

# NEWSLETTER

Vol. 25, No. 2, 2019



## LETTER FROM THE PRESIDENT

# Welcome to the 2019 Conference in Copenhagen

First of all, I would like to congratulate and welcome our newly elected AIB board members: President-Elect Jeremy Clegg, Vice President Program-Elect (2021 Program Chair) Gary Knight, and Vice President Administration-Elect Becky Reuber. As AIB's newest leaders, they will come to observe our board meeting in Copenhagen before the annual conference (June 22-23.) Their term of office will start on August 1, 2019. Jeremy, Gary, and Becky, welcome aboard!

I'm pleased to be able to share yet another piece of exciting news with our members! We are currently set to break the record for AIB conference attendance this June. Judging from the number of registrations we have received, the Copenhagen conference will have the largest number of participants in AIB history, beating the previous record of 1,208 set by the conference in Istanbul in 2013!

I think the large number of attendees this year can be credited to our outstanding conference program, as well as the beautiful city of Copenhagen. The theme of this year's conference is timely, too: "International Business in an Unsettling Political and Economic Environment". Unpredictable and contradictory forces are currently shaping the international landscape, causing perplexity and challenging the basic assumptions of statesmen, managers and scholars. According to Maria Tereza Fleury (AIB 2019 Program Chair), we received a total of 1,289 submissions for panels, as well as competitive and interactive papers. Out of these submissions, there were 912 acceptances, arranged into 263 sessions!

Furthermore, Rebecca Piekkari (AIB 2020 Program Chair) has been diligently assisting Maria Tereza in organizing an outstanding pre-conference program. We have increased the number of pre-conference workshops to 15 this year. There will be a doctoral consortium, junior faculty consortium, academic writing workshop, and research methods workshops. Besides our own journals (*Journal of International Business Studies* and *Journal of International Business Policy*), a variety of other academic publications (such as *International Business Review*, *Global Strategic Journal*, *Journal of Management Studies*, *Journal of World Business*, and *Management and Organization Review*) will be offering paper development workshops.

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## AIB 2019 COPENHAGEN

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Additionally, our local host institution, the Copenhagen Business School, will have a special Engagement Day on June 24, a unique opportunity for practitioners and scholars to gather together and have a dialogue on sustainability development and responsible management.

Each year during our conference, we give out many awards. 2019 is special as it marks the 50<sup>th</sup> anniversary of AIB's *Journal of International Business Studies*. There will be a special award ceremony conducted by JIBS Editor-in-Chief Alain Verbeke. There, platinum, gold, and silver medals will be awarded to a number of scholars, in recognition of their frequent and substantial contributions to JIBS. In the area of scholarly service, Gold Medals will also be awarded to our 8 past JIBS Editors in Chief. The AIB Executive Board would like to express our sincere gratitude to all the contributors who have helped make JIBS the top journal in International Business.

To borrow a description from our local host, Dana Minbaeva, "Copenhagen is a vibrant, urban, and diverse city. Whether one prefers exploring Denmark's history in our museums, viewing fascinating architecture at the Royal Palace, or sampling the world-renowned New Nordic Cuisine, there is something for every taste." I encourage our members to arrive in Copenhagen a day or two early or stay a couple days more after the conference. Though the work we do at AIB 2019 will certainly be important, it would be a shame to miss out on a chance to explore this marvelous European city.

## Announcements

*The most up-to-date announcements are also on our homepage at [aib.msu.edu](http://aib.msu.edu)*

# Recognizing the Winners of the Most Active Executive Board Election in AIB History

The Executive Board Election results are in! Thank you to all of our members who cast their votes—participation rates this year hit an all-time high at 43 percent!

Now, along with the current AIB Executive Board and the AIB Secretariat, please join us in congratulating the following officers, whose terms will officially run from August 1, 2019 to July 31, 2022.



**President-Elect**

Jeremy Clegg  
University of Leeds  
United Kingdom



**Vice President Program-Elect**

Gary Knight  
Willamette University  
USA



**Vice President**

**Administration-Elect**  
Becky Reuber  
University of Toronto  
Canada

**To learn more about each of these new board members and read their professional bios, visit [aib.to/announce](http://aib.to/announce).**

**For more information on the current Executive Board, their roles, and responsibilities, visit [aib.to/eb2019](http://aib.to/eb2019).**

# Research Methodology Shared Interest Group (RM-SIG)

*How to get involved at AIB 2019 and beyond*



## Our Purpose: Fostering Impactful Research Through Methodological Rigor

Social science research is being placed under substantial criticism with regards to its replicability and validity, a development to which international business scholarship is not immune. To assist the IB community in addressing such concerns, the Academy of International Business's Research Methods Shared Interest Group seeks to enhance the quality of both qualitative and quantitative research methods in international business scholarship by providing methodologically oriented services to the AIB community.

Specifically, the AIB RM-SIG co-operates with the Consortium for the Advancement of Research Methods and Analysis to offer research methods workshops and clinics at AIB's annual meetings. These offerings are designed to assist AIB members not just with the enhancement of their current methodological knowledge and expertise, but also to improve the overall rigor, credibility and trustworthiness of IB scholarship. Via its Newsletters, the AIB RM-SIG also serves as the primary communication source for methods-specific information and current methodological issues, as well as aiming to stimulate debate about new approaches and developments.



*AIB members taking part in a Research Methods SIG workshop at the 2018 conference in Minneapolis*

## How to Get Involved

### Pre-Conference Workshops

At the upcoming 2019 AIB Annual Meeting in Copenhagen, the RM-SIG will offer 7 pre-conference workshops which (a) provide either an introduction or enhancement on topics like Structural Equation Modelling, Partial Least Squares Analysis, and Multi-level Modelling, (b) give guidance on how to write up the literature review for a paper based on qualitative research, or (c) explore the key principles for responsible research.

**For the latest information on RM-SIG activities and free access to their online newsletter, visit [rmsig.aib.world](http://rmsig.aib.world).**

### Research Methods Clinics

In addition to the workshops, the RM-SIG will also offer 12 methods clinics within the AIB conference program. These clinics cover a broad range of methodological topics such as data collection and questionnaires, hierarchical linear modelling, qualitative research, multi-level analysis, logistical and multiple regression, mixed methods, categorical data and survey design, among others. The clinics are designed to help scholars deal with specific methodological challenges and questions they have.

Both workshops and clinics are free of charge for AIB members, based on first-come-first-serve registration. They are led by methods experts, and provide an opportunity either to discuss or obtain feedback on methodology-related matters. Detailed lists of all RM-SIG activities at the Copenhagen conference are available at [aib.to/rmshop19](http://aib.to/rmshop19) and [aib.to/rmclinic19](http://aib.to/rmclinic19).

# Teaching and Education Shared Interest Group (T&E-SIG)

*How to get involved at AIB 2019 and beyond*

## Our Purpose: Promoting Excellence in International Business Education

Teaching & Education is a newly formed Shared Interest Group within the Academy of International Business, focusing on promoting excellence in teaching international business. Its main objectives are facilitating the development and sharing of best teaching practices, providing a forum for teaching-related networking, the exchange of ideas and mentorship, and promoting research on teaching and education among AIB members.

Continuing the initiative that began at the 2018 AIB Annual Meeting at Minneapolis, T&E will be organizing activities, such as Teaching Cafés and international joint-teaching projects at future Annual Meetings, as well as at the meetings of AIB regional chapters.

### How to Get Involved

The Teaching & Education SIG is offering a number of special Teaching Cafés at the 2019 AIB Annual Meeting in Copenhagen—each is geared toward a unique pedagogical challenge. These sessions are free to all AIB members in attendance!

#### **Virtual Reality and Augmented Reality Technology Demonstration**

This Teaching Café will demonstrate how assignments that have an IB focus can be complemented by the incorporation of VR/AR technology, supported by database building, 360° camera and 3-D prototype printing. The different presentations and uses for the technology as part of IB curriculum will be discussed and assignments completed in undergraduate and graduate programs will be showcased. This session will be facilitated by Jacqueline Musabende, and Frank F. Cota, of Mount Royal University, Canada.

#### **Oikos Copenhagen. The Curricular Transformation Project**

Oikos is an international student-driven organization for sustainability in economics and management. The programs of Oikos promote integration of environmental and social perspectives in the IB curriculum. One of the main projects of Oikos to be showcased in this Teaching Café is the Curricular Transformation Project. It aims at integrating the present and the future of sustainability into business study programs. This session will be facilitated by Lucy Vaas of Oikos Copenhagen.

#### **Case Teaching in Emerging Markets: Unique Features of Firms and Context**

This Teaching Café will explore challenges facing scholars working with cases from emerging economies. The discussion will explore the unique features of companies in emerging economies: business groups, state-owned enterprises (SOEs), and family owned firms, among others. It will also focus on the features of emerging market environments, such as corruption, non-market company strategies, institutional voids, labor issues, and differences between emerging middle class and bottom of the pyramid consumers. Experience will be shared on how to select source materials, how to approach relevant parties in case writing, and how to address sensitive issues in class discussion.

#### **Case Writing & Publishing**

This Teaching Café will serve as a forum for AIB members interested in writing and publishing IB cases. It is intended to foster a community of AIB members who share an interest in case writing, as well as providing an avenue for idea exchange, peer-to-peer mentoring, and collaboration.

**For more information on upcoming Teaching & Education SIG activities, please contact Dr. Daria Panina at DPanina@mays.tamu.edu.**

# WAIB Shared Interest Group

*How to get involved at AIB 2019 and beyond*

## Our Purpose: Supporting Scholarly Development and Exploring Issues of Gender in IB

Established in November 2001, Women in the Academy of International Business (WAIB) is a Shared Interest Group (SIG) of the Academy of International Business. WAIB has three main priorities: providing a forum for networking among WAIB members; promoting research on gender and gender-related issues in international business; and mentoring.

WAIB has a strong presence at the AIB annual conferences as well as local and regional meetings. Every year, we come together to exchange ideas, research results, successes, challenges, and exciting plans for the future. We also work to make these events more accessible to AIB members: In 2019 The WAIB Helping Hands Campaign has provided travel scholarships for six Ph.D. students and junior scholars from low-income countries to attend the AIB Annual Meeting in Copenhagen.



WAIB's leadership presents their Woman of the Year Award at AIB 2018 Minneapolis.

## How to Get Involved

### The WAIB Members Reception

At AIB's annual conference, WAIB hosts a members-only reception where we announce WAIB awards, and network with friends and colleagues. These activities give all of us an opportunity to build new relationships. In particular, junior scholars can meet senior scholars and hear their insights from many years of research and teaching. Enthusiasm emerges for new projects and co-authoring possibilities are discussed.

### Speed Mentoring and Networking Panels

In addition to the networking reception, WAIB will also have two panels at AIB 2019: "Women in Business in Denmark," and the "Speed Mentoring Session for Women in the Academy of International Business (WAIB)."

The former panel is chaired by Janet Y. Murray and Malika Richards, and features speakers such as Pernille Erenbjerg (TDC, Denmark), Maria Tereza Fleury, Maria Hjorth (Mercer Denmark), and Dana Minbaeva.

The latter panel, chaired by Saba Colakoglu and Amanda Budde-Sung, features Nakiye Boyacigiller, Mary-Yoko Brannen Mughan, Paula Caligiuri, Carolyn Egri, Margaret Fletcher, Susan Gupta, Tanvi Kothari, Anna Lamin, Mila Lazarova, Dana Minbaeva, Rebecca Piekkari, Malika Richards, Grazia Santangelo, Noemi Sinkovics, Mary Sully De Luque, and Katalin Takacs Haynes.

For more info about how to become a WAIB member, subscribe to the group's email listserv, or follow them on social media, visit [waib.aib.world/get-involved](http://waib.aib.world/get-involved)

# Introducing Our 2019 AIB Fellows Award Winners

## AIB Fellows International Executive of the Year Award

**Jim Hagemann Snabe**

*Chairman A.P. Moller – Maersk and Siemens AG*

**Award Presentation: Session 0.9 - Monday, June 24 - 17:15-19:30**

Based on 25 years of experience in the IT industry, Jim Hagemann Snabe is focused on leadership around innovation, digitization and societal progress. As co-CEO of SAP Jim was, together with Bill McDermott, instrumental in driving the strategic development of SAP to double the value of the company and play a more responsible role in society. In 2013 he and co-CEO Bill McDermott were ranked #2 on Glassdoor.com's listing of the top 50 highest rated CEOs, based on their 99 percent approval rating from employees. In his capacity as a global business leader Jim is involved in a number of activities focused on societal progress and the role of business in society. Snabe's views on leadership are shaped by his commitment to solving societal issues and his trust in human potential.



## AIB Fellows International Educator of the Year Award

**Ingmar Björkman**

*Dean of the School of Business, Aalto University*

**Award Presentation: Session 1.3.1 - Tuesday, June 25 - 13:00-14:15**

Ingmar Björkman (born 1959, raised in Norway) received his PhD from the Hanken School of Economics (Finland) after having done parts of his studies at Stanford University. Prior to joining Aalto University he was Professor of Management and Organization at the Hanken School of Economics, where he served as Dean of Research and Internationalization during 2005-2007 and Head of the Department of Management and Organization from 1998 to 2011. Having taught at a number of business schools in Europe and Asia, Björkman has received teaching awards from Hanken School of Economics, Fudan University (Shanghai), and INSEAD (Singapore). Ingmar Björkman's main research area is International Management, with a particular focus on people management issues in multinational corporations.



## AIB Fellows Eminent Scholar Award

**Daniel A. Levinthal**

*Reginald H. Jones Professor of Corporate Strategy, Wharton School, University of Pennsylvania*

**Award Presentation: Session 2.3.1 - Wednesday, June 26 - 13:00-14:15**

Levinthal has published extensively on questions of organizational adaptation and industry evolution, particularly in the context of technological change with 70 articles and book chapters that have received over 25,000 citations. He currently serves as Editor-in-Chief of *Strategy Science* and has previously served as Editor-in-chief of *Organization Science*. He has received honorary doctorates from the University of Southern Denmark, Tilburg University, the University of Warwick, and the London Business School and has held visiting professorships at the Harvard Business School (Bower Fellow), the Sant'Anna School of Advanced Studies, University of Pisa (Philip Morris Visiting Professor), and the University of New South Wales (Michael Crouch Visiting Professor).



# The Journal of International Business Policy Turns One

This month marks the one-year anniversary of the *Journal of International Business Policy* (JIBP), and there is a lot to celebrate. To date, JIBP has published 23 articles that have received more than 270 Google Scholar citations and over 33,000 paper downloads. Our articles are starting to influence policy discussions, with VoxEU, Forbes, and the World Economic Forum discussing on their websites insights that were first published in JIBP.

Despite these initial successes, there is no time for us to rest on our laurels. We are more committed than ever to providing the AIB community with a journal that is both high quality and policy-relevant. This is reflected in our editorials, which provide international business scholars with ideas and tools to make their research policy relevant. It is also exemplified by our careful choice of special issue topics where we believe international business scholars can be particularly impactful.

A key driver of the success of JIBP will be the number of submissions by AIB members, and we would therefore like to draw your attention to the different ways you can contribute to JIBP. There are currently three Special Issue calls where you can still submit papers:

- **25 years since TRIPs: Patent policy and international business**

Paper proposal deadline has passed, but full papers can be submitted until July 15, 2019

- **The Sustainable Development Goals: What role for multinational enterprises?**

Paper proposals due by May 30, 2019; full papers by July 15, 2019

- **Global value chain-oriented policies**

Paper proposals due by Sept 1, 2019; full papers by March 1, 2020



Of course, you can download the full call for papers for each of these Special Issues from the JIBP website:

[aib.to/jibpcfp](http://aib.to/jibpcfp).

The highlights at the upcoming AIB 2019 conference in Copenhagen will definitely include the JIBP Showcase panel entitled '*The Contribution of International Business to Public Policy*' which will feature all of the editors of this year's Special Issues. While it is now too late to sign up for the JIBP PDW in Copenhagen, the editors will naturally be participating in the Meet the Editors session that follows the workshop, and is open to all. Additionally, various JIBP editors will be present in numerous sessions throughout the conference. Do come and talk to us!

Finally, with four successful issues now behind us, we would like to encourage all AIB members to take a look at the published issues, read the editorials where different editors offer their views of IB policy, and submit your manuscripts!

Sincerely,



Sarianna Lundan, Editor-in-Chief



Ari Van Assche, Deputy Editor

# Where Great Scholars Meet Great Employers

*How to Meet Your Perfect Professional Match at the AIB 2019 Placement Center*

**What it is:** The Academy of International Business Placement Center is a free service for academic job-seekers and hiring institutions who will be attending the AIB 2019 conference in Copenhagen, Denmark. Participants post their position announcements and resumes in advance on AIB's website, find the best matches for their professional needs, and schedule in-person meetings in our specially designated networking facilities.

## How to participate:

- **Job applicants:** save your CV in a PDF format and send it to [aib\\_placement@slu.edu](mailto:aib_placement@slu.edu).
- **Hiring institutions:** visit the Placement Center homepage at [aib.to/placement2019](http://aib.to/placement2019) for detailed instructions on how to submit your position announcement.

**How to make the most of it:** The placement center web page will be updated with new submissions on a daily basis. Recruiters and job applicants are encouraged to visit the website regularly and make direct contact with applicants or institutions of interest *prior* to the conference. Those interested in scheduling in-person meetings can take advantage of our private, professional Placement Center facilities from June 24 – June 27 at no cost.



## Have questions?

Visit [aib.to/placement2019](http://aib.to/placement2019) for more info or contact Dr. Hadi Alhorrr, our placement services coordinator at [aib\\_placement@slu.edu](mailto:aib_placement@slu.edu).

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# 39 Country Initiative Update

AIB Delivers Tons of IB Texts to University of Dar es Salaam in Tanzania

**What it is:** The 39 Country Initiative was founded in 2010 by Professor Paul Beamish, and has been supported by the Academy of International Business for several years. Its mission is to provide current, relevant teaching materials and pedagogical skills development to higher educators with a view to improving management education in the world's 39 lowest income countries.

**What we gave:** seven shipping pallets filled with IB textbooks, weighing nearly 3,500 pounds! These contributions came from a number of AIB partners, including Michigan State University, Davenport University Lansing Campus, Lansing Community College, and the World Changers Group at North Dakota State University.

**Our impact:** After months of planning and preparation, plus some generous support from Two Men and a Truck, who provided in-kind contributions for the shipping process, the texts finally arrived at the University of Dar es Salaam. In his thank you letter to AIB, Dean Ulingeta Mbamba said:



*"The books already have an impact as many of our instructors and students have started using them. I believe the books will be instrumental in educating the University of Dar es Salaam community and the general public at large because new editions and recent books are normally scarce."*



# Chapter Updates

## AIB Western Europe Holds Inaugural Doctoral Student Workshop

**Location:** University of Erlangen-Nuremberg (Nuremberg, Germany)

**Focus Areas:** Emerging trends in international business, future of work



*AIB Fellow Robert Grosse's keynote presentation focused on practical recommendations for early-career researchers*

**Introducing the new team:** This year's workshop was the first event to be coordinated by AIB Western Europe's new leadership team: Fabian Jintae Froese, Mirko Benischke, Andri Georgiadou, Bersant Hobdari, and Vittoria Scalera.

**Inspiring young scholars:** Twenty-nine PhD students from Germany, the United States, Pakistan, Russia, Turkey, and the United Kingdom participated in the 2019 workshop. The meeting was tailored to early-stage researchers and provided excellent opportunities for learning and networking. In their keynote presentations, AIB Fellow Robert Grosse and distinguished IB researcher Thomas Hutzschchenreuter shared their personal experiences and gave valuable recommendations to inspire future research.

**Mastering the review process:** One of the highlights of the meeting was a special session featuring three journal editors: Benjamin Bader (*Journal of International Management* and *International Journal of Human Resource Management*), Tassilo Schuster (*South Asian Journal of Business Studies*), and Matthias Baum (*Management Revue*). The editors discussed the most critical aspects of the publication process and shared their knowledge and experience in an accessible manner.

**Emerging trends and new perspectives in IB research:** The workshop featured numerous stimulating presentations and roundtable sessions in the traditional AIB conference format. Some of the hot topics of the conference were emerging markets, the future of work, responsible corporate strategies, and IB policies. The presenters engaged in vivid discussions with the audience and received individual feedback from experienced researchers and fellow doctoral students.

We are grateful to the University of Erlangen-Nuremberg and the Program Chairs Benjamin Bader, Almasa Sarabi, and Tassilo Schuster for their hospitality.



*Twenty-nine students from six different countries participated in AIB Western Europe's inaugural Doctoral Student Workshop*

# AIB Experts: Brexit Negotiations

*AIB's Fellows are among the most accomplished scholars in the IB field. To help more of our members take advantage of their expertise, we've asked them to contribute a series of think pieces on topics that are currently trending in international business. Our first AIB Expert is **Pervez Ghauri** who, along with his co-author, **Ursula Ott**, has managed to map out the most likely outcomes of Brexit and the UK's ongoing negotiations with the EU.*

After more than forty years of membership, the United Kingdom has been negotiating its exit from the European Union for over two years. In this piece, we outline four possible outcomes of these negotiations. These examples are drawn from past instances of negotiation with non-member countries which, nevertheless, have maintained a close relationship with the EU—we believe these precedents may provide some indication of where Brexit is headed.

The Brexit Negotiations could have been conducted amicably with offers and counter-offers. However, while the EU has demonstrated a preference for such a rational approach, the UK has taken a somewhat more emotional approach, independently publishing a so-called White Paper, which announced a set of twelve objectives that government representatives were determined to achieve. Below, we have also taken into account how each possible negotiation outcome is likely to serve or hinder those objectives.

- **Norway Model:** This model allows access to the single market by paying a membership fee and allowing free movement of people, conditions which were clearly rejected by the British referendum and government White Paper. Therefore, this model needs to be negotiated, which is likely to prove difficult.
- **Canada Model:** This agreement was achieved after several years of negotiations and includes free trade in many products and services, though with no free movement of people. Given the long period of negotiation required for this model's success in the past, it would likely result in several more years of uncertainty for UK residents.
- **Ukraine Plus Agreement:** This model is rarely discussed by British politicians or by the media. However, it seems to help achieve most of the objectives listed in the White Paper. In addition to free trade in most products and services, plus no free movement of people, this agreement includes a number of security collaborations which are desired by both the UK and EU.
- **UK Model on the Table:** Single market access (through tariffs, quota, agreements and payments) and special agreements to be negotiated for financial services, security issues, and no free movement of people. The negotiations will proceed following offers and counter-offers depending upon the bargaining power of each party.

While remaining in the EU seems to be the best economic option for the UK, this appears not to be achievable at present unless there is a second referendum and a majority of voters choose to remain. Considering the current deadlock in the UK's parliament, a second referendum or an exit without an agreement are the most probable options.

Our review of the above negotiation models suggests that the Ukraine plus model would yield the most desirable results for the UK as it is likely to achieve most of the government's stated objectives. Conversely, the Norway model seems to be the least desirable option for the UK, as it would be required to pay a membership fee and accept some level of free movement of people.



*AIB Fellow Pervez Ghauri, Professor of International Business, University of Birmingham*

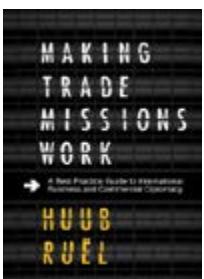
# Just Off the Press

Featuring newly published titles from AIB members



Cooperation has become the leading strategy adopted by businesses and other organizations. It is taking on new forms that are adapted to changing market expectations and technological possibilities in the rapidly evolving business environment. This new edition of *Cooperative Strategy* (Oxford University Press, 978-0198814641), by **John Child** (University of Birmingham, UK), David Faulkner (Magna Carta College, Oxford), **Stephen Tallman** (University of Richmond, USA) and **Linda Hsieh** (University of Birmingham, UK), provides a comprehensive view of the practical and theoretical literature concerning cooperative strategies, and the alliance and network organizational forms that are the enablers of these strategies. It takes the reader through the stages of developing a cooperative alliance, from choosing a cooperative form and selecting partners, to establishing an alliance and managing the process of cooperation. It examines cooperative strategies in different sectors as well as internationally, and discusses performance criteria and evolution of cooperation over time. With insights from internationally recognized experts on cooperative strategy, this book presents extensive research on the topic while also addressing practical issues of alliance management.

*Diversity within Diversity Management: Country-Based Perspectives* (Emerald, 9781787548213), edited by **Andri Georgiadou** (Cyprus University of Technology, Cyprus), **Maria Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia), and **Miguel R. Olivas-Lujan** (Clarion University of Pennsylvania, USA), provides new practical and strategic insights for practitioners, managers, students and policy makers on the strategic nature of policy intervention. Nowadays, managing and promoting diversity is of paramount importance to the future of sustainability and the political and business agenda. Despite a tremendous growth in diversity management scholarship in recent years, a strong tendency has emerged whereby existing theories focus on a single level of analysis, using a limited range of mostly Western research settings, and on a narrow range of diversity types. Diversity research has thus far focused on prioritizing visible forms of diversity, such as gender or disability, with less emphasis placed on diversity in culture and values internationally. Contributors to this volume aim to provide critical reflection of current debate areas on workplace equality and diversity in under-researched countries to inform and support evidence-based decision making for a wide variety of academic and practice-oriented stakeholders.

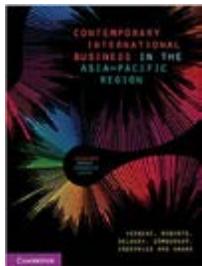


In *Making Trade Missions Work: A Best Practice Guide to International Business and Commercial Diplomacy* (Emerald, 9781786354723), Huub Ruël (Hotelschool the Hague, and University of Twente, The Netherlands) presents a clear view on commercial diplomacy and defines trade missions as a firm internationalization learning experience. The book outlines why a trade mission's preparation, programme, and follow up, are key to making trade missions work. It presents a research-informed, three-staged model of a trade mission and presents in detail how a real life trade mission was organized along this model.

This example should inform and inspire organizers of trade missions. The book also aims to revamp and innovate trade mission research, and will therefore be a useful source for new trade mission research for international business scholars.

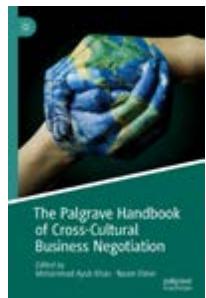


AIB would like to share newly published titles with an international business focus authored or edited by its members in the Just Off the Press section. Email your announcement, following the style of the entries above, to [newsletter@aib.msu.edu](mailto:newsletter@aib.msu.edu). Please limit your entry to 150 words.



**Alain Verbeke** (University of Calgary, Canada), Robin E. Roberts (Griffith University, Australia), Deborah Delaney (Griffith University, Australia), **Peter Zámborský** (University of Auckland, New Zealand), **Peter Enderwick** (Auckland University of Technology, New Zealand), and **Swati Nagar** (Auckland University of Technology, New Zealand) have co-authored *Contemporary International Business in the Asia-Pacific Region* (Cambridge University Press, 978-1108620680). With an emphasis on 'doing business in Asia', this book addresses topics that are driving international business today. Providing content and research that is accessible to local and international students, this text introduces core business concepts and comprehensively covers a range of key areas, including trade and economic development, dimensions of culture, business planning and strategy development, research and marketing, and employee development in cross-cultural contexts. Written by authors with industry experience and academic expertise, *Contemporary International Business in the Asia-Pacific Region* is an essential resource for students of business and management.

*The Palgrave Handbook of Cross-Cultural Business Negotiation* (Palgrave Macmillan, 978-3030002770), edited by **Mohammad Ayub Khan** (University of Monterrey, Mexico) and Noam Ebner (Creighton University, USA), lays out a foundation justifying the importance of studying negotiation in a global context, and details conventional and contemporary theories regarding international engagement, culture, cultural difference, and cross-cultural interaction, with particular focus on their influence on negotiation. Building on these elements, the book provides a broad array of country-specific chapters, each describing and analyzing the negotiation culture of businesspeople in a different country around the world. Finally, the book looks ahead, with an eye towards identifying and anticipating new trends and developments in the field of global negotiation. This text will appeal to scholars and researchers in international business, cross-cultural studies, and conflict management who seek to understand the challenges of intercultural communication and negotiation.



## PICK YOUR PATH TO #AIB2019

VISIT  
[BIT.LY/AIB2019](http://BIT.LY/AIB2019)  
FOR  
A DETAILED SCHEDULE OF SESSIONS  
A NAVIGATION GUIDE TO  
THE OFFICIAL CONFERENCE VENUE  
INFO ON A DAY OF PROGRAMMING  
PRESENTED BY THE  
COPENHAGEN BUSINESS SCHOOL

# New Members

AIB welcomes the 315 new members who recently joined the AIB community between January 1, 2019, and March 31, 2019

Nita Abrashi-Smajli  
Taghreed Abu Salim  
Farid Ahmed  
Todd Alessandri  
Alaa Alsaarhan  
Kantatouj Amaranonta  
Sebastian Ameller Infantaz  
Wilder Eloy Andrade Lanza  
Mahmoud Araissi  
Carmen Cecilia Aramayo Acebey  
Eric Asante  
Anam Aslam  
Jose Felix Aspi Cosme  
Jean Paul Felix Aspi Huanca  
Tariq Atiya  
Viatcheslav Avioutskii  
Hoda Awada  
Nicole Böhmer  
Yuntao Bai  
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# Membership Dues Announcement

## AIB Dues are Set to Increase on August 1, 2019

We would like to let our members know that the AIB Executive Board voted unanimously on May 7, 2019 to increase AIB's annual dues by 20 percent, with the dues increase to take effect as of August 1, 2019.

Over the years, AIB's expenses have risen significantly in the process of providing more value-added services to its members. Some of these are as follows: (1) the funding of a new journal, *Journal of International Business Policy*; (2) the creation of two new Shared Interest Groups (SIGs) which are receiving annual funding: the Research Methods SIG and the Teaching and Education SIG; (3) the increase in funds provided to AIB's regional chapters in support of their activities; and (4) the increased staffing and support being provided by the AIB Secretariat.

As we reviewed AIB's financial position recently, we noted that the last dues increase was in January 2005, when regular dues were increased from \$85 to \$100. If the dues were to be simply adjusted each year to keep up with inflation, the dues would need to be \$130 in 2019 just to have the same purchasing power as \$100 in 2005.

In addition, we noted that AIB's dues are relatively low compared with other academic organizations. Some relevant examples include: the general membership dues are: \$345 (American Accounting Association), \$300 (American Marketing Association), \$182 (Academy of Management), \$175 (European International Business Academy), and \$160 (Strategic Management Society) compared with just \$100 for AIB.

Given the commitment of the AIB Executive Board and Secretariat to continue to provide greater value to its members, the decision was made that dues need to increase 20 percent (the maximum increase allowed by our bylaws) for all membership levels. **Therefore, as of August 1, 2019, the dues will be as follows for each membership category:** regular: \$120; student, low-income and emeritus: \$60; electronic: \$30.

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