



## From Where I Sit...

Mary Ann Von Glinow  
 AIB President

...the AIB is undergoing change. In the 3rd Quarter Newsletter I tasked four presidential committees to give me (and the AIB Board and Secretariat) their best thinking on issues related to governance, ethics, our publications at AIB and our finances. What emerged was a series of recommendations and ideas that preoccupied the Board at our recent meeting in Miami. I'll be commenting on these in a series of blog posts in more detail, but I wanted to give you an idea of what we're thinking about, when I say we're going through changes.

We're thinking about adding another AIB publication. But, we're not going to impose our thinking on you, the membership; instead, we're going to ask you directly in a member survey what type of journal publication would add more value for you. Would you prefer another academic type journal, perhaps concentrating on education, or learning, or some other pedagogy? Or, might you prefer a more practitioner type journal, or even a case-based one?

We'll soon have a committee on "digital media strategy" which will explore how AIB can take advantage of the many possibilities that new Internet and mobile technologies provide to incorporate rich digital media and interactivity into our world. Meanwhile we will work to migrate AIB's various online systems to provide

better support for our chapters and members online.

We will soon ask you to approve constitution and bylaws changes to expand the AIB Board composition. We think it is high time we had more "corporate memory" in our elected board members, and so the governance committee has recommended that we expand our board membership to include the following positions: President-elect, Past Program Chair, and up to two additional VP Administration positions. Thus we would move from about six positions now to a total of nine elected positions and our Secretariat ex-officio, non-voting. We think the expansion will tap into your resources and serve the membership well.

We'll also be adding a Code of Ethics for the AIB leadership. Usually most professional associations have codes of ethics for their membership (which we will eventually add), but we think that this is a first of its kind, a code for leaders at all levels in the AIB: the Board, the Track Chairs, the Committees, the Chapters, the Fellows, the WAIB, and all others in leadership positions. This one has real teeth, and before we roll it out, we need to vet it with our lawyers to make sure we're okay in that regard. We're going to create a standing committee that will be totally independent of the board, to handle dispute resolutions and enforcement.

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And, we are continuing to try to bring you the “value proposition” you need for AIB to become your primary professional association affiliation. Accordingly, we have reviewed our financial health, and since the Secretariat at MSU took over the reins in 2004 (you may remember that we had to quickly move our venue from Istanbul to Stockholm), our reserves have gone from \$394K to nearly \$2 million USD, ensuring the short-term financial stability of AIB, due to incredible stewardship of the finances of AIB by the MSU-based Secretariat. But, with increasing costs that come with visiting the more exciting and new-to-AIB destinations for our meetings, we need to be diligent and examine how we can best generate and use our funds for your benefit.

Accordingly, I have commissioned an “AIB Dream Team” strategy session, to be held in Nagoya, Japan, at the upcoming annual meeting. Your inputs to the various committees I’ve just discussed have been instrumental in helping the Board to try to move us for-

ward. Very shortly, you will be receiving a list of what a “vertical slice of AIB” thinks are the most important issues/challenges facing AIB in the next five years. I want you to read these carefully, and vote for your top three. Your input will be critical in making this strategic planning session successful. We’ve labeled it “AIB Dream Team” because strategic visioning is dreaming about what is possible isn’t it?

In view of what our challenges are in the future, I encourage you to start the conversation now with me, and all the other AIB Board members and the Secretariat. Stay tuned for further information on the brand new AIB Blog, where we can have some of this conversation. I hope you’ll be part of the change initiatives we’re proposing. AIB deserves nothing less than total membership contribution to our future.

With Best Regards,  
Mary Ann Von Glinow  
AIB President

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## From the 2011 Program Chair

Shige Makino  
Chinese University of Hong Kong

A beautiful season of Sakura, or cherry blossom, is approaching in Japan. Sakura marks a new start in life in Japan, as the Japanese school year and fiscal year in most business sectors starts in April. As the season of Sakura turns into the summer, the AIB reads itself for the 2011 Annual Conference to be held in Nagoya, June 24-28, 2011. To date, the AIB Nagoya is shaping up to be an exciting program with renowned plenary speakers, special guests, innovative workshops and sessions. I am writing this newsletter article to update you about the latest progress for AIB 2011 Nagoya.

I am pleased to tell you that, this year, we received a record number of submissions, 1,512 in total, which is 40 percent larger than the previous record of 1,115 submissions to the Milan conference in 2008. This is the first AIB meeting held in Japan since the AIB was founded 53 years ago and is one of the largest academic conferences in business and economics studies ever held in the city of Nagoya. Thanks to the hard work of track chairs and our superb colleague, Tunga Kiyak at the AIB Secretariat, we should have finalized the composition of the Nagoya program by the time you read this. We will keep you informed about the conference content and schedule on the conference website (<http://aib.msu.edu/events/2011/>) so please visit it regularly.

Let me overview some of the major events to be organized in the AIB Nagoya below.

### Plenary

The AIB Nagoya starts with the **Fellow's Opening Plenary**. We welcome two distinguished guests on the stage, Mr. Fujio Cho, chairman of Toyota Motor, winner of the 2011 AIB Fellows Executive of the Year Award, and Dr. Richard Nelson, the AIB Fellows Eminent Scholar for 2011. Following the Opening Plenary, the **Fellows Featured Plenary** kicks off the conference. Chaired by Eleanor Westney,

the plenary features three AIB Fellows, Geoffrey Jones, Lorraine Eden, and Ravi Ramamurti, discussing pressing issues centered on the conference theme, "International Business for Sustainable World Development". Two other plenary sessions focus on strategy and cultural aspects of sustainable world development. In the **Strategy and Sustainability** plenary, Paul Beamish (chair) and three acclaimed leaders in the field, Jay Barney, Michael Hitt, and Stuart Hart, will share their latest views on how strategic management of international business contributes to sustainable world development. In the **Culture and Sustainability** plenary, Masataka Ota (chair), and four top culture research experts, Geert Hofstede, Nancy Adler, Rosalie Tung, and Oded Shenkar, discuss the role of national culture for international business for sustainable world development. The last plenary, the **Teece-Buckley Plenary**, celebrates the 35 year anniversary of the internalization theory developed by Buckley and Teece (Buckley and Casson, 1976; Teece, 1976). The Plenary, chaired by Christos Pitelis, invites David Teece and Peter Buckley as keynotes, and Jean-Francois Hennart and Christos Pitelis discuss their contributions to IB.

### Special Sessions

We will have several exciting sessions. The **Intercity and International Transport Sector** session welcomes Mr. Yoshiyuki Kasai, chairman of the Central Japan Railway Company (JR Tokai) as a keynote speaker. Professor Tae Oum, the world's leader of international air transport research, chairs the plenary, and three leading scholars in transport and logistics management discuss the latest issues of international transport practices. **Asian Business School Deans Forum**, chaired by George Yip, welcomes Deans of six leading business schools in Asia, i.e., National University of Singapore, Hitotsubashi University, Korea University, Indian School of Business,

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Nanjing University, and Chinese University of Hong Kong. The Deans are invited to share their views on internationalization of business schools in Asia, opportunities and future agenda. **Executive Panel on BOP** features practices of BOP (Base of the Pyramid) strategy. Chaired by Masa Okada, senior managers of major Japanese firms, Panasonic, Ajinomoto, and Nippon Poly-Glu, discuss both opportunities and obstacles of BOP strategy in emerging economies. **IB's Contributions to Social Science Disciplines**, chaired by Anju Seth and Tailan Chi, invites Jean-Francois Hennart, John Lawler, Mariko Sakakibara, and Eleanor Westney to discuss how IB has made and can make contributions to advancing social science disciplines. The **AJBS Panel**, jointly organized by the Association of Japanese Business Studies (AJBS) and The Academic Association for Organizational Science (*Soshiki Gakkai*), invites renowned experts of Japanese business research, such as Hideki Yoshihara (chair), Taka Fujimoto, and Kentaro Nobeoka, to discuss competitive (dis)advantages of Japanese enterprises and industries. We will have a research methodology workshop, **Conducting High Quality Interdisciplinary Research in International Business**, where Joseph Cheng (chair), Timothy Devinney, Yves Doz, Michael Hitt, Marjorie Lyles, Oded Shenkar, and other participants will discuss conceptual and methodological issues of interdisciplinary approaches to IB research. The **Women in the Academy of International Business (WAIB)** celebrates its 10<sup>th</sup> anniversary and organizes three exciting sessions. They include a roundtable panel on challenges and opportunities faced by women executives and entrepreneurs in Japan; a roundtable panel on career development of women academics; and a session for a memoir of the late Susan Douglas and her contributions to IB and to the AIB.

### Special Guests

The AIB Nagoya is honored to welcome a visit of Professor Sir James Mirrlees, a winner of the 1996 Nobel Prize in Economics. Professor Mirrlees will join a session organized by the doctoral and junior faculty consortiums and present on "What I thought when I was a doctoral student/junior faculty," "How I developed my path-breaking ideas," and "What I did

when I was stuck," which will be a great learning experience for all participants. In addition, Mr. Fujio Cho, chairman of Toyota Motor, Mr. Yoshiyuki Kasai, chairman of the Central Japan Railway Company, and Dr. Richard Nelson, a co-author of "An Evolutionary Theory of Economic Change" (Nelson & Winter, 1982), will also visit us as winners of the AIB awards and as our distinguished guests.

### Other Sessions and Events

Prior to the main conference, Sea-jin Chang and Sri Zaheer chair the **Doctoral** and the **Junior Faculty Consortiums**. We expect to welcome around 100 participants in total coming from across the world. The list of the faculty panel members can be found on the conference website. As you will see in the list, we will have a group of excellent scholars joining the consortiums. The **JIBS/AIB Paper Development Workshop** will also be held prior to the main conference. Organized by Petra Christmann and chaired by John Cantwell, Editor-in-Chief of JIBS, the Workshop provides junior scholars with developmental feedback on their current research projects in international business studies. Following recent innovations in AIB annual meetings, we will organize a number of the **State-of-the-Art** sessions selected by the track chairs of AIB 2011. The sessions represent the most cutting edge research in their respective areas. We will continue have the **Fellows Café** where participants will start the day with a cup of coffee while engaging in conversations with AIB Fellows on IB topics of mutual interest.

In addition there are many more exciting workshops and sessions that are not introduced in this newsletter.

### Social Activities

Thanks to the local host's effort, we will be able to offer several exciting social activities to make your visit to Japan more memorable. Following is the list of such activities (the Gala dinner is included in your registration, the rest will be at additional cost).

- Gala dinner at *Atsuta Jingu* (Atsuta Shrine)
- Excursion to *Ise Jingu* (Ise Shrine) and Miki-moto, a famous pearl jewelry producer
- *Ukai* (cormorant fishing) at the Nagara (<http://www.kankou-gifu.jp/en/ukai/>)

- Visit to Toyota factory
- Visit to Mizkan factory and the Sake Museum
- Excursion to the Nagoya Castle and the Tokugawa Art Museum
- Excursion to Kyoto

## Access to Nagoya

Nagoya is located in the central part of the Japan' Main Island (*Honshu*). It is the fourth largest city in Japan after Tokyo, Yokohama, and Osaka and has been the center of Japan's manufacturing industries, especially, automobile. You can find the general information about the City of Nagoya at the following websites:

- City of Nagoya (<http://www.city.nagoya.jp/en/>)
- Nagoya Convention & Visitors Bureau (<http://www.ncvb.or.jp/en/>)

The best way to get to Nagoya is to fly directly to the Central Japan International Airport (Centrair) (<http://www.centrair.jp/en/>) and take a train (or bus or taxi) to Nagoya (around 20 minutes by train). You can also fly to international airports in other major cities

in Japan (e.g., Narita or Haneda International Airport in Tokyo area or Kansai International Airport in Osaka area) and take a domestic flight or train to get to Nagoya. Nagoya is well connected to major cities in Japan. The JR *Shinkansen* (bullet train) is the most common choice. For example, it takes 2 hours from Tokyo and 40-50 minutes from Kyoto and Osaka to Nagoya. More detailed travel information is available on the AIB Nagoya website. Please remember to visit the website to check if you need a visa to enter Japan.

Finally, I would like to thank our colleagues and members of the local host team at Nanzan University, Professors Katsushige Sawaki, Naoya Takezawa, and Marc Bremer, for their continuous support and hard work. I feel extremely fortunate that I have been able to work closely with them.

We are all excited about how AIB 2011 Nagoya is shaping up, and we hope you will be, too. I look forward to seeing you all in Nagoya!

## AIB 2011 Annual Meeting Lodging Information

AIB 2011 will take place at the WINC Aichi - the Aichi Industry and Labor Center in Nagoya, Japan. The facility is less than 5 minutes walking distance away from Nagoya Station as well as the main conference hotel (Marriott Associa Hotel); the hotels are listed below. The room rates are valid for the nights of June 22-28, 2011, and are per person, per night, including breakfast, service charge and consumption tax.

Please visit <http://aib.msu.edu/events/2011/Lodging.asp> for up-to-date information and access to the central lodging reservation system.

### Nagoya Marriott Associa Hotel

- Double (Standard) 1 person(s) with breakfast: JPY 20,000
- Twin (Deluxe) 2 person(s) with breakfast: JPY 16,500
- Twin (Standard) 2 person(s) with breakfast: JPY 14,500



- Castle Plaza** (for low-income and student members)
- Single 1 person(s) with breakfast: JPY 11,600
  - Twin 2 person(s) with breakfast: JPY 9,900



# AIB 2011 Annual Meeting Tour Information



## Women Pearl Divers and Ise Jingu Shrine

**Date:** June 24, 2011

**Time:** 8:00-19:30

**Price:** JPY 25,000 per person (including lunch, English speaking guide service )

Visit Mikimoto Pearl Island, a museum dedicated to Kokichi Mikimoto, the first person to successfully cultivate pearls. Also enjoy the rare opportunity of meeting and interacting with women pearl divers and take a tour of Ise Jingu Shrine which is the most sacred shrine of Shinto religion.



## Nagoya Castle and Toyota Commemorative Museum

**Date:** June 25, 2011

**Time:** 9:00-12:30

**Price:** JPY 5,900 per person (no meals included, English speaking guide service)

Learn about past and future of Nagoya, famous for both its historical and commercial value. First, visit the Toyota Commemorative Museum of Industry and Technology. Proceed to Nagoya Castle, a symbol of Nagoya that was originally built in 1612 by Shogun Tokugawa Ieyasu. From the observation deck on the top floor of the castle, you can enjoy a sweeping view of the city while browsing exhibits about life in feudal Japan.

## Traditional Tour Cormorant Night Fishing at the Kiso River

**Date:** June 26, 2011

**Time:** 16:30-21:30

**Price:** JPY 10,000 per person (includes dinner, English speaking guide service)

Watch the 1,300 year old practice of cormorant fishing from a boat on the Kiso River in Inuyama on this cultural night tour starting from Nagoya. This ancient fishing technique is sure to amaze you.

## Toyota Motor Plant Tour

**Date:** June 27, 2011

**Time:** 9:00-15:30

**Price:** JPY 10,000 per person (includes lunch, English speaking guide service)



Explore the world's largest automobile manufacturer on this exciting tour through Toyota's assembly plant. Take a closer look at the pursuit of new technology and techniques being conducted by Toyota.

## Mizkan Vinegar Museum and Sake Museum

**Date:** June 28, 2011

**Time:** 9:00-13:00

**Price:** JPY 8,400 per person (no meals included, English speaking guide service)



Learn about the history of making Vinegar at Mizkan (Mitsukan) Vinegar Museum. At Sake Museum you can learn Japanese Sake making technology.

## Kyoto 1-Day

**Date:** June 29, 2011

**Time:** 7:30-19:00

**Price:** JPY 33,000 per person (includes lunch, English speaking guide service)

This one-day guided tour to Kyoto, Japan's former capital, leaves from Nagoya by bullet train. Visit the Tokuwaga shogun's residence, Nijo Castle, before marveling at the gold leaf covered Golden Pavilion and strolling through its exquisite surrounding garden. Visit the Kyoto Imperial Palace and watch traditional artisans work their crafts at the Kyoto Handicraft Center. Then walk through Sanjusangendo, Japan's longest wooden structure, and stroll to Kiyomizudera Temple for a sweeping view of the city.

Please visit <http://aib.msu.edu/events/2011/> for more information and to reserve space for the tours.

## Adopt-a-Library

Our gratitude goes out to the following members for their generosity in supporting the Adopt-a-Library program in the 2010 calendar year:

### Institutional Benefactor

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### Full Benefactors – gifts of \$100 and above

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The Adopt-a-Library program was initiated by the AIB Fellows to help libraries around the world that could not otherwise afford to subscribe to JIBS. Donations to the Adopt-a-Library program can be made during AIB membership renewal or annual conference registration processes, or may be sent separately to the AIB Secretariat.

## AIB Foundation

Our gratitude goes out to the following members for their generosity in supporting the AIB Foundation and its activities in the 2010 calendar year:

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Jean-Claude Cosset      Fernando Serra  
Johannes W. de Jager      Akanni Razaq Sho-  
deinde  
Randall Donohue      Yoshikazu Shusa  
John B. Ford      Stephen Bruce Tall-  
man  
Takeshi Fujisawa      Rehan ul-Haq  
Andrew C. Gross      Aubury Webb  
Constantine  
S. Katsikeas  
Mari Yanagi Kobayashi

The AIB Foundation is a charitable organization that funds projects which aim to advance the cause of international business. Under the Foundation's charter, these funds may be used for a wide variety of purposes: student scholarships, faculty fellowships, research grants, travel grants, doctoral dissertation grants, and publications subsidies. Donations to the AIB Foundation can be made during AIB membership renewal or annual conference registration processes, or may be sent separately to the AIB Secretariat.

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# Institutional Members

We thank the following organizations for their support of the Academy of International Business through an institutional membership for the 2010 calendar year:

Dongbei University of Finance and Economics, China

Florida International University, USA

George Washington University, USA

Georgia State University, USA

Gitam Institute of International Business, India

Indiana University, USA

Kean University, USA

Michigan State University, USA

National University of Ireland, Galway

Peking University, China

Rosario University, Colombia

St. Mary's University, USA

Temple University, USA

Texas A&M University, USA

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Universidad Iberoamericana, Dominican Republic

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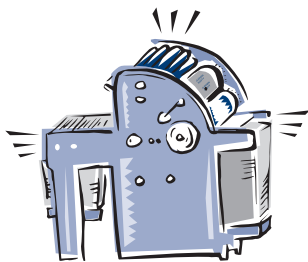
The University of West Indies-Cave Hill, Barbados

Youngstown State University, USA

York University, Canada

AIB invites other organizations to become institutional members. For more information about institutional membership and its benefits, please visit <http://aib.msu.edu/membership/>.





## Just off the Press

- ⇒ **Candida Brush** (Babson College, USA), Lars Kolvereid (Bodo Graduate School of Business, Norway), L. Oystein Widding and Roger Sorheim (Norwegian University of Science and Technology, Norway) have co-edited *The Life Cycles of New Ventures: Emergence, Newness and Growth* (Edward Elgar, ISBN: 978-1848446977). The contributors to this book provide a cross-national comparison of venture emergence, newness and growth. Their chapters examine the influences of cultural, social and economic factors on venture development, compare the approaches of entrepreneurs who move from idea to emerging organization, and investigate acquisition and development of resources in growth and performance. The authors consider important issues in new ventures research such as technology commercialization, management team development, and influence of equity funding. While its particular focus is on Norway and the US, the book offers broad and intriguing contributions with regard to the emergence and growth of knowledge based firms in developed economies, and has implications for both direct and indirect government policy with regard to stimulating the formation and development of knowledge based firms.
- ⇒ **V. Necla Geyikdagi** (Yeditepe University, Turkey) has published *Foreign Investment in the Ottoman Empire: International Trade and Relations 1854-1914* (I.B. Tauris, London, ISBN: 978-1848854611). This book sheds light on the motives, means and policies which guided foreign investment in the Ottoman Empire from the mid-nineteenth century until the First World War. After a brief chapter on the Ottoman loans from Europe, foreign direct investment in the Ottoman Empire is examined by specifying the economic incentives as well as the political motivations of the major capital exporting countries. The political risk created by the policy of the Ottoman government in addition to other factors is handled in detail. Besides books and reports published during the historical period in question, contemporaneous newspapers and journals such as *The Economist*, *The Near East*, *The Times*, *The Manchester Guardian* and *L'Orient Illustré* were also used as sources in this study.
- ⇒ **Parissa Haghirian** (Sophia University, Japan) has edited *Japanese Consumer Dynamics* (Palgrave Macmillan, ISBN: 978-0230242869). Today Japan is still the second largest and most important consumer market in the world. This book discusses the development of Japanese consumerism, particularities of Japanese consumer behavior and consumer rights, new consumer groups and emerging trend in the Japanese market.
- ⇒ **George Siedel** (University of Michigan, USA) and Helena Haapio (Lexpert Ltd, Finland) have published *Proactive Law for Managers* (Gower, ISBN: 978-1409401001). This book explains how managers can use contracts proactively to reduce their costs, minimize their risks, secure key talent, collaborate to innovate, protect intellectual property, and create value for their customers superior to that offered by competitors. The book builds on recent research that focuses on how law can be used to achieve competitive advantage and on advances from the Proactive Law Movement in Europe. This research is complemented by a Manager's Legal Plan that provides a practical guide to managers seeking to create sustainable competitive advantage through the law. The publisher has agreed to provide AIB members and their students with a 35% discount by using the code PLM35US when ordering the book at [www.gowerpublishing.com/isbn/9781409401001](http://www.gowerpublishing.com/isbn/9781409401001).

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⇒ **Ali Taleb** (HEC Montreal, Canada), Rick Milz and Catalin Ratiu have co-edited *The Multinational Enterprise in Developing Countries: Local versus Global Logic* (Routledge, ISBN: 978-0415492522). A key distinctive feature of multinational enterprises (MNEs) as organizations resides in the fact that they span across borders. This exposes them to dissimilar and often unfamiliar social and economic conditions as they venture into foreign countries. MNEs from industrialized economies that are active in developing countries and emerging markets face particularly challenging hurdles due to both economic and institutional dis-

crepancies between their home and host countries. This book focuses on the uneasy interaction between the traditional logics of developing countries and the economic logic of MNEs. The traditional logics of most developing countries are built around community-based legitimacy and an intuitive but concrete epistemology. Conversely, the economic logic of MNEs from developed economies is built around technical and economic legitimacy and an abstract intellectual epistemology. Unpacking the uneasy interactions between these two logics will help achieve MNEs' objectives of competitiveness in developing countries as well as globally.



## Members on the Move

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⇒ **Zafar U. Ahmed** (Ph.D., Utah State University, USA), has been invited by the Graduate School of Management (GSM) at the Universiti Putra Malaysia (UPM) to serve as a “Renong Distinguished Endowed Chair of Marketing” and Professor of International Business. In this capacity, he will be responsible to provide leadership for the establishment of (1) Malaysian Center for International Business and Education (Malaysian CIBER) within GSM, (2) “Global EMBA Program” and (3) “Mini-MBA Program” in collaboration with the coveted William Davidson Institute, Ross School of Business, University of Michigan, USA. Zafar served as Dean, College of Business and Management, Fahad Bin Sultan University in Saudi Arabia before moving to Malaysia. He was also a Tenured Full Professor of Marketing and International Business at the Texas A&M University at Commerce, Texas, USA before moving overseas in 2007.

*AIB Newsletter would like to share the latest news about its members in the Members on the Move and Just Off the Press sections. Email your professional accomplishments, book publications, promotions, and honors to: [newsletter@aib.msu.edu](mailto:newsletter@aib.msu.edu). Please limit your announcements to 150 words and identify the name of the section it is intended for in the subject line of your email.*

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# New AIB Members

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AIB welcomes the following 116 new members who joined our community between November 1, 2010, and January 31, 2011.



Naila Aaijaz  
Claudette Alexander  
Sebastian Alexander  
Thankom Arun  
Charles Baden-Fuller  
Rashidd Bakarr  
Ilker Beyhan  
Ramudu Bhanugopan  
Tamarra Blackman  
Alicia Boisnier  
Jaime Alfonso Bonache Perez  
Jamal Bouras  
Lobna Boushnni  
Annette Brown  
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## CALL FOR PAPERS

Special Issue of the *Journal of International Business Studies*

# The Multinational In Geographic Space

### Special Issue Editors

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### Introduction

Although the impact of the changing strategy of MNEs on global economic geography is beginning to receive attention in the literature, IB scholars' understanding of space remains relatively underdeveloped (McCann and Mudambi, 2005). The O (Ownership) and I (Internalization) dimensions of Dunning's eclectic paradigm are relatively well understood compared to the L (Location) dimension.

Because of the historical role of national borders, location in IB is often conceptualized and operationalized as a country-specific characteristic. Spatial heterogeneity exists in IB to the extent that countries differ in terms of their cultural and institutional framework, level of economic development and availability of natural resources. The IB literature tends to view space in terms of distance between countries, relying on measures such as cultural distance, institutional distance, psychic distance, distance between country centers, and so on. Whereas for some of these types of distance, the country is appropriate unit of analysis, this is not necessarily true for all. For example, the international cultural distance between two Scandinavian countries like Denmark and Sweden may well be smaller than that between two Indians, one from the Hindi-speaking North and the other from the Tamil-speaking South. Alternatively, to understand the role of geographic distance in the Canadian automotive supply chain by measuring the distance to the traditional industry cluster in Detroit would miss the emerging new automotive clusters in the American South where most non-US MNEs like Nissan, Toyota and BMW have located their assembly plants.

To improve our understanding of the spatial dimension of IB activity and the interaction of location with

governance and organization aspects of MNE activity, we need to build on insights from economic and human geography and regional science. By integrating IB more closely with literatures that explicitly recognize the subtleties of geographic space, we push the frontiers of the field. In the process, we make connections with the emerging literature in international strategy that emphasizes the importance of firm-level decision-making on geographical outcomes, insights that can advance the research frontiers of economic geography (Nachum and Zaheer, 2005; Shaver and Flyer, 2000; Alcaccer and Chung, 2002). At the most fundamental level, this involves incorporating the impact of sub-national locations on decision-making and performance of multinational enterprises (MNEs). We contend that uniting the IB literature's rich insights on the organization and governance of the MNE with the nuanced analysis of space in the economic geography literature offers great opportunities for advancing our understanding of both internationalizing firms and locations.

### Topics for the Special Issue

We welcome both theoretical and empirical contributions, and papers adopting either a single or multi level analysis. Illustrative topics are mentioned below:

The 'death of distance' and 'spiky' global innovation; some scholars have declared the globalized world to be flat, but at the same time the strategic and economic importance of geographically concentrated networks of firms has increased (e.g. Lahiri, 2010). Global connectedness is increasingly recognized as crucial determining the position of individual clusters in the global hierarchy (Cantwell and Janne, 1999; Meyer et al., 2011) and the success of firms within them. For MNEs, managing a portfolio of locations and serving as

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a key part of the “connective tissue” amongst clusters puts them in a powerful position. Equally, MNEs that fail to leverage their unique position may find themselves weaker in consequence. How does the increased importance of connectedness affect the traditional view in IB linking control to ownership given that connectedness does not necessarily coincide with ownership?

While there is a rich literature in IB on the MNE’s local embeddedness (e.g., Andersson et al., 2002), its spatial aspects are often simply assumed; they have rarely been distinguished or explored in an explicit manner. Influential IB scholars have recently highlighted this lacuna (Dunning, 2009). How is IB theory and practice affected when geographical co-location and embeddedness are disentangled?

From Ownership, Location and Internalization to Place, Space and Organization (PSO); within the OLI framework the role of transaction costs is crucial. In the core-periphery model the role of space, dominates. How does an interpretation of transaction costs along spatial dimensions (PSO) affect the predictions of the OLI framework?

Distance and the liability of foreignness; distance is conceptualized as a multidimensional construct mostly relating to inter-country characteristics. Is it meaningful to conceptualize distance as a multidimensional construct? Can we do a better job of disentangling these dimensions, in order to distinguish more clearly what is attributable to geographic distance, and what is attributable to cultural distance? E.g. the institutions of a place may depend partly on cultural characteristics, and partly on geographic issues such as resource availability, climate, proximity and relationship to other places etc. So papers that better compared and related the dimensions of distance in an IB setting might well prove foundational for other work to be done in this domain.

Economic geographers are concerned with firm location in general: why they start in certain places, why they tend to stick to those locations, why they sometimes move, why they expand by making investments in other locations and how they organize and co-ordinate their multi-locational activities. Is the multinational firm simply a special case of a multi-locational firm? How do the notions of place, space and organization bear on this question?

The role of the MNE in cluster formation; clusters are known to have life cycles. Whereas MNEs can play a catalyzing role in the start of a cluster and its further development, it is not clear how clusters and the (subsidiaries of) MNEs belonging to these clusters are affected when clusters are imploding or dissolving. Economic geography provides insights on cluster life cycles, and the questions arise relating to MNEs’ roles in these life

cycles. More specifically, MNEs improve the external connectivity of a cluster and we need to know more the implications of this connectivity for the development of the cluster.

Entry mode theory and spatial heterogeneity; entry mode theory is dominated by the role of transaction costs in determining the optimal governance structure. This theory and the associated empirical studies are in general space neutral. Economic geography has shown that transaction costs are not space neutral. How are the predictions made by entry mode theory affected when we incorporate the notion of spatial transaction costs? Whereas country level institutional characteristics have been incorporated in entry mode studies, sub-national level spatial heterogeneity has so far been absent.

Spatial antecedents and consequences of geographical value chain disaggregation; as value chains are increasingly disaggregated into activities, projects and tasks, the internal networks of MNEs are becoming more open and increasingly decentralized. What does this likely imply for the international locational dispersion of activity across the full networks orchestrated by MNEs (which may include both ‘internal’ and ‘external’ elements if we define these purely in traditional ownership terms)? Conversely, what are the implications for locations of being relatively more (or less) conducive to more open kinds of firm networks locally, e.g. with respect to their IP regimes or other local institutional conditions?

In addition, we provide illustrative examples of some more general topic areas:

- Local partners and geographic space; spatially proximate vs. spatially distant local partners;
- The disaggregation of the value chain and the location of value creation;
- Extra-organizational knowledge spillovers in industrial districts/clusters.

## Submission process

All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between November 1, 2011, and November 18, 2011, at <http://mc.manuscriptcentral.com/jibs>. All submissions will go through the JIBS regular double-blind review process and follow the standard norms and processes.

For more information about this Call for Papers, please contact the Special Issue Editors or the JIBS Managing Editor ([managing-editor@jibs.net](mailto:managing-editor@jibs.net)).

Note: Please see full version at [www.jibs.net](http://www.jibs.net) for list of references cited in this call.

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