



From the Executive Director

Tomas Hult
 Executive Director

This year (2011) marks the eighth year that the AIB Executive Secretariat has been residing in the Eli Broad College of Business at Michigan State University. Our team has been consistent for the eight years, with myself as Executive Director, Dr. Tunga Kiyak as Managing Director, and Dr. Irem Kiyak as Treasurer. Of course we also have Meg Quine (Office/Editorial Assistant) and Anne Hoekman (*JIBS* Managing Editor) as a part of the team. Having served as Tunga’s dissertation chair and Irem’s outside committee member, I am fantastically proud of their efforts along with Anne and Meg’s on behalf of AIB!

As I mentioned at the last “State of AIB” address at the 2010 annual meeting in Rio de Janeiro (and also at the 2009 meeting in San Diego), we have signed on for an additional three years—to end at the end of December 2014. That date also marks the end of the tenth year of the Secretariat at Michigan State University. Our team is excited about the next few years, and our goal is to deliver unique and rewarding membership value with the assistance of the AIB Executive Board.

We are fortunate to have a supportive dean (Stefanie Lenway, an AIB Fellow) and to be embedded in “international,” which permeates much of what Michigan State University is all about. Michigan State University has operations in 176 countries, and 1,400 faculty regularly conduct

international research, teaching, and/or service (including more than 70 in the Eli Broad College of Business). Given MSU’s international scope and reach, we find that serving as host of the AIB Executive Secretariat to be a nice compliment to what we do regularly—although MSU’s operations span about twice the number of countries to that of AIB’s membership, marking a nice goal for expansion of AIB’s membership!

Reflecting on the “ride” we have been on since January of 2004, our team has found the work rewarding, challenging, and sometimes outright amusing! Turnovers of the AIB Executive Board often engage new and different ideas, the locations of the annual conference often makes us practice what we teach in international business, and running a comprehensive organization such as AIB makes us think creatively about “corporate” and marketing matters. We are after all structured as both a 501c3 and a 501c6 organization and, as such, we in essence run a SME-based MNC!

The clear intrinsic and extrinsic reward for us has been to see the AIB membership flourish and the attendance at the annual meeting become stable at a sustainable level. In fact, the largest meeting before 2004 was the Phoenix meeting in 2000 with 697 attendees. The smallest meeting starting in 2004 and until now

Continued on page 2

Inside

AIB US Midwest
 Call for Papers . . . 3

AIB US Northeast
 Call for Papers . . . 5

AIB-MENA
 Call for Papers . . . 6

Just off the Press. . . 7

Members on the
 Move 9

New AIB Members . 10

Continued from page 1

was in Indianapolis with 731 attendees. Stockholm in 2004 had 811 attendees; Quebec City in 2005 had 869 attendees; Beijing in 2006 had 1,055 attendees; Indianapolis in 2007 had 731 attendees; Milan in 2008 had 1,201 attendees (this was also the 50th anniversary of AIB); San Diego in 2009 had 909 attendees; and Rio de Janeiro in 2010 had 895 attendees. In the process of AIB becoming an event to attend each year for more people, we are proud to be a part of a team (including local hosts) that has been able to maintain or even increase the quality of the experience at the meetings.

So, the range of attendees since 2004 has been 731 to 1,201, truly amazing! We are thankful that the AIB membership regularly shows its happiness with the way meetings (and other) operations are run. It's a rewarding experience for all of us to know that AIB truly offers a unique and valuable membership for more than 3,400 members from some 80 countries.

On behalf of Team MSU,

Tomas Hult, AIB Executive Director

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Academy of International Business – US Midwest Chapter
Call for Papers 2012



**Academy of International Business – US Midwest
2012 Annual Meeting**
part of the MBAA International Conference at the
Drake Hotel
Chicago, Illinois

March 28-30, 2012

Deadline for Submission October 21, 2011

The Academy of International Business—Midwest, as part of the MBAA International Conference, will hold its conference March 28-30, 2012 at the beautiful and historical Drake Hotel in Chicago, Illinois. The MBAA International conference has been dubbed the best deal in academic conferences! Please see www.mbaainternational.org for more information!

PROGRAM CHAIR: Dr. Man Zhang, Bowling Green State University

COORDINATORS OF STUDENT TRACK:

Dr. Etienne Musonera, Mercer University;
Dr. Uday Tate, Marshall University; Dr. David Boggs, Eastern Illinois University

Who Should Attend?

Academicians, business professionals, government and NGO representatives, students in higher education (particularly masters and doctoral students), and any individual interested to learn about issues pertaining to International Business in an ever changing global environment and to network with conference participants should attend.

Papers and Special Sessions of Panels, Symposia, Tutorials, and Workshops:

Papers and special session proposals within a global/international context are welcome. If you wish to conduct a special session (panel, symposium, tutorial, or workshop), please submit a summary of at least two pages on what you propose to do in your session and why it is of interest and importance to Academy members. There is considerable latitude and flexibility as to content and conduct of these special sessions. However, you must provide your own participants (such as panel members) and any unusual equipment needs. All paper presenters, participants of panels, symposia, tutorials, and workshops must register and attend the meeting. An award each will be presented to the best paper competitively reviewed within the regular session track and the student track.

Student Track (only authored by students) (email manuscripts to the Student Track Chair)

College students, particularly those pursuing
Continued on page 4

Continued from page 3

ing masters and doctoral degrees, are encouraged to submit their papers to the Student Track. Awards will be presented to the best paper and two runner-up papers competitively reviewed within the Student Track. Only papers solely authored by students will be reviewed in this track; papers co-authored between students and faculty will be reviewed in the regular track.

AIB-Midwest Conference Paper Reviewers and Discussants:

You are also invited to serve as a paper/manuscript reviewer or as a discussant. If you are interested to serve the AIB-U.S. Midwest Chapter in one or more capacities, please email your interest to the Program Chair.

Program Committee Member:

Individuals on this committee evaluate the papers and abstracts submitted for the meeting. Please contact the Program Chair, Dr. Man Zhang at mzhang@bgsu.edu for more information.

Session Chairperson or Discussant:

Session Chairpersons introduce papers and authors in paper sessions and introduce panelists in panel sessions and tutorials. Discussants provide comments to authors on research papers. Please contact the Program Chair, Dr. Man Zhang at mzhang@bgsu.edu for more information.

Paper Acceptance

Authors of papers selected for presentation will be notified in December 2011. For each accepted paper an author will be required to register within four weeks of the acceptance notification to secure a place on the program. Those whose papers are accepted for presentation might be expected to discuss a paper.

Proceedings and *Journal of International Business Research and Practice*:

The Academy of International Business-U.S. Midwest Chapter will publish a Proceed-

ing containing all papers presented at the meeting. The Proceedings will be distributed at the conference to participants who pre-order the International Business Proceedings at registration. In addition, the association also publishes its own journal, *The Journal of International Business Research and Practice (JIBRP)*, which is cited in Cabell's. Of those papers selected for presentation, approximately 25percent will be accepted for publication in the *JIBRP*. This will be the fifth volume of *JIBRP* and we plan to publish two issues a year. Award winning papers in both the regular and student tracks will be published in the *JIBRP*. Other papers to be published in the *JIBRP* will be competitively selected by the journal's editorial board, and authors will be invited to submit revised papers (if needed) based on feedback and comments received at the 2011 AIB-Midwest conference.

Instructions for Contributors and Manuscript Submission Guidelines:

Instructions for manuscript contributors are posted at http://www.aib-midwest.utoledo.edu/AIB_Midwest/manuscript_submission_guidelines.htm

Outstanding Paper Awards

We are very proud of our track record thus far. In 2009, our overall best paper for AIB-Midwest claimed the Overall Best Paper award for the MBAA – International Conference!

Further Information

For further information, please contact the Program Chair, Man Zhang. You may also view our website at www.AIB-Midwest.Utoledo.Edu.

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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

**Academy of International Business, US Northeast Chapter
2011 Annual Conference, October 20-22
Carnegie Library Center, Stockton College, Atlantic City, NJ**

Call for Papers

Submission Deadline: August 1, 2011

The 2011 annual conference of the AIB-NE will be held in Atlantic City, NJ, on October 20-22, 2011. You are invited to submit papers and presentation proposals addressing topics across a breadth of international business topics.

The Conference

The conference theme is "Emerging Research Trends in International Business Studies" and centers on the presentation of the newest ideas and work in progress to an international audience. The conference will be held at the Carnegie Library Center of Stockton College. The conference hotel is the Courtyard by Marriott which is a short walking distance from the Carnegie Center. Both are located in the heart of Atlantic City very close to the boardwalk and the many attractions of this vibrant city.

Areas of Interest

You are invited to submit research papers on international business topics such as marketing, human resource management, strategy, finance, accounting and economics, including cross-cultural and country-specific studies. All work submitted must be original and unpublished/not under review. Especially welcome are papers which emphasize applications to practice. Panel proposals must include a one-page overview together with a one-page synopsis of each presentation. All submissions

must be received no later than August 1, 2011, will be blind reviewed with decisions by August 25. Presented papers will be published in the Refereed Proceedings of the AIB-NE 2011 Annual Conference.

Papers should conform to the Instructions for Authors in the Journal of International Business Studies found through the journal link at http://www.palgrave-journals.com/jibs/style_guide.html. Actual text (not counting the title page) should not exceed 25 pages including all tables, references and illustrations.

Abstracts (up to one page) and work-in-progress papers (3-4 pages) describing an ongoing research project or study can be submitted. However, such papers will not be considered for publication in the conference proceedings.

Only electronic submissions will be accepted and should be sent as email attachments in MS-Word. To be included in the official Conference Program, at least one author of each paper and all members of a panel proposal must pre-register and present at the conference. All submissions should be sent to: aibne2011@aibne.net. All questions concerning the conference should be sent to the Conference Chair, Dr. Amit Mukherjee at: mukherja@stockton.edu. He can also be reached at: 609-652-4395.

More details can be found at the conference website: <http://conference.aibne.net>



2nd Annual AIB-MENA Conference: First Call for Papers

Dubai, UAE
January 13–15, 2012

The AIB-MENA Committee officially invites you to the 2nd Annual Chapter Conference in Dubai, UAE to discuss research pertinent to the topic “Managing in Uncertain Times.” The research published in the fields of Business, Marketing and Accounting from the Middle East North Africa region is less than 1% of all published research. There is a lot of opportunity for the international community to get involved, see what’s happening in this region, and also get a chance to listen to industry and government leaders.

Last year’s conference participants had an opportunity to meet prominent industry personalities like Gerald Lawless, Executive Chairman, Jumeirah Group (renowned for Burj Al Arab and now the leading UAE International Hospitality Service); Fredric Sicre, Executive Director, Abraaj Capital (the largest private equity firm in MENA); and Sudhir Shetty, Managing Director, UAE Exchange (one of the largest money exchange companies in this region). Some participants visited JAFZA, the world’s largest free trade zone. We published our first case study book “Actions and Insights” which was given to all delegates. Its official launch is May 4th, 2011 and the book launching ceremony is being graced by Her Excellency Sheikhha Lubna bint Khalid bin Sultan al Qassimi, UAE Minister for Foreign Trade. In 2010–11, we ran our first AIB-MENA teaching case competition with Emerald’s Emerging Market Case Study Centre and the winner, Dr. Gwendolyn Rodrigues received a cash prize of USD 1,000.

Our host for 2012, will be Zayed University, College of Business, United Arab Emirates. Our Program Chair is Dr. Victor Huang (Zayed University, Abu Dhabi, UAE) and our Conference Chair is Dr. Ian Michael (Zayed Univer-

sity, Dubai, UAE). We are accepting papers in the following tracks:

- (1) Economic, Finance & Accounting
- (2) International Business & Strategy
- (3) Marketing & Supply Chain
- (4) Management: People, Knowledge & Organizations
- (5) Education
- (6) Student Paper Consortium (For Bachelors and Masters Students). Doctoral students are encouraged to submit in the regular tracks.

We are also encouraging specialist tracks on the following topics: Islamic Finance; Entrepreneurship; Tourism & Hospitality Management; Operations Research, Security & MIS and Case Studies using case study methodology.

All papers must be submitted as a full paper and undergo a double-blind peer review process. There are three types of papers—competitive, interactive and practitioner papers.

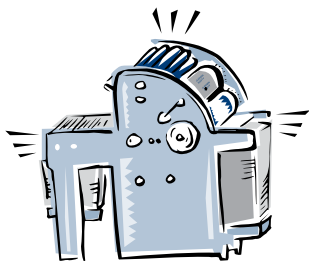
Full papers can be submitted at <http://www.uowdubai.ac.ae/aib/details.php?sec=5,2>. See this website for more information on the theme and tracks details.

Important Dates for you to remember:
Full Paper Submission: 10 September, 2011
Paper Acceptance Dates: 20 October, 2011

The AIB-MENA Committee looks forward to seeing you in sunny Dubai!

Regards,

Melodena
Dr. Melodena S Balakrishnan
Founder and Chapter Chair – AIB-MENA
Affiliation: University of Wollongong in Dubai



Just off the Press

- ⇒ **Subhash C. Jain** (University of Connecticut, USA) and **Ben L. Kedia** (University of Memphis, USA) have co-edited *Enhancing Global Competitiveness through Sustainable Environmental Stewardship* (Edward Elgar, ISBN: 978-184-844-8742). It is apparent that environmental issues affect the livelihoods and well being of individuals, communities and businesses the world over. In that vein, this book examines the impact that climate change and other environmental factors have on business. The effect of climate change, while a significant factor, will influence business slowly, but inexorably. Executives should manage environmental risk at three levels: regulatory compliance, potential liability from industrial accidents, and pollutant release mitigation. Companies that are proactive in mitigating their exposure to climate-change risks will not only generate new profitable opportunities, but also gain competitive advantage over their rivals in a carbon-constrained future. *Enhancing Global Competitiveness through Sustainable Environmental Stewardship* provides frameworks for identifying how climate change might affect a business, and suggests strategy guidelines to manage the risks and seek opportunities.
- ⇒ **Carlos Rufin** (Suffolk University, USA) and Patricia Marquez have co-edited *Private Utilities and Poverty Alleviation* (Edward Elgar, ISBN: 978-184-844-5383). Drawing on cases from electricity distribution and other infrastructure industries, and from experiences spanning Asia, Africa and Latin America, this book examines new business models to bring basic utility services to the four billion people comprising the base of the socio-economic pyramid. Throughout the world, people continue to suffer severe electricity shortages and lack potable water. Contributors to this work, who include academics and practitioners from the World Bank, the Inter-American Development Bank, USAID, the AES Corporation and several academic institutions, show that access to utilities is key for achieving economic growth and improving the lives of citizens worldwide. They offer analyses of business models in utilities serving the bottom of the pyramid (BOP) through market mechanisms and showcase innovations in organizational processes and services in order to effectively reach the BOP. The book also discusses the key factors in developing profitable business ventures that can engage the world's four billion poor.
- ⇒ **Karl P. Sauvant** (Vale Columbia Center on Sustainable International Investment, USA), Lisa Sachs, Ken Davies, and Ruben Zandvliet have edited an ebook, *FDI Perspectives: Issues in International Investment* (ISSN 2159-2217), published on the website of the Vale Columbia Center on Sustainable International Investment (www.vcc.columbia.edu) and available free of charge from there. The book consists of a collection of short essays on important and topical foreign direct investment (FDI) issues related to attracting FDI and its impact; the rise of emerging market investors; national policies; and international investment treaties and arbitration. The perspectives capture a dynamic period in the global debate on international investment and reflect many hot topics and issues of continuing relevance. Topics range from the implications of the financial crisis and recession for major economies, to the changing geography of the international investment regime and policy questions faced by emerging markets; from the implications of sovereign investment for national security and measures taken to restrict such investment, to policy options for countries seeking to increase inward investment flows and trying to stay competitive in a downward market; from investment in land and agriculture, to investment in extractive

Continued on page 8

Continued from page 7

industries — raising important questions both for national policy and for the international investment regime. The range of topics reflects the multifaceted, interdisciplinary and rapidly evolving nature of key issues in international investment.

- ⇒ **Karl P. Sauvant** (Vale Columbia Center on Sustainable International Investment, USA), Thomas Jost, Ken Davies, and Ana-Maria Poveda Garces have edited an ebook volume, *Inward and Outward FDI Country Profiles* (ISSN 2159-2268), published on the website of the Vale Columbia Center on Sustainable International Investment (www.vcc.columbia.edu) and available free of charge from there. International investment has become an increasingly important feature of the globalized economy in the past 20 years, having grown much faster than world GDP. The profiles highlight, in standardized format, current developments in FDI inflows and outflows at the country level and the policy context in which they take place. The volume includes inward FDI profiles of Argentina, Austria, Belgium, Canada, Chile, China, Colombia, Germany, India, Ireland, Israel, Pakistan, Peru, Poland, Russia, Switzerland, and Ukraine. It also contains outward FDI profiles of Austria, Canada, Chile, China, Germany, Hungary, India, Italy, Norway, Russia, Switzerland, Ukraine, and the United States.
- ⇒ **Karl P. Sauvant** (Vale Columbia Center on Sustainable International Investment, USA), Vishwas Govitrikar and Ken Davies have edited an ebook volume, *MNEs from Emerging Markets: New Players in the World FDI Market* (ISSN 2159-2209), published on the website of the Vale Columbia Center on Sustainable International Investment (www.vcc.columbia.edu) and available free of charge from there. The rise of foreign direct investment (FDI) from emerging markets has become a renewed focus of attention since the turn of the century. Over the past few years, firms from these markets have become major investors abroad, complementing their home countries' traditional role as recipients of FDI. Yet the investing enterprises are typically less well known than their counterparts in the developed

world, and little has been done to chart their progress systematically. If this phenomenon is to be understood and its implications for public policy and corporate strategy grasped, the first need is for reliable and comparable data on the activities of emerging market MNEs. The 11 chapters in this volume contain reports for the 11 countries covered so far: Argentina, Brazil, China, Hungary, India, Israel, the Republic of Korea, Mexico, the Russian Federation, Slovenia, and Turkey. These reports altogether identify some 212 emerging market MNEs.

- ⇒ **Karl P. Sauvant** (Vale Columbia Center on Sustainable International Investment, USA), José E. Alvarez, Kamil Gérard Ahmed, and Gabriela P. Vizcaíno have edited *The Evolving International Investment Regime: Expectations, Realities, Options* (New York: Oxford University Press, 2011). The transboundary flow of capital directed at establishing businesses is the engine of the world economy. Approximately 3000 bilateral and regional investment protection treaties worldwide govern this driver of economic globalization. As might be expected, the international investment regime now competes with the World Trade Organization for global praise and criticism. This volume looks at how these treaties and investor-state arbitrations that apply them accommodate the different expectations of various stockholders, including governments, foreign investors and civil society. The volume's diverse authors focus especially on the views of developing countries and international civil society. They address the extent to which the regime is satisfying the expectations of those who originally drafted the treaties as well as the states now at the losing end of investor-state awards. They review critiques of the regime that help explain sovereign and political backlash, identify avenues for accommodating various interests, and make specific proposals to address concrete challenges. The volume should interest academics, practitioners, negotiators of international investment agreements, and others who want to know more about the rules that govern foreign direct investment, the activities of multinational enterprises, and those who seek to advance sustainable economic development through both.



Members on the Move

⇒ **Harry G. Harris** (Ph.D., Harvard University, USA) President of HealthCare California, was invited by the U. S. Department of State to participate in its Public Diplomacy Program. In March 2011, Harry traveled to Indonesia and Singapore and organized programs in several cities. He presented a series of speeches, lectures and seminars on timely entrepreneurship issues and entrepreneurial networking opportunities. Harry addressed these subjects at private and public sector enterprises and universities. The prime focus of the Public Diplomacy Program is to create educational and business partnerships between the United States and foreign nations.

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.

THE UNIVERSITY OF HONG KONG



Founded in 1911, The University of Hong Kong is committed to the highest international standards of excellence in teaching and research, and has been at the international forefront of academic scholarship for many years. Ranked 21st among the top 200 universities in the world by the UK's *Times Higher Education*, the University has a comprehensive range of study programmes and research disciplines spread across 10 faculties and about 100 sub-divisions of studies and learning. There are over 23,400 undergraduate and postgraduate students coming from 50 countries, and more than 1,200 members of academic and academic-related staff, many of whom are internationally renowned.

Professor in Business Strategy in the School of Business (Ref.: 20100825)

Applications are invited for appointment as Professor in Business Strategy in the Strategy/International Business (IB) Group of the School of Business in the Faculty of Business & Economics, from July 1, 2011 or as soon as possible thereafter.

We are interested in exceptionally strong candidates in areas such as competitive and corporate strategy, global strategy, boundaries and organization of the firm, with a focus on strategies in emerging economies. Applicants should have a Ph.D. degree in Strategy, IB, or Management, and should also have a proven record of internationally recognized scholarship and teaching. The appointee is expected to commit to high-quality scholarly research and to teach undergraduate and graduate courses. Information about the Faculty and the School can be obtained at <http://www.fbe.hku.hk/> and <http://www.business.hku.hk/> respectively. For further enquiries about the post, please contact Mrs. Henrietta Yim by e-mail at hyim@business.hku.hk.

Annual salary for Professorship will be in the range of HK\$862,380 - 1,207,920 (approximately US\$1 = HK\$ 7.8) (subject to review from time to time at the entire discretion of the University). The appointment will attract a contract-end gratuity and University contribution to a retirement benefits scheme, totalling up to 15% of basic salary, as well as leave, and medical/dental benefits. Housing benefits will also be provided as applicable. At current rates, salaries tax does not exceed 15% of gross income.

Interested candidates should submit a completed application form (152/708) (available at <https://www.hku.hk/apptunit/>), a full C.V., recent research papers and relevant teaching evaluation to Mrs. Henrietta Yim (e-mail: hyim@business.hku.hk), School of Business, The University of Hong Kong, Pokfulam Road, Hong Kong. Applications will be reviewed continuously until the post is filled. Candidates who are not contacted within 6 months of the date of application may consider their applications unsuccessful.

The University is an equal opportunity employer and is committed to a No-Smoking Policy

New AIB Members

AIB welcomes the following 301 new members who joined our community between February 1, 2011, and April 30, 2011.



Ili-Salsabila Abd-Razak
Asmat-Nizam Abdul-Talib
Oualid Abidi
Regina Abrami
Sara Aguilar
Wolfgang Albeck
Svante Andersson
Tuschke Anja
Katsuki Aoki
Jorge Arevalo
Richard Arvey
Awan Awang-Rozaimie
Andre Ayanama
Suzana Bandeira
Charles Barrett
Heather Bernard
Andrew Bertsch
Sumon Bhaumik
Santhosh Bilaguda
Alex Bitektine
Richard Blake
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Douglas B Fuller
Chitose Furukawa
Loly Gaitan
Richard Game
He Gao
Lan Gao
Zhaojun Gao
Patrick Gaughan
Jayati Ghosh
Sonia Ghumman
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Xiaoming He
Maria Elena Herrera
Peter Hofman
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Tsun-Jui Hsieh
I-Chieh Hsu
Wen-Kai Hsu
Chiung-Yi Huang
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Yidan Huang

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Jaffer Hussainee
Jusuke Ikegami
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Chris Ireland
Shinichi Ishii
Shisong Jiang
Rhona Johnsen
Stefan Jommersbach
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Kyoko Kameoka
Sharon Kan
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Kunal Kamal Kumar
Nishant Kumar
Hon-Weng Lai
Hsien-Che Lai
Maria C. Latorre
Gregory Laurence
I-Chen Lee
Yu-Chin Lee
Thomas Taro Lennerfors
Vincent Leung

Gregory Lewandowski
Ming Li
Peixin Li
Qianqian Li
Xiaoqing Li
Yi Li
Yong Yi Li
Yuhua Li
Zhengyu Li
Hsiao Yun Liang
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Chun-Pu Lin
Guiping Lin
Hsiao-Wen Lin
Jun-You Lin
Jwu-Rong Lin
Shu-Jou Lin
Kyaw Phyo Linn
Ana Lisboa
Hui-Hsuan Liu
Mao Liyun
Shelvin Longmire
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Gabor Lukacs
Barbara MacLeod
Romulo Magnaye
Volker Mahnke
Tuija Mainela
Zahid Majeed
Sushanta Mallick
Eriikka Mantymaki
Albert Martins
Robbert Maseland
Eryadi Masli
Brian Massey
Tomono Miki
Jungwon Min
Richard Minoff
Hitoshi Mitsuhashi
Robert Mittelman
Manabu Miyao
Norhidayah Mohamad
Lien Le Monkhouse
Lucia Morales
Balakrishnan Muniapan
Marta Muniz Ferrer
Hirohisa Nagai
Susumu Nagayama
Hisato Nakamura
Alexander Newman
Quan Anh Nguyen
Nobuk Nishiwaki
Kentaro Nobeoka
Ana Lucia Novais

Tomohiro Obara
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Claudia Ogrea
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George Olcott
Karin Olofsdotter
Philip O’Neill
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