



Note from the President

Robert Grosse
 AIB President

Dear AIB Colleagues,

On behalf of the new team of officers of AIB I would like to send you this message of welcome and to give you a few thoughts about our plans for the organization over these next two years. The appropriate way to begin is to recognize that AIB is the members, and that the officers are here to try to help each of us gain the most from our association – from learning about international business to sharing experiences at the annual meeting and chapter meetings, to finding opportunities to be more involved in IB education and research.

In terms of the focus of our efforts as an Executive Board, the officers are committed to building on the work of the Board that was led by Mary Ann Von Glinow, which produced a number of initiatives aimed at better identifying our field of study, building our relations with colleagues and the business world, and dealing with governance issues, among others. We feel strongly that AIB needs to extend its presence more widely around the world, and we will make a major push to build our existing chapters and to establish new ones. As the leading academic organization focused on cross-border business, we need to look for ways to be truly global and inclusive in our own outlook and presence.

We also are working to better understand the needs of our members, so that we can ensure that the services provided by AIB—principally the annual meeting

and JIBS, but also a range of other activities and services—really are the best that can be offered. From the development of new elements to include in the annual meeting to efforts to increase our electronic services, the Board is working on several interesting initiatives. If you have any issue that you would like the Board to consider, don't hesitate to write to me, or to another officer, or to the AIB Secretariat to get a response and perhaps to get involved yourself in a new initiative.

Please note that we have a new structure of leadership in our organization, and so you will be asked to elect a President-Elect in the next couple of months, along with a Vice President-elect for the annual meeting Program, and an additional Vice President Administration. Each new officer will have a one-year term as Elect, then one year holding the office, and then one year as Past President or Past Vice-President. This has the effect of expanding our Board from 6 to 9 people, and thus involving more people in the team that carries out our organizational work.

I want to thank Mary Ann and her Board for their service to AIB and their leadership in establishing new initiatives for us. All of us look forward to working with you to build an even more successful AIB.

Rob Grosse

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JOIN US FOR AIB 2013!



AIB invites you to join us at the 2013 meeting in Istanbul, Turkey July 3-6, 2013

Please visit <http://aib.msu.edu/events/2013> for all event information

Call for Papers

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

Submission Deadline: Tuesday, January 15th, 2013

Program Chair: Patricia McDougall-Covin, Indiana University, 2013chair@aib.msu.edu

Sitting at the crossroads of the continents of Europe and Asia, Turkey increasingly serves as a bridge linking the complex political, economic and cultural forces of these regions. Less than a decade ago, an unfortunate terrorist bombing incident in Turkey forced our Academy to reluctantly move its 2004 conference venue from Istanbul to another location. In recent years, Turkey has increasingly fulfilled its promise as a regional model for IB and as a homeland for diverse civilizations in history. The Academy takes great pride in having Istanbul as the host city for our 2013 conference organized around the theme, Bridging the Divide: Linking IB to Complimentary Disciplines and Practice.

Scholarly papers that are interdisciplinary or multidisciplinary as well as papers that link theory to practice are particularly encouraged as there is need for more dialogue and integration across disciplines to solve the complex issues confronting international business in today's increasingly multifaceted world. Cross-fertilization of IB with complimentary disciplines is important for developing new methods and perspectives and to enhance scholarly understanding and advance practice.

I. Institutions, Governance, and CSR

Track chair: Sushil Vachani, Boston University, sushilvachani@gmail.com

This track invites manuscripts that examine how institutions influence the behavior of MNCs, domestic firms and managers and how the behaviors of these actors, in turn, shape the institutional environment. Papers on global or comparative aspects of corporate governance and CSR are also within the domain of this track. Papers using diverse theoretical lenses that focus on a variety of levels of

analysis—individual, firm, industry, regional, country and global—are encouraged. We are especially interested in studies that examine change and adoption of new practices in a changing environment. Papers that explore the interaction between (a subset of) MNCs, domestic firms, governments and NGOs are of particular interest. Relevant institutional characteristics include both formal and informal rules such as law, culture, and institutional norms that shape actions of firms and individuals or firms and governments/NGOs;

governance characteristics might include the rights, responsibilities, and interests of different types of shareholders and stakeholders and the relationships among those actors; and CSR characteristics might include firms' and individuals' actions that might lead to positive social change beyond the narrow economic, technical and legal requirements of the firm. Finally, consistent with the conference theme, we encourage submissions that bridge the gap between theory and practice, and explore links between complementary disciplines (such as political science, sociology, psychology, anthropology, business history and economics) and IB. We welcome submissions that examine how changes in the economic and institutional environments in developed and emerging economies affect traditional patterns of firm-state-NGO interactions.

2. International Marketing Management and Supply Chain

Track chair: Susan Forquer Gupta, Monmouth University, sgupta@monmouth.edu

This track addresses challenges faced in managing global marketing and supply chain functions. Contributions focusing on any aspect of the way marketing or supply chain managers are affected by risk or uncertainty 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 are also encouraged. We are particularly interested in papers that examine the impact of institutional, political and regulatory factors on marketing and supply chain management issues, and the effects of institutional change on marketing and supply chain processes.

3. IB Theory, FDI, and Entry Mode

Track chair: Jane Lu, National University of Singapore, janelu@nus.edu.sg

Volatility and interconnectedness in the global economic and institutional environment create new challenges for theories of

multinational enterprises (MNEs) and foreign direct investment (FDI). Do environmental volatility and institutional change affect the explanatory power of theories of FDI and the MNE? This track invites papers that explore various aspects of the 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 effect host-country firms, governments and institutional environments. Papers in this track include studies of FDI spillovers and other local linkages. This track invites papers that explore the nature of MNE decision making and strategies in uncertain economic, political and institutional contexts.

4. Global Strategy, Alliances, and Competitiveness

Track chair: Dan Li, Indiana University, lid@indiana.edu

This track invites conceptual and empirical papers that deal with firms' global strategies and alliances and their impact on competitiveness. Firms must determine optimal entry strategies to successfully enter a foreign market. Firms can choose among many strategies—for example international, multidomestic, global, and transnational strategies—and the right selection will enable them



to efficiently use their resources to enhance corporate performance. We encourage papers that examine the relationship between global strategies and how these relate to institutional or economic changes in home and host countries. Papers that examine how regulatory or political environments and institutional and

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political risk affect global strategy choice are encouraged. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness. How does the alliance strategy fit within the overall strategy of the firm and how do institutional and industry characteristics affect the attractiveness of alliances? Finally, to what extent do parent-subsidiary relationships help MNEs to formulate and implement effective strategies that would strengthen their performance?

5. MNC Management and Organization

Track chair: Danchi Tan, National Chengchi University, dctan@nccu.edu.tw

Theoretical insights from international business research on MNCs have contributed to our understanding of relationships between structure, systems, culture, strategy, and firm performance. IB research on managing across multiple institutional and cultural environments also contributes significantly to management theory and practice. This track seeks to extend existing research by exploring new ways in which MNCs configure themselves internally and externally, using virtual teams, networks and other novel organizing frameworks, across geographic locations and organizational boundaries. How do these organizing frameworks help MNCs manage the complexity and tensions inherent in their activities,

and in turn create capabilities and competitive advantage? How do these organizing frameworks affect intrafirm and interfirm innovation and knowledge flows? How are value-added activities managed within and across organizational boundaries? Further, in line with the conference theme this year, we are also interested in how management and organization of the MNCs affects and is affected by diverse and changing political, economic and institutional environments.

6. Innovation and Knowledge Management

Track chair: Kent Eriksson, KTH The Royal Institute of Technology, kent.eriksson@abe.kth.se

This track addresses how knowledge is created, transferred, assimilated, transformed and used. This can occur through the processes of innovation, learning, Research and Development (R&D), etc. The track will explore how MNCs and internationalizing firms learn, manage knowledge and innovate. Some examples of topics of interest include: 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 especially welcome studies that address global knowledge management issues in the context of diverse and challenging institutional, political and economic environments.

7. Doing Business in Emerging Economies

Track chair: Seung Ho “Sam” Park, Skolkovo–Ernst & Young Institute for Emerging Market Studies, siemsbj@gmail.com

Emerging economies’ share of global production is increasing rapidly as growth in these markets far outpaces that in OECD countries. If present trends continue, global incomes and living standards could converge as they did in the late 19th century. This track covers all issues related to doing business in emerging economies including those at the country level, industry level, as well as firm and subsidiary levels. We especially encourage papers that examine institutional aspects of emerging economies and the challenges these pose for MNCs.

8. Developing Country Multinational Companies

Track chair: Rodrigo Bandeira-de-Mello, Fundação Getúlio Vargas (FGV-EAESP), rodrigo.bandeira.demello@fgv.br

The ascendancy of some Developing Country MNCs (DMNCs), e.g. Cemex, to global industry leadership has been the focus of a growing academic literature. Some researchers argue that these firms are a new phenomenon that requires new theories, while others argue that their behavior can be easily explained with existing theories. This track welcomes studies on DMNCs that seek to advance our understanding of this phenomenon. Papers submitted to this track should aim to identify and overcome the limits of existing theories of the MNC, as they relate to DMNCs. How do diverse DMNC home countries affect DMNC behavior? We are especially interested in how home and host country institutional, political and economic environments affect DMNC strategy and performance.

9. Cross-cultural Management and International HRM

Track chair: Mila Lazarova, Simon Fraser University, aib2013@sfu.ca

This track addresses the challenges associated with managing people in diverse intra- and international environments. 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, expa-

triate returnees 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.

10. International Economics, Finance and Accounting

Track chair: Hussain Rammal, University of South Australia, Hussain.Rammal@unisa.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, valuation, capital flows, transfer pricing, etc.), and Economics (e.g., international trade, exchange rates, international political economy, international economic development, etc.) 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 address topics that are inherently international (e.g., MNCs and economic development, international trade, exchange rates, etc.) or provide substantive comparisons across countries and not simply non-North American single country studies.

II. SMEs, Entrepreneurship, and Born Global

Track chair: Manuel Serapio, University of Colorado Denver, Manuel.Serapio@ucdenver.edu

International business long has been dominated by large, well-resourced multinational enterprises (MNCs). However, large numbers of small and medium-sized enterprises (SMEs) are emerging to participate in international trade, investment, and sourcing. Emergence of international SMEs is facilitated by globalization, advanced information and communications technologies, and other trends. Born globals (also known as “international new ventures”) are firms that conduct international business at or near their founding. The

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emergence of such businesses is associated with ‘international entrepreneurship’, which reflects innovative, proactive, and risk-seeking behaviors that cross national borders and create value in organizations. International entrepreneurship emphasizes two tendencies: the growing international role played by young entrepreneurial firms and “born globals” and the international, entrepreneurial activities of established firms. Traditional theories of the MNC have emphasized internalization and advantages characteristic of large, well-established international firms. Such perspectives may need to be extended or elaborated to account for widespread internationalization of born globals and other international SMEs. Papers that examine how differences in institutional, political and economic environments affect international entrepreneurship by MNCs, born globals or SMEs are particularly encouraged.

12. Economic Geography and Global Value Chains

Track chair: Ram Mudambi, Temple University, ram.mudambi@temple.edu

This track invites papers focusing on the spatial organization of economic activity. Traditional international business analysis uses the nation state as the geographic unit of analysis. While great progress has been made using this lens, future developments will increasingly rely on the recognition that space is complex and that national boundaries are becoming less relevant in the accelerating shift from trade in goods and services to trade in activities or tasks, resulting in a much finer international division of labor. As economic value creation is becoming increasingly dispersed around the globe in virtually all industries, linkages and pipelines between global centers of excellence are becoming more important, often at the expense of local connections between these centers and their immediate geographic surroundings. This phenomenon, driven by falling spatial transaction costs, has led to the rise of new centers of economic activity in emerging markets and the integration of formerly peripheral regions into the global economy. It underpins many of the most important trends in the world economy,

including the offshoring/outsourcing of increasingly sophisticated activities to emerging market economies and the growing dispersal of innovative activities within MNE networks. This track encompasses research from many fields including economic geography, regional science, international economics, organization and operations management, location theory and strategy.

Special Track: Teaching International Business

Track chair: Melodena Balakrishnan, University of Wollongong in Dubai, melodenabalakrishnan@uowdubai.ac.ae

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

Special Track: International Business Research Methods

Track chair: Pavlos Dimitratos, University of Glasgow, pavlos.dimitratos@glasgow.ac.uk

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

Submissions

We will be accepting two types of submissions—papers and panels. Paper and panel submissions need to be categorized into one of the twelve 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, 2013**. For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2013/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Patricia McDougall-Covin.

Patricia McDougall-Covin
Program Chair, AIB 2013
Annual Meeting
Indiana University
2013chair@aib.msu.edu



Call for papers

International Journal of
Gender and Entrepreneurship
& Women in the Academy of International Business

5th Annual Emerging Scholar Award in Women's Entrepreneurship

AIB 2013 Annual Meeting, Istanbul, Turkey, July 3-6, 2013

Deadlines: May 1, 2013: Submission to WAIB Emerging Scholar Award Committee
Visit www.kelley.iu.edu/waib/ for additional information

Purpose: *The purpose of the Emerald IJGE & WAIB Emerging Scholar Award in Women's Entrepreneurship is: to encourage high caliber scholarly research in women's entrepreneurship, and to platform the work of dynamic young researchers, particularly those who are in a position to offer exciting new perspectives.*

Nature of award: *The award will consist of a plaque to the recipient, a one-year free online access to IJGE international promotion for the winning paper and an invitation to submit the final paper for potential publication in IJGE subject to review. Finalists and Award Recipient will be permanently posted on the WAIB web site. **The winner will receive a \$500 award.***

Selection Process: To be eligible for this award, the paper must be submitted to and be accepted for presentation at the AIB Annual Conference (<http://aib.msu.edu/events/2013/>), and subjected to the Emerging Scholar Award submission process. Submission deadline for this year's Conference is January 15, 2013. Once an author has been notified that their paper has been accepted for presentation (in a competitive paper or interactive session) at the AIB Annual Meeting, the author will need to submit their paper to WAIB following the Emerging Scholar Award submission process. This process is detailed on the WAIB website and consists of an application form that must be filled out and submitted electronically, along with supporting documentation and copy of the paper. Papers competing for this award will typically be authored by final year PhD scholars, junior post-doctoral faculty or those who are at the early stages of their research career. WAIB will convene a panel of distinguished international experts in small business and women's entrepreneurship. This committee will review all submitted papers to determine which papers meet research standards and are deemed worthy of the award. Then, a group comprising representatives of WAIB, Emerald Group Publishing Limited and the *IJGE* Editor will make the final award selection from these qualified papers. The best paper award will be presented at the AIB Conference, July 3–6, 2013 in Istanbul, Turkey during the WAIB Annual Business Meeting. The winner and the runner-ups of the best paper award are normally expected to present their paper at the AIB Conference. In addition, the winner will also be expected to submit his/her paper to *IJGE* for consideration.

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Judging Criteria: While both conceptual and empirical papers will be considered, papers will be judged by how well they meet the following criteria:

- The topic of investigation should be important to a significant segment of the women's enterprise community (educators, practitioners, trainers, policy makers, etc).
- Offers a new perspective on our understanding of the phenomenon of women's entrepreneurship, and contains a clear description of how practice and/or policy will benefit from the analysis and findings revealed in the study.
- Meets the accepted standard for publication in an international journal.
- Is creative or innovative in the theory tested or the analytical approaches taken.
- Contains a well-designed set of conclusions/recommendations for the area studied.

Please note that it is a condition of all published papers in *IJGE* that they must not have been published previously elsewhere or submitted to other journals for review.

Any questions or suggestions concerning this award should be addressed to Joan P. Mileski, President, WAIB, at mileskij@tamug.edu or to Colette Henry, Editor, *IJGE*, at chenry@rvc.ac.uk. Submit abstracts and papers electronically to Joan P. Mileski following Emerging Scholar Award Submission Process found on the WAIB website www.kelley.iu.edu/waib/.

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The SSE/WAIB Award For Increased Gender Awareness in International Business Research



The Stockholm School of Economics (SSE), Sweden supports WAIB's (Women in AIB) endeavors by endowing an award for the best paper that increases gender awareness in international business research. **To be eligible for the award, papers must be accepted for presentation at the 2013 AIB annual meeting. In addition, the winner and runner-ups for the award are expected to present their paper.** Please refer to the AIB website for conference information <http://aib.msu.edu/>.

Increased gender awareness in international business research can take on many forms including, but not limited, to the following:

- *applying gender perspectives*, e.g., understanding how gender patterns, dynamics and biases can influence for instance strategy, leadership, the development of technology or knowledge transfer
- *gender as a category for analysis*, e.g., do female leaders face different challenges than male leaders, or will international firm performance differ if owned and/or governed by women compared to by men
- *incorporating gender as a variable* e.g., gender's interaction with other variables to predict for instance organizational attractiveness, or brand recognition

Eligible papers should be submitted to the SSE/WAIB award selection committee together with an attached statement specifying how gender awareness is increased by the paper. The submission form will be made available after the AIB conference has sent out acceptance letters to the authors. The SSE/WAIB award selection committee reviews papers and statements, chooses the winner and the first runner-up. Finalists for the award will be listed at the WAIB website.

- The winning paper is announced at the WAIB business meeting scheduled in AIB's conference program and permanent recognition is given on the SSE and WAIB websites.
- The author/s will receive a cash award of US \$1,000.
- Emerald Publishing and their journal *Gender in Management* are pleased to partner with this award and offer to publish the winning paper in the journal,
- subject to review and if the paper has not been published elsewhere.

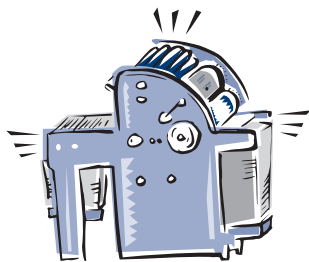
Submission:

Authors of papers eligible for the award should submit their accepted conference paper and a statement outlining how the paper contributes to increasing gender awareness (maximum 2 pages and references) by email to the chair of the selection committee by **May 1, 2013**, using the form attached or provided on the WAIB website <http://www.kelley.iu.edu/waib/>.

Contact:

Udo Zander, Chair
Ragnar Söderberg Professor of Business Administration
Stockholm School of Economics
Box 6501, 113 83 Stockholm, Sweden
Email: udo.zander@hhs.se





Just off the Press

- ⇒ **Peter J. Buckley** (University of Leeds, United Kingdom) has published *Innovations in International Business* (Palgrave Macmillan, ISBN: 978-0-230-28966-6). A leading international business theorist and writer for more than 30 years Peter Buckley focuses in this volume on the development and modeling of the multinational enterprise (MNE) and its role in knowledge creation and dissemination as well as cultural distance in international business, particularly with respect to Asian business.
- ⇒ **Yves L. Doz** (INSEAD, France) and **Keeley Wilson** (INSEAD, France) have published *Managing Global Innovation: Frameworks for Integrating Capabilities around the World* (Harvard Business Review Press, ISBN: 978-1422125892). The key to bridging your global innovation gap in today's global economy, it would be short-sighted to rely solely on local resources for new-product innovations. Instead, knowledge and activity critical to innovation most likely lie outside your company's home territories, sometimes far outside. This distance makes it harder than ever to obtain and integrate these resources, eating away at your competitive edge. How to tackle this challenge? In *Managing Global Innovation*, INSEAD's Yves L. Doz and Keeley Wilson show you how to build and leverage a global innovation network. Drawing on extensive research and real-life company examples, they walk you through a set of practical frameworks for acquiring and integrating innovation-critical knowledge from multiple sources. You'll learn to optimize your innovation footprint, improve communication and receptivity, and enhance collaboration in order to succeed on a global scale. The research is based on in-depth research within more than three dozen corporations, including Citibank, Essilor, GE, GlaxoSmithKline, HP Labs, HP Singapore, Nokia, Novartis, Shiseido, Siemens, Snecma, Synopsys, and Xerox—this book bridges theory and practice. *Managing Global Innovation* gives you the tools to harness critical expertise from around the globe and channel it into your innovation programs.
- ⇒ **Arvind K. Jain** (Concordia University, Canada) has published *Macroeconomics for Managers and Investors* (Gitan Publications, ISBN: 13 978-0-981-3285-1-5). The book is designed for one course in economics for business students who need to understand the global economy without becoming experts on economics. The book is designed to be used with a list of current readings and cases that elaborate the foundations of economics described in the book. Details of the book and samples copies can be obtained at www.gitanpublications.com.

New AIB Members

AIB welcomes the following 56 new members who joined our community between August 1, 2012 and October 15, 2012.



Ona Akemu
Alexander Assouad
Paul Baker
Samuel Bateman
Pragya Bhawsar
Ken Blawatt
Hermann Bohnekamp
Daniel Bonilla
Julie Boto
Michele Boulanger
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Jon Carrick
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Shaheed Khan
M. Ashok Kini
Jinsahng Lee
Reginald Leseane
Karl Li
Kristina Maiksteniene
Charles Main
Victor Marshall
Anna Matysek-Jedrych

Greta Meszoely
Sylvia T. Moraes
Edison Moura
Michael Ngoasong
Kum Nwoah
Hani Obeid
Nicholas Ogada
Stephen Pereira Jr.
Dorothy Pisarski
Peter Resch
Al Rosenbloom
Tomasz Rynarzewski
Estefania Santacreu-Vasut
Yuri Sato
Robbie Thomas
Luis Torres
Basak Ucanok
Gretchen Vogelgesang Lester
Jennie Walker
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ACADEMY OF INTERNATIONAL BUSINESS

Individual Membership Application

Apply Online at: <http://aib.msu.edu/>

Action(s): New Membership Renewal Address Correction

Type of Membership: Regular – \$100 Student – \$50* Low Income – \$50** Electronic – \$25***

Please print clearly or type and remit payment with form.

Family (or Last) Name _____ First Name(s) _____ Add your name to the WAIB (Women in the AIB)

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Highest Degree Attained _____ University Last Graduated _____

Disciplines Research Interests Region Interest I wish to opt-out of the print version of:
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Please refer to the next page for the Discipline, Research Interest, and Region Interest Codes.

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*Proof of student status is required—a copy of student ID or any other document that verifies current enrollment will be accepted as long as the student’s name and a current date (academic year or semester) is provided on the document.
 **Low income memberships are offered to individuals with gross annual incomes below US\$25,000 or equivalent. For proof of eligibility, a signed letter addressed to the AIB Executive Secretariat is required. The letter should state the individual’s annual income for the previous year and also include a personal statement by the individual declaring eligibility for the reduced due.
 ***Low-income Electronic Memberships are available only to members who qualify for the low income membership category (above) and are also from low-income economies as identified by the World Bank. Electronic members do not receive any print materials whatsoever, receiving only online access to JIBS, the newsletters, and other AIB publications through the AIB website.