

Management in Emerging Markets Conference (MEM)

Rotman School of Management, University of Toronto
105 St. George Street, Toronto
April 25–26, 2025

Friday – April 25, 2025

8:00–9:00 am	Registration, Coffee & Breakfast (Fleck Atrium)
9:00–9:05 am	Welcome from the Organizing Team (Fleck Atrium)
9:05–10:05 am	Theory Building Panel (Fleck Atrium) • Laura Doering • Chris Yenkey • Rodrigo Canales • Shon Hiatt Moderator: Ryann Manning Format: 7 mins per panelist & 30 mins Q&A
10:05–10:15 am	Coffee Break
10:15–11:00 am	PhD Student Rapid Presentations (Fleck Atrium) • Aparajita Agarwal • Grady Raines • Zahra Hejrati • Shubahm Singh • Roy Huang 7 mins presentations + 10 mins Q&A
11:00–11:15 am	Coffee Break
11:15–12:30 pm	Paper Sessions 1 & 2 (RSM 142, RSM 147) 15 mins per paper + 15 mins Q&A
12:30–1:30 pm	Lunch (Fleck Atrium)
1:30–2:45 pm	Paper Sessions 3 & 4 (RSM 142, RSM 147) 15 mins per paper + 15 mins Q&A
2:45–3:00 pm	Coffee Break
3:00–3:40 pm	PhD Student Rapid Presentations (Fleck Atrium) • Rowan Clarke • Angelo Bello • Esam Boraey • Priyam Saraf 7 mins per presentation + 10 mins Q&A

3:40–4:00 pm	Cornell EMI Report – Lourdes Casanova
4:00–4:15 pm	Coffee Break
4:15–5:15 pm	Looking to the Future: Opportunities and Challenges for Management Research in Emerging Markets (Fleck Atrium) • Anita McGahan • Wes Sine • Jordan Siegel Moderator: Stefan Dimitriadis 10 mins per panelist + 30 mins Q&A
5:15–6:30 pm	Drinks Social (Fleck Atrium)
6:30–8:30 pm	Dinner (Fleck Atrium)

Saturday – April 26, 2025

8:00–9:00 am	Breakfast (Fleck Atrium)
9:00–9:45 am	PhD Student Presentations • Amrita Saha • Peter Polhill • Stefan Ivanovski • Andrew Foley 7 mins per presentation + 15 mins Q&A
9:45–10:00 am	Coffee Break
10:00–11:15 am	Paper Sessions 5 & 6 (15 mins per paper + 15 mins Q&A)
11:15–11:30 am	Introducing the MEM Consortium • Valentina Assenova • Chris Eaglin
11:30–12:30 pm	Editor Panel • Brian Silverman • Lamar Pierce • Dan Wang • Sandro Cabral • Sinziana Dorobantu Moderator: Aline Gatignon

8 mins per panelist + 20 mins Q&A

12:30–1:30 pm

Boxed Lunches, Wrap-Up & Thanks

The conference is sponsored by the Rotman School of Management. The doctoral student sessions are sponsored by the Cornell Emerging Markets Institute. The organizers would like to thank all the sponsors for their generous support.



Rotman School of Management
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Parallel Sessions

1. Corporate Social Responsibility (CSR) and Stakeholder Engagement

Theme: CSR strategies and their impact on stakeholders, communities, and firms.

1. *They don't care about us: Sequencing Public and Private Actions to Unlock Socioeconomic Growth in Disadvantaged Communities*
Presenter: Aline Gatignon.
2. *How much do workers value supply chain CSR? Evidence from a choice experiment in Morocco.*
Presenter: Greg Distelhorst.
3. *Learning by Helping: Evidence from Chinese Brokerages' Community CSR.*
Presenter: Jose Uribe.
4. *Stakeholder value creation and allocation under external market pressures: An analysis of the Brazilian meat industry.*
Presenter: Sandro Cabral.

2. Organizational Design and Governance

Theme: The role of organizational structure and governance in managing resources and responding to challenges.

1. *Centralization and Redeployment.*
Presenter: Chris Poliquin.
2. *The Impact of Communicating Strategy on Employee Ideas: Evidence from a Global Startup Field Experiment.*
Presenter: Nataliya Wright.
3. *Digital Solutions to Access-Oriented Grand Challenges: Remote Learning, Comparative Governance, and the Access-Quality Trade-off.*
Presenter: Thomaz Teodorovicz.
4. *How Do Domestic and Foreign Firms Respond to a Reduction in Competition from the Public Sector? Evidence from Vaccine Markets in India.*
Presenter: Arzi Adbi.

3. Financial Decisions and Institutional Contexts

Theme: The behavioral and institutional factors influencing financial decision-making, from micro-level borrower behavior to macro-level perceptions of risk and investment opportunities.

1. *Drivers of Default: How Input Utilization and Loan Repayment Respond to Randomized Debt Restructuring and Other Shocks.*
Presenter: Christopher Eaglin.
2. *Humanizing Poverty Alleviation.*
Presenter: Ussama Ahmad Khan.
3. *Incentivizing Lending to Women Entrepreneurs: Evidence from Vietnam.*
Presenter: Markus Taussig.
4. *The Social Construction of Political Risk: How Narratives Shape Africa's Perception Premium and Constrain Foreign Investment.*
Presenter: Robert Nason.

4. Technology and Social Innovation

Theme: The transformative role of technology in social innovation and economic development.

1. *How Local Entrepreneurs Shape Low-Income Countries' Emerging Industries for Social Innovations.*
Presenter: Diana Jue-Rajasingh.
2. *Beyond Technology Adoption: The Critical Role of Digital Technology Integration in SME Growth and Scalability.*
Presenter: Valentina Assenova.
3. *Strengthening Fragile States: Evidence from Mobile Salary Payments in Afghanistan.*
Presenter: Tarek Ghani.
4. *Reemergence of the Pearl Industry Through Live-Streaming.*
Presenter: Wesley Koo.

5. Inequality and Institutional Constraints

Theme: The impact of systemic and institutional inequalities on behavior and outcomes.

1. *Wages That Bind: How Do Social and Financial Incentives Interact to Shape Workers' Decision to Take Bribes in Organizations?*
Presenter: Diana Dakhlallah.
2. *From Armed Roots to Airline Routes: Stakeholder Imprinting and Entrepreneurial Geographic Expansion.*
Presenter: Kunyuan Qiao.

6. Entrepreneurship

Theme: Entrepreneurship in resource-constrained settings, with a focus on family and social supports.

1. *What Motivates Informal Entrepreneurs in Emerging Markets to Formalize their Ventures?*
Presenter: Everlyne Misati.
2. *Entrepreneurship, Family Embeddedness, and Participative Management: Transforming Constraints into Resources for Entrepreneurs in Togo.*
Presenter: Stefan Dimitriadis.
3. *The Effect of Parental Transmission of Entrepreneurship on Small and Micro-Enterprise Sales Performance.*
Presenter: Muntasir Shami.