



From the President

Yves L. Doz
 INSEAD

Dear AIB Members,

This is a difficult year, a year of uncertainty and transformation, beyond the short-term pain. We, academics are to an extent sheltered from the most brutal effects of the financial meltdown and the ensuing economic recession. But endowments shrink, state budgets are tightened in the expectation of lower tax returns, and for many schools, executive education revenues may dwindle and recruitments are put on hold.

For the first time in many years, international trade declined in 2008, and the picture is not much brighter for 2009. International business, as an academic field, is likely to see mixed consequences. The full impact, and importance of globalization has been painfully felt the world over, with ripple effects of the US crisis shaking not only Europe, but also Asia and all emerging economies. In the wake of the financial shock everywhere we see a resurgence of the role of nation states, from the nationalization of banks on the verge of collapse to the growing share of sovereign funds in international investments. More than usual, multinational companies

can make easy targets for public outcries, although those have been remarkably restrained so far.

Companies, and scholars alike, keep rediscovering that the world is highly interconnected, integrated and also “spiky”, to borrow from the theme of our next annual meeting. To quote from John Dunning: “globalization and its various attributes have led not only to a much closer economic interdependence between the wealth-creating activities of firms and nations - -but also between widely differing cultural and belief systems. And it is the latter domain where it is much less easy, let alone more desirable, to exploit the benefits of economic integration”.

In the face of these more difficult challenges the AIB can contribute in various ways. First, we need to use our resources to ensure that IB researchers, PhD students, and scholars do not suffer too much from the crisis. This may range from extending PhD stipends to participate in AIB meetings to articulating a research and action agenda to make sure we, AIB members, contribute intellectually to the resolution of the current crisis. Second,

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we need to keep building the legitimacy of international business as a particularly relevant field of study and education, and make sure IB departments are not the first to suffer from budget cuts in cash-strapped business schools. Third, beyond our big annual meeting we need to provide more opportunities and support for organizing smaller more focused conferences –some may be regionally focused, others focused on issues pertinent to the post financial crisis world we are facing.

In other words, the AIB needs to act more and more as setting direction and guidance, as a forum where interesting important debates

are held, rather than arcane papers presented, as a voice in the global policy debate, not as a refuge for distraught academics.

My hope is that in the coming two years we can take steps in that direction.

Poignantly, John Dunning passed away last month after a courageous and dignified stand against an incurable disease. John was and is an inspiration both as an academic and an upright and compassionate human being. He remains a role model and thus his memory will necessarily be preserved among us, as will his insights as we navigate from difficult into more propitious times.

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John H. Dunning: Recollections

by Alan M. Rugman
February 2009



John Dunning is widely recognized as the father of the field of international business. His first book, *American Investment in British Manufacturing Industry* (published in 1958), illustrated his dedicated scholarship. Over a three-year period, John drove his Morris Minor to each and every US manufacturing subsidiary in the UK (over 160 firms were visited). John developed a theoretical framework in order to evaluate the contribution made by inward FDI to UK productivity and competitiveness. Today, a doctoral student would probably satisfy the requirements for a thesis by conducting a small fraction of the interviews undertaken by John back in the 1950s. Moreover, no new theoretical framework, such as the elements of the O, L, and I advantages of what was to become known as the eclectic paradigm, would be expected. John started his career in international business on a high note and continued to produce papers, books, commentary, and advice over the next fifty years at an unparalleled rate. Today, John's influence is demonstrated by a citation count on Google Scholar of over thirty thousand, many times that of any other scholar in the field of international business.

I first met John Dunning in 1975 at an AIB regional conference at INSEAD. John gave the keynote address over dinner; his talk dealt with the tensions between multinational enterprises and nation states. As he drew towards the climax of his remarks a sudden thunderstorm sprang up and doused the lights. John was unfazed by such physical matters and continued his address in the dark, but opened new windows in my mind about the relevance

and beauty of international business as a subject. I know that my personal experience has been reflected in the lives of hundreds of other young scholars in the field. John has served as an inspiration to many of us over the last fifty years, and we will continue to build upon his work and intellectual legacy in the future.

There are two institutions greatly influenced by John Dunning, one of which he created and one which he presided over and took to new heights. The first of these is the University of Reading, where John created a rich intellectual environment, starting in the 1970s, in which deep theoretical analysis and rich empirical work was fostered to explain the activities of multinational enterprise. Scholars recruited by John to the University of Reading include Mark Casson, Peter Buckley, John Cantwell, Bob Pierce, Rajneesh Narula, Klaus Meyer, Sarianna Lundan, and many others. John supervised several dozen doctoral students at Reading, prominent amongst them being Jeremy Clegg. John subsequently started a doctoral program in international business at Rutgers University, although he never referred to it as 'Reading West'.

The second institution fostered by John Dunning is the Academy of International Business, of which he served as President and also as Dean of the Fellows of AIB. John regularly presented new papers and acted as a motivator of new areas of research, such as his recent work on corporate governance and the ethics of multinationals. John was also a founder of the European International Business Academy (EIBA), and I think attended all of its meet-

ings until taken ill in 2008. At EIBA John was known to each and every member, spending time with them in private discussions at sessions and social events.

I was privileged to be a visiting research fellow at the University of Reading in 1976-77. On one occasion John invited Helen and myself to dinner at his house. During that visit he took me to his library where his desk was covered with dozens of manuscripts. When I asked John why he was reading them, he said that he liked to read everything published in the field itself, and in cognate areas, such that he was well informed about all aspects of the field. Frequently he sent comments on the un-

published papers of younger scholars. He also gave necessary advice to more experienced scholars; indeed, one of his last comments on a paper of mine was that I should be kinder to others in discussing their publications. He also wrote dozens of book reviews and refereed hundreds of papers. In this way John, over a fifty year period, largely created and then sustained the basic conversation in the field of international business. For this we are forever indebted. In the future we will be able to continue to advance the field of international business based upon the solid foundation left to us by John H. Dunning.



***Have you registered
for the
AIB 2009 Annual Meeting
in San Diego?***

You can visit

<http://aib.msu.edu/events/2009/Registration.asp>

and register today!



AIB 2009 Lodging Information

The AIB 2009 Conference conference will be held at the **Sheraton San Diego Hotel and Marina**.

Nestled at the edge of spectacular San Diego Bay, the Sheraton San Diego Hotel & Marina enjoys panoramic views of the bay and the city skyline yet is just 10 minutes from renowned attractions including the San Diego Zoo, Old Town and Balboa Park. The hotel includes three pools including one outdoor heated pool, a complimentary fitness center, a business center, and five restaurants. The Link@Sheraton Internet lounge located at the lobby offers free PC workstations, free Wi-Fi, and printing services. High-speed Internet access is also available in the rooms, for a charge.

Rooms and Prices

To qualify for the discounted rates for our conference, you must identify yourself as a member of the **AIB Annual Meeting**. You must reserve your room by June 5, 2009 to receive the special rates below. Please note that the number of rooms at this rate are limited, and are available only on a first-come-first-serve basis. Please note that the room rates below do not include room tax.

- ◆ **Single/Double Traditional Room** — USD 189
- ◆ **Single/Double Deluxe Room** — USD 205
- ◆ **Additional Rooms**

The hotel also includes club rooms and suites. Please contact the hotel directly to inquire about the availability of these suites and their pricing.

Reservation Details

You can reserve rooms through the online system, or by contacting the hotel by phone or fax. Please note that the online reservation system only offers rooms for the June 22–July 1 period. If your planned stay exceeds these dates, please contact the hotel directly to inquire about availability.

- ◆ Online Reservations: <http://aib.msu.edu/events/2009/Lodging.asp>
- ◆ Hotel Phone: +1 (619) 291-2900
- ◆ Hotel Fax: +1 (619) 692-2337
- ◆ Hotel Address: 1380 Harbor Island Drive, San Diego, CA 92101, USA

For all the developments and a preliminary program for AIB 2009 San Diego, visit <http://aib.msu.edu/events/2009/>

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Our gratitude goes out to the following members for their generosity in supporting the Adopt-a-Library program in the 2008 calendar year:

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The Adopt-A-Library program was initiated by the AIB Fellows to help libraries around the world that could not otherwise afford to subscribe to JIBS. Donations to the Adopt-a-Library program can be made during AIB membership renewal or annual conference registration processes, or may be sent separately to the AIB Secretariat.

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Our gratitude goes out to the following members for their generosity in supporting the AIB Foundation and its activities in the 2008 calendar year:

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The AIB Foundation is a charitable organization that funds projects which aim to advance the cause of international business. Under the Foundation's charter, these funds may be used for a wide variety of purposes: student scholarships, faculty fellowships, research grants, travel grants, doctoral dissertation grants, and publications subsidies. Donations to the AIB Foundation can be made during AIB membership renewal or annual conference registration processes, or may be sent separately to the AIB Secretariat.

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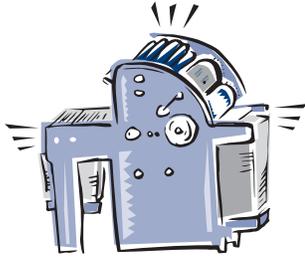
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AIB invites other organizations to become institutional members. For more information about institutional membership and its benefits, please visit <http://aib.msu.edu/membership/>.



Just off the Press

- ⇒ **Florian Becker-Ritterspach** (University of Groningen, Netherlands) has published *Hybridization of MNE Subsidiaries: The Automotive Sector in India* (Palgrave Macmillan, ISBN: 978-0230206694). MNEs setting up subsidiaries in emerging markets face the ongoing question to what extent they can transfer their home-grown or global organizational models. This book looks at how the cross-border transfer of production models in MNEs is related to strategic choices of firms and different kinds of contextual differences between countries.
- ⇒ **Julian Birkinshaw** (London Business School, United Kingdom), Maximilian von Zedwitz (Peking University, China) and Oliver Gassmann (University of St. Gallen, Switzerland) have co-edited *International Management of Research and Development* (Edward Elgar, ISBN: 978-1845424282). *International Management of Research and Development* brings together the most influential contributions to managing, organizing and coordinating R&D and innovation on a global scale. In addition to papers on the fundamental principles, trends and drivers of international R&D, it covers strategies and operations of global R&D. It also provides an introduction to modern concepts such as knowledge networks, open innovation and virtual innovation. It is a key reference collection for professors and researchers wishing to understand the practical implications of industrial R&D and a valuable resource for chief technology and innovation officers keen to develop their corporate R&D more systematically.
- ⇒ **Anthony D'Costa** (Copenhagen Business School, Denmark) and Govindan Parayil (University of Oslo, Norway) have co-edited *The New Asian Innovation Dynamics: China and India Perspective* (Palgrave Macmillan, ISBN: 978-0230209459). This empirically and conceptually rich volume identifies the emerging dynamics in the broader areas of science, technology and R&D in China and India by identifying the principal forces and actors at work that shape the new global division of labour in the internationalization of technology and innovation. Rather than assuming that economic globalization leads inevitably to higher valued economic activities, the authors in this volume show that strategic choices made by multinational firms, local businesses and governments are influencing the emerging innovation dynamics and explores the key challenges faced by China and India in their quest for innovation upgrading. These challenges are illustrated with specific sectors such as information technology, software, pharmaceuticals and biotechnology at both national and regional levels. The volume also focuses on how shifting competitiveness not only increases economic growth, but also imposes costs on industries and social groups that are either losing out or being excluded from this emerging economic dynamics for various reasons.
- ⇒ **John H. Dunning** (Reading and Rutgers University, United Kingdom/United States) has published his autobiography, *Seasons of a Scholar: Some Personal Reflections of an International Business Economist* (Edward Elgar, ISBN: 978-1848441811). In this easily read book, John Dunning walks the reader through the four seasons of his professional and private life. With just the right touch of humour, he traces his boyhood during the eventful days of the Second World War, his three-year spell in the Royal Navy, as well as his years as a student and research assistant at University College London. He then goes on to describe his times as teacher and researcher at Southampton, Reading and Rutgers Universities, and the origin and evolution of the Reading School of International Business Scholarship. Along the way, the author recounts some of his many and varied consultancy assignments and travelling

experiences and also offers some insights into his personal values and home life in Henley-on-Thames and Cornwall. John Dunning's reminiscences offer a unique personal insight into the life and work of one of the most influential figures in the study of international business. It will no doubt be of interest to all those with an interest in the field and its development – and especially to those who have benefited from the work of one of its great thinkers and scholars.

- ⇒ **Mats Forsgren** (Uppsala University, Sweden) has published *Theories of the Multinational Firm: A Multidimensional Creature in the Global Economy* (Edward Elgar, ISBN: 978-1848441170). This timely textbook presents the assumptions and theories behind contemporary views on the multinational firm as an organization and as an actor in the global economy. Mats Forsgren analyzes and compares six different theories of the multinational firm from the 'dominating multinational' to the 'politicizing multinational' that have dominated the research in international business during the last four decades. Mats Forsgren reveals the basic building blocks and assumptions behind each theory in order to reach a better understanding of why the multinational firm is looked upon in so many different ways by researchers and stakeholders. This important textbook will be an invaluable resource for both undergraduate and postgraduate students on international business, international management and international economy courses.
- ⇒ **Ans Kolk and Jonatan Pinkse** (University of Amsterdam, Netherlands) have published *International Business and Global Climate Change* (Routledge, ISBN: 978-0415415521). Climate change has become an important topic on the business agenda with strong pressure being placed on companies to respond and contribute to finding solutions to this urgent problem. This text provides a comprehensive analysis of international business responses to global climate change and climate change policy. Embedded in relevant management literature, this book gives a concise treatment of developments in policy and business activity on global, regional and national levels, us-

ing examples and systematic data from a large number of international companies. The first part outlines the international climate policy landscape and voluntary initiatives taken by companies, both alone and together with others. The second part examines companies' strategies, covering innovation for climate change, as well as compensation via emissions trading and carbon offsetting. Written by well-known experts in the field, "International Business and Global Climate Change" illustrates how an environmental topic becomes strategically important in a mainstream sense, affecting corporate decision-making, business processes, products, reputation, advertising, communication, accounting and finance. This is a must-read for academics as well as practitioners concerned with this issue.

- ⇒ **Sanford Moskowitz** (St. Johns University, United States) has published *The Advanced Materials Revolution: Technology and Economic Growth in the Age of Globalization* (John Wiley & Sons, ISBN: 978-0471615262). This book represents the first comprehensive investigation of the emerging international advanced materials industry and its profound impact on the world's industrialized and newly emerging economies. It examines the ways in which science, technology, business, and markets have converged to produce one of the most dynamic industries in recent years—one that is increasingly controlling global technological progress as a whole. From the unique vantage point of this crucial industry, this book illuminates the major differences in how the world's two economic superpowers—the United States and the European Union—perceive and carry forward the technology creation process and what these differences mean for achieving national and regional competitive advantage in the twenty-first century. It draws upon a rich body of source materials spanning from 1970 through 2007 as well as actual in-depth interviews and internal corporate and governmental documentation. The book is organized thematically, with each section highlighting critical perspectives on the rise of the international advanced materials industry and its impact on the relative competitiveness of the United States and the European Union.

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It concludes with a discussion of how what we have learned about advanced materials in the West tells us of the future competitive power of an emerging Asia.

- ↻ **Tagi Sagafi-nejad** (Texas A&M International University, United States), **John H. Dunning** (Reading and Rutgers University, United Kingdom/United States), and Howard V. Perlmutter (University of Pennsylvania, United States) have published *The UN and Transnational Corporations: From Code of Conduct to Global Compact* (United Nations Intellectual History Project Series) (Indiana University Press, ISBN: 978-0253220127). Are transnational corporations (TNCs) and foreign direct investment beneficial or harmful to societies around the world? Since the birth of the United Nations more than 60 years ago, these questions have been major issues of interest and involvement for UN institutions. What have been the key ideas generated by the UN about TNCs and their relations with nation-states? How have these ideas evolved and what has been their impact? This book examines the history of UN engagement with TNCs, including the creation of the UN Commission and Centre on Transnational Corporations in 1974, the failed efforts of these bodies to craft a code of conduct to temper the revealed abuses of TNCs, and, with the advent of globalization in the 1980s, the evolution of a more cooperative relationship between TNCs and developing countries, resulting in the 1999 Global Compact.
- ↻ **Allen J. Scott** (UCLA, United States) has published *Social Economy of the Metropolis: Cognitive –Cultural Capitalism and the Global Resurgence of Cities* (Oxford University Press, ISBN: 978-01995549306). This book is about the renaissance of cities in the twenty-first century and their increasing role as centers of creative economic activity. It attempts to put some conceptual and descriptive order around issues of urbanization in the contemporary world, emphasizing the idea of the social economy of the metropolis, which is to say, a view of the urban organism as an intertwined system of social and economic life played out through the arena of urban space. The book opens with a review of some essentials of urban theory and aims to re-articulate the urban question in a way that is relevant to city life and politics in the present era. It then analyses the functional characteristics of the urban economy, with special reference to the rise of a group of core sectors such as media, fashion, music, etc., focused on cognitive and cultural forms of work. These sectors are growing with great rapidity in the world's largest cities at the present time, and they play a major role in the urban resurgence that has been occurring of late. The discussion then explores the spatial ramifications of this new economy in cities and the ways in which it appears to be ushering in major shifts in divisions of labor and urban social stratification, as marked by a growing divide between a stratum of elite workers on the one side and a low-wage proletariat on the other. Allen Scott is one of the world's foremost thinkers on the economies of modern cities, and in this book presents a concise introduction to his innovative and insightful perspective.
- ↻ **Andreas Georg Scherer** (University of Zurich, Switzerland) and **Guido Palazzo** (University of Lausanne, Switzerland) are the Editors of the *Handbook of Research on Global Corporate Citizenship* (Edward Elgar, ISBN: 978-1845428365). The *Handbook of Research on Global Corporate Citizenship* identifies and fosters key interdisciplinary research on corporate citizenship and provides a framework for academic debate on corporate responsibility in a global society. Editors Andreas Georg Scherer and Guido Palazzo have invited leading academics from various disciplines such as management studies, economics, sociology, legal studies and political science to evaluate the concept of corporate citizenship and to

New AIB Members

AIB welcomes the following 42 new members who joined our community between November 1, 2008, and December 31, 2008.



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OCTOBER 29-31, 2009

Washington, D.C. area

The twentieth annual ASC conference on
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is an excellent opportunity for you to:

- Interact with scholars, business leaders, and government leaders from all over the world
- Discuss research findings and current practices pertaining to the various facets and sources of competitiveness
- Present your paper in a very congenial and professional conference environment
- ***Publish your article in peer-reviewed Cabell's listed journals***

Completed articles, works-in-progress, abstracts, and panel discussion topics focusing on the following areas are sought: **traditional areas such as** international trade and finance, human resource management, information technology, marketing, etc. as well as areas of current interest such as Knowledge-Based Firm and Society, Privatization in Global Markets, Corporate Governance, Supply Chain Management, Corporate Scandals, & Competing in Dynamic Global Industries.

Competitive papers will be published in the Society's Annual Research Volume--*Competition Forum*. At least one author is required to attend the conference. Highly competitive papers may be invited for publication in one of the Society's journals--*Advances in Competitiveness Research* or *Competitiveness Review*. The deadline for the receipt of submissions is **July 17, 2009**. To facilitate the blind peer review process, the first page should include: Title of submission, authors' name(s), institutional affiliation(s), e-mail address, phone and fax numbers. The second page should repeat the paper title but should contain no information that would identify the author or the institution. Publication style guidelines of the APA should be used. Please send four copies of the submission (or one copy by e-mail) to:

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E-mail: pnb@iup.edu (www.eberly.iup.edu/asc)
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2009 AIB Annual Meeting Registration Form San Diego, California

**Please mark the appropriate box(es)
Print or type all information clearly**

- ☛ Registration for AIB 2009 Annual Meeting
- ☛ Purchase of guest event tickets
- ☛ Application for new membership in AIB
- ☛ Renewal of current membership
- ☛ Update of contact information (for current member)
- ☛ Add your name to WAIB (Women in the AIB)

Family (or Last) Name	Member ID#
First Name (for name tag)	Middle Initial
Address Line 1	
Address Line 2	
City	State
Postal Code	Country
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E-mail	Personal web page
Position/Title	Organization
Arrival Date	Arrival Time
Departure Date	Departure Time
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REFUND POLICY for cancellation:
 100% prior to May 15, 2009 (less \$20 cancellation fee)
 50% prior to June 15, 2009

Return this form (or a copy) with your payment to ensure proper recording of your registration.

MAIL: Academy of International Business
 Michigan State University
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Includes access to all sessions, coffee breaks and light lunches every day, Presidential Reception and Gala Event.

- AIB MEETING REGISTRATION FEE** US\$ _____
- ☛ Regular AIB member registration - \$400
 - ☛ Student AIB member registration - \$175
 - ☛ Low-income AIB member registration - \$175

Preferred Name For Name Tag

- EARLY REGISTRATION DISCOUNT** - US\$ _____
- ☛ For REGULAR member registrations received before April 10, 2009
- Subtract \$50 from the above regular member registration fee. Not applicable for student and low-income registrations.*

- LATE REGISTRATION FEE** + US\$ _____
- ☛ For ALL registrations received after May 15, 2009
- Add \$100 to the above registration fees*

- GUEST TICKET(S)** US\$ _____
- Please specify quantity of guest tickets.*
- _____ June 27 Presidential Reception (Sheraton): \$30
- _____ June 29 Gala Event (Balboa Park): \$50

Guest Name(s) For Name Tag

MEMBERSHIP DUES US\$ _____

All participants must be members in good standing as of June 30, 2009. If your membership expires before then, or you are not an AIB member, please use this section to add one year of membership dues.

- ☛ Regular Member - \$100
- ☛ Student Member - \$50
(with copy of valid university ID)
- ☛ Low-Income Member - \$50
(gross annual income below \$25,000)

AJBS REGISTRATION US\$ _____

If you are not yet an AJBS member, or need to renew, please choose the appropriate option that includes a membership from below.

- ☛ Regular registration with membership - \$175
- ☛ Regular registration only - \$125
- ☛ Student/Low Income registration with membership - \$105
- ☛ Student/Low Income registration only - \$75

** Add \$25 for late registration after May 15th.*

DONATIONS

- ☛ Adopt-a-Library – \$50 per subscription US\$ _____
- ☛ AIB Foundation – any amount appreciated US\$ _____

TOTAL PAYMENT US\$ _____

METHOD OF PAYMENT

- ☛ Check or Money Order (Enclose with form)
- ☛ Credit Card ☛ MasterCard ☛ VISA ☛ AMEX ☛ Discover

Credit Card Number: _____ - _____ - _____ - _____

Expiration Date: _____ / _____ (month/year)

Name on Card: _____

Signature: _____