

Cultural Reflections from the United Arab Emirates



Melodena Stephens
Balakrishnan,
AIB-MENA
Past Chair

The Academy of International Business’s objectives are used to foster education and advance professional standards in the field of international business. Business can be conducted through government organizations or with other private sector organizations. To educate people about these regions, one would need a deep understanding of the countries, cultures, their politics, economics, history and people. When the AIB Middle East North Africa (MENA) chapter was formed in 2009, the world was coming out of a recession and there was a narrative bias about the MENA region. International business was often designed with curricula developed in the west, or if at all in Asia, having a focus on China or India. International research from the region was minimal. There was a content gap when it came to teaching business in regards to relevant examples for the region and a perception gap for others outside the region when looking to understand the MENA.

Hence began a long journey, to create content and bridge the narrative gap between the MENA and the rest of the world. We see that our job in AIB-MENA is to help educate the IB community about the opportunities present in working and researching with the MENA region and in understanding its unique context. Between 2010-17, AIB-MENA published over 60 cases of organizations working in the region and they have been downloaded over 25175 times. Our business and policy cases are available under the series title, Actions & Insights: Middle East North Africa. While most of the content is for local consumption, other large users are UK, USA, India, Canada, Germany. One of the reasons for usage of the content, is that perhaps it migrated with our AIB-MENA conference attendees and members.

When we heard that AIB members would be coming to the Middle East in 2017 for the annual conference, many for the first time, we decided it was a great opportunity for our members to learn about the host country—the UAE. In celebra-

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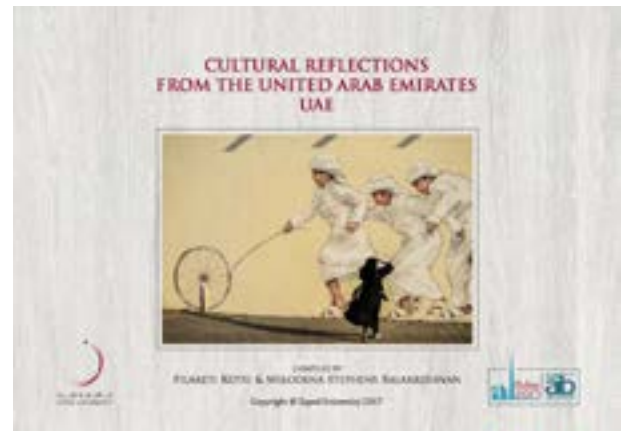
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CULTURAL REFLECTIONS

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tion of the AIB conference, and in order to promote tolerance, we launched the book *Cultural Reflections from the United Arab Emirates* working with the students of Zayed Univeristy. The UAE is a young country, founded as a Federation on the 2nd of December, 1971. The UAE has rapidly grown since 1971, by investing oil revenues to become a globally competitive country. By 2016, it was leading the Arab countries in the World Economic Forum's Global Competitive Rankings, while globally being ranked 16th and in the top ten countries according to the IMD World Competitive Ranking. But in terms of business background, organizational stories and economic contexts are only one aspect to understanding business—you need to understand the people.



The rapid growth and modernization of infrastructure have led to noticeable changes in the Emirati way of life. Preserving heritage is a key focus in the UAE Vision 2021 plan which states that the UAE strives to preserve a cohesive society proud of its identity and sense of belonging. The challenge, with more than 85% of the population hailing from foreign countries and over 200 nationalities co-existing, is to preserve cultural values and heritage important to the Emirati identity. This challenge is captured in a series of photographs by young Emirati students and interviews conducted with the older generation who remember the country and the way of life before 1971. Filareti Kotsi and Melodena Stephens Balakrishnan, AIBMENA members, curated material from a collection of 600 primary images and 300 interviews to provide a glimpse into Emirati heritage and culture. The data was collected by twenty Zayed University College of Communication & Media Sciences students in Dubai during the fall semester of 2016. The students, who majored in Tourism and Cultural Communications, interviewed their family members such as parents, grandparents and close relatives and collected photographs from their families and personal albums.

The book has three sections. Under 'The Family', the book explores the concepts of Home, The Extended Family, Emirati Food, Emirati Attire, Henna and Artifacts. Under 'The Community', the book explores the concepts of Mosque, Gatherings & Majlis, Family Occasions, and UAE National Day. Under 'The Environment', the book explores the natural environment of the UAE and its associated animals and sports through these sections: Beach, Desert, Falconry, Camels and Sports. We hope you enjoy this little cultural excursion, and get to understand the people of UAE better. You can download the book here: https://www.zu.ac.ae/main/en/colleges/colleges/_college_of_comm_media_sciences/publications.aspx

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Have a story for the newsletter? Submit your idea to newsletter@aib.msu.edu

Announcements

The most up-to-date announcements are also on our homepage at aib.msu.edu

Election of AIB Executive Board Members

The members below have been nominated to be on the ballot for the AIB Executive Board and, if elected, will serve from August 1, 2018-July 31, 2021. To learn more about the candidates and cast your vote, visit the AIB website.

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JIBP Now Accepting Submissions Online

We are happy to announce that the *Journal of International Business Policy* (JIBP) (www.jibp.net) is open for business and that the inaugural double issue will be published in June this year to coincide with the AIB's annual conference. Sister to the AIB's flagship publication *Journal of International Business Studies*, JIBP aims to publish original theoretical and empirical research in all areas of policy that relate to international business.

Positioned at the intersection between international business and public policy, JIBP publishes articles that identify novel policy issues and dilemmas, propose new policy directions, and measure the effectiveness and impact of policies for business and the wider economy. We welcome submissions that contribute to our understanding of international business policy in any of the following five broad policy areas: 1. international business promotion (outward MNE activity), 2. foreign business attraction (inward MNE activity), 3. industrial policy, 4. social and development policy, and 5. transnational governance. Studies may focus on identifying issues or dilemmas that are relevant for a policy area, and involve one of the main modalities of international business, namely trade and foreign direct investment.

A paper is applicable for JIBP when the core arguments developed and examined are inherently linked to international business, either at the level of the firm, or at the aggregate level of industries and economies.

If you are conducting research on international business policy, we would like to strongly encourage you to:

- Submit your work-in-progress to the numerous Paper Development Workshops that we are organizing in connection with various AIB Chapter meetings and other IB conferences throughout the year. It is a great way to obtain feedback from the Journal's Editors!
- Submit your finished papers to JIBP (<https://mc.manuscriptcentral.com/jibp>);
- Contact the Editor-in-Chief Sarianna Lundan (lundan@jibp.net) or Deputy Editor Ari Van Assche (vanassche@jibp.net) if you have any questions or if you are wondering about the suitability of your paper for JIBP.



Annual Meeting Updates

Find more information at aib.msu.edu/events/2018

Meeting Venue and Lodging Information

The AIB 2018 meeting will take place at Hyatt Regency Minneapolis. The conference venue will also serve as the primary conference hotel for the AIB 2018 meeting. The Hyatt Regency is a downtown hotel with 645 guest rooms and a 32,000 square foot StayFit gym, open 24 hours, featuring a full basketball court, an indoor heated pool, and a large variety of cardio and weight equipment.

To qualify for the discounted rates for our conference, you must click on the “Reserve a Room Now” button on the AIB conference page (see aib.msu.edu/events/2018/Lodging.asp), or if reserving via a phone call identify yourself as a member of the 2018 AIB Annual Conference. The AIB rates include complimentary high-speed wireless internet. The rates are subject to applicable taxes and fees (currently 13.4%). *You must reserve your room by June 1, 2018.*



Travel Stipends

AIB offers a limited number of travel stipends for doctoral students and area scholars to assist with expenses related to attending the AIB 2018 Minneapolis Meeting. For doctoral students, a limited number of US\$500-\$1000 stipends are available to help with expenses to attend the Minneapolis conference. These stipends are made possible through a Sheth Foundation grant, as well as through individual contributions to the AIB. Stipends are available for full-time Ph.D. students who plan to attend a preconference consortia (especially the Doctoral Consortium) and/or have a paper accepted for presentation at the meeting. Recipients of the stipends will be expected to assist the conference organizers for about ten hours during the conference with various logistical tasks.

For faculty members from countries that are traditionally under-represented in our membership, with particular emphasis to applicants from Central and South America, Africa, Middle East, and Central Asia, a limited number of Area Scholar Fellowships are available. The fellowship comprises of: one free conference registration for the 2018 Minneapolis Conference, a stipend of US\$500 to help defray travel and hotel expenses, and two years of AIB membership. In order to take advantage of this offer, the Dean or the Director of the School must nominate a member of their faculty who is currently not an AIB member.

For application instructions, please see aib.msu.edu/events/2018/TravelStipends.asp.

Placement Center

Academic institutions and job applicants are invited to submit your position announcements and/or resumes to the 2018 AIB Placement Center. The Placement Center’s mission is to bring both applicants and academic institutions closer in a private and relaxed environment. Hence, we offer a unique environment that connects academic institutions and job applicants in international business and across the globe.

The AIB Placement Center is a **free** service for position applicants and institutions who will



Gala Event

Plan to join your colleagues for an exciting experience at the U.S. Bank Stadium, home of the Minnesota Vikings football team and venue of this year's Super Bowl! The Gala Event will be held on the evening of June 27 in the Delta Sky360 Club.



be attending or represented in the AIB 2018 conference in Minneapolis. Placement Services will be available from **June 26-June 28**. During these days, applicants and universities can utilize the placement center facility for interviews at no cost.

If you are a job applicant or a college/university with an open position that you would like to advertise, please visit the Placement Services home page for more detailed instructions on how and where to submit your information in a ONE-PAGE format at: <https://aib.msu.edu/careercenter/2018/placementcenter.asp>.

The Placement Center web page will be updated on a daily basis, hence we invite recruiters and job applicants to visit the website regularly and make direct contacts with applicants or institutions of interest **prior** to the conference.

Please send questions and comments to Dr. Hadi Alhorr, Placement Services Coordinator (aib_placement@slu.edu).

Travel Discounts

As the Official Airline for AIB 2018 Minneapolis, Delta is pleased to offer special discounted fares to AIB members. To obtain the discounted rates, please visit the Delta flight booking tool (see link at aib.msu.edu/events/2018/TravelDiscounts.asp) and enter Meeting Event Code NMRM7 in the designated box.



All AIB 2018 participants plus accompanying persons traveling to the event qualify for a discount of up to 25%, depending on fare and class of travel booked. These rates are not available with other discounts, certificates, coupons, or promotional offers.

Discounts are offered on most published business and economy class fares on DL and applicable DL Codeshare flights. The amount of discount depends on the route, as well as fare and class of booking. Flights throughout the Americas and Transatlantic flights qualify for discounts up to 10%. Transpacific flights qualify for discounts up to 25%.

AIB 2018 Registration Deadlines

**Early
Registration
Deadline:**

March 31, 2018

**Registration
Deadline for
Presenters:**

April 15, 2018

**Regular
Registration
Deadline:**

May 15, 2018

Registration is now open at <https://aib.msu.edu/events/2018/Registration.asp>

AIB 2018 Tentative Schedule

Find more information at aib.msu.edu/events/2018

The following is a tentative schedule for the AIB 2018 Annual Meeting in Minneapolis. Visit aib.msu.edu/events/2018/Program.asp for the most up-to-date program. Unless otherwise indicated, all events will take place at the conference venue, the Hyatt Regency Minneapolis (on Nicollet Mall).

Saturday, June 23, 2018

9:00 am - 5:00 pm	AIB Board Meeting (AIB Board Members only)
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Sunday, June 24, 2018

9:00 am - 5:00 pm	AIB Board Meeting (AIB Board Members only)
9:00 am - 5:00 pm	AJBS Conference (separate submission and registration process)
9:00 am - 5:00 pm	Research Methods SIG Workshops (pre-registration required)

Monday, June 25, 2018

8:30 am - 4:00 pm	Doctoral Consortium (Accepted students only)
8:30 am - 2:00 pm	JIBS Paper Development Workshop (Accepted authors only)
8:30 am - 2:00 pm	JIBP (policy journal) Paper Development Workshop (Accepted authors only)
9:00 am - 4:00 pm	Junior Faculty Consortium (Accepted faculty only)
9:00 am - 3:00 pm	Minneapolis Site Visits (Pre-registration required)
4:00 pm - 5:00 pm	New Members Welcome
5:15 pm - 7:30 pm	AIB Conference Opening Plenary
7:30 pm - 9:00 pm	Presidential Reception

Tuesday, June 26, 2018

8:00 am - 8:45 am	Fellows Cafe (open to all)
9:00 am - 5:30 pm	Full Day of Sessions
7:00 pm - 9:30 pm	AIB Fellows Dinner (AIB Fellows only)
7:00 pm - 9:30 pm	AIB Chapter Chairs Dinner (AIB Chapter Chairs only)

Wednesday, June 27, 2018

8:00 am - 8:45 am	Fellows Cafe (open to all)
9:00 am - 5:30 pm	Full Day of Sessions
7:30 pm - 10:30 pm	Gala Event at the US Bank Stadium

Thursday, June 28, 2018

8:00 am - 8:45 am	Fellows Cafe (open to all)
9:00 am - 4:00 pm	Full Day of Sessions
4:15 pm - 5:45 pm	AIB Awards Ceremony and Business Meeting
5:45 pm - 7:00 pm	AIB Awards/Farewell Reception - Sponsored by Palgrave Macmillan



MINNEAPOLIS

Minneapolis, Minnesota is the perfect blend of natural beauty and urban sophistication. No other American city has a chain of lakes, the mighty Mississippi, and 18 miles of walking, biking and cross country ski trails within the city limits, all steps from the most vibrant arts and music scene outside NYC.

Minneapolis is proud to host the Academy of International Business' 60th Annual Conference **June 25 – 28, 2018!**

minneapolis.org



Meet **Minneapolis**
City by Nature



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Just Off the Press

Featuring newly published titles from AIB members



In *Reshaping India in the New Global Context* (Edward Elgar, 978-1785369001), Subhash C. Jain (University of Connecticut, USA) and **Ben L. Kedia** (University of Memphis, USA) trace the history of India's progress since its independence in 1947 and advance strategies for continuing economic growth. The authors delve into India's development and emergence as an economic power, one of the three countries that can make its own supercomputers, one of the six countries that can launch satellites and that has the second largest small car market in the world. They discuss its need for innovative initiatives and top leadership to pursue an agenda of economic growth, and monitored policies to encourage entrepreneurship at all levels. With an emphasis on the new leadership of Prime Minister Modi, the book identifies policies that need to be adopted to make India's future bright and prosperous. This book is a critical resource for students and scholars interested in India and invested in its progress, as well as policymakers, government officials and corporations considering India as a place to expand and do business.

The challenges faced by Latin American multinational companies, or multilatinas, often require unique strategies tailored to a demanding global environment. *Multilatinas: Strategies for internationalization* (Cambridge University Press, 978-1107130043), edited by **Veneta Andonova** (Universidad de los Andes, Colombia) and Mauricio Losada-Otalora (Universidad Externado de Colombia), studies the strategies of internationalism exercised by large multilatinas, offering the first systematic, quantitative effort to examine the pattern of their international investments within the context of their competitive position in the domestic market. *Multilatinas* uncovers common strategies among sixty-two multilatinas from six countries, and emphasizes the unique challenges they face, as well as the diversity of their organizational resources. It also brings the institutional environment of Latin American countries to the fore, assessing its role as an essential component in understanding internationalization decisions. Finally, the book studies the role of non-market organizational resources such as bribes, negotiations and favours in business strategies. *Multilatinas* is an invaluable read for students, scholars, practitioners and executives studying Latin America's place in international business.

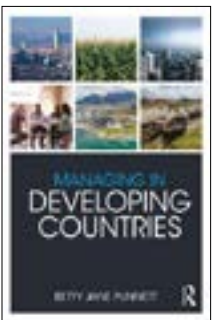


Cultural Distance in International Ventures. Exploring Perceptions of European and Chinese Managers (Palgrave Macmillan, 978-3319621937) has been published by Katuscia Vaccarini (Free University of Bozen-Bolzano, Italy), Francesca Spigarelli (University of Macerata, Italy), **Ernesto Tavoletti** (University of Macerata, Italy), and Christoph Lattemann (Jacobs University, Germany). This book uses the concepts of cultural and psychic distance to analyse managers' perceptions in the context of European and Chinese ventures. Offering empirical case studies and theoretical refinements on how scholars can conceptualise and operationalise the psychic distance construct, the authors provide a comprehensive examination of European FDI to China and Chinese FDI to Europe. "This original book addresses the important issue of cultural distance and provides insights for the sustainable development of both the green technology industry and international collaboration. It does so with a multidisciplinary perspective and uses the cases of two highly relevant regions. It is a must-read for scholars and practitioners interested in the role of culture in Sino-European relations and green technology." (Vasyl Taras, Associate Professor, University of North Carolina at Greensboro, USA).



Innovation is sweeping the globe at breakneck speed, and emerging markets are where tremendous growth and opportunity reside for the present and future. In *Innovation in Emerging Markets* (Palgrave Macmillan, 978-1137480286), editors **Jerry Haar** (Florida International University, USA) and **Ricardo Ernst** (Georgetown University, USA) delve into the forces and drivers that shape innovation in emerging markets and present case studies, along with a summation of the key features and outlook for innovation over the next decade. Together with their contributors, they examine innovation as national policy, facilitating institutions- such as universities, research labs, accelerators and incubators, and business associations- and firm-level innovation. They introduce state-of-the-art thinking on innovation by calling upon the experiences of experts in relevant fields, who provide a deeper understanding of the core issues for any person involved in the private sector, academia, or public policy, and intrigued by the challenge and opportunity of innovating in this dynamic global world.

In *The Development of International Business* (Edward Elgar, 978-1786439970), **Robert Pearce** (University of Reading, UK) offers an extensive understanding of contemporary international business through detailed, engaging discussion of the development of the multinational enterprise (MNE) over the past half-century. By providing an analytically informed basis for understanding MNEs, two parallel strands of analysis in International Business (IB) are reviewed: the 'theoretical' and the 'practical'. Highly accessible with an informed overview of the entire IB subject area, *The Development of International Business* is an essential text for students and academics of business, management, economics and development. More generally, business leaders, economists and politicians will value the exceptional insight into the progression of international business and its future.



The new edition of *Managing in Developing Countries* (Routledge, 978-1138636385), by **Betty Jane Punnett** (University of the West Indies—Cave Hill, Barbados), is now available. This book will be of interest to those teaching or doing research in developing countries, because it responds to the concerns that much of the international management literature focuses on developed countries only, and that our theories of management are essentially 'western'. The developing countries have been called the 'forgotten locations' from an international business research perspective, and this book begins to address this issue by examining management in the context of the environment in developing countries.

In *The Evolution of Tiger Management: Korean Companies in Global Competition* (Routledge, 978-1138039261), **Martin Hemmert** (Korea University, South Korea) systematically introduces the managerial practices of Korean firms which enable them to gain competitiveness and successfully internationalize. The book explains the origins, development and effectiveness of Korean-style management in the key areas of strategy, leadership and human resource management, and discusses the challenges which Korean firms currently face and their ongoing efforts to overhaul their management practices. It covers not only the activities of large business groups (*chaebols*), but also introduces many examples of Korean venture firms and start-ups. Furthermore, it provides a discussion on what non-Korean firms can learn from their Korean counterparts, and on the way forward for Korean firms in the 21st century.



AIB would like to share newly published titles with an international business focus authored or edited by its members in the Just Off the Press section. Email your announcement, following the style of the entries above, to newsletter@aib.msu.edu. Please limit your entry to 150 words.

Contributions

Donations for AIB members are always appreciated.

AIB Initiatives

Contributions to AIB support student scholarships, faculty fellowships, research grants, travel grants, and publications subsidies. Donations to continue supporting these projects can be made during AIB membership renewal or annual meeting registration processes, or may be sent separately to the AIB Secretariat anytime throughout the year. A note of thanks to the members listed below for generously contributing to AIB's initiatives in 2017:

Full Benefactors Gifts of \$100 and more

Jean J. Boddewyn
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Mark Jelavich
Akira Mitsumasu
Malika Richards
Peter Stark
Gerald T. West

AIB also expresses special thanks to the winners of the 2017 Decade Award – Peter Buckley, Jeremy Clegg, Adam Cross, Xin Liu, Hinrich Voss, and Ping Zheng – for donating their award money to the Area Scholars fund for the 2018 conference.

JIBS Adopt-a-Library Program

Initiated by the AIB Fellows, the objective of the Adopt-a-Library program was to help libraries around the world that could not otherwise afford to subscribe to JIBS gain access to the journal. In 2017, the following members generously supported the program:

Full Benefactors Gifts of \$100 and more

Masaaki Kotabe
Angela Mwendu Musimba
Anupama Phene
Atsuko Sato

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Gary O'Brien
Malika Richards
Saeed Samiee
Peter Stark

Institutional Members

We thank the following organizations for supporting the Academy of International Business through an institutional membership for the 2017 calendar year:

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Silver Level

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York University

Bronze Level

Pontificia Universidad Católica Madre y Maestra
Universidad Privada Boliviana
Universiti Utara Malaysia

AIB invites other organizations to become institutional members. For more information about institutional membership and its benefits, please visit aib.msu.edu/membership.

New Members of the AIB Community

Welcome to the following 78 new members who joined AIB between October 16, 2017, and December 31, 2017.

Kazu Akitomo	Stanislav Markus
Adeel Akmal	Zsolt Markus-Tamas
Bernardo Balboni	Angela McCabe
Krystian Barlozewski	Janet Ann Nelson
Rafaella Barros Barreto	Huong Nguyen
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Natalia Filimonova	Hugo Rojas
Diana Ivett Furesz	Alberto Sanjines
Humberto Garcia	Manuel Olave Sarmiento
Timothy Benjamin Gittins	Shatrughan Sharma
Maja Graso	Emilia Sielicka
Sonja Guethoff	Archana Singh
DunHuei Hsu	Beata Stepien
Agustin Iturricha	Patricia Stuart
Doroteja Kamnik	Monika Sulimowska
Oksana Kantaruk Pierre	Formowicz
Il-Woon Kim	Simona Svaikauskiene
Jung Kwan Kim	Xiaoli Tang
Yu Jin Kim	Yulia Taylor
Iris Kolesa	Bhumit Trivedi
Albert Krisskoy	Alejandro Vargaz
Malgorzata Kuczara	Xingrui Yang
Harshit Kumar	Tsai Yutang
Gerald La Touche	Vesna Zabkar
Maria Lapeira	Katja Zajc Kejzar
Jizhen Li	Pengxiang Zhang
Marek Maciejewski	Nada Zupan
Agnieszka Malecka	

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Thank you to the current AIB Executive Board, Chapter Chairs, and publication editors for serving this growing global community.

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US Midwest

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US Northeast

Margaret Goralski

US Southeast

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US West

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