

## 2012 Meeting in Washington, D.C.!

The Academy of International Business 2012 annual meeting had great attendance once again as we hosted over 1,000 members in Washington, DC. We extend our sincere thanks to all who worked very hard to make this a successful event. The 2012 Program Chair, Susan Feinberg (Temple University), put together a very exciting and professionally rewarding program with the help of her track chairs (see conference program committee) and her Program Assistants, Catherine Magelssen and Bruno Barreto de Góes.

This year's program theme, "Rethinking the Roles of Business, Government and NGOs in the Global Economy," had more than 1050 submissions across the 12 conference tracks, coming from 55 different countries. We also had 997 reviewers from 69 countries who took time out of their busy schedule to review all submitted papers.

Some of the highlights of the program included the opening plenary, organized around the conference theme with several distinguished guests. The 2012 keynote speaker, Raymond Offenheiser, President of Oxfam America, received the President's Award for his contributions to the area of international development. James Whitehurst, CEO of Red Hat and winner of the 2012 AIB Fellows' Executive of Year Award, Jorge Talavera, President of ESAN University and winner of the 2012 AIB Fellows' Educator of the Year Award, and Ikujiro Nonaka, the 2012 AIB Fellows' Eminent Scholar, were also honored in the opening session. A special session was also devoted to Professor Nonaka's work.

The Women in the Academy of International Business (WAIB) hosted three conference-themed panels that included participation by leaders in AIB, business, government, and NGOs. The first panel offered a cross-cultural perspective on the management of diversity and gender in profit and non-profit organizations. The second focused on relationships between government agencies and business entities and their advocates, and the third featured a discussion about women's entrepreneurship under adverse conditions.

There were also a number of special sessions in the 2012 program. The Joint AOM-AIB Ambassador's Plenary on Good Governance was organized by George Washington University and featured several DC-based ambassadors who spoke about issues of institutional change and development in their home countries. Another interesting session, chaired by Alan Rugman, was devoted to the work of John Stopford and included discussions by Louis Wells, Don Lessard, Eleanor Westney, Tarun Khanna, Julian Birkinshaw, and Jose de la Torre. On the final day of the conference, the 2012 JIBS Decade Award was presented to Keith D. Brouthers for his 2002 article, "Institutional, Cultural and Transaction Cost Influences on Entry Mode Choice and Performance"; the session included a retrospective of his work and commentaries on it.

The conference also included a number of networking and dining events. The Gala Dinner is one of the most exciting events of the meeting each year. This year it took place at the National Building

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Museum, America's leading cultural institution devoted to the history and impact of the built environment through telling the stories of architecture, engineering, and design. The evening was very enjoyable with great food and a great atmosphere for mingling and networking.

We would like to thank George Washington University and University of Maryland, our

host institutions, and the local host committee for your commitment, hard work, time, and patience to make AIB 2012 an incredible success!

Visit <https://aib.msu.edu/events/2012/> 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 2013

AIB invites you to join us at the 2013 meeting in Istanbul, Turkey

**July 3–6, 2013**

**Conference Theme:** Bridging the Divide: Linking IB to Complementary Disciplines and Practice

**Program Chair:** Patricia McDougall, Indiana University

**Submission Deadline:** January 15, 2013

<http://aib.msu.edu/events/2013/>

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# Nominations Sought for Election of Officers to the Academy of International Business Executive Board for 2013-2016

AIB's new Constitution (<http://aib.msu.edu/aboutaibconstitution.asp>) and Bylaws (<http://aib.msu.edu/aboutaibbylaws.asp>) was approved by members in June 2012, resulting in a new governance structure for the AIB Executive Board. The Board now operates on a rolling basis, with new members elected annually to fill open positions.

Reflecting this new structure, the Nominations Committee, composed of the three immediate Past Presidents of the Academy, is hereby soliciting nominations for the following positions and will present a slate to the membership for election later this Fall.

- a. President - Elect
- b. Vice President Program - Elect
- c. Vice President Administration

## **President-Elect:**

One candidate will be nominated from among those previously elected Vice-President for either Program or Administration. The elected person will serve a three year term: as President-Elect for 2013-2014, President for 2014-2015 and as Immediate Past President for 2015-2016. The AIB President presides at all meetings of the Academy and of the Executive Board, appoints and instructs all committees and is responsible for the strategic direction of the Academy and for supervising the functions of the other officers and of the Executive Director.

## **Vice President Program-Elect:**

Two candidates will be nominated to serve a three year term: as VP Program-Elect for 2013-2014 and be responsible for organizing the pre-meeting activities for the 2014 Conference in Vancouver, VP Program for 2014-2015 and responsible for putting the 2015 conference program together (Asian location yet to be finalized), and as VP Program-Past for 2015-2016.

## **Vice President Administration:**

Two candidates will be nominated. The elected person will serve a three year term and will be one of three individuals serving as VP Administration on the Board. The VPs Administration have oversight responsibility for finances, membership and chapter relations. The AIB President determines the type and sequencing of the responsibilities between the multiple officers serving this position.

Nominations (including self-nominations) for any of these positions should be sent to the Secretariat at [aib@aib.msu.edu](mailto:aib@aib.msu.edu) , by no later than **October 15, 2012**.

## **Nominating Committee:**

Stefanie Lenway  
Yves Doz  
Mary Ann Von Glinow

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# 2012 Program Committee

**T**he Academy of International Business is deeply grateful to all members of the 2012 Program Committee for the countless hours they volunteered to make the conference a success.

## Program Chair

**Susan Feinberg** – Temple University/Rutgers University, USA

## Program Assistants

**Catherine Magelssen** – Rutgers University, USA

**Bruno Barreto de Góes** – Temple University, USA

## Track Chairs

**Preet Aulakh** – York University, Canada

**David Berg** – Hamline University, USA

**Harry Bowen** – Queens University of Charlotte, USA

**Charles Dhanaraj** – Indiana University, USA

**Nigel Driffield** – Aston University, UK

**Arie Lewin** – Duke University, USA

**Patricia McDougall** – Indiana University, USA

**Ram Mudambi** – Temple University, USA

**Anu Phene** – George Washington University

**Saeed Samiee** – University of Tulsa, USA

**Jaeyong Song** – Seoul National University, South Korea

**Dave Thomas** – Simon Fraser University, Canada

**Laszlo Tihanyi** – Texas A&M University

**Paul Vaaler** – University of Minnesota, USA

**Bennet Zelner** – University of Maryland, USA

## Doctoral Consortium Chair

**Sumit Kundu** – Florida International University, USA

## Junior Faculty Consortium Chair

**John Mezias** – University of Miami, USA

## AIB/JIBS Paper Development Workshop

**Petra Christmann** – Rutgers University, USA

**John Cantwell** – Rutgers University, USA

**Pallavi Shukla** – Rutgers University, USA

## Placement Services Director

**Hadi Alborr** – Saint Louis University, USA

## Farmer Dissertation Award Selection Committee

**Mike Peng** – University of Texas at Dallas, USA  
(Chair)

**Hyun-Jung Lee** – London School of Economics, UK

**Anupama Phene** – George Washington University, USA

**Kevin Zhou** – University of Hong Kong, Hong Kong

## Temple/AIB Best Paper Selection Committee

**Timothy M. Devinney** – University of Technology, Sydney, Australia (Chair)

**Ulf Andersson** – Copenhagen Business School, Denmark

**Kazuhiko Asakawa** – Keio University, Japan

**Esra Gencturk** – Ozyegin University, Turkey

## Haynes Prize Selection Committee

**Sid Gray** – University of Sydney, Australia  
(Chair)

**K. Galen Kroeck** – Florida International University, USA

**Jane Lu** – National University of Singapore, Singapore

**Rudolf Sinkovics** – University of Manchester, UK

## Local Host Committee (George Washington University)

**Meredith Buesching**

**Reid Click**

**Alexis Gaul**

**Liesl Riddle**

**Fernando Robles**

**Nevena Yakova**

## Local Host Committee (University of Maryland)

**Dakia Adams**

**Danielle Couick**

**Terrill Drake**

**Sunil Mithas**

**Christopher Olson**

**Kislaya Prasad**

**Lemma Senbet**

**Karen Watts**

## Local Host Institutions

**George Washington University**

**University of Maryland**



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# 2012 Conference Sponsors

We would like to thank our sponsors for making the 2012 conference possible through their generous contributions.

George Washington University  
University of Maryland  
Palgrave Macmillan  
The Sheth Foundation  
Emerald  
Oxfam America  
Bryant University  
Aalto University – School of Economics  
Florida International University – College of Business Administration

Temple University – Fox School of Business  
University of South Carolina – Moore School of Business CIBER  
Michigan State University – Broad College of Business, International Business Center  
Saint Louis University – John Cook College of Business  
University of Missouri – St. Louis, College of Business Administration



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# AIB 2012 Awards



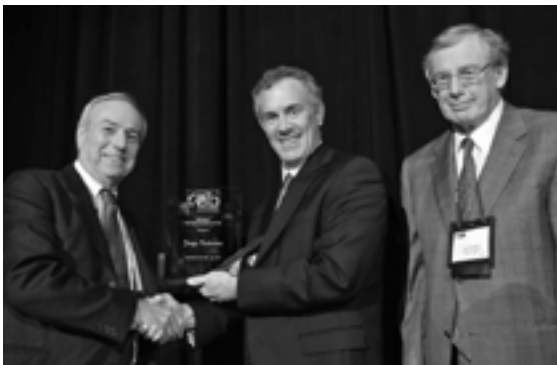
**2012 AIB President's Award for Contributions to International Development**

**Raymond C. Offenheiser** – Oxfam America



**2012 AIB Fellows' International Executive of the Year Award**

**James Whitehurst** – Red Hat



**2012 AIB Fellows' International Educator of the Year**

**Jorge Talavera** – ESAN

**2012 John H. Dunning President's Award**

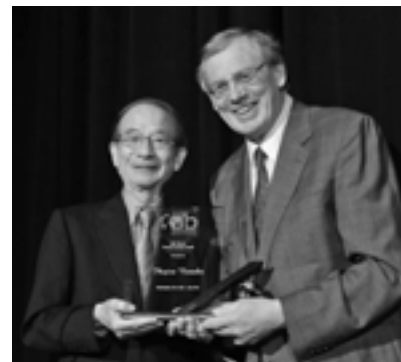
**Arie Lewin** – Duke University

*"In appreciation of your devotion to making JIBS a premier journal"*

**2012 John H. Dunning President's Award**

**Lorraine Eden** – Texas A&M University

*"In appreciation of your devotion to making JIBS a premier journal"*



**2012 AIB Fellows' Eminent Scholar Award**

**Ikujiro Nonaka** – Hitotsubashi University



**2012 JIBS/Palgrave Macmillan Decade Award**

**Keith D. Brouthers** – King's College London

*"Institutional, Cultural and Transaction Cost Influences on Entry Mode Choice and Performance"*

JIBS Vol. 33, No. 2: 203–221



**2012 Richard N. Farmer Dissertation Award**

*Sponsored by Michigan State University's International Business Center*

**Winner**

**Marc van Essen** – Utrecht School of Economics and Business  
(Ph.D. awarded by Erasmus University)  
*“An Institution-Based View of Ownership”*

**Runner-Up**

**Dong Liu** – Georgia Institute of Technology  
(Ph.D. awarded by University of Washington)  
*“A Follower in Need is A Follower Indeed: Exploring the Joint Effects of TMT Support, Contextual Shocks, and Individual Regulatory Focus on Foreign CEO Self-efficacy and New Venture Performance”*



**2012 Haynes Prize for the Most Promising Scholar**

**Elitsa R. Banalieva** – Northeastern University  
*“Making the Most of the Second Best: Synchronization of Reforms Rhythms, Slack, and Performance of Transition Economy Firms”*



**2012 Temple/AIB Best Paper Award**

*Sponsored by Temple University's Fox School of Business*

**Winner**

**Sokol Celo** – Suffolk University and  
**Aya Chacar** – Florida International University  
*“Country Relatedness and International Coherence”*

**Honorable Mention**

**Amol M. Joshi** – University of Hawaii at Manoa  
and **Nandini Lahiri** – University of North Carolina at Chapel Hill  
*“Information Asymmetry and Partner Selection in International Alliances”*

**Honorable Mention**

**Deeksha A. Singh** – Temple University  
*“Corporate Governance, Board Networks and Growth Strategies”*

**2012 AIB/Sheth Award for Best Doctoral Dissertation Proposal**

*Sponsored by the Sheth Foundation*

**Bi-Juan Zhong** – Ohio State University  
*“Top Management Team Identification, Knowledge Creation, and International Joint Venture Performance: The Role of National Diversity”*

**2012 “That’s Interesting!” Award**  
*Sponsored by Aalto University School of Economics*

**Tamara Galkina** – Hanken School of Economics and **Sylvie Chetty** – Massey University  
*“Effectuation and Networking of Internationalizing SMEs”*

**2012 Best Paper Award in Emerging Economies Track**  
*Sponsored by Bryant University*

**Elitsa R. Banalieva** – Northeastern University  
*“Making the Most of the Second Best: Synchronization of Reforms Rhythms, Slack, and Performance of Transition Economy Firms”*

**2012 Best Paper Award in Developing Countries Multinationals Track**  
*Sponsored by International Journal of Emerging Markets (IJoEM) and its publisher Emerald Group*

**Deeksha A. Singh** – Temple University  
*“Corporate Governance, Board Networks and Firm Performance”*



**2012 IMR Best Paper Award in International Marketing Track**  
*Sponsored by International Marketing Review (IMR) and its publisher Emerald Group*

**Stefan Schmid** and **Thomas Kotulla** – ESCP Europe  
*“To What Degree Should Firms Standardize or Adapt Their Product Mix Across Countries? New Empirical Results Based on the Strategic-Fit Approach”*

## 2012 Best Reviewer Awards

**Jen Baggs** – University of Victoria  
**Cordula Barzantny** – Toulouse Business School France  
**Mark Cook** – University of Wolverhampton  
**Alvaro Cuervo-Cazurra** – Northeastern University  
**Luis Alfonso Dau** – Northeastern University  
**Alice de Jonge** – Monash University  
**Henrik Dellestrand** – Uppsala University  
**Timothy Devinney** – University of Technology, Sydney  
**Adamantios Diamantopoulos** – University of Vienna  
**Jesper Edman** – Hitotsubashi University  
**Bassam Farah** – University of Western Ontario  
**Roberto Martin Galang** – Ateneo de Manila University  
**Stephan Gerschewski** – Hankuk University of Foreign Studies  
**Clare Ralph Greenlaw** – Southern New Hampshire University  
**Peter D. Oerberg Jensen** – Copenhagen Business School  
**Amol M. Joshi** – University of Hawaii at Manoa  
**Constantine Katsikeas** – University of Leeds  
**Dan Li** – Indiana University  
**Na Ma** – Tsinghua University  
**Xufei Ma** – Chinese University of Hong Kong  
**Susan B. McAllister** – Indiana University  
**Yuzhe Miao** – Kookmin University  
**Snejina Michailova** – The University of Auckland  
**Matthew B. Myers** – University of Tennessee  
**Ursula F. Ott** – Loughborough University  
**Stefanie Paluch** – TU Dortmund University  
**Elizabeth C. Ravlin** – University of South Carolina  
**Vas Taras** – University of North Carolina-Greensboro  
**Pooja Thakur** – Virginia Tech  
**Ari Van Assche** – HEC Montréal  
**Davina Vora** – SUNY New Paltz  
**George O. White III** – Old Dominion University



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## Sheth Foundation Doctoral Travel Stipends

The following doctoral students were awarded travel stipends to attend the 2012 meeting in Washington, DC. These travel stipends were made possible through the generous contributions of the Madhuri and Jagdish Sheth Foundation and matching funds by the AIB Foundation.

**Marcelo Alvarado-Vargas**, Florida International University  
**Mirko Benischke**, The University of Auckland  
**Kristin Brandl**, Copenhagen Business School  
**Torben Bruder**, University of Bayreuth  
**Steven Carnovale**, Rutgers University  
**Subhajt Chakraborty**, The University of Texas-Pan American  
**Keng-Hsiang Cheng**, National Chung Hsing University  
**Sandra Corredor**, University of Illinois at Urbana Champaign  
**Birton Cowden**, Saint Louis University  
**Michael Cummings**, University of Minnesota  
**Francisco Figueira de Lemos**, Uppsala University  
**Omer Genc**, Temple University  
**Verena Gruber**, WU Vienna  
**Yoo Jung Ha**, University of Manchester  
**Hung Hoang**, The University of Adelaide  
**Sungjin Hong**, The University of Texas at Dallas  
**Dimitry Jacob**, Queens University Belfast  
**Srivardhini Jha**, Indian Institute of Management, Bangalore  
**Margarete Kalinowski**, ESADE Business School  
**Jin Uk Kim**, University of Illinois Urbana Champaign  
**Masahiro Kotosaka**, University of Oxford  
**Alexei Koveshnikov**, Hanken School of Economics  
**Abraham Lee**, IE Business School  
**Jun Li**, University of International Business and Economics  
**Ming Hua Li**, Copenhagen Business School  
**Xueji Liang**, National University of Singapore  
**Ru-Shiun Liou**, University of Arkansas  
**Qian Lu**, National University of Singapore  
**Joel Malen**, University of Minnesota  
**Lars Matysiak**, Justus Liebig University Giessen  
**Edith Olejnik**, Trier University  
**Bhavik Parikh**, University of Memphis  
**Venkata Vijay Kumar Pasupuleti**, IIM Indore  
**Robin Pesch**, Universität Bayreuth  
**Rasha Rezk**, University of Cambridge  
**Rapeporn Rungsithong**, University of Bath  
**Alexey Semenov**, Saint Louis University  
**Ajay Singal**, Indian Institute of Management, Lucknow

**Christine Soh**, University of Edinburgh  
**Yinuo Tang**, University of Pittsburgh  
**Yannick Thams**, Florida International University  
**Miguel Torres**, University of Aveiro  
**Natalya Totskaya**, Concordia University  
**Smita Trivedi**, George Washington University  
**Stephanie Lu Wang**, University of Miami  
**Yangwen Wang**, The Chinese University of Hong Kong  
**Yi Wang**, University of Vaasa  
**Zheng Yan**, National University of Singapore  
**Kun Yang**, Florida International University  
**Pei-Li Yu**, National Cheng Kung University  
**Shu Yu**, National University of Singapore  
**Rimi Zakaria**, Florida International University  
**Jing Zhao**, Michigan State University  
**Yanfei (Eric) Zhao**, University of Alberta  
**Bi-Juan (Amy) Zhong**, The Ohio State University

## Area Scholarship Fellowships

The following faculty members were selected to receive AIB Area Scholar Fellowships for the 2012 meeting in Washington, DC. The recipients of the scholarship are awarded two years complimentary AIB membership, complimentary meeting registration for the 2012 conference, and a US\$500 travel stipend to attend the meeting.

**Sandro Cabral**, Universidade Federal da Bahia  
**Mirosław Jarosinski**, Warsaw School of Economics  
**Dario Miocevic**, University of Split  
**Alan J. Pan**, Xiamen University

## Boeing Institute Junior Faculty Consortium Stipends

The following junior faculty were awarded travel stipends specifically to participate in the Junior Faculty Consortium at the 2012 meeting in Washington, DC. These stipends were made possible through the generous contributions of the Boeing Institute of International Business at Saint Louis University.

**Dynah A. Basuil**, Asian Institute of Management  
**Shankar A/L Chelliah**, Universiti Sains  
**Ying Liu**, Bournemouth University

## WAIB Helping Hands Campaign



*Helping Hands Award Recipients (L-R): Kudzai Mukumbi, Joan Mileski, and Farida Saleem*

The WAIB Helping Hands campaign continues to provide AIB conference registration fee (\$200) and AIB membership (\$50) to low-income women faculty in presenting their paper at AIB. The award is also given to full-time women Ph.D. students who were the first author of a co-authored paper. In the past year, we raised \$1,050 for the Helping Hands Campaign. We supported twelve low income women faculty and Ph.D. students in attending the AIB Conference in Washington, D.C. The 2013 WAIB Helping Hands Award announcement is listed on the WAIB website.

### Helping Hands Award Recipients

**Dina Abdelzاهر**, Florida International University  
**Xia Han**, University College Dublin, Ireland  
**Hye Sun Kang**, University of South Carolina  
**Soyeon Kim**, Korea University  
**Ming Hua Li**, Copenhagen Business School  
**Na Ma**, Tsinghua University  
**Kudzai Mukumbi**, Michigan State University  
**Marcelle Oliveira**, Universidade de Fortaleza  
**Farida Saleem**, Fatima Jinnah Women University  
**Natalya Totskaya**, Concordia University  
**Shu Yu**, National University of Singapore  
**Rimi Zakaria**, UWW/FIU

We are grateful to the following donors:

### 2012 WAIB Helping Hands Campaign

**Platinum** (\$300 or more) *Joan P. Mileski and Lorraine Eden*

**Silver** (\$100 - \$199) *Susan Borkowski and Crystal Jiang*

**Bronze** (\$50 - \$99) *Susan Mudambi*

### 2012 General Fund Campaign

**Platinum** (\$300 or more) *Joan P. Mileski, and Lorraine Eden*

**Bronze** (\$50 - \$99) *Susan Mudambi*

## 2012 SSE/WAIB Award for Increased Gender Awareness in International Business Research



*The 2012 SSE/WAIB Best Paper for Increased Gender Awareness in International Business Research (L-R): Janet Murray, Robert Engle, Joan Mileski, Udo Zander and Gabriele Suder (Not pictured: co-authors Nikolay Dimitriadi and Ekrem Tatoglu)*

For the fifth year, the Stockholm School of Economics, Sweden, supports WAIB's endeavors by endowing an award for the best paper that increases gender awareness in international business research. The authors of the winning paper received a cash award of US\$1,000 from SSE, a plaque from WAIB, and an invitation from Emerald Publishing to submit the paper for potential publication in *Gender in Management*.

The authors of the runner-up paper received a certificate of recognition from WAIB.

The following panel of judges selected the winning paper: Udo Zander (Stockholm School of Economics) Dana B. Minbaeva (Copenhagen Business School) and Janey Y. Murray (University of Missouri–St. Louis).

### Best Paper

*"Intent to Become an Expatriate: An application of Ajzen's theory of Planned Behavior and the Role of Gender in the United States, Russia, and Turkey"*

**Robert Engle**, Quinnipiac University

**Nikolay Dimitriadi**, Rostov State Economic University

**Ekrem Tatoglu**, Bahcesehir University

### Runner-up Papers

*"Cross-National Gender Differences in Microfinance: Impact of Societal Trust and Other Characteristics"*

**Raj Aggarwal**, University of Akron

**John W. Goodell**, University of Akron

**Lauren Selleck**, University of Akron

*"Updating Cross Cultural Management: Exploring the Relationships between Cultural Values and Gender Inequality Practices"*

**Andy Bertsch**, Minot State University

**Gillian Warner-Soderholm**, Norwegian Business School

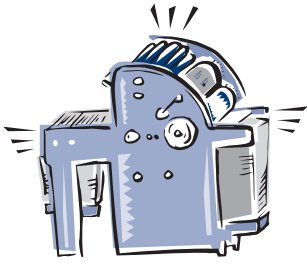
# Memories from AIB 2012











## Just off the Press

- ⇒ **Lawrence A. Beer** (Arizona State University, USA) has published *Essential Concepts of Cross-Cultural Management: Building on What We All Share* (Business Expert Press, ISBN: 978-1606493892, paperback; ISBN: 978-1606493908, e-book). You may recognize the statement on the back cover of so many textbooks concerning the global environment of commerce—“to help you understand and appreciate the economic, political, and technological context in which international business operates.” But this defined approach is tantamount to placing three wheels on a car and expecting it to drive smoothly. It cannot be operated without the balance that a fourth one provides, and that required wheel is culture. The author believes, in this modern era of globalization, managers venturing forth to engage alien societies must be armed with cross-cultural skills that go above and beyond the instructions of how to *kiss, bow, or shake hands*. This book provides a more concise, simple, and practical approach that cuts through the complicated cultural matrix. This book is divided into three sections. The first section explains how culture acts as the prime driver of our life—the filter of our senses and the guide of our values, hence the measurement barometer upon which all our decisions and behavior are constructed. The second section examines how cross-cultural determinants should function as a worthwhile tool in cross-cultural engagement proposing a two-step approach resulting in a concentration on CS (cultural similarity) as opposed to the traditional CD (cultural distance) pedagogy while recommending individualism versus collectivism as the key cultural determinant. The final section offers the practical application of specific techniques that will help one navigate the cross-cultural milieu thereby allowing managers to become culturally observant detectives by utilizing a constant investigational loop interspersed with dominant and subservient determinant category analysis.
- ⇒ **Terri Lituchy** (Concordia University, Canada) and **Suzy Fox** (Loyola University, USA) have co-edited *Gender and the Dysfunctional Workplace* (Edward Elgar Publishing, ISBN: 978-0857932594). This book looks at counterproductive work behavior including aggression, bullying, incivility, sexual harassment, sexual orientation harassment and absenteeism, and the effects of job stress on mental health and well-being from the perspective of gender—the gender of actors, targets and observers of abusive interpersonal behaviors; gender–race interactions; gender-related characteristics of workplace conflict, communication and stress; socio-economic factors such as occupational expectations and roles outside the workplace; and ambiguities in the law. *Gender and the Dysfunctional Workplace* brings together a broad, multi-disciplinary collection of authors who weigh in on topics from whether workplace bullying is status- or gender-blind to the ramifications of absenteeism on women and their careers. These scholars contribute very different approaches and conceptualizations of counterproductive work behavior, the result of which is a dynamic and pioneering appraisal of the field and innovative musings on its future. Instructors, students, and researchers in the areas of counterproductive work behavior, women’s studies, occupational health and stress, and conflict resolution will find this an enlightening and thought-provoking treatise on a topic that, with the help of research like that found here, will hopefully soon see less prevalence in the workplace and beyond.
- ⇒ **Maud Oortwijn** (Warwick Business School, Netherlands) has published *Foreign Entry Commitment as a Human Choice* (Lulu.

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com, ISBN: 978-1470916923). Firms increase commitment to foreign markets with growing experience in international business. The basic premise of the internationalization process theory is that knowledge is acquired through experience abroad. Maud Oortwijn's research work finds how this learning process within the firm is reflected in the managerial host country assessment. Managers perceive the new host country more optimistic with increasing experience in international business. International Business scholars often report on macro-economic factors and post-entrance business performance. This research studies 25 firms on 54 foreign entry commitment choices while in the process of decision making for foreign entrance. This also allows for unique insight in the Go/No-Go decision. Some firms decide to cancel or postpone plans, while others continue with different entry modes.

⇒ **Laurie Mook** (Arizona State University, USA), Jack Quarter (University of Toronto, Canada), and Sherida Ryan (University of Toronto, Canada) have co-edited *Businesses with a Difference: Balancing the Social and the Economic* (University of Toronto Press, ISBN: 978-1442611474). Market-based social economy firms such as social enterprises, social purpose businesses, co-operatives, credit unions, and community economic development corporations aim to meet distinct social needs while making money. Do these types of businesses have the potential for growth in the modern economy? Are they destined to function only in areas where conventional firms cannot achieve a sufficient rate of return? Or will the role of social economy organizations change as businesses begin placing more emphasis on corporate social responsibility? Building on the popular 2010 collection *Researching the Social Economy*, *Businesses with a Difference* explores the challenges and opportunities faced by firms that seek a genuine balance between their social and economic objectives. Through international case studies, including comparative analyses, this innovative collection highlights the unique issues that must be addressed when associations are accountable not to investors and shareholders, but instead to ordinary people.

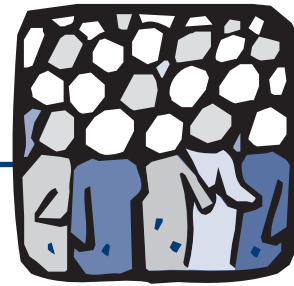
⇒ **Aysegul Ozsomer** (Koc University, Turkey), Amitava Chattopadhyay (INSEAD, France) and Rajeev Batra (University of Michigan, USA) have co-authored *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands* (McGraw-Hill, ISBN: 978-0071782890). From smartphones and computers to blue jeans and beer, companies from China, India, Taiwan, Mexico, Turkey, and other emerging markets are now winning leading market shares with their own-branded, high-quality products – rather than with poorly produced products sold under others' brand names. These emerging-market multinational companies (EMNCs) are giving the incumbent market leaders of North America, Western Europe, and Japan a run for their money in the areas of innovation, branding, and marketing. *How have these small, under-resourced businesses come so far so quickly? And what can you learn from their strategies and tactics?* Renowned experts in global branding and marketing, the authors of *The New Emerging-Market Multinationals* conducted an in-depth study of 39 EMNCs to reveal the innovative compete-from-below strategies and tactics fueling these companies' meteoric rise. The authors identify four strategies driving this growth: (1) *Cost Leaders* leverage existing low-cost structures and large-scale volumes to extend their reach into developed markets. (2) *Knowledge Leveragers* tap their existing resources and knowledge of home consumers and the market to build branded businesses in other emerging markets. (3) *Niche Customizers* combine their cost advantages in manufacturing with newly developed low-cost R&D capabilities to develop customized niche-segment branded offerings in other emerging markets. (4) *Global Brand Builders* use their low-cost manufacturing and R&D capabilities to build branded businesses in developed markets—but limit their focus to specific products and segments through a process of focused innovation.

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# New AIB Members

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AIB welcomes the following 225 new members who joined our community between April 16, 2012, and July 31, 2012.



Patricia Abaroa	Thomas Clarke	Peter Howard	Kevin Miceli	Dieter Somers
Thomas Abbott	Claudio Conti	Ngan Cheung Hui	Dario Miocevic	Chang Song
Dina Abdelzaher	Jonathan Cook	Pamsy Hui	Patricio Mori	Matt Stanton
A.F.M. Jalal Ahamed	Sandra Corredor	Thomas Huigens	Francisco Moris	Sylvia Starnawska
Stephen Alfred	Lawrence Cunningham	Lucas Humphries	William Murphy	Christian Suhling
John Angelidis	Amit Das	Martin Ihrig	Naoto Nadayama	Jing Sun
Anshu Arora	Nandita Dasgupta	Phillip Imel	Ryuichi Nakamoto	J. Swiatowiec-Szczepanska
Juan Arriaga Muzquiz	Sampada Dash	Diane A. Isabelle	Pham Hoanh Nguyen	Nicha Tanskul
Birgul Arslan	Marcus Dittfeld	Tatiana Isahenko	Annette Nijs	Shuo Tao
Nathan Ashby	Claudia Dole	Dimitry Jacob	EunJung Noh	Narongsak Thongpapanl
Tugrul Atamer	Sandra Draheim	Haeran Jae	Joon Seok Oh	Natalya Totskaya
Joshua Ault	Juana Du	Mirek Jarosinski	Rui Oliveira	Smita Trivedi
Snehal Awate	Ceyla Durgun	Lisa Jenkins	Igor Oliveira dos Santos	Crystal Han-Huei Tsay
Anastasia Bailey	Manuel Eberhard	Srivardhini Jha	Eric Ostermeier	Akiko Tsurumi
Nicholas Bailey	Joseph Effiong	Kiattichai Kalasin	Alan Pan	Prashant Tuli
Jose Balarezo	Raed Elaydi	Margarete Kalinowski	Bhavik Parikh	Stephen Turnbull
Luis Ballesteros	Ranee Esichaikul	Hye Sun Kang	Tomas Parks	Lorraine Uhlener
Rodrigo Bandeira-de-Mello	Omer Farooq	Yuanfei Kang	Abhijit Patwardhan	Tatiana Vashchilko
Mallika Banerjee	Ramzi Fathallah	Maria Karampela	Gordon Perchthold	Balazs Vaszkun
Preeti Banerjee	Sergey Filonovich	B. Kavuparambil Sudhakaran	Robin Pesch	Virginie Vial
Matthew Barlow	Anca Fronescu	Hyuk Kim	Gregor Pfajfar	Cristina Villar Garcia
Gianpaolo Baronchelli	Tetsushi Fujimoto	Phillip Kim	Penelope Prime	Alexandra Vo
Sharon Belenzon	Katsutoshi Furuta	Seong-Young Kim	Saptarshi Purkayastha	Natalie Walsh
Elhassane Benahmed	Lisa Gaerber	Tatsuya Kimura	Ramli Puteh	Yiqin Wang
Josh Bendickson	Marites Galing Argonza	April Knill	Subramanyam Raghunath	Ziyi Wei
Shiko Ben-Menahem	Carmen Gallucci	April Knill	David Ragland	M. Westermann-Behaylo
Gaurab Bhardwaj	Battulga Ganbat	Irina Kratko	Abdul Rahman	Lucy Wilcox
Bruno Borgia	Geetha Garib	Rishiksha Krishnan	Padma Rao Sahib	Charles F. Williams
Konstantinos Bozos	Mauricio Garita	Jing-Ming Kuo	Anjanette Raymond	Matthew Winard
Shalonda Bradford	Rand Gerges Yammine	Jeffrey Lamb	Mazi Raz	Sheryl Winston Smith
Patricia Britton	Ioanna Giannoukou	Hun Lee	David Rear	Kinde Wubneh
Torben Bruder	Oksana Grebinevych	Jocelyn Leitzinger	Rama Krishna Reddy	Valerie Yates
Sandro Cabral	Pola Gupta	Jun Li	Rasha Rezk	Eunjoo Yi
Nelida Carryer	Stephen Hall	Shenyu Li	Genrikh Salata	Julia Yongue
Keren Caspin-Wagner	Byoung Sop Han	Yue Li	Mareike Schmidt	Taeyoung Yoo
Andres Castro	Martin Hannibal	Aditya Limaye	Anja Schulze	Katsuhiko Yoshikawa
Yi-Chieh Chang	T.J. Hannigan	Enn Listra	Alexey Semenov	Kyoung-Hee Yu
Juan Chavarria	Kozo Harimaya	Ying Liu	Wei Shi	Pei-Li Yu
Shankar Chelliah	Akhadian Harnowo	Chia-Ying Lu	Hideki Shimizu-Tanaka	Rafael Zacharias
Y. L. Chen	Charles Harrison	Jon MacKay	Randy Shoai	Suelen Zacharias
Hyejin Cho	Stephen Hartman	Kashef Majid	Wanna Silparcha	Feng Zhan
Youngsam Cho	Chong He	Bozena Malinowska	Gilberto Silva	Michael Zhang
Joon Nak Choi	Hung Hoang	Tomomitsu Maoka	Ajay Singal	Jinlin Zhao
Hsien-Jui Chung	Jan Hohberger	Claude Marcotte	Bradley Skousen	Yi Zheng
	Gahye Hong	Dalia Matos	Chad Smith	Xing Zhong



