

The 39 Country Initiative and AIB: An Update

Paul Beamish, Founder and AIB Fellow, and Yamlaksira S. Getachew, Doctoral Student Assistant

In a recent *AIB Newsletter* (Vol. 21, No. 2, 2015), then AIB president Nakiye Boyacigiller introduced the *39 Country Initiative* (39CI), expressed AIB's support, and called on the membership to get involved. In this follow-up, we provide more information on the 39CI to help our community gain better understanding. We also report on the exciting progress which has been made thus far.

Established in 2010, the 39CI aims to contribute toward poverty reduction by helping improve business education in the least-developed countries (there were 39 countries in mid-2010 that had per capita income of less than US \$2000/year). If the managers and entrepreneurs trained by local universities can make more sound business decisions, failures should decline and prosperity increase. A major challenge, however, is the dire shortage of educational materials. The 39CI strives to mitigate this challenge by promoting a business school-to-business-school model where those of us in wealthy countries help those in the world's poorest countries. Ivey Publishing – the world's second largest producer and distributor of business cases – is providing university students and professors in the 39 countries free access to its collection of cases, technical notes, and Ivey Business Journal articles. Over 2,000 professors from the 39 eligible countries have now registered and are receiving unlimited access to the vast collection.

If you are teaching in any of the eligible countries, you can use the Ivey Publishing content for free there. The 39 countries eligible to participate are: Afghanistan, Bangladesh, Benin, Burkina Faso, Burundi, Cambodia, Central African Republic, Chad, Comoros, Democratic Republic of the Congo, Cote d'Ivoire, Eritrea, Ethiopia, The Gambia, Ghana, Guinea, Guinea-Bissau, Haiti, Kenya, Liberia, Lesotho, Madagascar, Malawi, Mali, Mozambique, Myanmar, Nepal, Niger, Rwanda, Sao Tome and Princi-



Paul Beamish and team prepare a shipment for Ghana in November 2014 (photo used by permission from Ivey Business School's website)

Inside

Announcement of the New *JIBS* Editor-in-Chief. 3

2016 *JIBS* Decade Award. 3

Election of Incoming AIB Executive Board Members 4

New Research Methodology Special Interest Group . . . 4

WAIB at the 2016 Annual Conference in New Orleans 5

AIB 2016 Annual Meeting: New Orleans. 6

New AIB Members. II

Focus on AIB Chapters. 12

Just off the Press. . 14

Contributions from AIB Members 15

AIB Institutional Members. 16

pe, Senegal, Sierra Leone, Somalia, Tajikistan, Tanzania, Togo, Uganda, Zambia, and Zimbabwe.

Cognizant of the challenges of paying the costs to print electronic materials, the 39CI is also asking institutions to collect educational material for eventual container shipment to a business school in one of the 39 countries. To date, the initiative has shipped over 40 tons of current educational material to business schools in Ethiopia, Ghana, and Kenya. Also, as part of the 39CI, the University of Queensland has already collected a 20-foot container of books for eventual shipment to a business school in Rwanda. We hope to

see more such partnerships being forged, and we have been witnessing encouraging developments. Over the last few months, the 39CI has grown dramatically to include book collection nodes/hubs spread across 16 different cities, six countries, and four continents. Nonetheless, we have yet a long way to go, and can only get there with your help. Please visit the website <http://www.ivey.uwo.ca/engaging/39-country-initiative/> to learn more about the initiative. For any 39CI related inquiries and/or to explore ways for you to be involved, please contact us at ygetachew@ivey.ca or pbeamish@ivey.uwo.ca.

Keep Up-to-Date on All Things AIB

AIB-L Discussion List

<http://aib.msu.edu/community/aib-l.asp>



<https://www.facebook.com/AIBWorld>



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<https://www.linkedin.com/groups/Academy-International-Business-AIB-51447/about>

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Announcement of the New *JIBS* Editor-in-Chief

The AIB Executive Board is pleased to announce that Dr. Alain Verbeke has been selected as the new *JIBS* Editor-in-Chief, who will serve from 2017-2019. Dr. Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary (Canada), where he also serves as Research Director of the Strategy and Global Management Area. The University of Calgary has been ranked as the number one university in North America in the 'QS Top 50 under 50'. The Haskayne School of Business is one of the leading business schools in Western Canada and home to the Global Energy Executive MBA. Dr. Verbeke also serves as the Inaugural Alan M. Rugman Memorial Fellow at the Henley Business School, University of Reading (UK), and is an adjunct professor at the Solvay Business School, University of Brussels - VUB (Belgium). He is an elected Fellow of the Academy of International Business, and has served as Secretary and Treasurer of the Fellows.

Dr. Verbeke has authored or edited more than 30 books and has numerous refereed publications, including 13 contributions in *JIBS*. His academic research agenda consists of revisiting, rethinking and augmenting the core paradigms in strategic management and IB, especially internalization theory, which is a joint transaction cost economics (TCE) and



resource-based view (RBV) theory of the firm, infused with entrepreneurial thinking components. His main contributions to the field of international business (co-developed with the late Alan Rugman) include introducing (1) the location-bound and non-location bound FSA concepts as a joint TCE/RBV interpretation of the national responsiveness-integration framework; (2) the subsidiary specific advantage (SSA) concept; (3) the foundations for an IB theory of regional strategy rather than global strategy; and (4) the bounded reliability concept, aimed at bridging the unproductive divide between research streams building upon the more conventional micro-foundations of either opportunism or trust.

Following the successful term of Dr. John Cantwell as *JIBS* Editor-in-Chief, Dr. Verbeke will continue on the journal's path of promoting rigorous interdisciplinary and multidisciplinary research. His team of Editors will focus especially on new 'grand ideas', where the IB field can provide unique and highly impactful, intellectual value added and can highlight when and how internationally operating firms contribute to global prosperity, much in line with the 'Reading School' tradition of IB research.

2016 *JIBS* Decade Award

The winner of the *JIBS* Decade Award is "A quarter century of *Culture's Consequences*: a review of empirical research incorporating Hofstede's cultural values framework" by Bradley L. Kirkman (North Carolina State University), Kevin B. Lowe (University of Auckland) and Cristina B. Gibson (University of Western Australia). The award, sponsored by Palgrave Macmillan, is designed to recognize the most influential paper published in

JIBS ten years prior, and it will be presented at the AIB annual conference in New Orleans, along with a retrospective by the authors and commentaries from invited discussants Kendall Roth (University of South Carolina; 2016 committee chair) and Timothy Devinney (Leeds University). See the *JIBS* website (www.jibs.net) for full details of the award and to see a list, plus free article downloads, of all past *JIBS* Decade Award winners.

Election of Incoming AIB Executive Board Members

The members below have been nominated to be on the ballot for the AIB Executive Board and, if elected, will serve from August 1, 2016–July 31, 2019. To learn more about the candidates and vote before the March 31, 2016 deadline, see <http://aib.msu.edu>.



President-Elect:
Lorraine Eden

Vice-President Administration:



Hadi Alhorr



TS Chan

Vice-President Program-Elect (2018 Program Chair):



JT Li



Stewart Miller

New Research Methodology Special Interest Group

The AIB Board recently approved the formation of a Research Methodology Special Interest Group (RM-SIG). The new SIG exists to advance the quality, diversity and understanding of research methodologies in international business, and to promote innovation in research methodologies. It will provide AIB members with a worldwide forum and knowledge hub on methodological issues.

All AIB members are welcome to join the RM-SIG, and your SIG membership is free for your current AIB membership cycle, if you join the SIG before or during the New Orleans conference. A founding committee has been established to pilot the SIG through its first year until the first executive committee elections are held at the AIB Annual Meeting in 2017. The RM-SIG will be run by its membership, with anyone so interested being encouraged to stand for election, and to propose and run activities.

Some future RM-SIG events to look out for are:

- Later this year, the RM-SIG will gain its own presence on the AIB website.
- A meeting of interested members will be held at the 2016 New Orleans Annual Meeting. Anyone who wishes to participate in SIG activities is warmly invited to attend this meeting, which will be publicised in the Program.
- For those who can't attend the New Orleans Annual Meeting, there will be opportunities to become involved at a future date. The plan is for the RM-SIG to host webinars and to hold activities in cooperation with AIB chapters around the world.

In the meantime, if you wish to join the RM-SIG, propose a SIG activity in your region, provide feedback and/or find out more details, you are welcome to contact Bo Nielsen and/or Catherine Welch (RM-SIG founding committee members) at bo.nielsen@sydney.edu.au and catherine.welch@sydney.edu.au.

Women in the Academy of International Business (WAIB) at the 2016 Annual Conference in New Orleans



Amanda Bullough
WAIB President

2016 marks WAIB's 15th anniversary! That means that this year at the AIB Annual Meeting in New Orleans we will be celebrating women in the AIB even more than we normally do. Here are some things to look out for in the coming weeks and months:

- WAIB will continue our Helping Hands campaign, in which we provide scholarships to women scholars from low-income countries to help with funding to attend the annual AIB conference.
- We will again announce and receive applications for the WAIB best paper award.
- WAIB hopes to again sponsor three conference panels, which like any other conference submission are pending acceptance after a thorough review process. The tradition of WAIB panels has been to celebrate accomplishments and advance understanding of women in global business and provide advice for women currently working on advancing their careers in international business and in international business academics.
- WAIB will also host social events at the conference this spring. If your university or organization would like to sponsor any of these initiatives with financial support, WAIB will highlight your contribution in the form of logo placement and speaking opportunities.

In the months just ahead of the conference, WAIB will begin a fundraising campaign for both our Helping Hands scholarships and our general funds, which are needed for social activities at the conference (food, drink, space). As membership in WAIB is free, we operate under an all-volunteer executive board and rely on our sponsors and individual donors for financial sustainability.

We will provide more details for all of these initiatives later this spring, as paper and panel acceptance notices begin to go out, through the AIB listserv and subsequent newsletter as well as on the WAIB Facebook and LinkedIn pages. In the meantime, for more information on any of these initiatives, please email WAIB President, Amanda Bullough (bullough@udel.edu).

As always, we encourage you to follow us on LinkedIn and Facebook, and be sure to check out the WAIB page at <https://aib.msu.edu/waib/>. To join the WAIB listserv, send an email message to listserv@list.msu.edu with the following in the body of the email: SUBSCRIBE WAIB-L firstname lastname. Official membership in WAIB is free and open to all AIB members. To join WAIB, simply log into your AIB account and update your membership profile by checking the official WAIB membership box.



Keep up-to-date with WAIB!

Visit

<https://aib.msu.edu/waib/>

for links to WAIB social media, scholarship and award information, and more



AIB 2016 Annual Meeting

New Orleans, LA (USA)

June 27-30, 2016

View from the Sheraton New Orleans Hotel

Planning is well underway for the AIB 2016 conference in New Orleans, the Birthplace of Jazz. Registration begins February 15, 2016, and we encourage you to register by the April 10 early registration deadline. The following are further details to aid your travel arrangements.

Conference Venue and Lodging

The AIB 2016 meeting will be held at the Sheraton New Orleans Hotel. The conference hotel is located less than two blocks from the best of New Orleans, from the French Quarter and Bourbon Street to the Riverwalk and Warehouse District.

AIB has arranged for a block of rooms at a discounted rate. To book a room with the special rate only available to AIB conference attendees, please see the Venue and Lodging page on the AIB website and reserve your room directly online.

AIB is pleased to announce its partnership with Star Alliance as the Official Airline Network for the 2016 conference. Registered conference attendees can save up to 20% on flights. Further information including a list of participating airlines is available in the Star Alliance ad in this issue.

Travel Stipends and Area Scholar Fellowships

Application Deadline: April 10, 2016

AIB offers a limited number of travel stipends for doctoral students and area scholars to assist with expenses related to attending the AIB 2016 New

Orleans Meeting. Please review the relevant information below to determine if you qualify.

A limited number of US\$1000 stipends are available to help doctoral students attend the AIB 2016 New Orleans Conference. These stipends are made possible through a Sheth Foundation grant, as well as through individual contributions to the AIB Foundation.

These stipends are available for full-time Ph.D. students who plan to attend the Doctoral Consortium and/or have a paper accepted for presentation at the meeting.

A single application process will be utilized for all doctoral stipends. Recipients of the stipends will be expected to assist the conference organizers for about ten hours during the conference with various logistical tasks. Applications for travel stipends will be accepted only through the online application form, which will be made available on the AIB website in early March.

AIB also has available a limited number of Area Scholar Fellowships for faculty attending the AIB 2016 New Orleans meeting. These fellowships are made possible through generous individual contributions to the AIB Foundation.

For 2016, Area Scholar Fellowships will be available to faculty members from countries that are traditionally under-represented in our membership, with particular emphasis to applicants from Central and South America, Africa, Middle East, and Central Asia.

- The fellowship is comprised of:
- One free conference registration for the 2016 New Orleans Conference
 - A stipend of US\$500 to help defray travel and hotel expenses
 - Two years of AIB membership

In order to take advantage of this offer, the Dean or the Director of the School must nominate a member of their faculty who is currently not an AIB member. Please see the AIB conference page for application details.

If you're not eligible for one of these categories, we regret to inform you that no other financial support is available through AIB for this year's conference.



The Sheraton New Orleans Hotel – 2016 AIB Conference Venue



Join Us For AIB 2016!

Conference Theme:

The Locus of Global Innovation

Conference Venue:

Sheraton New Orleans Hotel

<http://aib.msu.edu/events/2016/>

Tentative Conference Program

Saturday June 25, 2016

9:00 am - 5:00 pm	AIB Executive Board Meeting
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Sunday June 26, 2016

9:00 am - 5:00 pm	AIB Executive Board Meeting
6:30 pm - 9:30 pm	AIB Awardees Reunion Dinner Cruise

Monday, June 27, 2016

9:00 am - 4:00 pm	JIBS/AIB Paper Development Workshop
9:00 am - 4:00 pm	Junior Faculty Consortium
9:00 am - 4:00 pm	Doctoral Consortium
9:00 am - 4:00 pm	AIB Community Engagement
9:00 am - 4:00 pm	Chapter Leadership Workshop
4:00 pm - 5:00 pm	New Members Welcome
5:15 pm - 7:30 pm	Opening Plenary Session
7:30 pm - 9:00 pm	Presidential Reception

Tuesday, June 28, 2016

8:00 am - 8:45 am	Fellows Cafe
9:00 am - 5:30 pm	Full Day of Sessions
5:45 pm - 6:45 pm	Townhalls
7:00 pm - 9:00 pm	AIB Fellows Dinner (<i>AIB Fellows only</i>)

Wednesday, June 29, 2016

8:00 am - 8:45 am	Fellows Cafe
9:00 am - 5:30 pm	Full Day of Sessions
5:45 pm - 6:45 pm	Meet Your AIB Chapters and SIGs
7:00 pm - 9:30 pm	Gala Event at the National WWII Museum

Thursday, June 30, 2016

8:00 am - 8:45 am	Fellows Cafe
9:00 am - 4:00 pm	Full Day of Sessions
4:15 pm - 5:30 pm	AIB Business Meeting
5:30 pm - 7:00 pm	AIB Awards/Farewell Reception – Sponsored by Palgrave Macmillan

Placement Center

Academic institutions and job applicants are invited to submit your position announcements and/or resumes to the 2016 AIB Placement Center. The Placement Center's mission is to bring both applicants and academic institutions closer in a private and relaxed environment. Hence, we offer a unique environment that connects academic institutions and job applicants in international business and across the globe.

The AIB Placement Center is a **free** service for position applicants and institutions who will be attending or represented in the AIB 2016 conference in New Orleans. Placement Services will be available from **June 28-June 30**. During these days, applicants and universities can utilize the placement center facility for interviews at no cost.

If you are a job applicant or a school/College with an open position that you would like to advertise, please visit the Placement Services home page for more detailed instructions on how and where to submit your information in a ONE-PAGE format at: <http://aib.msu.edu/careercenter/2016/placementcenter.asp>.

The Placement Center web page will be updated on a daily basis, hence we invite recruiters and job applicants to visit the website regularly and make direct contacts with applicants or institutions of interest **prior** to the conference.

Please send questions and comments to Dr. Hadi Alhorri, Placement Services Coordinator (aib_placement@slu.edu).

AIB 2016 Gala Event – June 29, 2016



Join your colleagues at the spectacular **National WWII Museum** in New Orleans to enjoy regional cuisine, listen to timeless 1940s-style swing band sounds, and explore the *Road to Berlin: European Theater Galleries* and *Road to Tokyo: Pacific Theater Galleries* located in the Campaigns of Courage pavilion.



Selected a “Top Museum” to visit
#3 in the United States &
#15 in the world



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www.staralliance.com
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THE WAY THE EARTH CONNECTS



New AIB Members

Welcome to the following 77 new members who joined the AIB community between November 1, 2015, and December 31, 2015.



Ogechi Adeola
Gregory Allen
Mehregan Ameri
Aaron Amertowo
Danuta Babinska
Scott Baker
Suresh Balsubramani
Claire Beswick
Henri Bezuidenhout
Ashish Kumar Bhatt
Gyorgy Boda
Thomas Brewer
Lebogang Chaka
Luis Eduardo Cipolla
William Collier
Henrique Correa da Cunha
Lidia Danik
Bruno Henrique de Araujo
Marcelo De Oliveira Garcia
Krisztina Demeter
Darwin Dhasan
Tamzin Edgar
Detelin Elenkov
Diego Finchelstein
Florian Fleming
Germano Gehrke

Tomasz Golebiowski
Adrian Gonzalez
Laurel Grassin-Drake
Magdalena Grochal-Brejdak
Kalyanaram Gurumurthy
Kavita Hamza
Carsten Hansen
Flavio Hourneaux Jr.
Jose Luis Huesca Dorantes
Md Daud Ismail
Heath James
Edit Kajtar
Sebe Kgati
Ari Kim
Kyungjoong Kim
William Kirwa
Izabela Kowalik
Dipali Krishhakumar
Edmir Kuazaqui
Tak yan Leung
Malgorzata Lewandowska
Yen-Hung Steven Liu
Kevin Lowe
Adriana Marotti de Mello
Rose Mugiira
Mahmood Muhammad

Ghulam Mustafa
Damoah Obi
Athanasios Patsiotis
Maria Eleni Petrakou
Carolina Cristina Pinto Prado de Araujo
Hamendra Porwal
Shengce Ren
Malgorzata Roszkiewicz
Premila Nazareth Satyanand
Beata Seinauskiene
Prince Senyo
Hemant Sharma
Lukasz Sienkiewicz
Tomasz Sikora
Pavel Strach
Danna Strydom
Lyndsay Strydom
Roseli Subayco
Mudaree Sudhir
Anna Svirina
Shinichiro Terasaki
Murilo Thomaz
Sivakumar Velayuthnam
Donghyup Woo
Johanani Zamilpa

Focus on AIB Chapters

In this issue we feature reports from two of our 18 Chapters: the US West Chapter, which recently held its inaugural conference, and the UK and Ireland Chapter, which will hold its 43rd this spring.



US West Chapter

By Gary Knight, US West Chapter Chair

The Academy of International Business US West Chapter (AIB US-W) held its inaugural annual conference on the beautiful campus of the University of Washington in Seattle, October 22-24, 2015. The chapter represents 13 western states in the United States: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. Although geographically based, like other chapters, the AIB US-W welcomes members and attendees from around the world.

The inaugural conference emphasized presentations to an international audience of the latest ideas in international business scholarship and practice. The conference drew about 47 participants from around the world, including many younger faculty and PhD students. Participants hailed from China, Peru, Thailand, the United Kingdom, and numerous other international locations.

The conference was developed by the Program Chair, Professor Nila Wiese of the University of Puget Sound. She was assisted by Professor Gary Knight of Willamette University (AIB US-W Chapter Chair), and officers Professor Tanvi Kothari (San Jose State University) and Professor John Kalu Osiri (University of Nebraska-Lincoln).

Nila Wiese and Gary Knight worked extensively with the AIB Secretariat to create a program of stimulating sessions and engaging plenary speakers. Professor Rosalie Tung, AIB Fellow, current AIB President, and professor at Simon Fraser University, gave one of four keynote addresses. Professor Leta Beard of University of Washington gave a special presentation on experiential teaching. Leta won the University of Washington's 2015 UW Distinguished Teaching Award, and is a senior lecturer in international business at the school. Professor Mike Veseth of the University



Mike Veseth delivers a popular presentation on the global wine industry

of Puget Sound gave a popular luncheon presentation on the global wine industry. Mike is editor of The Wine Economist blog and author of numerous books on wine.

Professor Sumit Kundu, AIB Vice President Administration and professor at Florida International University, gave a keynote presentation on academic publishing and also helped lead the conference's paper development workshop (PDW). The PDW featured breakout sessions with small groups of authors plus a mentor, and included detailed discussion and feedback on each paper, along with broader discussions and presentations on the research process. The goal was to support participating authors in developing their papers for submission to international conferences and journals. Professor Tom Roehl of Western Washington University helped chair the paper development workshop.

The AIB US-W is grateful to the support provided by Josie Kraft, Assistant Director, and Kirsten Aoyama, Director, of the Global Business Center at the University of Washington. Nila Wiese did a fantastic job as Program Chair. The inaugural conference came off flawlessly, and efforts are underway to hold next year's conference in California.

United Kingdom and Ireland Chapter

By Jeremy Clegg, AIB VP Administration

The AIB United Kingdom & Ireland Chapter (AIB-UKI) is one of the oldest and largest Chapters of AIB. It dates from the early 1970s, when it was established by the late Dr. Michael Z. Brooke of the University of Manchester Institute of Science and Technology (UMIST, now the University of Manchester). The inaugural meeting of AIB UK (as it then was) with 64 participants was held in 1973 at UMIST.

Fast forward 43 years, and AIB-UKI membership now stands at around 300. The Chapter has grown organically, being joined in 2006 by colleagues in the Republic of Ireland to form the present regional chapter.

Crucial to the Chapter's success has been the annual conference—now attracting around 200 researchers from the British Isles, Europe, North America, India, Australia, Middle East, and beyond. The Doctoral Colloquium at the conference (catering to some 40 students), specialist IB methods workshops, and paper development workshops for early career and doctoral students, as well special pre-conference events such as PLS-SEM research workshops, testify to the Chapter's role in research capacity building. The Chapter also supports other events, such as the recent seminars at Bradford University on generating impact from research and on shaping the research agenda in International Business & Management.



Speakers for the welcome plenary session at the 42nd UKI Chapter conference, hosted by Manchester Metropolitan University

Professor Stephen Young was awarded the inaugural John Dunning Prize for Lifetime Achievement, at the 42nd annual UKI conference (2015)



The Chapter's agility and ability to cater to its membership's needs is founded on having an effective executive committee, with good governance ensured by the Chapter's Constitution—written by Professor Stephen Young, a former chapter chair—which has been influential for other chapters. The Chapter has promoted the academic standing of AIB and the field of IB, with current chair Professor Heinz Tüselmann serving as Chair of the Scientific Committee of the highly influential International Guide to Academic Journal Quality and building on the work of previous chapter chair Professor Frank McDonald as a member of the Standing Committee of the Learned Societies in Management and Business.

The range of awards given by out the Chapter in recognition for research excellence and for achievement has grown, now numbering seven (<http://www.bbk.ac.uk/management/about-us/events/aibuki2016/prize-awards-and-publication-opportunities>), including the Palgrave Macmillan Best Paper Prize, the Michael Z. Brooke Doctoral Prize, and the Neil Hood and Stephen Young Doctoral Prize. A selection of best conference papers is published annually in the Palgrave Macmillan IB Book Series.

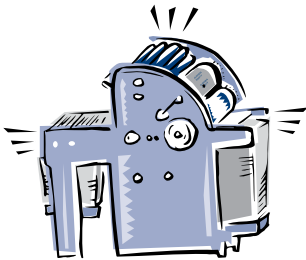
The chapter's 43rd annual conference will take place April, 7-9, 2016, hosted by the Department of Management, Birkbeck, University of London, and organized by conference chair Professor Kevin Ibeh and his team.

As Heinz puts it, the Chapter is “punching well above its weight,” having become a force for raising the profile and recognition of IB throughout the academic community. At 45 years of age, it is something of a model for us all.



The AIB-UKI Chapter and Palgrave Macmillan sport a long-standing collaborative relationship in the publishing of a book series in which twenty volumes have now been published, most recently: *The rise of multinationals from emerging economies: achieving a new balance*.

Edited by Palitha Konara, Yoo Jung Ha, Frank McDonald, and Yingqi Wei
ISBN: 9781137473103, URL: <http://dx.doi.org/10.1057/9781137473110>



Just off the Press

⇒ ***Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally*** (Edward Elgar Publishing, ISBN: 978-1783471577225) is the recently released title edited by **Pervez N. Ghauri**, University of Birmingham, UK, and **V.H. Manek Kirpalani**, Concordia University, Canada. This impressive *Handbook* provides a dynamic perspective on the international entrepreneurial strategies of SMEs, including the role and experience of their founders, as well as the collaboration of these SMEs in networks with larger firms. The expert contributors from all over the world and the editors explore the origin and evolution of internationalizing SMEs, the changing history and the future outlook of this sector. They study the effects of different cultures on the origin and growth of entrepreneurship and SMEs. The *Handbook* also outlines the various types of Born Globals that emerge from different parts of the world.

⇒ ***Transnational Corporations and Transnational Governance: The Cost of Crossing borders in the Global Economy*** (Palgrave Macmillan, ISBN: 978-1137467676), edited by **Sarianna Lundan**, University of Bremen, Germany, examines the different kinds of distance-related barriers related to cross-

border investment. The thirteen chapters illustrate how different forms of governance, whether inside the firm or as part of its network of external relationships, have the aim of reducing uncertainty and creating a more predictable environment.

⇒ ***The Eclectic Paradigm: A Framework for Synthesizing and Comparing Theories of International Business from Different Disciplines or Perspectives*** (Palgrave Macmillan, ISBN: 978-1137544698), edited by JIBS Editor-in-Chief **John Cantwell**, Rutgers University, USA, is a special Collection of JIBS articles which concern the foundations and the application of the eclectic paradigm. Including an all-new introduction, this collection aims to help to promote a greater conversation between those interested in the theoretical explanation of IB activities from various different backgrounds or starting points.

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