliya Langburd Wright (Columbia), Zachariah Berry (Cornell – ILR), Rachel Schlund (Cornell – ILR), & Andrew Foley (Cornell)		

4:00-4:30pm	Address from the Dean of the Johnson College of Business (JCB)	Breazzano 323
<p>Andrew Karolyi – <i>Harold Bierman Jr. Distinguished Professor of Management and Charles Field Knight Dean of the Cornell SC Johnson College of Business</i></p>		
06:00-8:00pm	Dinner	Small Pavilion, Stewart Park

Saturday, May 4, 2024

08:00-8:30am	Breakfast	Breazzano 323
8:35-9:05am	KEYNOTE 3	Breazzano 323
<p>Wesley Sine – <i>John and Dyan Smith Professor of Management and Family Business; Academic Director of the Family Business Institute; Faculty Director of the Entrepreneurship and Technology Theme (Cornell)</i></p>		
9:05-9:35am	Address from the Dean of the Johnson Graduate School of Management (JGSM)	Breazzano 323
<p>Vishal Gaur – <i>Anne & Elmer Lindseth Dean of the Johnson Graduate School of Management; Professor of Operations, Technology, and Information Management</i></p>		
9:40-11:10	Paper Sessions 5 & 6	
Nataliya Langburd Wright (Columbia)	<i>Social Issues and Entrepreneurship Abroad: Fabiano Dal-Ri (Cornell-Dyson), Divya Sebastian (Duke), Essam Boraey (Uconn), Andrew Foley (Cornell)</i>	Breazzano 323

Session Chair: Aaron Ye (Cornell)

Wesley Sine
(Cornell)

Industry Emergence & Entrepreneurial Ecosystems: Breazzano 321
William Owusu (Durban), Rayan Chelli (McGill),
Jonathan Lopez (Los Andes), Pulkit Yadav
(INSEAD)

Session Chair: Grady Raines (Cornell)

11:15-11:30

Closing Remarks

Breazzano 323

Lourdes Casanova – *Senior Lecturer and Gail &
Roberto Cañazares Director of the Emerging
Markets Institute*

Andrew Foley – *PhD Candidate and Executive
Director of the Emerging Markets Theme*

Conference Attendee List 2024

First	Last	Affiliation	Email
Essam	Boraey	University of Connecticut	Essam.boraey@uconn.edu
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Nataliya	Langburd Wright	Columbia University	Nlwright@gsb.columbia.edu
Ravi	Ramamurti	Northeastern University	R.ramamurti@northeastern.edu
Sheen	Levine	Otto Moensted Professor, DTU, Copenhagen; U. Of Texas, Dallas; Columbia U., New York	Levine@utdallas.edu

A Few Suggested Local Ithaca Eateries

Moosewood Restaurant	215 N Cayuga St, Ithaca, NY 14850	(607) 273-9610	moosewoodcooks.com
Maxie's Supper Club and Oyster Bar	635 W State St, Ithaca, NY 14850	(607) 272-4136	maxies.com
Simeon's American Bistro	224 E State St, Ithaca, NY 14850	(607) 272-2212	simeonsithaca.com
Francos Pizza	527 W State St, Ithaca, NY 14850	607) 319-5132	just-a-taste.com
Ithaca Ale House	111 N Aurora St, Ithaca, NY 14850	(607) 256-7977	ithacaalehouse.com
Saigon Kitchen	526 W State St, Ithaca, NY 14850	(607) 257-8881	saigonkitchenithaca.com
Mahogany Grill	112 N Aurora St, Ithaca, NY 14850	(607) 272-1438	mahoganygrill.com
Viva Taqueria & Cantina	101 N Aurora St, Ithaca, NY 14850	(607) 277-1752	vivataqueria.com
Collegetown Bagels	203 N Aurora St, Ithaca, NY 14850	(607) 273-0982	collegetownbagels.com

ACKNOWLEDGEMENTS

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