

List of Publications
Prof. Dr. Ritam Garg

Publications

Recent Articles:

1. Towards frugal innovations-based sustainability: derivation of effective user-driven solutions. XXXVI ISPIM Innovation Conference, *Innovations Powered by Nature*, 15-18 June, 2025, Bergen, Norway (w/ H. Vaidya and K. Bhalla).
2. Digital Education and Intercultural Exchange. 51st AIB-UKI Conference, 24-26 April, 2025, University of Surrey, UK (w/ V. Stier).
3. Optimizing Intercultural Trainings using Social Robots. *Sino-German Research Network of Management Sciences*, 23-25 September, 2024, Bayreuth, Germany.
4. Organizational Complexity and International Business Environment. 5th International Conference, Business meets Technology, 13-15 July, 2023, Valenica, Spain.
5. Towards AI-based Intercultural Trainings using Social Robots: Derivation of Design Criteria for Effective Intercultural Human- Robot Interactions. 5th International Conference, Business meets Technology, 13-15 July, 2023, Valenica, Spain (w/ A. Piazza).
6. Cross-cultural Collaboration for International Trade and Markets. Case of Indigenous Management Concepts. 4th International Conference, Business meets Technology, 7-9 July, 2022, Ansbach, Germany.
7. Emerging Market Multinationals: Perspectives from Asia. European Academy of Management Conference (EURAM) on '*Leading Digital Transformation*'. 15-17 June, 2022, Winterthur, Switzerland.
8. Organizational Resources and Internationalizing Firms from Emerging Markets. 7th Copenhagen Conference on: Emerging Market Multinationals: Outward Investment from Emerging Economies. 14-15 October, 2021, Copenhagen, Denmark.
9. Overcoming Intercultural Challenges: Role of Intercultural Trainings for Early Career Researchers. In Guttormsen D.S.A. (Ed.), *Field Guide to Intercultural Research*: 81-92. Edward Elgar Publishing Ltd. 2021 (w/ P. Poljsak-Rosinski).
10. Circular Economy. In Somani, S.K., Ali, M., Pathak, R., and Sahu, N. (Eds.), *Innovation for Sustainability in Engineering and Management*: 1-26. Woven Words Publishers Pvt. Ltd. 2021.
11. Organizational Boundary Spanning: A New Perspective. International Conference of Business and Management in Emerging Markets (ICBMEM). Zanzibar, Tanzania, 14-16 September 2021.
12. Organizational Boundary Spanning. In Hedderich B.E., Hedderich, M.A., and Walter, M.S.J. (Eds.), *Business meets Technology 2*: 92-94. Shaker Verlag GmbH, 2020.
13. Krisenmanagement – Wie lässt sich der Ernstfall vorbereiten? 2020. (Available at <https://campusrothenburg.de/2020/06/29/was-tun-in-der-krise-neuer-beitrag-von-prof-dr-garg/>)

14. Modern Day Recruitment: An Exposition of Social Media Platforms. *Ansbacher Kleidoskop*, 2020, 154- 177.
15. Managing Multicultural Teams. *Ansbacher Kleidoskop*, 2020, 32-49.

Funded Research Project:

1. The Organization of Knowledge Transfer in the Context of Chinese Cross-border Acquisitions in Developed Economies. *Asian Business & Management*, 2018, 17 (4), 286-311. (w/ T. Haasis and I. Liefner) (*Funded by the German Research Foundation (DFG)*).

Articles in peer-reviewed Journals:

1. CEOs' Cultural and Demographic Attributes and Organizational Performance of Indian SMEs: An Upper Echelon Approach. *International Journal of Entrepreneurial Venturing*, 2018, 10(5), 483-512 (w/ C. Friedmann and D. Holtbrügge).
2. Whoever Said Corporations Don't Care? Evidence of CSR from India. *International Journal of Indian Culture and Business Management*, 2018, 16(2), 2016-222 (w/ J. Ambrosius).
3. The Influence of Intra-cultural Diversity on Self-efficacy Beliefs: Evidence from India. *International Journal of Indian Culture and Business Management*, 2018, 16(2), 131-155 (w/ F. Engelhard).
4. Market Entry Strategies and Performance of Indian Firms in Germany. *International Journal of Export Marketing*, 2017, 1(4), 357-376.
5. India's Family Businesses and the German Mittelstand - Similarities and Differences. *Chanakya International Journal of Business Research*, 2016, 2 (2), 9-20 (w/ C. Schweizer).
6. An Exposition of Resource Capabilities for SMEs in the Emerging Markets. *South African Journal of Economic and Management Sciences*, 2014, 17(3), 310-318 (w/ K. De).
7. Barriers to SME Internationalisation: A case of India. *Prastuti - Journal of Management & Research*, 2013, 2(1), 69-77.
8. Impact of Dynamic Capabilities on the Export-orientation and Export-performance of SMEs in the Emerging Markets: A Conceptual Model. *African Journal of Business Management*, 2012, 6(29), 8464 – 8474 (w/ K. De).

Articles in refereed conferences:

1. An Exposition of Dynamic Capabilities in the context of Internationalizing Firms from Emerging Markets (*accepted*). European Academy of Management (EURAM 2020) Conference on "THE BUSINESS OF NOW: The Future Starts Here". 4-6 December, 2020, Trinity College, Dublin, Ireland.
2. Performance of Emerging Market Firms (*accepted*). 14th China Goes Global Conference, 05 – 07, August 2020, in Vancouver, Canada.
3. The Role of Dynamic Capabilities in Enhancing the Performance of Internationalizing Firms. International Conference of Business and Management in Emerging Markets (ICBMEM). 18-19 October, 2019, Oslo, Norway.
4. Emerging Market Multinationals – A post acquisition paradigm. European Academy of Management Conference (EURAM) on 'Research in Action'. 19-22 June, 2018, University of Iceland, Iceland.
5. Knowledge Transfer in Chinese Cross-border Acquisitions in Developed Economies: An Organizational Learning Perspective. 11th China Goes Global Conference. 15-17 June, 2017, Kristiansand, Norway (w/ Timon Haasis and Ingo Liefner).

6. Impact of Market Entry Mode Choices on Firms' Performance (*accepted*). European Academy of Management Conference (EURAM) on 'Making Knowledge Work'. 21-24 June, 2017, Glasgow, Scotland.
7. Mentoring and its effects on expatriate satisfaction. 42nd Annual Conference of the European International Business Academy (EIBA). 2-4 December, 2016, WU Vienna, Austria (w/ Judith Ambrosius).
8. What Makes Indian and Chinese Firms Competitive? 5th Copenhagen Conference on Emerging Multinationals: Outward Investment from Emerging Economies, 27-28 October, 2016, Copenhagen Business School, Copenhagen, Denmark (w/ Sue C. Berning).
9. The Influence of Intracultural Diversity on Self-efficacy Beliefs: The Role of Cultural Dimensions and Religion. 2016 annual AIB meeting in New Orleans, Louisiana, USA. 27-30 June, 2016, Academy of International Business (w/ Franziska Engelhard).
10. Effects of Culture on CSR Practices: Evidence from India. European Academy of Management Conference (EURAM) on 'Manageable Cooperation'. 1-4 June, 2016, Paris, France (w/ Judith Ambrosius).
11. The Influence of Intracultural Diversity on Self-efficacy Beliefs of Indian employees – The Role of Cultural Dimensions and Religion. European Academy of Management Conference (EURAM) on 'Manageable Cooperation'. 1-4 June, 2016, Paris, France (w/ Franziska Engelhard).
12. Indian CSR Practices: Mapping the Indigenous Indian Management Concepts for Wider Understanding. 43rd AIB-UKI Conference, London, UK. 7-9 April, 2016, Academy of International Business (UK & Ireland Chapter) and Birkbeck, University of London, UK (w/ Judith Ambrosius).
13. Market Entry Strategies and Performance of Indian Firms in Germany: The Moderating Effect of International Experience. 2015 annual AIB meeting in Bengaluru, India. 27-30 June, 2015, Academy of International Business and Indian Institute of Management, Bengaluru, India (w/ Dirk Holtbrügge).
14. Market Entry Strategies and Performance of Emerging Market Firms in Germany: The Moderating Effect of International Experience. 2015 European Academy of Management Conference (EURAM) on 'Uncertainty is a great opportunity'. 17-20 June, 2015, Warsaw, Poland (w/ Dirk Holtbrügge and Sue C. Berning).
15. Indian OFDI in Germany. 4th Copenhagen Conference on Emerging Multinationals: Outward Investment from Emerging Economies, 9-10 October, 2014, Copenhagen Business School, Copenhagen, Denmark.
16. Market Entry Strategies and Performance of Indian Firms in Germany. Special Issue on *Emerging Economies and Multinational Enterprises* in *Advances in International Management*, 27-28 September, 2014, North Eastern University & Texas A&M University, Boston, USA (w/ Dirk Holtbrügge).
17. CEO's Cultural and Demographic Attributes and Organisational Performance of Indian SMEs: An Upper Echelon Approach. Academy of International Business-India Annual Conference, International Business: *The Emerging Economies Context*, 15-17 April, 2013, IIM-Bangalore, Bengaluru, India. (w/ Carina Friedmann and Dirk Holtbrügge).
18. Does CEO Personal Cultural Orientation Matter in Managerial Decision Making? 3rd EIASM Workshop on Top Management Teams & Business Strategy Research: *Top Management Teams in Family and Entrepreneurial Companies*, 25-26 June, 2012, University of Bocconi, Milan, Italy (w/ Carina Friedmann).
19. Does Cultural Diversity in Top Management Teams Lead to a Better Firm Performance? Research Design for a study on Composition and Performance of Indian firms. 2nd EISAM

Workshop on *Top Management Teams & Business Strategy Research*, 30 March-1 April, 2011, Galatasaray University, Istanbul, Turkey (w/ Carina Friedmann).

20. An Exploratory Study on the Influence of Culture on the Internationalisation of Indian SMEs. Academy of International Business-India Annual Regional Conference and UNCTAD, *Global Economic Crisis; Challenges and Opportunities*, 17-19 December, 2009, New Delhi, India (w/ K. De).

Articles in non-refereed conferences:

1. Dynamic Capabilities – A case of Chinese firms’ internalization. *Sino-German Research Network of Management Sciences*, 19-22 March, 2018, Bayreuth, Germany
2. The Influence of Intracultural Diversity on Self-Efficacy Beliefs. *Sino-German Research Network of Management Sciences*, 18-20 July, 2016, Regensburg, Germany (w/ Franziska Engelhard).
3. Indigenous Management Research: Perspectives and Possibilities. Kickoff Workshop of *Sino-German Research Network of Management Sciences*, at the Chinese Academy of Science, 27-30 April, 2015, Beijing, China.
4. Indian Overseas Investments: Trends and Developments in Europe. International Conference on *Changing Perspectives and Paradigms in Business and Behavioural Sciences* (CPPBBS-2014), 28-29 March, 2014, Thapar University, Patiala, India.
5. Indian SMEs Critical Success Factors: A Case Study of an Export Oriented Textile Manufacturing Company. *Changing Perspectives and Paradigms in Business and Behavioural Sciences* (CPPBBS-2012), 27-28 April, 2012, Thapar University, Patiala, India (w/ K. De).
6. A Study on the Export-Orientation of Indian MSMEs. International Conference on Management of MSMEs, *MSMECON-11*, 19-20 August, 2011, IMT Nagpur, Nagpur, India (w/ K. De).

Monograph:

1. PhD dissertation titled ‘An Empirical Study on Export Orientation of Indian Small and Medium Enterprises’. 2014. Available at <http://hdl.handle.net/10266/3244>

Book chapters:

1. Indigenous Chinese Management Philosophies. Key Concepts and Relevance for Modern Chinese Firms. In B. Christiansen and G. Koc (Eds.), *Handbook of Research on Scientific and Technological Development in Asia*: 43-57. IGI Global 2017 (w/ Sue C. Berning).
2. Indigenous Indian Management Philosophies. Key Concepts and Relevance for Modern Indian Firms. In A. Malik and V. Pereira (Eds.), *Indian Culture and Work Organisations in Transition*: 59-75. Routledge 2016 (w/ Dirk Holtbrügge).
3. An Exposition of Indian Overseas Investments in Germany: Trends, Motivations and Challenges. In TS Chan and Geng Cui (Eds.), *The Rise of Asian Firms: Strengths and Strategies*: 205-219. NT, Hong Kong: AIBSEAR Book Series, 2014.
4. Outward Foreign Direct Investment of Emerging Market Firms. In David A. Dyker (Ed.), *Foreign Investment in Eurasian and Pacific Rim Economies*: 235-258. London, England: Imperial College Press, 2013 (w/ Dirk Holtbrügge and Sue C. Berning).

Cases:

1. The Internationalization Strategy of Wipro in Europe. In Kazmi & Kazmi (Eds.), *Strategic Management & Business Policy, 5th Edition*. New Delhi: McGraw-Hill Education, 2020 (w/ Dirk Holtbrügge).

2. The Internationalization Strategy of Wipro in Europe 1992-2014. In A. Kazmi (Ed.), *Strategic Management & Business Policy*, 3rd Edition. New Delhi: McGraw-Hill Education, 2015 (w/ Dirk Holtbrügge).

Articles in practice-oriented magazines:

1. Corporate Social Responsibility: The Indian Way – Starke Nation als Garant für profitables Wachstum. *Global Contact- Das Aussenwirtschafts Magazin*, October 2016, 28-29 (w/ Judith Ambrosius).