



# AIB Newsletter

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## From the *JIBS* Editor-in-Chief Elect

Lorraine Eden  
Texas A&M University

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I am honored to have been selected as the next Editor in Chief of the *Journal of International Business Studies* for 2008-2010. Starting July 1, 2007, all incoming manuscripts to *JIBS* will go to the incoming Editorial Team, which consists of myself, Srilata Zaheer (University of Minnesota) as Reviewing Editor, and nine Area Editors: Daniel Bello (Georgia State University), Sea-Jin Chang (Korea University), Witold Henisz (University of Pennsylvania), Lee Radebaugh (Brigham Young University), Lemma Senbet (University of Maryland), Anand Swaminathan (University of California, Davis), Rosalie Tung (Simon Fraser University), Alain Verbeke (University of Calgary) and Arjen van Witteloostuijn (University of Antwerp). Anne Hoekman, the incoming *JIBS* Managing Editor, will run the new *JIBS* Office located at AIB Headquarters at Michigan State University. A Consulting Editors Board and an Editorial Review Board are also being formed to replace the current boards. Accompanying this letter is a separate announcement with photos and more information about the

incoming editorial team.

My editors and I will continue the momentum of the current *JIBS* Editorial Team in making the *Journal* the first choice for insightful and influential research on international business. We are planning several innovations to the *Journal*, which will be outlined at the June 2007 AIB conference in Indianapolis. We hope to see everyone there, and look forward to talking with you about *JIBS*.

Our general strategy will be to strengthen the *Journal* by (1) tightening and improving the manuscript process; (2) encouraging top-flight submissions from credible, mainstream scholars in international business; and (3) continuing the work begun by Editor in Chief Arie Lewin in broadening the readership and diversity of the *Journal*. Our goal is to raise the *JIBS* citation impact score to parity with the scores of *Organization Science* and *Strategic Management Journal*. *JIBS* should be not only the premier journal of international business studies, but also peer ranked among the world's premier journals of business.

*Continued on page 2*

*Continued from page 1*

My Editors and I intend to manage the process from submission through final decision as expeditiously as possible. After July 1, new manuscripts will be submitted through the new Manuscript Central system. (The Manuscript Central website address for new submissions to *JIBS* will be announced when the system is ready for submissions.) Existing manuscripts will continue to be handled on Outdare by the current *JIBS* Office through December 2007. We expect the new Manuscript Central system, which tracks all stages of the manuscript process, will be critically important in this process.

While hardware and software matter, we know that the human input is even more important. We need top scholars in international business to see *JIBS* as their first choice for journal submission if we are to move into the first tier of business journals.

That means we all need to pull together, both during the transition between Editorial Teams and afterwards. On behalf of the incoming Editors and myself, I want to thank Editor in Chief Arie Lewin, Dani Trojan and Joy Kearney in the *JIBS* Offices, and all the members of the current *JIBS* Editorial Team for their help and encouragement during this process. Editing a major journal is a huge and daunting undertaking. Without their dedication and support, it would be an impossible task—thank you for all you do for *JIBS*!

Finally, my team and I would much appreciate receiving any comments and/or advice you wish to share with us, based on your experience with *JIBS*. Please email me or my assistant at [jibsae@mays.tamu.edu](mailto:jibsae@mays.tamu.edu). I look forward to hearing from you, and hope that you will continue to support the *Journal*, both throughout this process and into the future.

AIB Newsletter (ISSN: 1520-6262) is published quarterly by the Academy of International Business Executive Secretariat. For more information, please contact: G. Tomas M. Hult, Executive Director or Tunga Kiyak, Managing Director, 7 Eppley Center, Michigan State University, East Lansing, MI 48824-1121. Tel: +1-517-432-1452 Fax: +1-517-432-1009 • Email: [aib@msu.edu](mailto:aib@msu.edu) • <http://aib.msu.edu>

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## Area Editors



**Daniel C. Bello**  
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**Editorial Area:**  
**International Marketing  
and Supply Chain  
Management**

*Area Scope:* Marketing aspects of global business operations, which include issues in international marketing management, consumer behavior, and supply chains. While contributions addressing any aspect of marketing in a global context are welcome, work offering important conceptual and empirical insights into the nature and processes of cross-border marketing are of especial interest. Mainstream marketing issues such as market entry, segmentation, product positioning, channel development, and pricing among others are sought; also innovative topics dealing with the interface of marketing and cutting-edge issues such as high technology, global political developments, among others. Regardless of focus, articles must make a substantive contribution to knowledge regarding the role of marketing in global business.

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**Editorial Area: Managing  
the Multinational  
Enterprise**

*Area Scope:* Management of diversified multinational enterprises, including foreign direct investment,

international new ventures/international entrepreneurship, foreign entry strategies, entry mode choices, and post-entry subsidiary management issues, particularly involving emerging market economies.

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**Witold J. Henisz**  
(University of  
Pennsylvania)

**Editorial Area: The  
Institutional and  
Political Environment of  
International Business**

*Area Scope:* Manuscripts that consider how institutional and political characteristics alter the costs or benefits of engaging in business activity of a given form in one nation as compared to another. Relevant institutional characteristics span the regulative, normative and cognitive domains while relevant political characteristics include the preferences of political actors and the structure or nature of political competition. These institutional and political characteristics influence every aspect of behavior by multinational enterprises and international new ventures including their location choice; the organization of their local subsidiaries; their choice of technology, capital and labor staffing; their sequence of investment; and their choice as to how to interact with social and political actors.

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**Lee Howard Radebaugh  
(Brigham Young University)**

**Editorial Area:  
Accounting and  
International Business**

*Area Scope:* (1)

International, financial and managerial accounting. (2) Disclosure of information by multinational enterprises. (3) Global strategies in accounting and tax services.

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**Lemma W. Senbet  
(University of Maryland)**

**Editorial Area: Finance  
and International  
Business**

*Area Scope:* (1)

*International corporate finance:* firm financing choices across national boundaries, valuation effects of multinational operations, corporate foreign exchange risk management, comparative corporate governance, access to capital and emerging market finance, securities issuance and cross-listings, corporate finance and international banking, comparative legal systems and corporate finance, etc. (2) *International investments:* international asset pricing, international portfolio diversification, investor home bias, effects of investment barriers, pricing and design of country funds,

etc. (3) *Financial sector reforms:* banking and capital market development, linkages between finance and economic development, comparative banking regulatory and deposit insurance schemes, global banking and financial crises, efficacy of financial sector reforms, etc.

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Davis)**

**Editorial Area:  
Organization Theory and  
International Business**

*Area Scope:* (1) Manuscripts that apply organization theory to study organizational action and performance in an international context, such as the actions and performance of multinational enterprises and international new ventures/international entrepreneurship. (2) Research that uses and contributes to the development of institutional theory, organizational ecology and social network theory. (3) Papers that employ longitudinal and/or comparative research designs.

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**Editorial Area:**  
**International Human Resource, Comparative, and Cross-Cultural Management**

*Area Scope:* Manuscripts that advance our knowledge and understanding of (1) strategic international human resource management; (2) managing in a cross-cultural context, including comparative management; and (3) international business negotiations.

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**Alain Verbeke**  
(University of Calgary)

**Editorial Area: MNE Theory and International Strategy**

*Area Scope:* (1) Provocative, substantive extensions of MNE theory. Such extensions may include work on internalization theory, the eclectic paradigm, transaction cost economizing, and MNE governance in general. Insightful pieces that attempt to integrate these mainstream conceptual approaches with resource-based thinking, institutional theory, information processing theory, etc. (2) Creative pieces addressing the following specific international strategy issues: subsidiary initiatives and entrepreneurship inside the MNE, regional and global MNE strategies, knowledge transfer in MNEs, clustering in international business, MNE stakeholder management, MNE corporate responses to institutional change, MNE environmental and sustainability-related strategies (including climate change issues).

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**Arjen van Witteloostuijn**  
(University of Antwerp)

**Editorial Area:**  
**Economics, Ecology and Strategy in International Business**

*Area scope:* (1) Studies using economics, for example, agency or game theory applied to headquarter-subsidiary relationships, or trade theories and MNE entry. (2) Multidisciplinary studies, for example, top management team composition and international strategy, or industrial organization, organizational ecology and cross-country density dependence. (3) Contingency studies, for example, exploring under what country and firm-specific conditions different entry modes perform well. (4) Learning studies, for example, headquarters' learning from subsidiary experiences and learning by international new ventures. (5) Studies in emerging or transition economies, for example, revealing how foreign FDI is related to local development.

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## Call for Papers

*Special Issue of the Journal of  
International Business Studies*

# Asia and Global Business in the 21<sup>st</sup> Century: Institutions, Cultures, and Strategic Transformations

**Guest Editors:** Rabi S. Bhagat (*University of Memphis*)  
Mike W. Peng (*University of Texas at Dallas*)  
Sea-Jin Chang (*Korea University Business School*)  
**Deadline for submission:** December 1, 2007

**Tentative date of publication:** Spring or Summer 2009

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**P**rior to the 1997 Asian financial crisis, a number of scholars predicted that the 21<sup>st</sup> century would be the “Asian century.” In the aftermath of the 1997 crisis, there has been some caution in the literature regarding how various economies and firms in Asia are going to emerge as important participants in the global economy. More recently, terms such as the “Chinese century” and the “rise of India” have surfaced frequently in scholarly and practitioner publications. There is no doubt that various Asian economies and firms have been undergoing some profound institutional, cultural, and strategic transformations, which not only have ramifications for Asia but also for other parts of the global economy in the 21<sup>st</sup> century.

### Objectives

- To encourage scholarly interest in the growing complexity of institutional, cultural, and strategic transformations that are currently underway in various Asian economies and firms.
- To examine the implications of these transformations for both firms headquartered in Asia and those headquartered elsewhere.
- To learn more about the role of such increasing global interdependence between various countries and firms in Asia and the rest of the world for theory and research in international business.

We welcome manuscripts that are (1) theoretically innovative and well-grounded and (2) based on solid empirical research which provides insights into the dynamics of how various Asian economies and firms are grappling with institutional, cultural, and strategic transformations – and how countries and corporations *elsewhere* around the world respond to such profound changes in Asia.

### Examples of Relevant Issues

The following statements and questions encompass, but do not exhaust, the many issues regarding Asia and global business in the 21<sup>st</sup> century that IB scholars may find of interest:

- **Impact of Asian economies on global business.** In 2004, the top three container ports in the world were all in Asia: Hong Kong, Singapore, and Shanghai. The fourth was Los Angeles/Long Beach, which earned a living by trading with Asia. What is the impact of such dominance in world trade on global prices, shipping, and logistics – and most fundamentally on the strategic management processes of firms around the world (including those currently *not* doing business in/with Asia)?
- **Nature of firm ownership and control.** A majority of large multinational corporations in the Anglo-American world feature the separation of ownership and control. However, such is not the case in most parts

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of Asia where owners, often families, assume top management positions, which raises some interesting corporate governance and control issues. What are some of the future implications of concentration of ownership and control of large firms in Asia for theory and research in international business?

- **Product and geographic diversification.** The conventional wisdom, based primarily on recent research in the West, is that unrelated product diversification is counterproductive for creating value. However, some (although not all) conglomerates and business groups in Asia persist and function well without adopting to the above strategic principle. At the same time, many Asian firms have recently embarked on significant geographic diversification, by entering foreign markets not only in Asia but also in other regions of the world. What are some of the institutional mechanisms driving these product and geographic diversification strategies? How do findings from the Asian context help to broaden the global debate on product and geographic diversification?
- **Institutional transitions and strategic responses.** Many Asian economies are under great pressures to open up their markets and adopt more market-oriented reforms. Their institutional transitions often entail fundamental and comprehensive changes introduced to the formal and informal rules of the game. What are some of the necessary institutional and organizational processes that either facilitate or hinder this transformation process? How do firms both headquartered in and out of Asia strategically respond to these institutional transitions?
- **Cultural changes and transformations.** Participation in the global economy changes some of the fundamental cultural assumptions and values that are inherent in the design of organizations, institutions, and related strategic processes. How do various types of cultural changes and transformations taking place in these Asian economies facilitate or hinder their participation in an increasingly interdependent global marketplace? For example, what are some of the implications of strategic outsourcing on the transformation of various cultural patterns in these countries? What are some of the implications of globalization for the collectivistic orientations of the majority of Asian populations? What are the necessary changes that might be needed to accommodate and deal with some of the destabilizing consequences on well established social and cultural practices? What role do foreign (non-Asian) firms play in the cultural changes and

transformations in Asia?

- **Global implications for non-Asian economies and firms.** The growing prominence of Asian economies and firms has significant ramifications for the non-Asian world in the 21<sup>st</sup> century. What are some of the necessary theoretical frameworks that IB might need at this point in order to probe the growing interdependence between Asian economies and firms with those of the rest of the world? How can IB scholars, students, and practitioners in the rest of the world learn from Asia's accomplishments and mistakes?

This list is merely suggestive of the range of topics appropriate for this Focused Issue. Other topics may be potentially of interest. However, the central concerns of this Focused Issue are with the institutional, cultural, and strategic transformations of economies in Asia and firms active in Asia (including foreign, non-Asian firms operating there), as well as the ramifications of these transformations for global business around the world (that is, beyond Asia). We are seeking manuscripts that explicitly address these issues and offer suggestions for how theory and research in IB might contribute to and benefit from a focus on these crucial issues in the 21<sup>st</sup> century.

Since the review process for this Special Issue will take place under the incoming Editor-in-Chief Lorraine Eden and her editorial team, all manuscripts submitted for the Special Issue must also fit within the Journal's new *Statement of Editorial Policy*, which is reproduced at the end of this document.

## Submissions

Submissions must be made on or before December 1, 2007, through the new JIBS electronic submission process using the new JIBS Management Central system, which will be operational in July 2007. More information about the new submission process will be posted on the JIBS website at <http://www.jibs.net> once the system is operational. Please mark your submission to go to the "Asia and Global Business" Focused Issue.

All submissions will go through the JIBS regular double-blind review process, and must follow the incoming editorial team's Guidelines for Contributors, Style Guide and Manuscript Format. These will be posted on the JIBS website in early 2007.

A Special Editorial Review Board will be convened by the Guest Editors for this Special Issue of JIBS.



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A call for potential members of this board will be circulated in the summer of 2007. Manuscript reviewers will be drawn from the Special Issue Editorial Review Board and from the incoming JIBS Editorial Review and Consulting Editors Boards.

All manuscripts will be reviewed as a cohort of submissions for this Focused Issue. The review process will commence from December 1, 2007, and no manuscripts will be reviewed prior to that date. The reviewing process will follow the same norms as those of the incoming editorial team; thus, manuscripts are expected to move through the whole process from submission to acceptance for publication within 12 months. The special issue is expected to appear in spring or summer 2009.

**For additional information, please contact Guest Editors:**

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**JIBS Statement of Editorial Policy, 2008-2010  
(applies to manuscripts submitted  
after July 1, 2007)**

The *Journal of International Business Studies (JIBS)* is the top-ranked journal in the field of international business. The goal of *JIBS* is to publish insightful and influential research on international business. The domain of international business studies includes: the activities, strategies and processes of multinational enterprises; interactions between multinational enterprises and other actors, organizations and institutions; the cross-border activities of firms (e.g., intrafirm trade, finance, investment, technology transfers, offshore services); how the international environment (e.g., cultural,

political, economic) affects business activities, strategies, structures and processes; comparative studies of businesses, business processes and organizational behavior in different countries and environments; and international dimensions of organizational forms (e.g., strategic alliances, mergers and acquisitions) and activities (e.g., entrepreneurship, knowledge-based competition, corporate governance).

*JIBS* seeks to publish manuscripts that perform cutting-edge research studies that break new ground, rather than merely making an incremental contribution to the field of international business. Manuscripts should address real-world phenomena, problems or puzzles; build on relevant prior research to highlight what is interesting and different; and include a clear statement of their contribution to international business research. The Journal is particularly interested in publishing papers that are innovative (they start up or redirect a line of inquiry), integrate across disciplines rather than being single disciplinary, and multi-level (micro, meso and/or macro) rather than single-level studies. Theories whose central propositions are distinctively international are particularly encouraged, as are theories where both dependent and independent variables are international.

*JIBS* is a methodologically pluralistic journal. Quantitative and qualitative research methodologies are both welcome, as long as the studies are methodologically rigorous. Conceptual and theory-development papers, empirical hypothesis-testing papers and case-based studies are all welcome. Empirical submissions utilizing undergraduate student samples are generally discouraged.

*JIBS* does not publish manuscripts about teaching materials or teaching methods, studies about how domestic business is done in one country, or manuscripts aimed at a practitioner audience. Manuscripts that contain no theoretical contribution to international business or have no specific relevance to the domain of international business (e.g., country-level models of international trade patterns) should not be sent to *JIBS*. Submissions to *JIBS* should follow the journal's Style Guide; poorly written or structured papers will be promptly returned to the authors.

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# CALL FOR PROPOSALS

## **Fifth Annual AIB Conference on Emerging Research Frontiers in International Business**

**Theme:** **Conflict, Security and Political Risk: International Business in a Challenging Environment**

**Venue:** **Sonesta Hotel, Coconut Grove (Miami), Florida, USA and Florida International University**

**Local Arrangements:** **Mary Ann Von Glinow, FIU CIBER and Silvia Salas**

**Dates:** **November 28-December 2, 2007**

**Deadline for Submission of  
Proposals for papers & panels:** **July 27, 2007**  
**(2-3 page summaries of papers)**

**Invitations to be issued:** **by August 31, 2007**

**Program Committee:** **Professors Mary Ann Von Glinow (Florida Int'l U), Ethan Kapstein (INSEAD), Steve Kobrin (Wharton), Robert Weiner (George Washington U), Lorraine Eden (Texas A&M U) Ex Officio and Arie Y. Lewin (Duke U) Ex Officio**

**A** “brave new world” in which diplomatic, civil, and military conflicts (conventional as well as unconventional) have greater reach and immediacy presents evolving challenges for international trade and investment. Civil wars, terrorist attacks, narco and human trafficking and laundered funds across borders create new sources of political risk. At the same time, more traditional topics in IB research, such as MNE-state relations, have taken on new dimensions with the revival of economic nationalism in countries such as Russia, Bolivia and Venezuela. As a result, concepts such as “liability of foreignness” may take on a very different cast. The focus of this conference is research on the issues facing firms in an uncertain world where traditional boundaries between “international relations” and “international business” have blurred.

This new world presents opportunities as well as challenges for international business. Defense contractors are in harm’s way on the battlefield, raising international HR issues. Provision of security services is a booming worldwide industry. Political-risk and emergency-management consultancies are seeing increased demand for their services at the same time

that experts in these areas are sought by firms operating in insecure regions. While the death knell of economic sanctions was tolled with the onset of the invasion of Iraq, the announcement of their demise may be premature. If Iran and North Korea continue with their nuclear programs, policy makers could once again look to the implementation of economic sanctions to deter states’ continued progress towards nuclear armament.

The relationship between international business and diplomatic, military and political-economic conflict is complex and multi-directional. While multinational firms certainly feel the impacts of operating in a riskier and more dangerous environment, international business itself may cause or exacerbate conflicts by providing financial networks for laundering and channeling funds to organizations pursuing illicit or violent activities. International trade in natural resources has both fueled regional conflicts (e.g., diamonds in Africa or oil in Sudan) and strained international relations—e.g., “resource nationalism” such as Russia’s energy policies toward CIS countries and Western Europe.

It appears we have moved out of the “eye

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of the storm” into a new and more conflictual period for multinational enterprises, as Vernon predicted in his 1998 book, *In the Hurricane’s Eye*. In this more turbulent environment, new efforts are needed to understand the role of international business in areas such as conflict, crisis management, regional security, and terrorism. There is a need to link scholars in schools of international affairs and international relations that focus on security studies and conflict analysis with scholars of international business to come up with new insights that reflect the role of international business in a rapidly changing, more unstable and conflict-ridden international security environment.

We seek papers on such topics as

- The role of international business (including trade and investment) in military conflicts
- The impact of potential economic sanctions on the coordination and configuration strategies of global companies.
- The relationship between political and diplomatic disputes and international business activity
- The impact of terrorism and threats of terrorism on international business
- The relationship between international trade and investment and terrorism
- The analysis and management of the political risks arising from the new security environment
- The impact of resource nationalism and energy security on international business relations
- The role of, and risks posed to, international business in ethnic, sectarian and religious conflict
- The responsibilities of multinational firms in failed states
- The human rights responsibilities of multinational firms
- The contributions multinational forms can make to the management of humanitarian emergencies

- The relative roles of the private sector and NGOs in peace operations
- The relationship between national security, information and communication technology, and international business
- The ethical responsibilities of multinational firms in war and conflict situations

This list is merely suggestive of the range of topics appropriate for the Frontiers Conference, which ideally seeks inputs from scholars across a number of disciplines related to conducting business in a less secure, more risky, conflict-ridden world.

### Submissions and Review Process

Proposals for panels and or papers must be **submitted by July 27, 2007**, and authors will be notified of the **decision by August 31, 2007**. Panel proposals should include names of panelists and their personal notes to attend, should the panel be accepted. Submissions should be sent to Stefanie McAdoo (smcadoo@duke.edu) at Duke University, Fuqua School of Business. The submission should be marked as the 5<sup>th</sup> Annual AIB Emerging Research Frontiers Conference in International Business, 2007. Submissions should consist of a 2-3 page summary of the proposed paper or panel.

The Program Committee will review all papers and proposals. For further information regarding the nature and structure of the 2007 Frontiers Conference in International Business please contact the following:

Mary Ann Von Glinow (maryann.vonglinow@fiu.edu)

Ethan Kapstein (Ethan.KAPSTEIN@insead.edu)

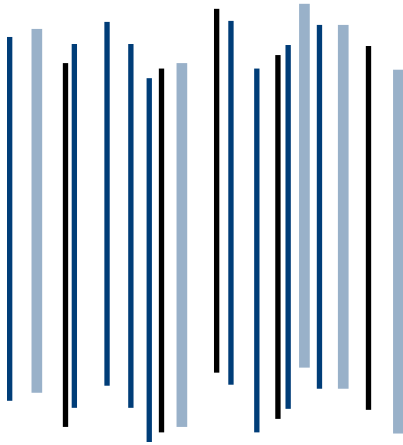
Robert Weiner (rweiner@gwu.edu)

Steve Kobrin (kobrin@wharton.upenn.edu)

Lorraine Eden (LEden@mays.tamu.edu)

Arie Lewin (ayl3@duke.edu)

Silvia Salas (ssala004@fiu.edu)



## Academy of International Business

AIB NORTHEAST USA

October 18-20, 2007

Portsmouth, NH

## Annual Conference

**Theme:** The 2007 conference theme is “**Dynamics of Globalization.**” Papers on related international business topics will also be accepted. Panel proposals are welcomed. The deadline for paper submission is July 15, 2007.

**Location:** Southern New Hampshire University’s School of Business will host the conference. However, the conference will be held in the beautiful seacoast city of Portsmouth, NH. October is the perfect season in New Hampshire to enjoy the scenic beauty of fall foliage of the state.

**Program:** A variety of sessions on topics related to the conference theme, special panels, and keynote speakers.

**Papers:** Abstracts of all papers will be published in the conference proceedings. Selected papers will be published electronically.

**Placement Service On-Site:** Applicants—email one page resume; Institutions—email one page job announcement to alexandru.manus@snhu.edu

**Conference Web Site:** [http://acadweb.snhu.edu/International\\_Business/globalization.asp](http://acadweb.snhu.edu/International_Business/globalization.asp)

**Access to Portsmouth, NH:** Manchester airport is serviced by major airlines and is approximately 45 minutes from Portsmouth, NH. Logon airport in Boston is approximately one hour from Portsmouth, NH. There are also major highways connecting to Portsmouth, NH.

**Registration Details:** To register, please visit the conference website at:  
[http://acadweb.snhu.edu/International\\_Business/globalization.asp](http://acadweb.snhu.edu/International_Business/globalization.asp)

**Registrations and Papers should be submitted to:**

Southern New Hampshire University School of Business  
Attn: Jessica Brennan, Institute for International Business  
2500 North River Road, Manchester, NH 03016  
Phone: 603-629-4630  
Fax: 603-629-4632  
Email: [j.brennan@snhu.edu](mailto:j.brennan@snhu.edu)

Make checks payable to the **AIB Northeast**. Foreign checks must have micro-encoded banking information, a US bank address, and the US dollar amount imprinted on the check.

REFUND POLICY for cancellation:  
100% prior to September 15, 2007  
50% prior to October 1, 2007

**2007 AIB Southeast Asia  
Regional Conference  
Hong Kong Institute  
of Business Studies  
Lingnan University,  
Hangzhou, China  
December 6-8, 2007**



## **Taking Up the New Challenges of Global Business**

**You are cordially invited to submit papers for presentation and proposals for panel discussion related to the conference theme.**

**Location:** Hong Kong Institute of Business Studies,  
Lingnan University, Hangzhou, China,  
December 6–8, 2007

**Conference Website:**  
<http://www.ln.edu.hk/hkibs/Aib/2007/aib2007/index.htm>

**Paper Submission:** September 30, 2007

**Registration:** October 28, 2007

### **Conference Secretariat**

2007 AIB Hangzhou Conference  
Hong Kong Institute of Business Studies  
Lingnan University  
Tuen Mun, Hong Kong  
Tel: (852) 2616 8373  
Fax: (852) 2572 4171  
Email: [hkibs@ln.edu.hk](mailto:hkibs@ln.edu.hk)  
Website: <http://www.ln.edu.hk/hkibs/>

# **International Business, Local Development and Science-Technology Relationship**

## **13<sup>th</sup>– 15<sup>th</sup> December 2007**

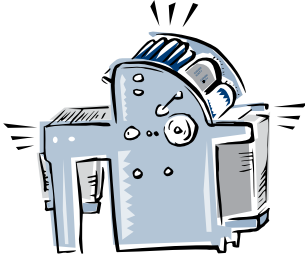
CONFERENCE CHAIR: GRAZIA D. SANTANGELO  
UNIVERSITY OF CATANIA (ITALY)

**EIBA 2007** focuses on one of the major theoretical issues currently debated in the international business realm: the role of public research institutions in helping to promote the processes of technological and economic catch up, development and growth, and of local policy in fostering local science-technology linkages with incoming foreign-owned multinationals.

The conference invites theoretical and empirical contributions that may help to enhance the understanding of the Conference theme, its consequences and challenges to international business scholars and policy-makers. Studies on other aspects of international business are also welcome.

Full papers and panel proposals should be submitted to one of the 10 Track Chairs according to the topic they address by the 15<sup>th</sup> OF JULY 2007. More information are available at <http://www.fscpo.unict.it/eiba2007/>

*The EIBA conference will also host the annual meeting of the Western European chapter of the AIB.*



## Just off the Press

- ⇒ **Sylvie Chetty** (Massey University, New Zealand), Jan Johanson and Cecelia Pahlberg (Uppsala University, Sweden) have published a book, *Learning and Networking in the Internationalisation of the firm* (Edward Elgar Publishing, December 2007, ISBN: 1845421825). This book offers a deeper understanding of the increasingly complex and important subject of international business. It builds on four decades of research on the internationalization process of firms. The focus is upon business relationships and networks within and between firms as well as the importance of learning for international firms. In contrast to the standard models for international business strategy, this book emphasizes learning, particularly practical learning, and the importance of co-operation, trust and commitment in the international business environment.
- ⇒ **Bryan W. Husted** (Instituto De Empresa, Spain), Sanjay Sharma (Wilfrid Laurier University, Canada), and Mark Starik (George Washington University) have co-edited *Organizations and the Sustainability Mosaic: Crafting Long-Term Ecological and Societal Solutions* (Edward Elgar Publishing, ISBN: 978-1845426422). The contributors to this book present research on crafting long-term ecological and societal solutions in order to achieve sustainability. The in-depth analyses explore the interactions among social, environmental, and development impacts of organizations at community, regional, national and global levels. In doing so they shed light on the way forward amidst the complexity of issues involved, referred to in the book as the sustainability mosaic.
- ⇒ **Fuming Jiang** (The Australian National University) and **Bruce W. Stening** (UNSWAsia, Singapore) announce the publications of their co-authored bibliography *The Chinese Business Environment: An Annotated Bibliography* (Edward Elgar Publishing, January 2007, ISBN: 1845429257). This unique annotated bibliography contains the most important studies of the Chinese business environment, comprising almost 1000 references to articles published in English-language journals in the past fifteen years or so. The editors have sought to focus on those writings that deal fairly directly with the impact of the Chinese business environment on foreign firms doing business in China. Each work is fully referenced in a standard format, has a brief description of its subject matter and has been given a classification code - ensuring quick and easy identification of all articles on any given subject.
- ⇒ **Jorma Larimo** (University of Vaasa, Finland) has edited *Contemporary Euromarketing: Entry and Operational Decision Making* (International Business Press, ISBN: 978-0789035400). Contemporary Euromarketing examines the strategies of small and medium-sized firms that sell their products and services in international markets, with a special focus on international new ventures (INV) and born globals (BG). Academics and researchers working in Finland, Spain, Denmark, Italy, France, Portugal, and the Czech Republic analyze both outward and inward types of operations, foreign sourcing, and foreign partner selection. The book also addresses international counterfeiting and the impact of culture on advertising related issues. This unique book examines the vital issues facing European markets and marketing systems in dealing with global economics, including inter- and intra-trade activities, export behavior, marketing strategies and practices, marketing implications of strategic alliances, public sector marketing, comparative marketing systems, buyer-seller interactions, and business customs and practices among European countries.

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⇒ **Steven T. Rudman** (San Francisco State University) would like to announce the publication of *The Multinational Corporation in China: Controlling Interests* (Blackwell Publishing Limited, ISBN: 978-1405133692). The book addresses how multinational corporations control and coordinate their worldwide affiliates, with a fascinating inside story on contemporary China. Focusing on the control and coordination by four large US multinational corporations of their China operations, Rudman bases the book on his own original research within the China affiliates of these companies, conducted over a two-year period. Rudman also reviews internal and publicly available company documents, and books, periodicals, and newspapers dealing with relevant industries and with China. The book concentrates on dynamic management control processes, enabling readers to understand how multinational corporations are managed; its precise definition of control and coordination facilitates the development of a coherent theory of management control. Alongside a clearer understanding of multinational management control, readers will find in this book rich insights into the nature of business relationships in China.

⇒ **Frank B. Tipton** (University of Sydney, Australia) has published a book, *Asian Firms: History, Institutions, and Management* (Edward Elgar Publishing, July 2007, ISBN:184064334X). Frank Tipton's book is a comparative study of the management structures of Asian firms, set in their historical and institutional context. Based on a wide range of interviews and material drawn from a variety of disciplines, the argument is framed by the sayings of the legendary strategist Sun Tzu and the legendary businessman Tao Zhu-gong. *Asian Firms* considers what Western managers can learn from Asian Firms, and what Asian firms can learn from each other. The book includes a series of case studies that illustrate the

strengths and weaknesses of the approaches of managers in each of the national traditions.

⇒ **Sushil Vachani** (Boston University's School of Management, US) has edited *Transformations in Global Governance: Implications for Multinationals and Other Stakeholders* (Edward Elgar Publishing, December 2006, ISBN: 1845422996). The world of multinational enterprises is changing dramatically. Their complex and dynamic international context presents them with special challenges – threatening their survival on one hand, and presenting them with unprecedented opportunities on the other. In this volume, international experts analyze different aspects of the transformations in global governance: ideological variations, trade governance, competition policy and the rise of civil society. They discuss the implications for multinational-government relations, multinationals' self-governance, relations with NGOs and issues of competitiveness.

⇒ **Cheryl Van Deusen, Steven Williamson** (University of North Florida, US) and Harold C. Babson (Clark State Community College, US) announce the publication of their co-authored book *Business Policy and Strategy: The Art of Competition, Seventh Edition* (AUERBACH, March 2007, ISBN: 0849383242). By analyzing functions such as marketing, production, operations, and finance, *Business Policy and Strategy: The Art of Competition* demonstrates how to formulate, implement, and evaluate corporate strategy. This new edition reviews basic and alternative strategy policies and illustrates concepts through a case study. Merging operational tactics with strategy, the book blends theory with practicality to define the business environment, resulting in a text that provides students with the necessary background for making strategic decisions.



## Members on the Move

- ☞ **Jonathan Doh** (Ph.D., George Washington University) has been named the Herbert G. Ramrath Endowed Chair in International Business at Villanova University. Jonathan was formerly inaugurated in a ceremony at Villanova on April 4. Jonathan also directs Villanova's Center for Responsible Leadership & Governance. Herb Ramrath, a 1957 graduate of Villanova, retired as President of GE Plastics Asia.
- ☞ **Terri A. Scandura** (Ph.D., University of Cincinnati) has been named Dean of the Graduate School. In her new position, Dr. Scandura will be chief advocate for graduate education at the University and oversee over 150 graduate programs situated within the university's 12 academic and professional schools and colleges.

*AIB Newsletter would like to share the latest news about its members in the Members on the Move and Just Off the Press sections. Email your professional accomplishments, book publications, promotions, and honors, to: [aib@aib.msu.edu](mailto:aib@aib.msu.edu). Please limit your announcements to 150 words and identify the name of the section it is intended for in the subject line of your email.*



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*Troy University is an AA/EEO employer and encourages applications from individuals with disabilities, females, African Americans and other minorities.*



## 2007 Events Calendar

**AIB 2007 Annual Meeting**  
June 25-28, 2007  
Indianapolis, Indiana, USA

**AIB US-Northeast Chapter Meeting**  
October 18-20, 2007  
Portsmouth, New Hampshire, USA

**AIB US-Southeast Chapter Meeting**  
November 7-9, 2007  
Nashville, Tennessee, USA

**2007 AIB/JIBS Frontiers Conference**  
Nov 28-Dec 2, 2007  
Miami, Florida, USA

**AIB Southeast Asia Chapter Conference**  
December 6-8, 2007  
Hangzhou, China

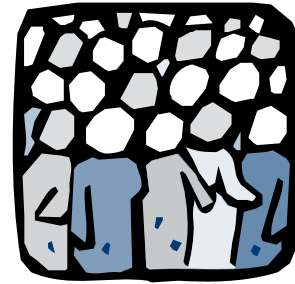


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# New AIB Members

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AIB welcomes the following 194 new members who joined our community between February 16, 2007 and April 30, 2007.



Samuel Aborah	Jens Gammelgaard	Edward Lee	Katsushige Sawaki
Melike Billur Akdeniz	Gloria Lan Ge	Kuan-Ping Lee	Francis Schortgen
Elisa Alvarez-Garrido	Desalegn Abraha	Seung Hwan Lee	Lars Schweizer
Muhammad Amjad	Gebrekidan	Kevin Lehnert	Christian Schwens
Robert V. Anderson, Jr	Mario Glowik	Constantinos Leonidou	Daniel Shapiro
Nurhaizal Azam Arif	Christoph Grimpe	Helen Lien	Robin Shaw
Gabriel Baffour Awuah	Laura Guerrero	Ghee Soon Lim	Linda Hui Shi
Fara Azmat	Vipin Gupta	Wen-Ting Lin	Inhye Shin
Veronica Baena	Birgit Hagen	Joseph Little	Mariot Simon
Ray Bagby	Gene Hahn	Chang Liu	Alan Singer
Adam Bailey	Steven Hampton	Yi Jia Low	Daljit Singh
Athena Bangara	Simon Harris	I-Pin Lu	Suresh Singh
Andrew Barron	Charles Harvey	Jiangyong Lu	Neeraj Singhal
Ralf Bebenroth	John Hooker	Mark Lund	Swapna Sinha
Devika Bhagwandas	Che-Hao Hsu	Andrea M. Noya	Rachel Smith
Janine Black	Chun-Chen Huang	Nnamdi Madichie	Richard Steers
R Ivan Blanco	Li-Wen Huang	Kashef Majid	Nicholas Story
Alexander Brem	Cheng-Jen Hung	Viola Makin	Suhjean Su
Marc Bremer	Nguyen Huu Le	Anoosha Makka	Giovanni Suarez
Paul F. Eduard Brugman	Katsuhiko Inamura	Stephan Manning	Neville Swaby
Amanda Budde	Alfred Jaeger	Valentina Marano	Paulina Sypniewska
Mikelle Calhoun	Barclay James	Michael Mayer	FanChan Tai
Maria Alejandra Calle	Mark Jelavich	Tigineh Mersha	Shlomo Yedidia Tarba
Yinghui Cao	Peter D. Oerberg Jensen	Dev Mishra	Janne Tienari
José C. Casillas	Fiona Xiaoying Ji	Jaideep Motwani	Makoto Toda
Sokol Celso	Ran Jing	Amar KJR Nayak	Patricia Todd
Daniele Cerrato	Janice Joplin	Hasip Ulas Ograk	Adriane Treasure
Masud Chand	Aparna Joshi	Ludger H. Opgenhoff	Raymond Vampran
Baujung Chang	Yuhee Jung	Joy Pahl	Raymond van Wijk
Ching-Sheng Chang	Eugene Kaciak	Weihwa Pan	Sophie Veilleux
Guoquan Chen	Tugba Kalafatoglu	Zhen Pan	Prajya R. Vidyantli
Louis Nil Chen	Eric Kaldor	Anirvan Pant	Kenneth Wallin
Hsiang-Lin Cheng	JK Kapler	Markus Paukku	Chuan-Hung Wang
Menita Liu Cheng	C. P. Kartha	Virginie Pioche Khare	Hsiu-Ling Wang
Melody Pui Man Chong	Masatoshi Kato	Alessia Pisoni	Shuwen Wang
Kendall Connell	Indu Kaveti	Christiane Prange	Jason Whalley
Anant Deshpande	Oskar Kayasan	David Pritchard	Ryan White
Roberto Di Pietra	Sharon Kendrick	Cecily Raiborn	Timothy Dweylan Wilson
Daniel Ding	Olga Khomenko	Tazeeb Rajwani	Niel Wolfaardt
Mohamed Elkassrawy	Theodore Khoury	Roy Ramsaroop	Wong Ming Wong
Sherrie Eoff	Jaemin Kim	Mehdi Rasouli Ghahroudi	Jianfeng Wu
Rosario Faraci	Min-Young Kim	Sangeeta Ray	Xiaojun Xu
Stacey Fitzsimmons	Geoffrey Kistruck	Dennis Rodriguez	Zach Yabs
Axel Fraessdorf	Dominic Koon	Laurence Romani	Nilufer Yapici
Terri Friel	Anthony Kos	Frank Rose	Sehyun Yoo
Xiaolan Fu	Somprasong Kosonboon	Walid Saffar	Tsu-Wei Yu
Anna Fyrberg	Alexei Koveshnikov	Md Abu Saleh	Arif Zaman
Hanna Gajewska-De	Ashish Kulkarni	Manjula Salimath	John Zdanowicz
Mattos	Nasir Majeed Kunwar	Michael D. Santoro	Xiuxi Zhao

# CHINA NOW



N. MARK LAM  
JOHN L. GRAHAM

**CHINA NOW** is the complete handbook for students and executives traveling to China.

Other IB books by John L. Graham (Professor of Business, University of California, Irvine):

With Philip R. Cateora, *International Marketing* (13<sup>th</sup> edition, McGraw-Hill, 2007)

With James D. Hodgson and Yoshihiro Sano, *Doing Business in the New Japan, Succeeding in America's Richest International Market* (4<sup>th</sup> edition, Rowman & Littlefield, 2008)

With William Hernandez Requejo, *Global Negotiation, The New Rules* (Palgrave/MacMillan, 2008)

*China Now* offers the best negotiation advice now available for cross-border dealmakers hoping to forge value-creating agreements in the world's fastest growing major economy. In an easy, informal style, this book excels at efficiently conveying a sense of historical context, the dos and don'ts of effective negotiation, and an all-important recognition of critical regional variations.

--**James K. Sebenius**, Gordon Donaldson Professor of Business Administration, Harvard Business School and Vice Chair, Program on Negotiation, Harvard Law School.

For many American executives China is still inscrutable. Few people writing about doing business in China can provide the academic-practitioner and Chinese-American balance that Mark Lam and John Graham provide in *China Now*. It is a must read for all American managers and executives working with and negotiating with Chinese partners. The book holds the keys for building successful, long lasting business relationships in China.

-- **Katherine Xin**, Editor-in-Chief, *Harvard Business Review* (China), Professor of Management, Michelin Chair in Leadership and Human Resource Management, China Europe International Business School (Shanghai) and Professor of Leadership and Organizational Behavior, IMD (Switzerland)

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Published by McGraw-Hill, 2007. Available everywhere books are sold. Please visit [ChinaNowBook.com](http://ChinaNowBook.com) or [MHPProfessional.com](http://MHPProfessional.com) for details.

# The Multinational Business Review

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## **Editor in Chief**

*Seung H. Kim, Ph.D.*

Dr. Seung Kim is a professor of international business and finance. Since 1984 he has served as the founding director of the Boeing Institute of International Business in the John Cook School of Business at Saint Louis University.

## **Editor**

*Hongxin John Zhao, Ph.D.*

Dr. John Zhao is an associate professor of international business. He teaches courses in international business, Asian business and strategic management.

## **Managing Editor**

*Karen Schneider, MBA*

Ms. Schneider has more than 15 years experience in academic administration. She has been with the Boeing Institute of International Business since 1998.

*MBR has been named one of the five core journals in international business.*

*Journal of International Business Studies,  
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\*Proof of student status is required—a copy of student ID or any other document that verifies current enrollment will be accepted as long as the student's name and a current date (academic year or semester) is provided on the document.

\*\*Low income memberships are offered to individuals with gross annual incomes below US\$25,000 or equivalent. A proof of eligibility in the form of a signed letter addressed to the AIB Executive Secretariat is required. The letter should state the individual's annual income for the previous year and also include a personal statement by the individual declaring eligibility for the reduced due.

\*\*\*Low-income Electronic Memberships are available only to members, who qualify for the low income membership category (above) and are also from low-income economies as identified by the World Bank. Electronic members do not receive any print materials whatsoever, receiving only online access to JIBS, the newsletters, and other AIB publications through the AIB website.