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...
Continued from page 1

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/

AIB Newsletter (ISSN: 1520-6262) is published quarterly by the Academy of International Business Executive Secretariat. For more information, please contact: G. Tomas M. Hult, Executive Director, or Tunga Kiyak, Managing Director, Eppley Center, 645 N Shaw Ln Rm 7, Michigan State University, East Lansing, MI 48824. Tel: +1-517-432-1452 Fax: +1-517-432-1009 • Email: aib@aib.msu.edu

http://aib.msu.edu

EXECUTIVE BOARD
President
Robert Grosse
George Mason University

Immediate Past President
Mary Ann Von Glinow
Florida International University

Vice President – 2013 Program
Patricia McDougall
Indiana University

Vice President – Past Program Chair
Susan Feinberg
Temple University

Vice President of Administration
Elizabeth Rose
Aalto University

Vice President of Administration
Peter Liesch
The University of Queensland

Executive Director
G. Tomas M. Hult
Michigan State University

CHAPTER CHAIRPERSONS
Australia-New Zealand Chapter
Elizabeth Rose
Aalto University

Canada Chapter
Howard Lin
York University

China Chapter
Changqi Wu
Peking University

India Chapter
S. Raghunath
IIM Bangalore

Japan Chapter
Masataka Ota
Waseda University

Korea Chapter
Dong-Kee Rhee
Seoul National University

Latin America
William Newburry
Florida International University

Middle East and North Africa Chapter
Melodena Stephens Balakrishnan
University of Wollongong in Dubai

Southeast Asia Chapter
T.S. Chan
Lingnan University

United Kingdom and Ireland Chapter
Heinz Tuschmann
Manchester Metropolitan University

Western Europe Chapter
José Pla-Barber
University of Valencia

Midwest USA Chapter
Juan Meraz
Missouri State University

Northeast USA Chapter
Ilan Alon
Rollins College

Southwest USA Chapter
Kabir Hassan
University of New Orleans

Western USA Chapter
Harvey Arbeláez
Monterey Institute of International Studies

JOURNAL OF INTERNATIONAL BUSINESS STUDIES
Editor-in-Chief
John A. Cantwell
Rutgers University

Managing Editor
Anne Hoekman
AIB Executive Secretariat

AIB INSIGHTS
Editor
Ilan Alon
Rollins College

EXECUTIVE SECRETARIAT
Tunga Kiyak
Managing Director

Irem Kiyak
Treasurer

Meg Quine
Office/Editorial Assistant
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.

- **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, by no later than **October 15, 2012**.

**Nominating Committee:**
Stefanie Lenway
Yves Doz
Mary Ann Von Glinow
The 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 Sbukla – Rutgers University, USA

Placement Services Director
Hadi Albott – 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
Kazubiro 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
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
AIB 2012 Awards

2012 AIB President’s Award for Contributions to International Development
Raymond C. Offenheiser – Oxfam America

2012 AIB Fellows’ International Educator of the Year Award
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’ International Executive of the Year Award
James Whitehurst – Red Hat

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 Join 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
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
Torbens Bruder, University of Bayreuth
Steven Carnovale, Rutgers University
Subhajit 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
Srividhini 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-Shiuu Liu, University of Arkansas
Qian Lu, National University of Singapore
Joel Malen, University of Minnesota
Lars Matysjak, Justus Liebig University Giessen
Edith Olejnik, Trier University
Bhavik Parikh, University of Memphis
Venkata Vijay Kumar Pasupuleti, IIM Indore
Robin Pesch, Universitat Bayreuth
Rasha Rezk, University of Cambridge
Rapeeporn 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

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

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
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 Abdelzaher, 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
Marcella 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

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 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)

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
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 verses 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).
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.
New AIB Members

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

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