



Highlights from the AIB Member Survey

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Rutgers University

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Dear AIB Members,

In Milan, the AIB Board finalized future meeting locations. In making our decisions, we have taken into account feedback from more than 900 surveys completed by AIB members. We are so grateful to all the members who responded to our survey, many of whom took the time to give us detailed open-ended feedback on our operations. We really appreciate all your suggestions and will continue to work to improve the quality of services we provide to members.

Let me share a few highlights of the member survey. More detailed results are available at <http://aib.msu.edu/surveys/2007-09-results.asp>.

Meeting Locations:

Most of the meeting locations proposed on the member survey received high rankings. Generally speaking, the most popular locations are also the most expensive! Yet many members expressed concerns about the cost of meetings in their open-ended comments. Going forward, we will do our best to balance cost

and location preferences, but in some cases, these may be irreconcilable.

Barcelona and Paris were the two most preferred locations by a significant margin. Other very popular locations were San Francisco, New York and Boston. Locations with medium-high rankings included Istanbul, Nagoya, Rio, Chicago, Honolulu, and Miami. These locations illustrate an important characteristic of members' desired meeting locations: our membership is divided over the issue of proximity to the Americas. To some extent, this is even true for many U.S.-based members. Some want more interesting foreign locations. Others want locations that are easier and cheaper to reach.

Lower-ranked locations included Dubai, Johannesburg, New Delhi, New Orleans and Orlando. Based upon your open-ended feedback, we think the reasons for these low rankings are weather and distance/expense. If we do choose one of the more remote locations, we will certainly try to reduce other meeting costs as much as possible.

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Member Services and Publications:

In general, AIB members are very happy with services provided by the organization. The services members expressed the most interest in were: online teaching materials, networking, mentoring and research opportunities, data, more information on grants, and online “affinity” groups with members with similar interests. Approximately 50% of respondents expressed some interest in AIB classified postings. Please check the AIB website regularly! We are always adding new content.

Readership of AIB publications—particularly JIBS—is very high among members, and members expressed a strong preference for online and mail access to JIBS. However, approximately 40% of members would be content receiving the Newsletter and Insights online only. Going forward, we will look into how we might offer more à la carte options to members.

Regional Chapters:

Only 24% of survey respondents report attending regional meetings “sometimes” or more frequently. Attendance at chapter meetings is significantly higher than average in the UK, Australia and Southeast Asia. Members who attend regional chapter meetings indicate they like the convenience, affordability, and smaller size of these meetings.

Reasons given for not attending regional meetings were, by far, not enough time/money/too many conferences. Some members mentioned quality differences between regional and annual meetings and the lack of a chapter in their region. As the AIB grows, we are working to extend our network of regional chapters. We’re pleased to announce the formation of AIB-Latin America this year. We encourage non-Latin America-based scholars doing research on Latin America to consider joining.

Nineteen percent of AIB survey respondents did not know which regional chapter they belong to! Historically, members have been assigned to the chapter corresponding to the geographic region of their institution. However, the Board is currently making prepa-

rations to allow members to join chapters outside their region, and this can be a great way to network and make research contacts.

Overall, we feel that this dimension of the AIB—members’ connections to AIB regional chapters—needs to be improved. At the Milan conference, the AIB hosted chapter receptions. We hope to continue this new tradition in future meetings as well and allow members who are interested in joining a particular regional chapter to stop by and meet people from that chapter.

Note from the departing VP/Admin, Susan Feinberg

Overall, most of our members expressed satisfaction with all aspects of the organization—JIBS, the meetings, and the services provided by the AIB. Members offered really great, constructive suggestions, and registered very few complaints about the management of the organization and the services provided to members.

On a personal level, I was really grateful to the many members who expressed thanks and appreciation to the Board/Secretariat for the work we’ve done. As I transition out of my VP/Admin position, I’m pleased to see how well the organization is doing and how much our members appreciate the AIB. Two years went by faster than I could have possibly imagined! I only wish I’d had the time to do more.

2008 JIBS/AIB Paper Development Workshop

Laszlo Tihanyi (PDW Chair) and
Lorraine Eden (JIBS Editor-in-Chief)

The fifth annual JIBS/AIB Paper Development Workshop (PDW) was held at the AIB Conference in Milan on June 30, 2008. The PDW has grown into a significant pre-conference event with over 100 authors and JIBS editors and board members participating in Milan. The aim of this year's PDW was to offer help to junior faculty members who had not previously published in JIBS and who receive limited support for IB research at their home institutions. The PDW included presentations on JIBS publication strategies by Lorraine Eden, Sri Zaheer, Rosalie Tung and Witold Henisz. Another panel by Sea-Jin Chang, Witold Henisz, Anand Swaminathan and Arjen van Witteloostuijn focused on research ideas and their contributions to IB research. Twenty-

eight research papers were accepted for the PDW out of 81 submissions. Each research paper was reviewed by at least two JIBS Consulting Editors or Editorial Board Members. The PDW also included 18 idea presentations, which were selected from 34 submissions and presented in five sessions. The authors of the research papers and paper ideas came from approximately 33 countries. The PDW this year was generously sponsored by the Centers of International Business Education and Research at the University of South Carolina and Texas A&M University. We thank all JIBS editors, board members, editorial assistants, AIB officers and organizers who made the PDW a great success this year, and look forward to seeing you in San Diego in June 2009.

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JIBS Activities: AIB 2008 and a Brief Look Ahead

Lorraine Eden (JIBS Editor-in-Chief)
Texas A&M University

The JIBS editors were very active at the AIB conference in Milan this year. Starting with the very successful JIBS/AIB Paper Development Workshop led by Laszlo Tihanyi (see the separate paragraph on this below), other JIBS activities included our JIBS Editors and Editorial Boards meetings, a “Meet the JIBS Editors” panel open to all conference participants, the JIBS Decade Award panel, and the JIBS/Palgrave/AIB Reception ending the conference.

The JIBS Decade Award Committee selected John H. Dunning’s “Location and the Multinational Enterprise: A Neglected Factor?” as the most influential article published in the 1998 volume of JIBS. The selection committee was Thomas Murtha (chair), John Cantwell (member), Oded Shenkar (member) and Lorraine Eden (ex officio). The overflowing session at the AIB conference featured a short, excellent video of Rajneesh Narula interviewing John Dunning about the article, followed by comments from John Cantwell, Lorraine Eden and Alan Rugman. John Dunning then brought down the house with his own remarks. Professor Dunning was presented with a cheque for \$1,000 from Palgrave, which he graciously announced would be donated to the JIBS Adopt-a-Library Program and the AIB Fellows Endowment. The session was videotaped, and both the Dunning-Narula and the AIB panel videos should be available later on the AIB website. I encourage you to view them both if you were unable to attend this remarkable session. The Dunning-Narula video in addition is suitable for classroom use. The original paper and author’s commentary will appear in JIBS 40.1 (January 2009) and be available from the

JIBS website at <http://www.jibs.net>. Thank you to everyone involved in this special event.

This year, the JIBS editors inaugurated a new program, the JIBS Best Reviewer Awards, which were given to the top 10 reviewers as ranked by the journal’s editors. The winners were: Paul Beamish, Gabriel Benito, Keith Brouthers, Nicole Coviello, Anthony Goerzen, Klaus Meyer, Lilach Nachum, David Ralston, Jeffrey Reuer and Alan Rugman. I want to publicly thank them for their contributions.

Looking forward, major items on the agenda for the JIBS editorial team are the following: (1) the selection of the January 2009-December 2010 JIBS Editorial Review Board and Consulting Editors Board; (2) publication of the in-progress special/focused issues on “Offshoring”, “Asia and Global Business”, and “Innovations in International Business Theory” (the AIB50/JIBS40 Anniversary issue); and (3) celebration of the 40th anniversary of JIBS in 2009. The editors are planning special “JIBS@40” activities for the AIB meetings in San Diego and look forward to seeing you there.

Lastly, JIBS is growing again, from eight issues and over 1440 pages in 2008 to nine issues and over 1600 pages in 2009. The most recent SSCI data on journal citation factor place JIBS 8th among business journals and 10th among management journals. We encourage your submissions to the journal at <http://mc.manuscriptcentral.com/jibs>. Thank you again to everyone who gives of their time and resources to the journal. I and my editorial team look forward to working with you over the coming year.



MILAN

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Milan '08



*Special thanks to our local host,
Università Bocconi*



Another Record-Breaking Year!



The Academy of International Business annual meeting had record attendance as we hosted about 1,200 AIB Members in Milan, Italy! We extend our sincere thanks to all who worked very hard to make this an unforgettable, record-breaking event. Program Chair John Cantwell (Rutgers University) put together an innovative and intellectually challenging program for our meeting with the help of his track chairs (see conference program committee) and his assistant, Feng Zhang. This is the first time AIB has ever met in Italy, and the AIB members got a glimpse of Milan,





renowned as one of the world capitals of design and fashion and the business capital of Italy.

This year's program, the largest in the history of the Academy by a considerable margin, was titled "Knowledge Development and Exchange in International Business Networks". The program had 1,115 submissions from 44 countries, requiring over 1,500 reviewers to assist in making this record-breaking event possible. The program was comprised of 4 plenary sessions, 36 panels, 117 competitive paper sessions, and 43 interactive paper sessions, a total of 200 sessions over three days.

This year was the 50th Anniversary of AIB, which was celebrated with a "Then and Now" exhibit room and corridor dedicated to the evolution of AIB and changes in the world in the last 50 years. The exhibit room featured a multimedia presentation including music, ads, and movie trailers from 1959 and world maps from 1959 and 2008 comparing changes in world geography. Additional "Then and Now" posters included top 50 companies, world population, top 10 cities by population, exports, imports, GDP, currencies, and cities. The exhibit room also featured international business books from 1959 (and



2008), including books from our first AIB president, John Fayerweather and our second president, Roland Kramer. The corridor featured a timeline of important AIB moments and world business events over the last 50 years and posters for each decade from the 1950s to 2000s with photos documenting the evolution of technology, fashion, sports and cars over the years. Last, but certainly not least, the corridor included posters documenting AIB from 1959-2008 with founding members, board members, member counts, and conference locations. We hope our members enjoyed the AIB “Then and Now” exhibit!

There were a number of innovations in this year’s program. First, the poster sessions were replaced by more formal interactive paper sessions. These sessions led to more substantial interaction between authors with related interests. Another new feature was a set of pedagogy sessions, which was a useful means of helping colleagues in their teaching of international business. Lastly, there was a series of receptions on the second evening, focused around specific AIB chapters and interest groups, which helped generate a more relaxed setting for more social exchanges at this year’s annual meeting.

Visit <http://aib.msu.edu/events/2008/> to view the Conference Photo Gallery and streaming videos of the plenary sessions at the Milan conference, access the online version of the 50th Year “Then and Now” Exhibit, and to see the full list of award nominees, and to download the conference program and proceedings.



2008 Program Committee

The Academy of International Business is deeply grateful to all members of the 2008 Program Committee for the countless hours they have volunteered to make the conference a success.

Program Chair

John Cantwell – Rutgers University

Program Administrator

Feng Zhang – Rutgers University

Program Assistants

Pooja Thakur – Rutgers University

Ranfeng Qiu – Rutgers University

Guohua Jiang – Rutgers University

Track Chairs

Witold Henisz – Wharton School

Susan Feinberg – Rutgers University

Hemant Merchant – Florida Atlantic University

Simon Collinson – Warwick University

Rob Grant – Bocconi University

Lucia Piscitello – Politecnico di Milano

Beth Rose – Victoria University of Wellington

Rebecca Piekkari – Helsinki School of Economics

Mats Forsgren – Uppsala University

Torben Pedersen – Copenhagen Business School and Bocconi University

Sumit Kundu – Florida International University

Co-Chairs for Track 8

Denise Welch – University of Melbourne

Lawrence Welch – University of Melbourne

Arpita Joardar – University of Texas

Doctoral Consortium Chair

Juan Alcacer – Harvard Business School

Junior Faculty Consortium Chair

Ram Mudambi – Temple University

AIB/JIBS Paper Development Workshop

Laszlo Tihanyi – Texas A&M University

Lorraine Eden – Texas A&M University

Deanna Johnston – Texas A&M University

Placement Services Director

Hadi Alborr – Saint Louis University

Farmer Dissertation Award Selection Committee

Gary Knight – Florida State University (Chair)

Jennifer Spencer – George Washington University

Mary Zellmer-Brubn – University of Minnesota

Shige Makino – Chinese University of Hong Kong

Temple/AIB Best Paper Selection Committee

Sheila Puffer – Northeastern University (Chair)

Constantine Katsikeas – Leeds University

Bodo Schlegelmilch – WU – Wien

Arvind Mahajan – Texas A&M University

Haynes Prize Selection Committee

Andrew Delios – National University of Singapore (Chair)

Nakiye Boyacigiller – Sabanci University

Ivo Zander – Uppsala University

Jeff Reuer – University of North Carolina

Local Arrangements Chair

Marcus Venzin – Bocconi University

Local Arrangements Administrator

Federica Foce Massa Saluzzo – Bocconi University

2008 Conference Sponsors

We would also like to thank our sponsors for making the 2008 conference possible through their generous contributions.

Eni

Rutgers Business School

The Sheth Foundation

Saint Louis University, John Cook School of Business

Michigan State University – CIBER

Palgrave Macmillan

University of South Carolina, Moore School of Business CIBER

Mays Business School at Texas A&M University

Indiana University – CIBER

Temple University, Fox School of Business

University of Missouri, St. Louis

Emerald Group Publishing

AIB 2008 Awards



2008 President's Award

C.K. Prahalad – University of Michigan

2008 International Executive of the Year Award

Andrea Guerra – Chief Executive Officer of Luxottica Group, S.P.A.



2008 Temple/AIB Best Paper Award

Sponsored by Temple University's Fox School of Business

Ishtiaq Pasha Mahmood – National University of Singapore, **Hongjin Zhu** – National University of Singapore, and **Aks Zaheer** – University of Minnesota, “The Contingent Role of Network Hierarchy on Firm Performance”



2008 International Educator of the Year

William Randolph Folks, Jr. – University of South Carolina

2008 Fellows' Eminent Scholar

Ronald P. Dore – London School of Economics



2008 Best Doctoral Dissertation Proposal

Andrea Martinez-Noya – Universidad de Oviedo “Governance Decisions in the R&D Process: An Integrative Framework based on Transaction Cost Theory and Knowledge View of the Firm”

2008 Best Reviewer Award

Federica Angeli, University of Bologna

Zandra Balbinot, UNICENP – Centro Universitário Positivo

Carsten Bergholtz, Aarhus School of Business
Raveendra Chittoor, IIM Calcutta

Carol Finnegan, University of Colorado, Colorado Springs

Marion Frenz, Birkbeck, University of London

Niron Hashai, Hebrew University

Paul Jackson, Manchester Business School

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Leanda Lee, Monash University

Tariq Malik, University of London

Candace Martinez, St. Louis University

Robert Bruce McKern, Stanford University

Michael Mol, University of Reading

Susan M. Mudambi, Temple University

Camilla Noonan, University College Dublin

Bent Petersen, Copenhagen Business School

Andre Sammartino, University of Melbourne

Roger Smeets, Nijmegen School of Management

Charles Edward Stevens, Ohio State University

Scott Swan, College of William & Mary

Stephen Tallman, University of Richmond

Michael Louis Troilo, University of Tulsa

Ivo Zander, Uppsala University



2008 JIBS Decade Award

John H. Dunning – University of Reading (Emeritus)

2008 Richard N. Farmer Dissertation Award

Sponsored by Indiana University CIBER

Ajai Gaur – Old Dominion University (Ph.D. from National University of Singapore)



2008 Haynes Prize for the Most Promising Scholar

Guy L.F. Holburn – University of Western Ontario and **Bennet A. Zelner** – Duke University

“Policy Risk, Political Capabilities and International Investment Strategy: Evidence from the Global Electric Power Industry”



Sheth Foundation Doctoral Travel Stipends

The following doctoral students were awarded travel stipends to attend the 2008 Meeting in Milan, Italy. These travel stipends were made possible through the generous contributions of the **Madhuri and Jagdish Sheth Foundation** and matching funds by the **AIB Foundation**.

Helena Allman, University of South Carolina, USA
Vernon Bachor, University of Calgary, Canada
Tolulope Bewaji, Temple University, USA
Katarina Blomkvist, Uppsala University, Sweden
Hein Bogaard, University of Michigan, USA
Armando Borda, Florida International University, USA
Yunyun Chen, Peking University, China
Luis Dau, University of South Carolina, USA
Sinziana Dorobantu-Popa, Duke University, USA
Bernadine Dykes, Michigan State University, USA
Yvette Essounga, University of Texas-Pan American, USA
Sathyajit Gubbi, Indian Institute of Management Calcutta, India
Janti Gunawan, Victoria University of Wellington, New Zealand
Xu Han, Peking University, China
Mazhar Islam, University of Minnesota, USA
Naveen Jain, Florida International University, USA
Ruey-Jer Jean, University of Manchester, United Kingdom
Yujin Jeong, George Washington University, USA
Christian Keen Henon, McGill University, Canada
Soyeon Kim, Korea University, South Korea
Wiboon Kittilaksanawong, National Taiwan University, Taiwan
Virginija Kliukinskaite, University of Agder, Norway
Tanvi Kothari, Temple University, USA
Justin Kraemer, Rutgers University, USA
Kyungmi Lee, University of Twente, Netherlands
Vinh Lu, University of Adelaide, Australia
Sabrina Luthfa Karim, Gothenburg University, Sweden
Yvonne McNulty, Monash University, Singapore
Andreas Moosdorf, University of Leeds, United Kingdom

Vik Naidoo, Victoria University of Wellington, New Zealand
Lihong Qian, University of Illinois at Urbana Champaign, USA
Mehdi Rasouli Ghahroudi, Tsukuba University, Japan
Charles Stevens, Ohio State University, USA
FanChan Tai, National Taiwan University, Taiwan
Shlomo Yedidia Tarba, Ben-Gurion University, Israel
Pooja Thakur, Rutgers University, USA
Huanglin Wang, University of Western Ontario, Canada
Liu Wang, Old Dominion University, USA
Stanford Westjohn, Saint Louis University, USA
Murad Wisniewski, Jagiellonian University of Krakow, Poland
Susan Wong, University of Sydney, Australia
Serkan Yalcin, Saint Louis University, USA
Sachiko Yamao, Monash University, Australia
Wei Yang, University of Magdeburg, Germany
Nan Zhou, University of Pennsylvania, USA
Hongjin Zhu, National University of Singapore, Singapore
PengCheng Zhu, Carleton University, Canada
Wenyue Zhuang, National University of Singapore, Singapore

Area Scholarship Fellowships

The following faculty members were selected to receive **AIB Area Scholar Fellowships** for the 2008 Meeting in Milan, Italy. The recipients of the scholarship are awarded two years complimentary AIB membership, complimentary meeting registration for the 2008 conference, and a US\$500 travel stipend to attend the meeting.

Edi Madalena Fracasso, Federal University of Rio Grande do Sul, Brazil
Tulay Ilhan, Karadeniz Technical University, Turkey
Victoria Kravtsova, Maastricht University, Netherlands

WAIB Helping Hands Awards

The following women in the Academy were selected as **WAIB Helping Hands Award** recipients for the 2008 Meeting in Milan, Italy. The recipients of the award were given one year of complimentary AIB membership and complimentary meeting registration for the 2008 conference.

Novella Bottini, Universita' Carlo Cattaneo, Italy
Maria Victoria Cortes Rodriguez, Universidad del Valle, Colombia
Emma Incze, Corvinus University of Budapest, Hungary
Dilek Zamantili Nayir, Marmara University, Turkey
Youzhen Zhao, Fudan University, China

Boeing Institute Junior Faculty Consortium Stipends

The following junior faculty were awarded travel stipends to specifically participate in the Junior Faculty Consortium at the 2008 Meeting in Milan, Italy. These stipends were made possible through the generous contributions of the **Boeing Institute of International Business at Saint Louis University**.

Raveendra Chittoor, Indian Institute of Management, India
Anna-Maija Renko, University of Illinois at Chicago, USA
Vesna Sedoglavich, The University of Waikato Hamilton, New Zealand
Wei Yang, University of Magdeburg, Germany

AIB 2008 Meeting Registrants by Geographical Breakdown

Geographical Breakdown	Count
Australia	51
Austria	12
Barbados	1
Belgium	14
Brazil	20
Bulgaria	1
Canada	66
Chile	1
China	24
Colombia	7
Costa Rica	1
Cyprus	2
Czech Republic	1
Denmark	13
Ecuador	1
Egypt	1
Finland	17
France	20
Germany	47
Ghana	3
Greece	2
Grenada	1
Hong Kong, SAR-PRC	17
Hungary	3
Iceland	1
India	14
Indonesia	2
Ireland	6
Israel	9
Italy	33
Jamaica	1
Japan	46
Korea, South	19
Kuwait	1
Lebanon	1
Macau	6
Malaysia	1
Mexico	2
Netherlands	29
New Zealand	17
Norway	5
Philippines	6
Poland	2
Portugal	5
Russia	1
Saudi Arabia	2
Singapore	23
Slovenia	4
South Africa	4
Spain	22
Sweden	22
Switzerland	23
Taiwan	57
Thailand	4
Turkey	11
Ukraine	1
United Arab Emirates	2
United Kingdom	96
USA	396
Vietnam	1
Total	1201



Members on the Move

⇒ **Lyn S. Amine** has retired from the Cook School of Business at Saint Louis University as Shaughnessy Fellow in International Marketing and Professor Emerita of Marketing and International Business. Lyn has been with SLU for twenty years and has been teaching for thirty years.

⇒ **Mary Conway Dato-on** (Ph.D., University of Kentucky) joined Crummer Graduate School of Business at Rollins College in Winter Park, FL (USA) as Associate Professor of International Business in 2007. Prior to this move, she was at Northern Kentucky University where she was an Associate Professor of Marketing and Director of the International Business Center.

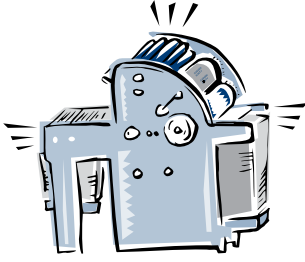
⇒ **Harry G. Harris** (Ph.D., Harvard University), President of HealthCare California, was invited by the Republic of China [Taiwan] government in October 2008 to participate in a one-week program and attend the annual Taiwan Business Alliance Conference. While in Taipei, Harry met with senior government policy officials to discuss economic, trade and media issues and assess their impact on United States-Taiwan relations. The program also provided the occasion for visits to successful Taiwanese business enterprises engaged in global and entrepreneurial activities.

⇒ **Nicolas Papadopoulos** (Carleton University, Canada) has been named Carleton University Chancellor's Professor, in recognition of "scholarly activities of outstanding merit". He also recently received the university's Davidson Dunton Research Award (2008) and the city-wide Capital Educators Award (2007) from the Ottawa Centre for Research and Innovation. He sits on the editorial boards of seven journals including the Journal of the Academy of Marketing Science and International Marketing Review, of which the latter recognized him as one of the "Top Ten Reviewers 2005-2007".

He will be on sabbatical leave for 2008/09, following five years as head of research at the Sprott School, of which the last two as Associate Dean (Research), and ten years as head of the international business teaching area. His research focuses mostly on international expansion, place images and place branding, and free trade zones.

⇒ **Srilata Zaheer** (University of Minnesota) Associate Dean of faculty and research and Professor of Strategic Management and Organization at the Carlson School of Management, University of Minnesota, was named the first holder of the Elmer L. Andersen Chair in Global Corporate Social Responsibility. This school-wide chair was created through an agreement with the HB Fuller Foundation, the University of Minnesota Foundation, and the Carlson School. A school-wide committee selected Zaheer for the inaugural appointment based on her excellence in research, teaching, and service contributions, international reputation, and evidence of impact. Her areas of research include the legitimacy of multinational enterprises and how information and communication technology influence the work of global firms. She is particularly interested in how corporate social responsibility and the legitimacy that goes with it spill over across national boundaries.

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: newsletter@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.



Just off the Press

- ∞ **Peter H. Antoniou** (California State University, USA) and **D. J. Park** (Espro, Korea) published a book, *Management Zen and I* (BookSurge, December 2007, ISBN: 978-1-4196-7521-8). This book provides new perspective in prompting the reader to rethink and consider business perspective in a new way. It is filled with questions to gather points, ideas and responses as the starting point to generate perspectives on business solutions. The focus is to make the reader and the management team think about the boundaries of their paradigm thinking. It takes the Socratic approach of asking questions, forcing for answers to help formulate current misconceptions on running your business in an international setting. It is directed to both individuals and organizations to trigger reshaping of ideas and ‘way that we do business’.
- ∞ **Paul W. Beamish** (Ivey Business School, Canada) has published *Joint Venturing* (Information Age Publishing, Charlotte, NC, ISBN: 978-1-59311-965-2), a book about best practice in joint ventures. The key purpose of the book is to demonstrate that joint ventures can work. They require however an open mind, and the willingness to work through a series of questions which relate to: testing the strategic logic; partnership and fit; shape and design; and operating the JV. The format of the book is intentionally conversational. It uses the Socratic method (question, answer, question, answer) which works so effectively in a case study classroom. Here the ‘classroom’ is several business class seats on a flight to China. This book is written for practicing managers and executives. A second audience is business schools and academics. The book is ideal for MBA, executive MBA and non-degree executive education courses or modules focused on JVs, alliances, cooperative strategies, etc.
- ∞ **Jean J. Boddewyn** (Baruch College (CUNY)) has edited *International-Business Research: AIB Fellows on the First 50 Years and Beyond*. The AIB Fellows Group includes top researchers, educators, and administrators in the IB field. Most of its 75 members have contributed to this edited volume as authors, co-authors and reviewers, including such noteworthy scholars as John Dunning, Alan Rugman and Yair Aharoni, among many others. Its chapters examine aspects of the growth of the field, evaluate our present state of knowledge and outline future lines of research. They cover the growth of several functional areas (marketing, advertising, finance, etc.), review problems of methodological rigor in IB research, trace the history and evolution of IB studies and their likely future trajectories, raise ethical and moral issues about IB practices and evaluate the impact of major theories on IB studies. A couple of chapters cover the history of international business and of the AIB Fellows Group. Altogether, this book provides a benchmark of where IB knowledge stands today and will grow in coming years.
- ∞ **John D. Daniels** (University of Miami, USA) and **Jeffrey A. Krug** (Virginia Commonwealth University, USA) have co-edited a three-volume scholarly summary and collection of articles entitled *International Business and Globalization*. The three volumes are entitled *The Growth, Consequences, and Future of Globalization*, *Globalization and National Cultures*, and *Effects of Globalization on the Firm*. The collection will be distributed primarily through libraries and is designed as a reference source on the subject. “Globalization is on every IB scholar’s mind but what are its impacts on the multinational enterprise due to its economic, political and cultural effects? John Daniels and Jeffrey Krug provide 57 answers to these crucial questions through a well-balanced selection of classic and recent articles in their edited book, *International Business and Globalization*.”

Historical, strategic, functional and geographical analyses abound in these three volumes, whose introduction provides an excellent panorama of all these issues.” – Jean Boddewyn, (Baruch College, CUNY, USA)

⇒ **John H. Dunning** (Reading and Rutgers University, United Kingdom) and Philippe Gugler have co-edited *Foreign Direct Investment, Location and Competitiveness, Volume 2* (JAI Press, ISBN: 978-0762314751). This volume addresses some of the critical issues now demanding the attention of International Business teachers and researchers. From several angles, the contributions analyse factors which may explain, and/or influence the relationship between the competitiveness of multinational enterprises (MNEs) and the countries in which they operate. More particularly, the four main issues address: the recent advances in the determinants and strategy of multinational business activity; the determinants of location competitiveness of countries; the competitiveness of emergent and developing countries and the locational responses of both indigenous and foreign-owned firms; and the policy challenges raised by the highly fragmented, and often uncoordinated international regulatory framework on government FDI. It is hoped the contents of the volume will be of interest to international business scholars, senior executives of multinational enterprises and national policy makers interested in advancing their competitiveness by engaging in outward, and encouraging inward foreign direct investment.

⇒ **John H. Dunning** (Reading and Rutgers University, United Kingdom) and **Sarianna M. Lundan** (Maastricht University) have co-authored *Multinational Enterprises and the Global Economy, Second Edition* (Edward Elgar Publishing, ISBN: 978-1843765257). “The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic

inequalities were reinforced as rich countries attracted more foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future.” – Mark Casson, University of Reading, UK

⇒ **Anil K. Gupta** (University of Maryland, USA), Vijay Govindarajan and Haiyan Wang have co-authored *The Quest for Global Dominance, 2nd Edition* (Jossey-Bass, ISBN: 978-0470194409). This book is a significant update to one of the world’s most respected guides to how a company can design, implement, and reassess its global strategy. With each passing day, the world economy is becoming increasingly multipolar and ever more integrated. Thus, for most medium to large businesses today, globalization is no longer a discretionary option but a strategic imperative. Based on our 20+ years of research into and/or consulting work for over 200 corporations, this book addresses some of the most critical questions pertaining to global strategy and organization.

⇒ **Jerry Haar** (Florida International University, USA) has published *Can Latin America Compete? Confronting the Challenges of Globalization* (Palgrave Macmillan, ISBN: 978-1403975430). With dynamic growth in China and India, recovery in Europe and Japan, and notable gains in U.S. productivity, the question arises: Can Latin America compete? Many argue that macroeconomic and trade reforms achieved in the 1990s merely put a handsome coat of paint over education, labor, judicial, and administrative reforms that remain incomplete. This book identifies and analyzes ten factors that most influence the competitiveness of Latin American nations and will shape their economic futures. In their frank and direct assessment—pulling no punches—the authors also present viable courses of action that Latin America can take to increase its ability to compete in the global economy.

⇒ **Mary Han** (Ryerson University, Canada), Léo-Paul Dana (Montpellier Business School, New Zealand), Isabell M. Welpé (Ludwig-Maximilians-Universität), and Vanessa Ratten

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(Duquesne University, USA) have co-edited *Handbook of Research on European Business and Entrepreneurship: Towards a Theory of Internationalization* (Edward Elgar Publishing, ISBN: 978-1845425012). “This is a timely and interesting book that brings together some of the most insightful contributions on the internationalization of new ventures, with an emphasis on the European experiences. Assembling some of the best scholars, the book offers a distinctively European perspective—one that deserves recognition, analysis and discussion. I applaud the editors for doing such a masterful job in bringing a great group of researchers and ideas together. I highly recommend this book for any serious researcher and scholar.”—Shaker A. Zahra, University of Minnesota, US

- ⇒ **Scott A. Hipsher** (Bangkok University, Thailand), Songporn Hansanti (Kasetsart University, Thailand) and Suthinan Pornsuwan (Bangkok University, Thailand) would like to announce the publication of *The Nature of Asian Firms: An Evolutionary Perspective* (Chandos Publishing (Oxford), ISBN: 978-1843342946). The book looks at the nature of Asian firms from an evolutionary perspective. It provides managers and others interested in doing business in the dynamic and fast changing Asian region with an understanding of the underlying principles driving both current and future business practices of Asian firms. The book is for internationally focused individuals who realize the importance of gaining a deeper understanding of the fastest growing economic region in the world and the firms from this region.
- ⇒ **Azhar Kazmi** (King Fahd University of Petroleum & Minerals, Saudi Arabia) has published the third edition of *Strategic Management and Business Policy* (New Delhi: Tata McGraw-Hill, ISBN: 0070263620). The book presents the fundamentals of strategic management in a comprehensive fashion and relates its concepts and techniques to the Indian context. The third edition brings in an overarching discussion of international context in the various phases of strategic management. While doing so, the book lays special emphasis on how one of the most vibrant economies of the world, India, is

responding to the global happenings. There are case studies and illustrations from the Indian context to demonstrate how strategic management is practiced. Primarily designed to be a text for students and faculty it is also a resource for practitioners and researchers interested in the field of strategic management in the Indian context.

- ⇒ **Sara L. McGaughey** (University of Strathclyde Business School, United Kingdom) would like to announce the publication *Narratives of Internationalisation: Legitimacy, Standards and Portfolio Entrepreneurs* (Edward Elgar Publishing, ISBN: 978-1845420024). This book makes a rare, but often advocated, contribution to research in entrepreneurship and international business by providing a richly contextualised longitudinal case study of the growth and internationalisation of a cluster of small firms over more than 20 years. Sara McGaughey presents a vivid, ethnographically-inspired narrative using creative forms of writing – including diary extracts, dramas, personal narratives and a cartoon – that draws the reader into the world experienced by the entrepreneurs, and conveys the unfolding context of the research process itself. The author interprets key events and activities such as export market choice, institutional entrepreneurship and portfolio activities in international new venturing through the lens of legitimacy and legitimation processes. The rich empirical and methodological contextualisation invites all readers to reinterpret these events and activities using their own diverse perspectives.
- ⇒ **Sanford Moskowitz** (St. Johns University, USA) would like to announce the publication *The Advanced Materials Revolution: Technology and Economic Growth in the Age of Globalization* (John Wiley & Sons, ISBN: 978-0471615262). The book describes global technology (particularly advanced material technology) and its impact on economic growth and national competitive advantage. The book in particular examines the impact of this advanced technology on relative competitiveness –today and in next couple of decades-- of the US vs. EU and implications for future Asian competitiveness. Among other issues, the book discusses the role of knowledge-based industrial clusters and of

strategically-placed “gatekeepers” generating and working within clusters as critical for a country to capture robust global technological capability and competitive advantage.

⇒ **Nicolas Papadopoulos** (Carleton University, Canada) has just published *International Marketing, 2nd Canadian Edition*, a Canadianization of the U.S. text by Philip Cateora and John Graham (McGraw-Hill Ryerson, ISBN: 978-0070984950), and a research report associated with his Davidson Dunton Research Award from Carleton University (please see “Members on the Move”), titled *A Brand Named Canada? Nations in a World of Competing Images*. He has also recently published three edited books, *Marketing in Dynamic Environments* (2008), *Marketing from the Trenches* (2006), and *Contemporary Issues in Tourism* (2006), of which the last two were co-edited with Cleopatra Veloutsou (University of Glasgow, UK); the books were published by the Athens Institute for Education and Research (Greece), and contain selected (and re-reviewed) papers on the subject themes from several conferences sponsored by the Institute in the last three years, written by scholars from over thirty countries.

⇒ **Mike W. Peng** (University of Texas at Dallas, USA) has published a new textbook, *Global Business* (South-Western Cengage Learning, ISBN: 0-324-36073-8). *Global Business* builds on and leverages the success of Mike’s *Global Strategy*, which is now used in over 20 countries and translated into Chinese and Portuguese. For the first time among IB textbooks, *Global Business* introduces a unified framework for all chapters. It focuses on a fundamental question on firm performance, and is underpinned by institution-based and resource-based views. *Global Business* has innovative chapters on small firm internationalization, cross-border acquisitions, competitive dynamics, corporate governance, and social responsibility. Every chapter has a section devoted to “Debates and Extensions,” a beefy “Management Savvy” section, and a unique built-in video case. Longer and shorter case studies as well as original full-blown articles from *Harvard Business Review*, *Wall Street Journal*, and *The Economist* are available to engage students.

⇒ **Carl Rodrigues** (Montclair State University, USA) has published the 3rd Edition of his textbook, *International Management: A Cultural Approach* (Sage Publications, ISBN: 9781412951418, 2009). The book describes the functions of management—planning, organizing, staffing, coordinating, and controlling—in an international/cross-cultural context; it describes the impact of differing national cultures on the functions of management. For example, culturally, employees in some nations prefer an authoritative leadership style and employees in some nations prefer a participative leadership style; employees in some cultures do not like to be involved in making decisions, while employees in some cultures insist on being involved. The problems in cross-culture communication deeply hamper global managers’ ability to make cross-national decisions, as different cultures use different languages, as well as slang, metaphors, and contexts, as do different cultures using the same, for example, Spanish, English, and Portuguese language. Different cultures also possess differing product/service needs, and thus cultural adaptations are usually required. And when the international manager is not familiar with the cultural differences, his/her decisions, as history shows, typically lead to very costly international business blunders.

New AIB Members

AIB welcomes the following 535 new members who joined our community between March 1, 2008, and October 31, 2008.



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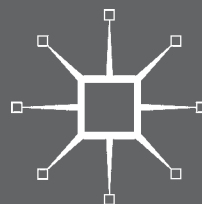
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***Low-income Electronic Memberships are available only to members, who qualify for the low income membership category (above) and are also from low-income economies as identified by the World Bank. Electronic members do not receive any print materials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