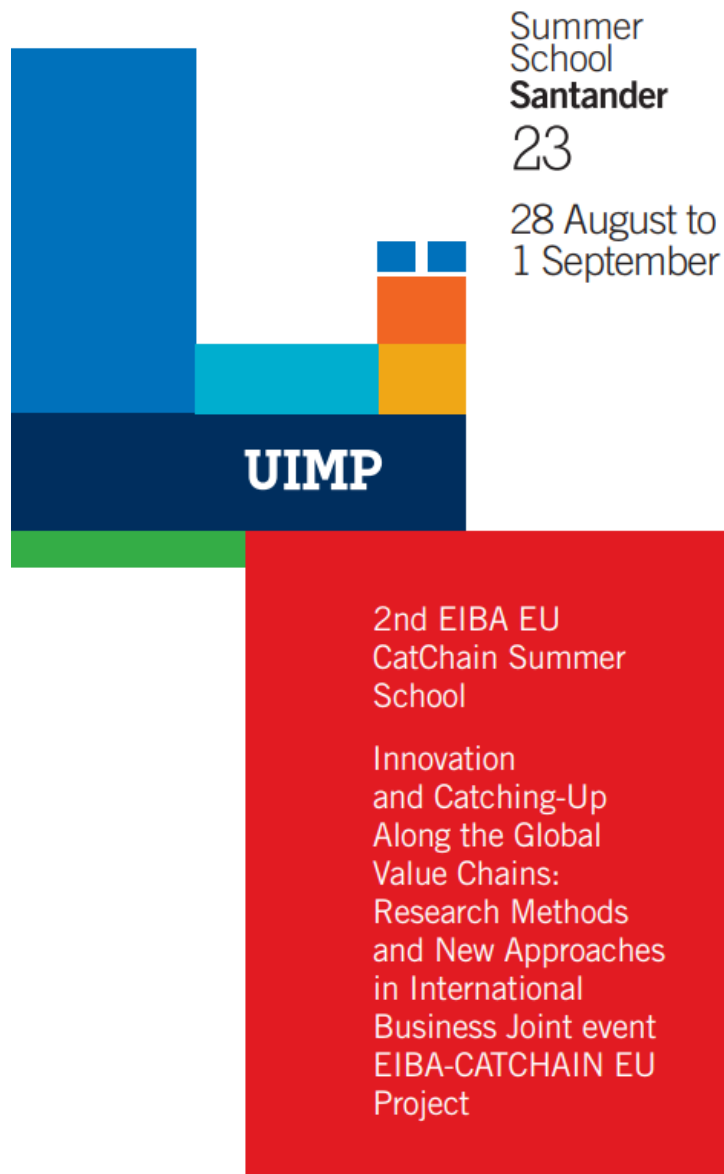


# REPORT



## OVERVIEW

The 2nd EIBA Summer School was held at the Universidad Internacional Menéndez Pelayo (UIMP) in Santander (Spain), from August 28th-September 1st 2023. It was co-organized and co-sponsored by the [CatChain Project “Catching Up along the Global Value Chains. Models, determinant and policies”](#) and EIBA.

This edition’s topic featured research methods and new approaches in international business for navigating innovation and catching-up in global value chains.

The School aimed to provide participants with tools to understand and tackle different dimensions of global value chains (GVCs) in IB. To do so, examples of traditional and emerging IB topics were analyzed (i.e. international knowledge creation, GVCs formation and restructuring, and policy trends – especially in terms of sustainability and digital transition), illustrating how to do justice to the conceptual and methodological challenges (and opportunities) characterizing the new international reconfiguration of GVCs.

The study of GVCs require to account for more recent phenomena, such as big data, blockchains, AI, platforms, and complex networks. Additionally, it requires eclectic methodological choices that combine multiple methods to pursue rigorous, reliable and valid results. Attention was given to quantitative, qualitative and mixed-methods, via lectures, seminars and workshops.

Each day were analyzed different dimensions of innovation and GVCs by exploring a different IB topic. Daily sessions consisted of an initial inspiring lecture by an expert of the field, followed by a workshop on the associated challenges and opportunities of GVC in term of research design, data collection and data management, a methodological session on traditional and advanced techniques and a workgroup for student training. The last day was devoted to the sustainability of research activities and to the final presentations from participants, who connected the knowledge and insights gained during the school with their own research.

The Summer School offered lectures delivered by internationally leading scholars on the specific designated topic, methodological workshops and supervised tutorials/teamwork.

Key features of the pedagogical approach adopted by the Summer School were as follows:

- Morning lectures were offered by invited professors. Lectures covered a large variety of issues regarding recent advances in theory and applications in IB.

- Mid-day sessions were devoted to methodologies.
- Afternoon workshops were devoted to group work aimed to apply the issues and methodologies presented during the previous sessions, this likely connected to students' research topics.
- Evening social scientific dinners were to connect participants, discuss paths of academic careers, publication strategies, role of social media etc.

Great importance was given to informal discussions, which were precious for sharing experiences and expanding networks, among participants and with invited professors who were asked to stay a few days for that purpose.

The Catchain project has received funding from the European Union's Horizon 2020 Marie Skłodowska-Curie Research and Innovation Staff Exchange (H2020-MSCA-RISE-2017) under Grant Agreement No 778398.

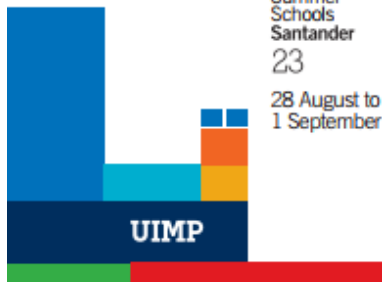
## FACULTY

Isabel Álvarez	Professor at Complutense University of Madrid, and Director of Complutense Institute for International Studies
Lucia Piscitello	Professor at Politecnico di Milano and University of Reading, and Co-director of John H. Dunning Center for International Business
John Cantwell	Distinguished Professor at Rutgers Business School
Torben Pedersen	Professor at Copenhagen Business School
Gary Gereffi	Director of the Global Value Chains Center at Duke University
Leticia Blázquez	Professor at University of Castilla-La Mancha
Javier Velázquez	Full Professor at Complutense University of Madrid
Valentina De Marchi	Associate Professor at ESADE Business School
Massimo Riccaboni	Professor at Scuola IMT Alti Studi Lucca
Roberta Rabellotti	Full Professor at University of Pavia
Diletta Pegoraro	Junior Assistant Professor at Politecnico di Milano
Catherine Welch	Professor at Trinity Business School
Christian Manrique	Head of Infrastructure and Property Area at Santander Port Authority
Ari Van Assche	Full Professor at HEC Montréal

## PARTICIPANTS

Andrea Carrera	Complutense University of Madrid
Andrea Pallás Rocafull	University of Valencia
Annabelle Brenes	Henley Business School
Aureliano da Ponte	Complutense University of Madrid
Camilo Alberto Castro	Tecnologico de Monterrey
Carlos Alfonso Díaz	Costa Rica Institute of Technology
Carolina Marín-Cadauid	University of Strathclyde
Emilia Eräpolku	Aalto University School of Business
Franklin Moya	Complutense University of Madrid
Giacomo Grassi	Politecnico di Milano
Gloria Duarte	Complutense University of Madrid
Ijeoma Ukeni	University of Huddersfield Business School
Jelena Korban	Vienna University of Economics and Business
Juan Du	University of Sydney Business School
Kyoungseo Hong	Rutgers Business School
Maxim Grib	University of Erlangen-Nürnberg
Mihaela Roibu	Copenhagen Business School
Naomi Lutskes	WU Vienna
Nikhila Raghavan	University of Erlangen-Nürnberg
Priyanshu Protim Pathak	Politecnico Di Milano
Robert Masua Bwana	University of Amsterdam
Ruilin Yang	University of Toronto
Tamara Brezighello	Alliance Manchester Business School
Tim Schroll	University of Hamburg
Xiaocan Yuan	Warwick Business School
Yuliia Kyrdoda	University of Trieste

# PROGRAMME



Summer  
Schools  
Santander  
23  
28 August to  
1 September

2nd EIBA EU  
CatChain Summer  
School Innovation  
and Catching-Up  
Along the Global  
Value Chains:  
Research Methods  
and New Approaches  
in International  
Business Joint event  
EIBA-CATCHAIN EU  
Project

Ciencias  
Sociales

**Contact**  
Monday to Friday: 9.00 am to 2.00 pm CET

**Santander**  
Las Llamas Campus  
Los Castros Avenue, 42  
39005 Santander  
Phone + 34 91 592 29 87 00

**Madrid**  
Isaac Peral Street, 23  
28040 Madrid  
Phone + 34 91 592 06 31 / 33

**From 19 June**  
Monday to Friday: 9.00 am to 2.00 pm CET  
Monday to Thursday: 3.30 pm to 6.00 pm CET

**Santander**  
Palace of La Magdalena  
39005 Santander  
Phone + 34 942 29 88 00

alumnos@uimp.es  
www.uimp.es

Sponsors



Organized in collaboration with



This Summer School can be recognised as permanent faculty training under the Spanish Education Act 2/2006 and the application of articles 21 and 29 of the Order of the Ministry of Education 2886 of 20 October 2011.

UIMP code 65EU - ECTS CREDITS: 2,5

Solicitud online



## Monday 28

- 10.00 h **Welcome & Introduction**  
Isabel Álvarez  
Lucia Piscitello  
Professor at Politecnico di Milano and  
University of Reading,  
Codirector of John H. Dunning Center for  
International Business
- 12.00 h **The Increasing Centrality of Global  
Cities as Nodes in International  
Innovation Networks**  
John Cantwell  
Rutgers Business School
- 15.30 h **Resilience in Global Value Chains:  
How to conduct simulations and  
experiments?**  
Terben Pedersen  
Copenhagen Business School

## Tuesday 29

- 09.30 h **Reglobalization, Firm Strategies and  
Industrial Policy in a Post-Pandemic  
Supply Chain World**  
Gary Gereffi  
Duke University
- 12.00 h **Social Network Analysis.  
Application to the study of global  
value chain**  
Leticia Blázquez  
University of Castilla-La Mancha
- 15.30 h **Meta-analysis and meta-regression  
analysis. A different and powerful  
way of summarizing the literature**  
Javier Velázquez  
Complutense University of Madrid

## Wednesday 30

- 09.30 h **Environmental upgrading and  
downgrading in global value chains.  
A framework for analysis**  
Valentina De Marchi  
Associate Professor at ESADE Business  
School
- 12.00 h **Machine learning applications in  
international trade**  
Massimo Riccaboni  
Scuola IMT Alti Studi Lucca
- 15.30 h **Discussion Session**  
Isabel Álvarez

## Thursday 31

- 09.00 h **Green Windows of Opportunity:  
Catching up in Sustainable Global  
Value Chains**  
Roberta Rabelletti  
University of Pavia
  - 11.00 h **Special Session**  
Visit to the port from the sea and  
Innovation in the port industry  
Christian Manrique  
Santander Port Authority
  - 15.30 h **Novel topics in IB via ethnographic  
approaches**  
Catherine Welch  
Trinity Business School
- GVC mapping at firm/industry level  
Diletta Pegoraro  
Politecnico di Milano

## Friday 1

- 09.30 h **Sustainable Supply Chain Policies  
and their Miscontents**  
Ari Van Assche  
HEC Montréal
- 12.00 h **Discussion Session**  
Isabel Álvarez



Red social de conocimiento UIMP  
Accede a las actividades en streaming  
de las conferencias y actividades en streaming



Universidad Internacional Menéndez Pelayo



fundación



EIBA

European  
International  
Business  
Academy



CATCHING UP ALONG THE GLOBAL VALUE CHAIN:  
MODELS, DETERMINANTS AND POLICY IMPLICATIONS



Puerto de Santander

## PICTURE GALLERY



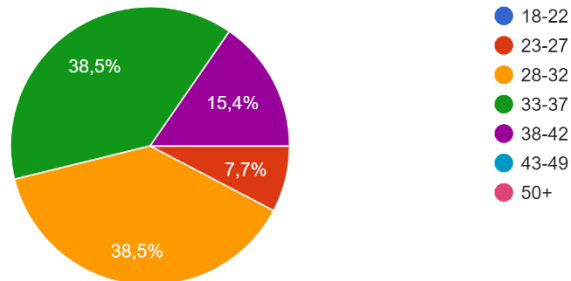
Opening Ceremony



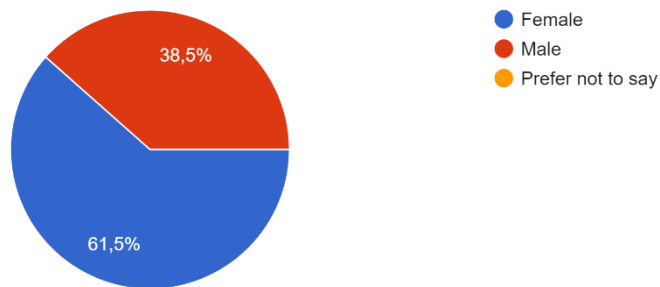
Group photographs

## PRE-SUMMER SCHOOL QUESTIONNAIRE

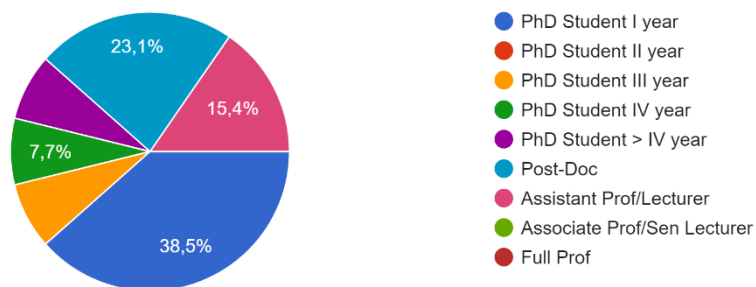
Which is your age range?



Are you:

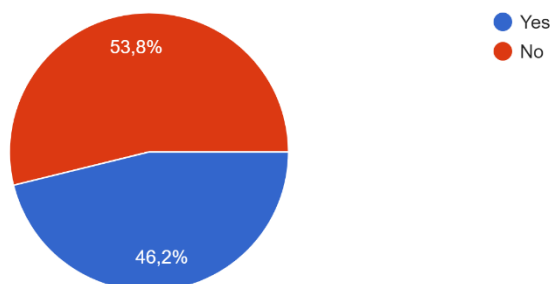


At what level is your career?

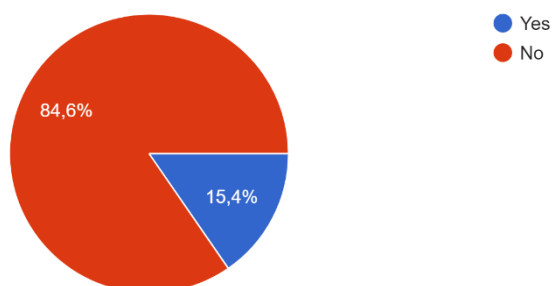




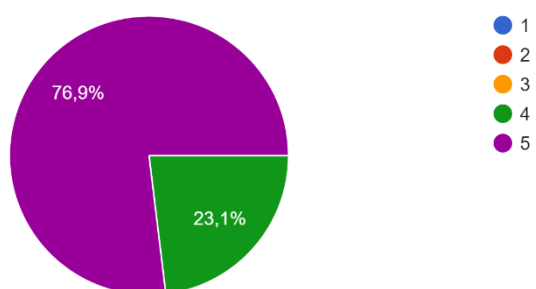
Did you know the EIBA Summer School before taking part in it?



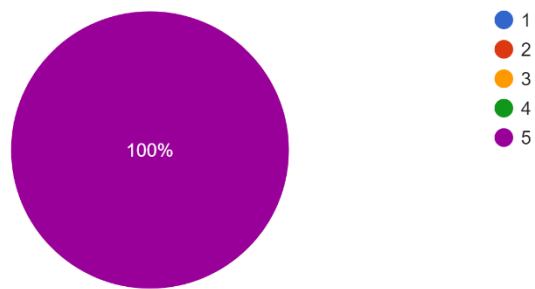
Did you know about the Cathain Project before participating in this Summer School?



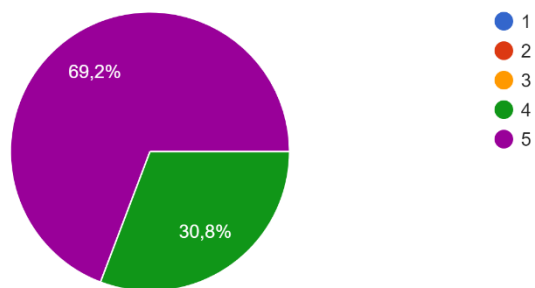
How important is for you to learn about GVC? (Use a scale of 1 to 5; 5 is the highest)



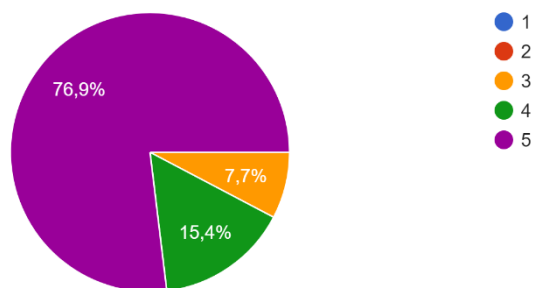
How important is for you to learn about methods? (Use a scale of 1 to 5; 5 is the highest)



How important is for you to do networking? (Use a scale of 1 to 5; 5 is the highest)

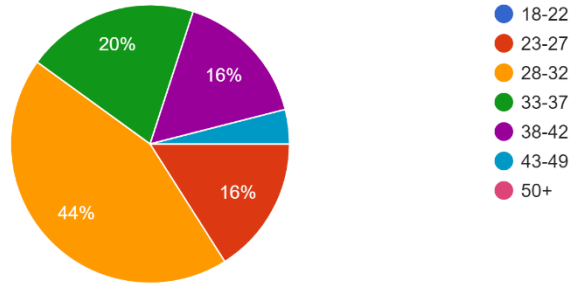


How important is for you to discuss your own research with other scholars? (Use a scale of 1 to 5; 5 is the highest)

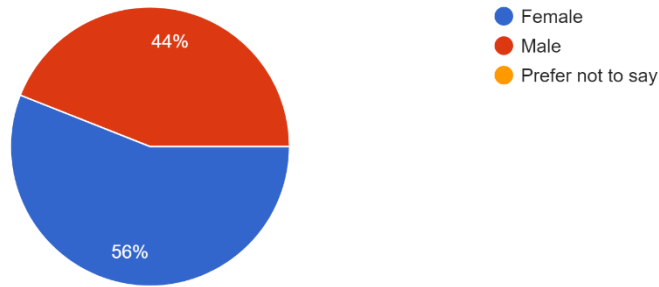


# POST-SUMMER SCHOOL QUESTIONNAIRE

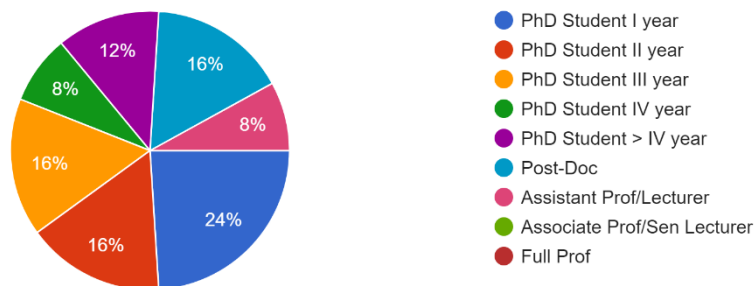
1- Which is your age range?



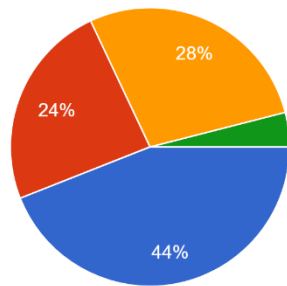
2- Are you:



3- At what level is your career?

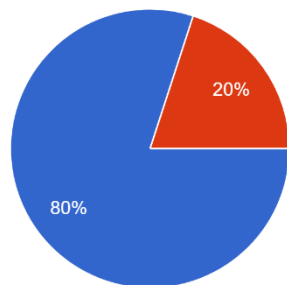


4- How long have you been member of EIBA?



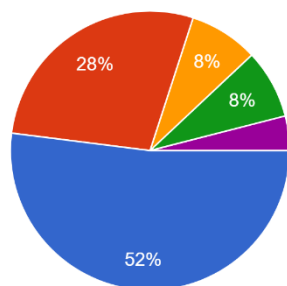
- I become member by attending this Summer School
- 1 year or less
- 1 -2 years
- 3- 5 years
- >5 years

5- Overall satisfaction with the Summer School



- Extremely satisfied
- Somewhat satisfied
- Neither satisfied or dissatisfied
- Somewhat dissatisfied
- Extremely dissatisfied

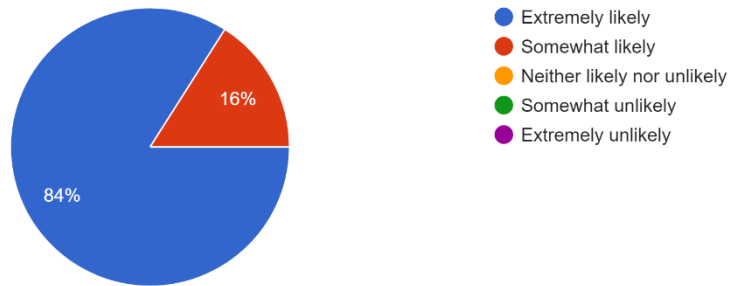
6- After this Summer School, which is the likelihood to attend EIBA Conference 2023 in Lisbon?



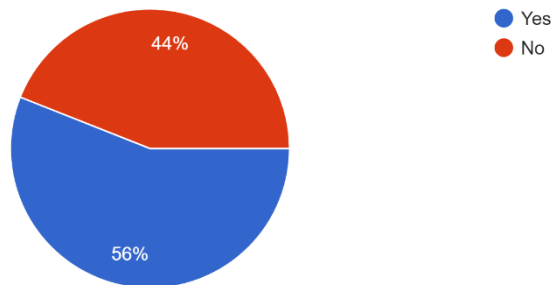
- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely
- I've already submitted my contribution

7- Would you recommend this Summer School to a colleague or student?

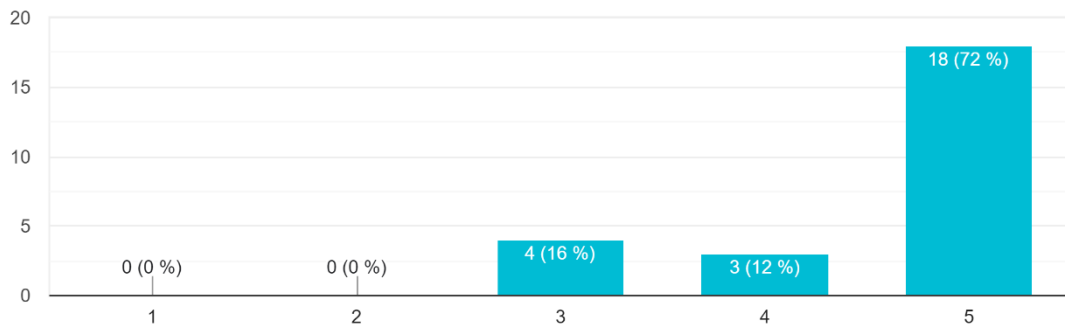
25 respuestas



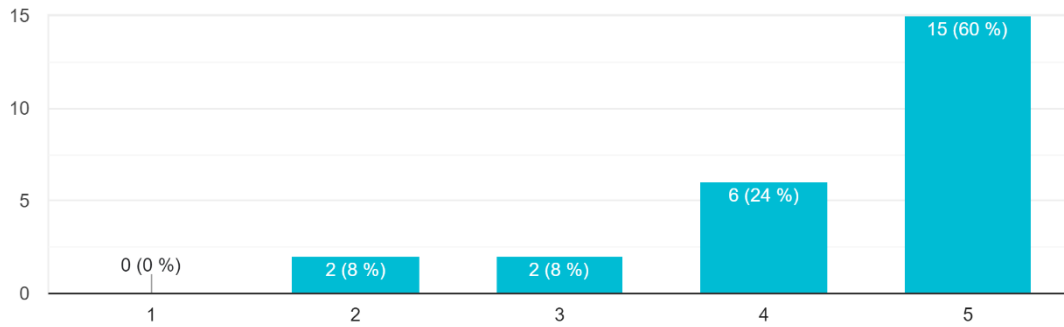
8- Did your supervisor/mentor suggest to attend?



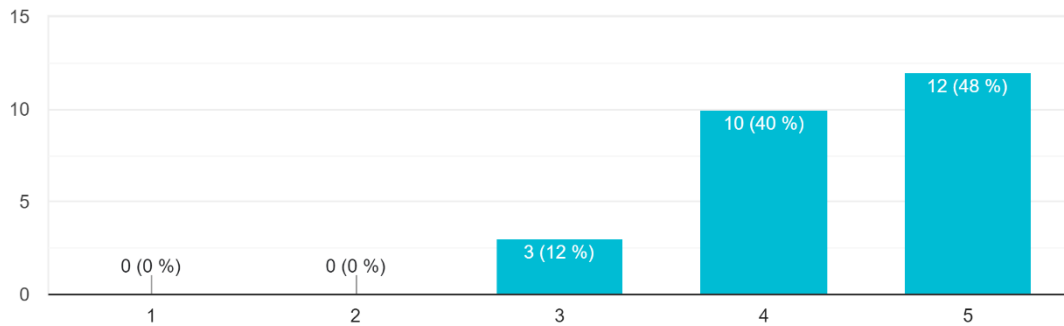
9- How important were the following reasons for your decision to attend the Summer School? (Use a scale of 1 to 5; 5 is the highest) To network and build professional relationship



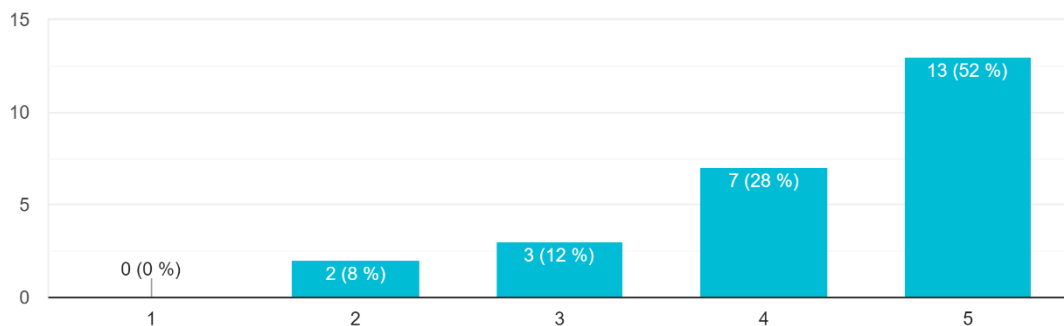
To have more guidance about my research



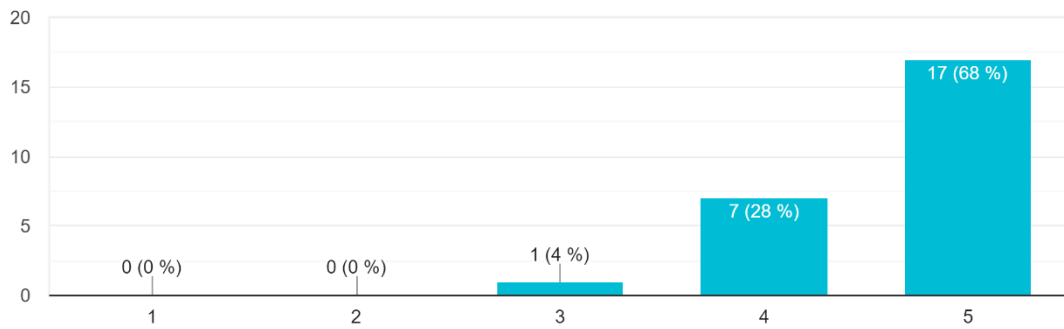
To advance my career



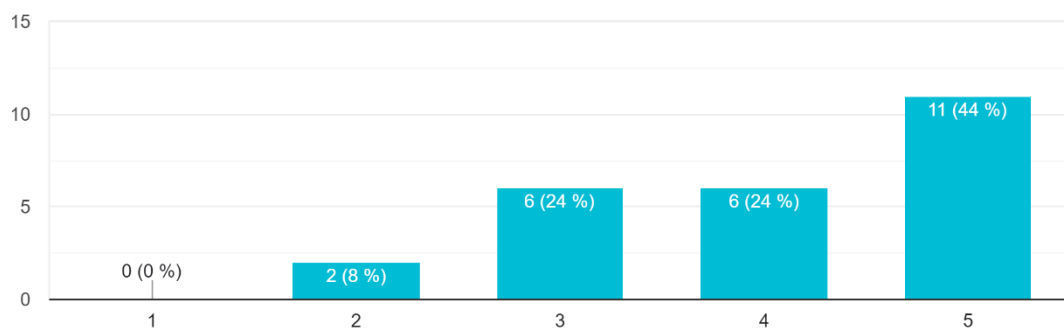
10- Please evaluate the following (Use a scale of 1 to 5; 5 is the highest) Overall organization



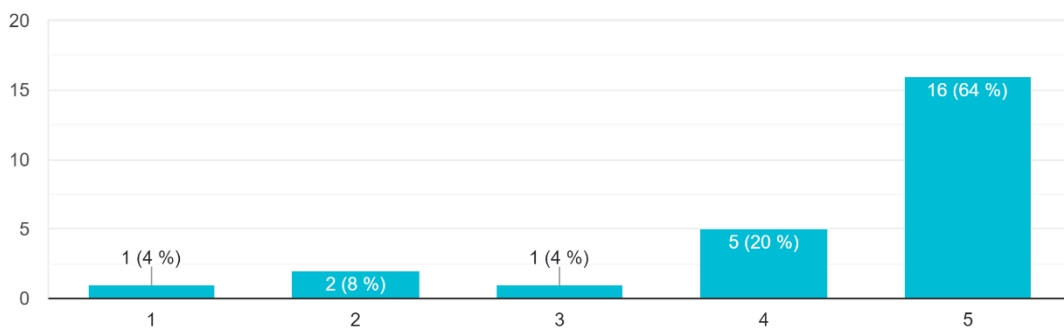
### Networking opportunity



### Summer School fees



### Venue of the Summer School



Apart from the answers to the questions shown in previous graphs, there was an open question for additional comments. The students answers were the following ones:

“Thank you, good food, lovely culture. I love EIBA! Thanks for organising the summer School”

“The agenda and the organization are amazing! Thank you so much!”

“I enjoyed my time at the summer school very much as it provided a welcoming and inclusive environment. All the speakers were greatly knowledgeable and engaging, making the learning experience very enjoyable. Their responsiveness and willingness to help offered us opportunities to learn from different perspectives. It would be nice to organize some ice-breaking activities on the first day, which allow us to get to know each other more easily”.

“What I particularly enjoyed were the atmosphere of the course (professional yet warm) that allowed for group cohesion and informal social networking, the excellent lectures, and the presence of world-leading faculty on GVCs. Staying at Palacio de la Magdalena was a plus, of course, and the city as a location and the port visit there were great too”.

“I have had a very great time at the Summer School. The lessons were great and I think I learned a lot of useful things for my PhD. It was also a very good opportunity for networking, not only with professors but also with other PhD students who might be future colleagues. The only thing I would say is that I missed some things from last year, for instance, the "gala" dinner that we had all together the last night. I think that was a great opportunity to conversate in a more informal scenario, so perhaps I would recommend recovering that for next year. Overall, though, I think it was a great Summer School, so thank you so much to the organisers and the participant professors!”

“It was my first event of this kind and I am extremely grateful that I had the opportunity to participate. The Summer School has given me inspiration for my future research and I would like to express my warmest thanks to the organizers and lecturers who did a really great job. I have nothing to criticize. Thank you very much for the great time”.

“Thank you so much for this initiative. The contents of the summer school were amazing. I really enjoyed the classes and learned a lot from the speakers. I also liked the workshop conducted by Diletta and Catherine. It's good to practice what you learn from top academics while you receive feedback from them”.

“I think it is important to receive more information before attending the event. It was a surprise to know that I had to share a room with another. I was also unaware

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of the facilities available at the location. Having the link to the venue beforehand would have been helpful in knowing what to pack or buy in the supermarket beforehand”.

“EIBA Summer School was an insightful experience. Thank you so much!”

“I think the summer school in general was great. However, I have some organizational suggestions for the future: 1. It would be great to know in advance availability of professors and maybe to even book 1 to 1 sessions during this time. 2. I would suggest not to send separate emails with slides from every session, but to combine those in one email for distribution. 3. I found that Thursday, despite very interesting activities, was very difficult. I think the whole team would have profited from a break after the port session. Thank you for the great week!”

“It'd be nice to have short breaks (5 - 10 minutes) during the lectures”

“Overall it was a very good experience. The lectures were very interactive and captivating. Meeting the world-renowned researches in the field of IB and GVC was a decent opportunity to grow as an early stage researcher. I am thankful to the organising committee for this amazing opportunity”.

“A great event. The food was terrible though, should take more care of that next year”.

“Please, extend the invitation to more Costa Rican universities. My tutor told me about the summer school and EIBA (he's from U Valencia)”.