

*Publikationsliste*  
**Prof. Dr. Ritam Garg**

**Bevorstehende Artikel:**

1. Overcoming Intercultural Challenges: Role of Intercultural Trainings for Early Career Researchers. (w/ P. Poljsak-Rosinski)
2. Managing Multicultural teams.
3. Modern day recruitment: An exposition of the social media platforms.

**Artikel in peer-reviewed Zeitschriften:**

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))
2. 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).
3. 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).
4. 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).
5. Market Entry Strategies and Performance of Indian Firms in Germany. *International Journal of Export Marketing*, 2017, 1(4), 357-376.
6. 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).
7. 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).
8. Barriers to SME Internationalisation: A case of India. *Prastuti - Journal of Management & Research*, 2013, 2(1), 69-77.
9. 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).

**Vorträge auf internationalen Konferenzen (peer-reviewed):**

1. 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.
2. Emerging Market Multinationals: A Post Acquisition Paradigm. European Academy of Management Conference (EURAM) on 'Research in Action'. 19-22 June, 2018, Reykjavik, Iceland.



3. Knowledge Transfer in Chinese Cross-border Acquisitions in Developed Economies: An Organizational Learning Perspective. 11<sup>th</sup> China Goes Global Conference. 15-17 June, 2017, Kristiansand, Norway (w/ T. Haasis and I. Liefner).
4. Mentoring and its effects on expatriate satisfaction. 42<sup>nd</sup> Annual Conference of the European International Business Academy (EIBA). 2-4 December, 2016, WU Vienna, Austria (w/ J. Ambrosius).
5. 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/ S.C. Berning).
6. 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/ F. Engelhard).
7. 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/ J. Ambrosius).
8. 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/ F. Engelhard)
9. 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/ J. Ambrosius).
10. 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/ D. Holtbrügge).
11. 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/ D. Holtbrügge and S.C. Berning).
12. Indian OFDI in Germany. 4th Copenhagen Conference on Emerging Multinationals: Outward Investment from Emerging Economies, 9-10 October, 2014, Copenhagen Business School, Copenhagen, Denmark.
13. 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/ D. Holtbrügge).
14. 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/ C. Friedmann and D. Holtbrügge).
15. Does CEO Personal Cultural Orientation Matter in Managerial Decision Making? 3<sup>rd</sup> 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/ C. Friedmann).
16. 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. 2<sup>nd</sup> EISAM Workshop on *Top*



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

17. 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).

#### **Vorträge auf internationalen Konferenzen (non-refereed):**

1. Role of Dynamic Capabilities in Internationalizing Firms: Case of China. *Sino-German Research Network*, 19-22 March, 2018, Bayeruth, Germany.
2. The Influence of Intracultural Diversity on Self-Efficacy Beliefs. *Sino-German Research Network*, 18-20 July, 2016, Regensburg, Germany (w/ F. Engelhard).
3. Indigenous Management Research: Perspectives and Possibilities. *Sino-German Research Network*, 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-Oriented of Indian MSMEs. International Conference on Management of MSMEs, *MSMECON-11*, 19-20 August, 2011, IMT Nagpur, Nagpur, India (w/ K. De).

#### **Monographien:**

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>

#### **Buchkapitel:**

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/ S.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/ D. 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/ D. Holtbrügge and S.C. Berning).

#### **Fallstudien:**

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

**Artikel in Zeitschriften:**

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