

ACADEMY OF INTERNATIONAL BUSINESS

VOL. 5, No. 3

NEWSLETTER

THIRD QUARTER 1999

1999 AIB Program
enclosed!
includes
AIB 2000 Call for Papers

CONTENTS

- 1 1999 Charleston
- 2 President's Message
- 3 Board Notes
- 4 Announcements
- 5 Chapters
- 7 Member Updates
- 10 Advertisements
- 15 Application Forms

AIB NEWSLETTER
is published quarterly by:

JAMES R. WILLS, JR.

AIB Executive Secretary

2404 Maile Way, CBA C-306
Honolulu, Hawai'i 96822 USA

Tel: (808) 956-3665

Fax: (808) 956-3261

E-mail: aib@busadm.cba.hawaii.edu

Website: www.hawaii.edu/aib/

LAUREL KING

AIB Administrator/Editor

ERIC FONG

*Newsletter Production
& Administration*

JUNE YAGO

*Newsletter Editing
& Administration*

1999 Annual Conference in Charleston

Charleston: The "Best Keep Secret" in America

"I'm going back to Charleston...back where I belong."

- Rhett Butler

The 1999 AIB Annual Meeting will take place from November 20 to 23 in Charleston, South Carolina. This year's theme, "*The Janus Face of Globalization*," is perfect for the conference's setting. Charleston embodies the concept of having two contrasting aspects. It is a seemingly formidable and formal city, yet has a soft appeal that few get to know. This historic city is rich in culture and romance and overflows with the geniality of its people at the same time. The city offers a fascinating blend of history and entertainment. Get to know Charleston while at our annual meeting!

Elegant, tainted, quaint, enduring. Once called "the best kept se-

cret" in America, Charleston has a unique appeal. The city has been re-discovered and has the new reputation as a destination of choice. The vibrancy and liveliness of Charleston is virtually clear. This charming historic seaport has something for everyone, offering the leisurely pace of a southern coastal community and the finesse of the Old World.

Charleston sits on the peninsula where the Ashley and Cooper rivers meet to form an almost circular bay. The city emanates romance architecturally as well as containing living preservation and restoration ethic. Million-dollar houses are located in the historic district south of Broad Street. Gardens that hide behind iron



...continued on page 6

For the most up-to-date AIB information, please visit our Web site:

WWW.HAWAII.EDU/AIB/

EXECUTIVE BOARD

President

José de la Torre
The Anderson School, UCLA

Immediate Past President

Jeffrey S. Arpan
University of South Carolina

Vice President - 1999 Program

Stefanie A. Lenway
University of Minnesota

Vice President - 2000 Program

S. Tamer Cavusgil
Michigan State University

Vice President - Administration

Dong-Sung Cho
Seoul National University

Executive Secretary

James R. Wills Jr.
University of Hawai'i at Mānoa

AIB CHAPTERS

AFRICA

-South Africa Chapter-

Cyril V. Francis, Chair
University of Pretoria

ASIA-PACIFIC

-Japan Chapter-

Masataka Ota, Chair
Waseda University

-Korea Chapter-

Dong-Kee Rhee, Chair
Seoul National University

-Pacific Basin Chapter-

Aspy Palia, Chair
University of Hawai'i at Mānoa

-Southeast Asia Chapter-

Oliver H.M. Yau, Chair
City University of Hong Kong

EUROPE

-Western Europe Chapter-

Daniel Van Den Bulcke, Chair
University of Antwerp

-United Kingdom Chapter-

Fred Burton, Chair
UMIST, Manchester

NORTH AMERICA

-Canada Chapter-

Jeffrey Kantor, Chair
University of Windsor

-Midwest USA Chapter-

Stewart Miller, Chair
Michigan State University

-Northeast USA Chapter-

Lloyd Russow, Chair
Philadelphia University

-Southeast USA Chapter-

M. Reza Vaghefi, Chair
University of North Florida

-Southwest USA Chapter-

Michael Landeck
Texas A&M Int'l University

-Western USA Chapter-

"Ram" Sundaresan Ram, Chair
Thunderbird - AGSIM

SOUTH AMERICA

-Chile Chapter-

Carlos Fuentes, Chair
Universidad Gabriela Mistral

JOURNAL OF INTERNATIONAL BUSINESS STUDIES

Thomas L. Brewer, Editor
Copenhagen Business School
Catherine Langlois, Deputy Editor
Georgetown University
Laura Lawson, Managing Editor
Georgetown University

DEAR COLLEAGUES:

As I indicated in earlier messages, your Executive Board has undertaken some important steps towards improving the value our association brings to all of us. One such step, announced concurrently in this issue of JIBS, concerns some very exciting news about the future of our Journal. Under the leadership of Tom Brewer and Catherine Langlois, and with the generous contributions of the McDonough School of Business at Georgetown University and the Copenhagen Business School, JIBS is going bi-continental. We will now have editorial offices in both Europe and North America, and with the gradual move towards electronic submissions and reviews being implemented by the editorial team, we shall give much faster turnaround service and higher quality reviews to prospective authors. We see this as a tremendous opportunity to tap more deeply into the intellectual fervor growing at Europe's business schools and to enlarge the circle of our authors and contributors.

In the next few weeks, we will also initiate an analysis of JIBS editorial and reviewing practices. A survey is being mailed to a sample of those who submitted articles to JIBS over the last four years to canvass their views on the quality of the review process and on what we can do to improve it. We will discuss the results in Charleston and plan to implement the recommended actions over the next year. These initiatives, part of our on-going quality assessment efforts, in turn shall result in more submissions, greater choice and a substantially improved Journal.

You will also notice that there is a "Members Survey" enclosed with this number of the Newsletter. We would really appreciate your taking some time to fill this out and mail it to the Secretariat. The Board, together with a number of chapter presidents and members of the JIBS editorial board and the annual program committee, want to assess the relative value and quality of the services we provide you, and propose changes for the future. We will be reporting on the results at the AIB Members Meeting on Monday evening.

Finally, let me point out some of the highlights of the phenomenal program that Stephanie Lenway has in store for us at Charleston. In addition to the plethora of functional and thematic sessions and panels, there are five plenary sessions that should be memorable. The first one honors the contributions of Dick Caves to the field of international business in connection with his being elected an Eminent Scholar by the AIB Fellows. Chaired by Alan Rugman, it includes presentations by Steve Guisinger and Robert Kudrle and a dis-

ussion by Dick Caves himself.

The second plenary on Sunday morning, tackles the main theme of the conference, "The Janus Face of Globalization," with contributions from Stefanie Lenway, Yves Doz, Lorraine Eden, Steve Kobrin and John Stopford. This promises to be a lively sendoff to the entire proceedings. That same evening, we celebrate the life-long contributions of Raymond Vernon, a pioneer in our field, whose death this past month left a large vacuum in our association. Many of his former disciples, including Ted Moran, Lou Wells, Subi Rangan, Lorraine Eden and Lynn Mytelka will comment on the impact of his work and offer a personal tribute to his memory.

On Monday morning we are most fortunate to welcome Ron Mitsch, former Vice Chairman and EVP of 3M, and C.K. Prahalad to lead a discussion on Reframing Globality at the portal of the 21st century. Two great people, both thinkers and doers, will challenge our audience to reconsider those aspects of the globalization process that merit reform.

Our final plenary session turns to examine the "Dark Side of Globalization." With the contributions of Dave Korten, a prolific critic of the "mega-corporations", Moises Naim, editor of Foreign Policy, and David Maybury-Lewis, a distinguished anthropologist at Harvard, we shall examine the issues of who really benefits by the globalization process and the challenges this brings to communities and individuals, as well as to the political process, around the world.

I also urge you to participate in the evening "interest sessions" planned for Sunday and Monday after dinner. Groups of interested members can gather at rooms reserved for this purpose to extend the discussion of issues treated during the day and to deepen their appreciation of relevant viewpoints and positions. The poster sessions look fantastic. And of course, expectations are high for the "southern extravaganza" promised by our USC hosts for Tuesday lunch.

In summary, it promises to be an exciting and fruitful conference, perhaps our best ever. Hurricane Floyd permitting, we look forward to seeing many of you there.



JOSÉ DE LA TORRE
AIB PRESIDENT

A handwritten signature in black ink, appearing to read "José de la Torre". The signature is fluid and cursive.

José de la Torre
AIB President

2001-2002 AIB Executive Board

Nominations for the following AIB offices are being sought by the nominating committee, which consists of the three past presidents of the AIB (Jean Boddewyn, Don Lessard, and Jeff Arpan):

President - 1 candidate; Vice Presidents/Programs (responsible for annual meeting programs) - 4 candidates; Vice President/Administration - 2 candidates.

Presidents are chosen from among past elected officers. Candidates for the Vice President/Programs (responsible for annual meetings) should be leading scholars in international business who are active in the AIB and can provide leadership through their shaping of the meeting. Candidates for VP Administration usually have demonstrated leadership in regional chapters, other associations, or through building of IB programs or CIBERs in their own schools.

Please send your nominations to:

Jeffrey Arpan
Darla Moore School of Business
University of South Carolina
Columbia, SC 29208
USA

Fax: (803) 777-3609

e-mail: arpan@sc.edu

AIB 2000 **ANNUAL MEETING**

NOVEMBER 17-20, 2000 • PHOENIX, ARIZONA

The coming annual AIB meeting is scheduled to take place **November 17-20, 2000** at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix, Arizona. It will be hosted by Thunderbird - AGSIM. Program Chair S. Tamer Cavusgil, Michigan State University, has chosen the important theme *In Search of Relevance for International Business Research: Impact on Management and Public Policy*. The 2000 meeting Call for Papers is located in the back of the 1999 meeting program which is included with this issue.

REQUEST FOR PROPOSALS Host School **2002 Annual Meeting**

The AIB is seeking proposals from schools in North America and the Caribbean wishing to host the 2002 AIB Annual meeting. The host school, in consultation with the Executive Secretariat, must identify the meeting venue, handle the logistics with the hotel, plan site visits to locations of interest in the area (e.g. factory tours), and provide on-site staff support during the conference. The host school, which is critical to the success of the AIB Annual Meeting, traditionally sponsors an evening dinner or a similar gala event which showcases the institution and local culture. In the past, host schools have arranged government and/or corporate sponsors that have also hosted a dinner, luncheon, or reception. These occasions have been used to give a briefing of the investment opportunities and the economic climate in the area or to have a senior corporate officer give a brief speech.

The elected AIB Vice President – 2002 Program will be responsible for the conference program. This involves selecting the conference theme and managing the research paper solicitation, selection, and program organization. This activity is done in close cooperation with the AIB Secretariat and the Host University.

A host school representative should attend the prior conference as well as the AIB board meeting that occurs just before the conference for face-to-face planning. The Spring AIB Board meeting often takes place at the conference location, providing an opportunity to go over the final details of the Fall conference. It would be very useful for one or two staff members to go to the 2001 meeting to help with the conference in order to learn how an AIB meeting is run.

There are two cost items that the host school will be expected to fund: the cost of one gala event sponsored by the host school and the costs for support staff. Regarding support staff, a person at the host school is assigned primary responsibility for host school activities. This person should have a part-time graduate assistant or administrative assistant to work on the conference beginning at least six months prior to the start date. During the conference, the host school must provide staff for check-in and on-site registration as well as AIB office coverage. (During the peak registration period, up to ten staff members will be required.) The host school staff will work in close coordination with the AIB Secretariat. Depending on the locale, additional staff may be required for the airport, buses, etc.

Send your proposal to: *AIB Executive Secretary* James R. Wills, University of Hawaii, CBA, 2404 Maile Way, Honolulu, HI 96822 USA (or e-mail aib@busadm.cba.hawaii.edu if you have any questions). Include an endorsement signed by your Dean, or another VP with budget authority, indicating the institution's financial support for the above cost items.



MISCELLANEOUS ANNOUNCEMENTS



CALL FOR PAPERS

INTERNATIONAL JOURNAL OF BANK MARKETING - SPECIAL ISSUE

Special Issue of International Journal of Bank Marketing on Financial Services Marketing in the Business Market in non-English speaking countries. Deadline for submission is **December 15, 1999**. Direct inquiries to:

Dr. Ugur Yavas, Department of Management and Marketing, East Tennessee State University, Johnson City, TN 37614-06254, USA, Tel: (423) 439-538, Fax: (423) 439-5661, Email: raxyavas@etsu.edu

MARKETING STRATEGY SPECIAL INTEREST GROUP (SIG) OF THE AMA

The Marketing Strategy SIG is organizing a mini-conference to be held in conjunction with the International Marketing Conference of the American Marketing Association. "Marketing Strategies for Global Organizations" will be held in Buenos Aires, Argentina, **June 28-July 1, 2000** (co-chaired by Jaqne Pels and David Stewart, with final dates to be determined). The International Marketing Conference will include sessions organized by eleven AMA SIG's. For more information, please contact:

Vicky Crittenden 617-552-0430
crittend@bc.edu
Marty Roth 803-777-4439
mroth@sc.edu

JOURNAL OF EUROMARKETING

The Journal of Euromarketing is now soliciting papers for a special issue to be published in 2000 on the theme of "Foreign Direct Investment (FDI) and Strategic Alliances in Europe." For further information about the special issue, please contact:

Dr. Hong Liu, Director - China Business Centre, Manchester Business School, Booth Street West, Manchester W15 6PB, UNITED KINGDOM. Tel: (+44) 161-275-6351 Fax: (+44) 161-275-6489, Email: h.liu@fs2.mbs.ac.uk

CALL FOR PAPERS

INTERNATIONAL FINANCIAL REVIEW: GLOBAL RISK, EMERGING MARKETS, AND INTERNATIONAL INVESTMENT

The first volume in this new series will publish high-quality original articles concerning the causes, consequences and lessons of the recent Asian financial crisis. Theoretical, empirical, or institutional papers on issues pertaining to domestic and international dimensions of the crisis are welcome, as are the papers that critically evaluate the Asian financial crisis in light of similar experiences in other regions. Completed papers, in triplicate, should be submitted to:

J. Jay Choi, Professor of Finance and International Business, Temple University, Fox School of Business and Management, Philadelphia, PA 19122, USA Tel: 215-204-5084, Fax: 215-204-1697 or 5698, Email: jjchoi@astro.temple.edu

CONFERENCES

INTERNATIONAL ACADEMY OF AFRICAN BUSINESS AND DEVELOPMENT CONFERENCE

The main theme of the conference is "The Global Challenge of African Business and Economic Development in the New Millennium" and will be held on **April 11-14, 2000** at The Resorts Casino Hotel in Atlantic City, New Jersey. Submission of papers that address the conference theme are welcomed until **November 15, 1999**. Please direct further inquiries to:

Dr. Alphonso O. Ogbuehi, Acting Chair, Department of Food Marketing, Director MS in International Marketing Program, Erivan K. Haub School of Business, Saint Joseph's University, 5600 City Avenue, Philadelphia PA 19131. Tel: (610) 660-1615/ (610) 660-1105 Fax: (610) 660-1997, Email: ogbuehi@sju.edu
Web: http://www.sju.edu/INTERNATIONAL_MARKETING/

POSITIONS

GRIFFITH UNIVERSITY, QUEENSLAND, AUSTRALIA

Griffith University Graduate School of Management (GSM) is seeking to appoint an **Associate Professor** to be Director of its Masters courses at the Gold Coast or Brisbane Campus. This will be a continuing job. Salary ranges from AUD\$70,701 to \$77,891 and a fully maintained University vehicle for official and private use. Further information is available from: www.gu.edu.au/jobs/index.htm or from Ms Julie Battelley. Tel: (+61 7) 3875-7661, Fax: (+61 7) 3875-3900, Email: j.battelley@mailbox.gu.edu.au

UNIVERSITY OF BRADFORD, UNITED KINGDOM

The University of Bradford Management Centre wishes to appoint a **lecturer** or **senior lecturer** in Human Resource Management. Candidates should be interested in any area of human resource management or organisational behaviour (HRM/OB), including International HRM.

Five funded **research studentships** will also be made available from the beginning of the 1999-2000 academic year. Applications can be made in all areas of management. Students will be expected to pursue projects closely associated with one of the main research areas of interest within the Management Centre. For further details, please visit www.brad.ac.uk/acad/mancen/

EAP EUROPEAN SCHOOL OF MANAGEMENT

EAP European School of Management is announcing a new post for Assistant Professorship in International Management, available from September 1999 or as soon as possible thereafter. A preference is for a specialization in strategy or marketing. PhD or equivalent with strong research potential. Competence in a second language desirable. Competitive salary with private healthcare and pension. Please contact Dr. Terrence Jackson for further inquiries at: tjackson@eap.net or fax: +44 1865 251960

AIB MIDWEST USA

CHAPTER CONFERENCE

MARCH 1-3, 2000
CHICAGO, ILLINOIS

The annual meeting of the AIB U.S. Midwest Region will be held as part of the Midwest Business Administration Association annual meetings in Chicago during **March 1-3, 2000**.

You are invited to submit papers and/or panel proposals that deal with any international business topic. Papers that cross-traditional functional boundaries, span several borders, and deal with the broad conference theme, "*Business in the 21st Century and Beyond*," are especially welcome. A Proceedings issue is published and distributed at the conference. There is also a "Distinguished Paper Award."

Submission rules:

- 1) Six copies of the complete paper must be received by **October 1, 1999**. Please provide a Microsoft Word disk version.
- 2) Completed papers are not to exceed twenty double-spaced type-written pages including figures, tables, and references.
- 3) A title page with a complete list of authors, addresses, and phone numbers (and e-mail addresses if available) should be included as a cover sheet. The first page of text should include the title of the paper but not the authors' names or affiliations. Paper submissions to the conference are blind refereed. Papers should follow the style guidelines of Journal of International Business Studies.
- 4) Panel proposals must be complete and detailed as to a) the topic of the session, b) who will present, and c) what material will be presented.
- 5) Submissions must be original and must not have been previously published or previously presented at another conference.
- 6) All submissions should be sent to:

Stewart Miller

*Asst. Professor of International Business
Michigan State University
N370 North Business Complex
East Lansing, MI 48824-1122
Tel: 517-353-6381 Fax: 517-432-1112
E-mail: mille878@pilot.msu.edu*

AIB NORTHEAST USA

WEB UPDATE

The server that carries the *AIB-NE web page* and the *IBRIndex* (JIBS bibliographic information database - 1971 through present) is being retired and the web pages are being moved to a new server. The AIB-NE pages are up and running, while the *IBRIndex* should be operational on the new server within a few weeks.

The address for the *AIB-NE* has changed to **http://faculty.philacol.edu/russowl/AIB-Ne/**. The new address for the *IBRIndex* will be **http://faculty.philacol.edu/russowl/IBRIndex/**. Please visit the AIB-Ne site for announcements. If you have used either in the past, you will notice a very marked improvement in speed. A few cosmetic changes have also been made.

AIB UK

CHAPTER CONFERENCE

APRIL 14 - 15, 2000
GLASGOW, SCOTLAND

"The Multinational in the Millennium: Companies and Countries, Changes and Choices"

The 27th Annual Conference of the Academy of International Business UK Chapter will be held at the University of Strathclyde, Glasgow, Scotland (Conference Chairs: Professors Stephen Young and Neil Hood).

For this millennium conference, the AIB UK Chapter is encouraging a wide range of contributions centred around the **forward-looking perspectives** of "where do we go from here in international business?" and "what will happen from now in international business?". Papers on new and emerging issues will also be very welcome. Perspectives may include: strategy and management; economic analysis; public policy; country analyzes; and "new" agenda issues.

Deadline for submission: 10 January 2000

Format:

Hard Copy: Four paper copies and a disk of the full text in Word for Windows 6

OR Electronic Format: Microsoft Word (PC or Mac); pdf

Types of Papers: Authors may submit competitive papers, working papers or doctoral colloquium papers; all will be double-blind refereed.

For further information contact:

*Irene Hood, Conference Secretary
Strathclyde International Business Unit
Department of Marketing, University of Strathclyde
Stenhouse Building, 173 Cathedral Street
Glasgow, Scotland, UK G4 0RQ
E-mail **AIB27@strath.ac.uk**.
Also visit the conference web site at:
www.marketing.strath.ac.uk/AIB/Index.htm*

AIB SOUTHWEST USA

CHAPTER CONFERENCE

MARCH 16-18 2000
SAN ANTONIO, TEXAS

The Annual meeting of the 2000 AIB U.S. Southwest Chapter Conference will be held in conjunction with the 2000 Southwestern Federation of Administrative Disciplines (SWFAD) Conference, San Antonio, Texas, March 16-18. Competitive papers, work-in-progress, symposia and workshops are invited from all fields of International Business and its related areas. For more information and submission guidelines, please contact:

*Jane LeMaster - Program Chair
College of Bus -5 Univ of Texas Pan-American
Edinburg, TX 78539-2999
Tel: (956) 381-3317 Fax: (956) 381-3312
E-mail: **jlemaster@panam.edu***

gates are one selectively private. Charleston also contains restaurants, galleries, museums, specialty shops, plantation tours, festivals, antique shops, and suburban beaches galore. This city offers terrific dining opportunities through some of the South's most renowned restaurants.

The culture, food, arts, refinement, and variety of the city are unparalleled on the East Coast. Historic tours and museums offer insight into Charleston's 300-year history. Lively festivals and cultural events take place throughout the year. The city is alive with outstanding shopping opportunities. A mild coastal climate makes it easy to enjoy world-class golf courses and miles and miles of spotless beaches throughout the year. Besides antique shopping on King Street, the city's original major thoroughfare is alive with boutique inns, wine bars, a brewpub, and other upscale enterprises.

Charleston is an area teeming in history. This weight of history makes Charleston what it is - namely, an integrative force that results from the lives and events that unfolded there. Its well-preserved architecture and history are apparent throughout the city. Visit the past through cobblestone streets that once echoed with the voices of slave auctioneers, houses and inns where George Washington slept, and a second-floor terrace where General Beauregard watched the bombing of Fort Sumter, among other places.

English colonists settled Charleston in 1670. Its tolerance toward religious freedom and productive seafaring trade attracted many immigrants. The city was named after King Charles of England and populated by the most sophisticated people of that era. Charleston was known as the "Holy City," as well as a haven of opportunity for societies from Europe and the Caribbean.

Interact with Charlestonians to experience the characteristic friendliness and politeness of people in the South. Their optimism prevails, even after Hurricane Hugo devastated the city in 1989. Citizens still speak as much of the hurricane's destruction as its advantages, since insurance money resulted in the renovation of many historic places. Such benevolence is just one of the assets of visiting a real place and not a historical park.

Everything living has to change with the times ... come visit Charleston, a living city that still remembers the past.

AIB-L LISTSERV

The AIB-L, the AIB's e-mail mailing list, expands online offerings, provides greater connectivity between AIB members, and helps scholars locate resources and collaborators. AIB-L traffic is moderate (15 to 20 messages per week; about 1400 members subscribe to the list) and consists of AIB notices, conference and position announcements, and requests for research information and advice.

AIB-L QUICK REFERENCE

Send all commands (from an e-mail account that receives AIB-L postings) to listproc@hawaii.edu.

To subscribe:

SUBSCRIBE AIB-L FIRST LAST

Replace FIRST and LAST with your first and last name. For example:

SUBSCRIBE AIB-L JENNY SHIMIZU

This will help us find your account if you have any questions or problems.

To unsubscribe:

UNSUBSCRIBE AIB-L

Note that you do not include your name when issuing this command. You must send the message from the e-mail address that is subscribed to the list.

To postpone:

SET AIB-L MAIL POSTPONE

This command, which is useful if you are taking a vacation, will temporarily stop AIB-L mailings.

To resume:

SET AIB-L MAIL ACK

This reactivates your subscription after it's been postponed.

To switch to digest mode:

SET AIB-L MAIL DIGEST

This sends you weekly compilations of messages sent to AIB-L.

To return to individual distribution:

SET AIB-L MAIL ACK

This allows you to switch back to receiving postings as individual messages.

For more help:

HELP

If it says you're not subscribed:

If you get an error message (even though you've been receiving mail from AIB-L), chances are your e-mail address has changed or varies for some reason. Send an e-mail message containing the error message and any information about your old e-mail accounts to ozawa@hawaii.edu.

Ray Vernon: A Personal Memoir

Alan M. Rugman

Templeton College, University of Oxford

I expect, like most people, I first met Ray Vernon through his writing. I read his 1966 article on the product cycle and his 1971 *Sovereignty at Bay* while writing my doctoral thesis but it was not until 1978 when I was asked to review *Storm over the Multinationals* for the *Economic Journal*, that I really took Ray's thinking on board. I think that this review, written before I ever met Ray personally, says it all:-

VERNON (Raymond). *Storm over the Multinationals. The Real Issues*. London: Macmillan Press, 1977. Pp. vii + 260. £10.00

Professor Vernon has done the economics profession a valuable service in writing a readable book on the multinational enterprise (MNE). His intelligent synthesis of recent academic research on the MNE can be placed in the hands of motivated students lacking formal training in economic theory. In the past such readers may have stumbled upon misconceived works such as that by Barnet and Müller, but now an orthodox explanation of the MNE and associated policy issues has been produced by Vernon. The first half of the book examines the typical organisational structure of an MNE. The large size, geographical diversity, centralised management control and oligopolistic nature of the MNE are all aspects of its desire for stable earnings. The potential market power of the MNE is held in check by the spectre of entropy, a process which constrains the MNE to search constantly for new product lines and markets. The innovations made by the MNE generally require large quantities of capital and organisational skills. These are available in the home nation at low relative cost and explain why most research is done by the parent firm rather than by its overseas subsidiaries. The remainder of the book reviews the current policy conflicts between the MNE and developing nations. In these chapters Vernon presents new insights into the process of technology transfer and the appropriate pricing policy for an MNE. He is critical of the study by Vaitos with its "exotic estimates" of transfer pricing. There is no hard evidence of excessive profits being earned by MNEs. Since governments of host nations have the power to impose their own tax policy on the MNE ultimate power resides with the nation state. This study deserves a wide readership.

ALAN M. RUGMAN

Reproduced from *The Economic Journal* 88 (June 1978) p. 404.

Writing for publication can focus the mind. Twenty-one years later the inspiration found in Ray's book is still vivid, and as relevant today as then.

The remarkable clarity of Ray's analysis comes through in all of his publications. In the 1966 article the logic of the product cycle model is embedded within the institutional norms of the time, namely the dominance of U.S.-based foreign direct investment and the worldwide spread of technology through U.S. multinational enterprises (MNEs). Despite its title the 1971 book does not depict the MNE as the new ruler of the world, but rather discusses the changing patterns of MNE-government relationships and the ways in which the balance between MNEs and nation states can be upset. This, again, is the theme of Ray's most recent book, his 1998 *In the Hurricane's Eye*.

I first met Ray in April 1979, at a conference at Harvard Business School on state-owned enterprises (SOEs) which he organized jointly with Yair Aharoni. He rather startled me by stating that he would work on SOEs for the next ten years, and that a better name for them was state-owned businesses, but that the abbreviation as SOBs would be somewhat inappropriate, even in the 1970s.

I next saw Ray in April 1983 at a conference in Washington D.C. on intra-industry direct foreign investment, sponsored by the NSF. He discussed a paper by John Dunning and made some encouraging remarks about my own research. But it was not until I was a visiting scholar at Harvard's Centre for International Affairs in 1985/86 that I received the full benefit of Ray's warmth, insights, pointed anecdotes and ever-present good humour, which I think he reserved for those he thought of as serious students of international business. To be so regarded by Ray was to be a member of an exclusive club. On a broader stage, Ray was famous for his seminar on multinationals at Harvard Business School and also helped to establish the CFIA, before moving to his third high profile appointment at Harvard, at the Kennedy School.

On subsequent visits to Cambridge it was always an open door with Ray, including an invitation to speak on NAFTA at his Kennedy School Seminar in 1993. Also in 1993, my friend and colleague, Lorraine Eden, managed to have Ray and his wife visit Ottawa, for her conference on Multinationals in North America.

I last saw Ray in Vienna at the AIB Conference in October 1998, where he journeyed to speak at a special panel we organized on globalization. He participated fully in the conference, offering all of us one last opportunity to enjoy conversations with this giant of the field of international business. Ray has left us but his work lives on.



Members on the Move

LYN S. AMINE of Saint Louis University, has been elected a Distinguished Fellow of the Academy of Marketing Science and a Trustee on the Board of the Business Association for Latin American Studies. In July, Lyn participated in the 24th Summer Institute for Women in Higher Education Administration at Bryn Mawr College, PA, a month-long residential training seminar for women's leadership in academia. In August, Lyn and her husband left for Morocco on a 12-month sabbatical where Lyn will be a Senior Fulbright Scholar in Marketing at the new English-language University, Al-Akhawayn University in Ifrane (AUI - www.alakhawayn.ma). Lyn can be reached by e-mail at aminels@slu.edu (Saint Louis University) or L.Amine@alakhawayn.ma (after August 10).

ROBERT A. CLARK, former Director of Graduate Studies in Business at the University of Tampa, was appointed Associate Professor of Finance and the founding Director of the International Business Institute at Butler University, Indianapolis, Indiana in August 1999.

ALVARO CUERVO finished the Ph.D. in Strategy and International Management at the Sloan School of Management, MIT, with the thesis entitled "Resource Development Through the Co-Evolution of Resources and Scope." The thesis committee was composed of Professors Donald Lessard (chair), Eleanor Westney, Arnoldo Hax, and Scott Stern, of the Sloan School of Management. In September 1999, Cuervo joined the Strategy and Organization Department at the Carlson School of Management, University of Minnesota.

BETTY JANE PUNNETT will be a Chaired Professor of International Business at the Cave Hill Campus (Barbados) of the University of the West Indies, starting November 1, 1999.

DAVID A. RALSTON, a former faculty member at the University of Connecticut, has joined the University of Oklahoma as the Michael F. Price Chair in International Business.

LLOYD RUSSOW has accepted the post of Associate Dean at Philadelphia University (formerly Philadelphia College of Textiles and Science). Also, along with Vern Terpstra, he has just released the fourth edition of *International Dimensions of Marketing* through South Western Publishing.

KIM SJOSTROM of Finland has accepted the responsibilities of Administrator of International NOFOMA Researcher Network, effective June 15, 1999. Research in International Logistics is a major emphasis of NOFOMA networking. For activities of the NOFOMA network, take a look at: <http://www.egroups.com/group/nofoma/fullinfo.html>.

DR. JERYL WHITELOCK, Senior Lecturer in International Marketing at the University of Salford, UK, received two awards at London's Hilton Olympia Hotel on April 26. She accepted the 1999 ANBAR Golden Page award as Editor of the *International Marketing Review*, on behalf of the Editorial Team (Deputy Editor Marylyn Carrigan, Reviews Editor Dr. Robert Morgan, Internet Editor Dr. Jim Hamill and Consultant Editor Dr. Angela Rushton). This is the second year running that the journal has received the award for Most Original Content in the Marketing and Distribution category. Europe's leading on-line abstract publisher and analyst, Anbar makes the awards to high-light excellence.

JUST OFF THE PRESS



JOS BENDERS, FRED HUIJIGEN, ULRICH PEKRUH, and **KEVIN P. O'KELLY** announce their book, *Useful but Unused - Group Work in Europe* from Luxembourg: Office for Official Publications of the European Communities. For more information, contact Dr. Jos Benders. tel: +31-24-3611835, fax: +31-24-3611933, email: j.benders@bw.kun.nl.

JEAN J. BODDEWYN, of Baruch College has had her article on "The Domain of International Management" published in *The Journal of International Management*, May 1999 and will serve as a benchmark for a special JIM issue (guest-edited by Farok Contractor) on international management and pedagogy. He has served since 1971 as Editor of *International Studies of Management and Organization*.

ROBERT A. CLARK, Director of the International Business Institute at Butler University, announces his book, *Africa's Emerging Securities Markets: Developments in Financial Infrastructure* (Quorum Books, ISBN 1-56720-149-02). The book provides insights into African securities markets and the region's financial institutions. Covering the entire continent, Clark's book will be an important resource for investment professionals, their colleagues in the academic community, serious students and researchers, and knowledgeable private investors. For more information, please visit www.greenwood.com/quorum.htm or e-mail rclark4525@email.msn.com.

USHA C.V. HALEY of Harvard Business School announces *Strategic Management in the Asia Pacific: Harnessing Regional and Organizational Change for Competitive Advantage* (ISBN: 0-75064-129-0) through Butterworth-Heinemann Oxford/Boston. Thirty-two leading regional academic experts and advisers from Asia, Australia/New Zealand, Europe and the USA analyze and interpret strategic issues spanning some of the most pivotal changes in the Asia Pacific's history. Further infor-



mation is available from the publishers at 1-800-366-2665 (in the USA) or on the web at <http://www.bh.com>.

ANNE-WIL K. HARZING of the University of Bradford Management Centre published *Managing the Multinationals: An International Study of Control Mechanisms* (Edward Elgar, 1999, ISBN 1-84064-052-9). The book is an in-depth analysis of the control mechanisms used by multinationals. For orders contact Edward Elgar Publishing Inc. Tel: (800) 390-3149, Fax: (802) 864-7626, Email: eep.order@AIDCVT.com or Marston Book Services Ltd, direct.order@marston.co.uk.

LILACH NACHUM, of Cambridge University, Centre for Business Research, is pleased to announce the publication of her book, *The Origin of the International Competitiveness of Firms: the Impact of Ownership and Location in Professional Service Industries* (Edward Elgar, the series "New Horizons in International Business"). The book seeks to explain the geographic concentration of the most internationally competitive professional service TNCs in a single or very few countries, and the uneven performance at these concentration points. For orders, please contact Dr. L. Nachum, Cambridge University ESRC Centre for Business Research Austin-Robinson Building, Sidgwick Avenue, Cambridge CB3 9DE. tel: +44-1223-335292; switchboard: +44-1223-331567; fax: +44-1223-335768.

DR. CARL A. NELSON, The international bestselling author of *IMPORT/EXPORT: How to Get Started in International Trade*, presents his three new books in the "Global Manager Series." Published by International Thomson Business Press and endorsed by Guy Tozzoli, President of the World Trade Centers Association (WTCA): *Protocol for Profit: A Manager's Guide to Competing Worldwide* (ISBN 1-86152-314-9) shows managers the key business conditions, practices, and protocols for 135 countries including emerging trading nations.

International Business: A Manager's Guide to Strategy in the Age of Globalism (ISBN 1-86152-315-7) covers all aspects of how to do modern international business including entry into the global market and expansion through economic integrations.

Exporting: A Manager's Guide to the World Market (ISBN 1-86152-316-5). Particularly useful for small and medium-sized manufacturing and service companies, the book covers every aspect of the exporting process. To order, call 1-800-842-3636; or visit www.ITBP.com or any Internet book store.

ALAN RUGMAN, JOHN KIRTON, and JULIE SOLOWAY, announce their book *Environmental Regulations and Corporate Strategy: ANAFTA Perspective* (ISBN: 0-19-829-588-X) This book suggests how managers and government officials should approach new trade and environment regimes at the global and regional level. More information is available from the publishers by calling +44 1536-741-519. To order, call +44-1536-454-534, fax: +44-1536-746-337, or email: books.orders@oup.co.uk

NEW MEMBERS

Members joining from May 5 to September 15, 1999

- | | |
|---------------------------|----------------------------|
| Juan Alcacer | Elena Kosmopoulou |
| Albertus A. Aochamub | Shyam Kumar |
| Bernard Arogyaswamy | Vincent A. LaFrance |
| Nader Asgary | Ole Lange |
| Eric Baark | Ji-Hwan Lee |
| Sharmistha Bagchi-sen | Mark Lehrer |
| Marian Beise | Greg Linden |
| Heather K. Berry | Angelika Lindstrand |
| Gregory S. Black | Jane Lu |
| Stephen Blank | Wolfgang Mayrhofer |
| Charlotte Broaden | Andrea C. McAleenan |
| Amanda J. Broderick | John R. Miller |
| Sheryl B. Butchin | Maureen Molot |
| Nejat Capar | Stephen Murray |
| Norapol Chinuntdej | Artie Ng |
| Myung Choi | Chantell Nicholls |
| Soon-Gwon Choi | Robert Nieves |
| David L. Cleeton | Gary O'Brien |
| Alvaro Cuervo | Mered B. Orazov |
| Tim W. Dana | Andre A. Pekerti |
| Peter S. Davis | Lars Perner |
| Jacob de Smit | Christopher James Pokarier |
| Huiping Dong | Duncan Poulson |
| Betty Edwards | Charles Rarick |
| Jude E. Edwards | V. Nancy Remedios |
| Mona R. Elshazly | Ronald Rivas |
| Kent Eriksson | John Saunders |
| Teppo Felin | Kai-Alexander Schlevogt |
| Barbara Flamini | Barry Scholnick |
| G.A. (Jock) Fletcher | Hugh G. Scullion |
| Patrick Gibbons | Hannu Seristo |
| Kimberly Gleason | Margaret A. Shaffer |
| Julia C. Gluesing | Yongjiang Y Shi |
| James Halteman | Hyung-deok Shin |
| Susumu Harada | Donna L. Street |
| Yoko Hasegawa | Didik DS Sucahyo |
| Wolfgang Hinck | Wila Ch. Supriadi |
| Stephanus Hochobeb | Thomas Swango |
| Neila Anchieta Holland | Katherine Terrell |
| Wm. Dennis Huber | Kathryn Thory |
| Mary Hutto | Catherine L. Tyler |
| Arzu Ilsev | Gyula Vastag |
| Kurt Jacobsen | Hylton J Villet |
| Chanaka R.K. Jayawardhena | William P. Wan |
| Marian V. Jones | Thomas D. Willett |
| Seitbay K. Kandimov | Jim A. Wolff |
| Lawrence C. Katzenstein | Gary Yanker |
| Gulnar O. Khalova | King-Yuen Yik |
| Bongjin Kim | Changhui Zhou |
| Akin Kocak | |



DEAN
THE BELK COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

UNC Charlotte invites applicants and nominations for the position of Dean of The Belk College of Business Administration. Reporting to the Provost and Vice Chancellor for Academic Affairs, the Dean will provide leadership for the six departments of Accounting, Economics, Finance and Business Law, Information and Operations Management, Management, and Marketing, and a Center for Financial Services. There are 80 full-time faculty members and 2,897 undergraduate and 494 graduate students. Graduate programs include master's degrees in Accountancy, Business Administration, and Economics, and an interdisciplinary Ph.D. in Information Technology. Both the College and the program in Accounting are AACSB accredited. The College has eight endowed professorships.

The Dean should possess: an earned doctorate in business or a related discipline; an outstanding record of scholarly achievement that is appropriate for appointment as a tenured, full professor; a vision for the College; creative leadership abilities; demonstrated credentials in administration; an established national reputation; a commitment to academic excellence and diversity; the ability to establish excellent relationships within the University and with the business community and to collaboratively raise funds; and a broad understanding of the AACSB accreditation process (reaccreditation self-study to be completed in AY 2000-01). The new dean of The Belk College of Business Administration will play an important role in helping the University to increase its volume of research.

UNC Charlotte is the only doctoral granting institution in a dynamic urban region of 1.8 million people and aspires to be North Carolina's most energetic and responsive university, offering unparalleled educational opportunities to a planned enrollment of 23,500 students. Its six colleges (Arts and Sciences, Architecture, Business Administration, Education, Engineering, and Nursing and Health Professionals) offer a rapidly expanding array of master's and doctoral degree programs, and its centers and institutes provide excellent facilities and relationships that stimulate research and collaboration with business and industry. The University especially intends to be known for its nationally and internationally recognized research and for its role in addressing the major educational, economic, social, and cultural needs of the greater Charlotte region.

Nominations and applications, including a letter of interest that addresses the qualifications and commitments being sought, a separate two-page philosophy of education, leadership, and management, a curriculum vitae, and a list of four professional references with addresses and phone numbers should be sent to the Search Committee for the Dean, The Belk College of Business Administration, Office of Academic Affairs, The University of North Carolina at Charlotte, 9201 University City Boulevard, Charlotte, NC 28223-0001. The screening of applicants will begin in mid-October and continue until the position is filled. The anticipated starting date is July 1, 2000.

UNC Charlotte is an affirmative action, equal opportunity employer.

Faculty Position

Richard Ivey School of Business
The University of Western Ontario



The **Richard Ivey School of Business** is Canada's premier business school, recognized world-wide for the quality of its management education. The School's major activities include: a highly regarded MBA and Executive MBA program; an Executive MBA delivered via interactive videoconferencing; a small and selective undergraduate program; a well-established doctoral program; as well as an expanding portfolio of programs for managers, including an Executive MBA delivered in Hong Kong. The School is internationally oriented in terms of curricula, research, faculty, student exchanges.

The School strongly supports faculty research dealing with issues of interest and relevance to practising managers leading to publication in top quality academic and managerial journals. Excellence in teaching and course development is highly valued. Our faculty is collegial and engages in interdisciplinary investigation, as well as independent inquiry.

We are located in London, Ontario, a community of 326,000 which is approximately 100 miles from both Toronto and Detroit. Our Executive MBA facility is situated in Mississauga, just west of Toronto. Road, air and train links to major Canadian and U.S. cities are excellent. The School is part of a larger University community with the equivalent of 26,000 full-time students.

At least one **probationary tenure track position, tenured appointment, limited term or visiting position** in each of the General Management/Strategy, Organizational Behavior and Global Environment of Business area groups is available to begin January or July 2000. Although we are open in terms of research and teaching interests, a strong commitment to the practise of management is required. Interest in the case study method is also required. New initiatives in the Asia-Pacific region make the School particularly interested in recruiting faculty with interests in either of this area and with appropriate language skills.

All positions are subject to budget approval. In accordance with Canadian Immigration requirements, priority will be given to Canadian citizens and Permanent Residents of Canada. The University of Western Ontario is committed to employment equity, welcomes diversity in the workplace, and encourages applications from qualified individuals including women, members of visible minorities, aboriginal persons and persons with disabilities.

Applicants should send their Curriculum Vitae to the Associate Dean, Faculty Development, Richard Ivey School of Business, The University of Western Ontario, London, Ontario, Canada N6A 3K7. Deadline for submission is **October 22, 1999**. Candidates will be contacted in advance for a preliminary interview to be conducted during the Academy of International Business Annual Conference, November 20-23, 1999 in Charleston.

Web site: www.ivey.uwo.ca

City University of Hong Kong is a well-established degree-granting institution in Hong Kong directly funded by the Government of the Hong Kong Special Administrative Region through the University Grants Committee (Hong Kong). The University has embarked on an ambitious strategic plan to become one of the leading universities in the Asia-Pacific region by achieving excellence in teaching and research. The student population for 1998-99 is approximately 18,500 (11,100 full-time and 7,400 part-time). The medium of instruction is English.

Applications are invited for the following concurrent headship appointment :

Head of Department Management [Ref. B/428/49]

The **Faculty of Business** of University is one of the largest business schools in Asia with 170 academic faculty members. It puts heavy emphasis on quality research and innovative teaching. The Faculty is at the cutting edge in Asia in the use of information technology and indigenous case studies in its undergraduate and postgraduate programmes. In order to maintain its competitiveness in the 21st century, the Faculty also maintains a very strong partnership with the private sector in its innovative process. The most recent project is the joint venture with the Hongkong Telecom, the largest Telecommunication Company in Hong Kong, to offer an MBA degree using the world's first interactive television and broadband internet.

The Management Department is one of the six departments in the Faculty. The main focus of research is on issues related to organisation change and stress, incentives, product innovations, and leadership in the Asia-Pacific region. Members in the Department have a proven record of publishing in top tier international academic journals.

The University also accepts nominations and reserves the right not to fill the position.

Qualifications for Appointment

The field of specialism is open. The Head of Department will be expected to provide strong academic leadership in the development of the teaching and research in the Department. Candidates should possess strong academic and professional qualifications, substantial relevant experience in tertiary education and a successful record of research and scholarship. Candidates will also be required to demonstrate an ability to give academic and managerial leadership in the Department.

Salary and Conditions of Service

The successful candidate is expected to be appointed at the professorial level on superannuable terms with provision for retirement benefits, or on fixed-term contract with contract-end gratuity. Salary will be competitive and be commensurate with the appointee's qualifications and experience. Concurrently, the appointee will be offered the headship appointment for an initial term of three years. Generous fringe benefits include 46 days' annual leave, housing, passage allowance and medical and dental care provision.

Application and Information

Further information on the post and the University is available on the University's World Wide Web home page <http://www.cityu.edu.hk> or the University's listserv accessed by E-mail at "hrmail@cityu.hk", or from the Human Resources Office, City University of Hong Kong, Tat Chee Avenue, Kowloon, Hong Kong (Fax: (852) 2788 1154 or (852) 2788 9334/ E-mail: hrrecruit@cityu.edu.hk). Please send nomination or application with a current curriculum vitae and the names and addresses of three academic referees at full professorial or other appropriate level to the Human Resources Office by **31 December 1999**. The search will continue until a suitable candidate is found. Further information can be obtained from Prof. Richard HO, Dean of Faculty of Business at Personal Fax No. (852) 2788 7182 or E-mail: fbykho@cityu.edu.hk. Please quote the reference of the post in the application and on the envelope.

Applications who have responded to the previous advertisements on the post of Head of Department of Management need not re-apply.

UNIVERSITY OF PENNSYLVANIA

POSITION ANNOUNCEMENT

MULTINATIONAL MANAGEMENT

The Department of Management of the Wharton School is recruiting for a tenure track position in Multinational Management. Although we have a preference for entry-level candidates, we would be willing to consider applications at all levels.

Multinational Management is a research area. Other areas include: Strategy, Organizational Behavior, Human Resources Management and Entrepreneurship. Applicants should be solidly grounded in one of these areas, or in a relevant, social science discipline, and demonstrate strong, international interests.

The Wharton School and the Department of Management are fully committed to globalization. The student body is very international and an innovative and exciting program is in place which will globalize the curriculum, students, and faculty. As Multinational Management is an integral part of the Department, faculty have a unique opportunity to pursue international and functional management interests in research and teaching.

Successful candidates must demonstrate outstanding research potential as well as a strong interest and competence in teaching. Applicants for other than entry level positions should have a solid record of publication in first-rate academic journals.

Please indicate in your cover letter which areas you wish to be considered. Send application materials—cover letter, cv, 3 letters of recommendation, sample publications, and abstracts—**preferably** via e-mail with an attachment (Word or WordPerfect preferred) to: **recruiting@management.wharton.upenn.edu**. Or mail your materials to:

*Chair, Department of Management
The Wharton School
University of Pennsylvania
2028 Steinberg-Dietrich Hall
Philadelphia, PA 19104-6370*

Applicants should send materials by **November 1, 1999**.

AA/EEO Employer

The University of Pennsylvania is an equal opportunity employer and takes its obligation in that area very seriously.

**Switzerland**

Lucerne, January 5-8, 2000

ACT 3**Third Creative Teaching Conference**

Learn from and share with colleagues from around the world: innovative, creative teaching approaches. The emphasis is on "Teaching & Learning" by participating in interactive workshops and by sharing research and teaching/training applications. Form research and teaching partnerships. Submit proposals/papers prior to October 14, 1999 and register before October 25, 1999.

Hungary

Budapest, July 2-5, 2000

iNTER-

active
cultural
national
disciplinary

Seventeenth International Conference**"Complexity and Innovative Teaching"**

Learn about using the case method and related approaches in a variety of educational settings. The format is interactive and lively. Includes Case Colloquium (observe the case writing/editing process), demonstration sessions and workshops by leading experts. Submit proposals/papers prior to January 15 and register before March 25, 2000.

Visit our website <http://www.wacra.org> for details

WACRA®**WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION**23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**Tel. +781-444-8982 email: wacra@msn.com Fax +781-444-1548Conference Office: **Rensselaer, Lally School of Management & Technology**
in North America call 1-800-523-6468 x 2440 email: smithdm@rh.edu**WACRA '2001 at Lund University, Sweden, June 17-20, 2001**

Position Announcement

SUNY New Paltz is a small, selective public university whose essential character is shaped by its location in the mid-Houston region. It maintains a strong commitment to the primacy of undergraduate and graduate teaching, an ethnically and culturally diverse campus population, and international studies. It serves about 6000 undergraduate and 1500 graduate students, both traditional and non-traditional.

The Department of Business Administration invites applications for a tenure track faculty position in International Business for Fall 2000. Appointment will be at the Assistant/Associate Professor level, pending budgetary approval. A Ph.D. in International Business (or closely related area) is required. ABDs near completion will also be considered. The successful candidate will demonstrate competence in teaching undergraduate and graduate courses in International Business and related courses. The ability to teach in one of the related business areas such as Marketing, Management, or Finance is also desirable. Rank and salary are dependent on qualifications.

The Department offers a B.S. degree in Business Administration (concentrations in Finance, International Business, Management, Marketing, and General Business), B.S. in Accounting, and M.S. in Business (concentrations in Accounting, Finance, and International Business), and is in candidacy stage of AACSB accreditation. The University emphasizes a balance between teaching and research. Although the primary responsibility is teaching, an ongoing research/publication record is essential for tenure.

The search will continue until the position is filled. Please send application letter, resume, addresses and telephone numbers of three references, and other appropriate materials to:

Dr. Surinder Tikoo, Chair, International
Business Search Committee, HAB 301
Affirmative Action Office
75 S. Manheim Blvd., Suite 9
New Paltz, NY 12561.

e-mail: tikoo@matrix.newpaltz.edu
http://www.newpaltz.edu/bus_admn

SUNY New Paltz is an AA/EOE/ADA employer.

Sophia University, Tokyo Tenured Position in Marketing and International Marketing

The Faculty of Comparative Culture seeks applicants for a tenured position in Marketing and International Marketing. The post is tenured and the rank is open, with the salary depending on qualifications and experience. A Ph.D. or equivalent qualification is expected, and teaching and research experiences are desirable. Knowledge on marketing in Japan and research interests on the use of the internet, computers and/or electronic devices in marketing would be advantages. The language of instruction is English. The appointments will be effective from April 1, 2000.

Applications including a detailed Curriculum Vitae and the names of three referees should be sent by September 30, 1999, to Professor Nobumitsu Kagami, Dean, Faculty of Comparative Culture, Sophia University, 4 Yonban-cho, Chiyoda-ku, Tokyo 102-0081, JAPAN.

Further information may be obtained from Professor Yoshitaka Okada.
e-mail address: y-okada@hoffman.cc.sophia.ac.jp

NEWSLETTER INFO

The AIB Newsletter is proud to share the latest news about its members in the MEMBERS ON THE MOVE and JUST OFF THE PRESS sections. E-mail your professional accomplishments, book publications, promotions, and honors, to:

aib@busadm.cba.hawaii.edu

Or send typed items and photographs via mail to:

**Laurel King, AIB Administrator
2404 Maile Way, CBA C-306
Honolulu, HI 96822-2223 USA**

AIB COPY DEADLINES are:

- Quarter 1: *February 1*
- Quarter 2: *May 1*
- Quarter 3: *August 1*
- Quarter 4: *November 1*

Only items received on or before the first working day after the deadline will be considered for publication. Fax us at **(808) 956-3261** for information regarding our advertising and promotional services.

EIBA

European International Business Academy



Manchester
School of
Management

25TH ANNUAL CONFERENCE

DECEMBER 12-14, 1999

MANCHESTER, UK

UMIST
P.O. Box 88
Manchester M60 1QD
United Kingdom
Tel: 0161-236 3311
Fax: 0161-200 3505

CALL FOR PAPERS

INTERNATIONAL BUSINESS

AND THE

GLOBAL SERVICES ECONOMY

- Trends in Global Financial Services
- MNC responses to Contagion in Global Financial Markets
- MNCs and the Impact of the Single European Currency
- Global Risk Management
- The Internationalization of Non-Financial Services
- The Internationalization Process and Emerging and Transitional Economies
- Knowledge Creation and Transfer
- International Business Networks
- Coalitions and Strategic Management
- HQ - Subsidiary Relationships
- Cross-cultural Management and HRM
- International Business on the Internet
- International Marketing Strategies
- Foreign Market Entry and Development
- The Millenium Bug

For full details regarding submission of papers, see the conference website at **www.sm.umist.ac.uk/eiba99** or e-mail **eiba99@umist.ac.uk**.

Call for Papers

FOR A SPECIAL ISSUE ON

"Asian Dimensions of Services Marketing" *Journal of International Consumer Marketing*

The *Journal of International Consumer Marketing* is creating a special issue titled *The Asian Dimensions of Services Marketing*. With the rapid development of the tertiary industry in many countries of the Asian region, there is a heightened interest in issues and problems relating to marketing of services in this part of the world. Alongside this development, this special issue aims at addressing the state-of-art in services marketing research and practice within the region. Papers must address issues from **cross-cultural/national comparative perspectives**. Although not an exhaustive list, papers are particularly welcome on such topics as:

- Advertising agency-client relationships
- Consumer expectations of services and service quality
- Customer orientation of service firms
- Customer satisfaction and customer loyalty
- Cultural dimensions of 'customer participation in services'
- Cultural impacts on international service strategy
- Delivery systems for services
- Extension of service lines
- Financial services marketing
- Marketing of health care services
- Marketing of professional services
- Pricing strategy for services
- Retail services
- Service encounters in diverse environments
- Service joint ventures and strategic alliances
- Services Marketing in APEC, ASEAN countries
- Services Trade and WTO
- Tourism and hospitality services

Submissions from both academics and practitioners are now invited for this special issue of *Journal of International Consumer Marketing*. Authors should follow JICM manuscript guidelines for submission. If in doubt, please contact any one of the following Guest Editors for a copy of the style guidelines.

Guest Editors:

- Dr. Esther Tang
[email: buesther@polyu.edu.hk Tel: (852) 2766-7129]
- Dr. Ricky Chan
[email: buricky@polyu.edu.hk Tel: (852) 2766-7110]
- Dr. Susan Tai
[email: bustai@polyu.edu.hk Tel: (852) 2766-7127]

Four copies of the manuscript should be submitted by **March 31, 2000** to the following address:

Guest Editors
Journal of International Consumer Marketing
Department of Business Studies
Hong Kong Polytechnic University
Hung Hom, Kowloon
HONG KONG
Fax: (852) 2765-0611



International Retailing Videotape Series



Global Retail Markets: Power & Potential (1999)

- Central Europe
- Western Europe
- Mexico

Emerging Market Opportunities Series

- International Product Development:
Part I - Considerations & Processes
- International Product Development:
Part II - The Sourcing Trip
- Retail Distribution in China
- Food Distribution in China
- Retail Distribution in Japan
- Food distribution in Japan
- Retail Distribution in Russia
- Food Distribution in Russia

This videotape series was developed by the Merchandising Management faculty at the Michigan State University to supplement international business courses with cutting edge information about retail distribution. A study guide and reference list are included with each videotape. A more detailed description of each videotape is available upon request (Phone: 517-353-2938, Fax: 517-432-1058).

Videotapes are in **VHS format** and are **\$70** or **\$60** each when you buy three or more. All orders are payable in advance to *Michigan State University*.

_____ tape(s) @ \$ _____ ea. = \$ _____
+ Shipping/handling
10% for orders of \$60-\$200
8% for orders over \$200 \$ _____
TOTAL AMOUNT DUE \$ _____

MAIL THIS ORDER FORM TO:
Merchandising Management
Department of Human Environment & Design
204 Human Ecology Bldg.
Michigan State University
East Lansing, MI 48824-1030

PLEASE SEND THE VIDEOTAPE(S) CHECKED ABOVE TO:

Name: _____
Company: _____
Address: _____
City, State, Zip: _____
Phone/Fax: _____



AIB INSTITUTIONAL MEMBERSHIP APPLICATION

ACADEMY OF INTERNATIONAL BUSINESS

Terms of Membership: For an annual fee of **US\$1,000**, a school may designate two faculty members to receive AIB membership and two to receive registration at the AIB's Annual Meeting. A Ph.D. candidate may also be nominated to receive membership and meeting registration provided that he or she commits to attending the Doctoral Consortium. Each participating institution will be recognized once a year in both the *AIB Newsletter* and the *Annual Meeting Program*.

INSTITUTION'S CONTACT INFORMATION <i>Please type or print clearly and remit payment with form.</i>			
FIRST NAME	INITIAL	FAMILY NAME	
POSITION TITLE		ORGANIZATION	
STREET ADDRESS LINE 1			
STREET ADDRESS LINE 2			
CITY	STATE	COUNTRY	POSTAL CODE
TELEPHONE		FAX	
E-MAIL		PERSONAL WEB PAGE	

NAMES OF NOMINEES - Please write the names of the individuals at your institution who will receive the benefits listed below. - Attach a copy of the "Individual Membership" form on the next page for each person nominated. - Check off the box for "Institutional Nominee" on the form.		
MEMBERSHIP #1		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		PERSONAL WEB PAGE
MEMBERSHIP #2		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		PERSONAL WEB PAGE
<i>Our institution nominates the following two individuals to attend the AIB's Annual Meeting in Charleston, South Carolina, on November 20-23, 1999.</i>		
REGISTRATION #1 (name only if same as #1 above)		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		PERSONAL WEB PAGE
REGISTRATION #2 (name only if same as #2 above)		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		PERSONAL WEB PAGE
PHD NOMINEE (Membership and 1999 Registration Fee)		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		PERSONAL WEB PAGE

Make cheques payable to the **Academy of International Business**. Applicants outside the US must pay by credit card or remit funds by means of an international money order denominated in US dollars or by a check drawn upon a US bank. Foreign cheques must have micro-encoded banking information, including the ABA routing number at the bottom of the cheque, a US bank address and have the US dollar amount imprinted on them. (Federal Employer ID #23-7442958).

You must return this form (or a copy) with your payment to ensure proper recording.

AMOUNT PAID: \$ _____ (Dues for _____ years)

METHOD OF PAYMENT:

- Cheque (No.: _____ Date: _____)
- Credit Card (Circle: MasterCard / VISA / AMEX / Diners / Discover)

Credit Card Number _____

Expiration Date: _____ / _____ (Month/Year) _____

Signature (if credit card payment) _____

MAIL TO: Academy of International Business
 University of Hawai'i at Manoa - CBA
 2404 Maile Way (C-306)
 Honolulu, HI 96822-2223 USA

FAX TO: 1-(808) 956-3261



AIB MEMBERSHIP APPLICATION

ACADEMY OF INTERNATIONAL BUSINESS

Action(s): **New Membership** **Renewal** **Address Correction**

Type of Membership: **Regular - \$68** **Student - \$45** **Low Income - \$45*** **Institutional Nominee - \$0**

Current member sponsoring dues for new member

Your Name and ID Number (If Applicable)

Please print clearly or type and remit payment with form.

Family (or Last) Name		First Name		Initial	
Street Address					
City		State	Country		Postal Code
Telephone			Fax		
E-mail			Personal Web Page		
Position/Title			Organization		
Highest Degree			Alma Mater		
Disciplines		Research Interests		See the <i>Membership Directory</i> or website at http://www.hawaii.edu/aib/aibinfo/structur/resint.htm for code list.	
<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			

Make cheques payable to the **Academy of International Business**. Overpayments will be processed as gifts to the AIB Foundation and/or the Adopt-A-Library program and acknowledged in the *AIB Newsletter*. Applicants outside the US are requested to pay by credit card or to remit funds by means of international money order denominated in US dollars or by check drawn upon a US bank. Foreign cheques must have micro-encoded banking information, including the ABA routing number at the bottom of the cheque, a US bank address and have the US dollar amount imprinted on them. (Federal Employer ID #23-7442958).

FOR OFFICE USE:
AMOUNT: _____
NAME: _____
DEP.#: _____
CHECK#: _____
DATE: _____
AREA: _____
REGION: _____

AMOUNT PAID: \$ _____ (Dues for _____ years)

Method of Payment:

- Cheque (No.: _____ Date: _____)
- Credit Card (Circle One: MasterCard / VISA / AMEX / Diners / Discover)

Credit Card Number

Expiration Date: _____ / _____ (Month/Year) _____

Signature (if Credit Card payment)

You must return this form (or a copy) with your payment to assure proper recording.

MAIL TO:

Academy of International Business
 University of Hawai'i at Manoa - CBA
 2404 Maile Way (C-306)
 Honolulu, HI 96822-2223 USA

FAX TO: (808) 956-3261

* Low income memberships are offered to individuals with gross annual incomes below US\$25,000.