



China in Europe Research Network (CHERN) - CA 18215

Chinese financial institutions in Europe (CHERN WG3)

Basics

Host Organization: School of Engineering and Management, HES-SO, University of Applied Sciences and Arts, Western Switzerland

Host Organizations's representative: Prof. Anna Lupina-Wegener and Dr. Güldem Karamustafa

Representative's contact: anna.lupina-wegener@heig-vd.ch

The tentative length of the STSM: 2 weeks

Call's description and objectives

Chinese banks (CNBs) are relatively less experienced in internationalisation compared to other type of Chinese firms and thus, they might encounter liability of emergingness to a higher extent. Nevertheless, despite their shorter international experience they propelled into the ranks of the world's largest banks as ICBC, China Construction Bank, Agriculture Bank of China and Bank of China which among the top 10 world banks (Banker, 2020). In a qualitative study Marques, Lupina-Wegener, and Schneider (2017) examined the Brazilian Safra Bank's success in parallel to the Bank of China's failure in Switzerland. They found that Bank of China (Suisse) experienced high liability of emergingness due to government ownership, lack of prior managerial experience in international private banking, lack of home country client base which then led to the failure of Bank of China (Suisse) and a "face-saving" takeover by a well-known Swiss bank, Julius Baer, five years after Bank of China (Suisse)'s establishment.

Although, the internationalisation of CNBs or other emerging market banks has not yet attracted much attention from management scholars, the internationalisation of banks from advanced

economies has been explored. There are different reasons as to why CNBs might come to Europe, and besides resource seeking (including technology and know-how) other motives might be market seeking (expanding into new markets) or strategic (including diversification of risk, meeting the requirements of Chinese customers that operate in the host countries that the CNB have entered).

Objectives: The STSM is aimed at a collaborative effort between the host and the visiting researcher to:

- Identify Chinese banks and Chinese financial institutions in Europe (including UK and Switzerland);
- List the key databases of such institutions in Europe;
- Develop a methodological framework: comparative research design, data collection.

Call's specific requirements

In addition to COST rules (see section "Who is eligible to be an STSM Applicant" in the [STSM BASIC FACTS](#)), the candidate should have:

- Knowledge of Chinese language;
- Empirical field research experience in China;
- Familiarity with Chinese FDI in Europe.

Results

- Data base of Chinese financial institutions in Europe, including firms from other sectors in partnerships with European financial institutions;
- Methodological framework for data collection;
- Requirements by COST Organization or CHERN Action (for details see section »How does it work?« in the [STSM BASIC FACTS](#)).

Practical details

All applicants must carefully read the [STSM instructions](#) on the CHERN website before applying.

Pandemic restrictions would mean that initial meetings and activities would be done remotely. As restrictions lift, we hope that a visit to Host institution at Yverdon-les-Bains, Switzerland in September 2021 might be possible. The exact dates and timing shall be determined together with the selected applicant.

Deadlines

Deadline for applications to be submitted: **June 5, 2021**

Notification of application outcome: June 20, 2021

Period of STSM: 2 weeks in September 2021 (the exact timing will be determined together with the host institution)

Submitting the reports: **within 30 days from the end date**

Accepting/ rejecting the reports: **within 2 weeks** after submission of the report

Execution of the payment of the grant: **within 4 weeks** after submission of the report.

More information

For more information please contact STSM Coordinator Martina Bofulin (martina.bofulin@zrc-sazu.si).