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Tatiana Kostova
AIB 2010 Program Chair

International Business in Tough Times Call for Papers

**AIB 2010 Annual Meeting
June 25–29, 2010
Rio de Janeiro, Brazil**



We live in historic and conflictual times. On the one hand, the recent global economic crisis that swiftly spread throughout the world has highlighted the risks and challenges of globalization and has emboldened its critics in a powerful way. The value of globalization is now being questioned not only by a few advocate groups but by governments and societies at large and the voices favoring deglobalization are becoming stronger than ever. Powerful nation-states, large multinational organizations, global business leaders, and even free market ideologies are being discredited and blamed for the crisis. On the other hand, the world is unprecedentedly interconnected through a complex web of product, capital, labor, and knowledge flows and through an increasing number of global governance institutions. Dozens of countries, thousands of companies, and billions of people have now become part of the world of international business. New global players from emerging and developing regions are shaping this world in novel and surprising ways. Given the breadth and the depth of the current state

of global integration, it might not be wise or possible to undo the progress we have made, and follow our natural instincts of going back to the old days of protectionism and fragmentation.

The big questions for the Academy are “Do we understand the nature and the impact of these processes and do we stand ready to help companies and managers to not only survive but also thrive in a post-crisis world? How can we as international business scholars contribute to resolving the current tensions by offering ideas or even solutions for minimizing the risks of globalization while leveraging its benefits?” The main goal of the 2010 annual AIB meeting is to address these urgent questions in a novel and constructive way. We can all contribute to this task regardless of our specific areas of inquiry since these questions span disciplinary boundaries and reflect the very core of our scholarly mission to inform the field of international business. We see two main ways in which the conference can move the field forward. First, we need to revisit

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and reevaluate the applicability of our existing theories in light of the changing conditions of global business that might have invalidated their boundary conditions and assumptions. Second, we need to generate novel theoretical ideas that better reflect the dynamics of a post-crisis world and provide relevant and timely knowledge to global managers and companies as well as to policy makers, governments, and all other participants in the global economy.

To address these challenges, we are inviting submissions to ten topical conference tracks and two special conference tracks described below. Each paper or panel submission should be addressed to only one specific track. Please visit the AIB conference website at <http://aib.msu.edu/events/2010/> to see the keywords associated with each track. Please select the track closest to your proposal.

Topical Tracks

Track 1. Institutions, Governance, and CSR

Track Chair: Ruth Aguilera, University of Illinois, ruth-agu@illinois.edu

This track invites manuscripts that examine from different theoretical perspectives how institutions, governance and CSR, broadly defined, influence multinational firms, firms in different countries and global business leaders. The track is also interested in manuscripts that study how these actors in turn shape institutions, governance and CSR at the individual, firm, industry, regional, country and global level. Special attention will be paid to analysis of change and adoption of new practices in a changing environment. Relevant *institutional* characteristics might include the rules of the game shaping economic, political, social and cultural action such as country risk or intellectual property law; *governance* characteristics might include the rights and responsibilities of different types of shareholders and stakeholders towards the firm such as employee involvement or state intervention; and *CSR* characteristics might include how and why firms and individuals might trigger positive social change beyond the narrow economic, technical and

legal requirements of the firm while engaging in triple bottom line efforts. Finally, consistent with the conference theme, we encourage submissions that address how firms and their stakeholders across the globe are coping with current global economic trends and how institutions, governance and CSR might constrain or enable their competitive strategies and beliefs at multiple levels of analysis.

Track 2. International Marketing Management and Supply Chain

Track Chair: Daniel C. Bello, Georgia State University, mktddb@langate.gsu.edu

This track addresses challenges faced in managing marketing and supply chain functions impacted by global economic crisis and the subsequent reevaluation of the role of globalization in marketing planning and execution. Contributions focusing on any aspect of the way marketing or supply chain managers cope with, or are impacted by, the tough times in the international marketplace are welcome; work offering important conceptual and empirical insights into the nature and processes of cross-border marketing is of special interest. Mainstream marketing issues such as segmentation, product positioning, channel development, and pricing among others are sought; also encouraged are innovative topics dealing with the interface of marketing and supply chains with cutting-edge issues such as high technology and other factors impacted by the recent economic crisis. Regardless of focus, articles must make a substantive contribution to knowledge regarding the role of marketing and supply chains in facilitating the way firms adjust to tough times in global business.

Track 3. IB Theory, FDI, and Entry Mode

Track Chair: Klaus E. Meyer, University of Bath, UK, k.meyer@bath.ac.uk

The current volatility and interconnectivity of the global business environment creates new challenges for theories to explain

multinational enterprises (MNEs) and foreign direct investment (FDI). It creates awareness of some of the limitations of the theory of the MNE in explaining both processes and impact. This track invites papers that explore various aspects of MNE and FDI, including motivations for undertaking investment, drivers and determinants of location choices and entry mode decisions, and issues pertaining to how MNC headquarters and affiliates interact with – and affect, for better or worse – host-country firms and environments. FDI spillovers and other local linkages and impacts, along with locational pulls and pushes on MNCs, are of particular interest, in the context of a broad range of host and home markets. Papers may in particular explore the nature of MNE decision making and strategies in highly volatile and uncertain contexts, in operations spanning diverse contexts, and in highly interconnected yet distant MNE networks.

Track 4. Global Strategy, Alliances, and Competitiveness

Track Chair: Sumit K. Kundu, Florida International University, kundus@fiu.edu

This track invites conceptual and empirical papers that deal with global strategy, role of alliances, and competitiveness of firms. The firm has to determine optimal entry strategy to successfully enter a foreign market. At their disposal they have a myriad of corporate strategies namely international, multi-domestic, global, and transnational, and the right selection will enable them to optimally use their resources and enhance their corporate performance. We encourage papers that examine firm's pursuing global strategy and how do these relate to the changing needs of their home and host country environment. Submissions that deal with strategies of firms using longitudinal dataset would be welcome. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness, and how these have changed over time. How does the alliance strategy fit within the overall strategy of the firm and is it only limited to

some industries and countries? Finally, to what extent do parent-subsidiary relationships help MNEs to formulate and implement effective strategies that would strengthen their performance. We particularly encourage papers that examine the above questions in the context of the global economic crisis.

Track 5. MNC Management and Organization

Track Chair: Srilata Zaheer, University of Minnesota, szaheer@umn.edu

Some of the most important contributions of international business research to management theory and practice have come from the insights that the study of the international firm has provided into the relationships between structure, systems, culture, strategy, and firm performance, and from managing across multiple institutional environments. This track seeks to build on and go beyond traditional approaches to explore new ways in which international firms configure themselves internally and externally, using modularity, virtual teams, networks and other novel organizing frameworks across a portfolio of countries and locations and often across organizational boundaries. How do these organizing frameworks help them manage the complexity and tensions inherent in their activities, and in turn create capabilities and competitive advantage? Further, in line with the conference theme this year, we are particularly interested in how the organization and management of the multinational enterprise is changing in response to the opportunities as well as the threats presented by difficult economic conditions. How are intrafirm and interfirm innovation and knowledge flows affected? How are value-adding activities being reconfigured and managed within and across organizational boundaries? How is subsidiary power and influence changing in the new environment?

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Track 6. Innovation and Knowledge Management

Track Chair: Torben Pedersen, Copenhagen Business School, tp.smg@cbs.dk

This track addresses how knowledge is created, transferred, assimilated, transformed and used as well as the processes of innovation, learning and Research and Development (R&D). The track will explore how the processes of learning, knowledge management and innovation influence MNCs and internationalizing firms in terms of behavior, strategy and performance as well as how the context, content, and intervening variables affect these processes. A limited sample of examples of topics of interest is: the interactions between global and local networks for innovation; international networks for knowledge creation and exchange; the governance mechanisms for knowledge development; transfer of knowledge and / or organizational practices across borders. We particularly welcome studies that address these and/or related issues in a multi-level and contextual manner.

Track 7. Emerging, Transition, and Developing Economies

Track Chair: Anil Gupta, University of Maryland, agupta@rhsmith.umd.edu

Emerging economies now constitute eight of the world's twenty four largest economies and are growing at three times the pace of the developed ones. Given their already sizeable heft and continued rapid growth, it seems abundantly clear that we are sitting in the middle of one of the great structural transformations in the global economy. Even reasonably conservative assumptions lead to the conclusion that, by 2025, the combined GDP of the eight largest emerging economies is likely to have become as large as (or larger than) that of the eight largest developed economies. This track covers all issues related to emerging economies including those at the country level, industry level, as well as firm and sub-

sidary levels. We define the term "emerging economies" as referring to all economies listed in the middle and low income categories by The World Bank. This definition automatically includes all countries that may also be classified as transition or developing economies.

Track 8. Cross-cultural Management and International HRM

Track chair: Rosalie L. Tung, Simon Fraser University, tung@sfu.ca

This track addresses the challenges associated with managing people in the contexts of cross-national and intra-national diversity. We invite submissions from the fields of international human resource management and cross-cultural management, including comparative HR and subsidiary HR issues. Papers that can challenge the prevailing theoretical perspectives in these areas are particularly welcome. Key topics include the war for talent, cross-national diversity, intra-national diversity, multicultural work teams, international assignments, and HR practices in a global context. The track welcomes conceptual and empirical papers that draw on international or cross-cultural data as well as methodological papers that deal with the innovative use of qualitative research methods in international fieldwork.

Track 9. International Economics, Finance and Accounting

Track chair: Timothy Devinney, University of Technology, Sydney, Timothy.Devinney@uts.edu.au

Papers written from a discipline base of Economics, Finance and Accounting or papers covering issues or topics in International Finance, Accounting, Taxation (e.g. M&As, exchange rates, capital flows, transfer pricing, etc.), and Economics (e.g., monetary and fiscal policy, government intervention, bailouts and industry restructuring) should be sent to this track. Applied or theoretical economics papers and/or economics research methods papers

should also be sent to this track. Papers that develop theory or test hypotheses using the theory development tools of economics and papers on areas of economics such as international trade and development are appropriate for this track. *Papers should be substantive comparisons across countries and not simply non-North American single country studies.*

Track 10. SMEs, Entrepreneurship, and Born Global

Track Chair: Gary Knight, Florida State University, gknight@cob.fsu.edu

International business long has been mainly the domain of large, well-resourced multinational enterprises (MNEs). Recently, however, large numbers of internationally active small and medium-sized enterprises (SMEs) have been emerging. They usually have far fewer financial, human, and tangible resources than large MNEs. Widespread emergence of international SMEs is facilitated by globalization, advanced technologies, and other macro-trends. Despite being relatively scarce in the past, international SMEs have already become the most common type of international firm. Born globals (also known as “international new ventures”) are firms that conduct international business at or near their founding. They are usually founded by strongly entrepreneurial managers who view the world as their marketplace. Accordingly, the emergence of large numbers of born globals and international SMEs is associated with a new scholarly field, ‘international entrepreneurship’, which reflects a combination of innovative, proactive, and risk-seeking behaviors that crosses national borders and aims to create value in organizations. The field emphasizes two research streams: the growing international role played by young entrepreneurial firms and the international, entrepreneurial activities of established firms. In this way, research in international entrepreneurship emphasizes not only born globals and international SMEs, but also behaviors and approaches that firms of any age or size can employ to undertake entrepreneurial international ventures.

Special Tracks

Special Track: Teaching International Business

Track chair: P. Roberto Garcia, Indiana University, pgarcia@indiana.edu.

For more information, please refer to a separate “Teaching IB” call.

Special Track: Methods in International Business Research

Track chair: Kwok Leung, City University of Hong Kong, mgkleung@cityu.edu.hk

For more information, please refer to a separate “Methods in IB Research” call.

Submission

We will be accepting two types of submissions—papers and panels. Paper and panel submissions need to be categorized into one of the ten topical tracks or into one of the two special tracks described above. Each paper or panel proposal must be submitted to only one track. For the special tracks on teaching and research methods, please contact the track chairs to discuss the preferred format of the sessions.

All submissions will be handled through the AIB online submission system. All manuscripts and proposals must be submitted by **January 15, 2009**. Please refer to the detailed submission instructions page for additional information on how to prepare and submit your submission. For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2010/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Tatiana Kostova, at aib2010@moore.sc.edu.

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AIB 2010 Annual Meeting June 25–29, 2010 Rio de Janeiro, Brazil

Special Track on Teaching IB

Based on the success of the inaugural “Teaching IB” track in AIB Milan 2008, a special competitive track on Pedagogy for International Business will be offered again at AIB 2010 in Rio. This track invites submissions in the following areas:

1. Developing an IB Curriculum in Higher Education

This session will explore contributions involving action-oriented recommendations for enhancing our higher education curriculum and instructional effectiveness at various levels (undergraduate, graduate, executive education, etc.).

2. Using Simulations to Teach IB

This session will include demonstration of a couple of IB simulations and a discussion of the use of such simulations as a pedagogical tool in teaching international business and related topics.

3. Integrating Video Clips in Classroom Teaching

There is currently much interest in how short video clips can be used to enhance classroom lectures. This session will include examples of video clip use, sources for clips, technological aspects of integrating clips with your presentation, and discussion of how to use video clips as a teaching tool in international business.

4. Frameworks to Aid in Understanding the Global Expansion Process

There are currently several versions of a Country Analysis Framework to analyze markets for international business penetration and operations. This session will explore additional frameworks to help students understand and prepare for decisions and managerial issues involved in the more comprehensive Global Expansion Process.

5. Using Internet-Based Resources in Teaching IB

A discussion of exercises, activities, and resources available on the Internet can be used for enhanced delivery of IB topics and for introducing interactivity into the classroom.

6. Role-Playing Exercises for Teaching IB

Learning by doing is a powerful way to make abstract concepts more accessible to less experienced students. This session will focus on more traditional role-playing exercises which do not involve intensive

use of technology. This session will focus on classroom activities which may enhance cross-cultural understanding and improve negotiation skills.

7. Web Conferencing as a Delivery Method

To address the growing use of, and interest in, distance education, this session will focus on how web-conferencing tools such as Adobe Connect/Breeze, WebEx, Skype, Yugma, and others can be used for a non-traditional delivery format.

8. Other topics not included in this list

Interested participants should submit their written proposals through the AIB online submission system. Submissions must be no longer than 3,000 words and should include the following information:

- 1) Neat cover page with a title and contact information for the presenter(s).
- 2) Specific pedagogical topic to be addressed;
- 3) Statement of impact and benefits for instructors and students,
- 4) Brief outline of subtopics to be covered in the presentation,
- 5) Directions on how participants can use the tool, including URLs for any website materials,
- 6) List of equipment needed to deliver the presentation in Rio de Janeiro

All submissions will go through a peer-review process to ensure relevance, quality, and impact. We look forward to this Special Track on IB Pedagogy and hope that you will join us in ensuring that such sessions remain an integral part of future AIB conferences. For additional guidelines or information, contact the track chair P. Roberto Garcia.

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AIB 2010 Annual Meeting June 25–29, 2010 Rio de Janeiro, Brazil

Special Track on IB Research Methods

Recent advances in research methods have offered IB researchers innovative design and data analytical strategies to address substantive research questions. This special track on IB research methods aims to offer a state-of-the-art review of recent methodological advances from an IB perspective. A developmental/workshop/tutorial format is emphasized in that the presenters should cover conceptual as well practical issues. The inclusion of hands-on demonstrations and exercises as well as practical guidelines for tackling common methodological problems IB research is strongly encouraged.

This track invites submissions in three broad areas:

1. Quantitative Data Analytic Methods

This session will explore contributions involving innovative quantitative methods that are particularly relevant for IB research. Methods for different levels of analysis, such as the individual and firm levels, are welcome. Topics include, but are not restricted to:

- multi-level methods
- cross-cultural invariance
- advances in regression analysis
- structural equation modeling

2. Qualitative Data Analytic Methods

This session will include qualitative methods that are particularly relevant for IB research, at both individual and firm level of analysis. Topics include, but are not restricted to:

- text mining and discourse analysis
- interpretive research
- action research
- the case method

3. Design and Measurement Issues for IB Research

This session will explore design and measurement issues that are particularly relevant for IB research. Relevant topics include, but are not restricted to:

- longitudinal designs
- experimental designs
- cross-cultural/national research designs
- archival research designs
- web-based research designs
- measurement issues

Interested participants should submit their written proposals directly via the AIB submission system. All submissions will go through a peer-review process to ensure relevance, quality, and impact. Submissions must be no longer than 3,000 words and should include the following information:

- 1) A cover page with a title and contact information for the presenter(s).
- 2) Specific methodological topics to be addressed;
- 3) Statement of impact and benefits for participants,
- 4) Brief outline of subtopics to be covered in the presentation,
- 5) Hands-on demonstrations and exercises to be included
- 6) List of equipment needed to deliver the presentation in Rio de Janeiro

This special track on IB research methods is a new attempt to help equip IB researchers with the state-of-the-art research methods for their substantive research. We look forward to your active participation to make this new initiative a huge success. For additional guidelines or information, contact the track chair Kwok Leung.

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JIBS Celebrates its 40th at AIB San Diego!

Lorraine Eden (*JIBS* Editor-in-Chief)

This year, *JIBS* celebrates its 40th anniversary, making it particularly busy year for the *JIBS* editors at the AIB conference in San Diego. To celebrate *JIBS*' success and honor those individuals, both present and past, who helped mold *JIBS* into a top journal, we planned several special activities for the AIB meetings in San Diego.

First, the *JIBS* Decade Award was introduced by Jose de la Torre and Paul Beamish at the 1996 AIB meetings and has been given annually thereafter. As an Anniversary activity, over the past year, the *JIBS* editors engaged in a “**Back to 1970**” project, extending the *JIBS* Decade Awards back to 1970, selecting and honoring 16 new winning articles. The Selection Committee consisted of three *JIBS* Area Editors: Rosalie Tung (chair), Lee Radebaugh and Alain Verbeke, with Lorraine Eden as an ex officio, non-voting committee member; all the *JIBS* editors voted on the final selections. The authors of the winning articles are: John Daniels (1970), Robert Schooler (1971), James Goodnow & James Hansz (1972), James Ward (1973), Claude Simpson Jr. & Duane Kujawa (1974), Ian Giddy & Gunter Dufey (1975), Alan Rugman (1976), Jan Johanson & Jan-Erik Vahlne (1977), Warren Bilkey (1978), Stephen Kobrin (1979), John Dunning (1980), Stan Reid (1981), Warren Bilkey & Erik Nes (1982), Geert Hofstede (1983), Donald Lecraw (1984), and William Davidson & Donald McFetridge (1985).

In San Diego, the *JIBS* 40th Anniversary Plenary honored all the winners of the *JIBS* Decade Award and their contributions to international business research. The Plenary was in two parts. First, a panel of *JIBS* Decade Award winners spoke about international business research, *JIBS*

and their own scholarship. The panelists (year of winning article in brackets) were John Daniels (1970), Jan Johanson and Jan-Erik Vahlne (1977), Paul Beamish (1987) and Julian Birkinshaw (1999). In the second half of the Plenary, the new 1970-1985 *JIBS* Decade Awards were given to the winners, together with a specially commissioned bound copy of the 16 award winning articles, presented by David Bull from Palgrave Macmillan. The Plenary was videotaped and will be available for viewing from the *JIBS* website. All the Decade Award articles can be freely downloaded from the *JIBS* website at http://www.palgrave-journals.com/jibs/decade_award.html.

The second Anniversary activity in San Diego was the “**Give a Gift of *JIBS***” announcement by Lorraine Eden at the *JIBS* Editors and Editorial Boards luncheon meeting. Many *JIBS* editors and board members have colleagues, friends or former students located in developing, emerging or transitioning economies. These scholars may not have ready access through their libraries nor personal subscriptions to *JIBS*. As an Anniversary gift from the *JIBS* Editor-in-Chief to all the editors and board members, each editor and board member can “give a gift of





JIBS”—giving one year of free online access to *JIBS* to the person or institution of their choice, with the only restrictions that the individual or institution must be in a low-income country and not be a current AIB member or *JIBS* subscriber.

At the conference, the **2009 *JIBS* Decade Award Panel** honored Henrik Bresman, Julian Birkinshaw and Robert Nobel for their 1999 *JIBS* article, “Knowledge Transfer in International Acquisitions.” Julian Birkinshaw spoke at the *JIBS* Decade Award Panel, with commentaries provided by Udo Zander and Alain Verbeke. The Selection Committee consisted of Steve Tallman (chair), Torben Pedersen (member), John Cantwell (member) and Lorraine Eden (ex officio non-voting). Each author receives a check for \$1,000 and a specially commissioned bound copy of their winning article from Palgrave Macmillan. The winning article and a retrospective by the authors will be printed in *JIBS* 41.1 (January 2010).

In the pre-conference program, 10 of the 11 *JIBS* editors and many of the *JIBS* Consulting Editors and Editorial Board members were participants in the **Sixth Annual Paper Development Workshop**. See a separate report on this event below. The *JIBS* editors were also very active at other conference sessions, with presentations at the Junior Faculty/Doctoral Consortium “Meet the Editors” panel, the AIB “Meet the IB Journal Editors” panel, and the *JIBS*/Palgrave/AIB Award Reception.

This was the second year for *JIBS* to give **Best Reviewer Awards** to the top 10 reviewers and consulting editors, as voted on by the *JIBS* editors. The 2008-2009 recipients (Rajesh Aggarwal, Jaideep Anand, René Belderbos, Tailin Chi, David Gilliland, William Newburry, David Ralston, Aviv Shoham, Jennifer Spencer and Jean-Claude Usunier) were honored at the *JIBS* Editors and Boards luncheon.

A Successful Sixth *JIBS*/AIB Paper Development Workshop

The sixth annual *JIBS*/AIB Paper Development Workshop (PDW) was held at the AIB Conference in San Diego on June 27, 2009. The PDW has grown into a significant pre-conference event with about 100 authors, *JIBS* editors, and board members participating. The PDW was organized by PDW Chair Laszlo Tihanyi with the assistance of Deanna Johnston, Anne Hoekman and Lorraine Eden.

Continuing the tradition started at the AIB Conference in Milan last year, the PDW was designed to offer help to junior faculty members who receive limited support for IB research at their home institutions and who have not previously published in *JIBS*. Fifty-eight research papers were submitted to the PDW and 19 were included in the program. Authors of each paper received feedback from two *JIBS* Consulting Editors or Editorial Board Members. The PDW also included 20 shorter paper ideas. The 158 co-authors of accepted paper and idea submissions represented 31 countries.

The PDW program included a Meet-the-Editors session with presentations by Lorraine Eden, Sri Zaheer, and Witold Henisz. Another panel focused on theory development and study design in IB and included Daniel Bello, Sea-Jin Chang, Lorraine Eden, Witold Henisz, Lemma Senbet, and Anand Swaminathan. Authors of research papers and ideas joined with *JIBS* editors and board members for a concluding session on publication strategies organized in nine smaller groups.

The PDW this year was sponsored by the Centers for 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, and CIBER directors and coordinators who made the PDW a great success again this year. We look forward to seeing you in Rio de Janeiro, Brazil, in June 2010!

JIBS Upcoming Activities

JIBS has several agenda items that are quickly approaching. Nominations for the next *JIBS* Editor-in-Chief were due in September to the AIB Executive. The new team will start processing manuscripts in July 2010, and our team will complete its term in December 2010.

Our last major Anniversary activity of the year will be the publication in December of the ***JIBS*40/*AIB*50 Anniversary Issue: Innovations in International Business Theory**. Eight extraordinary papers have been selected for this special issue. In addition, short commentaries by the 1970-1985 *JIBS* Decade Award authors and designates on the significance of their articles will be published together as a Perspective. We know you are going to enjoy this special issue of the journal and hope that the articles will lead to new directions in international business scholarship.

There are also several other special issues under various stages of completion. "Asia and Global Business in the 21st Century: Institutions, Cultures and Strategic Transformations" and "Conflict, Security and Political Risk: International Business in Challenging Times" will appear in 2010. There are three open Calls for Papers, and AIB members are encouraged to submit papers for these special issues: "**Qualitative Research in International Business**" (September 2009), "**Global Crises and International Business**" (January 2010) and "**Multilevel Empirical Research in International Business**" (May 2010).

One sad note: *JIBS* Reviewing Editor Srilata Zaheer is stepping down due to heavy commitments at her home university; she will however remain on board as a guest editor for the Global Crises and IB Special Issue. We thank her for her outstanding contributions to our *JIBS* editorial team.

Journal Citation Factor

New journal citation rankings were recently issued by Thomson Reuters, and the news for *JIBS* is good as our **journal citation factor rose from 2.228 in 2007 to 2.992 in 2008**. This score placed *JIBS* as SEVENTH in the Management Journals category and EIGHTH in the Business Journals category.

While *JIBS* is not included in the Finance Journals category (which includes finance, accounting and a few economics journals), I believe that *JIBS* should be included in this group, given the large number of international finance and accounting articles that appear in *JIBS*. As I have argued elsewhere (see *Letter from the Editor-in-Chief*, *JIBS* 39.1), *JIBS* is an interdisciplinary journal—a "row" journal—that covers the international dimensions of business. As such, *JIBS* clearly includes within its domain statement, international finance and accounting as well as international management, marketing, and other aspects of business studies. If *JIBS* were included in the Finance Journals category, *JIBS* would rank THIRD overall in terms of its journal citation factor, after the *Journal of Finance* (JoF) and the *Journal of Financial Economics* (JFE) and before *Journal of Accounting and Economics* (JAE), *Review of Financial Studies* (RFS) and *Journal of Accounting Research* (JAR).

In January 2009, Thomson Reuters added a five-year journal impact factor to supplement the current two-year based measure, arguing that a two-year window is too brief to really capture journal influence and a five-year window allows more citations to be included in the metric. In terms of the five-year impact factor, *JIBS* ranks EIGHTH in the Management Journals and SIXTH in the Business Journals category. If *JIBS* were also included in the Finance Journals category, the journal would rank THIRD there, coming after JoF and JFE, and before JAE and JAR.

As always, we encourage you submit your best IB research to *JIBS*. The link for submissions is <http://mc.manuscriptcentral.com/jibs>. The current *JIBS* editorial team looks forward to working with you in 2009-2010!

The West Meets the South — The AIB U.S. West and Latin America Chapters' Joint Meeting at AIB 2009 Annual Conference in San Diego

by Camilo Arbeláez

The US West and Latin America chapters held a joint panel and reception at the annual AIB meeting in San Diego, California. We were proud to have the largest audience turnout to date for both chapters in a joint panel, gathering over 65 members of both chapters and non-members as well. The session's main focus was based on the general AIB theme "Is the World Flat or Spiky?" This joint panel was arranged by Dr. Harvey Arbeláez (Monterey Institute of International Studies) and Dr. Leonardo Liberman (Universidad Alfonso Ibañez), as Chairpersons of the AIB West US and Latin America chapters.

The session was titled "Risks and Rewards in the Latin American Market: International Business Strategies that Fit It". Our keynote speakers reflected not only on their academic work but also on personal, firsthand experiences in dealing with Latin American markets. These keynote speakers included Dr. Joseph Ganitsky (University of Miami), Dr. Mary Teagarden (Thunderbird School of Global Management), and Dr. Angela da Rocha (COPPEAD Graduate School of Business, Federal University of Rio de Janeiro).

First, Dr. Ganitsky discussed risks and rewards in the Latin American market, and he evaluated the key factors in attracting foreign direct investment. He also touched briefly on a few characteristics that highlight Latin American markets as compared to other regions in the developing world. LA is the most financially open region, the most "democratic" region, the most unequal income distribution region, and home to one of the youngest populations. In assessing risks, Dr. Ganitsky mentioned demand collapses, financial strains, difficulties with exchange rates, and undesirable government bailouts. But he was also quick to mention the numerous rewards, such as: benefits from price wars, more options than rivals, le-

verage from public support, and potential consumers' loyalty. For Dr. Ganitsky, the essential building blocks of the Latin American market are macroeconomic stability, secure property rights, leveling the competitive playing field, lowering barriers of entry, and sufficient economic and political competition to prevent the capture of the state by elites.

Our next speaker was Dr. Teagarden, who shared her interests in comparing the Latin American firms to their Asian counterparts in a presentation titled "Jaguars, Dragons, and Tigers." In a globalized world of business, Dr. Teagarden attributes organizational challenges to intensifying competition for talent, shifting centers of economic activity, increased technological connectivity, among others. When we add China to India we get a unique powerhouse, mainly because of sheer numbers: 40% of the world's population lives in one of these two countries. Her most insightful argument was a picture showing a Chinese job fair with over 17000 well educated engineers. When we contrast China to Mexico and Brazil, we realize it's a race for education and a pure numbers game. American engineering graduate growth is stagnant, while China seems to race ahead by the minute. Moreover, the world is not a level playing field, though LA firms can rise to the occasion by taking advantage of the new production and innovation opportunities that surge from China and India's continuing rise to power. More specifically, the LA firm has to excel in adopting offensive strategies that facilitate their participation in these two Asian markets.

Our third keynote speaker for the evening was Dr. Angela da Rocha, whose presentation was titled "The Blind Men and the Elephant: Understanding the Latin American Firm." She stressed the importance of realizing that Latin Americans are not the same and that

each country or region should be studied analytically and differently. Dr. da Rocha illustrated the geographic barriers between Brazil and the Hispanic countries as well as South America as a whole. The Andes, the Amazon River, and Patagonia are all obstacles that limit interaction among South American countries and that create cultural and ethnic differences. For example, Brazil has the largest Japanese population outside of Japan. Mexico and Peru have a rich heritage related to the ancient Aztec and Mayan civilizations, respectively. These cultural differences create different business people in each region, making it difficult for foreign business teams to generalize or create massive marketing efforts. Due to these limitations, one must keep in mind the types of Latin American firms: family owned, professional, state owned, and privatized. When entering a Latin American market, foreign investors must do some homework on the language, culture, and history. As Dr. da Rocha emphasized: Latin America is different, Latin Americans as well as Latin American



firms are different, and emerging markets are unique from each other!

We would like to thank the speakers as well as remark on the success of this joint panel and reception, which led to the start of a great conference. Lastly, we would like to extend our gratefulness and heartfelt thank you to all our members for making this a memorable event. We hope to repeat this event in Rio de Janeiro next year and hope for an improved turnout.

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@aib.msu.edu • <http://aib.msu.edu>

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2009 Program Committee

The Academy of International Business is deeply grateful to all members of the 2009 Program Committee for the countless hours they have volunteered to make the conference a success.

Program Chair

Torben Pedersen – Copenhagen Business School

Program Administrator

Kristine Olsen – Copenhagen Business School

Program Assistant

Regitse Leleur – Copenhagen Business School

Track Chairs

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Timothy Devinney – Australian School of Business
Hemant Merchant – Florida Atlantic University
Björn Ambos – Vienna University of Economics and Business
Ulf Andersson – Uppsala University
Snejina Michailova – University of Auckland
Ram Mudambi – Temple University
Ruth Aguilera – University of Illinois at Urbana-Champaign
Bent Petersen – Copenhagen Business School
Michael Mol – University of Warwick
Ravi Ramamurti – Northeastern University
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Co—Chair For Track 1

Jennifer Oetzel – American University

Co—Chair For Track 3

Ajai Gaur – Old Dominion University

Co—Chair For Track 6

Kenneth Husted – University of Auckland

Doctoral Consortium Chair

Tatiana Kostova – University of South Carolina

Junior Faculty Consortium Chair

Farok Contractor – Rutgers University

AIB//IBS Paper Development Workshop

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Lorraine Eden – Texas A&M University
Deanna Johnston – Texas A&M University

Placement Services Director

Hadi Alhorr – Saint Louis University

Farmer Dissertation Award Selection Committee

Mary Zellmer-Brubn – University of Minnesota (Chair)
Shige Makino – Chinese University of Hong Kong
Jennifer Spencer – George Washington University
Simon Bell – University of Melbourne

Temple/AIB Best Paper Selection Committee

Constantine Katsikeas – Leeds University (Chair)
Bodo Schlegelmilch – WU-Wien
Arvind Mahajan – Texas A&M University
Timothy Devinney – Australian School of Business

Haynes Prize Selection Committee

Ivo Zander – Uppsala University (Chair)
Nakiye Boyacigiller – Sabanci University
Jeff Reuer – Purdue University
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Local Arrangements Chair

Mark Ballam – San Diego State University

Local Arrangements Administrator

Siv Lang Lim – San Diego State University

2009 Conference Sponsors

We would also like to thank our sponsors for making the 2009 conference possible through their generous contributions.

San Diego State University College of Business Administration
San Diego State University – The President's Leadership Fund
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Mays Business School at Texas A&M University
Saint Louis University, John Cook School of Business
Temple University, Fox School of Business
University of Missouri–St. Louis, College of Business Administration
York University, Schulich School of Business



The Academy of International Business annual meeting had great attendance again in 2009 as we hosted over 900 members in San Diego, California. We extend our sincere thanks to all who worked very hard to make this a successful event. Program Chair Torben Pedersen (Copenhagen Business School) put together an intellectually stimulating and professionally rewarding program with the help of his track chairs (see conference program committee), his Program Administrator Kristine Olsen, and his Program Assistant Regitse Leleur.

This year's program was titled "Is the World Flat or Spiky? Implications for Global Strategies." The program had 986 submissions, which is the second highest number of submissions AIB has ever received for a conference. The final program was comprised of 4 plenary sessions, 30 panels, 6 pedagogy sessions, 85 competitive paper sessions, and 37 interactive paper sessions, for a total of 162 sessions over three days.

There were a number of innovations in this year's program. Throughout the conference there were several of "State-of-the-Art Research" panels organized by the





track chairs. These panels reviewed and surveyed trends and directions from the past, present, and future in a specific area. This year's interactive paper sessions were chaired, organized sessions with a roundtable format that encouraged discussion across the individual presenters, rather than a series of monologues. A new activity was the Fellows Café, where AIB members were invited to join small groups hosted over breakfast by AIB Fellows who facilitated stimulating discussions of specific IB topics. In addition, there were a number of networking receptions for each of the main functional areas that make up the interdisciplinary field of international business. Lastly, this year was the 40th anniversary of JIBS, and the program reflected the celebration with a number of JIBS-related panels and sessions.

San Diego offers 70 miles of beaches and is famous for the best climate in the United States, with an average daily temperature of 70.5 degrees Fahrenheit (21.4 Celsius). At times, visitors can experience mountain, coastal, and desert environments all in one day. San Diego is bordered by Mexico, the Pacific Ocean, the Anza-Borrego Desert and the Laguna Mountains, which offer immense options for business and pleasure. As such, there could not have been a more appropriate place to act as a host for this year's theme, "Is the World Flat or Spiky? Implications for Global Strategies".

Visit <http://aib.msu.edu/events/2009/> to view the Conference Photo Gallery, to see the full list of award nominees, and to download the conference program and proceedings.





JOIN US FOR AIB 2010

AIB invites you to join us at the 2010 meeting in Rio de Janeiro, Brazil, **June 25-29, 2010**. Our Program Chair, Tatiana Kostova (University of South Carolina), has set an appealing theme: "International Business in Tough Times." Visit the AIB website for details at: <http://aib.msu.edu/events/2010/>.

AIB 2009 Awards



2009 International Executive of the Year Award
Donald E. Felsing – Sempra Energy

2009 Haynes Prize for the Most Promising Scholar
Thomas Hutzschenreuter, Ingo Kleindienst and Boris Bieberstein – WHU-Otto Beisheim School of Management

“Extending the Depth of the Multinational Network: Evidence from Cross-border Acquisitions”

2009 International Educator of the Year

Susanna C. Easton – U.S. Department of Education



2009 Best Doctoral Dissertation Proposal

Prithwiraj Choudhury – Harvard University

“Innovation in Emerging Markets: Role of Individuals within Multinationals, Government Laboratories and Domestic Firms”

Luis Dau – University of South Carolina

“Profiting from Globalization: Structural Reforms, Firm Internationalization Strategy, and Firm Profitability in Developing Countries”

Jeannette Mena – Michigan State University

“A Strategic Marketing Examination of Multiple Stakeholders, Satisfaction, and Marketing Performance of Multinational Corporations Embedded in Multi-Entity Supply Chains in the Global Marketplace”



2009 JIBS Decade Award

Julian Birkinshaw, Henrik Bresman, and Robert Nobel – London Business School

2009 Richard N. Farmer Dissertation Award

Sponsored by Indiana University CIBER

Daniel Rottig – California State University, Long Beach (Ph.D. awarded by Florida Atlantic University)



2009 Best Reviewer Award

Sjoerd Beugelsdijk, University of Groningen

Reid W. Click, George Washington University

Joseph A. Clougherty, Wissenschaftszentrum Berlin (WZB) & CEPR-London

Nicolas Dahan, Long Island University, CW Post campus

Luis Dau, University of South Carolina

Stefano Elia, Politecnico Milano

Anokye Frimpong, Central Queensland University

J Michael Geringer, Cal Poly

Julia C. Gluesing, Wayne State University

Lisa Jane Hewerdine, University of Adelaide

Thomas Hutzschenreuter, WHU Otto Beisheim School of Management

Martin Jager, University of Trier

Rafael Lucea, George Washington University

Bo Bernhard Nielsen, Copenhagen Business School

Tom Osegowitsch, University of Melbourne

Jonas F. Puck, University of Erlangen-Nuremberg

U. Srinivasa Rangan, Babson College

Elizabeth L. Rose, Victoria University of Wellington

Abraham Soleimani, Florida International University

Howard P. Viney, Open University

Davina Vora, SUNY New Paltz

Zeynep Yalabik, University of Bath

Poh-Lin Yeoh, Bentley College

2009 Temple/AIB Best Paper Award

Sponsored by Temple University's Fox School of Business

Tieying Yu – Boston College,
Mohan Subramaniam – Boston College, and **Albert A. Cannella** – Tulane University

“Competing Globally, Allying Locally: Host Country Factors and Alliances between Global Rivals”



Sheth Foundation Doctoral Travel Stipends

The following doctoral students were awarded travel stipends to attend the 2009 Meeting in San Diego, California, USA. These travel stipends were made possible through the generous contributions of the Madhuri and Jagdish Sheth Foundation and matching funds by the AIB Foundation.

Hamid Akbari, York University
Marina Apaydin, The University of Western Ontario
Joshua Ault, University of South Carolina
Abdul Beydoun, Florida International University
Flavia Carvalho, UNU- MERIT (University of Maastricht)
Sokol Celo, Florida International University
Hao Chen University of Texas at Dallas
Yu-Ping Chen, University of Wisconsin - Milwaukee
Chei Hwee Chua, University of South Carolina
Kyle Coble, Saint Louis University
Luis Dau, University of South Carolina
Henrik Dellestrand, Uppsala University
Anna Dubiel, WHU - Otto Beisheim School of Management
Laura Erkkilä (Erkkilae), Helsinki School of Economics
Grace Fan, University of Leeds
Daniella Fjellstrom, University of Leeds
Nolan Gaffney, University of Memphis
Stephan Gerschewski, Victoria University of Wellington
Qian Gu, National University of Singapore
Yu-Shan Hsu, University of Wisconsin-Milwaukee
Chinmay Jain, University of Memphis
Naveen Jain, Florida International University
Yujin Jeong, George Washington University
Fiona Xiaoying Ji, Virginia Tech
Ran Jing, University of British Columbia
Douglas Johansen, Florida State University
Sungjin J. Hong, University of Texas at Dallas
Igor Kalinic, University of Padova
Amit Karna, Indian Institute of Management Ahmedabad
Robert Kennedy, University of Kent
Jungmin Kim, Seoul National University
Kevin Lehnert, Saint Louis University
Michal Kamil Lemanski, Vienna University of Economics and Business
Shirley Liang, National Taiwan University
Angeline Te-Yi Lin, National Cheng Chi University

Pamela Lirio, McGill University
Menita Liu Cheng, Peking University
Vinh Lu, University of Adelaide
Monica Masucci, Bocconi University
Jeannette Mena, Michigan State University
Yuzhe Miao, Seoul National University
Matthew Mitchell, University of South Carolina
Masoomah Moharrer, Politecnico di Milano
Patricia Muritiba, University of Sao Paulo
Zaidah binti Mustaffa, University of Auckland
Zhaleh Najafi Tavani, University of Manchester
Jana Oehmichen, University of Karlsruhe
Tomoko Oikawa, University of Limerick
Stefanie Paluch Tu, Dortmund University
Nikolaos Papageorgiadis, University of Leeds
Ji Eun Park, Saint Louis University
Sathyajit Gubbi Ramaswamiah, Indian Institute of Management Calcutta
Christopher Richardson, University of Manchester
Marleen Rust, University of Illinois at Urbana-Champaign
Inhye Shin, Kings College London (University of London)
Ana Cristina Siqueira, University of Cambridge / MIT
Sui Sui, Carleton University
Sunny Li Sun, University of Texas at Dallas
Ali Taleb, HEC Montreal
Tai Loong Alex Tan, University of Hawaii at Manoa
Pooja Thakur, Rutgers University
André van Hoorn, Radboud University Nijmegen
Rakhi Verma, University of Dublin, Trinity College
Liu Wang, Old Dominion University
Weichu Xu, Old Dominion University
Zheng Yan, National University of Singapore
J. Jenny Yang, University of Illinois at Urbana-Champaign
Yang Yu, Victoria University of Wellington

Area Scholar Fellowships

The following faculty members were selected to receive AIB Area Scholar Fellowships for the 2009 Meeting in San Diego, California, USA. The recipients of the scholarship are awarded two years complimentary AIB membership, complimentary meeting registration for the 2009 conference, and a US\$500 travel stipend to attend the meeting.
Ulf Richter, International University of Grand Bassam
Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur

WAIB Helping Hands Awards

The following women in the Academy were selected as WAIB Helping Hands Award recipients for the 2009 Meeting in San Diego, California, USA. The recipients of the award were given one year of complimentary AIB membership and complimentary meeting registration for the 2009 conference.

Yvette Essounga Njan, Long Island University - Brooklyn Campus
Andrea Martinez-Noya, University of Oviedo
Perry Marian Asiedua Ofosu, Ghana Cocoa Board
Marcelle Oliveira, Universidade de Fortaleza
Nattharika Rittippant, SIIT Thammasat University

Boeing Institute Junior Faculty Consortium Stipends

The following junior faculty were awarded travel stipends to specifically participate in the Junior Faculty Consortium at the 2009 Meeting in San Diego, California, USA. These stipends were made possible through the generous contributions of the Boeing Institute of International Business at Saint Louis University.

Kahindi Aloysius-Newenham, University of Saskatchewan
Eduardo P. Garrovillas, Jose Rizal University
Jiangyong Lu, Tsinghua University, Beijing
Sérgio Nunes Muritiba, University of Sao Paulo
Sonya Wen, Tamkang University
Wei Yang, University of Magdeburg, Germany

AIB 2009 Meeting Registrants by Geographical Breakdown

| Geographical Breakdown | Count |
|----------------------------------|------------|
| Australia | 31 |
| Austria | 9 |
| Belgium | 2 |
| Brazil | 19 |
| Canada | 52 |
| Chile | 1 |
| China | 15 |
| Colombia | 6 |
| Cote D'Ivoire | 1 |
| Denmark | 10 |
| Ecuador | 1 |
| Finland | 10 |
| France | 6 |
| Germany | 24 |
| Ghana | 3 |
| Grenada | 1 |
| Hong Kong, SAR-PRC | 12 |
| India | 8 |
| Indonesia | 2 |
| Ireland | 5 |
| Israel | 4 |
| Italy | 14 |
| Japan | 27 |
| Korea, South | 18 |
| Macau | 1 |
| Malaysia | 1 |
| Mexico | 3 |
| Netherlands | 21 |
| New Zealand | 16 |
| Norway | 1 |
| Pakistan | 2 |
| Philippines | 1 |
| Portugal | 3 |
| Russia | 2 |
| Saudi Arabia | 1 |
| Singapore | 11 |
| Slovenia | 1 |
| South Africa | 2 |
| Spain | 5 |
| Sweden | 15 |
| Switzerland | 6 |
| Taiwan | 40 |
| Thailand | 4 |
| Turkey | 3 |
| United Arab Emirates | 1 |
| United Kingdom | 54 |
| USA | 433 |
| Vietnam | 1 |
| Total | 909 |



RICHARD D. ROBINSON

Professor Emeritus, MIT

Born Yakima, WA, 1921.

Died September 5, 2009, Gig Harbor, WA.

BA from University of WA, 1942; MA from Harvard University, 1943; PhD in International Management from MIT, 1963. Foreign correspondent in Middle East, 1947-1956, reporting on Turkish affairs, wrote first account of Palestinian refugee situation published in a major U.S. press. In military government, political intelligence, South Korea, 1945-47, during which time tried to stop deliberate provocation of North Korea by South Korean leadership, which provocation led to Korean War and U.S. intervention. Special studies in London School of Oriental and African Studies in Islamic law and Ottoman history. Taught modern Turkish history at Harvard College, and worked as a research associate at the Harvard Business School researching the decision by U.S. corporations to commit resources to foreign markets.

Taught for 24 years at the Sloan School of Management at MIT, during which time he created the second academic program in the U.S. dealing with international business. Wrote one of the first textbooks in the field and was a founder of the Academy of International Business, serving as its president for one term. Lectured for several years at the Foreign Service Institute in Washington, DC. Author of sixteen books on Turkish economics and history, international management, the occupation of South Korea, international technology transfer, etc., and many articles. Taught for

8 years in the School of Business and Public Administration, University of Puget Sound, as George F. Jewett Distinguished Professor of Business. Had been a Fellow in L'Academie Internationale de l'Organisation Scientifique, and the Academy of International Business; board chair for the Kluckhohn Center for the Study of Values and the Hamlin Robinson School for Dyslexic children; board member, World Affairs Council of Tacoma; member and former chair of the Institute of Current World Affairs. Lived, taught and did research in 34 countries.

Robinson leaves a wife, Carol, and three children – Linda McCaffrey of Brookfield Center, CT; Kermit Robinson of Hanover, MA; and Wendy Robinson of Bethlehem, NH; five grandchildren and one great grandchild. His children were by his first wife, Elizabeth Ann of Grosse Pointe, MI, who died in 1979. He also leaves six stepchildren—Steven, Shelley, Michael, Terri, Julie, and Eric Schreiber—plus four step grandchildren.

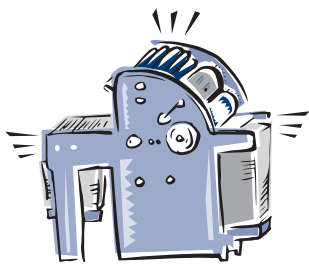
A memorial reception will be held on September 19, 2009 at the family home in Gig Harbor, WA from 1 to 4 pm and on October 2, 2009 in Denver, CO. Donations may be made to the Hamlin Robinson School for Dyslexic Children, Seattle, WA or Minerva Scholarship Fund for deserving women returning to school, PO Box 2705, Gig Harbor, WA, 98335.



Members on the Move

- ∞ **Harry G. Harris (Ph.D., Harvard University)**, President of HealthCare California, was invited by the U. S. Department of State to participate in its public diplomacy program. In April 2009, Harry traveled to Argentina with programs in Buenos Aires and La Plata. He presented a series of speeches and seminars on globalization and contemporary entrepreneurial issues. The Mayor of La Plata, Dr. Pablo Bruera, in a public event issued a proclamation and presented the seal of the city to Harry for his contributions on behalf of the United States public diplomacy program.

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

- ⇒ **Abbas J. Ali** (Indiana University of Pennsylvania, USA) published a book, *Management and Business Environment in Saudi Arabia: Challenges and Opportunities for Multinational Corporations* (Routledge, ISBN: 978-0789034724). The book provides insightful information to optimally guide Western managers in conducting their operations in Saudi Arabia and the rest of the Gulf States. The book offers essential information to engage effectively, manage business activities, resolve cultural understandings, and tackle appropriate issues of group dynamics, human resource management, managing change, and development and relations with the government and the general public. The book provides researchers with cultural and theoretical insights necessary for understanding the political and socioeconomic environment. It offers a unique perspective on how and why Arabian executives behave in certain ways. More importantly, it provides MNCs with a mapping of business opportunities in Saudi Arabia and the prospect for effective conduct in a highly attractive market.
- ⇒ **Ilan Alon** (Rollins College, USA) and Wenxian Zhang (Rollins College, USA) have co-edited *Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders* (Edward Elgar, ISBN: 978-1847206360). The book provides comprehensive coverage on the movers and shakers of China's new economy, highlighting notable figures from both the initial economic liberalization period and the renewed growth from the early 1990s to the present time. It includes 200 entries summarizing each individual's life and career, with a focus on accomplishments and the key roles played in the economic development of China. This invaluable dictionary is the result of collaborative efforts of over forty scholars across the globe. In addition to business leaders from a spectrum of industries from mainland China, some leading economists, high-ranking government officials, as well as entrepreneurs from Hong Kong, Taiwan and Southeast Asia who have strong ties with the Chinese economy are also included.
- ⇒ **Ilan Alon** (Rollins College, USA), **Marc Fetscherin** (Rollins College, USA), **Christoph Lattemann** (University of Potsdam, Germany), **John R. McIntyre** (Georgia Tech, USA) and **Julian Chang** (Harvard Kennedy School, USA), have co-edited *China Rules: Globalization and Political Transformation* (Palgrave Macmillan, ISBN: 978-0230576254). This book deals with the political economy and governance of China and discusses the contemporary discourse of Chinese enterprise internationalization. The first section shows how the internationalization of Chinese enterprises will reshape global competition, and how new corporate governance structures impact the long-term performance of state-owned enterprises in China. The second section assesses international trade and FDI by Chinese firms and their impact on the target countries. The effects of China's policy and regulatory changes on outward FDI are outlined. A Sino-EU Intra Industry Trade and FDI analysis explores the nature of the challenge facing the EU. Section three describes the developments in telecommunications, electronic, and automotive industries, and explains corporate and government strategies to gain access to global natural resources.
- ⇒ **Florian Becker-Ritterspach** (University of Groningen, Netherlands) has published *Hybridization of MNE Subsidiaries* (Palgrave Macmillan, ISBN: 978-0230206694). MNEs setting up subsidiaries in emerging markets face the ongoing question of 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.

⇒ **Pawan S. Budhwar** (Aston University, UK) and **Jyotsna Bhatnagar** (HRM Area Management Development Institute) have co-edited a book, *The Changing Face of People Management in India: Working in Asia* (Routledge, ISBN: 978-0415431873). This book seeks to fill the critical gap in the literature by providing a thorough understanding of the changing face of Indian HRM systems. Seeking to provide a comprehensive overview of Indian HRM practices, the book is structured into five parts: (1) Developments in Indian HRM; (2) Determinants of Indian HRM; (3) Sector specific HRM; (4) Emerging themes; (5) Future challenges and the way forward. It is written exclusively by Indian natives in order to minimize the Western bias and to provide a realistic picture of HRM practices in India. This book is a key resource for anyone studying or working in HRM or international business or with an interest in the unique Indian HRM context.

⇒ **Jonathan Doh** (Villanova School of Business, USA) and **Michael Yaziji** have published *NGOs and Corporations: Conflict and Collaboration* (Cambridge University Press, ISBN: 978-0521686013). We live in a period marked by the ascendancy of corporations. Meanwhile, the number of non-governmental organizations (NGOs) has rapidly increased in the last twenty years. These two very different types of organizations are playing an increasingly important role in shaping our society, yet they often have very different agendas. This book focuses on the dynamic interactions, both conflictual and collaborative, that exist between corporations and NGOs. It includes rigorous models, frameworks and case studies to document the various ways that NGOs target corporations through boycotts, proxy campaigns and other advocacy initiatives. It also explains the emerging pattern of cross-sectoral alliances and partnerships between corporations and NGOs. This book can help managers, activists, scholars and students to better understand the nature, scope and evolution of these complex interactions.

⇒ The late **John H. Dunning** (University of Reading, UK) published *Seasons of a Scholar* (Edward Elgar, ISBN: 978-1848441811). In his perceptive and easily readable autobiography, Dunning walks the reader through the four seasons of his professional and private life. With just the right touch of humor, he recounts his boyhood experience during the eventful days of the Second World War, his three-year spell in the Royal Navy, and his years as a student and research assistant at University College London. He 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, he shares some of his consultancy assignments and travelling experiences, offering some insights into his personal values and home life. It will prove a fascinating read 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.

⇒ **Ralph Edfelt** (San Jose State University, USA) has published *Global Comparative Management, A Functional Approach* (Sage Publications, ISBN: 978-1412944700). This book explores management in different national and regional settings. It covers the United States, Western Europe, East Asia, and Latin America. It includes two special topics: Management-by-Democracy (transcending several countries, regions and eras) and management in state socialist settings (the former Soviet Union) noting implications for modern capitalist settings. Each chapter includes coverage of the macroenvironment plus a management section focusing on managerial planning, controlling, organizing, directing and staffing in the region; CEO backgrounds, career paths, and pay; and higher management education. The book can serve as a stand-alone text or supplementary reading in comparative management courses, and as supplement for introduction to management, international management, and global studies courses.

Continued on page 24

Continued from page 23

- ⇒ **C. Gopinath** (Suffolk University, USA) has published *Globalization: A Multidimensional System* (Sage Publications, ISBN: 978-1412940191). Globalization is more than a buzzword; it is a complex and evolving process that continually reshapes our environment. Developments around the world in religion, politics, culture, macroeconomics, technology and sustainability all impact business at some level; this book helps students understand the bigger picture of our global business world. Written in an engaging style, *Globalization: A Multidisciplinary System* argues for a careful consideration of the causes and effects of globalization, ending with a review of the debate for and against it. Packed with relevant examples and case studies, this book introduces the multidimensionality of globalization, reveals its complexity, and provides a systems framework that clarifies the context of globalization and helps students understand what globalization entails and then helps them derive implications for business decisions from it.
- ⇒ **Kevin Ibeh** (University of Strathclyde, UK) and Sheena Davies (Portsmouth Business School) have co-edited *Contemporary Challenges to International Business* (Palgrave Macmillan, ISBN: 978-0230218451). International business is synonymous with big challenges. Cultural and institutional complexities remain ever potent, so are newer concerns like climate change and international terrorism. This timely book examines these challenges from the perspectives of different international business actors.
- ⇒ **Rajesh Kumar** (University of Nottingham, UK) and Murali Patibandla (Indian Institute of Management, India) have co-edited *Institutional Dynamics and the Evolution of the Indian Economy* (Palgrave Macmillan, ISBN: 978-0230608528). This edited volume highlights the interplay between the evolving institutions and the growing economic dynamism of the Indian economy. The book provides a state of the art interdisciplinary review of the Indian political economy and cultural psychology, and it draws upon the contribution of academic scholars who are intimately familiar with India.
- ⇒ **Masao Nakamura** (University of British Columbia, Canada) has published *Changing Corporate Governance Practices in China and Japan* (Palgrave Macmillan, ISBN: 978-0230221659). This book is a timely evaluation of rapidly globalizing governance mechanisms in China and Japan. The author looks at how corporate governance practices in these countries are adapting to Anglo-American practices, but argues that these adaptations are selective, and both countries continue to retain their own local corporate governance practices in some areas.
- ⇒ **Lars Oxelheim** (Lund University and the Research Institute of Industrial Economics, Sweden) and **Clas Wihlborg** (Chapman University, USA, and Copenhagen Business School, Denmark) have co-edited *Markets and Compensation for Executives in Europe* (Emerald Publishing, ISBN: 978-0080557380). The book is intended to fill a void created by the current focus of economic, financial and management research on executive compensation in the USA, and to address whether results from the USA generalize to Europe, whether there is a European model for executive compensation, and whether European compensation structures enhance the wealth of shareholders and citizens. It covers corporate law and regulation in the area of corporate governance; prosperity and growth effects of compensation contracts; effects of compensation packages on incentives; organization of markets for executives; the choice of performance measures in performance-linked compensation contracts; influences from the USA on compensation levels in Europe; as well as country studies of factors affecting compensation packages and their characteristics.
- ⇒ **Lars Oxelheim** (Lund University and the Research Institute of Industrial Economics, Sweden) and **Clas Wihlborg**, (Chapman University, USA, and Copenhagen Business School, Denmark) have co-authored *Corporate Decision-making with Macroeconomic Uncertainty: Performance and Risk Management* (Oxford University Press, ISBN: 978-0195335743). Very few firms make serious attempts to inform market participants and other outsider stakeholders about the

impact of macroeconomic fluctuations, and, worse, top management in most firms cannot differentiate between when a change in performance is due to a change in the firm's intrinsic competitiveness or a reflection of macroeconomic conditions outside their influence. The book develops and presents in an easily comprehensible way the essential elements of a corporate strategy for managing uncertainty in the macroeconomic environment. This Macroeconomic Uncertainty Strategy, or MUST, enhances firm value by allowing management and external stakeholders to become better informed about the development of corporate competitiveness in a turbulent macroeconomic environment. It also provides guidelines for how to develop a successful risk management program.

⇒ **Alan M. Rugman** (University of Reading, UK) has published *Rugman Reviews International Business* (Palgrave Macmillan, ISBN: 978-0230221253). Alan Rugman draws together 100 reviews that chart the development of international business theory in recent decades. This book is essential for all students with an interest in unpacking the history, scope and possibilities that are implicit in any discussion of international business.

⇒ **Karl P. Sauvant** (Columbia Law School, USA) and Lisa Sachs have co-edited *The Effect of Treaties on Foreign Direct Investment: Bilateral Investment Treaties, Double Taxation Treaties and Investment Flows* (Oxford University Press, ISBN: 978-0195388534). The surge of FDI, through widespread liberalization of economic policy, not only brings capital for emerging or growing industries, but it is also capable of boosting the country's economy by creating greater access to financing, more job opportunities, and potential knowledge and technology spillovers. Bilateral investment treaties (BITs) and double taxation treaties (DTTs) signal to investors that investments will be legally protected under international law in case of political turmoil and mitigate the possibility of double taxation of foreign entities. But their actual effect on the flows of foreign direct investment is debatable. This book is a comprehensive assessment of the performance of these trea-

ties, and presents the most recent literature on BITs and DTTs and their impact on foreign investments.

⇒ **Karl P. Sauvant** (Columbia Law School, USA) has edited *The Yearbook on International Law and Policy 2008/2009* (Oxford University Press, ISBN: 978-0195341570). Today, international investment law consists of a network of multifaceted, multilayered international treaties that, in one way or another, involve virtually every country of the world. The evolution of this network continues, raising a host of issues regarding international investment law and policy, especially in the area of international investment disputes. This Yearbook monitors current developments in international investment law and policy, focusing (in Part One) on trends in foreign direct investment (FDI), international investment agreements, and investment disputes, with a special look at developments in the oil and gas sector. Part Two, then, looks at central issues in the contemporary discussions on international investment law and policy. With contributions by leading experts in the field, this title provides timely, authoritative information on FDI.

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